



UNIVERSITY OF PUNE
AHMEDNAGAR SUB-CENTRE, AHMEDNAGAR

M.A.(MASS RELATIONS)

(TWO YEARS POST GRADUATE DEGREE COURSE)

Year : 2008-2009

AHMEDNAGAR SUB-CENTRE

Ahmednagar Jilha Maratha Vidya Prasarak Samaj Office Building,
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M.A. (Mass Relations)

OBJECTIVES :

Objective of M.A.(Mass Relations) course is to empower and prepare students to take up the challenges of the new environment in Mass Relations field.

Considering the changing environment the course is designed in a way the student can acquire knowledge and skills in Society, Media, Communication, Management and Computer as core subjects.

This exercise in Media, Communication, Management, Computer, Psychology and Economics students can acquire competence to avail opportunities in the various fields.

The students can specialize themselves by offering dissertation in the subject of their liking.

II. Medium of Instruction: -

The medium of instruction for the M.A.(MASS RELATIONS) Course shall be English/Marathi. Since we receive students from all over India, it is necessary that the candidates enrolled for the course have an adequate knowledge of English. The students are encouraged to learn Conversational English.

Admission Requirements & Eligibility :

a. General :

- 1) Both men & women graduate candidates with good academic records are eligible for admission.
- 2) The number of seats available for each academic year is 30.
- 3) The work experience (if any) will be an added advantage.

b. Admission

Admission to M.A.(Mass Relations) Course (University of Pune) is open to graduates from recognized Universities from any discipline such as Arts, Commerce, Science, Agriculture etc. be eligible for admission.

c. Characteristics

The person with a motto of service, maturity of mind, leadership qualities and genuine concern for the people are required for this profession.

Admission Procedure :

a. Submission of Application :

Application for admission should be made in a prescribed form available at the office of the University of Pune, Ahmednagar Sub-Centre, Ahmednagar- 414001, Maharashtra and Publication Section, University of Pune and Regional Centre, Nashik. Prescribed forms duly filled in with detailed information should reach the Director, not later than the specified date mentioned in the advertisement. The candidates must very clearly mention their field of interest according to priority i.e. first and second in the prescribed form itself. The candidate will have to appear for Written Entrance Test and Personal Interview.

b. Application must be accompanied by :

- i) Application Process fee according to University Rules.
- ii) Two attested copies of mark sheet obtained at the final degree examination.
- iii) Two attested copies of degree certificate.
- iv) Two attested copies of the transfer certificate of the University or college from which the candidate has passed the last examination.
- v) Two attested copies of caste certificate (in case of SC/ST/VJ/NT & OBC).

[Note : “ If admitted, candidates will be required to produce all the original documents. Applications that do not contain the proof of remission of application process fee and documents enlisted above are liable to be rejected. This office will not be responsible for any problem caused in communication due to postal delay or wrong address.]

Award of Degree :

Each student’s work (academic and practical), will be subjected to continuous assessment. To receive credit for a course, a students must be regular in attendance, pass periodical tests as well as the Comprehensive University Examination. The class-room and field work attendance should be more than 75%. In the final evaluation of each student, in each term, due consideration will be given to his/her contribution to classroom discussion, written reports, paper reading and field work assignment. The mere completion of the prescribed units of work however, does not confer the right to continue as a regular student. In addition to the satisfactory fulfillment of the requirements, the students must show an aptitude for M.A.(Mass Relations), as well as professional maturity during the period of their study and field placement. The Degree is awarded to successful students by the University of Pune and thus is recognized by the U.G.C.

Common Guidelines :

- The M.A.(Mass Relations) degree will be awarded to a student who completes a total of 64credits for four semesters.
- Each paper will be of 2 or 4 credits the evaluation of which will be decided by the teacher . A 2 credit course will have 50 marks and a 4 credit course 100 marks.
- Eligibility for registering for courses other than the department of registration will be decided by that department.
- Each course will have
 1. 50% of marks as semester end examination.
 2. 50% of marks for internal assessment.
- Each core unit will have an internal (continuous) assessment of 50% of marks and teacher may select a minimum of two of the following procedures:
 - Written Test (minimum one for each course)
 - Term Paper.
 - Mid Term Test.
 - Journal/Lecture/Library notes.
 - Seminar Presentation.
 - Short Quizzes
 - Assignments
 - Extension Work.

- There is no individual head of passing. The student has to pass in the combined total of continuous assessment and semester end examination.
- Revaluation of the end of semester examination answer scripts but not of internal assessment papers can be done according to Ordinance no. 134 A&B
- Internal Assessment answer books may be shown to the students concerned but not the end of semester examination answer scripts.
- While marks will be given for all examinations, they will be converted into grades. The semester end and final grade sheets and transcripts will have only grades and grade points average.
- To pass a student shall have to get minimum aggregate 40% marks (E and above on grade point scale) in each course.
- The system of evaluation will be as follows: Each assignments/test will be evaluated in terms of marks. The marks for separate assignments and the final (Semester end) examination will be added together and then converted into a grade and later grade point average. Results will be declared for each semester and the final examination will give total marks, grades and grade point average.

