

Andhra University
Department of Journalism and Mass Communication

REGULATION AND SYLLABUS RELATING TO MS (Communication and Media Studies)
Degree Examination

Semester system (with effect from 2016-17)

1. The course for the post-graduate diploma in public relations shall be of one year duration, with year-end examinations.
2. Candidates seeking admission into post-graduate diploma in public relations shall be required

a) To have passed any Bachelor degree of this university or any other university recognized by the Academic Council.

b) To have passed the entrance test conducted by Andhra University subsequently to become eligible for the purpose of admission.

3. Admission Procedure

Admission into the course shall be made according to the rules as prescribed by the University from time to time.

4. Student intake

The student intake for the course will be 40 in a year.

5. Academic Requirements:

- a) The one-year study covers theory papers and practicals. (See Annexure)
- b) Every student shall be required to attend 75% of theory and practical classes
- c) Every student shall work for the practicals under the guidance of the teaching faculty of the department.
- d) No student shall be allowed to appear for the examinations both the theory and practical unless he/she produces a certificate of completion of all the academic requirements as the case may be.
- e) Students are required to take active part in the seminar wherein they should present papers and participate in the discussion that follows. Necessary alteration, if any, may be affected on the seminar paper in the light of the discussion held for the purpose of evaluation.
- f) The students shall undergo an internship in any media organization for a period of three weeks and produce a certificate to that effect from the organization concerned.

6. Examination Evaluation:

- a) All the theory paper shall be valued by the examiners **as per the university guidelines.**
- b) Practical examination papers/assignments (if any) shall be valued by the internal examiners.
- c) The oral (Viva-voce) examination shall be conducted by both internal/ external examiners as per the university rules as the case maybe.
- d) The medium of instruction and the examination shall be in ENGLISH only.
- e) A candidate shall be declared to have passed the examination he/she obtains not less than **40%** of the total marks. A candidate shall be declared to have passed the examination if he obtains not less than 40% in each paper, including practical.
- f) If a candidate is unable to appear or fails he/she shall be allowed to have two more chances in the coming two years following the semester
- g) If he/she fails in any theory paper/s, he/she may be allowed to appear **for theory examination of that paper.** Similarly, if he/she fails in one of the practical papers, he/she may be allowed to appear for the practical examination only.

7. Improvement provision

The candidates declared to have passed in the examination of post-graduate diploma in public relations course may re-appear for the same examination after completing the course to improve their marks in the succeeding two years.

8. Classification

The classification for pass divisions is:

Award of grades

S NO	Range of marks in %	Grade	Grade points
1.	> 90<100	O	10.0
2.	>80<90	A	9.0
3.	<70>80	B	8.0
4.	<60>70	C	7.0
5.	<50>60	D	6.0
6.	<40>50	E	5.0
7.	< 40	F (Fail)	0.0

Annexure Scheme of examination

S NO	Name of the paper	Credits	Theory	Mid-term exam	Total
1.	Communication and culture	3	80	20	100

2.	Organization communication	4	80	20	100
3.	Advertising	4	80	20	100
4.	Public relations and corporate communication	4	80	20	100
5.	Risk and crisis communication	4	80	20	100
6	Project Report	3	50	-	50
7	Practicals	3	50	-	
	Total	25	--	-	600

Paper I: Communication and culture

Unit I

Introduction to communication- definition-communication process-source-message-channel-receiver-feedback
 Shannon & Weaver model of communication- redundancy-entropy-channel-medium-code
 Other communication models- George Gerbner- Lasswell- Newcomb- Westley & MacLean
 Interpersonal communication-the process-the skills of interpersonal communication-

Unit II

Mass media-functions-characteristics
 Models of communication-two-step flow of communication- Gate-keeping models-White and Ruge and Galtung
 Social media-history-rise of social media as part of life- shopping-millennials-the third age-news and politics
 Media effects-short-term and long-term
 Four models of media effects-direct effects-conditional effects-cumulative effects-cognitive-transactional model

Unit III

Intercultural communication-definition-nature-characteristics
 Intercultural communication-need for study
 High context and low - context cultures
 Intercultural communication-barriers
 Intercultural business communication-perception and communication

Unit IV

Models of communication- Aristolean- cybernetic- biological-psychological
 Verbal communication-nature of language-functions of language-elements of speaking

Non-verbal communication-history-clothing and bodily characteristics-physical environment-proxemics- chronemics- haptics-paralanguage-the relational between verbal and non-verbal communication-difficulties with non-verbal communication.

