Andhra University
Department of Journalism and Mass Communication

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

Semester system (with effect from 2016-17)

1. The course for the post-graduate diploma in public relations shall be of one year duration, with year-end examinations.

2. Candidates seeking admission into post-graduate diploma in public relations shall be required

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

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

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

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

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

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

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

8. Classification
The classification for pass divisions is:
Award of grades

<table>
<thead>
<tr>
<th>S NO</th>
<th>Range of marks in %</th>
<th>Grade</th>
<th>Grade points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>&gt; 90&lt;100</td>
<td>O</td>
<td>10.0</td>
</tr>
<tr>
<td>2.</td>
<td>&gt;80&lt;90</td>
<td>A</td>
<td>9.0</td>
</tr>
<tr>
<td>3.</td>
<td>&lt;70&gt;80</td>
<td>B</td>
<td>8.0</td>
</tr>
<tr>
<td>4.</td>
<td>&lt;60&gt;70</td>
<td>C</td>
<td>7.0</td>
</tr>
<tr>
<td>5.</td>
<td>&lt;50&gt;60</td>
<td>D</td>
<td>6.0</td>
</tr>
<tr>
<td>6.</td>
<td>&lt;40&gt;50</td>
<td>E</td>
<td>5.0</td>
</tr>
<tr>
<td>7.</td>
<td>&lt; 40</td>
<td>F (Fail)</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Annexure
Scheme of examination

<table>
<thead>
<tr>
<th>S NO</th>
<th>Name of the paper</th>
<th>Credits</th>
<th>Theory</th>
<th>Mid-term exam</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Communication and culture</td>
<td>3</td>
<td>80</td>
<td>20</td>
<td>100</td>
</tr>
</tbody>
</table>
Paper I: Communication and culture

Unit I

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

Unit II

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

Unit III

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

Unit IV

Models of communication- Aristolean- cybernetic- biological-psychological
Verbal communication-nature of language-functions of language-elements of speaking
Non-verbal communication-history-clothing and bodily characteristics-physical environment-proxemics- chronemics- haptics-paralanguage-the relational between verbal and non-verbal communication-difficulties with non-verbal communication.

**Unit V**
Cultural rules and relationships-Respect for the authority and the structure of messages-power distance-assertiveness vs. Peacekeeping-recognition of performance-the role of social contacts in intercultural business-ethical considerations in intercultural engagements
Information, decisions and solutions- sources of business information-information and knowledge management-problem solving-and conflict resolution
Intercultural negotiation -factors in negotiation-the phases in negotiation

**Reference books**

**Paper II: Organizational Communication**

**Unit I**
The challenge of organizational communication- our complicated world-globalization-terrorism-climate change-changing demographics-complicating our thinking about organizations- complicating our thinking about communication-looking ahead
Organizational communication- classical approaches-Henri Fayol’s theory of classical management-elements of management-principles of management-principles of
organizational structure - principles of organizational power - principles of organizational reward - principles of organizational attitude
Max Weber’s theory of bureaucracy-Frederick Taylor’s theory of scientific management- impetus for the theory of scientific management-components of scientific management- Communication in classical approaches-content of communication-direction of communication flow-channel of communication-style of communication-classical management in organizations today-classical structure in today’s organizations-classical job design and rewards in today’s organizations

Unit II
Human relations and human resources approaches-the human relations approach-from classical theory to human relations: the Hawthorne studies-illumination studies-the relay assembly test room studies-the interview program-the bank wiring room studies-explanations of findings in the Hawthorne studies
Maslow's hierarchy of needs theory-McGregor’s theory X and theory Y-The human resources approach-impetus for the human resources approach-do human relations principles work? -misuse of human relations principles-Blake and Mouton’s managerial grid-communication in human relations and human resources organizations-content of communication-direction of communication flow-channel of communication-style of communication-Human relations and human resources organizations today-the “what” of human resources programs-the “how” of human resources programs-

Unit III
Systems approaches-the systems metaphor and systems concepts-system components-hierarchical ordering-interdependence-permeability-system processes-system properties-holism-equifinality-negative entropy-requisite variety-three systems theories-cybernetic systems theory-Karl Weick’s theory of organizing- “new science” systems theory-Methods for studying organizational systems-network analysis-properties of networks-properties of network links-network roles-modeling techniques-Cultural approaches-prescriptive views of culture-deal and Kennedy’s “strong cultures”- peters and waterman’s “excellent cultures”- Alternative approaches to culture-organizational cultures are complicated-organizational cultures are emergent-organizational cultures are not unitary-spotlight on scholarship-organizational cultures are often ambiguous-Schein’s model of organizational culture-a definition of culture-a model of culture- artifacts-espoused values- basic assumptions-methods for studying organizational culture
Unit IV
Critical approaches—the pervasiveness of power-control of modes and means of production-control of organizational discourse-ideology and hegemony-emancipation-resistance-two critical approaches in communication—a theory of concertive control—feminist theories of organizational communication—the “framing” of sexual harassment
Socialization processes—models of organizational socialization-phases of socialization—anticipatory socialization—encounter—metamorphosis—content of socialization—communication processes during socialization—the employment interview—the interview as a recruiting and screening tool—the interview as an information-gathering tool—the interview as a tool for socialization—newcomer information-seeking tactics—role-development processes—role-taking phase—role-making phase—role-routinization phase—beyond the leadership dyad—technology and socialization

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

Reference books
纸 III
广告

单元 I
广告演变 - 社会经济效果的广告 - 各种广告类型 - 广告各阶段 - 广告代理系统 - 市场研究 - 职业方面广告

单元 II
计划和战役 - 媒体选择 - 报纸 - 杂志 - 广播 - 电视 - 直邮 - 户外广告 - 营业 - 公交车面板 - 惊人 - 特别公告 - 公告

单元 III
户外广告在印度 - 商业广告 - 全印度广播 - Doordarshan - 最近印度广告的趋势 - 法律和道德方面广告 - 广告政策

单元 IV
广告文案 - 绘画 - 插图 - 排版 - 标题 - 文本 - 颜色 - 图形 - 心理因素在广告 - 商标 - 口号 - 评价效果

单元 V
广告 - 测量问题 - 意见评估 - 并行方法 - 回忆测试 - 认知测试 - 各媒体目标观众 - 广告政策

参考书目
Paper IV
Public Relations and corporate communication

Unit 1


Unit II

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

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

Unit IV

Creating Identity and Identification-Conceptualizing identity: three major approaches
Identity: rooted in design-Identity: rooted in corporate culture-Identity: rooted in communication
Defining identity-The identity mix-Selecting identity elements-Conceiving organizational identity-The question of multiple and hybrid identities-From identity to identification


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

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

**Reference books**


---

**Paper V: Risk and crisis communication**

**Unit I**

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

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

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

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

**Unit II**

**Crafting risk and crisis messages—setting goals and objectives and audience profiling**—Key Successful Message Development Concepts-Message Crafting—Determining
**Case Studies – Bhopal Gas disaster, The H1N1 Pandemic of 2009–2010**

The BP Deepwater Horizon Oil Spill - Hudud crisis

**Reference books**


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


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

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