

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2019-2020)

MASS COMMUNICATION

CODE:19PR/PC/MC34

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE:

- To enable the students to trace the origin and development of print, electronic and new media
- To comprehend the nature and working of the mass media
- To understand how to maximize the potential of mass media in serving the needs of PR practices
- To equip the students with the knowledge of interactive communication technologies

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Explain the vital functions of mass media communication as opposed to interpersonal communication
- Comprehend the concept of media audience as active consumers of mass media content
- Discuss the roles played by mass media with respect to special audience like women and children
- Discuss the laws in journalism and the analyze ethical issues faced by media with respect to paid journalism
- Understand how PR can use electronic media for effective communication of messages
- Discuss the merits and demerits of new media in mass communication along with the laws of cyber safety
- Interpret the scope of cinema as a persuasive medium of mass communication

Unit 1

(13 Hours)

Introduction to Mass Media

- 1.1 Definitions and Classifications of Mass Media
- 1.2 Functions of Mass Media – News or Information, Education, Entertainment, Commerce, Integration, Development, Persuasion
- 1.3 Popular players in the Mass Media Industry – World and India
- 1.4 The Four normative theories of press
- 1.5 Models and theories of Mass Media:

Comstock's Psychological Model of Television Effects in Individual Behavior;
Ball-Rokeach's Media Dependency model of Mass Communication Effects;
Maletzke's Model of Mass Communication Process

Unit 2 (15 Hours)

Media, Culture and Society

- 2.1 Media audience – Meaning and the audience as market
- 2.2 Media text and Media rhetoric – Rhetoric Techniques of Media
Audience Effect Theories – Uses and Gratifications Theory, Dissonance Theory,
Reception Analysis Theory, Spiral of Silence Theory
- 2.3 Mass Media as a Tool of Development Communication
- 2.4 Media and Women & Children
- 2.5 Media and Popular Culture

Unit 3 (13 Hours)

Traditional Media – Print and Electronic Media

3.1 Print Media

- 3.1.1 History of Print Media – World and India
- 3.1.2 Major techniques Involved in Printing
- 3.1.3 Ethics in Journalism – Overview of Major Laws
- 3.1.4 Opinion Building in Print media and Paid Journalism

3.2 Electronic Media – TV and Radio

- 3.2.1 History of Electronic Media – World and India
- 3.2.2 Introduction to Radio programming concepts
- 3.2.3 Public Relations and Electronic Media
- 3.2.4 Ethics of Broadcasting

Unit 4 (13 Hours)

Cinema

- 4.1 Evolution of Cinema – World and India
- 4.2 Cinema as a Tool of Communication, Influence of Cinema
- 4.3 Categories and Genres of Cinema
- 4.4 Components of Cinema and Film Promotions
- 4.5 Film Appreciation - Practical

Unit 5 (11 Hours)

New Media

- 5.1 Evolution of New Media – World and India
- 5.2 ICT and Development – Case Studies in India
- 5.3 Application of Interactive Communication – Video Conferencing, Streaming
Media: Internet TV, Internet Radio, Podcast
- 5.4 Ethics and Responsibilities in Using the New Media
- 5.5 Cyber Safety and Laws

BOOKS FOR STUDY

Baran, Stanley.J. *Loose Leaf for Introduction to Mass Communication: Media literacy and Culture*. Mc-Graw Hill Education. 2018

Calvert, Clay. Kozlowski, Dan.V. Silver, Derigan. *Mass Media Laws*. Mc-Graw Hill Education. 2017

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

RESEARCH METHODOLOGY FOR PUBLIC RELATIONS

CODE:19PR/PC/RM 34

CREDITS:4

L T P:4 2 0

TOTAL TEACHING HOURS: 78

OBJECTIVES

- To train the students in basics of Social Science Research in general and Communication/Media in particular
- To enable them to put forward a research proposal in a field of study
- To enable the students to understand and practice academic/scientific writing

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Identify the core research problem based on substantial study in a specific subject
- Evaluate literature from a variety sources pertinent to the objectives of the study
- Utilize the various sources of methods of data collection to obtain information and narratives
- Analyse the collected data to infer or find a different perspective to the given study
- Scientifically substantiate the study undertaken with relevant findings as a report