Unit V

Cultural rules and relationships-Respect for the authority and the structure of messages-power distance-assertiveness vs. Peacekeeping-recognition of performance-the role of social contacts in intercultural business-ethical considerations in intercultural engagements

Information, decisions and solutions- sources of business information-information and knowledge management-problem solving-and conflict resolution

Intercultural negotiation -factors in negotiation-the phases in negotiation

Reference books

David Berlo. (1960). *The Process of Communication*. London:. Holt, Rinehart and Winston

Stanley J Baran and Dennis K Davis. (2006). *Mass Communication Theory: Foundations, Ferment and Future*, New York: Thomson Wadsworth.

Uma Narula. (1976). *Mass Communication: Theory and Practice*, New Delhi: Har Anand.

Denis Mcquail and Windhal. (1986). *Communication Models*, London: Longman.

John Fiske (2002.)*Introduction to communication studies*. London: Routledge

Peter Hartley (1999). *Interpersonal communication*. London: Sage.

Elizabeth M Perse (2004). *Media effects and society*. London: Lawrence-Erlbaum Ltd.

Denis Mcquail (2005). *Mass communication theory*, New Delhi: Sage.

Defluer and Ball Rockeach. (1989). *Theories of Mass Communication*, New York: Longman.

Larry A Samovar and Richard E Porter (2003). *Intercultural communication*. London : Wadsworth Company

Linda Beamer and iris Varner (2009). *Intercultural communication in the global work place*. London: Tata McGraw Hill

Joann Keyton (2006). *Communication and organization culture*. London; Sage

Paper II: Organizational Communication

Unit I

The challenge of organizational communication- our complicated world-globalization-terrorism-climate change-changing demographics-complicating our thinking about organizations- complicating our thinking about communication-looking ahead

Organizational communication- classical approaches-Henri Fayol's theory of classical management-elements of management-principles of management-principles of

organizational structure -principles of organizational power -principles of organizational reward -principles of organizational attitude

Max Weber's theory of bureaucracy-Frederick Taylor's theory of scientific management-impetus for the theory of scientific management-components of scientific management-Communication in classical approaches-content of communication-direction of communication flow- channel of communication-style of communication-classical management in organizations today-classical structure in today's organizations-classical job design and rewards in today's organizations

Unit II

Human relations and human resources approaches-the human relations approach-from classical theory to human relations: the Hawthorne studies-illumination studies-the relay assembly test room studies-the interview program-the bank wiring room studies-explanations of findings in the Hawthorne studies

Maslow's hierarchy of needs theory-McGregor's theory X and theory Y-

The human resources approach-impetus for the human resources approach-do human relations principles work? -misuse of human relations principles-Blake and Mouton's managerial grid-communication in human relations and human resources organizations-content of communication-direction of communication flow-channel of communication-style of communication-

Human relations and human resources organizations today-the "what" of human resources programs-the "how" of human resources programs-

Unit III

Systems approaches-the systems metaphor and systems concepts-system components-hierarchical ordering-interdependence-permeability-system processes-system properties-holism-equifinality-negative entropy-requisite variety-three systems theories-cybernetic systems theory-Karl Weick's theory of organizing- "new science" systems theory

Methods for studying organizational systems-network analysis-properties of networks-properties of network links-network roles-modeling techniques

Cultural approaches-prescriptive views of culture-deal and Kennedy's "strong cultures"-peters and waterman's "excellent cultures"