Marks	Grade	Grade Point
100 to 75	O: Outstanding	06
74 to 65	A: Very Good	05
64 to 55	B: Good	04
54 to 50	C: Average	03
49 to 45	D: Satisfactory	02
44 to 40	E: Pass	01
39 to 0	F: Fail	00

- The formula for conversion of Grade Point Average (GPA) into the final grade

05.5	-	06	-	O
04.5	-	05.49	-	A
03.5	-	04.49	-	B
02.5	-	03.49	-	C
01.5	-	02.49	-	D
00.5	-	01.49	-	E

$$\text{GPA} = \frac{\text{Total Amt. Of Grade Points Earned X Credit hrs for each course}}{\text{Total Credits Hours}}$$

- If a student misses an internal assessment examination he/she will have a second chance with the permission of the teacher concerned.
- Students who have failed and who have been absent for the entire course may reappear at the semester-end exam. Their internal marks will not change. She/he can also repeat during the 5th / 6th semester whichever is applicable.
- The description for each of the grades will be as follows:

Grade	Proposed Norms
O: Outstanding (75% and above)	Excellent analysis of the topic. Accurate knowledge of the primary material, wide range of reading, logical development of ideas, originality in approaching the subject, Neat and systematic organization of content, elegant and lucid style.
A: Very Good (65 to 74 %)	Excellent analysis of the topic Accurate knowledge of the primary material acquaintance with seminal publications, logical development of ideas, Neat and systematic organization of content, effective and clear expression.
B: Good (55 to 64%)	Good analysis and treatment of the topic Basic knowledge of primary material, logical development of ideas, Neat and systematic organization of content, effective and clear expression
C: Average (50 to 54%)	Some important points covered , basic knowledge of the primary material, logical development of ideas, Neat and systematic organization of content, good language or expression.
D: Satisfactory (45 to 49%)	Some points discussed, basic knowledge of the primary material some organization, acceptable language or expression.
E: Pass (40 to 44%)	Any two of the above
F: Fail (0 to 39%)	None of the above

- There will be an evaluation of each course by students at the end of every semester.

M.A.(MASS RELATIONS) COURSE STRUCTURE FROM JUNE,2008 (Seats :30 Only)

1. For two academic years (IV Terms)
2. (a) Fourteen papers will be covered during first year of the course:
(b) Papers thirteen will be covered during second year of the course.

PRACTICALS AND VISITS:

1. Practicals will be conducted as per the need of the subject.
2. Visit experience will be gained by the students with facility of exposure in various fields.
[Note: Practicals and visit reports completed in all respects should be submitted to the University on or before 31st March.]

PROJECT REPORT :

Project Report (minimum 12000 words) should be submitted in triplicate to the University before 31st March each year. Project should be well typed and neatly bound.

PLACEMENT SERVICES :

Students will be given placements in various agencies and the period for which they will be working with the agency could be considered for the experience certificate.

EMPLOYMENT OPPORTUNITIES:

Students shall have good scope for employment with newspaper, News Agencies, Public and Private industries, Government Organization, Voluntary Agencies, Advertisement Agencies, Banks, Airlines, Hospitals, Media etc.

TEACHING FACULTY:

A number of recognized post-graduate teachers, professionals and experts from media, business and industry are associated with M.A.(Mass Relations) as visiting faculty along with regular teaching staff.

INSTRUCTION FOR ELIGIBILITY :

Students other than those belonging to University of Pune will be required to get the Eligibility Certificate from the Registrar, University of Pune. In such cases the original mark sheet, transfer certificate is to be submitted to the University. Those will be returned in due course.
Fee Structure of M.A.(Mass Relations) Part-1

Sr.No.	Item	Fee	Rs.
1	Tuition & Extra Package fee		20000=00
2	Other fees		1447=00
	Total :-		21447=00

Students will have to pay examination fees & study tour charges separately.

Fee Structure of M.A.(Mass Relations) Part-2

Sr.No.	Item	Fee	Rs.
1	Tuition & Extra Package fee		20000=00
2	Other fees		747=00
	Total :-		20747=00

Students will have to pay examination fees & study tour charges separately.

Desiring to seek admission to M.A. (Mass Relation) will have to undergo Entrance Examination of the Department.

Department of M.A.(Mass Relations) :

M.A. (Mass Relation) Part I
Semester I

		Credits Points
MR 101	Indian Social structure.	2
MR 102	Basics of Psychology	2
MR 103	Basics of Communication	2
MR 104	Basics of Media (Print, Broadcast and Telecast)	2
MR 105	Research Methodology	2
MR 106	Basics of Computer	2
MR 107	Functional English	2
MR 108	Basics of Management	2
	Total for Semester I :	16

Semester II

MR 201	Indian Political Structure and Legal Awareness	4
MR 202	Understanding the Social World	2
MR 203	Soft Skills Development	2
MR 204	Basics of Public Relations	2
MR 205	Statistical Techniques for Research	2
MR 206	Management Information System	2
MR 207	Basics of Counseling	2
	Total for Semester II:	16

**University of Pune,
Ahmednagar Campus, Ahmednagar**

Course Structure for

M.A. in Mass Relations

To be introduced from June 2008

Semester I

		Credits Points
MR 101	Indian Social structure.	2
MR 102	Basics of Psychology	2
MR 103	Basics of Communication	2
MR 104	Basics of Media (Print, Broadcast and Telecast)	2
MR 105	Research Methodology	2
MR 106	Basics of Computer	2
MR 107	Functional English	2
MR 108	Basics of Management	2
	Total for Semester I :	16

Semester II

MR 201	Indian Political Structure and Legal Awareness	4
MR 202	Understanding the Social World	2
MR 203	Soft Skills Development	2
MR 204	Basics of Public Relations	2
MR 205	Statistical Techniques for Research	2
MR 206	Management Information System	2
MR 207	Basics of Counseling	2
	Total for Semester II:	16

Syllabus for M.A.(Mass Relations)

Semester- I

MR: 101 – INDIAN SOCIAL STRUCTURE

Objectives: -

[Credits : 2 Points]

- 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

1. Society: -

Features of Indian Society and social institutions.

