

# ***Revised Course Structure for*** **M.A. in Mass Relations**

Revised syllabus to be implemented at college P.G. Centers from the Academic year 2011-2012  
Revised syllabus to be implemented at University Department from the Academic year 2010-2011

## **Semester I**

Semester 80 + 20

MR 101 – Indian Society and Polity  
MR 102 – Basics of Psychology  
MR 103 – Print Journalism  
MR 104 – Basics of Communication

## **Semester – II**

MR 201 – Basics of Computers  
MR 202 – Social Psychology  
MR 203 – Public Relations  
MR 204 – Research Methodology

## **Semester – III**

MR 301 – Advertising  
MR 302 – Development Communication  
MR 303 – Electronic Journalism  
MR 304 – Basics of Management

## **Semester – IV (Core Subject)**

MR 401 – Dissertation  
MR 402 – Understanding Economics

## **Optional Subject**

(Students should select any one group of the following)

### **Group A**

MR 403 – Marketing and Sales Management  
MR 404 – Social Marketing and Event Management

### **Group B**

MR 405 – Banking Practices And Management  
MR 406 – International Trade – Theory, Practice, and Management

### **Group C**

MR 407 – Importance of Web Technology in Mass Relations  
MR 408 – P. H. P. programming for Web Technology

### **Group D**

MR 409 – Counseling Process and Skills in Mass Relations  
MR 410 – Career Guidance and Counseling for Mass Relations.

### **Group E**

MR 411 – Print Journalism (S)  
MR 412 – Electronic Journalism (S)

## **Syllabus for M.A.(Mass Relations) Semester- I**

### **MR: 101 – INDIAN SOCIETY AND POLITY**

#### **Objectives: -**

- To acquaint students about the Indian social systems.
- To emphasize the importance of mass relations in social and cultural life of the people
- To bring out importance of mass relations in social reforms and development
- To emphasize the importance of mass relations in promoting National Integrity

#### **Section - I**

#### **1. Society: -**

1.1 Indian View of life- Asram and Purusharth systems.

1.2 Indian social structure :

- a) Concept of Society.
- b) Caste system: Tradition and during modern period.
- c) Ethnic composition : Muslims, Sikhs, Jains, Parsis, Christians and contributions of these communities in making modern India.

1.3 Social movements in Modern India.

- a) Social reform movements and Govt. efforts.
- b) Farmer's movements
- c) Dalit movements
- d) Feminism in India
- e) Role of M. R. in social reform and social development

1.4 Major social issues :

- a) Regionalism and Languages
- b) Communalism and Casteism
- c) Fundamentalism and Racism
- d) Terrorism
- e) Changing social structure and emerging social issues.

#### **Books for Reading :-**

1. Madan, G. R., Indian Social Problems., Vol – 2, 1967, ed. 5, Allied Publishers,
2. Madan, G. R., Indian Social Problems., Vol – 1, 1966, Allied Publishers,
3. Ahuja, Ram, Indian Social Problems., 1993, ed. 1, Rawat Publications
4. Mutatkar, R. K., Caste Dimensions in a Village.
5. Kelkar, S. V., History of Caste in India.
6. Kuppaswamy, B., Social Change in India.

7. Singh, R. G., Rural Modernization Contradiction and Change.
8. Gore, M. S., Social Development.
9. Rose, A. M., Rose, C. B. Sociology : The Study of Human Relations
10. Bose, Ashish, India's Urbanization
11. Sharma V. K., Caste, Class And Society, 2007, ed.1 Book Enclave Publishers, Jaipur.
12. Prasad, L., Evolution of Indian Culture, ed. 1 Laxmi Narayan Agarwal Agra,
13. Dr. Kumar, Social Disorganization, 1992, ed. 1 Laxmi Narayan Agarwal Agra,
14. Sharma, R. N., Indian Social Problems, 1982, ed. 1 Media promoters and publishers Pvt. Ltd.

## Section – II

### Polity :

1. History of Independence Movement- Major stages
2. India's constitution:
  - a) Fundamental Rights / Obligations
  - b) Directive Principles.
  - c) Secularism
  - d) Centre- State Relations
3. Structure of Indian Governments:
  - a) Centre and State – Legislature, Judiciary, Executive
4. The functioning of Indian democracy :  
Nature and evolution. Impact of religion, Caste, Region and language on Indian politics.
5. Role of M. R. in Polity and promoting national integrity.

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

### Books for Reading :-

1. Gupta, S. C., The Constitution of India.
2. Ghai, K. K. Indian Government and Politics.
3. Sen, D. K., A Comparative study of Indian constitution.0
4. Gupta, D. C., Indian Government and Politics.
5. Varma, S. P., Modern Political Theory.
6. Basu, Durga Das, Introduction to Constitution of India.

# **Syllabus for M.A.(Mass Relations) Semester- I**

## **MR: 102 – Basics of Psychology**

### **Objectives: -**

- To provide solid foundation of Psychology.
- To familiar students with the theoretical perspectives and empirical findings in psychology.

### **1. The Science of Psychology**

- Psychology : Nature and Definition
- Modern perspectives of Psychology
  - a) Behavioral
  - b) Humanistic
  - c) Biopsychology
  - d) Cognitive
- Scientific Methods of Psychology
  - a) Naturalistic observation
  - b) Systematic observation
  - c) Experimental
  - d) Field studies
  - e) Survey
- Major branches of Psychology
  - a) Clinical Psychology
  - b) Counseling Psychology
  - c) Industrial Psychology
  - d) Social Psychology
  - e) Organizational Psychology
  - f) Psychology of women
  - g) School Psychology

### **2. A. Motivation and Emotions**

- Definition of Motivation, Maslow's hierarchy of Needs
- Types of Motives
  - a) Psychological : Hunger, thirst, sleep and sex
  - b) Social : Achievement, affiliation, power and aggression and hostility
- Frustration and conflict
- Emotion : Definition and Elements of emotion: Physiology of emotion, Behavioral expression of emotion.

### **2 B. Personality, Types of Personality, Characteristics and Elements.**

### **3. Learning**

- Learning : Definition
- Classical conditioning and operant conditioning
- Cognitive learning theories : Tolman and Kohler
- Observational learning theory : Bandura

### **4. Memory**

- Memory : Definition and Process
- Types of Memory : Sensory, STM and LTM

- Types of long term memory
- Forgetting : Causes of forgetting

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

**Books for Reading :**

1. Feldman R.J, Understanding Psychology .(8<sup>th</sup> Ed.)(2008) TMH
2. Ciccarellis & Meyer G.E, Psychology, .(2006) Pearson Education, New Delhi.
3. Smith D.B, Psychology: Science and understanding, .(2008) Boston : McGrawtill.
4. Passer M.W. and Smith, R.E, Psychology : The Science and mind and Behaviour, .(2007) New Delhi, Tata Mchrue hill.

**Syllabus for M.A (Mass Relations)**  
**Semester- I**  
**MR: 103 – Print Journalism**

**Objectives:-**

The student should be acquainted with –

- Basic concept of journalism.
- Writing skills for newspapers and other periodicals
- Co-relation of print media with Public Relations, Advertising and Development communication.

**1. Concept of Journalism**

Types of periodicals, major periodicals in Marathi, Hindi, English.

Basic terms

Role of newspapers in Indian Society: Political, Social, Cultural etc.

**2. History of Print Media in general with particular reference to India.**

Post Independent developments in Print Media.

Contemporary trends in Maharashtra

**3. Qualities required for journalist**

Journalism as a profession

Journalists- Their role and responsibilities.

Organisational structure and management of newspaper office, various functionaries.

**4. Defining news**

Qualities of news

News source

News sense and evaluating news (sws and I H)

News gathering, fact finding, reporting and writing

Interviewing techniques

Press conferences.

