

AC 19-3-2012
Item No. 4.64

University of Mumbai



Revised Syllabus for the M.A.

Program: M.A.

Course: Public Relations

Semester I to IV

(As Per Credit Based Semester and Grading System with effect from the academic year 2012–2013 for Semester I & II and from academic year 2013-14 for Semester III & IV)

REVISED SYLLABUS INCLUDING SCHEME OF PAPERS, SCHEME OF EXAMINATION, MEDIUM OF EXAMINATION, INSTRUCTION AND TEACHERS` QUALIFICATION FOR THE MASTER OF ARTS (PUBLIC RELATIONS).

(TOTAL 04 SEMESTERS)

Theory Paper = 60 Marks

Term work = 40 Marks

Total = 100

Minimum 96 credits.

Medium of examination: English or Marathi or Hindi.

Medium of Instruction: English.

Teachers` Qualification: As per University norms.

PREAMBLE :

“Course” means a Semester Course.

“Credit” (C) is the weightage assigned to a course in terms of the workload of the learner* as per UoM AC & MC for UG Semester- Credit system, June 2011, Point 2.24 -

*This has a reference to the ‘Workload’ of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like writing a literature review, conducting surveys and content analysis, elocution, taking writing tests of a nature suggested in the syllabus, making video audio content, conducting seminars and presenting abstracts and presenting papers etc. A system of assigning Credit Points (CP) for a single course shall be practiced Credits assigned for a single course will pay attention to how many hours it would take for an average learner to complete a single course successfully. 1 (one) credit is construed as corresponding to approximately 30 learning hours.

“Grade” means a letter grade assigned to a student on the basis of evaluation of a course on the seven point scale.

“Grade Point” (g) means the numerical equivalent of a letter grade assigned to a student in the seven point scale.

“Cumulative Grade Point Average” (CGPA) means a cumulative index grade point average of a student calculated in the following manner:

$$(g1 \times c1) + (g2 \times c2) + \dots$$

$$\text{CGPA} = \frac{\dots}{\dots}$$

Total number of credits offered by the students up to and including the semester for which cumulative index is required.

“Final Grade Point Average” FGPA is the final index of a student at the time of award or a degree.

“Final grade” is the letter equivalent assigned to a student on the basis of his/ her final grade points at the time of the award of the degree.

Duration of the Programme:

The curricular work leading to the award of Master`s degree in Communication & Journalism shall be spread over of four semesters.

Provided that a semester or a year may be declared zero semesters or zero year in case of a student if he/ she could not continue with the academic programme during that period due to illness and hospitalization or due to accepting a foreign scholarship/ fellowship subject to the fulfillment of requirements as laid down by the regulations. Such zero semester/ year shall not be counted for the calculation of the duration of the programme in case of such a student. However, if the student has accumulated an adequate amount of credits during this semester from a recognized institution, the semester as well as the credits/ grades may be counted as per University policy.

The semesters shall ordinarily have 90 working days including the evaluation.

Faculty Adviser: (only in case of electives)

The Department/College through which a student seeks admission shall appoint an Adviser for each course each semester from amongst the members of the faculty concerned. The advisor shall advise the student about the course to be taken and record them and his/ her progress on the Course Card. The Card shall carry such entries as may be specified by Regulations.

Registration of courses is the sole responsibility of a student. No student shall be allowed to do a course without registration and no student shall be entitled to any credits in the course unless he/ she has been formally registered for the course by the scheduled date to be announced by the University.

Last registration will be allowed up to a maximum of three weeks after the beginning of a semester on payment of late registration fee.

No student shall be allowed to add a course or substitute a course for another course later than one week from the date of commencement of the semester. A student wishing to drop a course must do so as early as possible in no case later than four weeks from the date of commencement of the semester. No student shall be permitted to drop a course after the four-week period. Provided that a student may take more optional courses than prescribed in the programme, in which case in the calculation of Final Grade Point Average only the prescribed number of optional courses in the descending order of the grades obtained by the student shall be included. For example, if a programme has 12 compulsory courses and 04 optional courses and a student credits 06 optional courses, his/ her Final Grade Point Average shall be calculated on the basis of 12 compulsory courses and the first four optional courses, when all the six are ranked according to descending order of grades obtained by him/ her. However, no students shall be permitted to register in a semester only to take an additional optional course.

Credit requirements:

A student enrolled for the Semester-Credit Master of Arts (Public Relations) must acquire a minimum of 96 (ninety six) credits at the end of four semesters of this programme.

Each semester 04 P.G. courses (subjects or papers) of 06 credits each may be undertaken. This will lead to $04 \times 06 = 24$ credits per semester and $16 \times 06 = 96$ credits for four semesters.

Credit also to be given for dissertation carried out as a part of this Master degree programme, over and above the taught courses.

The total no. of credits required for a programme may be divided equally among four semesters, i.e. in case of total 96 credits, 24 credits to be earned in each of the four semesters.

This M.A. (Public Relations) shall be **given four teaching/ contact hours a week** and credit for these courses shall be as follows:

- i) 'C' level courses are Core courses which would require 04 hours of teaching/contact learning per week. (06 credits).
- ii) 'E' level courses are Electives within the parent department.

A student may choose to earn more than the 96 credits by choosing electives in each semester. However, a learner can opt for not more than two elective courses per semester for earning extra credits. Moreover a learner may be allowed to opt for extra courses depending on the availability of space, facilities, staff, etc. of the Institution and the decision whether to offer the elective course may be taken by the Head of the Institution/Head of the Department/Course co-ordinator of that institution in consultation with the academic staff of the institution.