Alternative approaches to culture-organizational cultures are complicated-organizational cultures are emergent-organizational cultures are not unitary-spotlight on scholarship-organizational cultures are often ambiguous-Schein's model of organizational culture-a definition of culture-a model of culture- artifacts-espoused values- basic assumptions-methods for studying organizational culture

Unit IV

Critical approaches-the pervasiveness of power-control of modes and means of production-control of organization-al discourse-ideology and hegemony-emancipation-resistance-two critical approaches in communication-a theory of concertive control-feminist theories of organizational communication-the “framing” of sexual harassment

Socialization processes-models of organizational socialization-phases of socialization-anticipatory socialization-encounter-metamorphosis-content of socialization-communication processes during socialization-the employment interview-the interview as a recruiting and screening tool-the interview as an information-gathering tool-the interview as a tool for socialization-newcomer information-seeking tactics-role-development processes-role-taking phase-role-making phase-role-routinization phase-beyond the leadership dyad-technology and socialization

Unit V

Decision-making processes-models of the decision-making process-rational models of decision making-alternatives to rational models-small-group decision making-descriptive models of small-group decision making-effective small-group decision making-beyond rational group processes-participation in decision making-effects of participation in decision-making models of the participation process-the affective model-the cognitive model-evidence for models of participation-participative applications in organizations and workplace democracy-beyond decisions: knowledge management systems

Conflict management processes-conceptualizing the conflict process-defining conflict-levels of organizational conflict-phases of organizational conflict-managing organizational conflict-conflict styles-description-critique of conflict styles construct-new directions-bargaining and negotiation-third-party conflict resolution-factors influencing the conflict management process-personal factors 171relational factors-cultural factors-an alternative view of conflict

Reference books

Katherine Miller (2012). *Organizational Communication: Approaches and processes*. London: Wadsworth Company

Thomas E Harris and Mark D Nelson (2008). *Applied Organizational Communication: Practice in a globalized work place*. London: Lawrence Erlbaum Associates

Mary Barrett and Marilyn J Davidson (2006). *Gender and communication at work*. London: Ashgate.

Joann Keyton (2006). *Communication and organization culture*. London; Sage

Paper III Advertising

Unit I

Evolution of advertising - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system -market research – vocational aspects of advertising

Unit II

Planning and campaigns – Media selection – newspapers – Magazines – Radio _ Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins

Unit III

Outdoor advertising in India -Commercial advertisements over - All India Radio -Doordarshan - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

Unit IV

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trade marks – Slogans – Evaluation of effectiveness

Unit V

Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code

Reference books-

Chunawala S A (1999). *Foundations of advertising: theory and practice*. New Delhi. Himalaya publishing House
Dunn S. Watson (1961). *Advertising: Its role in modern marketing*.

New York: Holt, Rinehart and Winston
Mohan, Manendra (1981). *Advertising management: concepts and cases*. New Delhi: McGraw Hill

Jefkins F (1973). *Advertising made simple*. London: W. H. Allen

Sandage, C. H., Fryburger, V. and Rotzoll, K. (1983). *Advertising Theory and Practice*.
omewood, Illinois: Richard D. Irwin Inc.,

Wilmshurst, John. (1985) *Fundamentals of advertising*. London: Heinemann.

Wright, John S. and Mertes, J. (1976). *Advertising's role in society*. St. Paul, Minn: West

Wells Burnett Moriarty (2003). *Advertising: principles and practice*. Singapore: Pearson Education.