**5. Principles of news editing**

Selection of news

Leads, Headlines, proof reading.

Newspaper makeup

**6. Feature Writing**

Letters to Editor

Editorial Writing

Photo features

**7. Media laws in India ( e.g. defamation, contempt of court, censorship, PRB, Right to privacy, right to information)**

Freedom of Press

Code of conduct, Sting operations.

Press Council, Press Commissions.

## 8. Newspaper Management –Principles and Practices.

News agencies

District Information office

Press Information Bureau.

Syndicates and freelancing

**NOTE:-** At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.

### Books for Reading :-

1. Kumar Keval -Mass Communication in India
2. Kamath M.V. –The journalist’s Handbook- Vikas Publishing House, New Delhi.
3. Westley H. Bruce – News Editing- Oxford and IBH Publishing Co., Mumbai
4. Emery Edwin, Ault Phillip, Agee Warren – Introduction to Mass Communications-Vakils, Feffer and Simons, Mumbai
5. Mayer, Philip- The Newspaper Survival Book- Indiana University Press, Bloomington.
6. Mequail, Denis - Mass Communication Theory – An Introduction- Sage Publication, New Delhi.
7. Puri, Gopal – Journalism – Competition Success and Review, new Delhi
8. Hough, A.George- News Writing- Goyl Saab, New Delhi
9. Sharda Prasad H.Y –Editors on Editing – NBT, India
10. Roy, Barun – A beginners Guide to Journalism- Pustak Mahal, Mumbai.
11. Manchester, Melvin – Basic news writing- Columbia University, Universal Book Stall, New Delhi.
12. गोखले ल . ना . / गुर्जर बा . ग . - पत्रकारांसाठी मराठी - बाबासाहेब घोरपडे वृत्तविद्या प्रबोधिनी, पुणे .
13. कुलकर्णी एस . के . - पावले पत्रकारीतेची - सकाळ पेपर ट्रस्ट, पुणे .
14. दातार सुपमा - संवादविश्व - संवादविश्व प्रकाशन, पुणे .
15. केळकर न . चि .- वृत्तपत्र मीमांसा, नीलकंठ प्रकाशन ,पुणे .
16. माळी सुनील - बातमीदार - राजहंस प्रकाशन, पुणे .
17. Morje Gangadhar, Mirikar Gopal – Mass Relations, Ahmednagar College, Ahmednagar
18. ज्योती वैजयंती - वृत्तपत्र आणि कायदे - मेहता पब्लिशिंग हाऊस, पुणे
19. पाध्ये प्रभाकर - पत्रकारीतेची मुलतत्वे - - मेहता पब्लिशिंग हाऊस, पुणे
20. Parvate T.V.- Marathi Journalism – Maharashtra Information Centre, New Delhi
21. लेले रा . के .-मराठी वृत्तपत्रांचा इतिहास - कॉन्टीनेंटल प्रकाशन, पुणे
22. देशपांडे शं . ह .- वृत्तविद्येचे अंतरंग - अंजु प्रकाशन, पुणे
23. परुळेकर ना . भि . - निरोप घेता - सकाळ पेपर्स, पुणे
24. वृत्तपत्रविद्या परिभाषा कोश - महाराष्ट्र शासन, मुंबई
25. यशवंतराव चव्हाण मुक्त विद्यापीठाची पुस्तके .

**Syllabus for M.A.(Mass Relations)  
Semester- I**

**MR: 104 – BASICS OF COMMUNICATION**

**1. Introduction to Communication**

- Meaning and purpose of communication
- Scope of communication
- The process of communication
- Functions of communication
- Barriers of communication

**1. Communication Models**

- Aristotle's Model
- Shammom Weaver Model
- Westly and Machean Model
- Legan and Burlow's Model.

**3. Intrapersonal and Interpersonal Communication.**

- Meaning of Intra and Interpersonal communication.
- Concept of Self.
- Types of Self.
- Types of communication
- Verbal and non verbal communication.
- The functions and merits and demerits of verbal and non verbal communication.

**4. Organizational communication**

- What is an Organization?
- Characteristics of Organization.
- Types of Organization
- Communication dimensions in organization
- Patterns of organization
- Communication in various fields

**5. Mass Communication**

- Communication through mass media
- Characteristics of mass communication.
- Mass communication media
- Functions of mass communication
- Effects of mass media.

## **6. Writing for visual media**

- Creativity concept and definition
- Creative thinking, ideation, novelty, originality types of thinking, creative thought process.
- Script writing – idea, brain storming, research, formats, developing ideas, content, treatment, story board, shot break down, production, planning etc.

### **Practicals for M. A. Mass Relations.**

- Paper presentation – the student should select one topic from the syllabus and prepare a paper on it and present it.
- Student should prepare ‘poster’ based on any issue. It should include picture or illustration, the words, colour and space.
- The teacher through class interaction should plan for organizational visit. Student should observe pattern of communication in said organization and write the reports for favor of submission to the teacher.
- The student should collect various forms of mass media with their advantages and disadvantages.
- The teacher should organize group visits to the various non governmental organizations and ask students to prepare script related to the work of said organization for various media.

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

### **Books for Reading.**

- Ghanekar Anjali, Communication Skills for Effective management, Everest publishing house, Pune. 11<sup>th</sup> edi.
- Bhatnagar Piyush, Communication, Rajat Publications, New Delhi, 1<sup>st</sup> Edition.
- Rayadu, C. S., Media and Communication Management, Himalaya Publishing Bombay.
- Nirman Sing, Business Communication, Deep & Deep Publications Pvt. Ltd. New Delhi.

# **Syllabus for M.A.(Mass Relations) Semester- II**

## **MR: 201 – BASICS OF COMPUTERS**

### **Objectives: -**

- The objective of the course is to acquaint the students with the computer, its parts and peripherals, operating systems, word processing, Internet and Image Editing, which are useful in different fields of activities.

### **1. Computer Awareness**

- 1.1 History of the computer.
- 1.2 Block diagram, Definitions of Computer, Hardware, Software, Data, Information
- 1.3 Types of Computers. Different devices of computer, Latest configuration Laptop /Desktop
- 1.4 Introduction to input & output devices
- 1.5 Introduction to memory: primary & secondary memories
- 1.6 Operating System. Types of O.S, Characteristics of O.S.

### **2. MS-Office**

- 2.1 M.S. Word – Microsoft word environment tools and menus, document formatting, mail merge and other tools.
- 2.2 M.S. Excel- Creation of worksheet. Menus, commands, calculations, formatting creating charts and graphs use of functions, important features of MS-Excel.
- 2.3 Microsoft Presentation – M.S. Power point software environment menus and interface, creating slides, creating slideshow, animation effect to slides, Important features of MS-Power point
- 2.4 M.S. Access – Data base, RDBMS, Creation Database, integrity specifications insert, Delete, update operations, Important features.
- 2.5 HTML- Web Page Designing : Web page, Basic HTML tags

### **3. D.T.P.**

- 3.1 Introduction to Page Maker
- 3.2 Setting, Punting, Graphics, Designing
- 3.3 Page Making, Page Layout
- 3.4 Alignment
- 3.5 Mathematical Settings
- 3.4 Different Menus
- 3.5 Publication
- 3.6 Network.

#### **4. Graphics/Image Editing Using Photoshop**

- 4.1 Graphic file format.
- 4.2 Photo software – Menus & Tools
- 4.3 Layers, Creation of new layers, merging, copying, pasting, applying, effect in to layers
- 4.4 Use of filters and other tools

#### **5. Multimedia**

- 5.1 Meaning of multimedia.
- 5.2 Use of multimedia in different subjects e.g. Presentation, making Advertisement, sound, picture mixing, working on flash.