Contribution of world religions in making of modern India.

2. Fundamental Social Problems

- 2.1 Casteism – Nature, Characteristics and Impact.
- 2.2 Communalism - Nature, Characteristics and Impact.
- 2.3 Fundamentalism - Nature, Characteristics and Impact.
- 2.4 Terrorism - Nature, Characteristics and Impact.
- 2.5 Regionalism - Nature, Characteristics and Impact.
- 2.6 Child abuse- Nature, Characteristics and Impact.
- 2.7 Violence against Women - Nature, Characteristics and Impact.

3. Indian Social Problems

Poverty
Population
Illiteracy
Unemployment
Globalization

4. Areas of Indian Social Reforms - Pre and Post Independence

Dalit Movement
Farmers Movement.
Youth unrest and Agitations
Feminism
Indian mind set towards social reforms.
Government Attitude

Books for Reading :-

1. Indian Social Problems –G.R.Madan
2. Indian Social Problems – Ram Ahuja .
3. Caste Dimensions in a Village – R.K.Mutatkar
4. History of Caste in India –S.V.Kelkar.
5. Social Change in India – B.Kuppuswamy.
6. Rural Modernization Contradiction and Change –R.G.Singh.
7. Social Development –M. S. Gore.
8. Sociology : The Study of Human Relations – A.M.Rose and C. B.Rose
9. India's Urbanization – Ashish Bose

Syllabus for M.A.(Mass Relations)

Semester- I

MR: 102 – BASICS OF PSYCHOLOGY

[Credits : 2 Points]

Objectives: -

- To Familiarize the students with the basic concepts.
- To relate the fundamental principles of psychology to everyday life.
- To develop behavioural and interpersonal skills.

1. Nature, Scope and Methods of psychology :-

- 1.1 Psychology : Its nature and definition
- 1.2 Approaches of Psychology
- 1.3 Major sub fields of psychology: experimental, developmental, clinical and counseling, school and educational, industrial & organizational, social psychology
- 1.4 Methods of Psychology : Observation, Introspection, Experimental, Clinical, Interviews and Questionnaires

2. Perceptual Process :

- 2.1 Attention, Definition and Nature, Attention Processes.
- 2.2 Sensation : Definition and Nature
- 2.3 Perception: Definition, Factors determining perception.
- 2.4 Principal of Perception.
- 2.5 Perceptual Constancy and Perception of depth.

3. Remebering and Forgetting

- 3.1 Definition and types – Sensory Memory , Short Term Memory, Long Term Memory, Working Memory.
- 3.2 Ways of measuring Memory: Recall, Recognition, Relearning.
- 3.3 How to improve learning and Memory.
- 3.4 Causes of forgetting , forgetting curve.

4. Emotions, Motivation and Frustration

- 4.1. Emotions : Definition, Physiological changes in emotions.
- 4.2 Stress: The non-specific emotional response
- 4.3 Motivation : Definition and Nature, Different theories of Motivation.
- 4.4 Frustration : Need. Non satisfaction Research.

5. Intelligence :

- 5.1 Intelligence : Definition and Nature
- 5.2 Measurement of intelligence and recent views on intelligence
- 5.3 Tests of Intelligence and types of intelligence \

6. Personality:

- 6.1 Personality : Definition and Nature
- 6.2 Personality : Traits, states and types.
- 6.3 Theories of personality and methods of personality measurement.
- 6.4 Profile of a strong Personality.

Books for Reading :-

1. Morgan Clifford T, " A brief Introduction To Psychology(1974) (Tata Mc Graw Hill Publishing Co. New. Delhi.)
2. Das J.P. (2001) “ The working mind – an introduction to psychology”, (Sage publications India Pvt.ltd delhi , 3rd Edition)
3. Feldman , Robert s. (2002), “understanding psychology” , (Tata megraw hill , new Delhi 6th Edition).
4. Hurlock E, (1974) “ Personality Development”, (M C Graw Hill publishing co.)
5. Stanger R (1961) Psychology of Personality , (M C Graw Hill book-co).
६. देशपांडे सु.वा.डॉ.(१९४८) “ सामान्य मानसशास्त्र ” निराली प्रकाशन, पुणे, प्रथम आवृत्ती.

Syllabus for M.A.(Mass Relations)

Semester- I

MR: 103 - BASICS OF COMMUNICATION

[Credits : 2 Points]

Objectives: -

- To acquaint students with the concept, process of communication and to enable them to appreciate the potential and limitations of various communication processes.
- To understand the importance of communication as a science in the real life situation.

1. Communication:

Nature, Scope and Functions of Communication.

Necessity of Communication in human life.

Selected perspective of human communication.

Feedback in Communication.

2. Communication process

Process of Communication.

Principles of Communication.

Patterns of Communication.

3. Intra personal and interpersonal Communication:

The self, Concept of Self, The hierarchy of human needs.

Process of interpersonal communication.

Variables in interpersonal communication.

Interpersonal Communication models.

Theories of interpersonal communication.

4. Listening Skills

Listening Ability.

Listening Process.

Levels of Listening.

Types of Listening

Barriers in Listening

5. Non verbal communication.

Characteristics of Non verbal Communication.

