

Semester _____	2
Paper Number	HMVGE2021T
Paper Title	Introduction to Mass Communication II
No. of Credits	6
Theory/Composite	Theory
No. of periods assigned	5+1
Name of Faculty member(s)	
Course description/objective	<ul style="list-style-type: none"> • Introduction to the principles and practices in Advertising • Introduction to the principles and practices in Public Relations • Introduction to the fundamentals of film narrative • Understanding new media as an evolving medium of mass communication
Syllabus	<p>Module A (39 classes approx.)</p> <ul style="list-style-type: none"> • Introduction to Advertising • Advertising agencies • Brand: Image, Identity and Proposition • Creativity in Advertising • Media Planning • Introduction to Public Relations • Public in Public Relations • Tools of Public Relations • Corporate Social Responsibility • Crisis Communication <p>Module B (39 classes approx.)</p> <ul style="list-style-type: none"> • Time and Space in film • Fundamentals of film narrative • Introduction to world cinema • Introduction to New Media and its characteristics • New media and development • Cyber Crime and Cyber Laws • Convergence • New Media advertising
Texts	
Reading/Reference Lists	<ul style="list-style-type: none"> • Ogilvy, David. <i>Ogilvy On Advertising</i>. Prion Books Ltd. 2007. • Jenkins, Frank. <i>Advertising Made Simple</i>. Made Simple Books (an imprint of Heinemann Professional Publishing Limited). 1991. • Chunawalla, S. A., and K. C. Sethia. <i>Foundations of Advertising: Theory & Practice</i>. Himalaya Publishing House. 2015. • Batra, Rajeev, John G. Myers, and David A. Aaker. <i>Advertising Management</i>. Prentice Hall. 1996. • Pandey, Piyush. <i>Pandeymonium: Piyush Pandey on Advertising</i>. Penguin Random House India. 2016. • Black, Sam, and Melvin L. Sharpe. <i>Practical Public Relations: Commonsense Guidelines for Business and Professional People</i>. Prentice Hall. 1983. • Jenkins, Frank. <i>Public Relations Techniques</i>. Butterworth-Heinemann Limited. 1994. • Heath, Robert L., and Gabriel (Gabriel M.) Vasquez. <i>Handbook of Public Relations</i>. SAGE. 2001. • Monaco, James, et al. <i>How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media</i>. New York: Oxford University Press. 2000. • Cook, David A. <i>A History of Narrative Film</i>. New York: Norton. 1981. • Bordwell, David, and Kristin Thompson. <i>Film Art: An Introduction</i>. New York: The McGraw-Hill. 2012. • Hill, John, and Pamela Church Gibson. <i>The Oxford Guide to Film Studies</i>. Oxford: Oxford University Press. 1998. • Manovich, Lev. "What is New Media?" in <i>The Language of New Media</i>. Cambridge: MIT Press. pp. 19-48. 2001.

	<ul style="list-style-type: none"> • Siapera, Eugenia. <i>Understanding new media</i>. Sage, 2011. • Baym, Nancy K. <i>Personal Connections in the Digital Age</i>. Polity Press, 2010. • Goldsmith, Jack, and Tim Wu. <i>Who Controls the Internet? Illusions of Borderless World</i>. Oxford University Press US. 2008. • O'Reilly, Tim. <i>What is web 2.0: Design Patterns and Business Models for the Next Generations Software</i>. 2005. O'Reilly.com, retrieved from http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html
Evaluation	End-Sem: Theory : 80 CIA: 20