#### **6. Introduction to Network Technology & Introduction to Network**

- 6.1 Internet Protocols(T-TP, HTTP, TCP/LP) Different websites, portals and search Engines.

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

#### **Books for Reading :**

- 1.) HTML 4.0 Complete Reference Tata Mc Grow Hill
- 2.) HTML 4.0 for beginners Tata Mc Grow Hill
- 3.) Internet complete Reference. Tata Mc Grow Hill
- 4.) Sinha, P. K., Computer Fundamental Concept System and Application, BPB Publications
- 5.) Shrivastava, Chetan, Introduction to Information & Technology.
- 6.) Internet complete reference, Tata McGraw Hill
- 7.) Tacker, Graig, The complete reference, Tata McGraw Hill
- 8.) M. S. Office, (Original Manuals from Micro Soft)
- 9.) Sheilds, Dienes., Micro Soft office Professionals for windows, BPB, Publications
- 10.) Advertising on web, Prentice Hall of India.
- 11.) Scott Bashan, Page Maker in easy steps., Dreamtake Presr.
- 12.) Page Maker (Original Manuals)
- 13.) Jeffcoate Jubin, Multimedia in Practice and application, Pearson Edition
- 14.) Photoshop complete, BPB Publications
- 15.) Gupta, Vikas, Multimedia and web Design, Dreamtake Press.

## **Syllabus for M.A.(Mass Relations)**

### **Semester- II**

#### **MR: 202 – SOCIAL PSYCHOLOGY**

#### **Objectives –**

- To acquaint the students with theories and methodology of social psychology
  - To guide students to understand the causes and consequences of social behaviour.
  - To make them aware about the multiple social problems and their solutions.
1. Nature, scope and methods of social psychology.
    - 1.1 Social psychology: Definition, Nature and three levels of social behaviour.
    - 1.2 Methods of studying social psychology – a) Experimental b) Field Method.
    - 1.3 Tools for collecting information – a) Observation, b) Self report Inventories, c) Sociometry
  - 2 Social Identity : Self and Gender.
    - 2.1 The self : The concept of one's identity. a) self concepts b) self esteem
    - 2.2 Additional aspects of self functioning a) self focusing b) self monitoring c) self efficiency : locus of control, learned helplessness, collective efficiency.
    - 2.3 Gender : Maleness or femaleness as a crucial aspect of identity.
    - 2.4 Self Presentation: false modesty, self handicapping, impression management.
  - 3 Group process and leadership
    - 3.1 Groups : nature and functions
    - 3.2 Group and task performance : the benefits and costs of working with others.
    - 3.3 Decision making process of groups
    - 3.4 Leadership : Nature and definition of leader and leadership: types and functions of leaders, characteristics of leader.
  - 4 Social psychology in action : other applications
    - 4.1 Environment psychology. A) Environment factor affecting human behaviour. B) Human behaviour affecting the environment
    - 4.2 Law and justice. A) social psychology factors in courtroom : the defendant, the judge. B) the eye witness in social psychological context.
    - 4.3 Media and social problems: crime, delinquency , dowry, violence, child abuse, sexual harassment.

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

#### **Books for reading.**

- 1 Barron, R.A. and Byron D. (2007) Social Psychology Eleventh edition, Pearson Education, New Delhi.
- 2 Myers, D.G. (1995) Social Psychology, McGraw Hill Stu Ed.
- 3 Lindgren, H.C. ( ) An Introduction to Social Psychology, Wiley Estern Ltd. New Delhi.

**Syllabus for M.A.(Mass Relations)**  
**Semester- II**  
**MR: 203 – PUBLIC RELATIONS**

**Objectives: -**

- To acquaint the students about public Relations as a science ,as an art .
- To understand the importance of public Relations in the different fields of activity.
- To understand different skills used in Public Relations.
- To understand the media management used as a tool for various activities.

**Part – ‘A’**

**1. History of Public Relations.**

- International History
- Indian History

**2. Concept of Public Relations.**

- Definitions
- Functions
- Elements
- Components and tools
- Possibilities that would call for public relations.

**3. ‘Publics’ of Public Relations.**

- Definition of public.
- Types of public. – internal, external, primary, secondary, marginal traditional, future.

**4. Public Relations Personnel.**

- Public relation as profession
- Essential knowledge about fields; business communication, bureaucracy, management.
- Attitude and abilities
- Characteristics and functions of public relation functionary.
- Cantor’s traits for success in public relations.

**Part – ‘B’**

**1. Public relations management**

- Public relations management theories
- Public relations by MBO
- Public relations objectives
- Programme and strategies
- Planning
- Tactics

- Evaluation
- Budgeting
- Research in PR and public opinion

## **2. Media relations**

- Principles for handling print and electronic media
- Writing press releases.
- Handling press questions
- Coping with bad situation.

## **3. Some important PR tasks**

- Communication programme (Campaign)
- Message development
- Selection of media
- Budgeting for programme (Campaign)
- Advertising in print and electronic media
- Publicity
- Counseling
- Advocacy
- Crises management

## **4. Scope for public relations**

- Government
- NGO's
- Management
- Media
- Legal profession
- Health and medicine
- Entertainment
- Hospitality
- Tourism
- Money market
- Event management
- New emerging fields in corporate sector.

## **Practicals for M. A. Mass Relations**

- Guest lecture on International Public Relations
- Visit to corporate bodies to understand functions and role of public relations.
- Visit to publicity and public relations office of the government.

- Assignments legal and medical practitioners interviews to understand the scope of P. R. (with questionnaire)
- Assignment to draw a campaign plan by using PR tools.
- Visit to local news papers and channels to understand – media relationship.

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

**Books for Reading**

- Ahuja, B. N., Public Relations, Ed. 5<sup>th</sup> Surjeet Publication, New Delhi, 2006
- Rayadu, C. S., Principles of Public Relations Ed. 2<sup>nd</sup> Himalaya Publishing House, 1987, New Delhi.
- Parvati, Text Book of Public Relations and Communications, Dominant Publishers, 2005, New Delhi.
- Scot MC Cutlip, Alan H. Centre, Glen Brom, Effective Public relations, Prentice Hall, India
- Naval Prabhakar, Narendra Babu, Public Relations Strategies and Concepts, Commonwealth Publication, New Delshi.
- Nayyar Deepak, Public Relations and Communication, ABD Publishers, 2006 Jaipur
- Tomar Dinesh, Public Relations Management, Vista International Publishing House, 2008, New Delhi.
- Banks Stephen P., Multicultural Public Relations, Surjeet Publications, 2003, New Delhi.
- Vachani Jagdish, Public Relations Management in Media and Journalism, Kanishka Publications, 2007, New Delhi.
- David Meerman Scot, The New rules of marketing and public relations, Prentice Hall, 2008, New Delhi.

**Syllabus for M.A.(Mass Relations)**  
**Semester- II**  
**MR: 204 - RESEARCH METHODOLOGY**

**Objectives: -**

- To acquaint the students with the concepts of research methods.
- To impart knowledge regarding various steps in research process.
- To familiarize students with various designs of research.
- To train students in preparing research proposal.

**1. Scientific Research Process : Problems and Hypotheses.**

- 1.1 Scientific research : Definition, Scientific approach, Types of Research.
- 1.2 Variables : Types and Definitions.
- 1.3 Problems : Meaning, characteristics, sources of stating problems and manifestations of problems.
- 1.4 Hypotheses : Meaning, Characteristics, Formulations of hypothesis, Types of hypotheses, Sources and functions of hypotheses.

**2. Sampling and Methods of Data Collection.**

- 2.1 Basic terms of sampling : universe, population & sample.
- 2.2 Types of probability sampling.
- 2.3 Types of Non probability sampling.
- 2.4 Methods of Data Collection. : Questionnaire and schedule, Interview, Content Analysis, Observation, Survey Method.

