

SEMESTER I

PAPER – I: COMMUNICATION THEORY

(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 communication theories, models and theoretical concepts related to Advertising and Public Relations.

(B) Pedagogy of the Course Work:

80% Lectures

20% Mid Semester Tests, 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: Introduction to Communication

- Communication: meaning, definition and functions ; Barriers in Communication; Concept of Effective Communication
- Forms of Communication: intra-personal, inter-personal, group & mass; verbal and non verbal communication.
- Concept of Meanings in Communication
- Definition of Perception, Role in Communication, Rings of Defenses.

UNIT – II: Communication models and theories I

- Bullet Theory and S-R model; Osgood & Schramm's circular model; Schramm's Field of Experience model.
- Berlo's S-M-C-R model
- Uses and Gratification theory, Diffusion of Innovations
- Agenda Setting Model and Theory

UNIT – III: Communication models and theories II

- McLuhan's Media Determinism Theory; Technological Determinism vs Social Constructionism
- Actor-Network Theory, Social Presence Theory
- Social Information Processing (SIP) Model, Impression management,
- Display-Attention model: the market-driven dimension

UNIT – IV: Theoretical Concepts related to Advertising and Public Relations

- Persuasion: Definition, Concept, Principles, Persuasive Communication,
- Attitude and Attitude Change model
- Concept and Definition of Public Opinion, Generators and Governors of Opinion Change, Opinion Leadership, Laws of Public Opinion
- Grunig's Excellence Theory for Public Relations.

ESSENTIAL READING

1. Wilbur Schramm, (1960), *Mass Communication*, 2nd ed. Urbana, University of Illinois Pr.
2. E.S. Herman & Noam Chomsky, (1994), *Manufacturing Consent*, Vintage
3. Kevin B. Wright and Lynne M. Webb (Dec 1, 2010) *Computational Communication in Organizations*, Peter Lang Publishing Inc, First Printing Edition.
4. Leonard Shedletsky and Joan E Aitken (October 2, 2003) *Human Communication in the Internet* (1st edition), Pearson
5. Berelson, Bernard & Janowitz, Morris (Ed.) (1996) *Public Opinion* *Communication*. The Free Press, New York
6. Wilbur Schramm, (1953), *Mass Media and Mass Communication*, Urbana, University of Illinois Press
7. Lee Richardson, (1969), *Dimensions of Communication*, N.Y. Appleton- Century-Croft
8. Kenneth K. Anderson, 1972, *Introduction to Communication Research*. Menlo Park, Cummings Pub. Co.,
9. Deniel Ketz et al, (1962), *Communication Research*, N.Y. Holt
10. Steven G. Jones, (1998), *Research in Communication*, Sage Publication
11. Michael Norton and Purba Dutt, (2003), *Global Strategic Communication*, Sage Publications
12. Kevin Williams, (2003), *Research in Communication*. Arnold Publication
13. Stanley J. Baran and Dennis K. Davis, (2002), *Mass Communication Theory*. Thomson Wadsworth Publication.House

ADDITIONAL READING:

1. Ball-Rokeach, Sandra & DeFleur, (1975), *Origins of Mass Communication*, Melvin, Longman, New York
2. Berlo David, Rinehart & Winston, (1960), *Mass Communication* Holt, NY
3. Blumler, Jay G & Katz, Elihu (ed.), SAGE, Beverly Hills, 1974, *Mass Communication*
4. De Sola Pool, (1972), *Human Communication*, Ithiel (ed), Rand McNally College Publishing Co.
5. Susan B, Barnes (September 21, 2002), *Computational Communication Human to Human Communication A Ross & Intren t* (1st edition), Pearsen.

PAPER – II: ADVERTISING

Total Marks	100
Theory Exam	80
Internal Assessment	20

A. Course Objectives:

This paper offers students an introduction to the field of advertising. The paper provides an opportunity to understand the fundamentals of advertising and exposes them to the phenomenon of creativity in advertising. It includes an introduction to advertising appeals, advertising copy writing for various media.

B. Pedagogy of the Course Work:

80% Lectures

20% Mid Semester Tests, 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: Introduction to Advertising

- Advertising vis-à-vis communication; Advertising: definitions and unique features; Overview of Advertising Industry
- Functions of Advertising, Classification of advertising
- Advertising in the marketing process; advertising vis-à-vis publicity, public relations, sales promotion
- Trade marks & brand names in advertising; Brand Image, Brand Personality and Brand Equity, Concept of USP, ESP; Packaging and Advertising

Unit – II: Advertising Appeals

- Concept of Need, Want and Motivation Theories, Maslow's Hierarchy of Drives
- Needs as a basis of Advertising Appeal. Definition and Conc

Unit – IV: Advertising Layout, Design and Production

- Advertising layout: stages of layout and their functions.
- Elements of Design; Basic design vocabulary.
- Design principles: balance, proportion, contrast, movement & unity ;application to Advertising
- Brief Introduction to Production of Advertisements

ESSENTIAL READINGS

1. Bailinger, Raymond, (1956) *out*

PAPER – III: PUBLIC RELATIONS

Total Marks	100
Theory Exam	80
Internal Assessment	20

Course Objectives:

The objective of this paper is to introduce the students to

ESSENTIAL READINGS

1. Black, Marwin & Harlow, Rex, (1985), *relationships*. Harper & Bros.; New York
2. Black, Sam, (1978), *relationships in*

Unit I: Social Dimensions of Advertising and Public Relations

- Advertising and Public Relations in Development Communication
- Advertising and Public Relations in Intercultural Communication
- Social Impact of Advertising
- Social Criticism of Public Relations

Unit II: Language in Advertising and Public Relations

- Relevance of language in Advertising and PR Communication, Language as a cultural Construct
- Brief introduction to concept of Semiotics and Semantics
- Brief Introduction to Linguistics and literary devices
- Concept of Language Hybridization in AD and PR Campaigns

Unit III: Ethics in Advertising and Public Relations

- Professional Ethics : Definition, Concept and Importance
- Advertising Standards Council of India : Composition, Code and Relevance
- Advertising Code of Akashvani and Doordarshan
-

PAPER – V: PRACTICALS

Total Marks

100

(A) Communication Theory**(Marks 25)**

Practical for Communication theory will include an analysis of Advertising and PR Campaigns on the basis of Communication theory.