Types of Non Verbal Communication.

6. Organization Communication

Meaning of organization.

Characteristics of organizations.

Type of organizations.

Communication dimensions in organizations

Communication in business industry, educational institutions, service and
voluntary and government organizations.

7. Mass Communication

Communication through the mass media.

Characteristics of mass communications.

Mass communication media.

Functions of mass communication.

Effects of mass media.

8. Writing for Visual media.

Idea, Brainstorming, Research, Formats, developing idea, treatment, story board production,
planning, budgeting.

Camera Skills.

Script writing for film / TV / audio media.

Books for Reading :-

1. Introduction to communication studies (Methoun Lodon) : **Fiske John**
2. Mass Communication Theory and Practice (Harchand Publication New Delhi) : **Narula Uma .**
3. Theories of Communication (Longman) : **Defleur.M.L**
4. Understanding media (Routledge and Poul gena, Landon) : **M.C.Luhan**
5. The Arts of Effective Communication : **Charles J.Margersion**

Syllabus for M.A.(Mass Relations)

Semester- I

MR: 104 - BASICS OF MEDIA (PRINT, BROADCAST & TELECAST)

[Credits : 2 Points]

Objectives: -

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

1. Introduction: -

- 1.1 Concept, Aims and Objectives of Journalism.
- 1.2 History of Journalism, Broadcasting and Television.

2. News Writing: -

- 2.1 News.
- 2.2 News sense & News evaluation.
- 2.3 Qualities required for Reporters / Stinger / Correspondent
- 2.4 News Writing and Reporting
- 2.5 Interviews & Press conferences.

3. News Editing: -

- 3.1 Principles of News Editing.
- 3.2 Qualities required for Sub Editors, News Editors.
- 3.3 Selection of News.
- 3.4 To Know Studio
- 3.5 Importance and techniques of Recording, Mixing, Dubbing
- 3.6 Online Editing

4. Feature Writing: -

- 4.1 Types of News Features.
- 4.2 Letters to Editor.
- 4.3 Editorial Writing.
- 4.4 Cartoons
- 4.5 Photo Features

5. Media Management

- 5.1 Concept and Scope of Media Management

- 5.2 Media and Laws
- 5.3 Code of Ethics
- 5.4 F.M. Radio, Private Channels
- 5.5 Impact of Media on Society
- 5.6 Media Research

6. Media and Education

- 6.1 Articles and Programmes based on Education and Development
- 6.2 Vidyavani and Balchitravani
- 6.3 E.M. R.C.

Books for Reading :-

1. Mass Relations: - Morje Gangadhar, Mirikar Gopal.
2. A History of the Press in India: - Natarajan.S.
3. Mass Communication in India (Jaico Publications): - Keval.J.Kumar.
4. A Beginner's Guide to Journalism (Pustak Mahal,New Delhi):- Roy Barun
5. Growth and Development of Mass Communication in India (National Book Trust) Vilanilam J.V.
6. Journalism (Competition Success Review)
7. The Journalist's Handbook (Vikas Publishing House,New Delhi):-Kamath.M.V.
8. Basic News Writing (Universal Book Stall,New Delhi):- Mencher Melvin.
9. News Writing (Houghton Mifflin Company Boston): - production Hough George.
10. Modern News Reporting (Harper and Row Publishers): - Warren Carl.

11. Editors on Editing (NBT)
12. Laws of the Press in India – Basu, Durg Day
13. Press and Politics in India – Narayan P.
14. Broadcasting and the people – Masani Mehara
15. Style Book (AIR)
16. And now the news
17. Mass Media in India(I&B)
18. Broadcasting in India- Chatterjee P.C.
19. Television : An International History- Smith A.
20. A Manual for professionals – Vilanilam J.V.
21. Media Research (University of Pune)
- 22.मराठी वृत्तपत्रांचा इतिहास (रा.के. लेले)
- 23.संपादन (अरविंद गोखले)
- 24.नाशिक मुक्त विद्यापीठाची पुस्तके
- 25.रिक्त महाराष्ट्र विद्यापीठाची पुस्तके

Syllabus for M.A.(Mass Relations)

Semester- I

MR: 105 - RESEARCH METHODOLOGY

[Credits :2 Points]

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. Co relational 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 - 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.

- **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 Books.

Syllabus for M.A.(Mass Relations)

Semester- I

MR: 106 – BASICS OF COMPUTER

[Credits : 2 Points]

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- Powerpoint
- 2.4 M.S.Accesss – Data base, RDBMS, Creation Database, integrity specifications Inser, Delete, update operations, Important features.
- 2.5 HTML- Web Page Designing : Web page, Basic HTML tags

3. D.T.P.

Introduction to Ventura and Page Maker
Setting , Punting, Graphics, Designing
Page Making, Page Layout
Alignment
Mathematical Settings
Different Menus
Publication
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 subject 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.

Books for Reading :-

- | | |
|---|------------------------|
| 1.) Introduction to Information & Technology. | By Chetan Shrivastava. |
| 2.) Internet Commerce | Prentice Hall of India |
| 3.) Advertising on web | Prentice Hall of India |
| 4.) Using the Internet for business. | Prentice Hall of India |
| 5.) HTML 4.0 Complete Reference | Tata Mc Grow Hill |
| 6.) HTML 4.0 for beginners | Tata Mc Grow Hill |
| 7.) Internet complete Reference. | Tata Mc Grow Hill |

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

MR: 107 - Functional English

[Credits : 2 Points]

Objectives: -

- To acquaint the students about need of speaking English in the changed global environment .
- To reduce the fear in the minds of the students about spoken English.
- To enthuse students to think in English.
- To encourage students to write in English.