Unit 1 (16 Hours)

Introduction

- 1.1 Meaning and definition of Research
- 1.2 Nature, Scope and elements of Research
- 1.3 Pre – research studies and Types of Research
- 1.4 Defining a Research Problem
- 1.5 Identifying and Defining variables
- 1.6 Types of Variables

Unit 2 (15 Hours)

Research Methodology

- 2.1 Research Approach – Qualitative, Quantitative, Mixed Methods
- 2.2 Research Hypothesis - Meaning
- 2.3 Types of Hypothesis
- 2.4 Functions of Literature
- 2.5 Steps in Conducting Literature Review

Unit 3 (15 Hours)

Literature Review

- 3.1 Meaning and Definition
- 3.2 Importance and Objectives of Literature Review
- 3.3 Sources of literature
- 3.4 Functions of Literature
- 3.5 referencing and Types

Unit 4 (16 Hours)

Research Strategies and Data Collection

- 4.1 Ground Study/ Base-line surveys
- 4.2 Case Studies
- 4.2 Ethnography
- 4.4 Observation
- 4.3 Informants
- 4.4 Survey techniques
- 4.5 Opinion Polling
- 4.6 Interviews and Types
- 4.7 Focus Groups

Unit 5 (16 Hours)

Techniques of Analysis

- 5.1 Analysis of Quantitative Data
 - 5.1.1 Sampling Techniques
 - 5.1.2 Statistical Methods of Testing
- 5.2 Analysis of Qualitative Data
 - 5.2.1 Discourse and Narrative Analysis
 - 5.2.2 Content Analysis
 - 5.2.3 Textual Analysis
 - 5.2.4 Performance Analysis
- 5.3 Tabulation and presentation of Findings
- 5.4 Research Report Writing

BOOKS FOR STUDY

Best, John. W; Kahn, James. V; Jha, Arbind. K. Research in Education (tenth edition).

Pearson Education, India, 2016

Kothari C.R; Garg, Gaurav. *Research Methodology : Methods And Techniques (Multi Colour Edition)*. New Age International Publishers (Fourth Edition), 2019

BOOKS FOR REFERENCE

Brennen, Bonnie S. *Qualitative Research Methods For Media Studies 2nd Edition*.

T&F/India, 2018

Creswell, John W; Creswell, David J. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications, 2018

Dayal, Manoj. *Media Metrics: An Introduction to Quantitative Research in Mass Communication*. Sage Publications India, 2017

Jankowski, Nicholas.W; Jensen, Bruhn Klaus. *A Handbook of Qualitative Methodologies for Mass Communication Research*. Routledge, 2015

Jugenheimer, Donald. W; Bradley, Samuel. D; Kelly, Larry. D; Hudson, Jerry. C. Advertising and Public Relations Research. PHI Learning Pvt. Ltd., 2010
 Kate Turabian. *A Manual for Writers of Research Papers, Theses, and Dissertations 9e*. University of Chicago Press, 2018
 Lindlof, Thomas R; Taylor, Bryan C. *Qualitative Communication Research Methods*. SAGE Publications, Inc, 2017
 Lucinda Becker. *Writing Successful Reports and Dissertations*. Sage Publications, 2014
 Machi, Lawrence A; Brenda T. McEvoy. *The Literature Review: Six Steps to Success*. Corwin, 2016
 Napoleon. D; Sathya Narayanan, Balaji. *Research Methodology- A Theoretical Approach*. Lakshmi Publications, India, 2014
 Vinod, Chandra; Anand, Hareendran. *Research Methodology*. Pearson, 2017

JOURNALS

Journal of Mixed Methods Research. SAGE Publishing. ISSN: 1558-6898 (p); 1558-6901 (e)
 International Journal of Quantitative and Qualitative Research Methods. European-American Journals. ISSN: 2056-3620 (p); 2056-3639 (e)
 International Journal of Social Research Methodology. Taylor & Francis. ISSN: 1364-5579 (p); 1464-5300 (e)
 International Journal of Qualitative Methods. Sage Publishing. ISSN: 1609-4069 (p); 1609-4069 (e)
 Organizational Research Methods. Sage Publishing. ISSN: 1094-4281 (p); 1552-7425 (e)

