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 Dept. Press Relations, News Release, Seven c’s formula & its importance.


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 stands.

Suggested Readings

1. How to be a good P.R.O. (Narsimha Reddi C.V.)
2. Hand Book of Public Relation in India (D.S. Mehta)
3. Practical Public Relations. (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
(Khasepati C.A.)
(Frank Jenkins)
(Rupa & Co)
BMEFT-106 Mass Communication Theories & Models

Block-I


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, Newcomb 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. Melita)
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 design, Processing & Analysis of data, findings & Report Writing.

Block - II

Unit-I Survey: Meaning, Concepts, usefulness and planning, Organizing and conducting a survey.


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 Science (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. International

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