1. Introduction :

- 1.1 Language and Meaning
- 1.2 Different forms of Language - Spoken and Written
- 1.3 Functions of language - Communication, experience, informative, vocative etc.
- 1.4 Varieties of English : American, British, and Indian
- 1.5 Usage of Language : Formal and Informal, registers, official, etc.

2. Units : Used in language Use :

- 2.1 Preposition : Preposition of location, of time and method.
- 2.2 Modals : Frequency quality, duration and degree.
- 2.3 Linking Devices : Sentence linkers, conjunctions expression, appositions, modifiers, pronominals, lexical collocations, etc.
- 2.4 Types of sentences : Simple, compound and complex.

3. Narration and Narrative Technique :

- 3.1 Markers of Past and its use (was, were, + ed).
- 3.2 Dramatization, Beginning sentences in incidents, logical flow, creation and suspense, climax

and end, interior monologue, voice point of view (Ist, IInd and IIIrd narrator).

- 3.3 Story telling
 - 3.4 Story Writing
- } Practical Purposes

4. Writing Skills :

- 4.1 Qualities in good writing - clarity brevity, logical flow, readability, use of vivid and concrete words, sincerity and style.
- 4.2 Writing sentences, paragraph and extract
topic of sentence, argument, illustration, conclusion
 - a. Note Making : Statements, definitions, descriptions, main and supporting ideas, Types of passages.

- b. Summarization: Expansion of ideas, Notice, Agenda, Minutes, Letters (formal / informal) , Report, E mail.

2. Conversational Skills:

- 5.1 Introduction (Yourself / Others).
- 5.2 Greetings and response to greetings.
- 5.3 Joining / leaving conversation, requests, command, orders, statements.
- 5.4 Invitations: Acceptance, Denial.
- 5.5 Asking for information, Agreeing, agreeing partly, disagreeing.
- 5.6 Complimenting / Response to compliments.
- 5.7 Complaining, apologizing
- 5.8 Presentation Skills

6. Interview :

- 6.1 Questionnaires and interview, Forming questions, Cohesion and coherence, WH questions and rhetorical questions, yes/ no questions
- 6.2 Interpretation of Data : Flow chart, diagramed.
- 6.3 Instruction and reports: Using Directions, Stating facts, opinions, hypothesis, reporting about, incidents happenings and behaviour.
- 6.4 Field Reporting : Oral representation, informing about field work.

Books for Reading :-

1. Peter mark Roget (1997) 4th ed., Roget's Thesaurus of Synonyms and Antonyms in Dictionary Form, W.R. Goyal Publishers and Distributor New Delhi.
2. Krishna Mohan, Meenakshi Raman (2000) 12th ed. Effective English Communication, Tata McGraw Hill Publishing Co. New Delhi.
3. Dhongde Ramesh, (1997) 2nd ed. Oxford English Marathi Dictionary, Oxford University Press, New Delhi.
4. Joseph C. Mukalel (1998) 1st ed. Approaches to English language Teaching , Discovery Publishing House New Dehi.
5. M.M.O. Sarla, D. Bhaskar Rao, (2006) 1st ed., Techniques of Teaching English, Sonali Publishers New Delhi.
6. Angella Cooze, (2007) 1st ed., 100 Ideas for Teaching English, Continum International Publishing Group, New Delhi.
7. B.S. Walia, (2006) 2nd ed., New Horizons in English Grammar and Composition, Jaico Publishing House, Mumbai.
8. Sharma R.K., (2008) 1st ed., How to speak and write correctly, Swastik Publishers and Distributors. New Delhi.

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Semester- I

MR: 108 – BASICS OF MANAGEMENT

[Credits : 2 Points]

Objectives: -

- To familiarizes the students with the basis 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.

-: Unit I :-

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.

- : Unit II :-

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

- : Unit III - :

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 Organization structure.
- 3.8 Need for organization structure

- 3.9 Process of designing structure
- 3.10 Span of control departmentation
- 3.11 Bases of departmentation

- :Unit IV - :

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

- : Unit V - :

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

Books for Reading :-

- 1.) J.F.Stoner and Freeman- " Principles of Management"
- 2.) Knoonz and wihrich- " Esentials 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- II

MR: 201 - INDIAN POLITICAL STRUCTURE & LEGAL AWARENESS

Objectives: -

[Credits : 4 Points]

- To acquaint students with the Indian Political Structure.
- To acquaint students about some laws which are useful for Mass Relations
- To emphasize the importance of mass relations in political life of the people.
- To bring out importance of mass relations in political reforms and development.

1. Ancient Indian Political Structure

- 1.1 Rajadharma.
- 1.2 Ganarajya.
- 1.3 Kautilya's idea of state.
- 1.4 Contemporary Political Systems in the world

2. Constitution

- 2.1 Preamble
- 2.2 Salient features of Constitution.
- 2.3 Fundamental Rights.
- 2.4 Directive Principles
- 2.5 Fundamental Duties.
- 2.6 Centre-State Relations

3. Evolution of Local Self Government and Present System

- 3.1 Panchayati Raj
- 3.2 Municipal Council
- 3.3 Municipal Corporation.

