

## Syllabus

1. The \*M.Phil (Advertising & Public Relations) course will consist of Two Semester as follows:-

Paper Code & Name		Scheme of Marks	
Semester – I		Max. Mark	Min. Mark
MP- 1.1	Research Methodology CE+AA (Internal)	75 25	30 10
MP- 1.2	Computer Application in Research CE+AA (Internal)	75 25	30 10
MP- 1.3	Current Advertising & Public Relations Issues CE+AA (Internal)	75 25	30 10
MP-1.4	Seminar paper & Presentation	100	40
<b>Total</b>		<b>400</b>	<b>220 (55%)</b>

### 2. Semester – II

Paper Code & Name		Scheme of Marks	
Semester – II		Max. Mark	Min. Mark
EM- 2.1	Dissertation and Viva-voce	200	80
EM- 2.2	Teaching Practice	100	40
<b>Total</b>		<b>300</b>	<b>165 (55%)</b>
<b>Grand Total of First and Second Semester</b>		<b>700</b>	<b>385 (55%)</b>

3. Each student will be assigned to a teaching faculty member for guidance and supervision of dissertation in consultation with the Head of Department at the beginning of the Second semester. four copies of the dissertation will be submitted through supervisor before end of semester. A certificate stating that the dissertation is the outcome of student's own research/work conducted during the semester shall be submitted with dissertation. The dissertation shall be examined by a panel of two examiners consisting of one faculty member (supervisor) and one external examiner appointed by the Vice chancellor through a presentation by the student followed by viva – voce. The minimum pass marks to dissertation project and viva – voce separately will be 40 percent.

## **SEMESTER-I**

### **Paper - MP-1.1** **Research Methodology**

Maximum Marks – 100

**Min. Mark 30**

#### **UNIT-I**

Meaning and Definition of objective, Research, Significance of research, Steps of Scientific research, Research and Advertising & Public Relations theories, Research problem, Qualities of a good researcher.

#### **UNIT-II**

Hypothesis Preparation, Research design, Methods of Advertising & Public Relations Research- Census method, Survey Method, observation Method, clinical studies, case studies content analysis.

#### **UNIT-III**

Tools for data collection- field studies, logistic groups, focus groups, telephone surveys, online polls, sampling method, Random sampling, sampling errors and distributions in the findings. Qualitative & quantitative research techniques.

#### **UNIT-IV**

Data Analysis techniques-coding and tabulation, non statistical methods, descriptive, Empirical, historical, statistical Analysis parametric and non parametric, multivariate, tests of Significance, levels of measurement, central Tendency, tests of objectivity, reliability and validity, SPSS and other statistical packages. Advertising & Public Relations, research; evaluation, feedback, forward, media habits, public opinion surveys, pre-election studies and exit polls, Experimental & field research.

#### **UNIT-V**

Preparation of research report, project report, writing test, dissertation, Thesis Ethical perspectives of Advertising & Public Relations research, importance of report writing,

#### **Reference Books**

- |   |   |
|---|---|
| 1. Adventures in Social Research                        | - Earl Babbie, Fred Hally Jeanne Zaino      |
| 2. Designing and Managing a Research Project            | - Michael Jay Polonsky & Dvids Waller       |
| 3. Writing Research reports                             | - Goran Runeson, Mortin Skitmore            |
| 4. Your Research Project                                | - Nicholus Walliman                         |
| 5. An Introduction to Qualitative Research              | - Uwe flicle                                |
| 6. Introduction to Mass Communication Research          | - Borman                                    |
| 7. Opinion Leadership in India                          | - Lalit Sen                                 |
| 8. Trends in Content analysis                           | - Pool                                      |
| 9. Research in Mass Media                               | - Sharma and Chaturvedi                     |
| 10. Communication Research                              | - Pamela & Michail                          |
| 11. Research Techniques                                 | - Nagrath                                   |
| 12. संचार शोध प्राविधियां                               | - डॉ. संजीव भानावत                          |
| 13. Reserch methodology in Management and communication | - Prof. Sabit Kumar mishra & Dr. Shahid Ali |

## Paper - MP-1.2

### **Computer Application in Research**

Maximum Marks – 100  
**Min. Mark 30**

Introduction to computer, Importance of Computer in Advertising & Public Relations Research Computer fundamentals, computer software, types of software, Introduction of MS office (Word, Excel, Power Point) MS publisher, PDF, New Media Technology web page, websites, webportals, Home pages, search engine, HTML web page, online editing, e-publishing, coral Draw, photo shop, SPSS software uses statistics, data presentation by compute, data analysis by computer, Application uses for report writing by computer social political, legal and ethical issues related IT and CT. Virginity test software's, plagiarism test software's, IEEE certification.

