

PANJAB UNIVERSITY, CHANDIGARH
(Estd. under the Panjab University Act VII of 1947- enacted by the Govt. of India)

FACULTY OF ARTS

SYLLABI

FOR

**POSTGRADUATE DIPLOMA
IN
ADVERTISING AND PUBLIC RELATIONS
(SEMESTER SYSTEM)
EXAMINATIONS, 2012-13**

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PANJAB UNIVERSITY, CHANDIGARH

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR
POSTGRADUATE DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS
FOR THE EXAMINATIONS, 2012 - 13.**

FIRST SEMESTER

Paper I

Basics of Communication M

SEMESTER I

PAPER – I: BASICS OF COMMUNICATION MEDIA

Total Marks	100
Theory Exam	80
Internal Assessment	20

(A) Course Objectives:

The objective of this course is to sensitize the students to the concept and process of communication. The paper is designed to introduce the students to basic communication theories and models, the communication media and basics of writing for the media.

(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:

1. There shall be 9 questions in all. Time allowed will be 3 hours.
2. 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)
3. 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

- Communication: meaning, definition and forms (intra-personal, inter-personal, group & mass)
- Functions of communication, Persuasive Communication, Factors of Effective Communication.
- Bullet Theory and S-R model; Osgood & Schramm's circular model; Schramm's Field of Experience model

UNIT – II: Communication models and theories

- Berlo's S-M-C-R model
- Perception: definition, role in communication; four rings of defenses;
- Attitude and Attitude Change; the Schema theory. Uses and Gratification theory, Diffusion of Innovations.

UNIT – III: Overview of Media Industry in India

- Over view of the Print Media, Electronic Media and New Media Industry in India
- Status of the Advertising and Public Relations Sector in India

UNIT – IV: Writing for the Media

- Concept and Definition of news and news Values
- The news story structure, 5 Ws and 1H, News Story Writing styles. Importance of lead in a story.
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ESSENTIAL READINGS

1. Wilbur Schramm, (1953), *Mass Media and Society*, University of Illinois Press, Urbana, University of Illinois Press.
2. Om Gupta, (2006),

Unit – IV: Advertising Agency

- Definition of an Advertising Agency, Objectives and Functions of an Ad agency, Functions of Key Departments of an Ad Agency namely Accounts Dept, Research Dept, Creative Dept, Media Dept, Production Dept.
- Types of Ad Agencies: Classification on the basis of Structure (Group and Department Type) and Purpose (Full service agencies and Specialized ad agencies)

ESSENTIAL READINGS

1. David Ogilvy (1988), *Advertising and the Creative Art*. London Pan Books, London, Sidgwick & Jackson.
2. David Ogilvy, *The Unpublished David Ogilvy*.
3. David Ogilvy (1969), *Advertising for the 1970's*.

3. Berman, Ronald (1981) SAGE, Newbury Park .
4. Burke, Kenneth (1946) Prentice-hall Englewood Cliffs.
5. Burke, Kenneth (1950) Prentice-hall Englewood Cliffs.
6. Cannon, Tom (1973) : Intertext-Books, London.
7. Cannon, Tom (1973) Intertext-Books, London.
8. Ewen, Stuart (1976) McGraw Hill, New York.
9. Katz, Daniel et al (ed.) (1962) The Dryden Press, New York.
10. Maslow, Abraham (1954), Harper & Bros., New York.
11. McLuhan H. Marshall (1951). Routledge & Kegan Paul, London.
12. Oliver, Robert T. (1962) Charles C. Thomas, Springfield.
13. Packard, Vance (1961). Longmans, London.
14. Porter, Lyman & Roberts, Karlene (ed.) (1977). Penguin, Middlesex.
15. Sargant, William (1957). Heinemann, London.
16. Tolley, B. Stuart (1977) Nelson- Hall, Chicago.
17. Wademan, Victor (1977) John Wiley & Sons, New York.

PAPER – III: PUBLIC RELATIONS

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Unit – II: Concept of Publics, Communication and Public Opinion

- Publics in PR: internal & external and their importance
- Organizational Communication, communication strategy.,
- Working definition of public opinion, generators of public opinion, governors of public opinion, opinion leadership.

