

OPEN ELECTIVE - THIRD SEMESTER

JME 508 Media and Society

Total = 40 hrs

Unit – I

Characteristics of mass media – print, radio, film, television, new media, Theories of the press, responsibilities of media – media and national development, rural development.

8 hrs

Unit – II

Media ownership patterns – media monopoly, concentration of Media ownership, pressures on media – censorship, media regulations.

8 hrs

Unit – III

Role of media in democracy, media and society interface, Freedom of Speech and Expression, public sphere, Right to Information Act in India, Right to Privacy, media and social change.

8 hrs

Unit – IV

Mass media and social movements, coverage of issues related to religion, environment, gender, women and children; sensationalism in media, mass culture, Freelance Journalism.

8 hrs

Unit – V

New Media Technology – nature and scope, digital and divide, social media and its influence, online journalism, citizen journalism.

8 hrs

References:

1. James Curran (2010). Mass Media and Society (5th Ed), Hodder Education, London.
2. Peter Dahlgren (1995). Television and the public sphere, Sage Publication, New Delhi.
3. Graeme Burton (2010). Media and Society – Critical perspectives, McGraw-Hill, New York.
4. Lawrence Grossberg, Ellen A. (Ann) Wartella, D. Charles Whitney, J. (John) & Macgregor Wise (2005). Media Making: Mass Media in a Popular Culture (2nd Ed), Sage Publication, New Delhi.
5. Edward S Herman & oam Chomsky. (1995). Manufacturing Consent: The Political Economy of the Mass Media, Vintage, London.
6. Ed Herman, Robert Waterman McChesney & Edward S. Herman (1998). The Global Media: The Missionaries of Global Capitalism, Cassel, London.
7. Norman Jacobs (1992). Mass Media in Modern Society, Transaction Publishers, New Brunswick New Jersey.
8. Keval J. Kumar (2004). Mass communication in India, Jaico Publishing House, New Delhi.
9. Denis McQuail (2005). McQuail's Mass Communication Theory, Sage Publications, New Delhi.
10. Alan Wells (1997). Mass Media and Society, Ablex Publishing Corporation, New York.
11. Mark Bauerlein (2011). The Digital Divide: Arguments for and Against Facebook, Google, Texting, and the Age of Social Networking, Penguin, United Kingdom.
12. George Rodman (2011). Mass Media in a Changing World, McGraw-Hill Education, New York.

OPEN ELECTIVE - THIRD SEMESTER

JME 509 Advertising and PR

Total = 40 hrs

Unit – I

Advertising – definition, nature and scope, evolution of advertising in India, Advertising Agency.

8 hrs

Unit – II

Elements of Advertising – Headlines, Copy, Illustration, slogan and colour. Types of Advertising– classified – display –corporate – political - public service advertising.

8 hrs

Unit – III

Advertising media – newspaper, magazines, radio, television, outdoor and web advertising.

8 hrs

Unit – IV

Public relations – definition – nature, scope – Evolution of PR in India – responsibilities of a PR practitioner, corporate communication.

8 hrs

Unit – V

PR Tools– house journal, press release, media conference and media kits. Types of Public Relations – community relations, Corporate Social Responsibility, Crisis PR, PR for Government and Event Management.

8 hrs

Books for Reference:

1. Rathor B.S. (1984). Advertising Management, Himalaya Publishing House, India
2. Chunawalla (2011). Advertising Theory and Practice, Himalaya Publishing House Pvt. Ltd., India.
3. Frank Jefkins (1985). Advertising Made Simple, Made Simple, United Kingdom
4. Watson, Rinehart and Winston (1961). Advertising – Its Role in Modern Marketing, Holt, Rinehart and Winston, United States.
5. Sandage and others (1989). Advertising: Theory and Practice, Longman Group United Kingdom
6. Thomas Russell and Glenn Verrill. Otto Kleppner(1986). Advertising Procedure, Prentice - Hall, United States.
7. Frank William Jefkins (1982). Introduction to Marketing, Advertising and Public Relations, Macmillan Education, London
8. Scott M. Cutlip, Allen H. Center & Glen M. Broom (1985). Effective Public Relations, Prentice - Hall, United States.
9. Jolly Mohan Kaul (1976). Public Relation in India, Naya Prokash, Calcutta.
10. C.K. Sardana (2007). The Challenge of Public Relations, Har Anand Publications, New Delhi.
11. John Brown, Pat Gaudin & Wendy Moran (2013). PR and Communication in Local Government and Public Services, Kogan Page Ltd, New Delhi.
12. Reddi C.V.N (2013). Effective Public Relations and Media Strategy, Prentice Hall India Learning Private Limited, New Delhi.