

**SYLLABUS**  
**(According to NEP-2020)**

**For**  
**MA (Advertising and Public Relations)**  
**(2 Year Program)**  
**(Session – 2024-26)**  
**(With effect from July, 2024)**

**Department of Media Organisation and Public  
Relations**



*Dr. [Signature]*

**Haridev Joshi University of Journalism and Mass  
Communication Jaipur**

# Department of Media Organisation and Public Relations

## Syllabus 2024-26

### (According NEP-2020)

#### About the Department

The organizational structure of media, its behavioural patterns, public relations, corporate communication, advertising, etc. are important dimensions of media studies. To develop an academic understanding and professional skills/expertise on these dimensions, the University formed this Department in 2019, the year of its own establishment. Through its programs, the department endeavours to familiarize the students with the specifics of media-organization and to develop their managerial, behavioural and communicative skills. After the commencement of postgraduate program in the very first session, now the subjects related to this have also been included in the curriculum of our undergraduate program.

It is important for students to understand the relation among media, entertainment and promotion. We aim to make our students all-rounded professionals. They will be provided with the knowledge of various media organisations, their structure, ownership patterns, revenue models and ethical issues pertaining to media. They will understand the various issues of concern such as socio-economic status, gender sensitivity, education, environment conservation, rural communication, social mobilization etc. It will develop their critical thinking and sensitivity while dealing with such crucial issues.

To improve the writing skills of students, we are developing a unique pool of experts which will be a perfect combination of industry and academia. These experts will apprise the student with the nuances of copywriting and PR writing. For this they will also be taught about verbal as well as non-verbal presentation skills which will boost their confidence and give them an edge over others.

The concept of visualisation is also significant in the creative world of advertising. Visual storytelling is considered as an important tool of public relations. Therefore, our computer lab is well equipped with graphic design and editing software. Students will learn to use these design software for creating advertisements. The University's studio will be utilized to teach





technical aspects of production and editing. Students will learn script writing, basic concepts of photography, camera techniques, audio recording, mixing, editing etc.

Any department will not be able to attain excellence until it expands its horizons. Therefore, the department will introduce more courses in the near future which will be available not only for the regular students but also for those professionals who want to add on to their existing knowledge and skills. We plan to offer short term courses based on its thrust areas such as Copywriting/Creative Writing, Media Organisation and Planning, Client Servicing, Visual Communication, PR Skills, Brand Communication, Campaign Planning etc. It also endeavours to promote research-based activities by organising workshops, seminars, conferences etc.

The department will send students for internships to provide them hands on training of the industry. During internship they will understand the needs of these variegated fields of media and will build up their capacity accordingly. The department desires to establish its own audio-visual library which will be a wide collection of popular and award-winning advertising and PR campaigns. Student will learn to design these campaigns through observation and thorough analysis.

After completing the course from this department, the students will have many career options in the fields of advertising, Media management and Public Relations. Media Planner, Advertising Manager, Copywriter, Client Servicing Executive, Creative Director, PR Officer, Corporate Communication Manager, PR consultant, Online Brand Strategist are some of the major employment opportunities for the students.

### **Admission and other general provisions**

As per admission policy of the university

### **Eligibility Conditions**

1. Graduate in any discipline with minimum 48 percent. (Relaxation as per admission policy of the University).
2. Lateral Entry- Lateral entry in MA (APR) II year will be allowed to the following candidates:
  - a. Those candidates who have secured PG Diploma in Mass Communication/Journalism from recognized institutions. The equivalence committee will recommend such programs/institutions.

b. Those candidates who have passed four year BA Honours in Media Studies from HJU and have also earned 12 additional DCC credits along with 48 DCC credits from the discipline of Advertising and Public Relations.

### **Medium of instruction of the program**

English and Hindi

### **Program Fees**

As per university rules

### **Mobility option and credits transfers**

Yes

### **Credits**

Minimum 80 credits required in 4 semesters for obtaining the degree of PG.

### **Duration of the program**

Minimum 2 years

### **Program Structure**

The Academic Session 2024-26 and subsequent sessions thereafter in any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/ Bachelor degree / Post Graduate Diploma/ Master degree shall be based on

- (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit, (d) Grading System, (e) Continuous Assessment (CA) and End of Semester Evaluation (EoSE), in to as well as for each of the educational component of an Academic Program called a course.

### **Course registration**

As per the provisions of the university

### **Power to Relax and Amendments:**

As per University rules.

### **Examination Scheme and Grading**

1. In any of the Academic Programs of the University leading to an award of the Certificate/ Diploma/Bachelor degree / Post Graduate Diploma/ Master degree shall be based on (a) Choice Based Credit System, (b) Semester System, (c) Multiple Entry and Exit, (d) Grading System, (e) Internal Assessment/Continuous Assessment (IA/CA) and External Assessment/End of Semester Evaluation (EA/EoSE), in toto as well as for each of the educational component of an Academic Program called a course.
2. To pass a course, a candidate shall have to score 40% marks in its each component i.e. IA/CA, EA/EoSE etc.
3. In each course 70% weightage is given to EA/EoSE and 30% weightage to IA/CA.
4. **Award of MA Degree:**





- (a) To pass One Year MA (Level 6.5) after 4 Year bachelor (Hons.) degree, a student is required to earn 40 credits including 20 credits of DCC (compulsory) course.
- (b) To pass Two Year MA (Level 6.5) after 3 Year bachelor degree, a student is required to earn 80 credits including 40 credits of DCC (compulsory) course.
5. If a student earns course credit from any other institution or MOOC portal, then
- (a) it has to be in equivalence with the course being run by the University.
- (b) the credit value shall be in accordance with University's credit framework.
- (c) Such credits shall be added in the respective Semester, only when concerned grade sheet is presented to University within 10 days of the final course (paper) of that EA/EoSE. Otherwise said credits shall be added in the subsequent Semester.

### Pre-requisites for III Semester (II Academic Year)

**Promotion in MA Program:** In MA (Two Year) Program after three year Bachelor Degree, to get promoted to the III Semester, that is at the end of first academic year to Level-6.5, a student is required to earn 40 credits including 20 credits of Discipline Centric Core (Compulsory) courses in chosen discipline

**Grading:** Ten Point Scale for Letter Grades and for non-letter grade courses Satisfactory or Unsatisfactory shall be indicated. Letter Grades shall be counted for the computation of SGPA/CGPA. However, for Add-On courses, non-counting of letter grade sin SGPA/CGPA may be permitted.

Letter Grade		Grade Point	Marks Range	SGPA/CGPA
O	Outstanding	10	90% - 100%	9.50 to 10.00
A+	Excellent	9	80% - 89.99%	8.50 to 9.49
A	Very Good	8	70% - 79.99%	7.50 to 8.49
B+	Good	7	60% - 69.99%	6.50 to 7.49
B	Above average	6	50% - 59.99%	5.50 to 6.49
C	Average	5	45% - 49.99%	4.50 to 5.49
P	Below Average / Pass	4	40% - 44.99%	4.00 to 4.49
F	Fail	0	< 40%	
U	Unfair Means	0		
W	Withdrawn	0		
X	Absent	0		

### Computation of SGPA and CGPA

- (a) To determine the grade, marks obtained both in EA/EoSE as well as Internal Assessment/Continuous Assessment (IA/CA) shall be considered.
- (b) The percentage of marks will be converted into whole number. When the percentage is in fraction, is greater than or equal to 0.50 is considered as 1 (one). For example, if percentage is 69.45 than it will be considered as 69, but if the percentage is 69.50, it will be considered as 70.
- (c) Semester Grade Point Average (SGPA) indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to each course in a Semester.
- (d) Grade will be awarded according to the method given below:



SEMESTER	Discipline Centric Core (DCC)	Discipline Specific Elective (DSE).	Generic Elective (GEC)	Dissertation/Project/Field Study/On Job Experience/ Community Engagement Experience/SEM/ Research Credit Course	Total Credits
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**Credit Point earned for the Course =** No. of Credits Assigned to the Course X Grade point secured for the Course

**SGPA (Semester Grade Point Average) =**  $\frac{\text{Total credit points earned by a student in a Semester}}{\text{Total credits assigned for that Semester}}$

**CGPA (Cumulative Grade Point Average) =**  $\frac{\text{The total number of credit Points earned in all Semesters}}{\text{the total number of credits assigned in all the Semesters}}$

SGPA and CGPA shall be rounded off to 2 decimal points.

**For Example:**

Course	Credit	% Obtained by Student	Grade	Grade Point	Credit assigned X Grade Point = Credit points earned
MA (APR) 101	6	74	A	8	6X8=48
MA (APR) 102	6	58	B	6	6X6=36
MA (APR) 103	6	67	B+	7	6X7=42
MA (APR) 104	6	70	A	8	6X8=48
	24				174

Semesters	Total Credit	Credit points earned in the Semester
Semester I	24	174
Semester II	24	156
Semester III	24	162
Semester IV	24	144
	96	636

$$\text{SGPA} = 174/24 = 7.25$$

$$\text{CGPA} = 636/96 = 6.62$$

There will be no supplementary/ due paper/ special examination for any course. The candidates can improve performance in the respective subsequent (even/odd) EA/EoSE and performance in the next appearance will over write earlier performance. Student will have to prepare on his own for improvement. Chance of improvement in IA/CA will not be permitted.

**Conversion of CGPA to Percentage:**

To convert CGPA to percentage the CGPA be multiplied by Ten. Thus CGPA of 6.62 will get converted to 66.2%. Because of the grading system, the percentage calculated on the basis of conversion may be different then percentage calculated by the consideration of actual marks obtained in courses. The percentage based on CGPA conversion shall be mentioned in the final cumulative grade sheet and shall be treated as final and valid value of percentage for all purpose.



I	Advertising:Principles and Practices 6 Credits	Introduction to Journalism and Mass Communication 6 Credits OR Media Organisation 6 Credits	Environment and Climate Change 6 Credits OR Photography (6 Credits)	Field Study 2 Credits	30 Credits
	Public Relations: Principles and Practices 6 Credits		MOOC (Society and Media) 4 Credits		
II	Copywriting, Editing and Visual Concepts 6 Credits	Computer Application and Multimedia Skills 6 Credits OR Social Sector and Corporate Communication 6 Credits	Event Management 6 Credits OR Intercultural Studies 6 Credits OR Tourism Communication 6Credits	Project 4 Credits	28 Credits
	Legal and Ethical Aspects of Advertising and Public Relations 6 Credits				
III	Media Planning and Research 6 Credits	Creative Writing 6 Credits OR Public Health Communication 6 Credits	Film Appreciation (6 Credits) OR Script Writing (6 Credits)	Internship/On-Job Experience 2 Credits	30 Credits
	Fundamentals of Audio-Visual Advertisements 6 Credits		MOOC (Intellectual Property ) 4 Credits		
IV	Campaign Planning and Design 6 Credits	Digital Marketing 6 Credits OR Elections and Media 6 Credits	Contemporary Rajasthan 6 Credits OR Social Justice, Human Rights and Civil Liberties 6 Credits	Dissertation 4 Credits	28 Credits
	Skills for Public Relations 6 Credits				
Total Credits					116

**MOOC-** Candidates may earn required credits from MOOC courses in Ist and IIIrd semesters at his/her own expense. Students will be encouraged to do those courses as recognized and recommended by the BOS. 1. Society and Media and 2. Intellectual Property



## Program

**Name of the Program: MA (Advertising and Public Relations)**

### **About the Program:**

The curriculum has been designed with a comprehensive approach for our students. The key objective is to develop students' understanding the fundamental as well as contemporary concepts of Public Relations and Advertising. During the period of two years, students will be apprised of various aspects such as their organizational setup, business models, graphics and layout designing, printing, broadcasting, copywriting, editing, media planning, research, campaign design and audio-visual production to name a few.

The prime focus of the program is to provide theoretical cum practical orientation to the students. The practical input will improve their critical thinking and analytical abilities. It will also enhance their communication and creative skills which are imperative for Advertising and PR industry. The objective of this program is not only to make students employable but also to make them sensitive to the moral values related to the media world. While pursuing the program students will also become familiar with the technical 'know-how' of computer, graphic designing software and the camera. Practical concepts will be taught with the help of case studies, interaction with industry experts and group projects.

Level	:	Post-Graduation
Duration	:	2 years ( 4 Semesters)
Seats	:	30

Eligibility for Admission: Graduation in any discipline with minimum 48% marks

### **Key Terms**

DSC-Discipline Specific Course  
 DEC-Discipline Elective Course  
 GEC-Generic Elective Course  
 IOJ-Internship/On-Job Experience  
 DPR- Dissertation/Project/Field Study  
 MOOC-Massive Open Online Course  
 SGPA-Semester Grade Point Average  
 CGPA- Cumulative Grade Point Average



### **Program Objectives**



- To provide in-depth knowledge of Advertising Principles and Practices.
- To teach them the strategic concepts of Public Relations and to improve their public relations skills.
- To enhance their creative, conceptual, and planning skills that will help them in preparing advertisements.
- To enhance their computer skills and to acquaint them with the practical aspects of audio-visual and print advertisements.
- To enable them to do quality research studies in advertising and public relations.
- To orient them on the legal and ethical issues of concern in advertising and public relations.

### **Program Outcomes**

- To widen students' understanding of significant concepts of mass communication.
- To enhance their communication skills.
- To provide them with theoretical cum practical orientation of the media industry.
- To acquaint them with the audio visual production techniques.
- To improve the creative, conceptual, and planning skills of students.
- To build up their research aptitude.
- To make them aware of ethical aspects of the media industry.

### **Program Specific Outcomes**

- Students will have a thorough understanding of Advertising Principles and Practices.
- They will be able to apply the strategic concepts of Public Relations in practice and will also acquire essential PR skills.