PATTERN OF ASSESSMENT:

Continuous Assessment Test: **Total Marks: 50** **Duration: 90 Minutes**
 Part A: 3X2 = 6 Marks (Answer All questions)
 Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)
 Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components: **Total Marks: 50**
 Assignments/Seminars/Case Studies

End-Semester Exam: **Total Marks: 100** **Duration: 3 hours**
 Part A: 10X2 = 20Marks (Answer All questions)
 Part B: 5X 8 = 40 Marks (Answer any Five out of Eight questions)
 Part C: 2X20= 40 Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

PUBLIC RELATIONS IN THE SERVICE SECTOR

CODE:19PR/PC/SS34

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE

- To expose the students to PR research process and its steps
- To enable the students with the skills needed to negotiate with customers in the service sector
- To make the students understand the essentials of service marketing

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Understand and appreciate the importance of personnel in service organizations
- Use the research knowledge and research process in dealing with clients of service industry
- Channelize the PR skills in improving customer relations in service industry
- Employ service marketing to improve the visibility for service industries
- Analyse the communication patterns in service promotion in different sectors

Unit 1 (15 Hours)

Introduction to Service sector

- 1.1 Service sector: Unique features and its characteristics
- 1.2 Features: People-Intensive, Service-Delivery & Customer-satisfaction
- 1.3 Important P's of Service sector: Product, Price, Place, Publicity and PR
- 1.4 Soft Skill: Grooming, Courtesy, Patience, Friendliness and Service mentality

Unit 2 (15 Hours)

Service Sector and four step Public Relations

- 2.1 First step of Public Relations process: fact-finding and feedback
- 2.2 Second step of Public Relations process: Planning and programming
- 2.3 Third step of Public Relations process: Action and Communication
- 2.4 Fourth step of Public Relations process: Evaluation

Unit 3 (12 Hours)

Public Relations for Utilities:

- Electricity, Gas, Water, Telephone and Communication
- 3.1 Unique nature of utilities
 - 3.2 Relations with customers through employee

3.3 Special concerns: Consumerism, Environment and Privatization
Unit 4 (13 Hours)

Service Marketing

4.1 Introduction to service marketing: Definition, Need, types and its characteristics

4.2 B2B and B2C communication

4.3 Service Marketing mix: Process, Product, Price, Place, Promotion, People,
Physical Evidence and Process

Unit 5 (10 Hours)

Public Relations for Service Sector – Case Studies

5.1 Telecommunication industry, financial services, hospitality, tourism, health care,
hospitals and educational institutions

5.2 Advertising and Marketing Strategy

5.3 Employees and Customer and other stakeholder Relations

5.4 Media and Communication

5.5 Outreach programs and their impact

BOOKS FOR STUDY

Alison Theaker. *The Public Relations Handbook*. 5th Ed. Routledge, 2016.

Seitel, Fraser P. *The Practice of Public Relations*. 13th Ed. Pearson, 2016.

BOOKS FOR REFERENCE

Arnold, Todd.W. Rethinking Utility Customer Care. CS Week, 2015.

Beale, Joseph Henry. Cases on Public Service Companies. Arkose Press, 2015.

Camillo, Angela.A. *Handbook of Research on Global hospitality and Tourism Management*.
Idea Group, U.S. 2015.

Christine Jones ; Valerie Jowett. *Managing Facilities* (e-book), Routledge, 2010.

Deuschl, Dennis.E. *Travel and Tourism Public Relation: An Introductory Guide for
Hospitality Managers* (e-book), Routledge, 2006.

Fatima, De Souza Maria. *Complaint Management in Airline Industry: Application of Justice
Theory*. Notion Press, 2019.