A minimum attendance of 75% per semester per course is mandatory. Students having less than 75% attendance in a particular course (whether core or elective) will not be given credits for that

course and will not be allowed to appear for the examination in that course. This is a full time post-graduate degree program. In case a learner is employed in any private or public organization, it is completely the learner's responsibility to fulfill the attendance criteria and submit assignments on deadline as directed by the concerned institution/department. .

Credit Transfer:

Credit transfers from and to recognized Indian and foreign Universities/Institutions would be taken up on case to case basis by the Head of the Institution/Head of the Department/Course co-ordinator in consultation with academic staff. . For this purpose a formal application in writing shall be made by the student to the Head of the Institution/Head of the Department/Course co-ordinator. In such a case, the details should be immediately submitted to the concerned authorities for updating the records to enable smooth conduct of examinations.

Block Transfer:

This refers to a group of courses, such as a completed certificate or diploma programme that are accepted for transfer of credit into a degree programme. This decision would be taken up on case to case basis by the Head of the Institution/Head of the Department/Course co-ordinator in consultation with academic staff. . For this purpose a formal application in writing shall be made by the learner to the Head of the Institution/Head of the Department/Course co-ordinator. In such a case, the details should be immediately submitted to the concerned authorities for updating the records to enable smooth conduct of examinations.

Evaluation:

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

The Seven Point Grading System prescribed by the University of Mumbai shall be followed thus

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Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

Note:

1 There shall be no rounding off of SGPA/CGPA/FGPA.

2 The SGPA/CGPA/FGPA obtained by a student is out of a maximum possible 7 points

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absenting from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.

Examination:

Exams of all postgraduate degree courses of the Faculty of Arts of the first and the second year (i.e. Semester I to IV) will be conducted by Examination Department of the University of Mumbai. Thus the Examination Section of the University will put up the examination timetable, issue centre numbers, subject code, and hall tickets and also declare the results and issue the statement of marks and the degree certificates.

Exam fees will be collected as per University rule for each semester exam.

There will be a semester end examination at the end of each semester. The theory examination of each semester exam course will be of 60 marks and of minimum 2 hours duration. To pass the theory paper the student is required to get 24 marks out of 60 in the theory paper.

Continuous Internal Assessment review of literature, writing test, survey, analysis of content, poster presentation, power point presentation, elocution, publishing of abstract and presenting of a research paper at a national conference, seminar, producing audio visual teaching aids, translation, open book test, domain knowledge test, starting and maintaining a Blog etc will be an integral part of each course and 40 marks will be assigned to it. The Ad Hoc Board of Studies has prescribed the alternatives mentioned above or a combination of them for internal assessment for each course.

Students who cannot appear for the semester end examination due to unforeseen circumstances may be allowed to appear for an additional examination at the discretion of the Head of the Department in consultation with the University Department of Examination, provided the student can furnish legitimate reason and/or documentary evidence for his/her failure to appear for the relevant examination. An application will have to be made for the additional examination by the candidate not later than 10 days after the end of the relevant examination.

In case a candidate is unsuccessful in acquiring maximum 50% of the normal load i.e. for 12 credits out of the 24 credits, e.g. two core courses at the semester end examination in any of the four semesters, he/she may be allowed to carry pending additional load of the previous semester/s over and above the normal load and will have the option of reappearing for the examination of that course/s. However, this pending additional load has to be cleared in any of the semesters so as to not to exceed the maximum limit of total 6 semesters for an M.A. degree in the Faculty of Arts from the date of admission.

Common Provision of continuing with a programme after a break beyond six semesters is fixed as per University policy.

If the candidate passes the continuous evaluation / internal assessment part of any course for which he/she fails in the semester end exam, the grades of the continuous evaluation / internal assessment may be carried forward.

A student shall also have the option of having the result of his examination in a particular course declared null and void for improvement of programme, provided he/she makes an application in writing to the Head /Director of the Department / Centre or College Principal not later than 10 days after the semester end examination.

A student who has passed in all the courses and obtained no less than 96 credits shall be deemed to have obtained the Master of Arts (Public Relations) Degree.

If candidate has passed the theory paper but has failed to get all 06 credits in a core subject then candidate has failed the course. If candidate gets 06 credits in a core subject but fails the theory paper then the candidate has failed the course.

The candidate shall have the freedom to choose the number of credits from each elective course. Thus from an elective course of six credits the candidate can choose to earn a minimum of one or a maximum of six credits.

If a candidate earns credits in an elective those may be recorded in the mark sheet of the semester concerned as well as the final mark sheet. However, if the learner is unable to earn that credit the candidate does not fail the semester nor is the inability to earn credits recorded in the mark sheet.

Electives shall not have end semester theory exam.

The final grade point average of a student will be worked out on the basis of the formula indicated below:

$$\begin{array}{c}
 n \\
 \hline
 C_1 \times g_1 \\
 \text{FGPA} = \frac{\sum_{i=1}^n C_i \times g_i}{\sum_{i=1}^n C_i}
 \end{array}$$

c_1 = Credit of the i th course

g_1 = Grade Point secured by the student in the i th course

n = Total number of courses prescribed for the student

FGPA = Final Grade Point Average of the students concerned.

Examiners or Board of Examinations shall be appointed for each course by the Chairperson of the Board of Studies / Ad-hoc Board of Studies, in consultation with the Head/Director of the University Department / Centre concerned.

An application for admission to the semester examination shall be made in the prescribed form and forwarded through the Head/ Director of the University Department/ Centre/ College Principal concerned to the Faculty of Arts at the Examination House and shall be accompanied by the relevant documents.