**3. Research Design :**

- 3.1 Research Design : Meaning, Purpose, and Criteria.
- 3.2 Basic Principles of research design.
- 3.3 Research Design as variance control : Maximization of experimental variance, Control of extraneous variables and minimization of error variance
- 3.4 Types of research design : Between groups design and within groups design.

**4. Correlational Research:**

- 4.1 Survey research: Uses of survey and characteristics of survey.
- 4.2 Types of survey : Mail survey, interview and telephone interviews, internet surveys.
- 4.3 Types of survey research designs : sectional, successive independent sampler, and longitudinal research.
- 4.4 Ex - post facto research : definition. Basic difference between experimental method and ex - post facto research, limitations of ex -post facto research.

## **5. Writing research proposal and Research Reports.**

- 5.1 Research Proposal.
- 5.2 General purpose of writing a research proposal and report
- 5.3 Structure of a research report.
- 5.4 Style of writing a research report.

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

### **• Books For Reading**

1. Sing A.K. (2006) 5th ed. Tests, Measurements and Research methods in Behavioural Sciences., Patna, Bharti Bhavan.
2. Kerlinger F.N. (2007) 10th ed. Foundations of Behavioural Research, Surjeet Publications, New Delhi.
3. Shaughnessy J.J. and Zechmeister E. B. (1997) 4th ed. Research Methods in Psychology, McGraw - Hill Companies, New Delhi.
4. Kothari C.R. (2006) Research Methodology Methods and Techniques 2nd ed. New Age International Publishers, New Delhi.
5. Broota K.D. (1989) Experimental Design in Behavioural Research, Wiley Eastern.
6. Bhattacharya D.K. (2003) Research Methodology, New Delhi. Excel Boks.

**Syllabus for M.A.(Mass Relations)  
Semester- III**

**MR: 301 – ADVERTISING**

**Objectives: -**

- To understand the importance of the advertising in the social environment
- To know the process of advertising
- To understand the usefulness of advertising and it's social effects .

**Part 'A'**

**1. History of Advertising**

- Ancient and International History.
- Indian History of Advertising

**2 Needs, Role and Benefits of Advertising**

- Social, Commercial and international needs.
- Direct and indirect role of advertisement.
- Direct and indirect benefits of advertising.

**3. Definition, Scope and types of advertising.**

- Various definitions of advertisement.
- Earlier and present scope with the technological development
- Types of advertisements appear in the print and electronic media

**4. Social issues, criticism and ethics of Advertising**

- Social issues, Deception, Manipulation, Taste, etc.
- Criticism about layout, content and presentation, Hidden persuader, Want makers, etc.
- Discussion on advertisement ethics, forums, media, various committees, suggestions. Moral issues, self regulations, law regarding advertisements.
- Controversial effects and psychological effects of advertising.

**Part 'B'**

**1. Construction of Advertisement**

- Copy writing for advertisement; for print, for broadcast and telecast media.
- Creative and effective visualization
- Checks for copy writing.
- Media technology awareness.
- Copy writer's characteristics.

**2. Process of Advertising**

- Eternal triangle of communication; Advertiser, Audience, Media.
- Communication models in advertising; Ienear, AIDA and Lavidge and Steiner.
- Distraction; competition, situation settings, resource constrains.

- Effectiveness – evaluation techniques.

### **3. Advertising Management**

- Advertising agencies; type of agencies, structure of agencies.
- Advertising and market mix, concept of marketing key functions of marketing.
- Setting advertising objectives, bench marketing, strategy, programme planning, budgeting.

### **4. Consumer research for advertising.**

- Introspection.
- Analysis of consumer behaviour.
- Segmentation
- Analysis of decision process.

### **Practical for M. A. (Mass Relations)**

- Visit to advertising agency to understand the structure and functions.
- Discussions on the benefits and controversies in advertising.
- Writing copy of advertisement for print and electronic media.
- Writing advertisement campaigns.
- Lectures consumer forums.
- Assignment, visit to market to understand role of advertising in market mix.

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

### **Books for reference**

- John G. Mores, Advertising management, Prentice Hall, New Delhi
- Berton Roger, Handbook of Advertising management, McGraw Hill
- John C. Myres, Advertising Management, Prentice Hall, New Delhi.

**Syllabus for M.A.(Mass Relations)**  
**Semester- III**  
**MR: 302 – DEVELOPMENT COMMUNICATION**

**Objectives: -**

- To promote the exchange of knowledge, experience and ideas of development communication.
- To develop a mutual flow of information and knowledge between academics and professionals.
- To encourage and motivate the student fraternity to achieve the goals of higher learning and knowledge acquisition.

**1. Development – Meaning and Concept**

- Communication – Meaning and concept
- Development communication – meaning, concept and definition
- Scope of development communication in various fields.

**2. Evolution of Development Communication in various fields**

- Introduction- Development of Emerging Third world(1950)
- First decade of development (1960)
- Alternative conceptions of development(1970)
- Development support communication in India.

**3. Different approaches to development communication**

- Development and social change
- Models of development communication
- Basic need approach, conscientisation, Empowerment.

**4. Thrust Areas of Development communication**

- Agricultural development and communication
- Mass media and modernization approach
- Communication strategies for development participating strategies in social change.

**5. Application of development communication for**

- 5.1 a) The problem            b) The community            c) Development  
d) Community work    e) Growth in community        f) Self determination  
g) The will to change

- 5.2 a) Development of Message b) Communication planning    c) Managing various medias  
d) Qualities and personality of development communication

**6. Importance of development communication in various fields**

- Government
- Agriculture fields
- Non Government organization

- Health sector
- Educational
- Human development
- Wemen empowerment
- Saving group etc.

**Practicals :**

1. Paper Presentation- The student should select one topic from the syllabus and prepare a paper on it and present it in the class
2. The student should prepare paper which will be based on any social issue (Orientation Programe) and present it in front of target group of audience (e.g. imunization, imp of education, heath care etc.)
3. The students should study of the physical situation of the village includes a) The soil –climate complex b) The means of transportation c) Live stock, fodder, farm building etc. d) house e) farm and other equipment f) occupational distribution, cast structure etc. g) credit facilities. Teacher should conduct actual visits to the village and talks with villagers will help.
4. Prepare a campaign on any social issues using development communication tools and techniques.

**Note : At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

**Books for Reading :-**

- a. O.P. Dahama and O.P.Bhatnagar, 'Educatinal and communication for development' Oxford and IBH Publishing Co.Pvt. Ltd. New Delhi, 2<sup>nd</sup> Edi.
- b. Srinivas R. Melkote and H.Leslie Steeves, 'Communication for Development in the Third world', Sage Publication, New Delhi, 2<sup>nd</sup> Ed.

**Syllabus for M.A (Mass Relations)**  
**Semester- III**  
**MR: 303 – Electronic Journalism**

**Objectives:-**

The student should be acquired with –

- Basic concept of Broadcast Media as a tool of Mass Relations.
- Impact of Media on Society
- Writing skills for Radio and Television Programmes.

**1. Concept of Radio and Television journalism**

Basic principles of radio and television transmission.

Characteristics of radio and television media distinct from print and film.

Basic terms

**2. History of Broadcasting**

Development of radio after Independence.

Development of Television

Public service Broadcasting: Its nature, role and responsibility in India.

Commercial broadcasting in India : beginning, growth, impact.

**3. Broadcast writing**

Conversational, informal, personal, simple, short

Clarity, conciseness, familiarity.

Visual thinking

**4. Radio news**

Source of radio news

Skills for radio news reporters and editors

Skills for radio news readers

Structure and types of radio news bulletins.

News services division of All India Radio

Planning and conducting various types of interviews.