Unit – III: Fundamentals of Public Relations

- Fundamentals of Public Relations writing: The Media Kit, Writing Press Releases, Backgrounders, Rejoinders, Speechwriting Process
- The Practitioner as middle men, Press Relation: Rules for good media Relations,
- Executive and the media, some specific guidelines, the news conference, Press releases, Preparation of news, Photographs, Essential of good copy content, style and structure.

Unit – IV: Tools of PR

- The Printed word: house publications, newsletters, brochures, pamphlets, booklets, bulletin boards, posters, information racks, Public Relations Advertising.
- The Spoken word: meetings, speaker's bureau, telephone news line, open houses, information center and grapevine.
- Audio and Visual : Television – News releases on TV, personal appearances on TV, Sponsored films and videos, Publicity in entertainment films, Outdoor Displays and Exhibits, Close Circuit TV.

ESSENTIAL READINGS

1. Scott M. Cutlip & A.H. Genter, (8th edition), Prentice-hall, Englishwood Cliffs,
2. Fraser P. Seital, (1984), 2nd ed., Columbus Bell & Howell Co.
3. S.K. Roy, (1974), New Delhi, Sh. Ram Center.
4. Krishnachander Lehiri,
5. John Lee, (1968), Persuaders, N.Y. Wiley.
6. Rajendra,

17.

PAPER – IV: PRACTICALS

Total Marks	100
Advertising	50
Public Relations	50

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

- Writing ad copies for a single product in different media (Print , Radio, TV) **Marks 30**
- Writing an ad copies for a single product using different appeals. **Marks 10**
- Individual presentation to the class on a topic to be chosen in consultation with the teacher.

SEMESTER II

PAPER I: FUNDAMENTALS OF DESIGN AND LAWS

Unit IV: Production Techniques and IT tools

- Basics of printing process, costing and estimates
- Pre Production, Production and Post Production Phases
- Use of Basic design software

ESSENTIAL READINGS:

PAPER- II: ADVERTISING

Total Marks	100
Theory Exam	80
Internal Assessment	20

A. Course Objectives:

The objective of this paper is to provide students with an understanding of Advertising campaign and train them to produce advertising campaign in various media. The paper also introduces them with the characteristics of various advertising media and basic of media planning for advertising. Also the paper focuses on the relevance of research and evaluation in a

PAPER – III: PUBLIC RELATIONS

Total Marks	100
Theory Exam	80
Internal Assessment	20

A. Course Objectives:

This module in Public Relations will train the students to device PR campaign, train the students to conduct research enhance the PR communication strategies. The paper introduces the basic concepts of corporate communications. Also the paper trains the students to use New Media as a tool for effective Public Relations Practice.

B. Pedagogy of the Course Work:

80% Lectures (including expert lectures)

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

Instructions for paper-setters and candidates:

1. There shall be 9 questions in all. Time allowed will be 3 hours.
2. 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)
3. 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: Corporate Communications

- Brief introduction to corporate communication: definition, objectives and functions; corporate organization, structure, corporate identity, image, culture and style.

Unit – II: PR Process (Step I and II)

- Step I: Research- Importance of Research, Research Techniques
- Step II: Planning & programming – the purpose of planning, a procedure of planning, strategic thinking, planning for disaster, need for fact centre.

Unit – III: PR Process (Step III and IV)

- Step III: Communication & action – the third step: 7 Cs of communication: credibility, context, content, clarity, continuity & consistency, channel, capability of audience
- Step IV: Evaluation – fourth step measurement of objectives: pre-testing and post-testing: measuring impact: Evaluation tools: Reader interest studies, Readability test, Radio and TV audio research.

Unit – IV: New Media and Public Relations

- Introduction to Internet as Public Relations Tool
- Principles of Online Public Relations
- Email, Websites, Blogs, Video Conferencing
- Social Media and Public Relations

Courses of reading same as that of the first semester, Paper-III

PAPER – IV: PRACTICALS

Total Marks	100
Advertising	40
Public Relations	40
Project Work	20

(A) Advertising**(Marks 40)**

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