Annexure No.	48 I
SCAA Dated	29.02.2008

BHARATHIAR UNIVRSITY : COIMBATORE-46
DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES
MA Journalism and Mass Communication (CBCS)
A course with **Practical** and a **Diploma in Public Relations and Advertising**
(For the students admitted from 2008-2009 and onwards)

REGULATIONS:

1. CONDITIONS FOR ADMISSION:

Candidates for admission to two year full time post graduate degree course M.A in Mass Communication offered by the Department of Communication and Media Studies at the University shall be required to have passed a Bachelors Degree in any of the disciplines from Bharathiar University or any other Universities or a qualification recognized by Bharathiar University as equivalent thereto.

2. DURATION OF THE COURSE:

The course consists of two academic years and is being offered under semester system with four semesters.

3. OBJECTIVES OF THE COURSE:

The course has been designed to provide an in depth understanding of the modern concepts of Communication and Media and and the working of professional media organizations for the aspiring students who take up professional career in various media industries. The course incorporates media training to provide the candidates professional exposure in mass communication and media sector. The curriculum has been designed to meet the changing needs and challenges in the areas of mass communication and especially media industries in the context of new media and global competition. Besides, the course aims at strengthening research, especially applied research, in the various areas of Mass Communication with a thrust on the Communication , new media and development.

4. **PASSING MINIMUM :** As prescribed by Bharathiar University.

5. ELIGIBILITY FOR THE DEGREE : As per Bharathiar University regulations.

SCHEME OF EXAMINATION : M.A JOURNALISM AND MASS COMMUNICATION (CBCS)

SEM	Paper: Core, Elective Supportive	Code	Subject	University Examinations			
				Internal	External	Total	Credits
I	Core I	08MCC01	Fundamentals of Communication	40	60	100	4
	Core II	08MCC02	Reporting	40	60	100	4
	Core III	08MCC03	Editorial Practice	20	30	50	2
	Core IV	08MCC04	Editorial Practice (Practical I)	20	30	50	2
	Elective I	08MCE05	Introduction to Graphic Design	40	60	100	4
	Supportive I		Subject chosen by the students	20	30	50	2
II	Core V	08MCC06	Media Laws and Ethics	40	60	100	4
	Core VI	08MCC07	Communication Theories	40	60	100	4
	Core VII	08MCC08	Design Principles and Visual Culture	40	60	100	4
	Elective I	08MCE09	Graphics and Animation (Practical II)	40	60	100	4
	Supportive II			20	30	50	2

(Students shall undergo a five week media internship at the end of the second and third semesters and the internship reports will be evaluated for 100 marks at the end of the fourth semester. The internship carries totally 4 credits with 2 for each.)

BHARATHIAR UNIVERSITY: COIMBATORE - 641 046
DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES
DIPLOMA in PUBLIC RELATIONS AND ADVERTISING MANAGEMENT
for MA Journalism and Mass Communication-(CBCS)
2008-2009 onwards

Scheme of Examination

SEM	Code	Subject	University Examination			
			Internal	External	Total	Credits
I	08MCD01	Introduction to Public Relations	40	60	100	4
II	08MCD02	Fundamental of Advertising	40	60	100	4
III	08MCD03	Public Relations Campaigns and Management	40	60	100	4
IV	08MCD04	Advertising and Market research	40	60	100	4

SYLLABUS :   SEMESTER I

Core I   FUNDAMENTALS OF COMMUNICATION   (4 credits)

UNIT I
COMMUNICATION -Definitions, scope, forms and purpose; Types of Communication – Inter personal, Intra personal, Mass, Organizational, Verbal, Non-verbal, Political Communi-cation; New Communication technologies and the emerging trend: global and Indian context.
UNIT II
Process of Communication – Source, Massage, Channel, Receiver, Feedback, Encoder, Decoder, Noise in communication – types of noise - Basic Models in Communication-concept of Gate keeping: Gate keepers in mass media.
UNIT III
Language and communication; Importance and use of language, Psychology of language, Language and Semantics: Denotative, Connotative, Contextual, Structural meanings; semiotics;
Language as a barrier in multi-lingual societies and cross cultural communication – translation -problems and solutions.
UNIT IV
Communication systems in Indian context: Interpersonal and group networks – New media situation and its Socio, Economic, Political and Cultural implications. Public and private ownership; media conglomeration - Social, Economic, Political and Cultural factors and their influence on communication Systems – media and Public Opinion process. Communication policies, issues and Future developments.
UNIT V
Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation,   impact on children; Regulatory mechanism: government , professional bodies and citizen groups.