4. Party System :

- 4.1 Single Party Dominant System
- 4.2 Multi- Party System.
- 4.3 Regional Parties
- 4.4 Leadership.
- 4.5 Role of Youth

5. Legal Awareness

- 5.1 Law- Meaning, Nature, Kinds, importance & source, Criminal and Civil Liability
- 5.2 Tort and Consumer Protection Act, 1986
- 5.3 Intellectual Property Laws
- 5.1 Right to information Act, 2005
- 5.2 Environmental Law- Concept and Practice.

Books for Reading :-

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

Ref.:

1. Dr. Paranjape N.V., 1994, Studies in Jurisprudence Legal Theory, Allahabad, Central Law Agency
2. Mahajan V.D., 1987, Jurisprudence Legal Theory, Lucknow, Eastern Book Company
3. Dr. Pandey J.N., 1999, Law of Torts and Consumer Protections, Allahabad, Central Law publications
4. Shukla M.N., 1980, Laws of Torts and Consumer Protection Act, Allahabad, Central Law Agency.
5. Cornish W.R., 1981, Intellectual Property : Patent, Copyright, Trade Marks & Allied Rights, New Delhi, Universal Law Publishing Co. Pvt. Ltd.
6. Dr. Reddy G.B., 2000, Intellectual Property Rights and The Law, Hyderabad, Gogia Law Agency.
7. Jain N.K., 2007, Right to Information Concept, Law, Practice, New Delhi, Regal Publications
8. Shatri S.C., 2005, Environmental Law, Lucknow, Eastern Book Company
9. Leela Krishnan P., 1999, Environmental Law in India, New Delhi, Butterworths India.

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Semester- II

MR: 202 - UNDERSTANDING THE SOCIAL WORLD

[Credits : 2 Points]

Objectives: -

- To get acquainted with basic Concepts Theories and Methods of Social Psychology.
- To help students to understand the causes and consequences of social behavior
- To make students aware about the multiple social problems and their solutions.

1. Introducing Social Psychology

- 1.1 Social Psychology: Definition and Nature, Subject Matter of Social Psychology
- 1.2 Methods of studying social psychology

2. Social Identity: Self

- 2.1 The self: The concept of one's identity
Self Esteem: Attitude about one self
- 2.2 Perceived Self Control
Self-efficacy, Locus of control, learned helplessness vs Self-determinations
- 2.3 Self Monitoring behavior and self-focusing.

3. Self Perception: Understanding Others.

- 3.1 Nonverbal Communication: The basic Channels, Nonverbal behavior and social Interaction
- 3.2 Attribution : Understanding the causes of others behavior, some basic sources of bias.
- 3.3 Impression formation and impression management.

4. Attitudes: Evaluating the Social World

- 4.1 Forming attitude : Learning, Experience and Genes -
 - (i) Learning : Acquiring from others,
 - (ii) Experience : Acquiring from life. ,
 - (iii) Genetic Factors.
- 4.2 Attitude and Behavior: The Essential Link
- 4.3 Persuasion the process of Changing attitude.

5. Social Relations :

- 5.1 (A) Prejudice: Disliking Others
 - (i) The nature and power of prejudice
 - (ii) Social emotional and cognitive sources of prejudice .
 - (iii) Can we reduce prejudice
- 5.2 (B) Nature and Theoretical perspectives of aggression :
 - (i) Instinct theory (ii) Biological theory (iii) Drive theory
 - (iv) Social learning theory (v) Cognitive theory .
- 2.) Child abuse and work place violence
- 3.) Influence on aggression : Aversive incidents, Arousal, media, pornography and sexual violence , television
- 4.) Reducing aggression : punishment, catharsis etc.
- 5.3 (C) Attraction and Intimacy

- 1) Friendship : proximity , physical attractiveness similarly versus complementarily rewards .
 - 2) Love : passionate and companionate love
 - 3) Maintaining close Relationship – Attachment , Equity, self disclosure.
 - 4) Ending relationship - The detachment process.
- 5.4 (D) Altruism –helping others .
- 1) Why do we help : social exchange and social norms
 - 2) When will we help (i) Situation influence – number of by- standers , reciprocate and time pressure (ii) personal influence – feelings , personality traits and religiosity
 - 3) When do we help: Gender similarity .
- 5.5 (E) Conflict and peacemaking
- (1) Conflict : Social Dilemmas , Competition , perceived injustice , misperception .
 - (2) Peacemaking : contact < co-operation , communication , conciliation

6. Social Influence :

- 6.1 Conformity : Factors affecting conformity bases of conformity.
- 6.2 Compliance : Basic Principles and steps to compliance
- 6.3 Obedience : Social influence by demand, obedience to authority and Personality and obedience.

7. Groups and Individuals

- 7.1 Groups : Nature and function .
- 7.2 Group and Task Programme : The benefits and costs of working with others.
- 7.3 Decision Making Process of Groups.
- 7.4 Leadership : Definition and Nature, Types of Leadership, Characteristics of leadership.

Books for Reading :-

1. Kuppaswamy B. (1990), Elements of Social Psychology, (Konark Publisher Pvt. Ltd., Delhi, Seventh Edition.) (Reprint 1995)
2. Barron R.A and Byrne D.(1998) “ Social psychology “ , (Prentice Hall of India pvt.ltd new Delhi ,10th Edition.)
3. Myers D.G., (1995) “ Social psychology” (The M C Graw –Hill Publishers 5th Edition)
4. Rao V S P and Narayana P S (1987) "Organization Theory and Behaviour" (Konark Publishers Pvt. Ltd. Delhi, Second Edition.)