Additional Examinations

Internal Assessment:

Eligibility norms to appear for the additional class test or assignment or project for learner who remained absent:

The learner must apply to the Head of the Institute giving the reason(s) for absence within 08 days of the conduct of the examination along with the necessary documents and testimonials.

If a learner is absent for participation in Inter Collegiate events, State or National or International events. Training camp or coaching camp organized by authorized University or, State or National or International bodies.

NSS/NCC Event/ Camps/ Cultural activities/ Sports activities/ research festival or any other activities authenticated by the Head of the concerned Institution shall generally grant permission to the learner to appear for the additional class test or assignment.

The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

SEMESTER END EXAM:

Students who cannot appear for the semester end examination due to unforeseen circumstances may be allowed to appear for a additional / supplementary examination at the direction of the Head of the Department in consultation with the University Department of Examination, provided the student can furnish legitimate reason and/ or documentary evidence for his/ her failure to appear for the relevant examination. An application will have to be made for the additional supplementary examination by the candidate not later than a week after the end of the relevant examination.

Revaluation: As per the University policy.

Removal of the Name of a Student from the Programme:

The names of students falling under following categories shall automatically stand removed from the roll of the University:

Those students who have already exhausted the maximum period of six semesters for the M. A. (Public Relations) programme.

A student of MACJ first year fails to clear more than 50% of the prescribed core courses at the end of the first semester.

A Student has still to clear courses which cannot possibly be cleared in the remaining period of study even if he/ she is allowed to register for the normal load for the remaining period plus 50% of this normal load.

Notwithstanding what is contained in the Ordinance, the Academic Council may, in exceptional circumstances and on the recommendations of the Centre/ Department and Board of the School

as well as on the merits of each individual case, consider at its discretion and for reasons to be recorded, relaxation of any of the provisions except those prescribing CGPA/ FGPA requirements.

No Candidate shall be eligible to register for the programme/ courses if he/ she is already registered for any full-time programme of study in the University or in any other University/ Institution.

Admission Procedure:

One Course card for each semester has to be duly filled in by the candidate and ratified by the Head/ Director/ of the Department/ Centre/ College Principal within the first two weeks of each semester in four sets: for the Controller of Examination, other respective department/s and for the student.

Any deviation from the above mentioned uniform pattern may be permissible if passed through the various statutory bodies with proper justification. Students-teacher Ratio should be conducted to the credit and semester system as per UGC norms.

SCHEME OF PAPERS AND DETAILED SYLLABUS

Semester I

Paper No.	Name of Paper A. Core subjects	Teaching hours*	Term works	
			Learning hours	Credits
1.	Public Relations Theory and Practice	48	180	6
2.	Media Relations and Media Writing	48	180	6
3.	Introduction to Organizational Behaviour and HR policies	48	180	6
4.	Research in Public Relations-I	48	180	6
Total		192	720	24
Paper No.	Name of Paper B. Elective subjects	Term works		
		Learning hours		Credits
1.	Ethics	180		6
2.	Media Criticism	180		6
Total		360		12

Semester II

Paper No.	Name of Paper A. Core subjects	Teaching hours*	Term works	
			Learning hours	Credits
1.	Public Relations Campaigns	48	180	6
2.	Research in Public Relations- II	48	180	6
3.	New Media and Technologies in Public Relations	48	180	6
4.	Media Laws	48	180	6
Total		192	720	24
Paper No.	Name of Paper B. Elective subjects	Term works		
		Learning hours	Credits	
1.	Introduction to Television Studies	180	6	
2.	Introduction to Film Studies	180	6	
Total		360	12	

Semester –III

Paper No.	Name of Paper A. Core subjects	Teaching hours*	Term works	
			Learning hours	Credits
1.	Public Relations in the Private and Public Sector	48	180	6
2.	Role of Finance in Public Relations	48	180	6
3.	Media Management	48	180	6
4.	Media Advocacy	48	180	6
Total		192	720	24

Paper No.	Name of Paper B. Elective subjects	Term works	
		Learning hours	Credits
1.	Advertising Communication and Management	180	6
2.	Media and Culture	180	6
Total		360	12

SEMESTER -IV

Semester IV involves continuous evaluation of dissertation of the learners. The teaching hours per faculty would be 180 hours and learning hours would be 720 hours and the number of credits awarded for the dissertation would be minimum 24.

*AC agenda Item No. 4.57 (dated 21/12/2011) pg no. 5.

Semester –I

A. Core subjects

Paper –I

Public Relations Theory and Practice (Core subject)

Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations, Reputation, perception and relationship management, The PR process, Research and Planning and Evaluation, PR ethics.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

- Excellence in Public Relations and Communication Management
Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 666 pgs
- The Unseen Power: Public Relations, a History
Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 812 pgs.
- Public Relations Theory
Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.
- Crisis Communications: A Casebook Approach
Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 330 pgs
- Public Relations in Asia: An Anthology Book By Krishnamurthy Sriramesh, Thomson, 2004.
- Foundations of Communication Theory
Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970. 372 pgs.
- Strategic Planning for Public Relations
Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs
- Corporate Public Relations: A New Historical Perspective
Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987. 180 pgs

Paper- II

Media Relations and Media Writing (Core Subject)

Media and its types, nature and process and tools, Media Relations Theories, Print Media and its functions, Broadcast Media and its functions, Online Media and its function, nature, scope and dynamics of Media Relations, Media Relations in India and Media Analysis and Evaluation. Different types of writing in Media: writing speeches, authored articles on behalf of senior spokespeople of companies, press release - for different sectors - financial, entertainment, pharmaceuticals, telecom, TV channels. invitations -media invitations for

press conferences, invitations for various events, writing descriptions - of a photograph/sketch, briefing documents, pitch notes, official emails - to clients, to media, to others, synopsis writing - of articles, basic translations – headlines, writing content for brochures, answers on behalf of clients, backgrounders, profiles for clients. Ghost writing: speeches, Making brochures /newsletters.