REFERENCES:

'Mass Communication : An introduction' , Bittner, John. Prentice-Hall, New Jersey. 1980.
'Human communication', Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.
'Taxonomy   of Concepts in Communication', Blake & Haroldsen, Hasting House, NY .1979.
'Communication Models'. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.
India's Communication Revolution' , Singhal & Rogers, Sage, New Delhi. 2001.
'The dynamics of Mass Communication'. Dominick, Joseph. McGraw Hill, 1993.
'Media towards 21st Century ', KM. Srivastava, Sterling P ub. New Delhi. 1998.
'Media and Globalisation'. Rantanen, Terhi. Sage, London. 2005.
'Studying Interpersonal Communication'. Clark, Ruth. Sage, London. 1991.
'Introduction to Communication Studies'. Fiske, John. Routledge, London.1990.
'Studies in Modern Mass Media' Vol.1 & 2. , Khan & K. Kumar, Kanishka pub. 1993.
'Media, Message and Language', Mc Luhan et al. USA, 1980.
'Men, Woman Messages and Media', Schramm & Porter, Harper & Row pub. NY 1982.
'Communication and culture', S.Seetharaman, Associate pub. Mysore, 1991.

Core II

REPORTING (4 credits)

UNIT I

Newspaper organization: structure – Reporting section: Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges – Objectivity, editorial freedom vs newspaper's policies and objectives. Trends in reporting: Interpretative and Investigative - Freelancing.

UNIT II

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, objectivity; Interviews_ types, techniques, preparation and writing interview story.

UNIT III

Reporting government and other agencies: Central, State and Local Governments, Rural reporting -Beats and Special Coverages. Covering essential services Communications, Transport, Education, and Health etc.- sources of news - Press Conference: Preparation, Handout, and Press release.

UNIT IV

Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting. Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards; Covering public meetings and speeches: dos and donts..

UNIT V:

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Writing Reviews: Book, Film: Procedure and Style.

Work shop: News and feature writing workshops have to be conducted periodically besides regular field based reporting assignments and media internship which will be evaluated.

REFERENCES:

'News Reporting and Writing'. Mencher, Melvin. MC Graw Hill, NY. 2003.

'The Complete Reporter'.(4th ed.). Harris, Julian et. al., Macmillian, NY. 1981.

'Interpretative Reporting'.(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.

'Reporting for the Print media'.(2nd ed). ;Fedler, Fred. Harcout, Bruce Jovanovich Inc., NY. 1979.

'News Reporting and Writing'.(9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.

'Professional Journalism' MV Kamath, Vikas Pub. New Delhi .1980.

'Professional Journalism' Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.

'Journalism Today' . Navin Chandra & Chaughan, Kanishka Pub. New Delhi. 1997.

'Style in Journalism'. PVL, Narasimha Rao, Orient Longman, Chennai. 1998

'Writing Feature Articles'. Brendan Hennesay, Heinemann Pub. London. 1989.

'Beyond the facts: A guide to the art of feature writing', Touis Alexander, Gulf pub. London, 1982.

'Creative interviewing'. Metzler, prentice Hall, 1979.

'Dimensions of modern Journalism' NC. Pant & J. Kumar, Kanishka Pub. New Delhi 1995.

Core III

EDITORIAL PRACTICE   (2 credits)

UNIT I

Organization of editorial department in a newspaper - functions of editorial department ; duties, responsibilities and qualifications of editorial staff : Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors; Copy desk functions, path of a copy , morgue.

UNIT II

Principles of editing – editorial space – news value - copy fitting, checking facts, continuity;   paragraphing, grammar, punctuation, taste, style, spelling etc; Rewriting;. Headlines: Importance, functions of headlines, typography and style, language, types of headlines; readability and legibility. Picture editing: Importance of pictures, selection of news pictures, cutlines, cropping methods. Style sheet / manual.

UNIT III

News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI. Wire editing: news selection , Problems of Translation.

UNIT IV

Opinion page: Editorial writing: Purpose, Types of editorials, subjects, editorial policy, influencing factors, editorial writers and editorial freedom. Editorial Board: constitution, responsibilities and functions of editorial board; ombudsman - Review of newspaper editorials.

UNIT –V

Profiles, Guest columns, Letters to the editor, Syndicated columns, Sponsored columns. Columnists – advertisements - newspaper layout and design.- Review of editorial page of newspapers.

(Note: Regular practical excercises and workshops in editing using the appropriate softwares to be conducted.)