Vasant Pandian ; Kalaiivanthan M. *Handbook of Research on Holistic Optimization
Techniques in the Hospitality, Tourism and Travel Industry*. IGI Global, 2016

Upendra, Singh Panwar; Raj Kumar & Nilanjan Ray. *Handbook of Research on Promotional
Strategies and Consumer Influence in the Service Sector*. IGI Global, 2016.

Wirtz, Jochen; Lovelock, Christopher; Chatterjee, Jayanta. *Service Marketing*. Pearson
Education, 2017.

Zeithaml, Valerie A; Mary Jo Bitner; Gremler, Dwayne . D; Ajay Pandit. *Service Marketing*.
Mc Graw Hill Education, 2017.

JOURNALS

Features of Public Relations in Service Sector: Rohit Patil

International journal of Services sciences (IJSSci). ISSN Online: 1753-1454 & ISSN Print:
1753- 1446

Journal of Service Management – Emerald Insight

The Service industries Journal: Taylor and Francis

The Service Industry Journal: Ingenta Connect Publications. ISSN 0264-2069 (print), ISSN
1743 – 9507 (online)

PATTERN OF ASSESSMENT:

Continuous Assessment Test: Total Marks: 50 Duration: 90 Minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Component: Total Marks: 50

Assignments/Seminars/Presentations/Role Play/Case Studies/Group Discussions/Quiz

End-Semester Exam: Total Marks: 100 Duration: 3 hours

Part A: 10X2 = 20Marks (Answer All questions)

Part B: 5X 8 = 40 Marks (Answer any Five out of Eight questions)

Part C: 2X20= 40 Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

SUMMER INTERNSHIP

CODE:19PR/PN/SI 32

CREDITS:2

OBJECTIVES OF THE COURSE

- To work in a corporate/ NGO/ Service sector/ Government for 60 working days in summer between First year and Second year
- To acquire skill and training from their selected organization to increase their employability
- To understand the structure and function of their selected organization
- To get to know the current work trends of their selected industry

COURSE LEARNING OUTCOME:

On completion of the course, the students will be able to

- To be able to adopt to working atmosphere and implement the learning/skill/knowledge for professional development
- To be able to document the observations, findings, understandings, perceptions and experiences into a report
- To be able to present the internship report in a viva voce and face questioning

PLAN OF ACTION FOR FACULTY:

- This internship is usually in April-May after the student has completed
 - a) a semester of theory in: Public Relations in the Corporate sector, Customer Relations, Communication Skills II and Electives.
 - b) papers in Community Relations, Basics of Public Relations, Interpersonal Communication have already been covered in the first semester and hence will be useful for an internship in the NGO
 - c) case studies through guest lectures by professionals from different organisations
 - d) workshops in communications which include practicals and demonstrations

- e) attended seminars/conferences/workshops
- f) analyzed data and made presentations during practical work in theory papers

Hence the internship should provide facilities for the student to transform all the above learning experiences into practical applications and provide a platform for experiential learning.

- The faculty should contact different corporate/service organisations- small, medium and large in both the private and government sector.
- The Students should be given a Corporate organisation/ NGO according to her academic performance and participation in departmental, collegiate and inter-collegiate activities.
- The attendance and assessment sheet should be prepared and collected at the end of the internship and internship assessment is to be entered as C.A marks. Report and Viva Voce marks (End semester exam marks) are to be also entered and consolidated
- When the Corporate /service organisation sends an acceptance letter agreeing to the internship of the students one photocopy is to be given to the student and the original filed in the department.
- When the student submits internship reports Viva Voce examination is to be conducted with one internal and external examiner and the consolidated mark sheet to be handed over to the Controller of Examination office

FOR STUDENTS:

- Obtain good theoretical knowledge in all subjects through lectures and reading in the library
- Listen to all case studies and attempt to understand the practical applications in the concerned sector.
- Participate actively in all practical sessions and acquire skills in communication and PR
- Acquire the proper knowledge, attitude and skills in any field study or visit
- Cultivate good listening, speaking, reading, writing and interpersonal communication skills
- SMS supervising faculty daily on work done
- During the 30 days (4 weeks) of internship plan and use the time effectively as follows:

- a) For the first five working days (one week) learn: the mission, vision, objectives, structure and programs of the Corporate sector / NGO
- b) For the next ten working days (two weeks) obtain information from the personnel in the Corporate /service organisation the PR tools used for (i) employees (ii) customers (iii) community (iv) government (v) stockholders (vi) financial institutions (vii) press and other media and (viii) all communication and PR media used to communicate with all the publics of the organisation.
- c) For the last five working days (one week) document all the work done and show it to the supervisor at the organisation and obtain the necessary documentation
 - Prepare three copies of the internship report and a soft copy (DVD) and submit to the department. One report is for the department, one for the organisation which has to be handed over with a thank you letter from the department and one is for the student
 - Make a good presentation at the Viva Voce and answer questions; obtain one copy of the report.

SUGGESTED READING

Swann, Patricia. *Cases in Public Relations Management*. New York and London: Routledge. 2010.

PATTERN OF ASSESSMENT:

Continuous Assessment Test: Total Marks: 50

The organisation is required to assess every student based on Knowledge, attitude to learn, attendance and skills- acquired and developed during internship and this assessment marks is taken as Continuous Assessment Marks

Viva- Voce Examination:

Total Marks: 100 Internal Examiner: 50 marks External Examiner: 50 marks

- The entire learning from the internship along with highlights to be presented

A copy of the report to be handed over to organisation on request

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**
(Effective from the academic year 2019-2020)

PUBLIC RELATIONS CAMPAIGN MANAGEMENT

CODE:19PR/PC/CM44

**CREDITS:4
LTP:1 0 5**

OBJECTIVES OF THE COURSE

- To enable an understanding on the conception and planning of a campaign
- To enable team work for an effective execution and management of the campaign
- To enable efficient application of communications skills developed over the previous semesters
- To foster a sense of responsibility and belongingness with social and environmental causes

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Work as a team to understand the prevailing social, health or environmental issue
- Choose a topic of common interest carefully keeping with the code of ethics of the programme
- Display relationship management skills to communicate with various stakeholders
- Device innovative and creative tools to communicate with different sets of audiences
- Manage Media Relations and other promotional activities of the campaigns
- Demonstrate the ability to manage crisis
- Evaluate and measure the effectiveness of the campaign through its impact

CAMPAIGN GUIDELINES:

Choice of Topic:

The student is required:

- To adopt a social cause that is relevant to society
- To identify and work with an organisation that is working in the area of the social cause, so that there is continuity and sustainability even after the campaign is over
- To define which facet of the social cause can be most effectively used as a focus of PR activity
- To plan a PR campaign around this facet of the social cause

PR Campaign Aims

The PR campaign should accomplish the following:

- Increase awareness about the case/organisation
- Urge more people to involve themselves with the activities of the social cause/organisation
- Urge donations of cash and kind from the society for the social cause/organisation

PR Campaign planning

The campaign plan must include the following:

- PR Brief
- Media Planning
- Proposed partnerships/sponsors with special emphasis on budget planning, fund raising and fund utilization including accounting
- Evaluation format

The Media Covered may include:

- Press: Newspaper and magazine coverage
- Out Of Home: Posters, Leaflets
- Radio: Interviews, ideas for interactive shows to involve people
- TV: Expert interview/News Bulletin/News Feature Spots
- Internet: Website design and execution, Blog forum discussions
- Indigenous Media: Folk and other media

Advertising may be planned across all the above media

Below the line PR Activities:

Events, Interactive and Demonstrative Camps, Road Shows, Seminars etc. must be planned and executed.

Documentation:

The document must contain the following:

- Background of the social cause and organisation
- PR brief
- PR plan
- Media Plan
- Explanation of the execution of the above, in detail
- Photographs
- Articles, if any that have been published
- Details of individual contributions

BOOKS FOR REFERENCE

Austin, Erica W, B.E. Pinkleton. *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*. New Jersey: Lawrence Erlbaum, 2006.
Heath, R.L (Ed). *Encyclopedia of Public Relations*. Thousand Oaks: Sage Publications. 2005.
W. Timothy Coombs on 'Goals' in Vol. 1 of *Encyclopedia of Public Relations*
W. Timothy Coombs on 'Objectives' in Vol. 2 of *Encyclopedia of Public Relations*
Don. W. Stacks on 'Benchmarking' in Vol. 1 of *Encyclopedia of Public Relations*
O'Connor, Amy on 'Reputation Management' in Vol. 2 of *Encyclopedia of Public Relations*
Smith, R.D. *Strategic Planning for Public Relations*. New York and London: Routledge. 2009.

