

## SEMESTER 3

### PAPER – BMC 301: PUBLIC RELATIONS

#### UNIT – 1

(12)

PR – Definition, nature and scope – Role of PR in 21<sup>st</sup> century – PR research – Categories of PR research – Model of PR – PR campaign evaluation

#### UNIT – 2

(16)

Crisis management – Image management – Event management

#### UNIT – 3

(16)

PR communication in the emerging converging technologies – Corporate media relations – Press conferences – Open house – Press visits – Preparing PR materials – Presentation kits

#### REFERENCES:

1. *Face up!* by Rita Bhimani, Rupa
2. *Public Relations Theory and Practice* by Jane Johnston, Clara Zawawi, Jane Book Depot
3. *Public Relations Principles Cases & Problems* by H. Frazier Moore, Frank B Kalupa, Jain Book Depot
4. *Public Relations and the Social Web* by Rob Brown, Jain Book Depot.

#### SUGGESTED READINGS:

1. *Jefkins, Frank (1997). Planned Press and Public Relations. International Textbook Company*
2. *Herbert and Peter Lloyd: Public relations*
3. *Black, Sam: Practical Public Relations. Universal Book Stall*
4. *Balan, K.R.: Lectures on Applied Public Relations*
5. *Newssom, E(2000): This is PR: Realities of Public Relations. Thomas Learning*
6. *Hendix. E (1998): Electronic Public Relations Cases. Thomas Learning*
7. *Marlow (1998): Electronic Public Relations*
8. *Roalman: Portable Public Relations*
9. *Gopal: Public Relations of Better World*
10. *Sardana: Challenge of Public Relations*
11. *Sardana: Applied Public Relations in Indian Context*

## **PAPER – BMC 302: PRINT JOURNALISM**

### **UNIT – 1**

**(09)**

Theories of Press – Authoritarianism – Libertarianism – Soviet Theory – Social Responsibility theory – Newspapers: History, Growth, present scenario with special reference to India – Indian Mainstream and Vernacular press – Responsibility – Role and impact of Newspapers in Society – Impact of technology on newspaper (Newsgathering, editing, design, and layout, printing) – Audit Bureau of circulation (ABC) – National Readership survey

### **UNIT – 2**

**(09)**

News – Definitions – News values – Different types of news – Hard and Soft news – News sources – The reporter's duties – Qualities – Various Reporters – Bureau Chief – Beat and Spot reporting – Curtain raiser – dateline – House style

### **UNIT- 3**

**(09)**

Writing for Newspapers – Different structures – Pyramid – Hourglass, Diamond structure – Intro or lead and its significance – ABC of Journalism (Accuracy, brevity and Clarity) – Objective writing – Balance – In-depth reporting

### **UNIT- 4**

**(10)**

Editing – The flow of news copy – Sub-editor: Duties and qualities – Sub-editors marks – Headlines – Importance – Different types – dos and don'ts in headline writing – Editor – Editorials – Op-ed – Significance of letters to the editors – Columnists – Photojournalism – Captions and cut-line writing

### **UNIT – 5**

**(07)**

Feature writing – Differences between feature writing and news reports – Newspaper interviews – Dos and Don'ts – Slant – Online Journalism: Introduction

### **REFERENCES:**

1. *Journalism made simple* – David Wainright
2. *Reporting* – MV Charnley
3. *Reporting Manuel* – S. Banerjee
4. *Editing Manuel* – S. Banerjee
5. *News Editing theory and practice* – S. Banerjee
6. *Professional journalism* – M.V. Kamath
7. *Into the newsroom* – Leonard Ray
8. *Professional journalist* – John Cohenberg
9. *News reporting and editing* – K.M. Srivatsava

## **PAPER – BMC 303: TELEVISION PRODUCTION (THEORY)**

### **UNIT – 1 (08)**

Introduction to Television Production – Television production process – Production elements – Camera, Lighting, Audio, Switching, Video Recording and Special effects – Television Studio – Studio Control room

### **UNIT – 2 (09)**

Stages in production: Pre-production – Writing treatment for single camera production – Post production – Production people – Non technical personnel – Technical personnel – News production personnel