REFERENCES:

'Newspapers Handbook' (3rd ed.) Keeble, Richard. Routledge, London.2001.
'News Editing in theory and practice'. Banerji, Bagchi & Co., New Delhi . 1992.
' Art of editing'. Baskette & Sissors, MacMillian, NY, 1977.
'Editorial Thinking and Writing'. . Bush, Chilton. Greenwood press, Connecticut. 1970.
'Newspaper Organisation and Management'(5th ed.).Williamson, Herbert . Iowa State Univ. 1978
 'Editorial and persuasive writing'. Harry Stonecipher, Hasting House, NY, 1979.
 'Art of Editing'. Manohar Puri. Praga Pub. New Delhi. 2006.
 'Chicago Manual of Style'. (14th Ed). Prentice Hall , New Delhi, 1996.
'Simple Subs Book' . Sellers, Leslie. Pergamon, Oxford.1968.
'News Editing'. Westley, Bruce. Oxford & IBH, New Delhi. 1975.
 'Picture Editing : An introduction ' Tom Ang, Focal Press, Oxford. 1996,
Five volume series of books by Harold Evans, Heinemann, London, 1972, 1974, 1976.
(Books: Newsman's English, Handling Newspaper text, News Headlines, Picture Editing, Newspaper Design)
' The International News Agencies'. Oliver, Boyd, Rennett. Sage, London, 1980.
' Four Worlds of writing' Lauer et al. Harper & Row Pub. NY, 1981.

Core IV

Editorial Practice   (Practical - I)   **(2 Credits)**

List of Practicals:

1. **Writing News**

2. **Headlines**

3. **Writing Lead**

4. **Writing Sports news**

5. **Writing features**

6. **writing editorials**

7. **Editing principles**

8. **Editing symbols**

9. **News selection**

10. **Agency reports**

11. **Editing wire news**

12. **Rewriting**

13. **Readability**

14. **Picture editing**

15. **writing cutlines**

16. **Page layout**

17. **Editorial page**

18. **Writing reviews**

(The examination is of 3 hr duration)

Elective I   INTRODUCTION TO GRAPHIC DESIGN (4 credits)

UNIT I:

 A brief history of graphic design: Elements of design; Principles of design: Unity, balance, rhythm, proportion, movement ; Language of design: white space, fonts, pictures, page layout and design.

UNIT II:
Design process: conceptualization, stages involved; types of design;   creativity in design; traditional and modern designs – technology in designing.

UNIT III:
Text and Images: typography- styles and features, application and techniques in design; Colour in design: colour theory, colour combinations, colours and meanings, psychology of colours, Logo design, illustration techniques, design and composition.

UNIT IV
Introduction to graphic design softwares – Features and application of Coral Draw, Photoshop, Illustrator, Quark Xpress, PageMaker. Review of graphic designs (cases).

UNIT V:
Graphic design application in brochure, newsletter, directmail, magazines, posters, newspapers, billboards, catalogue, letter head, corporate merchandising , packaging, product.
(Practical exercises in creating designs using computer softwares to be done regularly.)

<u>References:</u>

Bridgewater, Peter. An Introduction to Graphic Design. Quintel Pub. London. 1997.
Gollingwood, R.G. The Principles of Art. Oxford Univ. Press. NY. 1958.
Nakamira, Sadao. The Colour source book for Graphic Designers. Shoin Pub. Co. Japan. 1990.
Pradeep Mandav. Visual Media Communication. Authors Press, New Delhi. 2001.
Best of Graphic Design. Page One Publishing, Singapore. 1993.
Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi. 1998.

Core V
MEDIA LAWS AND ETHICS   (4 credits)
UNIT I
World Press: A brief comparative account of the press systems in the USA, UK, Japan and China: Leading dailies and news agencies – ownership pattern – newspaper design and format – content and style – new technologies and developments.
UNIT II
Indian Press: Pre-Independence Press in India: Early Newspapers, Indian languages journals, growth of Tamil press, Vernacular press act 1878 , Raja ram Mohan Roy, Indian National Congress , Swedesamitran, India , News Agency, Gandhi as a Journalist.
UNIT III
Characteristics of the English press: Times of India, The Tribune, Patriot, Hindustan Times, the Hindu, The Indian Express and Deccan Herald. Press after independence; News Agencies,   Press Commissions;   Tamil press: Leading Tamil dailies and magazines, Status, ownership, circulation, editorial content , style and design.
UNIT IV
Press Laws: National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions;   Defamation, Sedition, Obscenity, Incitement of violence, Press and registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956, and 1958.; wage board for journalists ; Contempt of court act 1971. The Newspaper (Price & Page) Act 1971. Right to information Bill.
UNIT V
Press as fourth estate, press and society, professional code of ethics, violations (cases), Influencing factors, self-regulation; Press council: powers and responsibilities;   other agencies regulating the press, problems. Debate on entry of foreign press in India; future developments and issues.

