

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

BASICS OF PUBLIC RELATIONS

CODE: 15PR/PC/BP14

CREDITS : 4

L T P: 4 1 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To understand the basic premises and fundamental concepts of Public Relations
- To comprehend the distinction of Public Relations from Advertising, Marketing and Event Management

Unit 1

Definitions

(13 hrs.)

1.1 Publics

1.1.1 Internal Publics and External Publics

1.1.2 Two-way Communications

1.2 Functions of Public Relations :

1.2.1 Employee Relations

1.2.2 Customer Relations

1.2.3 Community Relations

1.2.4 Government Relations

1.2.5 Investor Relations

1.2.6 Media Relations

1.3 Advertising and Public Relations

1.4 Publicity, Propaganda and Public Relations

Unit 2

Evolution of Public Relations

(15 hrs.)

2.1 History of PR – World and India

2.1.1 The Eras of PR.

2.1.2 PR in UK, U.S.

2.1.3 PR in India- During Freedom Struggle & Post Industrial Revolution, PRSI

2.2 PR as an Industry

2.2.1 Need for Public Relations

2.2.2 Outsourcing of PR- Use of PR Agencies

2.2.3 Structure of a PR Department / Agency

2.3 Skill set for PR Personnel

2.3.1 Qualities of a PR Person

2.3.2 Ethics in PR

Unit 3

Corporate Image and Corporate Identity Management

(12 hrs.)

3.1 Corporate Image Defined and the Image Management Process

3.2 Image Makers

3.3 Stock Market and the Image

3.4 Corporate Identity Mix and Developing a Corporate Identity

Unit 4 (13 hrs.)

Event Management

- 4.1 Event Management Industry – A Historical Perspective
- 4.2 Events – Classification and Types
- 4.3 Special Events
- 4.4 Organizing an Event
- 4.5 Public Relations and Event Management

Unit 5 (12 hrs.)

Crisis Management

- 5.1 Kinds of Crises
- 5.2 Public Relations in Crisis Management
- 5.3 Ten Commandments of Crisis Management

BOOKS FOR STUDY

Black, Sam. *Practical Public Relations*. New Delhi: Universal Book Stall, 2005.

Cutlip, S.M., A.H Center and G.M Broom. *Effective Public Relations*. New Jersey: Pearson Education, 2006.

Darrow, R.W., D.J Forrestal, and A.D. Cookman. *The Dartnell Public Relations – Handbook*. 2nd Ed. Chicago and London: The Dartnell, 2005.

Heath, Robert L., Elizabeth Toth and D. Waymer (Eds). *Rhetorical and Critical Approaches to Public Relations II*. New York and London: Routledge, 2009.

Lesly, P. *Handbook of Public Relations & Communications*. 3rd Ed. Mumbai: Jaico, 2008.

McKee, Kathy .B and L.F. Lamb. *Applied Public Relations: Cases in Stakeholder Management*. 2nd Ed. New York and London: Routledge, 2009.

Sachdeva, I.S. *Public Relations: Principles and Practices*. New Delhi: Oxford, 2009.

Stephenson, H. *Handbook of Public Relations : The Standard Guide to Public Affairs and Communications*. 2nd Ed. New Jersey: McGraw Hill, 2007.

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

BOOKS FOR REFERENCE

Dunn, J. *Successful Public Relations: The Insider's Way to get Successful Media Coverage*. New Delhi: Viva, 2005.

Datta. K.B. *Fundamentals of Public Relations*. 2nd Ed. New Delhi: Akansha, 2007.

Harrison, Shirley. *Public Relations: An Introduction*. 3rd Ed. U.K.: Thomson Learning, 2008.

Jefkins, F. *Public Relations for your Business*. 2nd Ed. Mumbai: Jaico, 2006.

Kasor, Shrutika. *Public Relations*. 2nd Ed. New Delhi: Mohit, 2007.

Kaul, J.M. *Public Relations in India*. 3rd Ed. Calcutta: Naya Prokash, 2009.

Mehta, D.S. *Handbook of Public Relations in India*. 6th Ed. New Delhi: Allied, 2006.

Marconi, J. *Public Relations: The Complete Guide. 2nd Ed.* U.K.: Thomson and Racom Communications, 2006.

Moss, D and Santo De Barbara (Eds). *Public Relations Cases: International Perspectives. 3rd Ed.* London and New York: Routledge Taylor and Francis Group, 2009.

Wilcox, D.L, P.H. Ault, and W.K.Agree. *Public Relations. 2nd Ed.* New York: Longman, 2007.

JOURNALS

Getting To the Heart of Public Relations: The Concept of Strategic Intent: Melanie James

What it means to become Public Relations Professional: Student Perceptions of Professional Identity through real-world learning: Amisha Mehta, Ingrid Larkin

Key messages in public relations campaigns: Melanie James

Exploring the Concept of Mindfulness in Public Relations Practice: Douglas J. Swanson, Ed. D

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three Questions out of five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Seminars

Group discussion

Assignments /Case studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A –10x2=20 marks (Answer all the Questions)

Section B – 5x8=40 marks (Five out of eight to be answered)

Section C – 2x20=40 marks (One out of two to be answered)

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M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS
(Effective from the academic year 2015 - 2016)

COMMUNITY RELATIONS

CODE: 15PR/PC/CR14

CREDITS : 4

L T P: 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To understand the needs of the community to practice Community Relations.
- To know the community relations programs of industrial and service organizations
- To learn the role of Public Relations in bringing about Corporate Social Responsibility

Unit 1

Community Relations and its Importance in Public Relations (15 hrs.)

- 1.1 The Community Public: an Important Stakeholder in Public Relations
- 1.2 The Concept of Trusteeship and its Application to Industries
- 1.3 Industry as an Important Stakeholder in the Community
- 1.4 Community Relations Program and their Objectives
- 1.5 Benefits of Community Relations Programs to Business

Unit 2

Corporate Social Responsibility (15 hrs.)

- 2.1 Corporate Social Responsibility: Definition, Nature and Theories
- 2.2 Bringing about Business Ethics, Sustainability and attaining Corporate Citizenship
- 2.3 Environmental and Social Governance by Corporate Organizations
- 2.4 Globalization and CSR: Corporate Social Responsibility in a Global Context
- 2.5 Role of Public Relations in devising CSR Programs and Communications

Unit 3

Community Relations in Corporate and Service Organizations (10 hrs.)

- 3.1 Schemes and Programs for the Community by Industrial Organizations : Case Studies
- 3.2 Role of Banks and Insurance Organizations in Community Programs
- 3.3 Role of Police in Community Programs
- 3.4 Community Programs in Hospitals

Unit 4

Community Relations in Voluntary Organizations (15 hrs.)

- 4.1 Concept of Volunteerism and Voluntary Workers in a Community
- 4.2 Voluntary Organizations and Agencies – An Overview
- 4.3 Role of National Voluntary Organizations In Community Relations- Lions and Rotary
- 4.4 International Voluntary Organizations And Community - UNESCO, who and their Role in Development of Third World Countries

Unit 5

Public Relations' Professional and Community Relations (10 hrs.)

5.1 Knowledge, Skills and Attitudes Required to work in Community Relations

5.2 Public Relations' Tools in Community Relations

5.2.1 Community Opinion Polling

5.2.2 Working with Opinion Leaders

5.2.3 Organizing an Open House

5.2.4 Special Events

5.2.5 Local Advertising and Fund Raising

BOOKS FOR STUDY

Crane, Andrew, McWilliams, Abigail, Matten, Dirk, Moon, Jeremy, Stegel, Donald S (Ed) *The Oxford handbook of Corporate social Responsibility*, New York: Oxford, 2008.

Cutlip, S.M., and A.H.Center. *Effective Public Relations. 6th Ed.* New Jersey: Englewood Cliffs, 2008.

Cutlip, S.M., A.H. Center, and G.M.Broom. *Effective Public Relations. 9th Ed.* New Jersey: Pearson Education, 2009.