Syllabus for M.A.(Mass Relations)

Semester- II

MR: 203 - SOFT SKILLS DEVELOPMENT

[Credits : 2 Points]

Objectives: -

- To help the students to acquire success in personal and professional life
- To assist the students in confidence building.

1. Soft Skills : Meaning, Concept and Definition

- 1.1 Importance of soft skills for success.
- 1.2 Acquisition of soft skills.
- 1.3 Soft Skills Ability, Adaptability, Application.

2. Ability

- 2.1 Divergent Thinking, Logical Reasoning, Memory concentration, Willingness to learn.

3. Adaptability

- 3.1 Frustration Tolerance, Time Consciousness, need for achievement, Seeking Responsibility, Motivation, and Leadership.

4. Application

- 4.1 Goal Formation, Planning Execution, Foresight, Self-Regulation, Objectivity, Maturity.

5. Decision making, assessing options and what affects different decisions

- 5.1 Problem Solving.
- 5.2 Creative Thinking.
- 5.3 Effective Communication.
- 5.4 Interpersonal Skills.
- 5.5 Self Awareness.

6. Interview

- 6.1 Face an Interview.
- 6.2 Things to bring to an Interview.
- 6.3 Things not to bring to an Interview.
- 6.4 Non verbal communication during the Interview.
- 6.5 Dress up for an Interview.
- 6.6 Men's Interview affair.
- 6.7 Women's Interview affair.
- 6.8 Tips for the Interview.

7. Group Discussion

- 7.1 Content.
- 7.2 Communication Skills.
- 7.3 Group Dynamics.
- 7.4 Leadership.
- 7.5 Do's and Don'ts while G.D.

8. Written Communication

- 8.1 Letter Writing.
- 8.2 Writing resumes.

- 8.3 Ten Resume Do's.
- 8.4 Ten Resume Don'ts.

9. Personality Development

- 9.1 Bodyweight Training - Meditation / Yoga.
- 9.2 Hygiene - Hair Care / Physical Care / Dental Care etc.
- 9.3 Hair Cut, Hair Style.
- 9.4 Body Language - subconscious communication Mannerism.
- 9.5 Importance of Dress Sense.
- 9.6 Dress Sense for Men / Women.

10. Working Effectively with Others

- 10.1 Cooperation and Team Spirit.
- 10.2 Good Manners and etiquettes.
- 10.3 Mind Your P's and Q's.

Books for Reading :-

- 1. Anzai k . and Simon H.A., "Theory of learning by doing".
- 2. Backmann J. F. and Guthke "Complex problem solving, intelligence and learning ability", (Hillsdale N.J. Lawrence Erlabaum Associates)
- 3. Berry D. C. "Soft Skills Development".
- 4. French P. A. and Stenrberg, "Skills related differences." (Hillsdale N.J. Lawrence Erlabaum Associates)

Syllabus for M.A.(Mass Relations)

Semester- I

MR: 204 – BASICS OF PUBLIC RELATIONS

[Credits : 2 Points]

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.

1. Introduction to Public relations

- 1.1 Concept, Definition, Scope
- 1.2 History of Public Relations in the world and in India

2. Public Relations and allied activities

- 2.1 Public Relations and Propaganda
- 2.2 Public Relations and Advertising
- 2.3 Public Relations and Publicity
- 2.4 Public Opinion

3. Various areas of Public Relations

- 3.1 Government, Public undertaking, Private Organization, Service Sector, Armed forces, Voluntary Organization

4. Public Relations Personnel

- 4.1 Personality, Role, Functions, Duties.

5. Public and Public Relations.

- 5.1 Internal Public, External Public, Primary, Secondary and marginal public, Traditional, and marginal Public.

6. Skills of Public Relations

- 6.1 Writing, Communication, Media Relations

7. Importance of understanding and interpreting publics.

- 7.1 Social, Political, Economic, Psychological, Cultural

8. Different types of researches required for public relations

- 8.1 Opinion, Motivation, Panel.

Books for Reading :-

- 1.) Public Relations , (Sterling, New Delhi) :- Jethwani Jaishree.
- 2.) Effective Public Relations :- Scot M.Cuflip & Center.
(Prentice Hall International, London)
- 3.) Management of Public Relations and Communication :- Sailesh Sengupta .(Vikas Publishing, New Delhi)
- 4.) Simply Public Relations :Public Relations made challenging, complete & concise
.-Dwyer Thomas.
- 5.) 'Public Relations, The Necessary Art':- Haberman David (Lowa city , uni.press 1988.)
- 6.) 'Power Public Relations, How to get Public Relations to work for you':- Saffiar Leonard (Lincolnwood.I.L.Public)

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

MR: 205 - STATISTICAL TECHNIQUES FOR RESEARCH

[Credits : 2 Points]

Objectives: -

To acquaint the students with the following

- Basic concepts in statistics
- Various statistical techniques used in data analysis
- Statistical report writing.

1. Introduction to Statistics

Origin and definitions of Statistics.

Scope of statistics: In industry, Economics, Social Sciences Management Science, Media.

Limitations of Statistics

Objectives and types of classification

Tabulation

Construction of frequency distribution.

2. Graphical and Diagrammatic Representation

Line Graph

Histogram

Frequency polygon and frequency curve

O give curves

Bar Diagram: Simple, Multiple, percentage, subdivided.

Pie diagram

Pictogram

3. Descriptive Statistics

Central tendency of data.