Paper IV
Public Relations and corporate communication

Unit 1

Definitions – nature – scope- Evolution of PR in India – A historical appraisal – publicity – Public opinion – propaganda – Advertising – PR a comparative evaluation – Social and psychological impact of PR – dynamic role of PR in public affairs – PR management

Components of PR – Principles of persuasion – effective communication – attitude change – application of communication techniques for PR media – PR for print , electronics and film, oral,open house, photography , campaigns , demonstration, exhibitions, trade, press – press conference – special events

Unit II

PR organisations – structure – PR policy – consultancy agency system – planning – fact finding – implementation- Feedback analysis – methods of PR – Press relations – periodicals – controlled electronic communication – advertising as a component of PR – direct communication methods – books and other publications

Unit III

Corporate Communication-Types of communication-Marketing communications- Organizational communications-The “corporate communication” perspective-Key tasks of corporate communication-Corporate communication and related concepts- Definition- Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams

Communication planning system-When is corporate communication successful?-When communication provokes changes in knowledge, attitudes and behaviors-When communications are honest and symmetrical-When communications are accountable and adopt measurable success criteria-The communication agenda to build reputation

Unit IV

From Communication to Reputation-Brand, image, and reputation-What are corporate reputations?-How do reputations form?- The value of a good reputation-Disciplinary contributions to analysis of corporate reputations-The influence of psychology-The influence of economics-The influence of strategic management-The influence of sociology-The influence of organizational science-The influence of accounting-Linking corporate communication to reputation

Creating Identity and Identification-Conceptualizing identity: three major approaches

Identity: rooted in design-Identity: rooted in corporate culture-Identity: rooted in communication

Defining identity-The identity mix-Selecting identity elements-Conceiving organizational identity-The question of multiple and hybrid identities-From identity to identification

Measuring Corporate Identity-Measuring identity types-Desired identity-The Consensus-Profile-The Personality Profile-Perceived identity-Measuring applied identity-Measuring projected identity-Measuring the identity mix-Behaviors-The Climate Index (SOCIPO)-From identity to identification-The Rotterdam Organizational Identification Test (ROIT)-Communications-Organizational Communication (OC)-Communication Satisfaction (CS)-Communication Audit Survey (CAS)-Organizational Communication Audit Questionnaire(OCA)-Reliability and validity of communication-audits-Symbols-Graphics audits

Unit V

Communicating with the corporate Brand-The drivers of corporate branding-Strategy drivers-Organizational drivers-*Employee drivers*-Value drivers-Generating value from the corporate brand-Organizational associations-Typologies of corporate brands-Olins' branding strategies-Kammerer's action types-Van Riel's typology-Re-branding the company

Developing a Reputation Platform-The nomenclature of corporate brands-What are reputation platforms?-The building blocks of corporate stories-Unique elements-Unique plots-Unique presentation
Creating corporate stories-steps in creating corporate stories-positioning the company-competition-Stakeholders- linking the corporate story to the company's identity-linking the story to the company's reputation-plotting the story-Abilities-Activities-Accomplishments- implementing the corporate story- monitoring the story's effectiveness-Conclusion

Reference books

Cutlip & Centre. (2005). *Effective public relations*, New Delhi: Pearson.

J Jaiswamy (2011). *Corporate Communication*, New Delhi: Oxford University.

JV Vilanilam (2011). *Public Relations in India*. New Delhi: Sage.

Alison Thaker. (2004). *The Public Relations Handbook*. London: Routledge.

Sanda Oliver. (2010). *Public Relations Strategy*. London: Kogan Page.

Philip Leslie: *Public Relations Handbook*: London: Oxford University Press.

J V Vilanilam. (2005). *Mass Communication in India*. New Delhi; Sage.

- Robert C Dilenschneider and Dan J Forrestal (1994). *The Dartnell Public Relations Handbook*. Chicago: The Dartnell Corporation.
- Cees B.M. van Riel and Charles J Fombrun . *Essentials of Corporate Communication: Implementing practicals for effective reputation management*. Routledge. 2007
- Lars Thoger Christensen, Mette Morsing, George Cheney. *Corporate communications: conventions, complexity, and critique*. Sage publications. New Delhi. 2008.
- Naomilangford wood & Brian Salter. *Critical corporate communications* . John Wiley & Sons ,ltd California.
- Joep Cornelissen. *Corporate communications: Theory & practice*. Sage publications. 2004
- W. Timothy Coombs & Sherry J .Holladay. *Managing corporate social responsibility: a communication approach*. Wiley- Blackwell. 2012