Davis, K and W.C. Frederick. *Business and Society : Management, Public Policy, Ethics. 3rd Ed.* USA: McGraw Hill, 2006.

Darrow, R.W, D.J. Forrestal, and Aubrey D. Cookman (Eds). *The Dartnell Public Relations – Handbook. 4th Ed.* Chicago and London: The Dartnell, 2007.

Kotler, Philip and Nancy Lee. *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause.* New Delhi: Wiley India, 2008.

Lesly, P., *Handbook of Public Relations & Communications, 3rd Ed.* Mumbai: Jaico, 2008.

McKee, Kathy .B and L.F. Lamb. *Applied Public Relations: Cases in Stakeholder Management. 2nd Ed.* New York and London: Routledge, 2009.

Stephenson, H, (Ed). *Handbook of Public Relations: The Standard Guide to Public Affairs and Communications. 3rd Ed.* New York: McGraw Hill, 2007.

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

BOOKS FOR REFERENCE

Drucker, Peter F. *Managing in Turbulent Times. 2nd Ed.* U.K.: Butterworth Heinemann, 2006.

Drucker, Peter F. *The Frontiers of Management. 2nd Ed.* U.K.: Butterwoth Heinemann, 2005.

Goel, O.P. *Strategic Management and Policy of N.G.O's. 2nd Ed.* New Delhi: Isha Books, 2007.

Lall, Robin. *The Dynamics of NGO's*. 3rd Ed. New Delhi: Dominant, 2008.

Mowli, V. Chandra, (ed). *Role of Voluntary Organizations in Social Development*. 2nd Ed. New Delhi: Sterling Publishers Pvt. Ltd., 2009.

Narasimhan, C.V. *The United Nations An Inside View*. 2nd Ed. New Delhi: Vikas, 2008.

JOURNALS

International Journal of CSR and Sustainability

Corporate Social Responsibility and Environmental Management (copyright 2014) John Wiley and sons Ltd. And ERP Environment

Social Responsibility Online Journal (Emerald Insight)

Public Relations Journal – Public Relations Society of America

Public Relations Review, Elsevier, United Kingdom

Asia Pacific PR Journal, Deakin University, Australia

PATTERN OF EVALUATION:

Total Marks: 50

Duration: 90 mins.

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of Five)

Section C – 1x20=20 marks (Answer any One question out of Two)

Third Component

Total Marks: 50

List of evaluation modes:

Assignments

Presentations

Observations

End Semester Exam:

Total Marks: 100

Duration: 3 hours

Section A – 10x2=20 marks (Answer all the questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE : PUBLIC RELATIONS
SYLLABUS
(Effective from the academic year 2015 - 2016)**

INTERPERSONAL AND GROUP COMMUNICATION

CODE: 15PR/PC/IG14

CREDITS : 4

L T P: 4 1 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To comprehend the variety of communication theory and practices.
- To acquire skills in using communication tools

Unit 1 (13 hrs.)

Introduction

- 1.1 Definitions and Origin of Communication
- 1.2 Elements and Process of Communication
- 1.3 Types, Levels and Functions of Communication
- 1.4 Barriers to Effective Communication

Unit 2 (13 hrs.)

Intrapersonal Communication

- 2.1 Concept of Self – Johari Window Theory, Self-Esteem, Self-Acceptance and Personality Development
- 2.2 Coping with Fear, Shyness and Anger
- 2.3 Nonverbal Traits of Communication – Kinesics, Haptics, Oculisics, Vocalics, Chronemics, Archival and Olfactics

Unit 3 (13 hrs.)

3.1 Interpersonal Communication

- 3.1.1 Definition of Interpersonal Communication, Verbal and Non-Verbal Communication
- 3.1.2 Models of Interpersonal Communication : Lasswell Formula, Shannon and Weaver's, Osgood and Schramm's, David Berlo's SMCR model

3.2 Techniques of Interpersonal Communication

- 3.2.1 Verbal and Non-Verbal Traits of Public Speaking
- 3.2.2 Preparation, Planning and Practice of Oral Presentations
- 3.2.3 Telephone and Mike Techniques for Effective Communication
- 3.2.4 Letter Writing and Styles for Different Occasions

Unit 4 (13 hrs.)

Group Communication

- 4.1 Group Processes, Group Leadership and Group Dynamics
- 4.2 Group Discussions – People Involved, Procedure to Organize a GD, types- Symposium, Seminars, Panel Discussion, Debate; Interviews – Types and Procedure.
- 4.3 Intra-group and Inter – Group Communication Techniques and Methodologies
- 4.4 Organizing and Conducting a Conference, Meetings and Exhibition

Unit 5

(13 hrs.)

Models of Group Communication

5.1 Model of Communication : Riley and Riley's Sociological Model

5.2 Roger's and Shoemaker's Model of Innovation Diffusion

5.3 Katz and Lazarsfeld's Two Step Flow Model, Stimulus and Response Models

BOOKS FOR STUDY

Black, Sam. *Practical Public Relations*. New Delhi: Universal Book Stall, 2006.

Lesly, P. *Handbook of Public Relations and Communications*. Mumbai: Jaico, 2008.

Stephenson, H. *Handbook of Public Relations : The Standard Guide to Public Affairs and Communications*. 2nd Ed. New Jersey: McGraw Hill, 2007.

McQuail, D and S.Windahl. *Communication Models for the Study of Mass Communications*. U.K: Longman, 2008.

Wakhlu, Savita. *Managing Presentations*. New Delhi: Response Books, 2006.

Zappala, J.M. and Ann R. Carden. *Public Relations Writing Worktext: A Practical Guide for The Profession*. 3rd Ed. New York: Routledge – Taylor and Francis Group. 2010.

BOOKS FOR REFERENCE

Adair, J. *Training for Communication*. U.K: Gower Press, 2005.

Bivins, T.H. *Public Relations Writing: The Essentials of Style and Format*. 7th Ed. McGraw Hill, 2011.

Figgins, R., S.P. Golen and C.G. Pearce. *Business Communication Basics : Application and Technology*. 3rd Ed. New York: John Wiley, 2008.

Gould Marks, L. *Management Communication through Audio – Visual Aids*. London: Leonard Hill, 2005.

Pace, R.W., R.R. Boren and B.D.Peterson. *Communication Behaviour and Experiments: A Scientific Approach*. 2nd Ed. California: Wadsworth, 2005.

Pace, R.W., B.D. Peterson and M.D. Burnett. *Techniques for Effective Communication*. California: Addison Wesley, 2009.

Peterson, B.D., G.M. Goldhaber and R.W.Pace. *Communication Probes*. Chicago: Science Research Associates, 2007.

Peterson, B.D., N.D. White and E.G. Stephan. *Speak Easy: An Introduction to Public Speaking*. St Paul: West, 2008.

Phillips, Bonnie. D. *Effective Business Communications*. New York: Van Nostrand Reinhold, 2007.

Pool, Ithiel de Sola, Maccoby W.N. Schramm and E.B. Parker, eds. *Handbook of*

Communication. Chicago: Rand McNally College, 2010.

Singhal, A and E.M. Rogers. *India's Information Revolution: From Bullock Carts to Cyber Cafes*. 2nd Ed. New Delhi: Sage, 2011.

Srinivas, M.R. *Communication for Development in the Third World: Theory and Practice*. New Delhi: Sage, 2006.

Turk, C and Kirkmann. *Effective Writing*. London: E and FN Spoon, 2006.

Williams, Beryl. *Communicating Effectively: A Manager's Guide to getting through to People*. U.K: Thomson, 2007.

