

POST GRADUATE DIPLOMA COURSE IN PR & ADVERTISING

Scheme of the course and syllabus

RATIONALE OF THE COURSE: Public Relations is major area of media sphere and has a significant role in the contemporary media practices, both national and international. Decision-makers are depending more and more on PR professionals for precise assessments of fast moving developments. This has resulted in increasing worldwide demand for PR experts. India too is in need of trained PR personnel for its expanding activities in the corporate and service sectors as well as government and non-government organizations.

Advertising is a related area that throws up immense opportunities with different brands competing to influence the consumer. In the contemporary world of wide media expansion advertising has significant role in providing information and building images of products and events.

Both Public Relations and Advertising are careers, which are professionally challenging and intellectually stimulating for those who aspire for an interesting career. Attractive offers are awaiting efficient and trained professionals.

OBJECTIVES OF THE COURSE: 1. To impart conceptual and practical training 2. To build up the right perspective, elegant attitude and team spirit 3. To cultivate ethical practices and quality consciousness 4. To develop written and spoken communication skill and effective skills for artistic designing and new technologies.

COURSE PARTICULARS:

Course Duration: Eleven months

1. A student is deemed to have passed the examination, if he/she gets a minimum of 40% in each part, and secure an aggregate of 40% at the final exam.
2. Successful candidates in the examination will be classified as follows: I – Class: Those who obtain 60% or above of the aggregate marks. II – Class: Those who obtain 50% and above but less than 60%. III – Class: Those who obtain 40% and above but less than 50%.
3. There will be no supplementary examination all failed candidates can appear for the exam only in the succeeding year after paying the requisite exam fee or within 3 years of the completion of the course.

SYLLABUS STRUCTURE:

Serial Number	Paper	Name of Subject	Marks
1	PAPER I	MASS COMMUNICATION AND MEDIA THEORIES	100
2	PAPER II	MEDIA LAWS AND ETHICS	100
3	PAPER III	HISTORY AND CULTURE	100
4	PAPER IV	BASICS OF CREATIVE WRITING	100
5	PAPER V	PRINCIPLES OF PUBLIC RELATIONS AND MARKETING	100
6	PAPER VI	PUBLIC RELATIONS SKILLS AND APPLIED PSYCHOLOGY	100
7	PAPER VII	ADVERTISEMENT FOR PRINT MEDIA: THEORY AND PRACTICE	100
8	PAPER VIII	ADVERTISEMENT FOR ELECTRONIC MEDIA: THEORY AND PRACTICE	100
9	PAPER IX	NEW MEDIA AND DIGITAL MARKETING	100
10	PAPER X	BASICS OF JOURNALISM	100
TOTAL MARKS			1000

PG DIPLOMA IN PUBLIC RELATIONS AND ADVERTISING SYLLABUS

GENERAL PAPERS

1. PAPER I. MASS COMMUNICATION AND MEDIA THEORIES

Module 1

Various Types of Communication: Intrapersonal, Interpersonal and Group Communication, Verbal and Nonverbal Communication, Importance of Kinesics, Functions of Mass Communication.

Module 2

Models of Communication: Aristotle's definition of Rhetoric, Berlo's SMCR Model, Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Interactive Model

Module 3

Theories Mass Communication: Four theories of Press, Developmental & Democratic Participation theory, Media Effects: Hypodermic Needle, Two-Step Flow Theory, Gate-keeping, Psychological and Sociological Communication Theories. Eastern Communication Thoughts.

Module 4

Media Theories: Agenda Setting, Powerful Effects of Media: Dominant Paradigm, Diffusion of Innovations, Spiral of Silence, Critical and Cultural Theories: Hegemony, Political Economy & Frankfurt School, Cultural Studies, Public Sphere and Opinion: Manufacturing Consent/Propaganda model. New Media Theories: Marshal McLuhan and Concept of Global Village. Network Society. Theory of Castells.

Module 5

Gender and Media Studies. Feminist, Queer Studies and their impact on Media. (80 for written+20 for class presentations).

2. PAPER II. MEDIA LAWS AND ETHICS

Module 1

Indian Constitution, Freedom of Press,

Module 2

Laws of Libel, Slander and Defamation. Contempt of Court.

Module 3

Decency and Morality. Media Ethics and Gender Sensitivity. Right to Information.

Module 4

Indian telegraphic Act, Cinematograph Act of 1952. Telecom Regulatory Authority of India Act, 1997.

Module 5

Consumer Protection Act, Indecent Representation of Women (Prohibition Act), the Drugs and Magic Remedies (Objectionable Advertisements) Act. Trade and Merchandise Marks Act, 1958, Emblems and Names (Prevention of Improper Use) Act 1958, Prize Competition Act the Copyright Act, 1957, Intellectual Property Right. India's Patents Act of 1970, 2003. Designs Act 2000. Trade Marks Act.

Module 6

Cyber laws regarding Media. The Information Technology Act, 2000.

(80 for written+20 for class presentations)

SPECIAL PAPERS

3. PAPER III. HISTORY AND CULTURE. INDIAN CULTURAL HISTORY

Module 1

Aspects of Indian Culture and Civilization. Classical and Popular and Folk traditions in Indian Arts.

Module 2

Indus Valley Civilisation and its cultural impact in Indian traditions.

Module 3

Indian Philosophical Traditions. Vedic Philosophy. Buddhist, Jain, Ajeevika and Materialist Philosophical Thoughts. Sufism in India. Bhakthi Movement in India.