PATTERN OF ASSESSMENT:

Continuous Assessment Test:

Total Marks: 50

Accomplishment/ Execution of the assigned task
Ability to work in a team
Active participation throughout the campaign

Viva- Voce Examination:

Total Marks: 100 Internal Examiner: 50marks
External Examiner: 50 marks

- The entire PR campaign along with highlights to be presented
- Individual and group contribution to be assessed
- A copy of the report to be handed over to Sponsor(s) on request.

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

DISSERTATION

CODE:19PR/PC/DS47

CREDITS:7

OBJECTIVES OF THE COURSE:

- To enable an understanding on the basics of conducting, analyzing and evaluating research in Public Relations Practice
- To enable an understanding and application of research tools for an effective inquiry into the chosen topic
- To make use of the research findings for further study or change in the field of Public Relations

GUIDELINES FOR DISSERTATION

Students are to design and deliver an academically written report of the study that they have undertaken in various topics in the field of Public Relations and Communication. It is important that the aims and the objectives of the study are expressed with clarity. A research proposal must be submitted to the research supervisor for approval of the topic. A clear report in the prescribed format should be submitted duly recommended by the research supervisor at the end of the semester and the candidates must be presented for a viva-voce examination.

Chapterization:

Chapter 1: Purpose and Theoretical Background

The purpose of the study to be undertaken should be specified with a strong theoretical grounding. The significance or the scope of the study should talk about how the research contributes to the existing theoretical material/ knowledge that is seen in the chosen field. The contribution thus made, must be original and contemporary in the field of Public Relations and Communication.

Chapter 2: Review of Literature

While the conceptual Review of Literature elaborates the theoretical framework of the study, the empirical review should comprise of the previous research done in the same topic. The chapter should aim at bringing together the various studies under one focal point of the subject and should effectively contribute to the current research. The chapter should determine the research question or the hypothesis.

Chapter 3: Methodology

The chapter must give a description of the different methods used for the collection of data. The chapter must consist of the description of research design, approach, tools and techniques that were used for conducting the inquiry for the study.

Chapter 4: Analysis

The chapter must consist of the statistical data analysis or the qualitative forms of analysis (eg. interpretations of narratives) of the data collected for inquiry.

Chapter 5: Findings and Discussion

This chapter must elaborate on the findings or results of the analysis done. These may be the results of an experimental study or a descriptive research or an exploratory inquiry. The findings and inferences may be conclusive or may lead to a substantial study in future. The chapter may also contain a summary on the research and discuss benefits and limitations in a brief format.

REFERENCING:

Acknowledging the contributions made by authors, specialists, experts, academicians and other scholars to the study is very important. Referencing helps in providing evidence to support the assertions made in the dissertation. References must be accurate, allowing the examiners track the sources from which ideas or inspirations for the study have been drawn. References can be cited from

- Books, journals and articles by experts and scholars
- Newspapers, magazines
- Films, documentaries and other audio-visual sources
- Websites, blogs and other online sources (reviewed/verified)
- Emails and discussion forums
- Interview bytes (audio/video), discourses, narratives or performances
- Lectures and public speeches

PATTERN OF ASSESSMENT:

Continuous Assessment Test:

Total marks: 50

Chapter 1 - 10 Marks

Chapter 2 – 10 Marks

Chapter 3 – 5 Marks

Chapter 4 – 20 Marks

Chapter 5 – 5 marks

End-Semester:

Total marks: 50

Viva-voce Examination

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

PUBLIC RELATIONS IN THE GOVERNMENT SECTOR

CODE:19PR/PC/PG44

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVE OF THE COURSE

- To understand the vastness and complexities of the government
- To perceive the need for the government to explain, interpret and clarify to the citizen
- To comprehend the Public Relations practices in government