JOURNALS

Skilled Interpersonal Communication: Research, Theory, and Practice: Owen Hargie; David Dickson, Routledge

Interpersonal Communication Research: Advances through Meta-Analysis: Mike Allen; Raymond W. Preiss; Barbara Mae Gayle; Nancy Burrell

Handbook of Communication and Social Interaction Skills: John O. Greene; Brant R. Burleson: Lawrence Erlbaum Associates

The Dark Side of Interpersonal Communication: William R. Cupach; Brian H. Spitzberg

Teaching Communication - Theory, Research, and Methods: Anita L. Vangelisti; John A. Daly; Gustav W. Friedrich

PATTERN OF EVALUATION

Total Marks: 50

Duration: 90 mins

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Seminars

Group discussion

Assignments / Case studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A –10x2=20 marks (Answer all the questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
General Elective Course Offered by Department of Social Work to
B.Sc./B.Com./B.C.A Degree

SYLLABUS
(Effective from the academic year 2015 – 2016)

HUMAN RIGHTS AND JUSTICE ISSUES

CODE: 15SW/GE/HJ23

CREDITS: 3

L T P : 4 0 0

TOTAL TEACHING HOURS: 39

OBJECTIVES OF THE COURSE

- To develop in students an overall understanding of the Basic Human Rights and Justice issues
- To develop in students a commitment towards ensuring Human Rights with specific reference to Special Groups
- To sensitise the students on the various Human Rights and Justice Issues prevailing in the Indian Society

Unit 1

Human Rights – Introduction (6 hrs.)

- 1.1 Definition and Importance of Human Rights, Important historical milestones in the Evolution of Human Rights
- 1.2 Categories of Rights – Generational Perspective

Unit 2

Introduction to International Human Rights Instrument (8 hrs.)

- 2.1 Universal Declaration of Human Rights, 1948 International Covenant on Civil and Political Rights
- 2.3 International Covenant on Economic, Social and Cultural Rights

Unit 3

Introduction to the Indian Constitution (4 hrs.)

- 3.1 The Preamble
- 3.2 Fundamental Rights and Fundamental Duties
- 3.3 Directive Principles of State Policy

Unit 4

A Brief Overview of Justice Issues Concerning: (12 hrs.)

- 4.1 Women
- 4.2 Children
- 4.3 Dalits
- 4.4 Tribes
- 4.5 Unorganised Labourers
- 4.7 Prisoners
- 4.8 Agricultural farmers
- 4.9 Displaced people
- 4.10 Differently abled

Unit 5

Introduction to Strategies for Protection of Human Rights (9 hrs.)

- 5.1 Human Rights Education
- 5.2 Consumer rights
- 5.3 Public Interest Litigation
- 5.4 Right to Information
- 5.5 FIR, Free legal Aid
- 5.6 Key organisations working in the field of Human Rights.

TEXT BOOKS

Agarwal. *International Law and Human Rights*. New Delhi: Central Law, 2002.

Birch Janice. *SHR: Human Rights Training Module*. New Delhi: Human Rights Law Network, 2010.

BOOKS FOR REFERENCE

A World Watch Institute Report. *State of the World. Progress towards a Sustainable Society*. USA: World Watch Institute, 1998.

Bajwa, G. S. *Human Rights in India, Implementation & Violations*. New Delhi: Oscar, 1995.

Bakshi, P. M. *The Constitution of India*. Jaipur: Rawat, 2000.

Dewan, V. K. *Law Relating to Offences against Women* New Delhi: Sage, 1996.

Gupta, D. N. Chandrachur, and, Singh, *Human Rights Acts, Statutes and Constitutional Provisions*. Rajat: New Delhi, 2003.

Human Rights Watch, *Broken People – Caste Violence Against India's "Untouchables"*. UK: Human Rights Watch, 1999.

Jayshree, P. M. *Dalit Human Rights Violation*. New Delhi: Rajat, 2000

JOURNALS

Journal of Human Rights Practice - <http://jhrp.oxfordjournals.org/>

WEB RESOURCES

<http://www.ohchr.org>

(United Nations Human Rights: Office of the High Commissioner for Human Rights)

<https://www.amnesty.org>

(Amnesty International)

PATTERN OF EVALUATION

No End Semester Examination

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 4 x 3 = 12 marks (All questions to be answered)

Section B – 3 x 6 = 18 marks (3 out of 5 questions to be answered)

Section C – 1 x 20 = 20 marks (1 out of 2 questions to be answered)

Third Component:

List of evaluation modes:

Seminars

Assignments

Problem Solving Case Studies

Quiz

Open book tests

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

SOCIAL AWARENESS PROGRAMME - LEARNING FROM THE COMMUNITY

CODE: 15PR/SA/LC12

CREDITS : 2

L T P: 1 0 2

TOTAL HOURS: 39

OBJECTIVES OF THE COURSE

- To understand the various aspects of structure, functions, process and mechanism in a tribal / village / urban community
- To make students aware of the strengths of a community
- To learn from the experiences of a field camp in a community

GUIDELINES

- To provide a camp setting in a Tribal / Village / Urban Community for students to explore and comprehend community life and to internalize and practice lessons learnt from the community.
- To carry out an observational study using questionnaire/survey/case study or any other appropriate tool
- To hand over the report to an NGO/ Grass Root Level Organisation/Government Department or program for further action

PATTERN OF EVALUATION

Continuous Assessment: Total Marks: 50

To carry out an observational study using questionnaire/survey/case study or any other appropriate tool

To design a Communication Strategy as per the needs of the community.

End Semester Examination

Viva- Voce Examination:

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

- To produce a project report with details about the Community, Survey Results, relevant documents such as Photographs and Video-documentation.
- The Topic, Methodology used and Findings to be presented
- Knowledge about the project and skill in handling questions would be tested during viva-voce.

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General Elective Course Offered by Department of Social Work to
B.Sc./B.Com./B.C.A Degree

SYLLABUS
(Effective from the academic year 2015 -2016)

MIGRATION ISSUES AND HUMAN SECURITY

CODE: 15SW/GE/MH22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS: 26

OBJECTIVES OF THE COURSE

- Understand migration in the context of development and displacement
- Explore current and emerging trends on internal and International migrations
- Acquire knowledge on determinants of migration and rights of Migrants
- Understand the relationship between migration and development

Unit 1

Introduction

(8 hrs.)

- 1.1 Basic Concepts and Definition of Migration, Causes and Consequences of Migration, Historical Migration in India
- 1.2 Types, Issues and Challenges- Poverty, Seasonal, Displacement, Unemployment. Labour Migration in India, Brain Drain, Feminisation of Migration, Internal and International Migrants - Push and Pull Factors, Patterns and Trends, Illegal Migrants and Human Trafficking, Refugees

Unit 2

International Migration Policies

(10 hrs.)

- 2.1 Globalisation and Migration; Trends in International Migration; Skill and Gender Composition of Migration Flows - India Diaspora – Remittances – Socio Cultural Implications
- 2.2 UN Convention 1990- UN International Migration Policies, Role and Functions of Ministry of Overseas Affairs, IOM (International Organisation for Migration), International Migration Law

Unit 3

Migration and Human Security

(8 hrs.)

- 3.1 Meaning and Concept, Need and Importance
- 3.2 Multi-Lateral Protection and Migration Issues, Colombo Process
- 3.3 Indian Emigration Policy, Indian Passport Act 2008, the Inter- State Migrant Workmen (Regulation of Employment and Conditions of Service) Act, 1979

TEXT BOOKS

Amal Datta, *Human Migration. A Social Phenomenon*. India: Mittal, 2003.

Caroline B. Brettel, James F. Hollifield, *Migration Theory: Talking Across Disciplines*, Routledge, 2000.

Devesh Kapur. *Diaspora, Development, and Democracy: The Domestic Impact of International Migration from India*. India: Princeton University Press, 2010.

BOOKS FOR REFERENCE

David.J.Siddle. *Migration, Mobility and Modernisation*. Liverpool: Routledge, 2012

R. Mansell Prothero and Murray Chapman. *Circulation in Third World Countries*. London: Routledge and Kegan Paul, 1983.

JOURNALS

Internal Migration in India, Workshop Compendium Vol 1 & 2, UNICEF in collaboration with ICSSR, SDTT.