### **UNIT – 3 (09)**

Television camera introduction – How camera works – Types of camera: Analog versus Digital camera, Studio cameras – ENG and EFP camera, Consumer Camcorders – Electronic characteristics – Aspect ratio – White balance – Resolution – Operating light level and gain – Operational characteristics

### **UNIT – 4 (09)**

Lenses: Optical characteristics of lenses – Focal Length – Focus – Iris – Depth of field – Operation lenses – Zoom control – Digital Zoom control – Focus control – Mounting Equipment – Basic camera mounts – Mounting head – Special mounting devices – Camera operation and picture composition – Framing effective shots

### **UNIT – 5 (09)**

Studio lighting instruments: Spot light, flood lights – Filled lighting instrument: Portable spotlights – Portable flood lights, techniques of television lights – Three point lighting: Key light, Fill light, and Back light – Introduction Video Editing – Linear and non-linear editing – Offline and Online editing – Editing procedures and transition devices

### **REFERENCES:**

1. Herbert Zettl *"Television Production Handbook."* Wadsworth Publishing Company. Belmont, California. USA. Ninth Edition. 2006
2. Herbert Zettl *"Video Lab 3.0" 2006 (A DVD for Television production)*
3. Vasuki Belavadi *"Video Production" Oxford University Press*

## **PAPER – BMC 304: ADVERTISING**

### **UNIT- 1**

**(06)**

Advertising: Definition: Need & importance of advertising - objectives of advertising DAGMAR approach, AIDCAS model

### **UNIT-2**

**(06)**

Role of advertising - Advertising as a tool of communication -Type of advertising - Product, Institutional or corporate, retail, social, financial, Industrial - Brand image & positioning.

### **UNIT- 3**

**(11)**

Channels of advertising

The world of Media: An overview – The Evolution of Media into Advertising Vehicles – Types of Media – Media Expenditures – Media Characteristics – Print as an advertising Medium. The Medium of Newspapers – The Medium of Magazines – Audit Bureau of Circulation – Radio as an Advertising Medium – Types of Broadcast Advertising – Broadcast Ratings – Television as an Advertising Medium – Television Rating Points – Direct Advertising – Speciality Advertising – Point of Purchase Advertising – Outdoor Advertising (bill boards, kiosks) – Internet Advertising: Delivery Methods – Compensation Methods – Benefits of online advertising – Concerns – Regulation – Mobile as an advertising Medium.

### **UNIT-4**

**(12)**

Creativity in Advertising: Preparing effective AD copy – Elements of a print copy – Types and formats of layout – Copy writing – Use of computer in copy preparation –

### **UNIT-5**

**(09)**

Research in advertising – Pre-testing and post-testing techniques

### **REFERENCES:**

1. *Advertising – Frank Jefkins*
2. *Advertising made simple – Frank Jefkins*
3. *Advertising – James S Norris*
4. *Creative Advertising – H.H. Hepner*
5. *Advertising as communicator – Gillian Dyor*
6. *Creative advertising theory and practice – Sandra E. Moriarty*
7. *Advertising as service to the society – McEwen John*
8. *Brand positioning – Subrato Sengupta*
9. *Advertising – Batra, Acker & Myers, Pearson*
10. *Ogilvy on Advertising- David Ogilvy*
11. *Advertising Media Planning – Roger Brown, Jack Z. Sissors*

## PAPER - BMC 305 A: COMMUNICATIVE HINDI [ELECTIVE 1]

1. संचार माध्यमों में हिन्दी भाषा एवं क्षेत्रीय भाषा की महत्ता एवं उपयोगिता (03)
2. व्यावहारिक पत्र लेखन: (05)  
पत्र की संरचना, पूछ-ताछ के लिए पत्र, आज्ञासूचक पत्र, सूचनाबोधक पत्र, शिकायत पत्र, शिकायत प्रबंधन पत्र, सामान्य पत्र,
3. लेखन कला: रिपोर्ट लेखन, संरचना, अनुच्छेद लेखन, टिप्पण समाचार लेखन, ज्ञापन, (10)  
कार्यालयाधीन आदेश, अनुस्मारक, प्रेस विज्ञप्ति, परिपत्र अधिसूचना, सरकारी आवेदनों का प्रारूप, संक्षेपण, पल्लवन
4. ध्वनि विज्ञान (04)
5. अनुवाद विज्ञान (04)
6. पारिभाषिक एवं तकनीकी शब्दावली (10)
7. मौखिक संचरण: पाठ का उच्चारण के साथ पठन (08)
  - समाचार प्रसारण
  - भाषण लेखन एवं प्रस्तुति
  - साक्षात्कार प्रस्तुति,