**5. Radio Programmes**

5.1 Music

5.2 Spoken word, talks, discussions

5.3 Play and features

5.4 Specific audience programmes : Children, Women

5.5 Rural broadcast

## 5.6 Vividh Bharati

### 6. Television news

6.1 Television news format

6.2 Structure and types of television news bulletins.

6.3 Organisation of television news room.

6.4 Source of television news

6.5 Skills for television news reporter and editor.

6.6 Reporting from the scene, news channels, camera movements

### 7. Television Programmes

7.1 Entertainment- centered programmes

7.2 Information oriented programmes

7.3 Public participation

7.4 Live programmes

### 8. Skills for radio announcer, commentator and anchor

### 9. Satellite radio and television, cable television.

9.1 Community radio

9.2 SITE and Kheda experiment

### 10. Broadcasting laws, ethics and Social responsibility.

10.1 Committee in broadcasting – Background, recommendations and implementation.

10.2 MacBride commission – Recommendations and policy options.

10.3 Prasar Bharati

10.4 Broadcasting Policy

### 11. Impact of electronic media on society.

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

#### Books for Reading :-

1. Kumar Keval -Mass Communication in India
2. Kamath M.V. –The journalist’s Handbook- Vikas Publishing House, New Delhi.
3. Emery Edwin, Ault Phillip, Agee Warren – Introduction to Mass Communications- Vakils, feffer and Simons,Mumbai
4. Mailerson Gerald – The technique of Television Production- Focal Press, Landon
5. Yadava J.S. , Mathur Pradeep – Issues in Mass Communication, Kanishka Publishers, New Delhi.

6. Wolverton Mike – And now the News – Gulf Publishing Co., Houston
  7. Hough A. George – News Writing – Goyal Saab, New Delhi
  8. एरंडे जयंत - आकाशवाणी- ग्रंथाली, मुंबई
  9. कुलकर्णी एस . के .पावले पत्रकारीतेची - सकाळ पेपर्स ट्रस्ट, पुणे
  10. दातार सुषमा - संवादविश्व - संवादविश्व प्रकाशन, पुणे .
  11. कोर्डे पुरुषोत्तम - मराठीतील नभोवाणी पत्रकारीता इतिहास आणि स्वरूप -श्रीविद्या प्रकाशन, पुणे .
  12. धारुकर वि .ल .-माहिती तंत्रज्ञान आणि प्रसारमाध्यमे -चैतन्य प्रकाशन , औरंगाबाद
  13. धारुकर वि .ल .-शोध माध्यमांचा -प्रकाशक शुभदा धारुकर, औरंगाबाद
  14. वाळवेकर समीरण - आजच्या ठळक बातम्या-राजहंस प्रकाशन, पुणे .
  15. Vilanilam J.V.- Growth and Development of Mass Communication in India- NBT, India
  16. भोळे रघुनाथ- आकाशवाणीतील दिवस - ग्रंथाली, मुंबई
  17. Stylebook – News Service Division, All India Radio
  18. यशवंतराव चव्हाण मुक्त विद्यापीठाची पुस्तके .
-

# **Syllabus for M.A.(Mass Relations) Semester- III**

## **MR: 304 – BASICS OF MANAGEMENT**

### **Objectives: -**

- To familiarize the students with the basics of management process
- To relate the fundamental principles of management to every day life situation.
- To help the students to understand the various functions, processes and development process for an organization.
- To develop understanding and appreciation of modern methods of management.

### **1. Introduction to management**

- |     |                                              |     |                                     |
|-----|----------------------------------------------|-----|-------------------------------------|
| 1.1 | Definition – nature and scope of management. | 1.2 | Management characteristics –        |
| 1.3 | Management as an Art,                        | 1.4 | Management as a Science-            |
| 1.5 | Management as a Profession.,                 | 1.6 | Managerial job and skills required- |
| 1.7 | Types of managers and levels of management.  |     |                                     |

### **2. Evolution of management thought ;-**

- 2.1 Introduction – Approaches to the theory of management
- 2.2 F.W.Taylor and Henry Fayol's contribution to management Science
- 2.3 Peter Drucker and his thoughts

### **3. Functions of management**

- |      |                                            |      |                                   |
|------|--------------------------------------------|------|-----------------------------------|
| 3.1  | Managerial planning                        | 3.2  | Nature and process of planning    |
| 3.3  | Types of planning                          | 3.4  | Rational decision making process  |
| 3.5  | Factors affecting decision making          | 3.6  | Types of decision .               |
| 3.7  | Organization and Organizational structure. | 3.8  | Need for organizational structure |
| 3.9  | Process of designing structure             | 3.10 | Span of control departmentation   |
| 3.11 | Bases of departmentation                   |      |                                   |

### **4. Authority and delegation of authority**

- 4.1 Principles of delegation
- 4.2 Effective delegation and problems in delegation of authority.
- 4.3 Centralization and decentralization
- 4.4 Advantages and limitations of centralization and decentralization.
- 4.5 Motivation , direction and leadership.

4.6 Nature and importance of motivation – process of motivation- objective of motivation – important theories of motivation

4.7 Direction- nature, importance – principles of direction.Leadership v/c management

## **5. Communication – co-ordination and control**

5.1 Definition – process – types of communication barriers in communication.

5.2 Co-ordination – nature and significance principles of co-ordination – how to achieve effective co-ordination .

5.3 Control – definition – characteristics- steps in control process .–

Advantages and limitations of controlling areas and techniques of control

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

### **Books for Reading :-**

- 1.) J.F.Stoner and Freeman " Principles of Management"
- 2.) Knoonz and wihrich- " Essentials of Management"
- 3.) Gomes Mijia " Managing Human Resource "( Prince Hall of India)
- 4.) Satya Raju Parthasrathy Management Text & Cases, (Prince Hall of India)
- 5.) Adms J.R. Media Planning Business Book
- 6.) Dr. Pardeshi P.C. Principle and practice of Management MIS
- 7.) Dr. R.S. Dawar Management Process
- 8.) Prof. Sherlekar Principle of Management

## **Syllabus for M.A.(Mass Relations)**

### **Semester- IV**

[CORE COURSE]

#### **MR: 401 – Dissertation**

Student should submit a dissertation report according to specialization offered by him. This report should be submitted to department/University department at the end of semester-IV.

Break up of 100 marks of dissertation will be as follows.

1. Class room presentation – 25marks
2. Viva-Voce - 25 marks
3. Report writing - 50 marks

#### Conduct of Examination –

1. For the dissertation examination one internal and one external examiner should be appointed by 32(5)(a) committee of University of Pune
2. The total marks granted will be average marks given by both the internal and external examiners given to the candidates as per above three heads.

**Syllabus for M.A.(Mass Relations)**  
**Semester- IV**  
[CORE COURSE]  
**MR: 402 – ECONOMICS**

**Objectives –**

- To acquaint students with the principles of economics and its applications for Mass Relations purpose.
- To emphasize the importance of mass relations in economic activities and economic life of people.

**Topics**

**1. Introduction**

- Meaning, Definition, and Scope of Economics.
- Economic Problem
- Basic economic tasks
- Basic concepts in Economics to understand economic phenomena

**2. Economic Planning and Development.**

- Objectives of economic planning.
- The strategy of planning.
- The new development strategy.

**3. Problems of Indian Economy**

- Poverty and Inequality
- Unemployment
- Exploitation
- Illiteracy
- Health
- Irrigation
- Transport
- Education
- Housing
- Agriculture produce Marketing
  - National Income

**4. India and the world Economy**

- World Trade organization.
- International Monetary fund.