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Understand the set-up and functions of a democratic government and the need for public relations for the same
- Discuss the challenges faced by government in keeping up with the informational needs of citizens and gaining their confidence
- Comprehend the power of public opinion in a democracy and employ ways of gathering public information
- Explain the differences in application of PR functions at the central, state and local levels
- Analyze the importance of citizen participation in the implementation of policies and schemes of the government
- Identify the strategies and communication tools used by designated government bodies for outreach mechanisms

Unit 1 (13 Hours)

Fundamentals of PR in Public Authorities

- 1.1 Democratic Government – The Characteristics and Functions
- 1.2 Government Public Relations – Roles and Justifications
- 1.3 Challenges in Governmental Public Relations
- 1.4 Strategic approaches to Government PR Practice
- 1.5 Public Grievances and the Redressal Measures by Government

Unit 2 (13 Hours)

Public Opinion

- 2.1 Public Information: Meaning; Importance of Government – Citizen Interaction
- 2.2 Public Opinion and Opinion Leaders – Types and Components
- 2.3 Opinion Poll and Public Poll – Meaning, Importance and Data Collection methods

2.4 Importance of Public Gatherings
Unit 3 (13 Hours)

Public Relations in Central Government

- 3.1 Information and Public Relations Department at the Center
- 3.2 Media Units of Ministry of Information and Broadcasting
- 3.3 Diplomatic Missions and Public Relations – External Publicity
- 3.4 Information Officers in Various Ministries
- 3.5 Functions of Government Public Relations Officers

Unit 4 (13 Hours)

Public Relations in the State and Local Government, Corporation and Municipality

4.1 Public Relations in the State Government

- 4.1.1 Information and Publicity Department at the State
- 4.1.2 Media Sections of the Department
- 4.1.3 Schemes for Citizen Welfare – Health, Education, Employment, Police and Development

4.2 Public Relations in the Local Government, Corporation and Municipality

- 4.2.1 Public Relations in Municipal Government
- 4.2.2 Goals of Municipal Public Relations
- 4.2.3 Citizen participation and Feedback Mechanisms from the Community

Unit 5 (13 Hours)

Outreach and Public Relations Programmes by Government

- 5.1 Media Relations in Government – Meaning and Importance
- 5.2 Communication Tools Used for Government Public Relations – Exhibitions and Fairs, Festivals, Print and Publicity Media, Electronic Media and New Media
- 5.3 Case studies: Rural, Semi-urban and Urban Outreach Programmes of Different Ministries and Departments

BOOKS FOR STUDY

Bernays, Edward. L. *Crystallizing Public Opinion*. Open Road Media. New York, 2015
Dalton, Russel. J. *Citizen Politics, Public Opinion and Political Parties in Advanced Industrial Democracies (7th Edition)*. CQ Press, 2019

BOOKS FOR REFERENCE

Campo, Schiavo, Salvatore. *Running the Government: Public Administration and Governance in Global Context*. Routledge. England, 2018
Coombs, Timothy.W. Falkheimer, Jesper. Mats Heide. Young, Philip. *Communication, Social Media and Democracy: The Challenge of the Digital Naturals*. Routledge, 2018
Cropf, Robert. *E-Government for Public Managers*. Research India. New Delhi, 2016
Fitch, Bradford. Holt, Jack. *Media Relations Handbook for Government, Associations, Non-Profits and Elected Officials, 2nd Edition*. TheCapitol.Net, Inc. Virginia, 2012
Rao, Bhaskara.N. *Good Governance: Delivering Corruption Free Public Services*. SAGE India, 2013
Laxmikanth.M. *Public Administration*. Tata McGraw Hill's. New Delhi, 2012
Mary Maureen Brown. Garson, David.G. *Public Information Management and E-Government: Policy and Issues*. IGI Global. The United States of America, 2013
Reddi, Narasimha. *Effective Public Relations and Media Strategy*. PHI learning, 2014

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M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