Ethnicity, Identity and Migration Studies, Routledge, Taylor & Francis Group.

Migration and Development, Routledge, Taylor & Francis Group.

Migration Studies is an international refereed journal, Oxford University Press.

Journal of International Migration and Integration, Population Studies, Springer

Journal of Immigrant & Refugee Studies, Routledge, Taylor & Francis Group.

Crossings: Journal of Migration and Culture, Intellect Publishers, USA

Internal Migration in India- Initiative for a better Inclusion of Internal Migration in India- Policy Briefs.

India Migration Report 2009- Past, Present and the Future Outlook, Cambridge University Press, New Delhi

WEB RESOURCES

<http://www2.ohchr.org/english/bodies/cmw/cmw.html>

<http://moia.gov.in/services>

PATTERN OF EVALUATION

No End Semester Examination

List of evaluation modes:

Seminars

Assignments

Problem Solving Case Studies

Quiz

Open book tests

Test

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2015 - 2016)

CUSTOMER RELATIONS

CODE: 15PR/PC/CU24

CREDITS: 4

L T P: 4 1 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To understand the importance of customers
- To comprehend all aspects of reaching out to customers

Unit 1

The Customer is Always Right (15 hrs.)

- 1.1 Conversion of Materials, Money, Manpower and Other Resources to a Product / Service for Customers in the Market Places
- 1.2 Healthy Balance of Input and Output in Organisations and Importance of the Customer Public
- 1.3 Customer and Consumer, Needs and Requirements
- 1.4 Customer Expectations, Satisfaction and Delight
- 1.5 Concept of Consumerism in India

Unit 2

The Customer is the King (10 hrs.)

- 2.1 Changing Environment: Legislations, Growing Awareness of Public, Consumer Courts and Complaints
- 2.2 Mass Media: Public Education, Information Dissemination, Debate and Discussion
- 2.3 Consumer Protection Act, Rights and Responsibilities of Consumers
- 2.4 Grievances, Handling Complaints, Return – Refund Policies in Organization

Unit 3

Customer Relations Procedures and Communication: (15 hrs.)

- 3.1 Customer Relations Policies and Procedures in Large, Medium and Small Industries
- 3.2 The Growing Need of Customer Relationship Management in the Global Market
- 3.3 Types of Customers and Handling Communications
- 3.4 Effective Communication with Customers – E Mails, SMS, Phone Calls, Face to Face Interaction; Barriers to Communication and Breaking Down the Barriers
- 3.5 Building Loyalty: Types of Customer Loyalty, Service, Quality and Incentives

Unit 4

Practical Customer Relations: Case Studies from Organisations (15 hrs.)

- 4.1 Health Sector
- 4.2 Hospitality Sector
- 4.3 Airlines
- 4.4 Online Portals
- 4.5 Tourism

Unit 5

The Public Relations' Professional and Customer Relations (10 hrs.)

5.1 Knowledge, Attitude and Skills Required in a Public Relations Professional

5.1.1 Surveys to Gauge Customer "Delight"

5.1.2 Campaigns for Customer Outreach

5.1.3 Obtaining Feedback from Customers

5.1.4 Organizing Customer Meet

5.2 Customer Care and Customer Outreach Efforts in Organizations

BOOKS FOR STUDY

Darrow, R.W., D.J. Forrestal and A.D. Cookman. *The Dartnell Public Relations – Handbook.* Chicago and London: The Dartnell, 2007.

Lesly, P. *Handbook of Public Relations and Communications.* Mumbai: Jaico, 2008.

McKee, Kathy .B and L.F. Lamb. *Applied Public Relations: Cases in Stakeholder Management.* New York and London: Routledge, 2009.

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

BOOKS FOR REFERENCE

Anderson, Knistin and Carol Kerr. *Customer Relationship Management.* New Delhi: Tata McGraw, 2005.

Balachandran, S. *Customer Driven Services Management.* New Delhi: Response Books, 2006.

Batra, Promod. *Service Customers : Service Management Ideas.* New Delhi: Think, 2009.

Cook, Sarah. *Customer Care Excellence : How to Create An Effective Customer Focus.* Indian Ed. New Delhi: Kogan Page, 2006.

Duchessi, P. *Crafting Customer Value: The Art and Science.* Mumbai: Jaico, 2006.

De Vrye, Catherine. *The Customer Service Zoo : Create Customers for Life and a Life for Yourself.* India Ed. Chennai: Allen and Unwin 2009.

Hasouneh, Abdel. B. *Consumer Behaviour. 2nd Ed.* Jaipur: Subline, 2012.

Jain, P.C. and Monica Bhatt. *Consumer Behaviour in Indian Context.* New Delhi: S.Chand, 2005.

Nair, Suja. *Consumer Behaviour : Texts and Cases. 2nd Ed.* Mumbai: Himalaya, 2009.

Naik, C.N. K. and L.V.Reddy. *Consumer Behaviour. 3rd Ed.* New Delhi: Discovery, 2009.

NargundKar, R and T.K. Panda (Eds.). *Managing Customer Relationship in Service Industries.* New Delhi: Excel Books, 2005.

Pankar, P.K. *Consumer Behaviour and Consumption Patterns*. 2nd Ed. New Delhi: Deep and Deep, 2008.

Sheth. J.N. and B. Mittal. *Customer Behaviour : A Managerial Perspective*. 4th Ed. U.K.: Thomson South – Western, 2006.

Solomon, M.R. *Consumer Behaviour : Buying, Having and Being*. 6th Ed. New Delhi: Prentice Hall of India, 2005.

JOURNALS

International Journal of Customer Relationship Marketing and Management – IGI Global

Understanding Customer Relationship Management: People, Process and Technology:
Emerald Insight

Ivey Business Journal Online: Improving the Practice of management

International Journal of Business and Social science

Public Relations Journal – Public Relations Society of America

Public Relations Review, Elsevier, United Kingdom

Asia Pacific PR Journal, Deakin University, Australia

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three out of five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Assignments / Quiz

Presentations

Customer Surveys in Organizations and outside and reporting

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A – 10x2=20 marks (Answer all the Questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS
(Effective from the academic year 2015 - 2016)**

MASS COMMUNICATION

CODE: 15PR/PC/MC24

CREDITS: 4

L T P: 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To comprehend the nature and workings of the mass media
- To understand how to maximize the potential of mass media in serving the needs of PR practices.

Unit 1

Introduction to Mass Media

(13 hrs.)

- 1.1 Definitions and Classifications of Mass Media
- 1.2 Mass Media as an Industry:
 - 1.2.1 Major Players in the Mass Media Industry
 - 1.2.2 Economics of Mass Media
- 1.3 Functions of Mass Media – News or Information, Education, Entertainment, Commerce, Integration, Development
- 1.4 Models of Mass Media – Maletzke’s Model of Mass Communication Process, Comstock’s Psychological Model of Television Effects in Individual Behavior, Ball-Rokeach’s Dependency Model of Mass Communication Effects, Comparative Media Systems: The Free Market Model

Unit 2

Print Media

(13 hrs.)

- 2.1 Origin and Development of Print media- World and India-an Overview
- 2.2 Media Ownership and Popular players in Newspaper And Magazine Industry
- 2.3 Printing Techniques and Technologies
- 2.4 Ethics in Journalism / Responsibilities of Journalists

Unit 3

Electronic Media

(13 hrs.)

- 3.1 Origin and Development of Radio and TV - World and India-An Overview
- 3.2 Cable TV Revolution and Satellite Communication Technologies
- 3.3 Media Ownership Patterns and its Impact
- 3.4 Digitization and Recent Trends

Unit 4

New Media

(13 hrs.)

- 4.1 Evolution of New Media – World and India- an Overview
- 4.2 ICT and Development- Case Studies in India
- 4.3 Application of Interactive Communication such as Video Conferencing, Streaming Media: Internet TV, Internet Radio
- 4.4 Social Media and Social Networking Sites

Unit 5

Cinema

(13 hrs.)