- International Bank for Reconstruction and Development.
- Globalization
- SAARC

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

**Books for reference**

- K.P.M.Sundaram & R. Datta ( ) Indian Economy
- A.N. Agrawal ( ) Indian Economy
- Mishra & Puri (2009) Indian Economy (Himalaya Publishing House, Mumbai)
- Mithani D. M. (2005) Managerial Economics – Theory and Application
- Varshney, R. L. & Maheshwari, K.L. (2006) 19<sup>th</sup> Ed., Managerial Economics, Sultan Chand and sons, New Delhi.

**Syllabus for M.A.(Mass Relations)**  
**Semester- IV**  
[OPTIONAL COURSE] **GROUP-A**  
**MR:403 – MARKETING & SALES MANAGEMENT**

**Objectives: -**

- To understand marketing and sales process.
- To acquaint with factors involved in marketing and sales.
- To understand recent marketing and sales trend.

**1. An Introduction to marketing: -**

- Meaning and definition
- Scope of marketing
- Classification of marketing.
- Functions of marketing.

**2. Product and Price Mix: -**

- Meaning of product, concept and product life cycle. Scope of marketing
- Product differentiation and positioning simplification, diversification and elimination.
- Elements of price mix and it's important factors influencing pricing
- Pricing methods/strategies.

**3. Place and promotion mix.**

- Types of distribution intermediaries and their characteristics.
- Types of channels and factors influencing selection of channels.
- Elements of promotion mix and sales promotion techniques
- Factors influencing promotion mix.

**4. Salesmanship**

- Introduction, meaning and scope.
- Salesmanship art, science and profession, competitive salesmanship and
- Creative salesmanship.
- Selling as a career. Essentials of a good salesman.
- Training and motivation of salesman.

**5. Process of selling: -**

- Psychology of salesmanship, attracting attention, awaking, interest creating desire and action.
- Prospecting.
- Pre approach and approach.
- Over coming objections –Closing the sale services after sales.

**6. Sales management: -**

- Objectives, function, and formulating sales policies.
- Sales promotion, concept, significance forms and programmes, objective
- Targets and implementation.
- Sales Organization, function and control, factors for fixing sales quotas sales manager.

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

**Books for Reading :-**

1. Sharlekar S. A., Sharlekar V. S., Global Marketing Management
2. Kotlar, Philip., Marketing Management
3. Chunawalla S. A., Marketing Management.
4. Agarwal, P. K., Marketing Management.
5. Varkey, V. O., Marketing Management.
6. Pardeshi P. C., Marketing & Salesmanship.
7. Pyle, J. E., Marketing & Principles.
8. Ahmed Latif., Fundamental Marketing & Finance.
9. Sontakki C. N., Salesmanship & Advertising.
10. Sharlekar S. A., Marketing Management.
11. Daubmal, J. R., Fundamental of Sales Management.
12. H.Peeru Mohd, Customer Relationship Management.(vikas Publications 2004)

**Syllabus for M.A.(Mass Relations)**  
**Semester- IV**  
[OPTIONAL COURSE] **GROUP - A**  
**MR: 404 - SOCIAL MARKETING & EVENT MANAGEMENT**  
**Section- I**

**Objectives: -**

- To understand the new concept in marketing
- To use the skills learned in marketing in the socially related fields.
- To acquaint the new ways and means to accomplish the solutions prescribed for social issues.
- To develop the new techniques to deal with the situations in the society.

**1. Social Marketing**

- Introduction, concept, definition, scope, structure, planning and programming, strategies theme.
- Function of social Marketing.

**2. Social Marketing as a holistic view.**

- Dissemination of ideas and services, audience segmentation.
- Market Research, product development, incentive etc.
- Five Ps in the social marketing – product, pricing, placement, package and promotion.

**3. Social Marketing of family planning, health and pro social innovations.**

- Social marketing in health functions, fund raising and social marketing ethics.

**4. Formative Research in social marketing**

- Analysis of data
- Segmentation of the target audience.
- Strategy development

**Section- II**

**5. Event Management – Concept, definition and importance**

- Introduction to event planning
- The Role of event planner
- Functions of event manager
- The qualities of good event planner.

**6. Learning your clients need.**

- Getting to know your client.
- Planning correctly for the right type of event.
- Who, What, When, Where, and How

**7. Selecting Location- Entertainment and speaker**

- Choosing a location

- Steps to selecting the perfect location
- The purpose of entertainment and speakers
- Entertainment planning / anchoring
- Speaker's selection process.

#### **8. Corporate event planning**

- Planning and organizing
- Creating an event programme and event schedule
- Multimedia campaign.
- Marketing your event planning business

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

#### **Books for Reading :-**

1. Andrey Gilmore , "Service marketing and management". (Response Publication, 2004)
2. Kotler Philip and Kduarde, " Social Marketing".
3. Kotler Philip, Ned Roberto and Nancy Lee " Social Marketing, Improving the Quality of life"  
( Sage 2002)
4. Nedra Kline Weinrich "Social Marketing and Step by step Guide"
5. "National Strategy for Social Marketing" by Ministry of Health and Family Welfare.

**Syllabus for M.A.(Mass Relations)**  
**Semester- IV**  
[OPTIONAL COURSE] **GROUP - B**  
**MR: 405 - BANKING PRACTICES AND MANAGEMENT**

**Objectives: -**

- Comprehend the need, definition, functions and economic significance of financial institutions and markets.
- Understanding the interdependence between financial markets and interest rates.
- Comprehend the behavioural analysis of interest rates: risk, liquidity and term structure.
- Identify the role played by the Central Bank and instruments of credit control.
- Understand the banking practices in modern times.
- Grasp the conduct of monetary policy and its effect on interest rate, credit availability, prices and inflation rate

**1. An overview of the Financial System**

- Saving and Investment
- Money, Inflation & Interest
- Banking and Non-Banking financial Intermediaries

**2. Financial Markets**

- Money Market and Capital Market
- Financial Instruments: REPO, TBs, Bonds, Derivatives
- Characteristics of financial Instruments – Liquidity, Maturity, Safety & Yield

**3. Interest Rates and financial Markets**

- Understanding Interest Rates
- Risk and term structure of interest Rates
- Interdependence of Markets and Interest Rates
- Rational Expectations and Efficient Markets

**4. Economics of Banking Institutions**

- Banking Institutions – Revenues, Costs, Profits
- Basic Issues and Performance of Depository institutions
- Asymmetric information and Banking regulations

**5. Central Banking, Monetary Policy and Regulation**

- The R.B.I. as a Central Bank – Structure, functions and working
- Reforms
- The Current Regulatory Structure

**6. Conduct of Monetary Policy & Interlinkages**

- Objectives and Targets of Monetary Policy
- Policy lags and intermediate Targets
- Rules Vs Discretion in Monetary Policy
- Interlinkages

#### **7. Banking Practice and Management**

- Advancing of loans Procedure
- Exchange of Currency
- ATM
- Transfer of funds

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

#### **Books for Reading :-**

1. Sunderam, K.P.M. Money Banking and International Trade.(Sultan Chand & Co.)
2. Saxena, Gopal Swaroop, Law and Practice relating to Banking (Sultan Chand & Co)
3. Dhjindra, I.C. Indian Economic Development.
4. Desai, Vasant, Money and Central Banking , Himalaya Publishing House, New Delhi.

## **Syllabus for M.A.(Mass Relations)**

### **Semester- IV**

[OPTIONAL COURSE] **GROUP - B**

#### **MR:406 - INTERNATIONAL TRADE- THEORY, PRACTICE AND MANAGEMENT**

#### **Objectives: -**

- To gain conceptual clarity of the theoretical aspects of international trade.
- To study the important linkages between domestic economy and its external sector.
- To examine the broad pattern of changes in the international economic policy.
- To incorporate international issues in designing corporate strategies in a fast changing environment.

#### **1. International Trade Theories**

- Comparative cost advantage
- Modern Theory of international trade
- Recent development theories of international trade

#### **1. Gains from I.T. and terms of trade**

- Gains
- Terms of Trade
- Effect on T.T.