(B) Advertising**(Marks 25)**

Advertising Practical will include advertising copywriting i.e. ad copies for a single product in different media (Print, Radio, TV); copywriting using the concept of Advertising Appeals; analysis of ad campaigns on the basis of design principles.

(C) Public Relations**(Marks 25)**

PR practical will include holding mock press conferences, analysis of PR campaigns on the basis of PR Process, creating PR tools for hypothetical clients and cases.

(D) Social Dimensions of Advertising and Public Relations**(Marks 25)**

Practical will include case studies of development Communication Campaigns, Analysis of Advertising Campaigns on the basis of Language, Case Studies of Advertisements and PR campaigns from the ethical and legal perspective

Paper VI**PROJECT WORK****50 marks**

Creation of a multi media Public Service Campaign on any idea/service using three components of Information, Education and Communication.

UNIT II : Essentials of Digital Advertising

- Concept of Targeting in Online Advertising
- Native Advertising
- Social Media Advertising
- Measurement and Evaluation of Online Advertising

UNIT III : Introduction to Digital PR

- Introduction to Internet Mediated Public Relations
- Glossary of Terms Related to Online PR
- Principles of Online PR
- Employee Relations and Media Relations in Digital Age

UNIT IV : Essentials of Digital PR

- Tools of Online PR : Email, Websites, Blogs, Video Conferencing
- Social Media and Public Relations
- Digital Tools for Evaluation of PR Campaigns
- Online Reputation Management

ESSENTIAL READINGS

1. Armstrong, Steven. *Advertising in the 21st Century*. London, Kogan Page. 2001
2. Caywood, Clarke L. *Advertising in the 21st Century*. Tata Mc Graw Hill. 2004
3. Duhe, Sandra C. *Advertising in the 21st Century*. New York. Peter Lang. 2007
4. Gay, Ricahrd. Alan, Charlesworth. Esen, Rita. *Advertising in the 21st Century*. Oxford, O.U.P. 2007
5. Heath, Robert L. *Advertising in the 21st Century*. New Delhi, Sage. 2010
6. John, Foster. *Advertising in the 21st Century*. Koganpage. 2012
7. Lee, Kevin. Catherine, Seda. *Advertising in the 21st Century*. Delhi, Pearson
8. Shih, Clara. *Facebook Era : Advertising in the 21st Century*. New Delhi, Pearson Education, 2012.
9. Singh, P.P. *Advertising in the 21st Century*. New Delhi, Deep and Deep. 2004
10. Spurgeon, Christina. *Advertising in the 21st Century*. London, Routledge. 2008

ADDITIONAL READINGS

1. Andrew, John McStay. *Digital Advertising*. Macmilan International Higher Education. 2016
2. Brown, Rob. *Advertising in the 21st Century*. *How to Succeed in Advertising*. Kogan Page Publishers, 2009.
3. Keith. A. Quesenberry. *Advertising in the 21st Century*. Rowman & Littlefield. 2018.
4. Page, Janis Teruggi. Parnell, J. Lawrence.

PAPER – III: CORPORATE COMMUNICATIONS AND EVENT MANAGEMENT

Total Marks	100
Theory Exam	80
Internal Assessment	20

(A) Course Objectives:

The paper introduces the students to concepts in Corporate Communications and Event Management. It introduces the students to the basic functions of Corporate Communication, Concepts of Corporate Identity and Image. It also discusses special areas like Issues management and Corporate Social Responsibility. The course in Ev6(i)-4.60948(on)21.7391(s)TJ 2a()-336.957(i)-4

Unit IV Planning and Promoting an Event

- Event Planning and Preparation
- Developing Programme and Content
- Promotion and Publicity
- Gaining Visibility and building reputation through Events

ESSENTIAL READINGS

1. David Meerman Scott October 5, 2015, The New Rules of Marketing and PR: How to Use

(B) Pedagogy of the Course Work:

80% Lectures

20% mid semester tests , 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: Advertising in Private and Government Sector

- Definition, Objectives and Functions of an Advertising Agency
- 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)
- Advertising in the Government Sector

Unit II: Public Relations in Private and Government Sector

- Definition, Objectives and Functions of an PR Agency
- Key Departments of PR Agency.
- Types of PR Agencies
- PR in the Government Sector

Unit III : Market Research

- Introduction to Market Research
- Types and uses of Market Research
- Analysis and Communication
- Marketing Research Contexts

Unit IV : Advertising and Public Relations Research

- Introduction to Research in Advertising and Public Relations
- Introduction to Consumer Behaviour
- Primary Research in Advertising and Public Relation
- Secondary Research in Advertising and Public Relations

ESSENTIAL READINGS

1. Bowman, Pat & Ellis, Nigel (ed.), (1985), *Handbook of Advertising and Public Relations*. George Harrap & Co., Ltd, London
2. Broom, Glen & Dozier, David, (1990), *Advertising and Public Relations*. Prentice Hall, New Jersey.
3. Cannon, Tom (1973) *Advertising and Public Relations* : Intertext-Books, London

4. Caples, John (1997) *st s A v rtism t o s*