Averages: arithmetic mean, geometric mean, harmonic mean, median, mode, partition values,

moving averages, weighted averages.

Dispersion of data.

Measures of dispersion: Range, quartile deviation, standard deviation, coefficient of variation.

4. Simple correlation and Regression

Concept of correlation

Types of correlation

Methods of studying correlation: Scatter diagram, Pearson's method, spearman's method based

on ranks.

Concept of regression.

Line of best fit and its use.

5. Index Numbers

Meaning and definitions an index number.

Uses of index numbers.

Steps involved in the construction of an index unumber.

Methods of constructing index numbers:

- a) Laspeyres's method
 - b) Paasche's method
 - c) Fisher's method
 - d) Drobish and Bowley's method
 - e) Marshall and Edgeworth's method
- Base shifting, splicing and deflating of index numbers
Cost of living index number

6. Tests of significance

Concepts of a statistical hypothesis, null hypothesis, alternative hypothesis.

Level of significance

Test of hypothesis.

Z-tests for testing significance of population mean, population proportion, equality of two population means equality of two population proportions

T-tests for testing significance of population mean, equality of two population means; pair t-test. Chi square test for independence of two attributes.

Books for Reading :-

1. Applied general statistics : Croxton F.E. and Cowden D.J. Prentice Hall of India
2. Statistical Methods – Snedecor and Cochran, Oxford and IBH Publishing Co.
3. Elementary Statistical Methods : Walker and Lev, Oxford and IBH Publishing Co.
4. Statistical Methods – S.P. Gupta, S.Chand Publication

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Semester- II

MR: 206 - MANAGEMENT INFORMATION SYSTEMS

[Credits : 2 Points]

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. Management Information System (MIS)

Concept – Meaning – Definition

Concept of information Data V/s Information.

Human as an information processor

System, Sub-system, interface, system concept

Meaning and role of MIS with respect to media management.

Implementation, Evaluation, and Maintenance of MIS.

MIS Development and pitfalls in MIS development.

Computer in Management – General awareness.

Project on MIS

2. Internet

Main facilities of Internet.

Word Wide Web (www) and Browser, Browsing and Surfing the internet.

Internet protocols (FTP, HTTP, TCP/IP) Different web sites, portals and search Engines.

Major news sites of channels, E Magazines and on Line Newspaper.

3. Introduction to E Governance, E-Commerce.

Introduction to E Governance, E-Commerce.

Practicals and Project on analysis of Introduction system.

Books for Reading: -

- | | |
|---|------------------------|
| 1.) Introduction to Information & Technology. | By Chetan Shrivastava. |
| 2.) Internet Commerce | Prentice Hall of India |
| 3.) Advertising on web | Prentice Hall of India |
| 4.) Using the Internet for business. | Prentice Hall of India |
| 5.) HTML 4.0 Complete Reference | Tata Mc Grow Hill |
| 6.) HTML 4.0 for beginners | Tata Mc Grow Hill |
| 7.) Internet complete Reference. | Tata Mc Grow Hill |

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Semester- II

MR: 207 - BASICS OF COUNSELING

[Credits : 2 Points]

Objectives: -

- To acquaint students with the nature and scope of counseling.
- To familiarize students with the various fields, and approaches of counseling

1. Counseling and Related fields: -

- 1.1 Introduction
- 1.2 Definition
- 1.3 Counseling and Psychotherapy
- 1.4 Counseling and hagiology
- 1.5 Counseling as a helping relationship
- 1.6 Counseling as a solution 10 human problems.

2. Approaches to Counseling :-

- 2.1 Psychodynamic approach – Adler, Jung and Freud
- 2.2 Cognitive Behavioral approach
- 2.3 Humanistic approach
- 2.4 Behaviouristic approach
- 2.5 Elective – integrative approaches – Laraus

3. Counseling Process :-

- 3.1 Preparation for counseling
- 3.2 Counseling relationship
- 3.3 Counseling extent and process.
- 3.4 Counseling interactions
- 3.5 Variables affecting the counseling process.
- 3.6 Counseling skills and affective counselor
- 3.7 Counselor factors.

4. Counseling Interviews:-

- 4.1 Non-verbal communication in interview
- 4.2 Counselor- Counselor relationship
- 4.3 Interviewing techniques in counseling
- 4.4 Structuring the counseling relationship
- 4.5 Degree of lead, silence, Relationship techniques sharing of experience, resistance

5. Professional Preparation and training for counseling

- 5.1 Counseling preparation and professional issues
- 5.2 Academic preparation
- 5.3 Practical skills
- 5.4 Ethical standards
- 5.5 Legal considerations
- 5.6 Selection and training of counselor
- 5.7 Conception of a professional worker

5.8 Preparation of counspelor

5.9 Important issues

Books for Reading :-

1. Counseling and Guidance(2nd Edi.) – Rao, Narayana S. (2007) – Tata MacGraw Hill Publishing company Ltd., New Delhi
2. Introduction to Counseling and Guidance (6th Edi.)- Gibson R.L. & Mitchell M.H.(2005)- Pearson Education Pvt. Ltd., New Delhi.
3. Counseling Psychology – Gelso C.J., Fretz B.R.(1995)- Prism Books Pvt. Ltd., Banglore.
4. Introduction to Counseling Skills, Tex and Activities- Nelson R. Jones(2000)- Sage Publication, London
5. Guidance and Counseling (Vol. I &II)- Mishra R.C.(2004)- A.P.H.Publshing Corporation, New Delhi