- 5.1 Evolution of World Cinema- An Overview
- 5.2 Evolution of Indian Cinema – An Overview
- 5.3 Cinema as a Communicating Medium- Mainstream Vs. Parallel Cinema and its Genres
- 5.4 Components of a Cinema and Process of Making a Cinema.

BOOKS FOR STUDY

Kumar, Keval .J. *Mass Communication in India*, Jaico, 2006.

Roggers, Everret. *Communication Revolution, From Bullock Carts to Cyber Marts*, Sage, 2005

Cutlip, S.M., A.H Center and G.M. Broom. *Effective Public Relations. 2nd Ed.* New Jersey: Pearson Education, 2005.

Darrow, R.W., D.J. Forrestal and A.D.Cookman. *The Dartnell Public Relations – Handbook.* Chicago and London : Dartnell, 2007.

Lesly, P. *Handbook of Public Relations & Communications.* Mumbai: Jaico, 2008.

McQuail, D and S. Windahl. *Communication Models for the Study of Mass Communications.* U.K: Longman, 2007.

Stephenson, H. *Handbook of Public Relations : The Standard Guide to Public Affairs and Communications. 2nd Ed.* New Jersey: McGraw Hill, 2007.

BOOKS FOR REFERENCES

Astbury, A.K. *Freelance Journalism. 2nd Ed.* London: Bell, 2006.

Batchelder, Margaret. *The Puppet Theatre Handbook. 3rd Ed.* London: Herbert Jenkins, 2010.

Butcher, Melissa. *Transnational Television, Cultural Identity and Change.* London: Sage, 2005.

Crisell, A. *Understanding Radio.* London: Methuen, 2006.

Crisell, A. *A Study of Modern Television: Thinking inside the box.* London: Palgrave Macmillan, 2006.

Desai, A. *Journalism and Mass Communication.* New Delhi: Reference Press, 2009.

Glover, S. (Ed.) *The Penguin Book of Journalism..* London: Penguin Book, 2010.

Joshi, Uma (Ed.). *Media Research: Cross-Sectional Analysis.* New Delhi: Authors, 2009

- Kohli – Khandekar, Vanita. *The Indian Media Business..* London: Sage, 2012.
- Kumar, A. *Trends in Modern Journalism.* New Delhi: Sarup and Sons, 2005.
- Kumar, A. *Information Technology and Social Change.* New Delhi: Sarup and Sons, 2006.
- McQuail, D. *Mass Communication Theory.* New Delhi: Vistaar, 2005.
- Meschke, M and Margareta Sorenson. *In search of Aesthetics for the Puppet Theatre.* New Delhi: Sterling, 2007.
- Morley, D. *Media, Modernity and Technology.* London and New York: Routledge, Taylor and Francis Group, 2007.
- Potter. W. J. *Media Literacy.* London: Sage, 2005.
- Rantanen, T. *The Media and Globalization.* London: Sage, 2005.
- Roy, S. *Globalization, ICT and Developing Nations.* New Delhi: Sage, 2005.
- Schmurl, R. (Ed.). *The Responsibilities of Journalism. 2nd Ed.* New Delhi: Affiliated East West, 2008.
- Webster, F. *Theories of the Information Society. 4th Ed.* London: Routledge, Taylor and Francis Group, 2005.
- Wilson, J. *Understanding Journalism. 2nd Ed.* London and New York: Routledge, 2006.

JOURNALS

Mass communication and society: Taylor and Francis

Media watch: Sony Jalarajan Raj

Journalism & Mass Communication Quarterly: Louisa Ha

International journal of communication: Larry Gross

New media and mass communication: IISTE

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 Mins

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of Five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Assignments

Seminars

Case Studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A – 10x2=20 marks (Answer all the Questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

**SUMMER INTERNSHIP: CORPORATE SECTOR /NON-GOVERNMENTAL
ORGANISATION**

CODE: 15PR/PN/SI22

**CREDITS: 2
TOTAL HOURS : 104**

OBJECTIVES OF THE INTERNSHIP

- To work in a Corporate/NGO for 30 working days in summer between First year and Second year
- To understand the structure of the Corporate/NGO
- To document observations, perceptions and work experiences into a report
- 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 EVALUATION:

Continuous Assessment:

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.

EMPLOYEE RELATIONS

CODE: 15PR/PC/ER34

CREDITS: 4

L T P : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To comprehend the role of employees – an important stakeholder in an organization
- To understand the different channels of employee communication

Unit 1

Employee Public (15 hrs.)

- 1.1 Industrial Relations and Employee Relations – Concepts and Definitions
- 1.2 Need for Effective Employee Relations: Employee Involvement and Participation
- 1.3 Expectations of the Employers and the Employees
- 1.4 Aligning Corporate and Individual Goals
- 1.5 Challenges in Employer – Employee Relationship

Unit 2

Labor Relations (15 hrs.)

- 2.1 Trade Unions and Employee Associations
- 2.2 The Restless Employee
- 2.3 Timing and Negotiations
- 2.4 Handling Strikes and Lockouts
- 2.5 Skills for Effective Grievance Handling

Unit 3

Public Relations – Employers and Employees Working Relationship (15 hrs.)

- 3.1 Public Relations Start with Administrators, Staff and Line Roles and Functions
- 3.2 Structure and Function of Public Relations – Enabling the Functioning in an Organisation
- 3.3 Collaborative and Cooperative Functions of the Public Relations Department
- 3.4 Functions of the Public Relations Practitioner, Hierarchy of Public Relations Department; Role of Public Relations Consultant in an Organisation
- 3.5 Establishing Effective Leadership
- 3.6 Organizing a Job and Reporting Results

Unit 4

Employee Communication – Internal Public Relations (10 hrs.)

- 4.1 Upward, Downward, Lateral and Informal Communication
- 4.2 In-Plant Systems for Employees – Exhibits, Films, Radio, Plant Newspaper, Weekly Publications, In-house publications, Mail
- 4.3 Evaluation and Listening Process

Unit 5

Increasing Challenges

(10 hrs.)

5.1 Facilitate Societal Issues – Employee Community Development

5.1.1 Involvement in Clubs and Societies

5.1.2 Involvement in Festivals and Fairs

5.1.3 Engaging in Service Activities

5.2 Assisting in Family Issues

5.2.1 Issues of Spouses / Children ; Health And Stress

5.2.2 Emergency, Accident and Death

5.2.3 Drug-abuse and Alcoholism

BOOKS FOR STUDY

Cutlip, S. and A.H. Center. *Effective Public Relations*. New Jersey: Englewood Cliffs, 2005.

Darrow, R.W., D.J. Forrestal and A.D. Cookman. *The Dartnell Public Relations – Handbook..* Chicago and London: Dartnell, 2007.

Elizabeth Aylott. *Employee Relations (HR Fundamentals)*: United Kingdom, Kogan Page, 2014

Lesly, P. *Handbook of Public Relations and Communications*. Mumbai: Jaico, 2008.

McKee, Kathy .B and L.F. Lamb. *Applied Public Relations: Cases in Stakeholder Management..* New York and London: Routledge, 2009.

Stephenson, H. *Handbook of Public Relations: The Standard Guide to Public Affairs and Communications*. New Jersey: McGraw Hill, 2007.

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

BOOKS FOR REFERENCE

Aswathappa, K. *Human Resources and Personnel Management. 7th Ed.* New Delhi : Tata McGraw Hill, 2006.

Bhargava, P.P. *Issues in Personnel Management*. Jaipur: Printwell , 2010.

Chand, Tara. *Management of Organizational Behavior*. New Delhi: Mohit, 2008.

Davar, R.S. *The Human Side of Management*. New Delhi: Universal, 2011.

Dayal, R. et.al. (Ed.). *Personnel Management and Industrial Relations*. New Delhi: Mittal, 2006.