- This program will enhance their creative, conceptual and planning skills that will help them in preparing audio-visual and print advertisements. It will also improve their computer skills.
- It will enable them to do quality research studies in advertising and public relations.
- It will orient them on the legal and ethical issues of concern in advertising and PR

### Post Graduate Attributes

- |   |                                  |
|---|----------------------------------|
| 1. Disciplinary Knowledge                 | 2. Communication Skills          |
| 3. Critical thinking                      | 4. Problem Solving               |
| 5. Analytical Reasoning                   | 6. Research related skills       |
| 7. Cooperation/Teamwork                   | 8. Scientific reasoning          |
| 9. Reflective thinking                    | 10. Information/Digital literacy |
| 11. Self-directed learning                | 12. Multicultural competence     |
| 13. Moral and ethical awareness/reasoning |                                  |
| 14. Leadership readiness/qualities        | 15. Lifelong learning            |

### Program Outcome Index

#### Program Outcomes and Program Specific Outcomes

Program Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
PSO 1	3	2	2	2	2	2	1	1	1	3	2	2	2	2	3
PSO 2	3	3	2	2	2	2	1	1	1	2	2	1	2	2	3
PSO 3	3	3	2	3	3	2	2	1	1	2	2	2	2	2	3
PSO 4	3	2	2	2	3	3	1	1	1	2	2	1	1	1	3
PSO 5	3	2	3	3	2	1	1	1	2	1	2	2	3	1	3

3- High, 2-Significant, 1-Low

### Teaching Learning Approach

- Lecture
- Demonstration
- Readings/written assignments
- Group discussions/tutorial
- Project work
- Field Study
- Dissertation
- Assessment



### Semester wise Structure

S. No.	Course Code	Course Title	Category Code/ Type	Total Credit	Theory (Mark)	Practical (Mark)	Internal Mark	Total Marks
<b>I Semester</b>	MAC9101T	Advertising: Principles and Practices	DCC	6	70	--	30	100
	MAC9102T	Public Relations: Principles and Practices	DCC	6	70	--	30	100
	MAE9101T	Introduction to Journalism and Mass Communication <b>OR</b>	DSE	6	70	--	30	100
	MAE9102T	Media Organisation						
	GEC9101T	Environment and Climate Change <b>OR</b>	GEC	6	70	--	30	100
	GEC9102T	Photography (6 Credits)						
		MOOC (Society and Media)	GEC	4	-	-	-	-
	DPR9101P	Field Study	DPR	2	70	--	30	100
<b>II Semester</b>	MAC9201T	Copywriting ,Editing and Visual Concepts	DCC	6	70	--	30	100
	MAC9202T	Legal and Ethical Aspects of Advertising and Public Relations	DCC	6	70	--	30	100
	MAE9201T	Computer Applications and Multimedia Skills <b>OR</b>	DSE	6	70	--	30	100
	MAE9202T	Social Sector and Corporate Communication						
	GEC9201T	Event Management <b>OR</b>	GEC	6	70	--	30	100
	GEC9202T	Intercultural Studies						
	----	Tourism Communication						
	DPR9201P	Project	DPR	4	70	--	30	100
<b>III Semester</b>	MAC9301T	Media Planning and Research	DCC	6	70	--	30	100
	MAC9302T	Fundamentals of Audio-Visual Advertisements	DCC	6	70	--	30	100
	MAE9301T	Creative Writing <b>OR</b>	DSE	6	70	--	30	100
	MAE9302T	Public Health Communication						
	GEC9301T	Film Appreciation <b>OR</b>	GEC	6	70	--	30	100
	GEC9302T	Script Writing						
		MOOC (Intellectual Property ) 4 Credits	GEC	4	-	-	-	-
	IOJ9301P	Internship /On-Job Experience	IOJ	2	70	--	30	100



<b>IV Semester</b>	MAC9401T	Campaign Planning and Design	DCC	6	70	--	30	100
	MAC9402T	Skills for Public Relations	DCC	6	70	--	30	100
	MAE9401T	Digital Marketing <b>OR</b>	DSE	6	70	--	30	100
	MAE9402T	Elections and Media						
	GEC9401T	Contemporary Rajasthan <b>OR</b>	GEC	6	70	--	30	100
	GEC9402T	Social Justice, Human Rights and Civil Liberties						
	DPR9401P	Dissertation	DPR	4	70	--	30	100
Total Credits			116					



### Program Structure

MA (Advertising and Public Relations)					Credits 116
Course/Sem	Sem I	Sem II	Sem III	Sem IV	Total
	Credits	Credits	Credits	Credits	
Discipline Centric Core (DCC)	12	12	12	12	48
Discipline Elective Courses (DEC)	6	6	6	6	24
Generic Elective Courses (GEC)	10	6	10	6	32
Dissertation/Project/Field Study/On Job Experience/ Community Engagement Experience/SEM/ Research Credit Course	2	4	2	4	12
Total Credits					116

## Syllabus

**Course Code: MAC9101T**  
**Credits: 6**

L	T	P
4	1	1 (1=2 hours)

### Advertising: Principles and Practices

#### Course Objectives

- 1 To introduce the concept of advertising to students.
- 2 To develop their understanding about socio-economic effects of advertising.
- 3 To apprise them of advertising department and types of advertising.
- 4 To explain the concept of advertising agency and its functions.
- 5 To acquaint them with the differences between advertising and other tools of marketing communication

#### Course Outcomes

- 1 Students will understand the concept of advertising.
- 2 They will be able to critically analyse the socio-economic effects of advertising.
- 3 They will learn about advertising department and various types of advertising.
- 4 They will understand the concept of advertising agency and its functions.
- 5 They will be able to differentiate between advertising and other forms of marketing communication.

#### Course Mapping

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	-	2	-	-	2	-	2	2	2	-	3
CO 2	3	3	2	2	2	2	1	-	2	-	3	1	1	-	3
CO 3	3	3	2	2	-	2	2	-	2	-	2	2	1	2	3
CO 4	3	2	2	2	-	3	-	-	2	-	3	1	-	-	3
CO 5	3	2	3	2	1	1	-	-	2	2	3	2	2	-	3

3- High, 2- Significant, 1- Low

<b>UNIT- I</b>	<b>Concept of Advertising</b>
	Advertising: Concept and Objectives; History of Advertising; Socio-Economic Effects of Advertising; Communication Models for Advertising: DAGMAR Approach, AIDA Model, Hierarchy of Effects Model, MECCAS Model, DRIP Model
<b>UNIT- II</b>	<b>Advertising Management</b>
	Structure and Functions of Advertising Department; Advertising Budget Methods: Percentage of Sales, Competitive Parity Method, Objective and Task Method and Affordability Method; Types of Advertising: Commercial and Non-Commercial
<b>UNIT- III</b>	<b>Advertising Agency</b>
	Advertising Agency: Concept and Functions; Types of Advertising Agencies; Organisational Structure and Major Departments: Copywriting, Visualisation, Client Servicing and Production; Remuneration : Commission System, Fee System and



	Service Charges, Client-Agency Relationship
<b>UNIT- IV</b>	<b>Marketing Communications and Advertising</b>
	Difference between Advertising and other tools of marketing communication (Public Relations, Sales Promotion and Personal Selling); Integrated Marketing Communication; Social Marketing; Affiliate Marketing ;Niche Marketing, Influencer Marketing, Ambush Marketing and Guerrilla Marketing

**PRACTICALS/ ASSIGNMENTS:** Case study, Planning and Designing IMC and Social Marketing Campaign

**Suggested Readings:**

- 1 Advertising Principles and Practice; William Wells John Burnett and Sandra Moriarty Pearson Education London
- 2 Advertising Management; Jaishri Jethwaney and Shruti Jain Oxford University Press New Delhi
- 3 Foundations of Advertising Theory and Practice; Chunawala and Sethia Himalaya Publishing House New Delhi
- 4 Advertising and Promotion: An Integrated Marketing Communication Perspective; George Belch and Michael Belch McGraw-Hill Publications New York
- 5 विज्ञापन एवं जनसम्पर्क; जयश्री जेठवानी सागर प्रकाशन नई दिल्ली
- 6 विज्ञापन की दुनिया; कुमुदशर्मा प्रभात प्रकाशन नई दिल्ली
- 7 विज्ञापन प्रबंध; नरेन्द्र सिंह यादव राजस्थान हिंदी ग्रंथ अकादमी जयपुर
- 8 हिंदी विज्ञापन संरचना और प्रभाव; सुमित मोह वाणी प्रकाशन नई दिल्ली

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: MAC9102T

Credits: 6

L	T	P
4	1	1 1=2 hours

## Public Relations: Principles and Practices

### Course Objectives

- 1 To introduce the concept of Public Relations to the students.
- 2 To apprise them of the various models and functions of Public Relations.
- 3 To teach them about external and internal tools of Public relations.
- 4 To familiarize them with the concept of crisis communication.
- 5 To develop their understanding about PR practices in different sectors.

### Course Outcomes

- 1 Students will learn the concept of Public Relations to the students.
- 2 They will understand the various models and functions of Public Relations.
- 3 It will develop their practical knowledge of external and internal tools of Public relations.
- 4 They will learn about crisis communication.
- 5 They will comprehend PR practices of different sectors.

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	1	2	-	-	1	-	3	2	2	2	3
CO 2	3	3	2	2	2	2	1	-	1	-	2	1	1	-	3
CO 3	3	3	2	2	1	2	2	-	1	-	3	2	-	2	3
CO 4	3	2	2	3	2	3	-	-	2	-	3	1	2	1	3
CO 5	3	2	3	2	1	1	2	-	2	2	2	2	2	1	3

3- High, 2- Significant, 1- Low

<b>UNIT- I</b>	<b>Introduction to Public Relations</b>
	History and Evolution of Public Relations (PR) : Global and India; Definition, Nature and Scope of PR Beyond Publicity; Dynamic Role of PR in Public Affairs; Qualifications and Responsibilities of PR Professionals
<b>UNIT- II</b>	<b>Functions of Public Relations</b>
	Four Models of PR: Press Agency / Publicity Model, Public Information Model, Two- Way Asymmetrical Model, Two- Way Symmetrical Model; Image Building; Goodwill and Crisis Communication; Challenges in PR
<b>UNIT- III</b>	<b>Public Relations Communication</b>
	Publics in PR : Internal and External; Tools of PR : House Journals/Magazines, Media Alert, Press Conference, Press Brief, Press Kit, Press Release, SMR, AV Material, Advertorial, Press Visit
<b>UNIT- IV</b>	<b>Public Relations Practices</b>
	PR in Government Sector; Cultural PR; Lifestyle PR, Medical PR, Tourism PR, International PR; Political PR; Digital PR; Role of a PR Manager; Role of PR Agencies and Functions



PRACTICALS/ ASSIGNMENTS: Case Study, Writing Press Release ,Preparing Newsletter and Designing an advertorial

**Suggested Readings:**

- 1 Effective Public Relations ; Centre, Cutlip& Broom, Pearson Education, Singapore
- 2 Public Relations: Principles and Practices; Iqbal Singh Sachdeva, Oxford University Press
- 3 Handbook of Public Relations in India; DS Mehta, Allied Publishers, New Delhi
- 4 Media Control: The Spectacular Achievements of Propaganda; Noam Chomsky, Seven Stories Press, New York
- 5 A Handbook of Public Relations and Communications; Philip Lesly (Ed.), Jaico Publishing House, Mumbai
- 6 Public Relations and the Social Web; Robert Brown , Kogan Page India, New Delhi
- 7 Manufacturing Consent; Edward S Herman & Noam Chomsky, Pantheon Books, US
- 8 जनसंपर्क और प्रसार माध्यम, एनसी पंत, वाणीप्रकाशन, नई दिल्ली
- 9 जनसंपर्क की व्यावहारिक मार्गदर्शिका; रवि मोहन, वाणीप्रकाशन, नई दिल्ली
- 10 राज्य सरकार और जनसंपर्क; वहीद अहमद काजी (सं), माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं जनसंचार विश्वविद्यालय, राधाकृष्ण प्रकाशन, नई दिल्ली

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code - MAE9101T

Credit- 6

L	T	P
4	1	1 1=2 hours

## Introduction to Journalism & Mass Communication

### Course Objective

1. To impart knowledge of Mass Communication and Media
2. To make students aware about the profession of Journalism
3. To develop critical understanding of Mass Media
4. To explain global mass communication practices
5. To understand and analyse media messages

### Course Outcomes

1. Students will understand theories and process of Mass Communication
2. They will know about the nature of profession of Journalism
3. They will develop critical understanding of Mass Media
4. They will be able to analyse media messages
5. They will be aware of global media practices

Course Mapping															
PEO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
CO 1	3	2	3	2	1	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	1	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	2	2	1	1	2	2	2	2	2	2	2
CO 4	3	2	2	2	3	2	2	1	2	2	2	2	1	2	2
CO 5	3	2	2	2	2	2	1	-	2	2	2	2	1	2	2

3- High, 2-Significant, 1-Low

UNIT- I	<b>Introduction to Communication</b>
	Communication – Definition, Concept and Process ;Types of Communication ; Mass Communication: Definition, Functions, Models of Mass Communication: Aristotle's model, Laswell model, Shannon and Weaver model, Osgood's model, Mass Communication and Culture, Changing dynamics of communication, The communication revolution: New Media versus Old
UNIT- II	<b>Mass Media</b>
	The Rise of Mass Media, Effects on audience, merits and demerits of different media ; Theories of Mass Media -Propaganda, Persuasion; Dependency Theory, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory, Hypodermic Needle



	Theory, Limited Effects Theory Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Democratic Participant Media Theory; One step, Two step and Multi step flow of information
<b>UNIT-III</b>	<b>Journalism: Concept, Objective and Functions</b>
	Concept and Role of Journalism in Society; Types of Journalism, Journalism and Democracy: Concept of Fourth Estate; Journalism as a profession, Contemporary Issues and Debates about Media, Editorial Integrity, Fake news, alternative facts, Post-truth era, New Media and Journalism
<b>UNIT- IV</b>	<b>Global Mass Communication</b>
	Media Globalization: Driving Forces, Multinational Media Ownership, International News Flow, Media Imperialism, Need of Media Literacy, Media Freedom Index, Future of Media