#### **2. The rate of Exchange**

- Instruments of foreign exchange
- Changes in exchange rate
- Purchasing power parity theory
- Fluctuation in exchange rate
- Fixed, flexible exchange rate.

#### **3. Balance of Payments**

#### **4. International Capital and Human Capital Movements**

- Meaning
- Classification
- Factors governing it
- Role of it

#### **5. Free Trade and Protection : Meaning**

- Economic & non-economic arguments
- Protection and Developing countries
- Tariffs

- Quota System
- Exchange control

#### **6. International Economic Order**

- GATT
- WTO
- UNCTAD
- Euro-Dollar Market
- SAARC

#### **7. India's foreign trade – 1990 - 2005**

- Composition
- Direction
- Balance of Payments
- Multinational corporations

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

#### **Books for Reading :-**

1. Mithani, D. M., International Economics, Himalaya Publishing House
2. Sodersten, Bo., International Economics, Macmillan ,U.K.
3. Ellsworth, P. T., International Economy
4. Halm, G. N. International Monetary Cooperation
5. Gupta, K. R. International Economics

**Syllabus for M.A.(Mass Relations)**  
**Semester- IV**  
[OPTIONAL COURSE] **GROUP - C**  
**MR:407 - IMPORTANCE OF WEB TECHNOLOGY IN MASS RELATION**

**Objectives: -**

- To acquaint students about the Web Technology.
- It's various uses in the different field
- **The ways of it's use in Mass Relations.**

**1. HTML**

- Introduction of HTML, WWW and W3C
- Web publishing and Process & phases
- Basic HTML structure, Common HTML Tags
- Physical & Logical HTML
- Types of images. Using images in web pages.
- Images and links, image mapping.
- Lists, tables, frames
- Embedding audio, video in web pages.

**2. CSS and Forms**

- Introduction to style sheet.
- Style sheet properties. Positioning with style sheet. Transition effects.
- HTML form and form elements.

**3. Java Script.**

- Introduction to client side scripting.
- Difference between client side and server side scripting.
- Java Script Introduction <script>
- Identifiers and operators, Control structures, Functions
- Web Browser/ Document Object Model(DaMo)
- Dom Objects-Window, Navigator, History, location etc.
- Collection in Dam.
- Predefined Function, Number and Strign Functions
- Array in Java Script.
- Java Script and DHTML
- Event Handling in Java Script
- Form validation using scripting.

#### **4. CSS and Forms:**

- Introduction to VB Script
- Operators, Data types
- Control structures, VB Script functions.
- Arrays and string manipulation
- VB script and HTML form

#### **5. Active Server Pages (ASP)**

- HTTP basics
- Introduction to ASP
- Working with Personal Web server and IIS
- Writing simple ASP pages. Request and Response Objects
- Application and Session object, sessions and global .as.
- ASP and databases, error handling.

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

#### **Books For Reading**

- James Kris, Konrad King, Andy Anderson, HTML and WEB Design, Tips and Techniques, Tata McGraw Hill Publications.
- Mycoy, John., Mastering Web Design, BPB Publication.
- Holter, Steres, HTML Black Book.
- Gupta, Vikas., Multi Media and Web Design, Dream Press.
- Parell Thomas., The Complete Java Script, Tata McGraw Hill Publications.
- Mitchall Scott, James Atkinson, SAMS Teach Your Self Active Server Pages. Tech Media Publications
- Kym Bartleff Teach Yourself CSS, Low Price Edition, Pearson Education.

**Syllabus for M.A.(Mass Relations)**  
**Semester- IV**  
[OPTIONAL COURSE] Group -C  
**MR: 408 – PHP PROGRAMMING FOR WEB TECHNOLOGY**

**Objectives: -**

- To acquaint students about the Web Technology.
  - It's various uses in the different field
  - The ways of it's use in Mass Relations.
1. Data Base Design : Data base, DBMS, Data base design, 1NF, 2NF, 3NF, constraints, primary key, fourteen key concepts, Creation of tables using MS Access/My SQL.
  2. Introduction to HTML: All various tags and from, GET, POST methods.
  3. PHP Programming
    - I) Introduction to programming (1)
      - Introduction to PHP
      - A brief History of PHP
    - II) Language Structure
      - Lexical Structure
      - Data Types
      - Variables
      - Expression and Operators
      - Flow Control Statements
    - III) Arrays
      - What are arrays?
      - When to use array?
      - Indexing arrays
      - Initializing arrays
      - Add and remove information from arrays
      - 1 D and Multi D arrays
    - IV) Strings
      - String constants
      - Printings strings
      - Accessing and cleaning strings
      - Encoding and escaping strings
      - Compare, manipulate and search strings

- Regular expressions.

#### V) Functions

- Purpose of functions
- Built in functions
- Declaring functions
- Arguments to functions
- Return
- Scope : Global vs Local
- Recursion
- Variable functions and anonymous functions

#### VI) Object terminology

- Creation an object, accessing properties and methods.
- Declaring class, methods, and properties.
- Inheritance
- Constructors
- Reference
- Introspection

#### VII) Web Techniques

- HTTP basics
- Processing forms: methods, parameter, Automatic quoting of Parameters, sticky forms, multivalue parameters, file uploads, Form validation, setting response headers, different content types redirection, expiration, authentication.

Cookies:

- a) What is cookies?
- b) Purpose of cookies.
- c) Session basics, alternatives, custom, storage, combining and sessions.
- d) Cookies security issues.

#### VIII) Using PHP access database

- PEAR db basics
- Data source names (DSN)
- Connecting
- Issuing a query
- Fetching results from query (returning , storing, row, inside a Row array,

function the result. )

- Disconnect

## IX) File and Directory access using PHP

Opening file (Local and remote)

- Reading and writing files
- Include, require
- Handling file permission
- File locking
- Opening and reading directories.
- File uploads from browser and user
- Other I/O issue in PHP

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

### **References Books :**

1. Programming PHP O Reilly (SPD) by Ramus Lerdorf and Kevin Tatroe
2. Mastering PHP BPB Publications

**Syllabus for M.A.(Mass Relations)  
Semester- IV**

[OPTIONAL COURSE] **GROUP - C**

**MR: 409 - COUNSELING PROCESS AND SKILLS IN MASS RELATIONS**

**Objectives: -**

1. To familiarize students with the nature and process of counseling.
2. Skill of therapy counseling.

**1. Nature and Scope of Counseling Psychology**

- Definition, meaning & goals of counseling
- Work Setting and activities of the counselors
- Training of Counselor, characteristics of effective counselor
- Ethical and legal guidelines for counselor
- Contemporary trends and issues in counseling.

**2. Counseling Process and counseling Skills (I)**

- Stages in counseling process, types of counseling skills
- Building the counseling relationship the core conditions of counseling.
- Counselor action that impede communication
- Listening skills- Using body language, paraphrasing, reflecting feelings.
- In-depth exploration – Challenging skills, disclosing skills, referral skills, identifying unhelpful thinking.

**3. Counseling process and counseling skills (II)**

- Questioning skills – types of questions, dealing with reluctant and resisting client.
- Feedback skills- monitoring skills, interpretation role playing.
- Commitment to action and termination goal setting.
- Problem solving approach, demonstration skills rehearsing and coaching skills.
- Termination – Clients and counselor's response to termination, ending in a positive way.

**4. Behavioral Assessment and Report Writing**

- Definition, goals and applications of behavioral assessment
- Methods of behavioral assessment interviews. Behavior rating scales
- Self-monitoring, assessment of non-verbal behavior, visual interaction, paralinguistic, facial expressions.
- Written communication about clients, aims and objectives of record keeping, compositions of file.