### Text Book (पाठ्य किताब) :

1. आधुनिक हिन्दी व्याकरण स्वरूप एवं प्रयोग: डॉ भारती खुबालकर

### Reference Book (संदर्भ किताबें) :

2. राष्ट्रभाषा हिन्दी एवं व्याकरण: डॉ जितेंद्र वत्स
3. आधुनिक हिन्दी व्याकरण और रचना: डॉ वासुदेवनन्दन प्रसाद
4. अपनी हिन्दी कैसे सुधारें: रवींद्र कुमार
5. संक्षेपण और पल्लवन: कैलाशचंद्र भाटिया व तुमन सिंह
6. अनुवाद विज्ञान: डॉ राजमणि शर्मा
7. अनुवाद ( सिद्धांत और समस्याएँ ): रविन्द्रनाथ श्रीवास्तव
8. अनुवाद ( भाषाएँ-समस्याएँ ): एन. ई. विश्वनाथ अय्यर
- 9- भाषा, साहित्य और संस्कृति: विमलेश कांति वर्मा ( संपादन )

## **PAPER – BMC 305 B: COMMUNICATIVE ENGLISH [ELECTIVE2]**

- Unit I: Vocabulary** (08)  
Antonyms  
Synonyms  
Homonyms  
One word for many
- Unit II: Correspondence in Organisations** (12)  
Public Relations Letters :-  
Writing letters of Congratulations  
Letters of Appreciation  
Letters of Sympathy  
Seasonal Greetings  
Letters offering favours or thanks for favours received
- Unit III: Writing and Comprehension** (08)  
Precis writing  
Comprehension  
Essay Writing
- Unit IV: Writing for the Media** (16)  
(i) Press Release  
(ii) Obituary  
(iii) Commercial or a Jingle  
(iv) Public Service Messages  
(v) Reporting on Public Issues, Sports, Crime, War, Natural or Man Made Calamities

### **REFERENCES:**

1. Essentials of Business Communication, Rajendra Pal and J.S. Korlahalli published by Sultan Chand and Sons, New Delhi
2. Business Communications, Meenakshi Raman and Prakash Singh, Oxford University Press
3. Developing Communication skills, Krishna Mohan and Meera Bannerji, Macmillan India Ltd.
4. The students' Companion, Wilfred D Best, Harper Collins Publishers, India

## **PAPER – BMC 306: PRINT JOURNALISM AND ADVERTISING (PRACTICAL)**

### **PRINT JOURNALISM (PRACTICAL)**

1. Content Analysis of two newspapers
2. Report Writing (any two)
  - (a) General Event
  - (b) Press Conference
  - (c) Crime
  - (d) Disaster
  - (e) Sports
  - (f) Public Issues
  - (g) Obituary
  - (h) Press Release
  - (i) Public Meetings
  - (j) State Assemblies
  - (k) Parliament
  - (l) Business
  - (m) Science and Technology
  - (n) Letters to the Editor
3. Feature Writing (any one)
  - (a) Personal Profile
  - (b) Book Review
  - (c) Film Review
  - (d) Music Review

### **ADVERTISING (PRACTICAL)**

1. Print: Principles of Design – Copywriting – Designing for Newspaper – Designing for Magazines.
2. Outdoor: Designing for billboards – copywriting for billboards
3. Radio: Script Writing for Radio – Developing a Jingle – Use of Sound and Music
4. Television: Script Writing – Developing a Storyboard
5. Internet: Content Development

### **Practical Exercise:**

Developing an advertising Campaign for a product/public service message.

**PAPER – BMC 307: TELEVISION PRODUCTION – 1 (PRACTICAL)**

- a) Camera Operation
- b) Picture Composition – Shooting Simple and Complex Shots
- c) Lighting Techniques
- d) Basic Video Editing on non-linear editing systems
- e) Making a short film.