#### PRACTICALS/ ASSIGNMENTS:

Presentations, Writing on contemporary Media Scenario, Case Study

#### Suggested Readings:

- 1 Mass Communication Theory: An Introduction, Denis Mc Quail, Sage, London.
- 2 Theories of Communication, M.L. DeFleur, and S. Ball-Rokeach, Longman, New York.
- 3 Mass Communication in India, Keval J. Kumar, Jaico, Mumbai.
- 4 Manufacturing Consent, The Political Economy of the Mass Media, Edward S Herman & Noam Chomsky, Pantheon
- 5 Weaponized lies: How to think critically in the Post Truth Era, Deniel Levitin, Penguin Books, New Delhi
- 6 भारत में जनसंचार, केवल जे कुमार, जैको, मुंबई
- 7 जनसंचार: सिद्धांत और व्यवहार, जे. वीविलानीलम, मध्यप्रदेश हिन्दी ग्रंथ अकादमी, भोपाल (अनुवादक—शशिकांत शुक्ल)
- 8 संचार के सिद्धांत, आरमंड मेतलार्त, और मिशेल, ग्रंथ शिल्पी, नई दिल्ली (अनुवादक—वंदना मिश्र)
- 9 संप्रेषण : प्रतिरूप एवं सिद्धान्त, श्रीकान्तसिंह, भारती पब्लिशर्स एण्ड डिस्ट्रीब्यूटर्स, फैजाबाद

#### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code - MAE9102T

Credit- 6

L	T	P
4	1	1 1=2 hours

## Media Organisation

### Course Objectives

- 1 To teach about Media Business
- 2 To explain the revenue models of news organisations
- 3 To learn Social Media Management
4. To make them aware about impact of economic reforms on Media
5. To develop critical understanding of contemporary organisational practices

### Course Outcomes

- 1 Students will learn about media business.
- 2 They will understand the revenue models of news organisations
- 3 It will enable them to understand Social Media Management
4. They will be aware of the impact of economic reforms on Media
5. Will develop critical understanding of contemporary organisational practices

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	-	3	2	3	2	2	-	1	2	2	1	3	1	3
CO 2	3	-	3	2	3	2	2	-	2	2	2	1	1	2	3
CO 3	3	2	3	2	2	2	2	-	2	2	2	1	2	2	3
CO 4	3	-	2	2	3	2	1	-	2	2	2	2	1	2	3
CO 5	3	2	2	2	2	2	2	-	2	2	2	2	1	2	3

3- High, 2-Significant, 1-Low

UNIT- I	Understanding Media Business
	Media Economics, Ownership and Control Types of ownership, Effects of Ownership Pattern of media ownership in India since Independence: Public and Private Sector, Impact of Economic Reforms on Media Cross Media Ownership Vertical and Horizontal Concentration Merger and Acquisition Company laws Management Practices in Online Media
UNIT- II	Media Organisation
	Starting and Running a Media Organisation, Various Departments and Positions Prevalent practices in Print, TV, Radio and New Media



	Structure of Newsroom Roles and Responsibilities Working Journalists: Issues and Challenges
<b>UNIT- III</b>	<b>Financial Management</b>
	Revenue Model of Traditional Media Revenue Model of News Websites: Subscription, Advertisement, Donation, Events, Mixed Model Branding and Crossed Promotion Paid, Earned and Linked Content SEO, Strike Rate Strategize, measure and report the results from digital campaigns
<b>UNIT- IV</b>	<b>New Media Management</b>
	Starting a Website Entrepreneurship and Innovation Domain Name and Server Starting and Managing a Blog Social Media Managers, Google Ads and Facebook, Crowdsourcing Management Dynamics of You Tube Channels Podcasting Success Stories

**PRACTICALS/ ASSIGNMENTS:** Case Study and Written assignment on any topic related to online media.

#### **Suggested Readings:**

1. India Connected: Mapping the Impact of New Media ;Sunetra Sen Naryanan , Sage India, New Delhi
2. India's communication revolution: Bullock Cart to Cyber Mart;Evertt M. Rogers and Arvind Singhal, Sage Publication
3. The Indian Media Economy (Edited); Ahique Adrian, VibodhParthasarathi and S.V. Srinivas, Oxford University Press
4. नया मीडिया अध्ययन और अभ्यास; शालिनी जोशी और शिव प्रसाद जोशी, पेंगुइन प्रकाशन, गुडगांव
5. इंडिया कनेक्टेड (अनुवादक -प्रवीणगौतम ); सुनेत्रा सेनऔर शालिनी नारायणन, सेज भाषा

#### **Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.

- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)





Course Code: GEC9101T  
Credits: 06

L	T	P
4	1	1 1=2 hours

## Environment and Climate Change

### Course Objectives

1. To understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. To develop critical thinking and analytical skills in evaluating environmental issues.
3. To acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. To develop storytelling techniques and multimedia skills for engaging environmental reporting.
5. To understand the ethical responsibilities of environmental journalists and the impact of media coverage on public perception and policy-making.

### Course Outcome

1. Students will understand the importance of environmental journalism in raising awareness and promoting sustainable practices.
2. Students shall develop critical thinking and analytical skills in evaluating environmental issues.
3. Students shall acquire knowledge of environmental science and policy to effectively report on complex environmental topics.
4. Students will be introduced to storytelling techniques and multimedia skills for engaging environmental reporting.
5. Students will get to understand the impact of media coverage on public perception and policy-making.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	1	--	-	1	1	1	1	1	1	--	3
CO2	--	--	3	2	2	2	1	2	2	1	1	-	-	--	2
CO3	3	2	--	1	2	3	-	2	2	-	2	-	1	2	2
CO4	--	--	3	2	1	1	-	1	2	-	3	1	1	2	1
CO5	3	--	--	3	3	1	-	2	3	-	1	2	-	1	1

3- High, 2- Significant, 1- Low

UNIT- I	Introduction to Environmental Science
	Basics of environmental science and key environmental concepts, Understanding environmental policy and regulations, Interdisciplinary approaches in environmental reporting, Accessing and interpreting scientific research for journalistic purposes, Defining environmental journalism and its role in society, Historical overview and



	milestones in environmental reporting, Environmental challenges and the journalist's role in addressing them, Ethical considerations in environmental journalism
<b>UNIT- II</b>	<b>Climate Science and Terminology</b>
	Understanding climate change and its impacts, Key scientific concepts and terminology, Interpreting climate data and reports, Reporting on Climate Change Impacts, Covering the impacts of climate change on communities, ecosystems and economies, Adaptation and mitigation strategies, Human stories of climate change
<b>UNIT- III</b>	<b>Environment Communication</b>
	Highlighting successful environmental initiatives and innovations, Engaging audiences in sustainable lifestyle choices, Traditional Live Style and Environment; Natural calamities in Himalaya, Traditional Water Conservation System in Rajasthan; Concepts of Gochar and Oran, Balancing the need for urgency with accuracy in environmental reporting, Reporting on sustainable development and clean technologies
<b>UNIT- IV</b>	<b>Debating Climate change</b>
	Industrialisation and Climate change; Green House gases and Global Warming; Impact of Climate change on Earth—Glacier melting, Ocean and Rivers; United Nations Framework Convention on Climate change—UNFCCC; Kyoto Protocol, Paris Agreement, CoPs Communicating climate change to diverse audiences, Covering international climate negotiations and agreements

#### PRACTICALS/ ASSIGNMENTS:

Practical assignments and field visits to environmental sites

Investigative reporting projects on local environmental issues

#### Suggested Readings

- 1 The Great Derangement: Climate Change and the Unthinkable, Amitava Ghosh, Penguin Books Limited, New Delhi
- 2 Science Communication and Development through Media, J.V. Vilanilam, Sage Publication, Delhi.
- 3 Churning the Earth: The Making of Global India, Aseem Srivastava, and Ashish Kothari Penguin India, New Delhi

#### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: GEC9102T

Credits: 6

L	T	P
3	2	1
1=2 hours		

## Photography

### Course Objectives:

1. To familiarise students with the fundamental concepts of photography.
2. To introduce students to the creative aspects of photography.
3. To train students about various tools and techniques used in photography.
4. To provide in depth knowledge of practical photography.
5. To apprise students about skills of photo journalism.

### Course Outcomes:

1. Students will learn the essential concepts of photography.
2. Learners will develop an understanding about the importance of creative approach in photography.
3. Students will demonstrate the use of digital still camera.
4. Students will gain practical knowledge of the subject.
5. Students will learn skills of photo journalism.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	-	-	1	1	-	-	2	2	1	-	-	-	3
CO2	3	-	2	-	1	-	-	-	2	1	2	3	-	-	3
CO3	3	-	-	3	3	-	2	-	-	3	3	1	-	-	3
CO4	3	2	-	3	3	-	3	-	-	-	2	1	-	-	3
CO5	3	1	2	-	1	2	-	-	1	3	2	-	2	2	3

3- High, 2- Significant, 1- Low

Unit 1	Fundamentals of Photography
	History of Photography: Camera Obscura to Calotype (Talbotype) to the Daguerreotype process; Types of photographic cameras and their structure: Box Camera, Polaroid Camera, TLR, SLR, DSLR. Growth of photography in India, Eminent photographers and their works. Types of Photography- Sports, News, Wildlife, Candid, Street, Travel, Nature, Conflict, product and advertising photography.
Unit 2	Tools and techniques of Photography
	Parts and functions of Camera: Viewfinder, Shutter Speed, Aperture, ISO, flash, mode dial (shooting modes in digital camera), White Balance, focal length, Tripod etc;

	Camera Movements- Panning, Tilting; Basic rules of composition- Rule of the thirds, shapes, lines and perspective; Types of lenses- Wide Angle Lens, Zoom Lens, Telephoto lens, Macro Lens, Fish-eye Lens; Camera shots and angles.
<b>Unit 3</b>	<b>Creative aspects of photography</b>
	Importance of lighting, Understanding the exposure triangle, Time Lapse Photography, Frame within frame, Brenizer Method, Motion Blur, Shadow play, silhouettes, Understanding the relationship between aperture and depth of field, Selective focusing, Double exposure, Filters and Effects.
<b>Unit 4</b>	<b>Introduction to Photo Journalism</b>
	Development of Photo Journalism in India, Planning for News Photography, Photo Feature/Photo Essay, writing photo captions, Photo editing techniques- Cropping, Color Correction, Contrast, Compression, Resizing; Basics of Photoshop, Essential Qualities of a Photo Journalist, Ethics in Photo Journalism

#### Suggested Readings:

1. The Digital Photography Book, Scott Kelby, Peachpit Press
2. Photo Journalism: The professional's approach; Kenneth Kobre; Focal Press
3. Unframe: Discovering image practices in South Asia, Rahaa Allana; Harper Collins
4. My Land and its People; Raghu Rai; Vadehra Art Gallery
5. The Photographer's Eye: Composition and design for better digital photos; Michael Freeman; Focal Press
6. Learning to see creatively: Design, color and composition in photography; Bryan Peterson; Amphoto Books
7. प्रायोगिक फोटोग्राफी; ओ पी शर्मा, हिन्द पॉकेट बुक, नई दिल्ली
8. फोटो पत्रकारिता के मूल तत्व; शशिप्रभा वर्मा, कनिष्का पब्लिशर्स, नई दिल्ली
9. फोटो पत्रकारिता; नवल जायसवाल, सामयिक प्रकाशन, नई दिल्ली
10. डिजिटल फोटोग्राफी एक परिचय रायज हसन, ; ईएन प्रकाशन
11. फोटोग्राफी तकनीक एवं प्रयोग; नरेंद्र यादव, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

Magazines:

Better Photography  
National Geographic



**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code:  
Credits: 4

L	T	P

**Massive Open Online Course (MOOC)**  
**Society and Media**  
(Syllabus of this course is designed by CEC, New Delhi)





**Course Code: DPR9101P**  
**Credits: 2**

L	T	P
-	1	1

## Field Study

### Course Objectives

1. To make students understand the concept and practical aspects of field study.
2. To familiarize students with the process of field research.
3. To develop the research acumen of the students.
4. To apprise them of the tools and techniques used for field study.
5. To encourage students to do a field study in their area of interest.

### Course Outcome

1. Students will gain conceptual as well as practical knowledge of field study.
2. Students will learn the process of field research.
3. It will develop the research acumen of the students.
4. Students will understand the tools and techniques used for field study.
5. Students will be able to do a field study in their area of interest

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	3	3	3	2	1	2	1	3	2	3	-	3
CO2	3	3	3	3	3	3	2	1	2	1	3	2	3	-	3
CO3	3	2	3	3	3	3	2	1	3	3	3	2	3	1	3
CO4	3	2	3	3	3	3	2	1	3	3	3	2	3	-	3
CO5	3	2	3	3	3	3	2	1	3	3	3	2	3	2	3

**3- High, 2- Significant, 1- Low**

In field study, students will undertake field research work. The field study can be undertaken on any topic related to their academic program. They will do this work under the guidance of a teacher of the university.

**A list of suggested activities/topics under this course is as follows:**

- ✓ Study of the Role of Advertising in Society.
- ✓ Study of socio-economic effects of advertisements on a select group.
- ✓ Study of functioning of various advertising agencies.
- ✓ Study of the impact of any social marketing campaign.
- ✓ Study of the impact of any popular public service advertisement.
- ✓ Study of the Role of PR in crisis communication.
- ✓ Study of the functioning of a PR department (Public Sector).
- ✓ Study of the functioning of any PR agency.

**Examination Scheme: 50 Marks for field work, 20 marks for report preparation and 30 marks for presentation**

**Course Code: MAC9201T**  
**Credits: 6**

L	T	P
4	1	1 (1=2Hours)

## Copywriting, Editing and Visual Concepts

### Course Objectives

- 1 To explain the concept of creativity.
- 2 To develop their ability of creative thinking.
- 3 To teach them the practical skills related to copywriting and
- 4 To make them understand the various nuances of copy editing.
- 5 To make them familiar with different aspects of visual communication.

### Course Outcomes

- 1 Students will learn the concept of creativity.
- 2 They will be able to develop creative ideas.
- 3 They will gain the practical knowledge of copywriting skills and visualization.
- 4 They will learn the various nuances of copyediting.
- 5 They will learn about different aspects of visual communication.

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	2	-	2		-	1	-	2	2	-	-	3
CO 2	3	3	2	2	-	2	1	-	1	-	2	1	1	-	3
CO 3	3	3	2	2	2	2	2	-	1	-	2	2	-	-	3
CO 4	3	2	2	3	2	3	-	-	-	1	2	1	1	1	3
CO 5	3	3	3	2	1	1	-	-	2	2	2	2	-	-	3

**3- High, 2- Significant, 1- Low**

<b>UNIT- I</b>	<b>Concept of Creativity</b>
	Creative Brief; USP; Creative Thinking: Convergent, Divergent and Lateral and; Creative Process; Concept of Six Thinking Hats (Edward De Bono)
<b>UNIT- II</b>	<b>Copywriting</b>
	Elements of an Ad Copy: Headline, Sub-headline, Slogans, Captions, Tagline, Call Outs, Body copy, Logo, Call for Action; Advertising Appeals: Rational and Emotional; Types of an Ad Copy, Copywriting for Different Media: Print, Broadcast, Online and Outdoor; Effective Copywriting Skills
<b>UNIT- III</b>	<b>Copy Editing</b>
	Mechanical Editing; Content Editing; Language; Correlating Parts; Type Coding; Proof reading; Psychological Effects in Advertising: Empty Space, Halo and Zeigarnik
<b>UNIT- IV</b>	<b>Visual Communication</b>
	Visual Semiotics; Psychological Aspects of Colour and Shapes; Ad Layout and Design: Components, Stages and Types; Principles of Design; Principles of Typography



PRACTICALS/ ASSIGNMENTS: Ad Copywriting for print and electronic media, Preparing Ad Layouts

**Suggested Readings:**

- 1 Advertising Principles and Practice; Wells, William, Burnett, John and Moriarty Sandra, Pearson Education
- 2 Advertising Management; Jaishri Jethwaney & Jain Shruti, Oxford University Press, New Delhi
- 3 Advertising Layout Techniques; Borgman, Harry, Watson - Guptill Publications
- 4 The Adweek Copywriting Handbook; Joseph Sugarman, John Wiley and Sons
- 5 The Copyeditor's Handbook; Amy Einsohn, University of California Press
- 6 I Too Had a Dream; Verghese Kurien, Roli Books, New Delhi
- 7 Pandeymonium; Piyush Pandey, Penguin Books
- 8 विज्ञापन एवं जनसम्पर्क; जयश्री जेठवानी, सागर प्रकाशन, नई दिल्ली
- 9 विज्ञापन की दुनिया; कुमुदशर्मा, प्रभात प्रकाशन, नई दिल्ली
- 10 विज्ञापन तकनीक एवं सिद्धांत, नरेंद्र सिंह यादव, राजस्थान हिंदी ग्रंथ अकादमी, जयपुर
- 11 आधुनिक विज्ञापन और जनसंपर्क, डॉ यू सी गुप्ता, अर्जुन पब्लिशिंग हाउस, नई दिल्ली

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: MAC9202T

Credits: 6

L	T	P
4	1	1
		1=2 hours

## Legal and Ethical Aspects of Advertising and Public Relations

### Course Objectives

1. To teach the various Acts and Laws related to advertising.
2. To apprise students of ethical aspects of Advertising.
3. To make them aware of self-regulatory bodies such as ASCI and AAAI.
4. To acquaint them with various professional associations of PR practitioners.
5. They will understand the ethical aspects of public relations.

### Course Outcomes

1. Students will learn the various Acts and Laws related to advertising.
2. They will understand the ethical aspects of Advertising.
3. It will develop their understanding of self-regulatory bodies such as ASCI and AAAI.
4. They will learn about the various professional associations of PR practitioners.
5. They will understand the ethical aspects of public relations.

Course Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	-	2	2	1	-	-	-	1	3	2	-	3	-	3
CO 2	3	-	3	2	1	1	-	-	1	-	2	1	3	-	3
CO 3	3	1	3	2	1	1	-	-	1	-	2	1	3	3	3
CO 4	3	1	2	-	1	-	-	-	-	-	2	1	3	3	3
CO 5	3	-	3	2	1	1	-	-	2	1	2	2	3	3	3

3- High, 2- Significant, 1- Low

UNIT- I	Various Acts
	Intellectual Property Rights (Trademarks and Patents); Copyright Act, 1957; Law of Defamation; Prasar Bharti Act, 1990 ; Information Technology Act, 2000; Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021; Competition Act, 2002 ; Consumer Protection Act, 1986, Digital Personal Data Protection Bill, Digital India Bill
UNIT- II	Legal Provisions related to Advertising
	The Cigarettes and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA), Drugs and Cosmetics Act 1940 and Rules 1945; Drug and Magic Remedies Act (Objectionable Advertisement) Act, 1954; Emblems and Names (Prevention of Improper Use) Act, 1950, Indecent Representation of Women (Prohibition) Act, 1986; Invasion of Privacy
UNIT- III	Ethical Aspects of Advertising and Self Regulation
	Deceptive Advertising ; Comparative Advertising; Controversial Advertising ; Subliminal and Surrogate Advertising ; Native Advertising; Stereotype Portrayal ; Effects on Children; Code for Commercial Advertising (AIR and Doordarshan);



	Advertising Standards Council of India( Code for Self-Regulation of Advertising ); Advertising Agencies Association of India
<b>UNIT- IV</b>	<b>Ethics of PR and Professional Bodies</b>
	Ethical Issues related to PR; Professional Associations: PRSI,PRCI, IPRA(Code of Brussels), PRSA and its Code of Ethics, Gender and Cultural Sensitivity

**PRACTICALS/ ASSIGNMENTS:** Seminar presentation , Case Study and Poster presentation on cases related to Advertising and PR

#### **Suggested Readings:**

1. Advertising Law and Ethics; P.B. Sawant and Badopadhyay, Universal Law Publishing Company
2. Press and Media- Law Manual; VidishaBarua, Universal Law publishing Company
3. Mass Communication in India; Keval J Kumar, Jaico Publishing House
4. Laws of Press; Durga Das Babu, Lexis-Nexis India
5. Advertising Principles and Practice; William Wells, John Burnett and SandraMoriarty, Pearson Education
6. Foundations of Advertising Theory and Practice, Chunawala and Sethia, Himalya Publishing House.
7. प्रेस कानून और पत्रकारिता, संजीवभानावत, यूनिवर्सिटी बुकहाऊस, जयपुर
8. मीडिया कानून और आचार संहिता, शालिनी जोशी, SAGE / BHASHA

#### **Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: MAE9201T  
Credits: 6

L	T	P
4	1	1 (1=2Hours)

## Computer Applications and Multimedia Skills

### Course Objectives

1. To develop the basic knowledge of computer operations
2. To get the skills to work with MS word and Excel
3. To acquire the skills to work with MS Power Point and prepare presentations
4. To excel in working with various tools of Photoshop
5. A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

### Course Outcome

1. Student is well versed with basic computer operations
2. Learner has developed capabilities to work with MS Word and MS Excel
3. Student has acquired the skills to prepare presentations using MS Power Point
4. Student has developed skills to work with Adobe Photoshop
5. Students has depth understanding about hardware and software

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	2	2	1	2	2	1	3	3	1	1	2	3
CO2	3	2	1	2	2	1	2	2	1	3	3	1	1	2	3
CO3	3	2	1	2	1	1	2	2	1	3	3	1	1	2	3
CO4	3	2	1	2	1	2	2	2	1	3	3	1	1	2	3
CO5	3	2	1	2	1	2	2	2	1	3	3	1	1	2	3

3- High, 2- Significant, 1- Low

<b>UNIT-I</b>	<b>Introduction to MS word and Excel</b>
	Microsoft Word-Components of MS Word, features of Microsoft word, shortcut keys of MS Word and Descriptions, Microsoft Excel- Components of MS Excel, shortcut keys of MS Excel and Descriptions
<b>UNIT – II</b>	<b>Basics of MS Power Point and Outlook</b>
	Microsoft Power Point- Components of MS PowerPoint, features of PowerPoint, Views, Microsoft Outlook, Features of Outlook, Uses of Scanner & Printer
<b>UNIT-III</b>	<b>Introduction to Image Processing</b>
	Adobe Photoshop, Coral Draw, Pixels, Resolution, Color Modes and Models Use of Tools, Palettes and Panels, Use of Layers and Filters, Exporting to Various File Formats and saving in different File Formats.
<b>UNIT-IV</b>	<b>Multimedia and World Wide Web</b>
	Fundamentals of Multimedia: Elements, Applications, Hardware, Software, Tools used in Multimedia, File formats and Compression Techniques, Introduction of Text Style, Fonts and Types, Hyper Text; Internet Protocols (FTTP, HTTP, TCP/IP); Web Portals; E-papers



**PRACTICALS/ ASSIGNMENTS:**

Projects of the Software Studied Photo correction, Resizing, Cropping, Layering, Burning and Dodging

**Suggested Readings:**

1. Step by Step Computer Applications- John Roche, Gill & Macmillan
2. Basics of Computer- Muhammad Umar, Create Space Independent Publishing Platform
3. Learning Computer Fundamentals, MS Office and Internet & Web Tech.- Dinesh Maidasani, Firewall Media
4. Adobe Photoshop CC Classroom in a Book - Andrew Faulkner, Conrad Chavez, The official training workbook from Adobe
5. कम्प्यूटर फंडामेंटल्स, प्रदीप के सिन्हा, प्रीती सिन्हा, बीपीबी पब्लिकेशन्स, नई दिल्ली
6. आई टी टूल्स एवं एप्लिकेशन्स, सतीश जैन, शशांक जैन डॉ. मधुलिका जैन, बीपीबी पब्लिकेशन्स , नई दिल्ली
7. एडोब फोटोशॉप 7, बीपीबी एडिटोरियल बोर्ड, बीपीबी पब्लिकेशन्स, नई दिल्ली

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code :MAE9202T  
Credits: 6

L	T	P
4	1	1 (1=2Hours)

## Social Sector and Corporate Communication

### Course Objectives

1. To make students aware of socio-economic issues.
2. To introduce the concept of Social Sector communication to students
3. To develop their understanding about rural and grassroots communication.
4. To teach them the various aspects of Corporate Communication.
5. To acquaint them with the concept of Corporate Social Responsibility.

### Course Outcomes

1. Students will learn about various socio-economic issues of concern.
2. They will understand the concept of Social Sector Communication.
3. They will understand the nuances of rural and grassroots communication.
4. They will learn about the various aspects of Corporate communication.
5. They will understand the concept of Corporate Social Responsibility.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	1	2	2	1	1	-	-	3	-	2	-	1	-	3
CO 2	3	3	2	3	1	1	1	-	3	-	2	2	2	-	3
CO 3	3	3	2	3	2	2	2	-	2	2	2	2	1	1	3
CO 4	3	3	-	2	1	1	-	-	2	-	1	1	-	-	3
CO 5	3	3	1	2	3	2	-	-	3	-	1	2	2	1	3

3- High, 2- Significant, 1- Low

<b>UNIT- I</b>	<b>Introduction to Social Sector</b>
	Social sector in India; Issues in social sector; Socio-economic Issues: Gender, Education, Health, Malnutrition; Agrarian Crisis; Environmental Issues; Concept of Welfare State; Welfare Schemes; Budget of Social Sector
<b>UNIT- II</b>	<b>Social Sector Communication</b>
	Rural Communication; Role of NGOs in Grassroot Communication; Media for Rural Communication; Folk Media; Community Radio; Planning Campaign for Social Change; Use of ICT in Rural Communication; Advocacy and Activism; Social Mobilization; Social Audit
<b>UNIT- III</b>	<b>Corporate Communication</b>
	Concept of Corporate Communication; Meaning and Definition; Corporate Communication Functions; Segmenting Stakeholders in Corporate Communication; Corporate Communication Strategy; Trade Media and its Relevance in CC
<b>UNIT- IV</b>	<b>Corporate Communication &amp; CSR</b>
	Concept of Corporate Social Responsibility (CSR); Public Sector and CSR; Third Sector; Role of NGOs in CSR; Planning Campaign for CSR; Social Product; Branding of Social Product; Social Message Advertising

PRACTICALS/ ASSIGNMENTS: Case study, written assignment and designing a CSR campaign plan.



**Suggested Readings:**

1. Social Sector Communication in India ;JaishriJethwaney ,Sage India
2. Handbook of Public Relations in India ; D.S Mehta, Allied Publishers
3. Corporate Communication: Principles and Practice ;JaishriJethwaney , Oxford University Press.
4. Information and Communication Technology for Agriculture and Rural Development;R.Saravanan,New India Publishing Agency
5. Social Marketing in India ; Sameer Deshpande & R. Lee Nancy, Sage Publications
6. Corporate Governance ; Praveen BMalla , Routledge, New Delhi
7. विज्ञापन एवं जनसंपर्कजयश्री जेठवानी सागर प्रकाशन नई दिल्ली
8. भारतीय नीतियों का सामाजिक पक्ष (संपादित) ज्यां ट्रेंज वाणी प्रकाशन नई दिल्ली

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: GEC9201T  
Credits: 6

L	T	P
4	1	1 (1=2Hours)

## Event Management

### Course Objectives

1. To introduce the concept of event management to students.
2. To teach them about various aspects of event concept and planning.
3. To develop their understanding about event sponsorship and event logistics.
4. To acquaint them with event marketing strategy and its execution.
5. To teach students about event monitoring and evaluation .

### Course Outcomes

1. Students will understand the concept of event management.
2. They will understand the various aspects of planning and will be able to plan an event.
3. They will understand the concept of sponsorship and event logistics.
4. Students will be able to prepare a marketing strategy for an event.
5. Students will learn about event monitoring and evaluation.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	2	-	1	-	-	1	-	2	1	1	-	3
CO 2	3	3	2	3	-	1	1	-	1	2	2	2	2	-	3
CO 3	3	3	2	3	-	2	2	-	2	2	2	2	1	1	3
CO 4	3	3	1	3	-	1	2	-	1	1	1	1	1	2	3
CO 5	3	3	1	3	-	2	3	-	2	-	2	2	3	3	3

3- High, 2- Significant, 1- Low

<b>UNIT- I</b>	<b>Introduction</b>
	Concept of Event Management, Size & Types of Events Key Elements of Event: Event Infrastructure, Target Audience, Organisers, Venue and Media, 5 C's of Event Management
<b>UNIT- II</b>	<b>Event Planning</b>
	Setting Objectives, Budget Determination, Event Concept, Event Proposal, Organizing Tasks and Planning Schedule , Planning Tools
<b>UNIT- III</b>	<b>Event Marketing and Execution</b>
	Event Marketing, Sponsorship (Types and Proposal) Celebrities and Events, Event Logistics , Venue Arrangements: Catering/Food, Accommodation, Sound, Light and Decoration, Stage Arrangements
<b>UNIT- IV</b>	<b>Event Monitoring &amp; Evaluation</b>
	Team Management, Event Manager (Role and Skills) Safety Measures and Emergency Planning, Establishing Policies, Code of Ethics, Post-event Evaluation

PRACTICALS/ ASSIGNMENTS: Prepare an event proposal or a marketing strategy for an event.

Suggested Readings:



1. Event Management & Public Relations ; Savita Mohan, Enkay Publishing House, New Delhi
2. Event Management Principles and Methods ;Kaushalendra Saran Singh, Kanishka Publication, New Delhi.
3. Event Management ; PC Harichandan, Global Vision Publishing House, New Delhi
4. Successful Event Management: A Practical Handbook; Anton Shone & Bryn Parry, Cengage Learning India, New Delhi
5. Event Marketing & Management; G.S. Sanjaya & S.V Saggere ,Vikas Publishing House Pvt. Ltd., Noida
6. Event Management ; L.V.D Wagem, Prentice Hall
7. Event Planning; J. Allen, John W. & Sons .

#### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: GEC9202T  
Credits: 6

L	T	P
4	1	1
		1=2 hours

## Intercultural Studies

### Course Objectives

1. To understand and engage in the theories, practices, and field of intercultural communication.
2. To develop skills to research, observe, and analyze intercultural communication in everyday life and media discourse.
3. To learn how to engage in aware, reflexive, and responsible discussion with others who are culturally different from us.
4. To identify and understand various benefits and challenges involved in competent and socially just intercultural communication.
5. To develop cultural sensitivity and awareness.

### Course Outcome

1. Students will become more culturally sensitive and aware.
2. Students will be able to analyse media content in the context of intercultural communication.
3. They will make sense of everyday cultural exchanges and will analyze the content of popular media.
4. Students will understand the politics of culture, power and the image.
5. Students will know about Co-culture and Cross-culture phenomenon.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	3	-	3	2	-	3	2	2	3	3	2	2
CO 2	3	2	3	2	-	3	2	-	3	2	2	3	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	3	2	2	2
CO 4	3	3	2	2	-	3	2	-	3	2	2	2	1	2	2
CO 5	3	2	3	2	-	2	1	-	3	3	2	3	1	2	2

3- High, 2- Significant, 1- Low

UNIT-I	Intercultural Studies
	Intercultural Studies, Role of Stuart Hall in popularizing intercultural Studies, Popular Culture, Cultural Imperialism, Cultural Appropriation, Migration, Cultural Barriers, Socio-Cultural Adjustments, Culture and Language, Ethno-Centrism, Cultural Conflict, The Culture Industry, Frankfurt School
UNIT-II	Cross-Cultures
	Co-Cultures, Cross-culture, International Negotiations from a cross-cultural perspective, Interfaith dialogue, Bridging culture through media, Intercultural marriage, Cultural effects of colonization, Cross-cultural issues in a global working environment, The Culture Shock Phenomenon
UNIT-III	Identity
	Identity and Sub-Groups, Context and Power, Communication and Culture, Media Literacy, Evolution of Media, Mass media in socialization, Media Content and the real world, Hegemony as a tool of Ideology
UNIT-IV	Politics and Culture



The Politics of Culture, Culture and Power, Culture and the Image, Culture and TV, Media as Text, Approaches to Media Analysis, Marxist, Semiotics, Sociology, Psychoanalysis, Media and Realism (Class, Caste, Gender, Race, Age)
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### Suggested Practicals:

Analysis of regional media: Language, content, symbolism.

Translation of reports and media content.

### Suggested Readings :

1. Intercultural Communication in Context, Judith Martin and Thomas Nakayama, McGraw-Hill Education, New York
2. Politics, Policy and Culture (Political Cultures), Dennis J Coyle, Richard J Ellis, Westview Press, Colorado
3. Communication and Culture, Tony Schirato and Susan Yell, Sage Publication, New York
4. Cultural Studies 1983: A Theoretical History, Stuart Hall, Duke University Press
5. The culture industry : selected essays on mass culture, Theodor W. Adorno

### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code:  
Credits: 6

L	T	P
4	1	1

## Tourism Communication

### Course Objectives

6. To introduce basic principles of tourism communication.
7. To give perspectives related to tourism industry.
8. To develop communication skills.
9. To develop interrelationships between tourism and livelihood.
10. To explore tourism potentials in Rajasthan.

### Course Outcome

1. Students will learn about the concepts and principles related to Tourism.
2. Students will develop understanding about the tourism industry in India.
3. Students will be able to hone their skills related to tourism communication.
4. Students will explore the horizons of livelihood related to Tourism.
5. Students will learn about tourism potentials of Rajasthan.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	1	3	3	1	1	3	1	2	1	1	3
CO2	2	2	3	2	2	2	1	2	2	3	1	2	2	1	2
CO3	3	2	2	1	2	3	3	2	2	3	2	2	1	2	2
CO4	3	2	3	2	1	1	2	1	2	2	3	3	1	2	1
CO5	3	2	2	3	3	1	2	2	3	2	1	3	2	1	1

3- High, 2- Significant, 1- Low

<b>UNIT- I</b>	<b>Introduction to Tourism Communication</b>
	Definition, Concept and Significance of Tourism, Principles and Practices, Types of Tourism, Marketing and Promotion, Use of Social Media, Tourism Organizations, Virtual Tours, Tourism Policies of India, Inter-State Tourism.
<b>UNIT- II</b>	<b>Communication Skills</b>
	Language, Knowledge about History, Geography and Culture, Localized approach, Speaking Skills, Listening, Research Abilities, Ethical Aspects.
<b>UNIT- III</b>	<b>Tourism and Livelihood</b>
	Travel Agencies, Airlines, Tour Operators, Local Products, Hospitality Sector, Promotion and Uses of Local Products.
<b>UNIT- IV</b>	<b>Tourism in Rajasthan</b>
	Brief History, Art and Culture of Rajasthan, Challenges of Tourism in Rajasthan, Tourism Policy of Rajasthan, Eco-Tourism Policy, Forest Policy, Industrial Policy

### PRACTICALS/ ASSIGNMENTS:

To visit and prepare reports of various heritage sites in Rajasthan

To explore and make reports on geography and cultural of various states of India.



**Suggested Readings**

- 1 *Basics of Tourism: Theory, Operation and Practice*, Krishna K Kamra and Mahinder Chand, Kanishka Publishers
- 2 *Tourism: Past, Present and Future*, Burkart and Medlik, William Heinemann Ltd
- 3 *Tourism: Principles, Practices, Philosophies*, Charles R. Goeldner & J.R. Brent Ritchie, John Wiley & Sons Inc
- 4 *Leisure and culture*, Chris Rojek, Springer
- 5 *Various Reports by Ministry of Tourism*
- 6 *Tourism Policy of India*, Govt. of India
- 7 *Tourism Policy of Kerla and Rajasthan*

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: DPR9201P

Credits: 4

L	T	P
-	1	3

## Project

### Course Objectives:

1. To enhance the conceptual and creative skills of the students.
2. To make students understand the practical aspects of project work.
3. To improve the analytical skills of the students.
4. To make them understand the nuances of the preparation of project reports.
5. To encourage students to do a project on any topic of their interest.

### Course Outcomes

1. It will enhance the conceptual and creative skills of the students.
2. Students will understand the practical aspects of project work.
3. It will improve the analytical skills of the students.
4. They will understand the nuances of the preparation of project reports.
5. They will be able to do a project on any topic of their interest

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	3	3	3	2	1	3	2	3	1	3	1	3
CO2	3	3	2	3	3	3	2	1	3	2	3	1	3	1	3
CO3	3	3	2	3	3	3	2	1	3	2	3	1	2	1	3
CO4	3	3	2	3	3	3	3	1	2	3	3	1	2	1	3
CO5	3	3	2	3	3	3	3	1	2	3	3	3	2	3	3

3- High, 2- Significant, 1- Low

A student will have to prepare a project on any given topic related to the courses that are taught in second semester. The student will present a project report that will entail his/her learnings, observations /practical work and analysis. Here it is pertinent to mention that the aforementioned study will be undertaken by the student at his/her own expense. The Project report prepared may be either hand written or typed. The choice of the institution where the study is to be undertaken will be with the permission of the Department. Students will be given assignment for project work. They have to submit the project as a part of the internal and external exam.

A list of suggested activities/topics under this course is as follows:

- ✓ Analyze ad copy of competitive brands.
- ✓ Study the application of creative concepts learned during the semester.
- ✓ Prepare a project on any ethical issue related to advertising.
- ✓ Make a project on any ethical issue related to public relations.
- ✓ Make a project on popular folk media of Rajasthan or any other state.
- ✓ Analyze any popular CSR campaign.
- ✓ Make a project on any topic related to social sector communication.

**Examination Scheme: 70 marks for work and 30 marks for presentation**





**Course Code: MAC9301T**  
**Credits: 6**

L	T	P
4	1	1 (1=2Hours)

## Media Planning and Research

### Course Objectives

- 1 To introduce the concept of media planning to the students.
- 2 To explain them media buying process.
- 3 To teach them fundamentals of Advertising Research.
- 4 To teach them fundamentals of PR research.
- 5 To apprise them of the ethical aspects of research.

### Course Outcomes

1. Students will understand the concept of media planning.
2. They will learn about media buying process.
2. It will enable them to do research in the field of Advertising .
4. They will be able to undertake research in the field of Public Relations.
3. They will understand the ethical aspects of research.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	3	3	3	2	1	3	1	3	1	1	1	3
CO2	3	3	3	3	3	3	2	1	3	1	3	1	1	1	3
CO3	3	2	3	3	3	3	2	1	3	3	3	2	1	1	3
CO4	3	2	3	3	3	3	2	1	3	2	3	2	1	2	3
CO5	3	2	3	3	3	3	2	1	3	1	3	2	3	1	3

**3- High, 2- Significant, 1- Low**

<b>UNIT- I</b>	<b>Media Planning.</b>
	Classification of media (merits and demerits); Media Planning Concept; Media Planning Process: Situation Analysis, Marketing Objectives, Implementation and Monitoring; Media Planning Strategies: Media Brief, Media Mix, Reach, Frequency and Scheduling; Role and importance of Media Planner.
<b>UNIT- II</b>	<b>Media Buying and Research</b>
	Media Buying Process; Media Buying Agencies; Objectives of Media Buyer; Determining Cost of Media; Selection of Media; Ratio between Content and Advertisements; Media Research (IRS, TRP, GRP, TAM, RAM and BARC)
<b>UNIT- III</b>	<b>Advertising Research</b>
	Fundamentals of Research: Types and Process; Quantitative Research, Qualitative Research; Primary and Secondary Research ; Sampling and Survey, Importance of Research in Advertising; Consumer Research; Product Research; Copy Testing Methods: PACT (Positioning Advertising Copy Testing), Pre-tests (Projective techniques and Physiological Rating Scales), Post-tests (Communication and Sales effects-Advertising to Sales ratio)
<b>UNIT- IV</b>	<b>Public Relations Research</b>
	Formative Research: Analysis of Situation, Organisation and Publics; Action Research; Evaluative Research (Macnamara's Pyramid Model of PR Research);

Preparation of Research Report, Ethical aspects of Research
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PRACTICALS/ ASSIGNMENTS: Assignment on media planning , Consumer Survey ,  
Preparation of research report.

**Suggested Readings:**

- 1 Advertising Media Planning ; Jack Z.Sissors and Roger B. Baron, McGraw- Hill Education
- 2 Fundamentals of Advertising Research ;Tomas A Bower&AlanD. Fletcher, Wadsworth Publishing
- 3 Advertising Research;Neil Holbert & Joel Davis, American Marketing Association 1975,Prentice Hall
- 4 A Handbook Of Media And Communication Research: Qualitative And Quantitative Methodologies;Jensen KlausBruhnn,Routledge,London
- 5 Advertising And Public Relations Research ; Donald WJugenheimer, PHI Learning,New Delhi
- 6 Media Planning and Buying ; Arpita Menon , McGraw Hill
- 7 सामाजिक अनुसंधान ; राम आहूजा,रावत प्रकाशन
- 8 विज्ञापन एवं जनसम्पर्क ; जयश्री जेठवानी सागर प्रकाशन,
- 9 विज्ञापन की दुनिया ;कुमुदशर्मा प्रभात प्रकाशन,
- 10 विज्ञापन तकनीक एवं सिद्धांत;नरेंद्र सिंहयादव राजस्थान हिंदी ग्रंथ अकादमी,

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)





Course Code: MAC9302T

Credits: 6

L	T	P
4	1	1 (1=2 Hours)

## Fundamentals of Audio-Visual Advertisements

### Course Objectives

1. To teach basics of audio-visual advertising.
2. To explain the production stages of radio advertisements.
3. To teach how to make television advertisements.
4. To acquaint them with the concept of advertising photography.
5. To teach them the techniques of digital photography.

### Course Outcomes

1. Students will learn the basics of audio-visual advertising.
2. They will understand the production stages of radio advertisements.
3. They will understand the details of television ad production
4. They will understand the concept of advertising photography.
5. They will learn the techniques of digital photography.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	1	1	3	2	2	-	-	1	-	2	2	-	-	3
CO 2	3	2	1	3	2	1	-	-	1	2	2	2	-	-	3
CO 3	3	2	2	3	2	2	1	-	2	2	2	1	-	-	3
CO 4	3	2	2	3	2	2	1	-	1	1	1	1	1	1	3
CO 5	3	2	1	3	2	1	1	-	2	3	2	2	1	1	3

3- High, 2- Significant, 1- Low

UNIT- I	Basics of AV Advertising
	Aesthetic values in audio-visual advertisements: composition, perspective, shapes and colour; Video camera: types and parts; Basic camera techniques: Zoom, blur, focus, shutter, aperture, headroom; Camera movement: tilt, pan, dolly, track; Camera support equipment: tripods, studio pedestal ;Types of shots
UNIT- II	Radio Advertisements
	Characteristics of Radio medium; Elements of radio commercials: Voice, music and sound effects, radio commercial, jingle, Importance of voice modulation; Stages of production: Pre-production (planning, scripting), Production (Recording), Postproduction (editing, mixing, dubbing), Audio equipment: Sound mixer, amplifier, Types of microphones, audio editing software
UNIT- III	Television Advertisements
	Characteristics of Television medium, Elements of TV advertisement-

	audio, video, graphics, music, Action, Emotion, Demonstration, Television copywriting (scripting, storyboard), Production (shooting), Postproduction (editing), Production personnel- Art Director, Producer, Cameraperson, Floor manager, production assistant, video editing software
<b>UNIT- IV</b>	<b>Photography for Advertising</b>
	Basic concepts of photography (Types of still camera, parts), photo feature, photo caption, photo essay, product and event photography, Techniques of digital photography- Rule of thirds, Leading lines, Long exposure, Silhouettes, Lighting (Three point Lighting), Different types of lenses (Wide angle, zoom, Telephoto lens, Fish eye lens, Macro), Photo editing software; Visual storytelling

**PRACTICALS/ ASSIGNMENTS:** Creating Radio jingle, Audio-Visual Presentation of two minutes duration.

**Suggested Readings:**

- 1 Television Production Handbook; Herbert Zettl
- 2 Video Production; Vasuki Belavadi, Oxford
- 3 Foundations of Advertising Theory and Practice; Chunawala and Sethia, Himalya Publishing House
- 4 Basics of Video Sound; Des Lyver, Focal Press
- 5 टेलीविजन प्रोडक्शन ; डॉ. देवव्रत सिंह , माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय
- 6 पटकथालेखन एक परिचय; मनोहर श्याम जोशी , राजकमल प्रकाशन
- 7 विडियो प्रोडक्शन; परमवीर सिंह , कल्पना प्रकाशन
- 8 फोटोग्राफी तकनीक एवं प्रयोग; नरेन्द्र सिंह यादव , राजस्थान हिंदी ग्रन्थ अकादमी , जयपुर
- 9 फोटो पत्रकारिता; सुभाष सप्रू , हरियाणा साहित्य अकादमी , पंचकुला

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

*Red*



Course Code: MAE9301T  
Credits:6

L	T	P
4	1	1 (1=2Hours)

## Creative Writing

Course Objective	
1.	To teach the concepts of creative writing.
2.	The make students learn the difference between creative and non-creative writing.
3.	To develop an aptitude for creative writing.
4.	To impart the skills required to do proof reading and editing.
5.	To develop the art of writing short story or poem.
Course Outcomes	
1.	Students will learn the fundamental concepts of creative writing.
2.	They will understand the distinction between creative and non-creative writing.
3.	Students will do creative writing.
4.	They will understand the role of observation and imagination in creative writing.
5.	They will learn to cultivate and develop short story or a poem.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	3	-	2	3	-	3	2	2	2	3	2	3
CO 2	3	3	3	3	1	2	3	-	3	2	2	2	3	2	3
CO 3	3	2	3	2	-	3	1	-	2	2	2	2	3	2	2
CO 4	3	3	2	2	2	3	2	-	2	3	2	2	3	2	3
CO 5	3	2	3	2	2	3	1	-	3	3	2	2	3	2	2

Basics of Writing	
<b>Unit- I</b>	Introduction, Growth and Importance of Writing, Types of writing and their functions, The substance of writing : Content, Form, Structure, Style, Some tips to an aspiring writer, Read in order to write, Allow your experience to ripen, Write about your experience differently, Start with your diary, Visualisation, outline and design; Checklist: Directness, Clarity: Keep your reader in mind; Relation between language and clarity, Authenticity and Credibility.
Creativity in Writing	
<b>Unit-II</b>	Origins of the creative impulse, Genuineness of the creative impulse, The creative impulse as distinct from political and social motivation, Preparation for writing: Marshalling of relevant facts concerning locale, atmosphere and characters, Combining experience, observation and imagination; Additional criteria for selection of themes : Themes for short stories, Themes for poetry The importance of opening: False starts, Different genres and conventions, The opening as a unit of composition; Planned narratives and openings: The opening in the novel, The opening paragraph or paragraphs; The opening and the short story : Different types and targets, General hints and suggestions, The narrative modes The meaning of climax: an illustrative story: The story moves towards its climax,



	Resolution of the crisis.
<b>Language and Writing</b>	
<b>Unit- III</b>	Choice of a situation: Grouping of experience ; Happy or unhappy, Other possible classifications, Readability-a writer's ultimate goal, Make your beginning interesting, Ambiguity and suspense, Minutiae and readability, The importance of sustaining the reader's interest, Language and readability, How to conclude? : Closed ending, Open ending.
<b>Proof Reading and Copy Editing</b>	
<b>Unit- IV</b>	Proof-reading: The necessity for proof-reading, Methodology: Meet the deadlines, Proof correction symbols, Editing: The word and its meaning, Kinds of editing: Copy editing-its historical background, General editing. Notes and footnotes, Methodology: Preparing a note about a book, Preparing a note for periodicals and composite books, Preparing a note for unpublished documents. Notes acknowledging permission, Special typing for footnotes, Be consistent in footnotes.
<b>Suggested Readings:</b>	
<ol style="list-style-type: none"> <li>1. Beach, J.W. Twentieth Century Novel: Studies in Technique. Ludhiana: Lyall Book</li> <li>2. Depot, 1965. .</li> <li>3. Greene, Ellin and Wge Shannon. Storytelling: A Selected Annotated</li> <li>4. Bibliography. Garland Publications, Garland Reference Library of Social</li> <li>5. Sciences, 1986.</li> <li>6. Hopper, Vincent F. and Cedric Gale. Essentials of w&amp;ing. 3rd ed. (LC 6 1-8 198),</li> <li>7. Baron Pubs., 1983.</li> <li>8. Jackson, Donald. The Story of Writing(1ISBN 0-8008-0172-5) Pentalic, Taplinger,</li> <li>9. 1981.</li> <li>10. Lyman, Edna. What to Tell and How to Tell it. (3rd ed.), rpt. of 191 1 ed., Gale</li> <li>11. University Press, 197 1.</li> <li>12. Maybury, Barry. Writdrs Workshop: Techniques in Creative Writing, Batsford, 1979.</li> <li>13. McAUister, Constance. Creative Writing Activities (Nos. 2-6),</li> <li>14. (iISBN 0-87534-1716-4), 1980.</li> <li>15. Quigley, Pat. Creative Writing1 1: A Handbook of Techniques for Effective,W riting,</li> <li>16. Vol. 11. (ISBN 0-93q910-40-8), Potentials Development, 1983.</li> <li>17. Robinson, Mable L. dreative Writing: The Story Form. ed. Helen Hull, 1978 rpt. of</li> <li>18. 1932 ed., Arden Library.</li> <li>19. Whitney. Guide to Fidtion Writing, London: Popular Press, no date listed.</li> </ol>	

### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



**Course Code: MAE9302T**  
**Credits: 6**

L	T	P
4	1	1 (1=2Hours)

## Public Health Communication

### Course Objectives

1. To understand the concept of Health and its Determinants
2. To introduce Health Communication and study various theories and models of behavior change and communication.
3. To familiarize students with the importance of Effective Health Communication.
4. To understand the process of planning, implementation, and evaluation of a Health Communication Program.
5. To provide case study-based learning to communicate public health effectively.

### Course Outcome

1. Students will become more aware of the concept of Health and its determinants.
2. Students will be familiar with the Health Communication process and the various theories of behavior change and communication.
3. Students will be able to appreciate the role effective public health communication plays in society.
4. Students will learn to conceptualize and develop plans for programs on Public Health Communication keeping in mind all its aspects.
5. Students will be able to use creativity and available tools for preparation of effective IEC material.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	2	3	3	3	3	3	2	2	3	3
CO2	3	3	2	2	2	2	3	3	3	3	3	2	2	3	3
CO3	3	3	2	2	2	2	3	3	3	3	3	2	2	2	3
CO4	3	3	2	3	2	3	3	3	3	3	3	-	2	2	3
CO5	3	3	2	3	2	3	3	3	3	2	3	-	2	2	3

**3- High, 2- Significant, 1- Low**

<b>Unit I</b>	<b>Health and its Determinants</b>
	Concept and Meaning of Health, Social Determinants of Health, Other Determinants of Health
<b>Unit II</b>	<b>Health Communication: An Introduction</b>
	Concept of Health Communication, Health Communication as a process, Key Areas of Communication, What Health Communication can and cannot do? Communication for Behaviour Change, Theories and Models of Behaviour Change: Diffusion of innovation theory, Social Cognitive Theory, Health Belief Model
<b>Unit III</b>	<b>Effective Public Health Communication</b>
	Audience Segmentation and Analysis, Concept of Information, Education and Communication (IEC), Differentiating between tailoring and targeting messages in context of message creation., Characteristics of effective health messages, including rules for using

	text, visuals, and quantitative data, Strengths and weaknesses of different media channels used in health communication., Social inequities in use of media
<b>Unit IV</b>	<b>Public Health Communication Programs: Process, Implementation and Evaluation</b>
	Planning a Health Communication Intervention, Factors affecting success of Content production and dissemination, Drafting timetables, budget, and work plans, Planning a program launch., Measures and Procedures of Outcome Evaluation

#### Practicals:

- Analysis of media reports regarding Health Communication: Language and content.
- Case Study and Simulation-based learning.
- IEC Preparation

#### Suggested Readings:

1. Park and Park's Textbook of Preventive and Social Medicine, 26<sup>th</sup> Edition
2. Health Communication: From Theory to Practice, Renata Schiavo, Jossey Bass Publications
3. Public Health Communication: Critical Tools and Strategies, Claudia Parvanta, David E. Nelson, Richard N. Harner, First Edition, 2017
4. Primers and Presentations provided.

#### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)





Course Code: GEC9301T  
Credits: 6

L	T	P
4	1	1 (1=2Hours)

## Film Appreciation

### Course Objectives

1. To develop the basic knowledge of language of Cinema.
2. To understand the basics of film theories
3. To acquire the skills to write film reviews with technical know-how
4. To develop concepts about film screening as a public sphere
5. To know about historical and milestones films

### Course Outcomes

1. Student has learnt the basic language of cinema and its uses in critical appreciation of films
2. Learner has developed capabilities to write technical film review
3. Student has acquired the skills to analyse films on the basis of film theories
4. Students will develop understanding about various film screening movements
5. Students will watch some important and historically significant films.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	2	3	2	3	-	3	2	2	3	3	2	3
CO 2	3	3	3	3	-	2	3	-	3	2	2	3	3	2	3
CO 3	3	2	3	2	-	3	1	-	2	2	2	3	3	2	2
CO 4	3	3	2	2	-	3	2	-	2	3	2	3	3	2	3
CO 5	3	2	3	2	3	3	1	-	3	3	2	3	3	2	2

3- High, 2- Significant, 1- Low

UNIT- I	Understanding Films
	Social and Cultural significance of films, Key Concepts in Cinema Studies, Formal elements of filmmaking: Cinematography, Editing, Direction, Sound, Music, Acting. Film and Genre, Thematic content, Aspects of cinema, Ideology in Cinema, Character in Cinema
UNIT- II	Traditions in World Cinema
	German Expressionism, Italian New- Realism, French New Wave, Spanish Cinema, British New Wave, Chinese Cinema, Iranian Cinema, Masters of World Cinema, Narrative and Power, Important Awards and Festivals
UNIT- III	Indian Cinema
	Brief History of Cinema in India, Mythological Cinema, Pioneers of Indian Cinema: Bimal Roy, Guru Dutt, Raj Kapoor, Satyajit Ray, Mrinal Sen, RitwikGhatak, Hindi Film Music, Film sequels, remakes and cult films, Parallel Cinema, Middle Cinema, Stardom: Making and Meaning

UNIT- IV	Contemporary Trends
	Film Consumption, Spaces of Cinema Going, Cinema in Digital age, Growth of Regional Cinema. Digital Platforms and Popularity of OTT Short Movies, Audience Shifting to OTT, Experiments on OTT, Writing Movie Reviews

PRACTICALS/ ASSIGNMENTS: Writing News Articles, Feature's story, Book review, Film review, Translation Exercises.

#### Suggested Readings:

- 1 Bose, Mihir . Bollywood: a history. Tempus. 2006
- 2 Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press
- 3 Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985
- 4 Ray Satyjit, Deep Focus, Reflections on Cinema, Harper &Collins .
- 5 फिल्मपत्रकारिता, विनोदतिवारी, वाणीप्रकाशन, नईदिल्ली
- 6 हिंदीसिनेमाकाबदलतास्वरूप, दिलचस्प, भारतीयपुस्तकन्यासपरिषद्, नईदिल्ली
- 7 हिंदीसिनेमाकेसौवर्ष,दिलचस्प, भारतीयपुस्तकन्यासपरिषद्, नईदिल्ली
- 8 सिनेमाकासफर, श्याममाथुर, राजस्थानहिंदीग्रंथअकादमी
- 9 भारतीयसिनेमा, महेंद्रमिश्र, अनामिकाप्रकाशन, प्रयागराज
- 10 भारतीयसिनेमा, दीपभट्ट, अनामिकाप्रकाशन, नईदिल्ली
- 11 Web References: <https://www.ftii.ac.in>, <https://www.classcentral.com/course/swayam-film-appreciation>, <https://www.filmcompanion.in>

#### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: GEC9302T  
Credits: 6

L	T	P
3	2	1 (1=2 Hours)

## Script Writing

### Course Objectives

1. Outline the purpose or focus of a typical script for an audio video program.
2. Distinguish between the various formats of program.
3. Explain the purposes of the formats.
4. Trace the various stages of development (in the process of writing a script).
5. Develop your own script for a specific purpose.

### Course Outcomes

1. Students will learn typical script writing for an audio video program.
2. They will understand Distinguishing between the various formats of program .
3. They will learn the purposes of the script formats .
4. It will help students Trace the various stages of development of script .
5. They will learn Developing their own script for a specific purpose.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	3	2	-	2	3	-	3	2	2	3	3	2	3
CO 2	3	3	3	3	-	2	3	-	3	2	2	3	3	2	3
CO 3	3	2	3	2	-	3	1	-	2	2	2	3	3	2	2
CO 4	3	3	2	2	-	3	2	-	2	3	2	3	3	2	3
CO 5	3	2	3	2	-	3	1	-	3	3	2	3	3	2	2

Unit- I	<b>Introduction to Script</b>
	Writing Proposals, Synopsis, Treatment, Step-outline, Loglines and Outliner; Spec Scripts. Characterization, Character designing: personality, goal, conflict-internal and external, motivation, reluctant hero, iron will, underdog, and imperfections.
Unit-II	<b>Characters and Script</b>
	Character's Arc- change and transformation, Audience Identification and voyeurism, types of Characters, key flaws, secondary Characters.
Unit- III	<b>Structure of Storytelling</b>
	Narrative structure, Plot, Time and Space, Three act structure, Conflict and drama in narrative, plot and sub plot.
Unit- IV	<b>Script Design</b>
	Non Linear structures and Multiple narratives. Script Design, Script formatting, Shooting Script, Script Elements, Writing Dialogues, Point-of-view; Use of sound in Script.

**Suggested Readings:**

1. Adventures in The Screen Trade by William Goldman, Grand Central Publishing (March 10,1989)
2. Four Screenplays with Essays: Marathon Man, Butch Cassidy and the Sundance Kid, Applause Books (May 1,2000)
3. 500 Ways to Beat the Hollywood Script Reader by Jennifer M. Lerch, Fireside Books, 1999.

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code:  
Credits: 4

L	T	P

**Massive Open Online Course (MOOC)**  
**Intellectual Property**  
(Syllabus of this course is designed by CEC, New Delhi)



**Course Code: IOJ9301P**  
**Credits: 2**

L	T	P
--	--	2

## Internship/ On-Job Experience

### Course Objective

1. To get a hands-on learning experience in media or advertising/public relations agency.
2. To understand the nuances of advertising /PR/media industry.
3. To understand the work environment of organizations.
4. To enhance the professional skills of the students.
5. To build industry- specific professional associations.

### Course Outcome

1. Students will get a hands-on learning experience in media or advertising/public relations agency.
2. Students will understand the basic nuances of the advertising /PR/media industry.
3. Students will understand the work environment of the organization.
4. It will enhance the professional skills of the students.
5. Students will build industry-specific professional associations to achieve their career goals.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	3	2	3	1	3	2	3	3	2	2	3
CO2	3	3	2	2	3	3	3	1	3	2	3	3	2	2	3
CO3	3	3	2	2	3	2	3	-	3	2	3	3	2	2	3
CO4	3	3	2	2	3	3	3	-	3	2	3	3	2	2	3
CO5	3	3	2	2	3	2	3	-	3	3	3	3	2	2	3

**3- High, 2- Significant, 1- Low**

Under this course Internship or On-Job Experience will be taken as per the scheme of the Academic Program after approval by the University. For this, the students are expected to participate in a professional employment-related activity or work experience, or cooperative education activity with a media organization. They will do internship or on-job experience under the supervision of an employee of that organisation. This will help them in understanding actual work situation and will enhance practical side of their learning. Students can be associated in any media organisation including advertising or PR agency and work there after classes. It will be mandatory for the students to submit a certificate of 90 hours of working as an Intern or On-Job Experience to the department of media organisation and public relations.

**Examination Scheme: 70 Marks for work and 30 marks for presentation**



**Course Code: MAC9401T:**  
**Credits: 6**

L	T	P
4	1	1 (1=2Hours)

## Campaign Planning and Design

### Course Objectives

1. To develop their understanding on the concept of Branding.
2. To explain them Brand Equity Models.
3. To teach them the various aspects of Consumer Behaviour and Theories of Motivation
4. To explain Ad -campaign planning
5. To acquaint them with PR- campaign Planning.

### Course Outcomes

1. Students will understand the concept of Branding.
2. They will be able to comprehend Brand Equity Models.
3. They will learn about the various aspects of Consumer Behaviour and Theories of Motivation
4. They will learn how to plan an ad-campaign.
5. They will be able to plan a PR campaign.

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	1	1	2	2	-	-	1	-	2	2	-	-	3
CO 2	3	2	1	1	3	1	-	-	1	-	2	2	-	-	3
CO 3	3	2	2	3	3	2	1	1	2	-	2	1	-	-	3
CO 4	3	3	2	3	3	2	1	-	1	1	1	1	2	1	3
CO 5	3	3	2	3	3	1	1	-	2	1	2	2	2	1	3

**3- High, 2- Significant, 1- Low**

<b>UNIT- I</b>	<b>Branding and Brand Equity</b>
	Understanding Brands: Concept, Stages, Positioning; Building Brand Identity: Name, Logo, Symbol, Tagline, Slogan and Captions; Designing POPs, Packaging Designs, Sales Material, Speciality advertising; Types of Branding, Brand Equity: Concept and Models (Aaker's Model and Keller's Model )
<b>UNIT- II</b>	<b>Consumer Behaviour</b>
	Buying Behaviour: Socio-cultural and Psychological Factors; Market Segmentation; Theories of Motivation: Freud, Maslow and Herzberg; VALS framework; Consumer Decision Making Process
<b>UNIT- III</b>	<b>Ad Campaign Planning</b>
	Meaning of Campaign, Types of Campaign, Campaign Planning: Situation analysis (SWOT), Identifying target audience, Advertising objectives, Message Design Strategy, Implementation, Evaluation, Deconstructing Ad campaigns
<b>UNIT- IV</b>	<b>PR Campaign</b>
	RACE Approach (Research, Action, Communication, Evaluation), PESTLE Analysis, Use of folk media/art in campaigns, Deconstructing PR campaigns, Effective PR Campaign Strategy



**PRACTICALS/ ASSIGNMENTS:** Assignment of Brand Communication, Ad-Campaign planning and PR-campaign planning.

**Suggested Readings:**

- 1 Consumer Behaviour, Schiffman and Lazar, Pearson education.
- 2 Advertising Campaign Planning ; Jim Avery , Routledge
- 3 Advertising and Promotion-An Integrated Marketing Communication Perspective; George Belch and Michael Belch, McGraw Hill Publications
- 4 Brand Management; Harsh V. Verma, Excel Books
- 5 Corporate Communication; Jaishri Jethwaney, Oxford University Press
- 6 Gregory, Anne, Planning and Managing Public Relations Campaigns, CIPR
- 7 Ries, Al and Ries, Laura, The 22 Immutable Laws of Branding, Profile Books Ltd.
- 8 जेठवानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर प्रकाशन
- 9 शर्मा, कुमुद, विज्ञापन की दुनिया , प्रभात प्रकाशन
- 10 यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत , राजस्थान हिंदी ग्रंथ अकादमी

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: MAC9402T  
Credits: 6

L	T	P
4	1	1 (1=2Hours)

## Skills For Public Relations

### Course Objectives

1. To teach skills of crafting and delivering a PR message.
2. To improve their writing skills .
3. To enhance their speaking skills.
4. To acquaint them with the concept of non-verbal communication.
5. To develop their interpersonal skills.

### Course Outcomes

1. Students will learn the craft of PR message design.
2. It will improve their writing skills.
3. It will enhance their speaking skills.
4. They will learn about the concept of non-verbal communication
5. It will develop their interpersonal skills.

S

Course mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	2	2	2	-	-	2	3	3	1	-	1	3
CO2	3	3	2	3	1	2	-	-	2	2	3	1	-	1	3
CO3	3	3	2	2	1	-	-	-	2	-	3	2	1	1	3
CO4	3	3	2	2	1	2	1	-	2	-	3	3	1	2	3
CO5	2	3	2	3	3	2	3	-	3	-	3	2	1	3	3

3- High, 2- Significant, 1- Low

UNIT- I	Writing Skills
	Press Release/Backgrounder, Press Note, Feature Articles, Speech Writing, Report Writing, Drafting agenda and minutes of meeting, Curtain raiser, Photo Feature, Writing for Blogs/Social Media, Use of Pictures and Caption writing
UNIT- II	Speaking Skills
	Presentation Skills, Public Speaking Skills, Handling Media Questions, Interviewing Skills, Conversation over Telephone, Effective use of Voice/Vocal skills/Paralanguage
UNIT- III	Non-Verbal Communication Skills
	Kinesics: Facial Expression, Eye Contact, Gestures , Posture and Movement, Proxemics, Attire and Appearance
UNIT- IV	Interpersonal Skills
	Emotional Intelligence Skills, Active Listening ,Critical Analysis/Thinking, Handling Conflict and Crisis, Team Management Skills

PRACTICALS/ ASSIGNMENTS: Assignment of Brand Communication, Ad-Campaign planning and PR-campaign planning.

Suggested Readings:

1. The Oxford Guide to Writing and Speaking, John Seely
2. An introduction to Academic writing, Lloyd Davis and Susan Mackry
3. Essentials of Business Communication, Rajendra Pal, J. S. Korlahalli, S.Chand, New Delhi
4. Business Communication, Asha Kaul, Prentice Hall, New Delhi
5. Principles of Business Communication, Ronald E. Dulek and John S. Fielder, Macmillan Publishing Company, London
6. Corporate Communication, Jaishri Jethwaney, Oxford University Press.

7. जनसम्पर्क एवं संचार प्रबन्धन, शैलेश सेनगुप्ता (शिप्रा माथुर द्वारा अनुवादित), राजस्थान हिन्दी ग्रंथ अकादमी
8. जनसंपर्क एवं विज्ञापन, डॉ. संजीव भानावत, राजस्थान हिन्दी ग्रंथ अकादमी

**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



**Course Code: MAE9401T**  
**Credits: 6**

L	T	P
4	1	1 (1=2Hours)

## Digital Marketing

### Course Objectives:

1. To introduce the concept of Digital marketing.
2. To provide knowledge about Digital Marketing strategies
3. To let students, understand the dynamics of Social Media Marketing
4. To make them familiar with Mobile Marketing
5. To train students in developing and promoting social media presence

### Course Outcomes:

1. Students will be able to understand the concept of digital marketing.
2. It will develop their skills in Digital Strategies
3. Students will be able to understand the dynamics of Social Media.
4. They will be able to apply mobile marketing strategies.
5. Students will be able to develop and promote social media presence

**3-High, 2- Significant, 1- Low**

Course mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	1	2	2	1	-	-	2	3	3	2	-	-	3
CO2	3	3	1	2	3	1	-	1	2	3	3	2	-	-	3
CO3	3	3	2	1	3	2	-	1	2	3	3	2	1	-	3
CO4	3	3	1	2	3	1	-	-	-	3	3	2	1	1	3
CO5	2	2	1	3	3	2	2	-	2	3	3	2	1	2	3

<b>UNIT-I</b>	<b>Introduction to Digital Marketing</b>
	Understanding Digital Marketing: Concept ,Online Marketing Mix and online consumers, Tools for Digital Marketing, Aligning strategy with Clients, Creating Content and Attaining your Objectives, Digital Marketing Landscape, Digital Marketing Analytics
<b>UNIT- II</b>	<b>Digital Marketing Strategy</b>
	Search Engine Optimisation, Paid Search Marketing, Pay-per-Click, Content Marketing, Email Marketing,Importance of Search Engines, Business Models of Search Engines, Strategic Keyword Planning, Gaming and In-app Marketing, Digital Marketing Funnel, Measuring Brand Awareness
<b>UNIT- III</b>	<b>Social Media Marketing</b>
	Social Media Platforms, Social Media Analytics, Developing an Effective Digital and Social Media Presence, Brand and Image Building, Content

	Creation and use of AIDA Model, Owned, Paid and Earned Content, Social Media Advertising: Photo ad, Video ad, Carousel ad, Storytelling ad, Slideshow and Messenger ad
<b>UNIT- IV</b>	<b>Mobile Marketing</b>
	Concept of Mobile Marketing, Understanding Mobile Consumer Behaviour, Promotional Strategies, M-Commerce, Responsive Mobile Websites and Applications

### Suggested Readings:

- 1 Digital Marketing; Vandana Ahuja , Oxford University Press, New Delhi
- 2 Marketing 4.0: Moving from Traditional to Digital; Philip Kotler, Hermawan Kartajaya and Iwan Setiawan, John Wiley and Sons, Inc., Hoboken, New Jersey
- 3 When India Votes: The Dynamics of Successful Election Campaigning; Jaishri Jethwaney and Samir Kapur, Rupa Publication, New Delhi
- 4 Understanding New Media; Eugenia Siapera, Sage, London.
- 5 Indian Media Business; Vanita Kohli Khandekar, Sage India, New Delhi
- 6 भारतीय मीडिया व्यवसाय, वनिता कोहली खांडेकर, सेज इंडिया, नई दिल्ली ( अनुवाद)
- 7 सोशलमीडिया, योगेशपटेल, पुस्तकमहल, नई दिल्ली
- 8 जनसंपर्क, विज्ञापन और प्रसारमाध्यम, एनसीपंत, वाणी प्रकाशन, नई दिल्ली

### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for presentation)  
(Students have to answer 2 questions out of 4 in midterm exam)



**Course Code: MAE9402T**  
**Credits: 6**

L	T	P
4	1	1 (1=2Hours)

## Elections and Media

### Course Objectives

1. The course will introduce students to the provision and process of elections.
2. To explain political communication, election campaign and usage of digital media.
3. To let students know demography, caste, community and other dynamics of election.
4. To provide information about the contemporary campaign practices
5. To develop critical understanding of media's role in elections

### Course Outcomes

1. Students will understand the institutional framework of elections.
2. Students will know various factors influencing elections
3. Students will be able to understand the dynamics of elections
4. They will develop critical understanding of relation between media and elections
5. They will develop research and planning skills

### Course Mapping

PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	3	2	-	2	2	-	1	2	2	2	3	1	2
CO 2	3	2	3	2	-	2	2	-	2	2	2	1	1	2	2
CO 3	3	2	3	2	-	2	1	-	2	2	2	2	2	2	2
CO 4	3	2	2	2	-	2	2	-	2	2	2	2	1	2	2
CO 5	3	2	2	2	-	2	1	-	2	2	2	2	1	2	2

**3-High, 2- Significant, 1- Low**

<b>UNIT- I</b>	<b>Studying Elections</b>
	Election Commission, Representation of People's Act, Institutions for which elections are held: Lok Sabha, Vidhan Sabha, Panchayats and Urban local bodies. Indirect elections for Rajya Sabha and Vidhan Parishads. Political Parties: Organisational structure, National & State Parties, Manifesto: Preparation, Promises Financing election: Sources and Donations, Elections Bonds Candidate: factors and facts. Contesting as an independent candidate. Model code of conduct, MCMC, Political Alliance and Coalition
	<b>Understanding Campaign Strategies</b>
<b>UNIT- II</b>	Shaping & Moulding public opinion on Media Platforms: Branding of candidate, party, Election Advertising

	Planning Road Shows & Rallies Planned Interviews and Panel Discussions, Canvassing Social Media promotion: Engagement with workers and voters Social Media platforms and IT Cells of Parties and individuals. Issues and Practices in Election Campaigning Key factors in winning elections
UNIT- III	<b>Media Tactics</b>
	PR Practices, Promotional Material, Novelty Goods, Digital Tools to reach out to the people, Networks and Groups Role of Social Media Influencers, Communication to earn trust and Confidence: Managing Social Media Pages, Posts and Tweets, Coping with crisis situations
UNIT- IV	<b>Analysis of Elections and Balloting</b>
	Psephology: Concept & Practice Importance of Research Exit Polls and Surveys Observing constituencies Sampling techniques Field work, Data Collection and Analysis Making estimates of votes—Vote forecast, Predictions Statistics related to Elections Scope

#### PRACTICALS/ ASSIGNMENTS:

1. Carrying out a survey, analysing data and making a projection through a set of data.
2. Filing a mock election petition
3. Comparing manifestos of different parties
4. Chalking out an election campaign pitch based on surveys to influence voters and the target group along with estimates of the budget.
5. Chalking out a campaign to raise funds for a candidate.

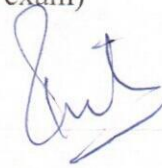
#### Suggested Readings:

1. Surveys of previous elections
2. Books by Lokniti on analysis of elections
3. Articles by scholars of psephology, reports of Election Watch, Studies of Association for Democratic Rights, Ujwal Kumar Singh and Anupma Roy on Election Commission
4. Measuring voting behaviour in India, Sanjay Kumar and Praveen Rai, Sage, New Delhi
5. Electoral politics in India, SuhasPalshukar, Sanjay Kumar, Sanjay Lodha, Routledge India
6. An Undocumented Wonder: The Great Indian Election, S Y Quraishi
7. Political Research, Methods and Practical Skills, Sandra Halperin & Oliver Heath, OUP
8. Reports of ADR, CSDS & UNESCO
9. The Election that Changed India: Rajdeep Sardesai, Penguin, 2015
10. Elections in India : Every thing you need to know, Robin Age, Harper Collins



**Examination Scheme:**

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/  
Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



Course Code: GEC9401T  
Credits: 6

L	T	P
4	1	1 (1=2Hours)

## Contemporary Rajasthan

### Course Objectives:

1. To introduce the students to the state of Rajasthan.
2. To make them aware of social, political, economic and cultural activities of Rajasthan.
3. To teach them about the development indices of Rajasthan.
4. To make them understand the potential of Rajasthan.
5. To apprise them of the scope and challenges..

### Learning Outcomes:

1. The students would know about cultural, historical, demographic, social, political, geographical and economic contribution of the state.
2. The students will understand the social, political, economic and cultural activities of Rajasthan.
3. Students will learn about the development indices of Rajasthan.
4. The student will understand the potential of Rajasthan.
5. They will be apprised of the scope and challenges.

PEO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	2	2	2	-	2	2	-	2	2	1	2	2	2	2
CO 2	3	2	3	2	-	3	2	-	3	3	2	1	3	2	2
CO 3	3	2	3	2	-	3	1	-	2	2	2	2	3	2	2
CO 4	3	2	2	2	-	2	2	-	2	3	2	2	3	2	2
CO 5	3	2	3	2	-	3	1	-	3	3	2	2	3	2	2

3- High, 2- Significant, 1- Low

<b>Unit I</b>	<b>Overview of Rajasthan</b>
	Brief Introduction to society, culture, history, economy, politics, geography and demography.
<b>Unit II</b>	<b>Development in Rajasthan</b>
	Progress of Rajasthan on all 17 Sustainable Development Goals; ranking in Human Development Index; ranking in happiness index; ranking in Ease of Business Index, ranking in corruption index, status of equality index
<b>Unit III</b>	<b>Potential of Rajasthan</b>
	Bio diversity, cultural diversity, tourism, minerals, diversified agriculture, NCR and port proximity, road and rail networks, internet penetration, cross-border trade possibility and strategic advantage



Unit IV	Future of Rajasthan
	Availability of water resources; boosting healthcare and quality education; social, political and economic development institutions, attracting foreign investment ,high skill capabilities, improving governance ensuring transparency, efficiency, service guarantees, development of rural and small-scale industries, Top industrialists from Rajasthan, Scope and Challenges

#### Practical Assignments:

1. Carrying out surveys to capture demographic dynamics, changes in politics, society and culture.
2. Preparing news and feature reports on the related issues.
3. Working with institutions related to development.
4. Attending conferences and seminars related to contemporary Rajasthan.
5. Organising brainstorming sessions on future of Rajasthan or participating in such other program.

#### Suggested Readings:

1. Rajasthan economic survey, statistical abstract and budget, CAG reports, Vidhan Sabha proceedings, NITI Ayog documents, Central government reports.
2. Reports of financial institutions and research bodies on Rajasthan.
3. SDG reports from the UN.
4. Newspaper and magazine website and archives.
5. Reports of business bodies on Rajasthan, Reports of consulting organisations like Deloitte, KPMG, PWC, E&Y.
6. Contemporary Rajasthan: Dr LR Bhatia
7. Sujas, DIPR, Jaipur

#### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)

Course Code: GEC9402T  
Credits: 6

L	T	P
3	2	1 (1=2Hours)

## Social Justice, Human Rights and Civil Liberties

### Course Objectives

1. To develop understanding of history of human rights to relate it with the current times
2. To inculcate the basic postulates of universal declaration of human rights
3. To acquire the knowledge about international conventions and their implications
4. To make student learn and civil liberties as a journalist to comprehend and write issues in the correct perspective
5. To develop understanding of history of human rights to relate it with the current times

### Course Outcome

1. Student will learnt the basics of human rights and their history
2. Learner will developed understanding towards international conventions and international Organizations
3. Student will developed the skills to analyze the human rights crisis situations
4. Student will learnt to comprehend the universal code for human rights
5. Students will develop understanding about various civil liberties organizations across the globe

Course mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	3	2	2	2	1	1	2	2	3	3	3	2	3
CO2	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO3	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO4	3	3	3	2	2	2	1	1	2	2	3	2	3	2	3
CO5	3	3	3	2	2	2	1	1	2	2	2	2	3	2	3

3- High, 2- Significant, 1- Low

<b>UNIT- I</b>	<b>Conceptual Understanding of Social Justice</b>
	Concept and Meaning of Social Justice, Affirmative Actions, Constitutional Provisions, Protective Discrimination
<b>UNIT- II</b>	<b>Human Rights; History and Evolution</b>
	Concepts and Evolution of Human Rights; Magna Carta, Bill of Rights, UDHR 1948, ICCPR-1966, UN Conventions on Economic, Social and Cultural Rights. Environmental rights-1966
<b>UNIT- III</b>	<b>International Conventions</b>
	International Conventions on inhuman acts—Genocide, Apartheid, Torture and other cruel inhuman or degrading treatment of punishment; Slavery- slave trade- forced-



	bonded or compulsory labor; Traffic in person-drugs-arms and prostitution; Elimination of racial discrimination; Abolition of Death penalty; Right to adequate Food, Education, Information, Employment Guarantee, Health and Hygienic, Domestic Violence, Rights of accused and suspected person, Rights of LGBTQIA+
<b>UNIT- IV</b>	<b>Civil Liberties Organizations</b>
	International Human and Civil Rights Organizations—Amnesty International, American Civil Liberties Union (ACLU), PUCL, APCLC, HRF, PUDR, CPDR Women, children rights and child labour and abuse ; Rights of the migrant workers, refugees, stateless and helpless persons; prisoners of war (POWs), Persons with Disability, Indigenous Tribal People, Older People, War affected person ; Human Rights Commissions in India—NHRC, SHRC, Human Rights court in districts ; Police atrocities: Violation of Human Rights and their Remedies ;.

#### PRACTICALS/ ASSIGNMENTS:

Case Studies: Preparation and presentation

#### Suggested Readings

1. Gopala Bhargava: Human Rights Concern of the Future; New Delh, Gyan books, 2001.
2. H.O. Aggarwal: International Law & Human rights; Allahabad, Central Law Publications, 2000.
3. NJ Wheeler and Timothy Dunne: Human Rights in Global Politics; London, Oxford University Press, 1999.
4. Kagzi, M.C.J., The Constitution of India. Metropolitan Book Co., Delhi.
5. Sorabji, Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay.
6. Radhakrishnamurti, Baddepudi., Indian Press Laws. Indian Law House, Guntur.
7. Noorani, A.G. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. हमारा लोकतन्त्र और जानने का अधिकार, अरुण पाण्डेय, वाणी प्रकाशन नई दिल्ली
9. प्रेस विधि, डॉ. नन्द किशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी
10. सूचना का अधिकार, नंदिनी सहाय और विष्णु राजगढ़िया, मिक्की, नई दिल्ली

#### Examination Scheme:

- End of Semester Exam (EoSE)-70 Marks  
Students will have to attempt FIVE questions from two sections.  
Question no. 1 of section I is compulsory. It consists of 10 parts and each part carries 1 mark. Each part must be answered in 50 words.  
In section II, attempt four questions with internal choice from each unit. Each question carries 15 marks.
- Continuous Assessment (CA): 30 Marks  
(20 Marks for midterm written exam and 10 marks for Presentation/ Quiz/Seminar/Term Paper)  
(Students have to answer 2 questions out of 4 in midterm exam)



**Course Code: DPR9401P**  
**Credits: 4**

L	T	P
-	-	4

### Dissertation

#### Course Objectives

1. To develop the research aptitude of the students.
2. To encourage students to undertake the dissertation work.
3. To teach them how to prepare a synopsis and dissertation.
4. To develop their practical understanding of qualitative and quantitative research work.
5. To acquaint them with data analysis and presentation.

#### Course Outcome

1. It will develop the research aptitude of the students.
2. It will encourage students to undertake the dissertation work.
3. They will learn how to prepare a synopsis and dissertation.
4. It will develop their practical understanding of qualitative and quantitative research work.
5. It will acquaint them with data analysis and presentation.

Course mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	2	3	1	2	3	2	3	2	2	3	2	3
CO2	2	2	2	2	3	1	2	3	2	2	2	2	3	2	3
CO3	2	3	2	3	3	1	1	3	2	3	3	3	2	2	3
CO4	2	3	2	3	2	3	1	3	2	2	3	3	2	3	3
CO5	2	3	2	3	2	3	1	3	2	3	2	3	2	3	3

**3- High, 2- Significant, 1- Low**

### GUIDELINES FOR DISSERTATION

#### Structure of the Dissertation

- Cover Page
- Title Page
- Declaration (by the student on originality)
- Certificate (by the Supervisor/s)
- Table of Contents
- Acknowledgement
- List of Abbreviation/Acronyms
- Preface

*(Give Roman Page No. from Title page to Preface)*

The dissertation should be divided into several sections/chapters relating to:

#### 1. Introduction

- Statement of the Problem
- Rationale
- Theoretical Connection



- Objectives
  - Research Questions
  - Hypothesis (optional)
  - Scope and Limitations
2. Review of Literature
  3. Methodology
  4. Chapters Based on Objectives
  5. Major Outcomes
  6. Conclusion & Recommendations

Bibliography

Appendices

### **Formalities of Submission**

Each student will carry out a dissertation during the course and he/she will have to submit research synopsis/proposal within **2** months from the date of admission in the respective semester. Topic of the research project will be selected in consultation with the teachers and a supervisor will be allocated to each student by the Head of the department. Copy of the approval of the topic by the head with the name of the supervisor, copy of the approval of the synopsis signed by the supervisor will have to be attached in the dissertation.

Dissertation will be computer typed in Hindi or English. The word limit for the body of the dissertation (excluding the title page, preface, table of contents, declaration of originality (by student), certificate by supervisor/s, acknowledgement, list of abbreviation/acronyms, abbreviations, bibliography, etc.) shall be 20,000 to 25,000 words (approximately 80-100 pages). Dissertation shall be typed in Times New Roman, Font size 12 / Kokila, Font size 16/ Mangal Font size 10, and printed in 1.5 line space on single side of the A-4 size paper with 1 inch margin on all sides.

One copy each of the code book and questionnaire (if used) will also be the part of the dissertation. All the questionnaires, computer listing of data and computer generated tables and other rough work will be presented at the time of viva voce examination. Any mistakes in the dissertation will be that of the student and will not be attributed to the computer operator or anybody else. A student shall not be allowed to submit the dissertation without duly signed forwarding certificate by the faculty supervisors/s. A student will have to submit three copies of the dissertation in hard bound (spiral bound will not be accepted) to the Academic Section and one copy to his/her supervisor/s.

During the viva voce examination each student will make a short presentation (not more than 15 minutes) of her or his work preferably with the help of power point.

**Examination Scheme: 50 Marks Dissertation, 20 Marks Presentation and 30 Marks Viva-voce.**