- Sessional note-taking, berbatim, writing a case-study, genorgam, writing a prog4ress report, letter writing.

## 5. Counseling Therapy

- Person-centered Therapy- Roger
- Rational Emotive behavioural therapy of Ellis (REBT)
- Behavioural therapy techniques : Desensitization and assertiveness and social skills training, modeling.
- Transactional Analysis – by Eric Bern
- Play therapy, Art therapy & yoga

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

### Books for Reading –

1. The Sage Handbook of Counseling and Psychotherapy(2nd Ed) – Feltham C & Horton I.E.(2006)- London- Sase Publication
2. Introduction to counseling and Guidance(6th Edi.), Delhi- Gibson R.L. & Mitchell M.H.(2005)- Pearson Education Pvt. Ltd.
3. Counseling a Guidance(2nd Ed.) – Rao S.N.(2007) – New Delhi- Tata MacGrew Hill Publishing Co. Ltd.
4. The Counseling Process (5th Ed.)- Patterson L.E., Welfel E.R.(2000)- Belonont - Wodsworth/Thomson learning
5. Introduction to Counselling Skills, Tex and Activities- Nelson R.Jones(2000)- Sage Publication, London
6. Foundation of ethical counseling- Biggs, P& Blocher. D (1987)- N.Y.:Springer

**Syllabus for M.A.(Mass Relations)**  
**Semester- IV**  
[OPTIONAL COURSE] **GROUP - C**  
**MR: 410 - CAREER GUIDANCE AND COUNSELING FOR MASSES**

**Objectives: -**

- To acquaint students with the career guidance counseling.
- To expose the students to the various assessment techniques in career guidance

**1. Career Counseling, Nature & Scope**

- Career counseling : Process & Human development
- Terminology in Career counseling
- Present trends in career counseling.
- Ethical and moral issues in career counseling.
- Future directions in career counseling.

**2. Theories of career development**

- Holland's Theory of Vocational Personality and work Environment.
- Super's Developmental Self concept Approach
- Krumboltz's Social Learning Approach
- Sociological approacher to career counseling
- Stages in career counseling – self- discovery, understanding the nature of work, career alternatives.

**3. Career Counseling: Life span Approach.**

- Career Counseling at Primary School level.
- Career counseling at secondary school level.
- Career counseling at higher education level.
- Career counseling of minority and disability
- Individual and group counseling

**4. Helping Troubled children and Adolescents**

- Emotionally disturbed children and adolescents
- ADHD
- Learning Disabled (LD)
- Academic under-achievers
- Socially disadvantaged

**5. Psychological Assessment in Career Counseling**

- Assessment of aptitude – DAT, GAT B, SAT

- Assessment of achievement : Standardized achievement test and specific subject achievement test
- Assessment of interests- Jackson Vocational Interest Survey, Self Directed Search, Bells intercultural inventory.
- Assessment of Adjustment P.Bells Adjustment Inventory
- Assessment of personality – NEO-PI-R, 16PF, HSPQ & CPQ

**NOTE:- At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.**

**Books For Reading:-**

1. Child Development (6th Ed.) – Berk L.E.(2003) – Prentice Hall of India, Delhi
2. Abnormal Child Psychology – Mash. E.J., Wolfe D.A. (1999)- Belmont: Brooks/Cole. Wadsworth
3. Counseling Psychology, Bangalore- Gelso C.J., Fretz B.R.(1995).- Prism Books Pvt. Ltd.
4. Introduction to Counseling and Guidance (6th Ed), Delhi- Gibson R.L., Mitchell M.H.(2003)- Pearson Education
5. Career Counseling A Handbook, New Delhi- Arulmani G. , Arumani S.(2004) – Tata McGraw Hill Publication Co. Ltd.
6. Counseling & Guidance (2nd Ed.)- Rao S.N. (2006)- Delhi, Tata McGraw Hill
7. Career Guidance and Counseling through the life span- Herr E.L. & Cramer S.H.(1987)- Glenview, Scott Foresman
8. Career Counseling : Applied Concepts of Life planning- Zunker, B.G.(1986)- Monterey:CA: Brooks/Cole

**Syllabus for M.A (Mass Relations)**  
**Semester IV**  
**(Optional Course)**  
**Group E.**  
**MR- 411 Print Journalism (S)**

Objectives:

- Students desirous to take career in Mass Media will be able to understand effective use of communication and journalism.
- Students will learn management of print media, i.e. news papers, magazines, advertisement and distribution.

1. Acquisition of Language skills for print journalism

- 1.1 Vocabulary
- 1.2 Spelling
- 1.3 Sentence
- 1.4 Style
- 1.5 Translation

2. Advanced writing skills for Print Journalism.

- 2.1 News Editing .
- 2.2 News Room Editing .
- 2.3 Sub-editing
- 2.4 Copy and schedule.
- 2.5 Photo journalism

3. Book editing and magazine journalism

- 3.1 Writing for the magazine
- 3.2 Editing for the magazine
- 3.3 Layout for the magazine
- 3.4 Production of the magazine

4. World view, Ideas & Challenges

- 4.1 Making of Maharashtra- (a) Historical Trends (b) modern
- 4.2 Current Events in Politics, Science, Technology, Education etc.
- 4.3 Impact of Print Media on society.

5 Media issues and policies.

5.1 Media's role in development, Agriculture, tourism etc.

6. Print Media specialised areas.

6.1 Interpretative and Investigative reporting

6.2 Sports journalism

6.3 Financial journalism etc.

**NOTE:-** At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.

**Books for Reading :-**

1. Raychaudhuri, Tapan and Irfan Habib. *The Cambridge Economic History of India*. Orient Longman
2. Bhambhri, C.P. *Bureaucracy and Politics in India*. Vikas Publication
3. Nayyar, Kuldip. *India after Nehru*. Vikas publication
4. Hansen, Thomas Blom. *Urban Violence in India*. Permanent Black
5. Thaper, Romilla. *A History of India*. Penguin Books.
6. Reading newspapers, news periodicals, specialised journals regularly.
7. Watching TV news, discussion programmes on regional, national and international channels.
8. Listening to radio news, discussion programmes
9. Following websites of reputed institutions and blogs/other writing of prominent personalities.

**Syllabus for M.A (Mass Relations)**  
**Semester- IV**  
**(Optional Course)**  
**Group E.**  
**MR-412 ELECTRONIC JOURNALISM (S)**

**Objectives:-**

The importance of electronic media is emphasised in the contemporary period and students desirous of taking career in electronic media should understand various aspects relating to Radio, Television and Online Journalism.

1. Understanding the medium
  - 1.1 Invention and development of the medium.
  - 1.2 Strength and weakness of the medium.
  - 1.3 New trend in electronic media
  - 1.4 Audience Research
2. Radio news reporting
  - 2.1 Developing sources and gathering news
  - 2.2 Writing, recording and editing of radio news.
  - 2.3 Mass campaigns for specific issues – social concerns, environment, public health etc.
3. Television Journalism
  - 3.1 T.V. Documentary Formats.
  - 3.2 Indian and International news Channels.
  - 3.3 Overview of T.V. Industry in India and impact of T.V. on society.
  - 3.4 Use of Electronic Media in Education and Development
4. Spread of Internet
  - 4.1 Spread of internet in India – its reach and access.
  - 4.2 Internet and knowledge Society.
  - 4.3 Conversions and Multi-media.
    - (a) T.V. (b)Internet (c) Mobile
5. Online Journalism
  - 5.1 Concept of Online Journalism.

5.2 Use of various online tools to manage texts, photos, maps, audio, video.

**NOTE:-** At least 6 practicals containing tutorials, tests, assignments, field work shall be conducted for the purpose of internal assessment.

**Books for Reading :-**

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.
6. Newspaper and magazine articles about New Media.