The Learner may choose from among the following activities to gain credits in the course.

1. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
2. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
3. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
4. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
5. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
6. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes),

quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
9. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
10. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be

negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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- Public Relations Writing: Principles in Practice

Book By Donald Treadwell, Jill B. Treadwell published by Sage Publications

- Media Writing: Print, Broadcast, and Public Relations

Book by W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates, 2004. 424 pgs.

- Managing the Media: Proactive Strategy for Better Business-Press Relations

Book by Fred J. Evans; Quorum Books, 1987. 176 pgs.

- Media Relations: Issues and Strategies

Book by Jane Johnston; Allen & Unwin, 2007

- Rethinking Public Relations: The Spin and the Substance

Book by Kevin Moloney; Routledge, 2000. 196 pgs.

- Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism

Book by Thomas H. Bivins; Lawrence Erlbaum Associates, 2004

- Public Relations Writing and Media Techniques

Book by Dennis L. Wilcox published by Allyn & Bacon/Pearson Education 2008 - 548 pages.

Paper- III

Introduction to Organizational Behaviour and HR policies (Core Subject)

Basics of Organisation Behaviour, Structure and culture of organisations, inter-departmental relations, teams, leadership, motivation, groups, communication.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of

learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of

reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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- Essentials Of Organizational Behavior, 10/E
Book By Stephen Robbins, Pearson Education India
- Organizational behavior
Book by Fred Luthans, McGraw-Hill/Irwin, 18-Oct-2006 592 pages
- Human Resource Management: Essential Perspectives
Book By Robert L. Mathis, John H. Jackson
- Human Resource Management: Essential Perspectives
Book By Robert L. Mathis, John H. Jackson.

Paper- IV

Research in Public Relations-I (Core Subject)

What is research, Applications of research, characteristics, types & paradigms of research in PR, logical reasoning, the research process, Planning a research study, Reviewing the literature, Formulating a research problem, Identifying variables, Constructing hypothesis, Research design, Sampling- Probability and non probability, Methodologies, Methods, Tools of data collection, collecting data using attitudinal scale.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning

of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the

blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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Book by Roger D. Wimmer, Joseph R. Dominick, Thomson Wadsworth
- The Essential Guide to Doing Research
Book by Zina O'Leary, Sage Publications

B. Elective Subject

Paper –I

Ethics (Elective Subject)

Ethics in Western and Indian philosophy, Similarities and differences between media ethics and other fields of applied ethics, the ideology of journalism, ethics of journalism, ethics of entertainment media, what is social responsibility, intercultural dimensions of media ethics, the sociology of news, media ethics and the State and other institutions, Concepts of Democracy, Freedom, Equality, Justice, Secularism, Socialism, Sovereignty, Federalism, Fundamental Rights and Human Rights, logical analysis of arguments and language, forms of evidence and criteria for assessing credibility of evidence.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the

completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues

discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.

10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
14. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people

excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.

15. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
16. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
17. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Paper –II

Media Criticism (Elective Subject)

What is Criticism, The Essence of Criticism, Critical Functions, Criticism and the Communication Process, Knowledge Processing, Tonal and Talent Ingredients, Stage-Molding Ingredients, Business Gratifications, Audience Gratifications, Reality Programming, Depiction Analysis, Structural Analysis, Probing Ethics and Values, Aesthetics and Art, The Logic of Aesthetic Form, Composite Criticism.

The Learner may choose from among the following activities to gain credits in the course.

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

2. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
3. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
5. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
6. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
7. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall

be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.

8. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

SEMESTER-II

A. Core Subjects

Paper- I

Public Relations Campaigns (Core Subject)

Importance and need for IMC, Role of PR in IMC, SWOT analysis, Role of Advertising, Objectives, Remind, recognize and recall, Image building, Introduction to advertising agency, PR campaigns – Role, importance and necessity, Campaign Theories, Public Opinion in PR Campaign, PR campaigns for product sales, Folk Media-introduction, basics, role and importance), Media Effects, Marketing communications Mix – Role, Objective, Attributes, Direct Marketing & Personal Selling, Sales Promotion & Media Management, Brand, Brand Identity, Brand Promise & Brand Equity, Role of IMC in Brand Management.

The Learner may choose from among the following activities to gain credits in the course.

1. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
2. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
3. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning

of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

4. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
6. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
7. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
8. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
9. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference

if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

10. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality

of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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Book by Judith S. Trent, Robert V. Friedenberg; Praeger, 2000. 386 pgs.
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Book by Bruce Bimber, Richard Davis; Oxford University Press, 2003. 224 pgs
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Book by Philip Kotler, published by Times Group Books

Paper –II

Research in Public Relations- II (Core Subject)

Research in Public Relations, types of research in public relations, writing a research paper-
research question, hypothesis, literature review, designing a questionnaire, data collection, data
analysis.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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Vol. 15, No. 1 (Spring, 1951), pp. 54-64, Oxford University Press
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Lawrence Erlbaum Associates, Inc.
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- Strategic Public Relations Management: Planning and Managing Effective
Communication Programs
Book by Erica Weintraub Austin, Bruce E. Pinkleton; Lawrence Erlbaum Associates,
2001. 402 pgs.