Jacob, K.K. and S. Mohanan. *Industrial Relations in Public Sector*. Delhi: New Century, 2005.

Kumar, Prem and A.K. Ghosh. (Ed.). *Personnel Management and Industrial Relations*. New Delhi: Anmol, 2006.

Kumar, N. and R. Mittal. *Personnel Management and Industrial Relations*. 3rd Ed. New Delhi: Anmol, 2010.

Pareek, Udai. *Personnel Management*. Bombay: Himalaya, 2010.

Ramrakhiani, B.J. *Human Aspects of Work and Productivity*. Bombay: Allied, 2006.

Rao, M.G. et al (Ed.). *Industrial Labor: Emerging Trends*. New Delhi: Kanishka, 2007.

Rastogi, T.N. *Personnel Management – Perspectives and Techniques*. New Delhi: Anmol, 2013.

Sloane, A. A. and F. Whitney. *Labor Relations*. New Jersey: Prentice Hall, 2009.

JOURNALS:

The International Journal of Human Resource Management – Taylor and Francis Online

Human Resource Management on Whiley Online Library

SA Journal of Human Resource Management – Aosis Open Journals

Human Resource Management International Digest – Emerald Insight

Public Relations Journal – Public Relations Society of America

Public Relations Review, Elsevier, United Kingdom

Asia Pacific PR Journal, Deakin University, Australia

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 Mins

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Assignments

Seminars

Case Studies

End Semester Examination

Total Marks: 100

Duration: 3 Hours

Section A –10x2=20 marks (Answer all the Questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

PUBLIC RELATIONS IN THE SERVICE SECTOR

CODE: 15PR/PC/SS34

CREDITS : 4

L T P : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To comprehend the complexity of Public Relations in the service sector.
- To develop understanding of the skills of Public Relations in the service sector.

Unit 1

Service Sector and the Four Step Public Relations Process (15 hrs.)

- 1.1 Some Outstanding Features of the Service Sector: People-Intensive, Service-Delivery, and Customer-Satisfaction
- 1.2 Soft Skills for People Working in Service Sector: Grooming, Courtesy, Patience, Friendliness, Service Mentality
- 1.3 First Step of Public Relations Process: Fact-Finding and Feedback
- 1.4 Second Step of Public Relations Process: Planning and Programming
- 1.5 Third Step of Public Relations Process: Action and Communication
- 1.6 Fourth Step of Public Relations Process: Evaluation

Unit 2

**Public Relations for Utilities: (12 hrs.)
Electricity, Gas, Water, Telephone and Communication**

- 2.1 The Unique Nature Of Utilities
- 2.2 Relations with Publics: Customers, Regulatory Agencies, Financial Community, Trade Allies and Employees
- 2.3 Special Concerns: Consumerism, Environment, Privatization and Community

Unit 3

Public Relations for Travel, Tourism and Hospitality (13 hrs.)

- 3.1 Travel and Tourism and Hospitality Stakes in Today's World
- 3.2 Budgeting and Themes to Attract Tourists: Product, Pricing, Place, Publicity and P.R
- 3.3 Scheduling and Working with Travel Organisations
- 3.4 Advertising, Marketing- the Four P's and Media Relations for this Sector
- 3.5 Employee and Customer Relations

Unit 4

Public Relations in Health Care Institutions and Hospitals (12 hrs.)

- 4.1 Changing Environment in Society and Health Care Institutions' Responses
- 4.2 Public Relations Two-Way Communication in Health Care Institutions: Health Care Employees, Volunteer Groups, Medical Staff and Patients

Unit 5**Public Relations in Education****(13 hrs.)**

- 5.1 Publics: Students, Parents, Alumni, Faculty, Staff and Community
- 5.2 Changing Scenario in Education Worldwide
- 5.3 Media Relations for Educational Institutions

BOOKS FOR STUDY

Cutlip, S.M. and Center, A.H and G.M. Broom. *Effective Public Relations*, New Jersey: Pearson Education, 2005.

Darrow, R.W., D.J. Forrestal and A.D. Cookman. *The Dartnell Public Relations – Handbook*. Chicago and London: The Dartnell, 2007.

Deuschl, D.E. *Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers*. Oxford, U.K: Elsevier. 2006.

Lesly, P. *Handbook of Public Relations & Communications*. Mumbai: Jaico, 2009.

BOOKS FOR REFERENCE

Baker, K. and J. Huyton. *Hospitality Management*. Melbourne: Hospitality Press, 2006.

Bezbaruah, M.P. *Indian Tourism: Beyond the Millenium*. New Delhi: Gyan, 2005.

Dhar, P.N. *International Toruism*. New Delhi: Kanishka, 2011.

Foley, M, J.J.Lennon and G.A.Maxwell. *Hospitality, Tourism and Leisure Management*. London: Cassell, 2007.

Goel, S.L. *Health Care Organization and Structure*. New Delhi: Deep and Deep, 2006.

Goel, S.L. *Health Care System and Management: Administration in the 21st Century* (In Four Volumes). New Delhi: Deep and Deep, 2006.

Madhukar, M. *Human Resource Management in Tourism*. New Delhi: Rajat Publications, 2008.

Medlik, S. *Dictionary of Travel and Tourism and Hospitality*. Oxford: Butterworth Heinemann, 2006.

Medlik, S. (Ed.). *Managing Tourism*. Oxford: Butterworth Heinemann, 2005.

Middleton, V.T.C. *Marketing in Travel and Tourism*. Oxford: Butterworth Heinemann, 2009.

Morgan, N. M. and Annete Pritchard. *Advertising in Tourism and Leisure*. Oxford: Butterworth Heinemann, 2008.

Teare, R. et al (Ed.). *Global Directions, New Strategies for Hospitality and Tourism*. Cassell. 2007.

Walker, N. *Introduction to Hospitality*. New Jersey: Prentice Hall, 2005

Wearne, N. *Hospitality Marketing*. New Delhi: Global Books, 2006.

JOURNALS

The Service Industries Journal, Volume 35: Taylor & Francis

Significance and Specifics of Communication in the Service Sector: Helmut Schneider,
Bilgen Coskun

Features of Public Relations in Service Sector: Rohit Patil

Public Relations in the Service Sector: Tony Langham

PATTERN OF EVALUATION

Total Marks: 50

Duration: 90 mins

Section A – $3 \times 2 = 6$ marks (Answer all the questions)

Section B – $3 \times 8 = 24$ marks (Answer any Three questions out of Five)

Section C – $1 \times 20 = 20$ marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Seminars

Assignments

Case studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A – $10 \times 2 = 20$ marks (Answer all the questions)

Section B – $5 \times 8 = 40$ marks (Five out of Eight two to be answered)

Section C – $2 \times 20 = 40$ marks (One out of two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

WRITING FOR MEDIA

CODE: 15PR/PC/WM34

CREDITS : 4

L T P: 4 0 1

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To understand the components of writing for media
- To give an insight about writing for media in today's business scenario

Unit 1

Print Media (13 hrs.)

- 1.1 News stories, Articles, Features, Infographics, Editorials
- 1.2 Inverted Pyramid Structure,
- 1.3 Importance and Types of Headlines, Caption
- 1.4 Reporting for Political News, Sports News, Business Coverage, Parliamentary/Legislature, Social – Trends, Happenings, Gossip, Leisure – Movies, Art and Craft

Unit 2

Electronic Media – Radio and Television (13 hrs.)

- 2.1 Features and Importance of Audio, Audio-Visual Communication
- 2.2 Genres of Radio Programs
- 2.3 Radio Programmes - Conceptualizing, Script Writing, Capsuling
- 2.4 Video Formats and Genres of Video Programme, Pre Production
- 2.5 Television Programing - Conceptualising, Script Writing, Screen Play, Story Board

Unit 3

New Media (13 hrs.)

