

**BMEFT-102 Public Relations**

**Block-I**

**Unit-I** : Public Relations Definition, Relations with Propaganda and Publicity

**Unit-II** : Qualities of a good P.R.O. Role of Public Relations. P.R. tools & techniques.

**Block-II**

**Unit-I** : Different type of Publics, Internal & External. Public Opinion. Functions & setup of state PR Deptt. Press Relations. News Release, Seven c's formula & its importance.

**Unit-II** : PR in Private & Public Sectors. News conferences, Working of PIB, D.A.V.P. Song & Drama Div. Directorate of field Publicity.

**Block-III**

**Unit-I** : Role & Imp. of Event Management. Role of the Press in promotion of an event

**Unit-II** : Publicity inputs or visible aids for promoting an event. Print, Display material and stand dsg.

**Suggested Readings**

1. How to be a good PRO.
2. Hand Book of Public Relation in India.
3. Practical Public Relations.

(Narsimha Reddi C.V.)  
(D.S. Mehta)  
(Sam Black)

**BMEFT-104 Advertising**  
**Block-I**

**Unit-I** : Definition, origin & its growth in India

**Unit-II** : Purpose, need and Functions of Advertising, Benefits of Advertising to Media.

**Block-II**

**Unit-I** : Advertising as a Communication tool. Communication Process & principles, theories applied to Adv. AIDA & PAPA Formula

**Unit-II** : Role & Effects of Adv., Negative & Positive effect. Working of D.A.V.P.

**Block-III**

**Unit-I** : Adv. Theories : Unique Selling Proposition, Brand Image its relevance to Indian Adv. Advertising Agencies its structure and functions

**Unit-II** : Various Adv. Media

- a. Broadcast Media (Radio & TV)
- b. Print Media News Paper & Magazine
- c. Out Door & Transit
- d. Specialty & Direct Mail

**Suggested Readings**

1. ↓ Adv. & Sales Promotion ↓
2. ↓ Advertising: Mass Communication Marketing
3. ↓ Advertising Made Simple
4. ↓ Modern Journalism Principles & Practice

M Khazmi Satish K. Batra  
(Kinsepatrick C.A.)  
(Frank Jenkins)  
(Rupa & Co)

**BMEFT-106 Mass Communication Theories & Models**

**Block-I**

**Unit-I** :Mass Communication: Definition and scope. Mass Communication through Mass Media & Non Mass Media

**Unit-II** :Functions of Mass Communication; To Persuade, Inform, Educate, Entertain & other functions, Impact & influence of Mass Media

**Block-II**

**Unit-I** :Factors responsible for growing importance of Mass Communication, Effective Communication and its Barriers

**Unit-II** :Characteristics of Various Mass Media, Print and Electronic and Technological, Physical, Psychological, Semantics, Social and Cultural Barriers.

**Block-III**

**Unit-I** :Theories of Mass Communication Hypodermic Needle Theory, Two step and Multi Step Theory, Cultivation Theory and Agenda Setting.

**Unit-II** :Communication Models, New Comb Model, Os good Model, Dance Model, Gerbner's Model, Convergent Model & Gate Keeping Model.

**Suggested Readings**

1. Mass Communication & Development (Dr. Baldev Raj Gupta)
2. Mass Communication in India (Keval J Kumar)
3. Mass Communication Journalism in India (D.S. Mehta)

**BMEFT-108 Mass Media Research**

**Block –I**

**Unit-I** Research: Introduction, Definition, Scope, Limitations and types.

**Unit-II** Selection and formulation of research problem Hypothesis, Sampling, research dsg, Processing & Analysis of data findings & Report Writing.

**Block – II**

**Unit-I** Survey : Meaning, Concepts its utility and planning. Organizing and conducting a survey.

**Unit-II** Public Opinion – Public Opinion survey and readership survey. Data, Meaning, Kinds, Demographic, Socio – Economic Socio – Psychological data.

**Block – III**

**Unit –I** Tools of Data Collection Questionnaire, Schedule, Interview, Case study observation and content Analysis.

**Unit – II** Measuring, Impact, Evaluation, Monitoring and Feed back.

**Suggested Readings**

1. ✓ Research methodology: Methods & Techniques (CR Kothari)
2. ✓ Research in Mass Media (S R Sharma & Anil Chaturvedi)
3. ✓ Research Methods in Social Sc. (Sandhu K Singh)
4. ✓ Social Research (SR Vaj Payee)

Block-I

Unit-I : Importance of words and meaning of words

- a. Lexical      b. Syntactical      c. Morphological      d. Into national

Unit-II : Some popular false assumptions about words.

Block-II

Unit-I : Functions of Words

Unit-II : Substitute words, Distributive words, Content words

Block-III

Unit-I : Problem of Vocabulary, Selection of Vocabulary

(Aspects of words, Form, Meaning, Distribution)

Unit-II : Vocabulary needs of the learner

- a. Passive Needs      b. Active Needs  
c. Active/Passive proficiencies contrasted  
d. Gradation of Vocabulary  
i) Principle of Usefulness.  
ii) Principle of Structured Value  
iii) Principle of Teachability  
iv) Principle of Easy Grasp

Suggested Readings

1. Cater, R & Mearthy 1988.  
Vocabulary & Language Teaching. (London Longman.)
2. Jones L 1985, Use of English Cambridge University Press.
3. Mala Mah Thomas 1987, Class room interaction Oxford University Press.