Paper- III

New Media and technologies in Public Relations (Core Subject)

Intro on ‘What is Digital Media’, Blogging –What are blogs, and its importance, different platforms for blogging, Creating blogs on Blogger, wordpress, Promoting your blog, and writing user oriented posts, Community blogging and its advantages, Social media-What are the different social networks, and how to use them for client benefits. Social Media - Twitter, facebook, orkut Video and photo-sharing sites- YouTube, Flickr, photo bucket, Including different social media’s in blogs, Social media release-Writing social media releases. Writing content for company

websites, Promoting through viral marketing. Website Designing, Photoshop, / Coral Draw, documentary film making.

The Learner may choose from among the following activities to gain credits in the course.

1. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
2. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
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6. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
7. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned.

Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.

8. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
9. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
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12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the

reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.
15. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.

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- Convergence culture: where old and new media collide
Book By Henry Jenkins published by NYU Press
- PR 2.0: New Media, New Tools, New Audiences
Book By Breakenridge Deirdre published by Pearson Education India
- New media and public relations
Book By Sandra C. Duhé published by Peter Lang
- Online Public Relations
Book By David Phillips, Philip Young published by Kogan Page

- The Internet encyclopedia, Volume 2, By Hossein Bidgoli.

Paper- IV

Media Laws (Core Subject)

The making of the Indian Constitution, Secularism, Socialism, Sovereignty, Media Ethics, Fundamental Rights and Obligations, Defamation, Copyright, Freedom of the Press, Constitutional foundation of freedom of the press in India, Need for limitations on freedom of the press, The press as business, The press as property, The press and the legislature, Rights, duties and liabilities of proprietor, printer, publisher, editor, author, journalist, contributor and vendor, The Press Council Act 1978, The Information Technology (Amended) Act 2008, The Cable Television Networks (Rules) Act, 1994 and Cable Television Networks (Regulation) Act, 1995, Right to Information Act, 2005.

The Learner may choose from among the following activities to gain credits in the course.

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5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
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forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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B. Elective Subjects :

Paper- I

Introduction to Film Studies (Elective Subject)

What is cinema, Film theory – form and function, Film analysis, History of World Cinema, History of Indian Cinema, History of Marathi Cinema, The Hindi film industry, Hollywood Cinema, German expressionism, Soviet Montage, Italian neo realism, French new wave cinema, Japanese Cinema, New Iranian Cinema, Korean Cinema, Digital Aesthetics, Music and choreography in Indian Cinema, Indian and global cinema in the context of globalization, Rule of A B D C E.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the

paper is presented at the conference then only eight marks will be given for the assignment.

6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for

quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.

11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Paper- II

Introduction to Television Studies (Elective Subject)

Television's Past, What is Television Studies, Bringing Television Home: Domestic Space and "New" Technologies, Rethinking the Cultural Industries: Early Industry Structure and Content, Public Broadcasting and Cultural Policy, Cultural Production in the Network Era, Gender in the Post-Network Era, What makes news on TV, The Power of Television, Difference between TV News and Print News Gathering, How television news teams work together – Team, Responsibilities, Planning your story for your audience, How do you get the best possible shots & audio for your news story, Shooting techniques – Light and camera position – Importance of axes, Ethics and Guidelines for TV reporting in India, Organisational chart of TV newsrooms, MCR & PCR – Functions, Anchoring, Voice Over.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
6. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
7. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish

conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.

8. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
9. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
10. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
12. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film

shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.

13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
14. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
15. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
16. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

SEMESTER-III

A. Core Subjects :

Paper- I

Public Relations in the Private and Public Sector (Core Subject)

History & evolution of the public and private sector in India, Government public Relations, Corporate communication- defining corporate communication, defining internal communication, understanding the process and evaluation of internal communication, defining external communication, understanding the process and evaluation of external communication, corporate social responsibility, crisis communication, international public relations, agency public

relations- account management, client servicing, agency finances, setting up an agency, growing the agency.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.

7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4
- The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8
– The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key

arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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- Fifty years of Indian management: An insider's view
Book by Arabinda Ray published by Sage Publications
- The power of corporate communication:
Book By Paul A. Argenti, Janis Forman published by Tata McGraw-Hill
- Corporate communications: a 21st century primer
Book By Joseph Fernandez published by Sage Publications
- Managing a Public Relations Firm for Growth and Profit, Second Edition
Book by A.C.Croft published by Routledge
- Corporate Communications: Principles and Practices
Book by Jaishri Jethwaney published by Oxford University Press, 2010 - 432 pages
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Book by Hugh M. Culbertson, Ni Chen; Lawrence Erlbaum Associates, 1996. 454 pgs.

Paper –II

Role of Finance in Public Relations (Core Subject)

Meaning scope and objective studying finance in Public Relations. Fund flow statement, cash flow statements, Ratio analysis- short term solvency : current ratio, quick ratio or liquid ratio or acid test ratio, working capital ratio, stock to working capital ratio, long term solvency ratio : debt equity ratio, capital gearing ratio, proprietary ratio. Profitability ratios- gross profitability ratio, net profit ratio, operating ratio, operating expense ratio. Turnover ratio- stock turnover ratio, stock velocity period, debtors collection period, debtors turnover ratio, Creditors payment period, Creditors turnover ratio, procedure for sanctioning a term loan, Introduction to various Sources of funds/finance, Reading an Annual Report that is Balance Sheet, Profit & Loss Account; significance of director's report and auditor report, Basic element of Mergers & Acquisition, Introduction to the stock market – history, role, key significant events – crisis points, share listing & trading, basic terms & concepts.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and

content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.

