

PANJAB UNIVERSITY, CHANDIGARH

PANJAB UNIVERSITY, CHANDIGARH**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR
POSTGRADUATE DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS
FOR THE EXAMINATIONS, 2011 - 12.**

<u>FIRST SEMESTER</u>		
Paper I	Basics of Communication Media	(100 Marks) Theory Exam = 80 Internal Assessment = 20
Paper II	Advertising	(100 Marks) Theory Exam = 80 Internal Assessment = 20
Paper III	Public Relations	(100 Marks) Theory Exam = 80 Internal Assessment = 20
Paper IV	Practical	(100 Marks)
	Advertising	50
	Public Relations	50

<u>SECOND SEMESTER</u>		
Paper I	Social Dimensions of Persuasive Communication	(100 Marks) Theory Exam = 80 Internal Assessment = 20
Paper II	Advertising	(100 Marks) Theory Exam = 80 Internal Assessment = 20
Paper III	Public Relations	(100 Marks) Theory Exam = 80 Internal Assessment = 20
Paper IV	Practical	(100 Marks)
	Advertising	50
	Public Relations	50

SEMESTER I**PAPER – I: BASICS OF COMMUNICATION MEDIA**

Total Marks	100
Theory Exam	80
Internal Assessment	20
Time	3 hrs.

(A) Course Objectives:

The objective of the course is to sensitize the students to the concept and process of communication. The paper is also designed to introduce students to the tools of persuasive communication - writing, editing and design.

(B) Pedagogy of the Course Work:

80% Lectures

20% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 4 questions in about 100-150 words each. Each question shall be of 4 marks. (4X4 = 16 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 16 marks. (4X16 = 64 marks)

UNIT – I

Communication: meaning, definition and forms (intra-personal, inter-personal, group & mass).

Functions of communication

Basic theories and models of Communication: Bullet theory and S-R model; Osgood & Schramm's circular model; Schramm's Field of Experience model; Berlo's S-M-C-R model.

Perception: definition, role in communication; four rings of defenses; the Schema theory.

UNIT – II

Concept of news; Definition of news

News values, The news story structure, 5 Ws and 1H

The inverted pyramid pattern: Need and Usefulness.

The essentials of news writing

Importance of lead in a story, types of leads.

UNIT – III

Definition & nature of Feature writing

Classification and types of features: News features; personality sketches; biographical sketches, obituaries;

UNIT – IV

Editing for precision, accuracy, clarity, brevity, spelling, punctuation and grammatical errors

Elements of Design: verbal, visual and white space.

Principles of design: Balance and proportion, focus, contrast, movement and rhythm, harmony and unity

ESSENTIAL READING

Wilbur Schramm, (1953), *Process & Effects of Mass Communication*, Urbana, University of Illinois Press.

Om Gupta, (2006), *Encyclopaedia of Journalism and Mass Communication*

Sutton, Albert A., (1957), Design and make-up of the Newspaper, Prentice-Hall, New York.

Williams, Robin (1994), *The Non Designers Design Book*, Peachpitt Press .

Williams, Robin (1998), *The Non Designers Type Book*, Peachpitt Press.

Fishal, Catherine, (2000), *Redesigning Identity: Graphic Design Strategies for Success*, Rockport Publishers.

PAPER – II: ADVERTISING

Total Marks	100
Theory Exam	80
Internal Assessment	20
Time	3 hrs.

A. Course Objectives:

The paper will impart knowledge to help them analyze advertisements and advertising campaigns in various media, train the students to write advertising copy for various media, impart knowledge of various methods used to conduct advertising research, train the students in advertising media planning, train them to produce advertising campaigns, and to get public service advertising campaigns produced, train them to assess the advertising potential of various media vehicles based in Chandigarh, give them knowledge to understand and produce socially responsible, ethical advertising.

B. Pedagogy of the Course Work:

80% Lectures

20% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

There shall be 9 questions in all.