Module 4

Indian Art, Painting and Architecture. Indian Dance forms, Indian Music Theatre and other Performative Arts in India.

Module 5

Facets of Indian Cinema.

Module 6

Renaissance in Kerala. Art forms of Kerala. Performative traditions in Kerala. (80 for written+20 for class presentations)

4. PAPER IV. BASICS OF CREATIVE WRITING

Module 1

Basics of language learning: English and Malayalam. Learning basic writing skills: proper spelling and punctuation, vocabulary. Structuring sentences and paragraphs. Using dictionaries and thesaurus.

Module 2

Reading practice. Get familiar with various modes of writing. News. Editorials. Articles. Features. Fictional writings. Technical writings. Advertisings. Understanding different genres of writing.

Module 3

Writing for a Newspaper, Radio and Television. Writing for Digital Media. Writing for PR-Newsletter and Press Releases.

Module 4

Developing advanced writing skills. Writing short pieces. Short essays. Writing an article. Writing a feature story. Writing for an audience. Writing for mass audience and writing for specific audience. Writing for laymen and writing for technical expert.

Module 5

Copywriting for Advertising campaigns. (80 for written+20 for projects)

5. PAPER V. PRINCIPLES OF PUBLIC RELATIONS AND MARKETING

Module 1

What is Public Relation? Evolution and Growth of Public Relations

Module 2

Reputation Management. Integrated Marketing Communication. Public Opinion. Opinion Leaders– Role of PR in opinion formation and persuasion.

Module 3

The Ethics of PR Social Responsibility Code of Professional Standards for PR. Code of Ethics.

Module 4

Marketing. Nature and scope of marketing, evolution of marketing. Marketing and communications. Role and scope of research in marketing. Consumer Behaviour. Techniques of Marketing Research. (80 for written+20 for presentations).

6. PAPER VI. PUBLIC RELATIONS SKILLS AND APPLIED PSYCHOLOGY

Module 1

Communication as a public relation skill. Tools of effective communication. Public relation as perception management.

Module 2

Development of soft skills. Body language. Aural and Verbal Communication skills.

Module 3

Introduction to the field of Social Psychology & Applied Social Psychology; Definitions, historical roots, theories. Social Cognition; Self in a social world; Attribution, biases, impression formation and impression management. Social relationship: Nature, formation, interpersonal conflicts and managing relation referring to different types of relations. Attitude and Attitude Change. Applied Psychology in Planning and Organization.

Module 4

PR in Corporate organisations. PR in Government organisations. PR Campaigns. The Art of Lobbying. Corporate Social Responsibility. Public Relations in Crisis Management. (50 for written+50 for practical).

Module 5

Importance of performance studies in PR and Event management. Event management as PR tool. Public Relations Ideas for Special events.

7. PAPER VII. ADVERTISEMENT FOR PRINT MEDIA: THEORY AND PRACTICE

Module 1

Various forms of print advertising- size and shape in advertising- famous print campaigns

Module 2

Creative Strategy. Concept formation writing copy, designing- art direction-execution of campaigns- layout-colour and black and white-

Module 3

Advertising campaign: Audience Research, Media Planning-Budgeting for advertising, Branding. Positioning-media management.

Module 4

Ethics in Advertising-Regulative mechanisms and institutions. (50 for written+50 for practical).

8. PAPER VIII. ADVERTISEMENT FOR ELECTRONIC MEDIA: THEORY AND PRACTICE

Module 1

Various forms of electronic advertising. Film, Radio, Podcast, Digital formats. Famous electronic advertising productions.

Module 2

Concept formation-story board- writing script for audio-visual media. Pre-production management.

Module 3

Production and post-production creative strategy. Digital Video Camera basic operations, Lighting, recording sound and adding VFX. Video Editing. Shooting in studio and location. (50 for written+50 for practical).

9. PAPER IX. NEW MEDIA AND DIGITAL MARKETING

Module 1

What is New Media? Basic concepts. Emergence of New Media.

Module 2

Writing for the Web. Content writing. Blogging-Online audio. Online Video. Digital News production.

Module 3

Basics of Mobile Journalism. Multimedia Editing. Social media and Online Community Engagement. Writing for Interactive Media.

Module 4

Data Journalism. Search Engine Optimization and Marketing-Retargeting of Content. Public Relations and Reputation Management through Online. Digital Marketing (80 for written+20 for presentations).

10. PAPER 10.BASICS OF JOURNALISM

Module 1

What is News? Concept of news. Types of News. Elements and structure news report: headline, byline, lead, body. Importance of objectivity in news reporting. Understanding terms, reporter, correspondent, stringer, liner, freelancer, bureau chief, special correspondents.

Module 2

Sources of news: Embargo, Spot news reporting. Qualities and responsibilities of a good reporter, challenges of news reporters.

Module 3

Writing news. Headline and Intro Writing: Headlines writing, types and styles, concept and purpose. Writing articles, Techniques of good writing, rewriting, feature writing, writing press releases.

Module 4

Concept and principles of editing: Importance of Editing in Journalism, Principles of copy editing, functions of a copy desk, duties and qualities of a copy editor, tools of a copy editor: language and grammar. Structures of Pages and News Room Functioning. Organizational structure in an editorial department, working of editorial department: sub-editor, news editor.

Module 5

Definition of Layout, its uses and types: modern and traditional, importance of typography, elements of newspaper design, the importance of illustrations, graphics and colour in newspaper design. Designing the front page, editorial page designing, designing special page and magazine make up, printing technology of a modern paper.