- 3.1 Introduction to New Media – Types of Social Media
- 3.2 Task based Writing for Social Media – Facebook, Twitter, Google Plus
- 3.3 Understanding Creative Blog Writing, Online Newsletter, Website Pages

Unit 4

Writing for Advertising (13 hrs.)

- 4.1 Copywriting – Headlines, Sub Headlines and Types, Body Copy, Captions, Taglines, Slogans, Coupons
- 4.2 Text Elements of Advertising – Clichés words, Action Words, Emotive Words, Alliteration, Colloquialisms, punctuation and Grammar
- 4.3 Visualization Process –Ideation, Conceptualization, Preparation, Dummy, Rough Sketch, Thumbnail, Comprehensive Copy, Index Print, Copy Final
- 4.4 Visual Elements of Advertising – Cartoons, Caricatures, Drawings, Sketches, Illustrations, Photographs, Charts, Maps and Graphs

Unit 5

Public Relations

(13 hrs.)

- 5.1 Press Releases and Types, Speeches and Types
- 5.2 Drafting Memos, Circulars, Preparation of Bulletins for Noticeboards
- 5.3 Media Alerts and Pictures, Backgrounds and Features
- 5.4 Writing for Journals – In-house and External

BOOKS FOR STUDY

Twelow, J. *Newspapers And Media Convergence*. Editor and Publisher, 2009.

Ituli, B. and Anderson, D. *News Writing and Reporting for Today's Media*.
McGraw-Hill, 2007.

Berger, Asa Arthur. *Essentials of Mass Communication*, Sage Publications, 2005.

Chowla, N L. *Listening and Viewing*. Sage

Joanne ZorianLymn. *Presenting for TV and Video*. London: A and C Black

Newson, E. *Public Relations Writing: Form and Writing Styles*.
Thomson Learning, 2008.

Michael Rabiger, *Directing the Documentary*. London: Focal Press, 2007..

JOURNALS

The News Manual– A Professional Resource for Journalists: David Ingram

Assessing Writing: Elsevier

Public Relations Writing: Donalde Treadwell and Jill Treadwell

Writing for Television, Radio, and New Media: Robert L. Hilliard

Content and Usability: Writing for the Web:Philip Webb

PATTERN OF EVALUATION

Total Marks: 50

Duration: 90 mins

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of Five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Project Proposal

Assignments

Case studies

End Semester Examination

Total Marks: 100

Duration: 3 Hours

Section A –10x2=20 marks (Answer all the questions)

Section B – 5x8=40 marks (Five out of Eight two to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

PUBLIC RELATIONS CAMPAIGN MANAGEMENT

CODE: 15PR/PC/CM44

CREDITS : 4

L T P : 1 0 7

TOTAL CAMPAIGN HOURS: 104

OBJECTIVES OF THE CAMPAIGN

- To plan and execute a PR campaign through series of events based on a theme
- To apply techniques in tailoring communication across all media, for purposes of promoting a social cause
- To work in a group to use PR to address societal issues which need to be brought to public consciousness

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 EVALUATION:

Continuous Assessment:

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.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

DISSERTATION ON A PUBLIC RELATIONS TOPIC AND VIVA VOCE

CODE: 15PR/PC/DI45

CREDITS : 5

OBJECTIVES OF THE COURSE

- To understand the basics of conducting, analyzing and evaluating research in Public Relations practice.
- To comprehend the use research findings to improve the PR efforts.

Unit 1

Introduction to Research

- 1.1 Definition of Research, Social Research and PR Research
- 1.2 Scope of Research in PR Activity and its Consequent Advantages to PR as a Discipline
- 1.3 Corporate Use of Research in Public Relations and Advertising
- 1.4 Case Studies of PR Research Across Multinational, International, National and Local Companies

Unit 2

Steps in Research for PR

- 2.1 Identifying the Need for Research
- 2.2 Defining the Problem Areas and Need Gaps
- 2.3 Studying the Background and Previous Researches in the Area, if any
- 2.4 Setting Goals for the Research
- 2.5 Establishing Criteria for Demarcating the Groups to be Researched

Unit 3

Methodologies and Tools used in Research for PR

- 3.1 Data Collection - Primary and Secondary
- 3.2 Basics of Sampling Techniques
- 3.3 Surveys, Questionnaires, Interviews
- 3.4 Test groups, Blind Testing, Public Opinion Polling
- 3.5 Ethnographic Studies

Unit 4

Evaluating and Using Research Findings

- 4.1 Setting Standards for the Research Findings
- 4.2 Data Compilation
- 4.3 Application of Statistical Methods
- 4.4 Data Analysis
- 4.5 Tabulation and Presentation of Findings

Unit 5

Research Report and Documentation

5.1 Documenting Research Planning, Execution and Analysis

5.2 Drawing Conclusions and Highlighting the Learning from the Research

5.3 Bibliography and Indexing

5.4 Relevant Documents attached as part of Appendix

BOOKS FOR REFERENCE

Austin, Erica. W., B.E. Pinkleton. *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*; Lawrence Erlbaum, 2006.

Heath, R.L (Ed). *Encyclopedia of Public Relations. (in two Vols.)*. Thousand Oaks: Sage, 2005.

W. Timothy Coombs on 'Formative Research' in Vol. 1 and 2 of *Encyclopedia of Public Relations*

Newsom, D, J.W.Turk and D. Kruckerberg. *This is PR: The Realities of Public Relations*. Australia: Thomson Wordsworth, 2007.

Ruler, Betteke Van, Ana T. Vercic and Dejan Vercic. *Public Relations Metrics: Research and Evaluation*. New York and London: Routledge, 2008.

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

PATTERN OF EVALUATION:

Continuous Assessment:

Total Marks: 50

Proposal Presentation

Topic Selection

Review of Literature

End semester Examination:

Viva- Voce Examination:

Total Marks: 100 Internal Examiner: 50marks

External Examiner: 50 marks

- The Topic, Methodology used and Findings to be presented
- Knowledge about the chosen area of study and skill in handling questions would be tested during viva-voce.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

GOVERNMENT RELATIONS

CODE: 15PR/PC/GR 44

CREDITS : 4

L T P : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To comprehend the communication tools and channels of the different wings of the Government
- To understand the methods by which citizens can communicate with Government Organizations

Unit 1

Power of Government

(13 hrs.)

- 1.1 Government is Big Business
- 1.2 The Increasing Power of all Arms of the Government
- 1.3 Public Relations' Role in Politics and Public Relations' Role in Government
Especially with reference to Policy Making
- 1.4 Winning Acceptance to the PR Function

Unit 2

Lobbying

(13 hrs.)

- 2.1 Individual / Traditional Lobbyist
- 2.2 Professional / Specialist Lobbyist
- 2.3 Public Interest Groups or Issue Lobbyist
- 2.4 Consultants and other Lobbyists

Unit 3

Public Affairs

(13 hrs.)

- 3.1 Business's Involvement with Government on Societal Issues
- 3.2 The Publics of Government and Freedom of Information
- 3.3 Working with Legislators and Legislative Bodies
- 3.4 Working with Government Departments, Directorates, Corporations, Bureaus and Agencies
- 3.5 Hearings and Meetings: A Focal Point of Public Opinion

Unit 4

Interest Groups

(13 hrs.)

- 4.1 Women's Groups and Government
- 4.2 Groups for the Elderly, Children and Governmental Agencies
- 4.3 Civic Groups
- 4.4 Protests, Marches and Demonstrations and Other Methods of Communication

Unit 5

Citizens' Awareness of Facets of Government

(13 hrs.)

5.1 Learning about Administration

5.2 Becoming Aware of Legislations, Ordinances and Executive Orders

5.3 Equipping Oneself with Knowledge of Taxation

5.4 Law Enforcement, Social Welfare and Prison Authorities.

BOOKS FOR STUDY

Black, Sam. *Practical Public Relations*. New Delhi: Universal Book Stall, 2005.