Brief history and services f Internet (E-mail, Video Conferencing, Internet Telephony, chafing, Blocs, Usenet)Internet Protocols (FTP, HTTP, TCP/IP) websites, Portals and Search Engines; Online newspapers/channels/magazines Advantages and threats in Internet Communication

Introduction to Graphics, Colors Models and Modes Graphic file formats and their applicationsAdobe Photoshop Interface, Tools and MenusWorking with layers, Filters, Masking and other tools

#### **Reference Books**

- |                          |                     |
|--------------------------|---------------------|
| 1. The Internet          | - Comer PHT         |
| 2. Computer Fundamentals | - Sinha BPB pub     |
| 3. Multimedia systems    | - S.K. Bansal       |
| 4. माइक्रोसाफ्ट आफिस     | - गोपाल हेमंत कुमार |
| 5. एच टी एम एल           | - जैन सिद्धार्थ     |

## Paper - MP-1.3

### **Current Advertising & Public Relations Issues**

Maximum Marks – 100

**Min. Mark 30**

1. Women and Advertisement. Advertisement: Indian and western culture, Ethical Issues in Advertising, Govt. Policy & Advertising, Advertising Statutory Bodies in India.
2. Advertising, Factors determining advertising opportunity of a product/service/idea., Appeals.
3. Digital Media in Advertising: Digital Advertising: Concept, Components and Evolution Online Advertising: Challenges and opportunities, The making of Successful Digital.
4. Govt. policy & Public Relations, Public Relations Campaigns Digital Media in PR: Digital PR - Concept, Components and Evolution., Online PR, Digital Media and Media Convergence, Digital
5. E-Commerce: Definition, E-Product Research , Product Research – Analysis, Product Development , Brand Equity, Brand Audit and Tracking, Brand Life Cycle and Repositioning, Brand portfolios and Family

## **Paper – MP-1.4**

### **Seminar and paper presentation**

Maximum Marks – 100

**Min. Mark 40**

Each student will have to submit at least 4 research based seminar papers during the first semester for evaluation of seminar papers. Out of which one of the paper should be presented in a symposium workshop/ Seminar/ Conference of National/ State repute.

To be evaluated by panel of faculty members/professionals constitution by head of department through a presentation by the student.

## **SEMESTER-II**

### **Paper – MP-2.1**

#### **DISSERTATION AND VIVA-VOCE**

Maximum Marks – 200

**Min. Mark 80**

Each student will be assigned to a teaching faculty member for guidance and supervision of dissertation in consultation with the Head of Department at the beginning of the Second semester. four copies of the dissertation will be submitted through supervisor before end of semester. A certificate stating that the dissertation is the outcome of student's own research/work conducted during the semester shall be submitted with dissertation. The dissertation shall be examined by a panel of two examiners consisting of one faculty member (supervisor) and one external examiner appointed by the Vice chancellor through a presentation by the student followed by viva – voce. The minimum pass marks to dissertation project and viva – voce separately will be 40 percent. Each student shall have to push at least one research paper in a reputed research journal shall be attached with the dissertation for final evaluation.

In this paper, the students will be asked to prepare a dissertation and it will be based on emerging and contemporary media issues. It will cover research activities in media studies. The dissertation may be divided into following chapters :

- Introduction
- Literature Review
- Methodology
- Data Analysis and Interpretation
- Finding and Discussion
- Summary, Conclusion, Suggestions and Limitations

References

Appendix

**Paper – MP-2.2**

**TEACHING PRACTICE**

Maximum Marks – 100

**Min. Mark 40**

Candidate shall bound to take minimum fifteen classes of the area of his/her interest. Candidate should judged by his knowledge, communication skill, depth of subject and over all impact on students

Evaluation of Teaching Practice

- Each student will take 15 classes, after this final class of 30 minute will be organized.
- This final class teaching is to be evaluated by panel of faculty members/ professionals Constituted by Head of the Department.