6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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Paper- III

Media Management (Core Subject)

Mechanics of Media buying and selling: Role and structures, Media Basics, Media Strategy, Target Groups definition, Market Prioritization, Media Weights, Media Mix decisions, Scheduling, Building a Plan, Evaluating Media Buys, The buying process, Plan Implementation, Budget Setting, Solutions Approach, Media Economics: The Economic theory applied to analysis of mass media industries, structure and performance of mass media.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than

forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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Paper -IV

Media Advocacy (Core Subject)

Defining Public Interest, Definition of Public Opinion, Formation and change of Public Opinion, Introduction to Propaganda, Introduction to Social marketing, Public Opinion and Democracy, Public Opinion and thinkers - Aristotle, Plato, Michel de Montaigne, Ferdinand Tönnies, Jeremy Bentham, Adam Smith, Jürgen Habermas, Herbert Blumer, Jean Jacques Rousseau, James Bryce, A. Lawrence Lowell, Walter Lippmann, Lance Bennett. Public Opinion models -The Random Diffusion model of Mass Public Opinion, The Receive-Accept-sample model of public opinion, Models of public opinion influence on leaders, Five Models of Representations. Public Opinion and Political Communication-Goals of strategic political communication, Elite Influence on Public Opinion, Interest Groups and Democratic Representation, The Political Media. The Public Opinion Process, Public Opinion and Social Control, Public Opinion and the Middle class, Media and Public Opinion-Influence of Media on Public opinion, Opinion Polls, Media-led campaigns in the World, Media-led campaigns in India.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less

than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.

2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.

8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
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- Public Opinion by Walter Lippmann
- Taken by Storm: The Media, Public Opinion, and U.S. Foreign Policy in the Gulf War
Edited by W. Lance Bennett and David L. Paletz

B. Elective Subjects :

Paper- I

Media and Culture (elective subject)

The paper seeks to understand the multifarious linkages between the social structures of media industries (technological, political, economic), the meaningful cultural objects they produce and distribute (texts, sounds and images), and the interpretations and uses people make of these objects. The social structures of media industries will be taught through the following: Rhetoric, Influence, & Information, Mediation & Reproducibility, Public Sphere & Imagined Communities, Ideology, Hegemony & Political Economy, Power, Knowledge and Practice, Post-Modernism, The National & Post-Colonial Imagination, Feminism & Queer Theory.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
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4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
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6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between

the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

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- Elihu Katz and Paul Lazarsfeld, *Personal Influence*, (only 1-47)
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Smith, James H. and Jeffrey W. Mantz, “Do Cell Phones Dream of Civil War: The Mystification of Production and the Consequences of Technology Fetishism in the Eastern Congo.”

Kofi Agawu, *Representing African Music*, “The Invention of African Rhythm”

Denise Riley, *Am I that Name? Feminism and the Category of ‘Women’ in History* (excerpt)*

Michael Warner, *The Trouble with Normal: Sex, Politics and the Ethics of Queer Life* (excerpt)*

Judith Butler, *Undoing Gender* (excerpt)*

Joan Wallach Scott, *The Politics of the Veil* (excerpt)*

Chandra Talpade Mohanty, “Under Western Eyes: Feminist Scholarship and Colonial Discourses”

bell hooks, “Eating the Other: Desire and Resistance”

Donna Haraway, “A Manifesto for Cyborgs”

Janice Radway, Reading the Romance Novel.

Paper- II

Advertising Communication and Management (Elective Subject)

Media scene in India, Advertising Research, Preparation of ad budget, Monitoring the ad budget and control process, Production and cost analysis, Setting creativity objectives and strategy development, Campaign planning and execution of advertising, Evaluation of advertising brands and promotion, social aspects of advertising and branding, advertising blunders.

The Learner may choose from among the following activities to gain credits in the course.

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
2. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
3. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
4. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes),

quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.

5. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
8. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
9. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

10. **Internship in AD agencies** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached.
11. **Producing two ad films of not more than 45 seconds and not less than 30 seconds** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall consult the film with the teacher concerned during the period of learning of the course. The film shall be entirely shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), ad copy, content of the film, narrative, pre-production and post-production quality.
12. **Recording of books:** Students may record books designated by the teachers using the facilities of the MUST Radio Station in the campus. 30 hours of recording with a minimum of usable audio of 15 hours will earn the learner 1 credit. The recording will be judged for diction, quality of voice. The recording to be made available on the Department's computer and CDs in MP3 format. The conversion and uploading has to be done by the learner.
13. **Producing two ad spots for radio of not more than 45 seconds and not less than 30 seconds duration** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner after consultation with the teacher concerned shall produce two radio ad spots. Marks shall be assigned for quality of language, ad copy, content, pre-production and post-production.

SEMESTER- IV

Dissertation

The Fourth Semester shall comprise only of a dissertation of about 20,000 words.

Every candidate registered for the Degree of MA (PR) shall be required to carry out research work for the thesis under the supervision and guidance of a recognised University teacher in Communication and Journalism or a research fellow registered for a PhD Degree in the Department of Communication and Journalism or individuals with a Masters Degree in Communication and Journalism/Mass Communication/Public Relations/Electronic Media and NET/SLET Qualification along with a minimum two years of teaching experience at post-graduate level in Journalism/Mass Communication/Public Relations/Electronic Media courses in a University recognized by the UGC. A research supervisor may not accept more than 15 research students in an academic year.