Paper V: Risk and crisis communication

Unit I

Risk and crisis communication-Historical Background-Key Definitions-The Stages of a Crisis-The Process of Communication-The Purpose and Objectives of the Communication Event

Communication fundamentals and theoretical foundations-Audience Perceptions of the Communicator-Trust and Credibility-Four Theoretical Models-The Risk Perception Model-The Mental Noise Model-The Negative Dominance Model-The Trust Determination Model-

Risk = Hazard + Outrage-High Hazard/Low Outrage-Medium Hazard/Medium Outrage-Low Hazard/High Outrage-High Hazard/High Outrage-Mental Models

Functional Lines of Communication -Care Communications-Consensus Communications-Crisis Communications-The Excellence Theory-The “Stickiness” of Messages

Unit II

Crafting risk and crisis messages—setting goals and objectives and audience profiling-Key Successful Message Development Concepts-Message Crafting—Determining

Purpose and Objectives-Message Development Constraints-Profi ling Audiences—Who Are They and What Do They Want? How Do They Process and Perceive the Risk?

Crafting risk and crisis messages—developing the words-Crafting Messages—
Overarching Principles
Conveying Empathy-Audience Emotions—Anger, Mistrust, Fear, Panic, and Apathy-
Message-Crafting Techniques-Influence Diagrams—The Mental Models Approach -Message
Mapping

Delivering the message while avoiding common mistakes-Message Delivery
Templates- The Use of Visuals in a Communication Event -Delivering the Message in the
Age of the Internet-Common Message Delivery Mistakes and Effective Corrections-Failing
to Communicate Technical Information-Failing to Help the Audience Understand-the
Uncertainty of Most Risk Information-Trying to Compare Risks-Making Value Judgments
about “Acceptable” Levels of Risk-Being Concerned That an Audience Will Panic-Using
Words That Imply Negative Behaviors-Responding Too Quickly or Not Quickly Enough-
Failing to Speak with One Voice-The Use of Content Analysis and Readability Analyses-
Evaluating the Communication Event

Unit III

Working with the media

Level of Organizational Expertise-Advance Development of Relationships with the Media -
The Various Roles of the Media -Constraints of the Media and Media Representatives -
What the Media Needs from an Organization-Fair Media Coverage-Developing a Media
Communications Plan-Getting the Accurate Message Out-Choosing a Spokesperson-
Preparing for an Interview-After the Interview?

Unit IV

Developing a risk and crisis communications plan-Defining Acceptable Risk-Risk
Assessment Tools Summary-Key Planning Guidelines and Processes-Key Plan Elements

Special risk and crisis communication situations-Crisis Communication Principles-
Worst-Case Scenarios-Dealing with an Outraged Audience in a Crisis-Dealing with an
Ambivalent Audience in a Crisis-Some Additional Guidelines-Dealing with Fatalities-
Dealing with Rumors

Unit V

Case Studies –Bhopal Gas disaster, The H1N1 Pandemic of 2009–2010

The BP Deepwater Horizon Oil Spill- Hudud crisis

Reference books

Denise C.Walker, Mass Notification and crisis communication, CRC Press , New York, 2012

James Lull, Culture on demand communication in a crisis world, Blackwell Publishing, 2007

Jay G. Blumler and Michael Gurevitch, The crisis of Public communication Routledge
London & New york, 1995

Kathleen Fearn- Banks university of Washington, A case book approach fourth edition,
Crisis Communication, Routledge London & Newyork, 1996

Pamela(Ferrante) walask, Risk and crisis communications Methods and Messages, Uniley A
John Uniley& Sons , INC, Publication, 2011

David Zerman, "Crisis Communication : Managing the mass media", Information
managements computer security, Emerald Publications, 1995