WRITING FOR MEDIA

CODE:19PR/PC/WM44

CREDITS: 4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVE OF THE COURSE

- To provide insights on writing for media in today's business scenario
- To train students on effective construction of media messages
- To equip the students with the knowledge of PR opportunities in media houses
- To enable an understanding of the working of different media

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Explain how media is an important vehicle to get PR messages across to the audience
- Demonstrate skills required to write effective PR messages through print media
- Conceptualize and produce works in electronic media based on effective principles and practices of media for target stakeholders
- Construct task based social media messages to communicate organizational objectives
- Design and develop influential copy of advertising messages
- Produce effective PR messages to manage stakeholder relations and achieve corporate goals

Unit 1 (13 Hours)

Print Media

- 1.1 PR and Print Media – the Working Relationship, Tasks of PR, Contents of Newspaper
- 1.2 Types of News – Hard News and Soft News, News Values – Timeliness, Proximity, Oddity, Prominence, Impact, Relevance and Conflict
- 1.3 The Inverted Pyramid Structure
- 1.4 News Stories, Features, Editorials, Info graphics, Advertorials
- 1.5 News Headlines – Importance and the Types
- 1.6 Beat Reporting – Political News, Sports News, Business News, Entertainment News, Environment News, Art and Craft News

Unit 2 (13 Hours)

Electronic Media – Radio and Television

2.1 Radio

- 2.1.1 Audio-Visual Communication – The Features and Importance

- 2.1.2 PR Opportunities in Radio
- 2.1.3 Styles of Writing for Radio, Genres of Radio Programs
- 2.1.4 Radio Programmes – Conceptualizing, Script Writing and Capsuling

2.2 Television

- 2.2.1 Television as a PR medium, Television Tactics of PR
- 2.2.2 Genres of Video Programmes, Approaches to Writing for TV
- 2.2.3 TV Programming – Conceptualization and Production Process

Unit 3 (13 Hours)

New Media

- 3.1 Introduction to New Media – Characteristics and Advantages
- 3.2 Types of Social Media
- 3.3 Social Media Strategies – Broadcasting, Interaction and Engagement
- 3.4 Task based Writing for Social Media – Facebook, Twitter, LinkedIn
- 3.5 Creative Blog Writing, Websites, Online Newsletter
- 3.6 The Future of Writing in Digital World – Insights

Unit 4 (13 Hours)

Writing for Advertising

- 4.1 Copywriting – Meaning, Rules, Features and Steps Involved in Copywriting
- 4.2 Copywriting Elements – Headlines, Sub Headlines and Types, Body Copy, Captions, Taglines, Slogans, Coupons
- 4.3 Text Elements of Advertising – Cliché’s Words, Action Words, Emotive Words, Alliteration, Colloquialisms, Punctuation and Grammar
- 4.4 Visualization Process –Thumbnail Sketch, the Rough, Comprehensive Copy, Paste Up or Mechanical, Copy Final
- 4.5 Visual Elements of Advertising – Cartoons, Caricatures, Photographs, Charts, Maps, Graphs

Unit 5 (13 Hours)

Public Relations

- 5.1 Ten Golden Guidelines for Effective PR Writing
- 5.2 Press Releases and Types, Speeches and Types – Preparing Talk Points
- 5.3 Drafting Memos, Circulars, Media Pitches, Company Profiles, Preparation of Bulletins for Noticeboards
- 5.4 Media Alerts and Pictures, Backgrounds and Features
- 5.5 Writing for Journals – In-house and External

BOOKS FOR STUDY

- Filak, Vincent. F. *Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age*. CQ Press. United States, 2018
- Sue Teddern. Wardurton, Nick. *Writing for TV and Radio: A Writers’ and Artists’ Companion*. Bloomsbury Academic India, 2018

BOOKS FOR REFERENCE

- Asha Kaul. *Effective Business Communication*. PHI Learning. New Delhi, 2015
- Foster, John. *Writing Skills for Public Relations: Style and Technique for Mainstream and Social Media (PR in Practice)*. Kogan Page, 2012
- Friedmann, Anthony. *Writing for Visual Media*. Routledge. England, 2014