The research project shall be assigned within four weeks of the beginning of Semester III.

Three typewritten copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidates work is original and to what extent it is referred to other sources, shall be submitted by the candidate to a Research Committee comprising a teacher registered with the Department of Communication Journalism,

a research fellow registered for the Ph.D programme of the Department of Communication and Journalism and the supervisor chosen by the candidate. The topic of research shall be approved of by the Research Committee after a formal interview. If the topic is not approved by the Research Committee then the Research Committee shall give a topic of research to the candidate. The candidate shall then submit a fresh proposal within two weeks of the interview.

Three typewritten copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidates work is original and to what extent it is referred to other sources, shall be submitted by the candidate to the Controller of Examinations, through the candidate's guiding teacher.

The thesis shall be the candidate's own work carried out under the guidance of her/his teacher and shall be submitted to the Controller of Examinations at the end of the Semester IV of attendance. The time limit for the submission of the thesis can be extended maximum up to the fifth semester, upon the payment of fresh fees of Rs. 5000/-. Extension of the limit will be on the basis of recommendations from the Research Supervisor and approved by the Head.

A candidate shall forward to the Controller of Examinations through the Supervisor/Teacher under whom he/she has worked or by whom he/she has been guided, a statement giving the title and the synopsis of the thesis along with his/her form of application for admission to the examination and a fee of Rs 1,000. In the synopsis the candidate shall indicate the broad outlines of the work carried out. Before submission of the thesis every candidate will have to undergo a continuous evaluation process.

The evaluation process for the thesis: The dissertation evaluation shall be done twice before the final viva. In both situations the candidate shall be given the right to defend the thesis in case the evaluation is 'unsatisfactory'. There are 24 credits proposed for the dissertation. Of these, 12 credits will be from the continuous evaluation process. To get these credits the candidate must not get less than six 'satisfactory' remarks. The remaining 12 credits should be earned based on evaluation of the written dissertation (6 credits) and viva voce (6 credits) conducted by an external examiner and the supervisor. To get these 12 credits the candidate must not get less than six 'satisfactory' remarks. The thesis evaluation forms and research assessment are provided in Annexure 1 and **Annexure 2**.

Every candidate shall submit a certificate signed by the guiding teacher under whom he/she has worked stating that there is a *prima facie* case for the consideration of the thesis. Such a certificate shall be regarded as satisfying the Research Committee for the Department of Communication and Journalism.

The thesis shall be referred for examination and report to two referees, to be appointed by the board of Examinations on the recommendations of the Research Committee, one of the referees being always the guiding teacher. After the viva –voce, the recommendations of the referees

have to be included in the final submission copy of the thesis. The period for the inputs to be added in the final copy is two weeks from the viva-voce.

If at the time of the viva-voce, one of the referees rejects the thesis, while the other recommends it for the degree, the Research Committee shall in consultation with the Chairman, Ad Hoc Board in Communication and Journalism, appoint a third referee who shall conduct an additional viva-voce of the candidate. The Research Committee upon receipt of the recommendations of the third referee, shall decide whether the thesis be accepted or not for the award of degree, after considering the reports of all the three referees.

If two of the referees reject the thesis, the viva-voce examination will not be conducted. The candidate may resubmit the thesis within one year from the date he/she is informed about the thesis being rejected. The candidate has to pay fresh examination fees. If the candidate does not submit the thesis within this period or if his/her thesis is rejected again, he/she will not be granted re-admission for the MA (PR) course.

Provided further that the thesis submitted and accepted for the degree shall be given a grade:

Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

The grades to be awarded shall be decided by the referees valuing the thesis depending on the quality and the presentation of the research work, the performance of the candidate at the continuous evaluation and the performance at the viva-voce examination. If the research work included in the thesis is already published or accepted for publication in a peer reviewed journal, the candidate shall provide a proof of the same. Only such a candidate should be considered for O level grade. A mention of the grade so awarded shall be made in the results of the examination.

The successful candidate shall be awarded FGPA in the final degree certificate jointly on the basis of the results of the Semester I, II and III examinations and the thesis submitted by him/her.

A thesis that has been rejected may be resubmitted again after due revision and payment of fresh tuition and examination fees. The revised thesis has to be resubmitted within two semesters after rejections.

Annexure 1

Dissertation Evaluation Form For Members of the Research Committee

Please evaluate the dissertation’s different aspects using the following scale: unsatisfactory, satisfactory, good, very good, excellent.

The qualification of ‘excellent’ should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding ‘with distinction’. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise. Extra space has been given with each evaluation to allow for a more detailed explanation of your rating, which would be much appreciated.

Evaluation:	Indication of frequency	Indication of quality
Unsatisfactory		
Satisfactory	20%	
Good		Top 80%
Very Good	80%	Top 10%
Excellent		Top 2%

This evaluation will be made available to the learner and the Head of the Department. The learner shall be given the opportunity to defend in writing wherever the committee considers any part of the work ‘unsatisfactory’. The committee may change its evaluation in the light of such defense by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Dissertation Candidate: _____

Name of the Supervisor: _____

Title of the Dissertation: _____

Language of the Dissertation: _____

1. Scientific Quality of the PhD Thesis

1a. Originality of the Research

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

1b. Scientific Quality of the (Research) Chapters

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

2. Candidate's Reflection on the Research as Proven in the Introduction and General Discussion

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

3. Quality of Written Presentation

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

4. Overall Assessment (based upon the above evaluation categories 1 – 3)

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

5. Conclusion

The undersigned considers that the candidate can defend the thesis: yes / no

The qualification of 'excellent' indicates that the dissertation is in the top 2% of the research in the field of expertise and may be a reason for awarding 'with distinction'. The undersigned herewith would like to have this dissertation considered for a 'with distinction' award.