Cutlip, S.M., A.H Center and G.M. Broom. *Effective Public Relations*. New Jersey: Pearson Education, 2010.

Darrow, R.W., D.J.Forrestal and A.D. Cookman. *The Dartnell Public Relations – Handbook*. Chicago and London: The Dartnell Corporation, 2007.

Lesly, P. *Handbook of Public Relations & Communications*. 3rd Ed. Mumbai: Jaico Publishing Company, 2008.

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

BOOKS FOR REFERENCE

Barker, R. *Education and Politics*. Oxford: Clarendon Press, 2007.

Beetham, D. and K.Boyle. *Democracy: 80 Questions and Answers*. Bombay: National Book Trust, 2005.

Desai, M. *Divided by Democracy*. Delhi: Lotus Collection, 2005.

De, R.K. *Socio Political Movements in India*. New Delhi: Mittal, 2008.

Ghosh, S. K. *Indian Democracy Derailed*. New Delhi: APH Pub. Corp., 2007.

Held, D. and M.A. Malden. *Models of Democracy: Polity* 2006.

Horwitz, R (Ed.). *The Moral Foundation of the American Republic*. Charlottesville: United Press of Virginia, 20089.

Huntington, S. P. *American Politics: The Promise of Disharmony*. Cambridge, MA: The Belknap, 2009.

McKeon, R (Ed). *Democracy in a World of Tensions..* Paris: UNESCO, 2006.

Vayunandan, E and Dolly Mathew (Ed.). *Good Governance: Initiatives in India*. New Delhi: Prentice Hall of India, 2005.

Weiner, M. *The Indian Paradox*. New Delhi: Sage, 2009.

Yasin, Madhvi. *Indian Administration*. New Delhi: Light and Life, 2006.

JOURNALS

Corporate Journal: The International Journal of Business and Society: Emerald Insight

Public Relations Inquiry (online): SAGE Publications

PRism online PR Journal: Praxis

Asia Pacific Public Relations Journal: Public Relations Institute of Australia

Public Relations Journal – Public Relations Society of America

Public Relations Review, Elsevier, United Kingdom

PATTERN OF EVALUATION:

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of Five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

Seminars

Group discussion

Assignments / Case studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A –10x2=20 marks (Answer all the questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

INTERNSHIP: SERVICE SECTOR / GOVERNMENT ORGANISATION

CODE: 15PR/PC/IN44

**CREDITS : 4
TOTAL HOURS : 104**

OBJECTIVES OF THE INTERNSHIP

- To work in a Service Sector /Government organisation for 30 days
- To understand the structure of the Service Sector / Government organisation
- To document observations, perceptions and work experiences into a report
- To present the internship report in a Viva Voce examination

PLAN OF ACTION

FOR FACULTY:

- This internship is usually in February - March when the student learns through the semester, the theory in:
 - a) Public Relations in the Government Sector and Government Relations, along with practical campaign and dissertation and hence will be useful for an internship in the Government sector.
 - b) papers in Community Relations, Basics of Public Relations, Marketing Management & Interpersonal Communication have already been covered in the first semester and hence will be useful for an internship in the Service sector
 - c) case studies through guest lectures by professionals from different organisations
 - d) conducting a PR campaign on a social cause/problem after designing all the materials for the media used
 - e) attended seminars/conferences/workshops
 - f) conducting research on a topic of the student's choice
 - g) analyzed data and made presentations

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 service organisations- small, medium and large in both the private and government sector / Government organisations- small, medium and large in the municipal, state and central government organisations
- The Students should be given a service organisation/ Government organisation 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 marks is to be entered as C.A marks. Report and Viva Voce marks (End semester exam marks) are to be also entered and consolidated

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2015 - 2016)

PUBLIC RELATIONS IN THE GOVERNMENT SECTOR

CODE: 15PR/PC/PG44

CREDITS: 4

L T P: 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES 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

Unit 1

Government and its role today (13 hrs.)

- 1.1 Increasing Complexity of Government
- 1.2 Public Relations' Role in Government
- 1.3 Public Grievances and their Redressal by Government
- 1.4 Building-up Credibility to Governmental Public Relations
- 1.5 Challenges in Governmental Public Relations

Unit 2

Public Relations: Central Government (13 hrs.)

- 2.1 Information and Public Relations Department at the Center
- 2.2 Diplomatic Missions Abroad
- 2.3 Ministry of Tele-Communication, Defense, Agriculture and Energy
- 2.4 Outreach Programs

Unit 3

Public Relations: State Government (13 hrs.)

- 3.1 Information and Publicity Department at the State and Public Relations Officers
- 3.2 State Departments of Education, Health, Social Welfare, Textiles and Police
- 3.3 Outreach Programs with People

Unit 4

Public Relations: Local Government, Corporation and Municipality (13 hrs.)

- 4.1 Information, Publicity and Municipality Public Relations Officers
- 4.2 Outreach Programs for People
- 4.3 Feedback Mechanisms from the Community

Unit 5

Media Relations in Government (13 hrs.)

- 5.1 Exhibitions and Trade Fairs
- 5.2 Festivals and Fairs
- 5.3 Print and Publicity Media
- 5.4 Electronic Media

BOOKS FOR STUDY

Black, Sam. *Practical Public Relations*. New Delhi: Universal, 2005.

Cutlip, S.M. and A.H Center and G.M. Broom. *Effective Public Relations*. New Jersey: Pearson Education, 2007.

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Lesly, P. *Handbook of Public Relations & Communications. 3rd Ed.* Mumbai: Jaico, 2008.

McKee, Kathy .B and L.F. Lamb. *Applied Public Relations: Cases in Stakeholder Management. 2nd Ed.* New York and London: Routledge, 2009.

Stephenson, H. *Handbook of Public Relations: The Standard Guide to Public Affairs and Communications*. New Jersey: McGraw Hill, 2011.

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

BOOKS FOR REFERENCE

Appadora, A. *The Substance of Politics*. London: OUP, 2007.

Barker, E. et al. *Parliamentary Government in the Commonwealth*. London: Hansard, 2011.

Chabbra, H.S (Ed.). *Opposition in the Parliament*. Delhi: New Publishers, 2007.

Gover, V. (Ed.). *Indian Political System: Trends and Challenges*. New Delhi: Deep and Deep, 2008.

Ghatate, N. M (Ed.). *Atal Bihari Vajpayee, Four Decades in Parliament (in 4 Vols)*. New Delhi: Shipra, 2012.

Hale, H. W. *Political Trouble in India*. Allahabad: Chugh, 2009.

Johnson, P.E. *American Government: People, Institutions and Policies*. Geneva: Houghton Mifflin, 2007.

Johari, J.C. *Indian Political System*. New Delhi: Amnol, 2006.

Morris – Jones, W. H. *Parliament in India*. London: Longmans, Green, 2007.

Morgan, R.E and J. E .Connor. (Ed.). *The American Political System*. New York: Harcourt Brace Jovanovich, 2007.

Wheare. K. C. *Federal Government*. London: OUP, 2006.

Zaidi, A.M. (Ed.). *The Annual Register of Indian Political Parties (in 2 Vols.)* New Delhi: IIAPR, 2005.

JOURNALS

Journal of Public Administration Research and Theory: Oxford Journals

Public Relations Inquiry (online): SAGE Publications

PRism online PR Journal: Praxis

Asia Pacific Public Relations Journal: Public Relations Institute of Australia

Public Relations Journal – Public Relations Society of America

Public Relations Review, Elsevier, United Kingdom

Journal of Public Administration and Policy Research: Academic Journal Online

Wiley Online Library: Scholarly articles published on Public Administration

PATTERN OF EVALUATION:

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – $3 \times 2 = 6$ marks (Answer all the questions)

Section B – $3 \times 8 = 24$ marks (Answer any Three questions out of Five)

Section C – $1 \times 20 = 20$ marks (Answer any one question out of Two)

Third Component

List of evaluation modes:

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