The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 4 questions in about 100-150 words each. Each question shall be of 4 marks. (4X4 = 16 marks)

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 16 marks. (4X16 = 64 marks)

Unit – I

Advertising Media: Advertising vis-à-vis communication; advertising: definitions and unique features; advertising in the marketing process; advertising vis.0241(v).6.s m6c3k0241()-3.012059.88(o)-6.0241(f)7.6

Unit – III

Advertising Copy Writing: Definition, objectives; concept & types of copy format; concept of copy elements; AIDA formula & function of advertisement, task assigned to each copy element; homework concept; concept of unique selling proposition; headlines and types of headlines; weak and strong headlines; copy structure; guidelines for writing effective copy.

Unit – IV

Advertising Design: Concept of visualization; basic design vocabulary: point, line, shape, tone & texture; design principles: balance, proportion, contrast, movement & unity; concepts of elements & structure in design; ad analysis based on design vocabulary & principles; advertising layout: stages of layout and their functions.

ESSENTIAL READING

1. David Ogilvy : Ogilvy on Advertising. London Pan Books, London, Sidgwick & Jackson, 1988.
2. David Ogilvy : The Unpublished David Ogilvy.
3. David Ogilvy : Confessions of an Advertising Man. London, Longman, 1969.
4. Subroto Sengupta : Cases in Advertising and Communication Marketing.
5. Subroto Sengupta : Positioning (New Delhi, Tata-Mcgraw Hill 1990).
6. J.N. Hobson : Select on Advertising Media. 5th ed., London, Business Books, 1968.
7. Jack Haskins : Advertising Research & Testing. International Correspondence School 1963.
8. Dorothy Cohen : Advertising. NY, Wiley, 1972.
9. Bailing, Raymond : Layout. Reinhold Publishing Corporation, New York, 1956.
10. Caples, John : Testes Advertising Methods, Harper & Bros., New York 1997.
11. Durban, Arnold : Advertising.
12. Engel, Jack : Advertising. McGraw Hill, New York, 1980.
13. Frey, Albert Westley : Advertising. Ronald Press Co., New York, 1970.
14. Harrison, Tony (ed) : A handbook of Advertising Techniques. Kogan page, London, 1989.
15. Hattwick Melvin S. : How to use Psychology for better Advertising. Prentice Hall, New Jersey, 1982.
16. Jefkins, Frank : Copywriting & its presentation. International Textbook Co., London, 1977.

17. Kanuk, Leslie Lazer & Schiffman; Leon. : Consumer behaviour. Prentice Hall, New Jersey, 1982.
18. Kleinman, Philip : Advertising Inside Out. W.H. Allen, London, 1977.
19. Nicoll David Shelley : Advertising MacDonald & Evans, Plymouth, 1978.
20. Norris, James S. : Advertising. Prentice Hall, New Jersey, 1984.
21. Warner, Daniel S. & Wright, John S. : Advertising. West Publishing Co., 1974.

ADDITIONAL READING

1. Bajpai, Shailaja & Unikrishnan, Namita : The Impact of Television Advertising on children. SAGE, New Delhi, 1996.

15. Sargant, William :

Unit – III

- PR Process
- Fact – finding & feedback – the first step: the four step process, the listening phase of PR, the objective look, counseling & programming support, uncovering trouble spots, improving outbound communication, useful intelligence from research, information centre, research tools: formal & informal methods

Unit – IV

- Planning & programming – the second step: the purpose of planning, a procedure of planning, strategic thinking, planning for disaster, need for fact centre;
- Communication & action – the third step: 7 Cs of communication: credibility, context, content, clarity, continuity & consistency, channel, capability of audience