yes / no

Remarks by the supervisor

Name and Signature of the Committee Member
(2) _____

Date _____

Annexure 2

Research Assessment Form

		Unsatisfactory	Satisfactory	Good	Very good	Excellent
Method or procedure	Focus					
	Relevance					
	Coherence					
	Research					
	Reading					
Critical Analysis	Focus					
	Relevance					
	Coherence					
	Argument					
Presentation of information and/or data	Mechanics					
	Expression					
	Structure					
	Unity					
Oral Defense	Focus					
	Relevance					
	Coherence					

This evaluation will be made available to the learner and the Head of the Department. The learner shall be given the opportunity to defend in writing wherever the supervisor considers any part of the work ‘unsatisfactory’. The supervisor may change its evaluation in the light of such defense by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Dissertation Candidate: _____

Name of the Supervisor: _____

Title of the Dissertation: _____

Language of the Dissertation: _____

Criteria for evaluation of dissertation

In examining a student's dissertation please keep the following general criteria in mind, not necessarily in this order:

Focus: relevance to research problem and argument. It is crucial that the research retains a focus on the stated research problem and the proposed argument. It should develop a clear sense of core arguments; establish their relationship to the question or research problem being posed, and to sustain a focused development of the argument throughout the thesis. For every paragraph of a thesis there should be an answer to the question: So what?

Reading: thorough and critical use of a wide range of literature and theories. It is necessary to clearly provide evidence of the range of literature, care taken in selecting the texts most relevant to the thesis topic, efforts made to find sources independently, attempts made to follow up references. It must also be clear that the student has a good understanding of the literature.

Research: adequacy of research design and execution, consistency of interpretation. Examiners will scrutinize the research design, its appropriateness for the thesis, and the adequacy of its execution. They will look for evidence of an appreciation of the range of different methodologies and of how the chosen research design suits the topic, as well as its possible limitations. It is also essential that the data generated and discussed are consistent with and support the arguments and interpretations put forward.

Argument: the presentation of a thesis and its reasoned defense. It is essential that a distinguished thesis takes up an independent position in relation to the relevant literature on the topic. The thesis must clearly demonstrate a depth and breadth beyond merely a literature review to establish a clear relation between the literature and the research, drawing conclusions and making connections not immediately evident in the existing literature itself. It must pursue analysis in addition to description, and the production of a line of reasoning going beyond mere reading and a descriptive account of data (where relevant). In other words, the thesis must present a coherently organized argument. The thesis must clearly identify a formulated position/s on the topic, support these with arguments, deal with arguments against as well as for it, and arrive at some sort of conclusion. This is particularly important in a thesis because by definition a thesis needs to actually have a "thesis"!

Presentation: competence in mechanics of essay writing and expression. Spelling, grammar, correct use of citations and construction of a bibliography must be impeccable. The bibliography must accurately represent all sources and reading. Material contained in tables or graphs must be clearly and adequately presented, and sources provided. The thesis must conform to the APA style for referencing, citations and bibliography. It must follow the guidelines laid down by the UGC for PhD Thesis writing. The quality of expression is also very important. The thesis must structure and organize the topic well. The thesis must have: *coherence*: successive sentences should relate to each other, as should successive sections of the essay, and the grammar should make sense, and *unity*: everything should be clearly related to thesis topic and to the propositions discussed. The thesis must be structured in an appropriate academic style, containing those sub-sections required to organize the material with suitable sub-headings to signify the progression

and structure of its arguments. The contents page must correspondingly give a clear indication of the structure of the thesis.

The thesis must be more than a collection of manuscripts. All components must be integrated into a cohesive unit with a logical progression from one section/chapter to the next. In order to ensure that the thesis has continuity, connecting texts that provide logical "bridges" between different sections/chapters are recommended.

Assessment: The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise.

Annexure 3

In the case of students opting for an internship the following form shall be used for evaluation of the performance.

EVALUATION OF THE INTERN AT THE ORGANISATION

(to be completed by the supervisor)

Name of the Intern:

Name of the Organisation where internship is being done:

Name of the Supervisor:

Designation of the Supervisor:

This internship started on (date) _____ and was completed on (date) _____

at (location)

Please give a brief summary of the internship:

Personal Qualities

Evaluation of personal qualities of the intern observed during the internship. Total Marks out of 100. Each parameter has the maximum marks assigned.

Parameters	Marks
Ability to adapt to a variety of tasks (5)	
Decision-making, judgments, setting priorities (5)	
Persistence to complete tasks (5)	
Reliability and dependability (5)	
Enthusiasm for the experience (5)	
Attention to accuracy and detail (5)	
Willingness to ask for and use guidance (5)	
Ability to cope in stressful situations (5)	
Professional abilities (Related to work given at the organisation)	
Ability to synthesize information and communicate it effectively (5)	
Analysis skills; ability to determine information needs for self and patrons (5)	
Ability to select the best potential resources to meet information needs (10)	
Ability to organize, classify, and deliver information effectively (10)	

Ability to plan with and work cooperatively with others (10)	
Ability to create and communicate possible solutions to problems (10)	
Professionalism; demonstrated interest in the issues, policies, and organizations related to the field (10)	
Total Out of 100 marks	

Additional comments:

Signature of Supervisor and date of evaluation:
