

SCHEME OF EXAMINATION
PG DIPLOMA IN PUBLIC RELATIONS AND
MEDIA MANAGEMENT (PGDPRMM)
ONE YEAR PROGRAMME (ANNUAL)
2011

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

Paper	Nomenclature	External	Internal assessment	Total Marks
DEPGDPRMM-101	Personality Development & Business Communication	70	30	100
DEPGDPRMM-102	Advertising & Public Relation	70	30	100
DEPGDPRMM-103	Media Strategies	70	30	100
DEPGDPRMM-104	Writing for Media	70	30	100
DEPGDPRMM-105	Production Portfolio(Practical Assignments) and Viva Voce	100*	–	100

* 50 Marks for Production Portfolio (Practical Assignments) and 50 Marks for Comprehensive Viva Voce.

**PG DIPLOMA IN PUBLIC RELATION AND MEDIA MANAGEMENT
(PGDPRMM)**

PERSONALITY DEVELOPMENT & BUSINESS COMMUNICATION

PAPER CODE: DEPGDPRMM-101

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

Module - I: Business English

Parts of Speech, Determiners, Tenses and Auxiliary Verbs, Plurals, Opposites, Comparatives and Superlatives, Questions, Words, Question Tags, Improving English Skills.

Module - II: Business Communication

Basics of Communication, Business Communication, Writing Skills: Business Letters, Internal Communication, Report Writing, Conducting Meetings, Resume Writing, The Role of Technology in Effective Communication.

Module - III: Personality Development

Meaning of Personality, Developing Self, Developing Communication Competence, Presentation Skills — 'Speak for Yourself', Group Discussion, Interviews, Workplace Success.

ADVERTISING & PUBLIC RELATION

PAPER CODE: DEPGDPRMM-102

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I

Evolution and growth of advertising, definitions of advertising, classification of advertising, national and global advertising.

Unit II

Advertising objectives, advertising campaigns, advertising agency, budget.

Unit III

Advertising media, media planning and scheduling, advertising effectiveness, regulations of advertising in India.

Unit IV

Nature and scope of public relations, qualifications and responsibilities of a public relations officer. Difference between publicity, public opinion, propaganda and public relations.

Unit V

House journals, corporate communication, professional organizations in public relations.

MEDIA STRATEGIES**PAPER CODE: DEPGDPRMM-103****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit 1 Overview of Media Strategies

Unit 2 Sectors of the Media Industry

Unit 3 Organization Structure

Unit 4 Economics of Print and Electronic Media and Budgeting

Unit 5 Targeting the Media

Unit 6 The Role of Editor

Unit 7 Marketing the Media

Unit 8 Advertising

WRITING FOR MEDIA**PAPER CODE: DEPGDPRMM-104****External: 70****Internal: 30****Note:**

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I

Historical Background of Writing: Elements of language, writing as coding of contents language of mediated communication.

Unit II

Principles and methods of effective writing for mass media communication, general rules of grammar, exceptions in mass media writing use of words, sentences, types and construction, use of tenses in mass media writing.

514

Unit III

Use of negatives and double negatives, adjectives and adverbs, transitional devices, redundancy. Methods of attribution, identification, quotation, paraphrasing.

Unit IV

Script: Concept and objectives, script writing and presentations (voice quality, modulation and pronunciation). Steps and formats of script writing, writing for anchoring and compering includes announcements.

Unit V

Translation: Meaning, types and principles of translation, translation and rewriting practices in mass media.

PRODUCTION PORTFOLIO

PAPER CODE: DEPGDPRMM-105

Evaluation: 50

Viva-Voce: 50