

Sardar Patel University
Shree J. M. Patel institute of Social work and Applied Arts
(Managed by Anand People's Medicare Society)
One Year P.G. Diploma in Mass Communication & Journalism
Purposed Syllabus (2013-14)

SEMESTER – II

Code : PGDMCJ 201 Mass Communication

Unit : One

- Communication: Definition and functions, Types of Communication,
- Intra-Inter- Group-Mass Communication,

Unit : Two

- Means of Communication:
- press, Radio, Television, Film, Internet, Cable Network.

Unit : Three

- Communication models:1) The Lasswell model of the communication
- 2) The Shannon and Weaver “Mathematical” model of communication
- 3) The Osgood and Schramm Circular model.

Unit : Four

- Development Communication & Diffusion of Innovation.

Reference:

1. Mass Communication In India : Keval Kumar
2. India's Communication revolution: Arvind Singhal and Everett Rogers
3. Mass Communication Effect: Joseph Klapper
4. Many Voice One World: Report of the McBride Commission
5. Mass Communication: Rowland Lorimer

Code: PGDMCJ 202 Mass Media and Society

Unit: one

- Mass communication and the social sciences.
- Media- Society Theories: Mass Society, Mass Culture and Mass Audience;
- Functionalism

Unit : Two

- The Audience as “Market”, Psychology of Audiences.
- The public and public opinion, public opinion surveys.

Unit : Three

- Mass Media and Politics,
- Audience Measurement : The ‘Ratings’ Game.

Unit : Four

- Audience Surveys
- Readership Surveys.

Reference:

1. Understanding Mass Communication : Melvin DeFleur
2. Electronic Media and Communication Research Methods : G.K. Parthasarathi
3. Communication for Development in the Third World : Srinivas Melkote

Code : PGDMCJ 203 Media In Society & Computer Basics

Unit : One

- The Meaning of 'Effects'
- Theories of Media Effects and Media Uses.

Unit : Two

- Mass Media in India, Dependency model, propaganda model

Unit : Three

- Effects of Media on Education.
- The Mass Media and the Indian Family,
- Children and the Media.

Unit : Four

- Representation of women in the Mass Media.
- Violence in the Media and Violence in Society.

Reference:

1. Development Communication : Uma Narula
2. Understanding Mass Communication : Melvin DeFleur

Code : PGDMCJ 204 Community Media and Public Service.

OR

Code : PGDMCJ 205 Advertising, Marketing and Public Relations.

Unit : One

- Advertising industry in India, advertising ethics and social responsibility, Types of advertising: Consumer, industrial, financial
- corporate, social service etc. Brand Image and its importance,
- Marketing.

Unit : Two

- Understanding PR : definitions, purpose and utility, difference
- between PR, advertising and propaganda, status of PR in India,

Unit : Three

- Role of PR in different sectors : Government, Corporate,
- Educational
- institutions, Hospitals, Individuals, Political parties, NGOs etc.

Unit : Four

- PR Tools: Internal: house journals, bulleting boards, events, mailing
- groups, social networking sites; External: exhibitions, trade fair,
- programmes and events, CSR projects; PR during crisis.

Reference:

1. Advertising: Frank Jefkins
2. Effective Advertising : Maricke De mooji
3. Handbook of Public relations and Communications Phillip Lesley

Code: PGDMCJ 206 Project Work