ESSENTIAL READING

1. Scott M. Cutlip & A.H. Genter, (8th edition), *Effective Public Relations*, Englishwood Cliffs, Prentice-hall .
2. Fraser P. Seital, (1984), *The Practice of Public Relations*. 2nd ed., Columbus Bell & Howell Co.
3. S.K. Roy, (1974), *Corporate Image of India*. New Delhi, Sh. Ram Center.
4. Krishnachander Lehiri, *Publicity: Art and Literature with special reference to India*.
5. John Lee, (1968), *Diplomatic. Persuaders*, N.Y. Wiley.
6. Rajendra, *Lok Sampark* (Haryana Hindi Granth Academy, Chandigarh).
7. Dilgir, H.S., *Lok Sampark-Sanchar Atay Sandhan* (Kala Darpan Prakashan Chandigarh).
8. Mehta, D.S., *Handbook of Public Relations in India*, (Allied Publishers, New Delhi).
9. Black, Marwin & Harlow, Rex, (1985), *Practical Public Relations*. Harper & Bros.; New York.
10. Black, Sam, (1978), *Practical Public Relations Pitman*, London.
11. Black, Sam, (1972), *Role of Public Relations in Management*. Pitman, London.
12. Bowman, Pat & Ellis, Nigel (ed.), (1985), *Handbook of Public Relations*. George Harrap & Co., Ltd, London.
13. CanField, Bertrand & Moore, H. Frazier, (1985), *Public Relations*. Richard D. Irwin, Illionis.
14. Center, Allen H. & Cutlip, Scott M., (1978), *Effective Public Relations*, Prentice Hall, New Jersey.
15. Cunard, Peter & Capper Allen (ed), (1987), *Public Relations Casebook*, Logan Paul, London.
16. Haywood, Roger, (1987), *All about PR*. McGraw Hill, Singapore.
17. Jethwarey, Jaishri N. et. Al., (1994), *Public Relations*. Sterling Publishers, New Delhi.

18. Lasly, Philip (ed.), (1979), *Public Relations Handbook*. Prentice Hall, New Jersey.
19. Pavlik, John V., (1987), *Public Relations*, SAGE Beverly Hills.
20. Sahai, Baldeo, (1985), *Public Relations. Standing conference of Public Enterprises*, New Delhi.
21. Simon Raymond, (1977), *Public Relations*. Grid Inc., Ohio.
22. Pavlik, John V., (1987), *Public Relations, What Research Tells us*. Sage, New Delhi.
23. Scitel, Fraier P., (1984), *The practice of Public Relations*, Merrill, Ohio.
24. Prabhakar, Naval & Basu, Narendra, (2007),

- 7 Cantrill Hadley, (1947), *Causing Public Opinion*. Princeton University Press, Princeton.
- 8 Dance, Frank E.X. & Larson, Carl E., (1972), *Speech*. Holt, Rinehart & Winston, New York.

PAPER – IV: PRACTICALS

Total Marks	100
Advertising	50
Public Relations	50

ESSENTIAL READING

Venkateswaran, K.S., (1993), *Mass Media Laws and Regulations in India*, Asian Mass Comm. Singapore.

Aggarwal, S.K., (1993), *Media and Ethics*, Sipra Publications, N.D.

Prabhakar, Manohar and Bhanawat, Sanjeev, (1999), *Compendium of Codes of Conduct for Media Professionals*, University Book House, Jaipur.

Trikha, N.K, (1986), *The Press Council – A Self Regulatory*

PAPER- II: ADVERTISING

Total Marks	100
Theory Exam	80
Internal Assessment	20
Time	3 hrs.

PAPER – III: PUBLIC RELATIONS

Unit – IV

- New media: internet, e-mail, website, video conferences
- Brief introduction to Corporate communication: definition, objectives and functions; corporate organization, structure, corporate identity, image, culture and style.

Courses of reading same as that of the first semester

PAPER – IV: PRACTICALS

Total Marks	100
Advertising	50
Public Relations	50

(A) Advertising**(Marks 50)**

- Designing different ads for a single product using different appeals. **Marks 20**
- Designing an ad campaign for a product in a particular medium. **Marks 20**
- Setting up an Advertising Agency. Preparing an advertising campaign (Group Assignment) **Marks 10**

(B) Public Relations**(Marks 50)**

- Writing five press releases **Marks 10**
- Maintaining a PR file which includes articles relating to PR Promotion. **Marks 10**
- Making a brochure. **Marks 20**
- Individual PR case study presentation. **Marks 10**

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