REFERENCES:
'Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed). Longman, New York, 1991.
'Press and Public: who reads what when where and why in American newspapers'.Bogart, Leo et al. Lawrence Erlbaum Associates, New Jersey. 1981.
'March of Journalism'. Herd. Greenwood press, Connecticut, 1976.
'Popular media in China' . C. Chu. Univ. Press of Hawaii, Honolulu. 1978.
'The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK. 1981.
' Characteristic of Japanese Press'. Susumu Ejiri, Nihon Shinbun Kyokai. 1972.
' Press Commission reports' . Govt. of India Press.
' Press, politics and public opinion in India ' BM Sankhder, Deep Pub. New Delhi, 1984.
 'History of press., Press laws and Communications'. BN Ahuja. Surjeet Pub. New Delhi. 1989.
' Freedom of the press '. MK Joesph, Anmol pub. New Delhi, 1997
' The press in India ' KA Padhy, Sahu, Kanishka pub. New Delhi. 1997.
' Journalism in India ' R. Parthasarathy, Sterling pub. New Delhi.1989.
' The press ' Chalapathy Rau, National Book Trust, New Delhi, 1974.
' Law of the press in India ' D.D. Basu, Prentice Hall, New Delhi 1980.
 'Independence and the Indian Press'. Jagannathan, N.S. Konark Pub. New Delhi.1999.

Core VI   **COMMUNICATION THEORIES**   **(4 credits)**

UNIT I
Media and Society – Media Industry ,Social, Political and Cultural influence, Information Society Media Privatization , Media Audiences, Media and social change.

UNIT II
Communication Theory: Theoretical concepts and constructs in Communication models:_Lasswell's model, Two-step flow theory, Schramm's circular model, Whites Gatekeeper theory, Shannon & Weaver's mathematical model, Dance's Helical model, Westley and Maclean model. Powerful media thesis, Limited effects tradition.

UNIT III
Media Uses and Effects: Individual characteristics, expectations, and perception of media, media use. Uses and Gratifications Theory: – social and psychological origins of needs, gratifications sought, gratifications fulfilled: Media dependency theory; Knowledge gap hypothesis.

UNIT IV
Social Learning theory: Learning positive and negative social behavior, attitudes. Cultivation Analysis: Process and effects –, prosocial and antisocial content; users' perception and attitudes, media portrayal, effects on children; Agenda setting: media agenda, public opinion, media gatekeepers, other sources of media control – case studies.

UNIT V
Innovation Diffusion: Process of diffusion, variables, innovation adoption process, factors of influence: application of the model in Indian context.   Cultural studies approach; Political economy of media: Marxists and Critical approaches; Visual culture and issues of representation; human rights and media; New media concepts and applications.

REFERENCE BOOKS:
1.   'Communication models' by McQuail, Denis and Sven Windahl.; Longman, New York 1981.
2.   The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3.   'Culture, society and media' by Michael Gurevitch et al, (Ed). Routlege, London. 1998.
4.   'Theories of Mass Communication' by Mattelart et al., Sage, London. 1998.
5.   'Essentials of Mass Communication" by Asa Berger, Sage, New Delhi, 2000.
6.   'Media Gratifications Research' by Rosengren et al., Sage, London, 1985.
7.   Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
8.   'Communication Theories: Origins, methods, uses' Severin, Werner and Tankard, Hastings House Pub. New York: 1979.
9.   'Theories of the Information Society' by Webster, Frank. Routledge, London. 1995.
10. 'International Encyclopedia of Communicatiions'. Erik Barnouw et al.(ed). Oxford Univ. Press, NY.1989.

Core VII   **DESIGN PRINCIPLES AND VISUAL CULTURE**

(4 credits)

Unit I

Intro to Design – Principles : Balance – Rhythm – Proportion – Dominance – Unity – Emphasis – Harmony – Opposition – Variety – Depth – Repetition – Motion.

Unit II

Elements of Design : Line – Shape – Direction – Size – Texture - Colour – Value – Concepts of Layout : Hierarchy – Centre of visual Impact – Organization – Contrast – Colour – Typography – Unexpectedness – Rules – Consistency.

Unit III

Vision and Visuality – Visual Culture – Social Conditions and Effects of Visual Objects – Critical Visual Methodology – Visual Production -: Technological, Compositional and Social Aspects of Visuals.

Unit IV

Fundamentals of Composition – Interpretation – Spatial Organization – Light – Expression – Montage – Content – Analysis.

Unit V

Introduction of Semiotics – Analysis – Aspects of Signs and Symbols – The Sign and Meanings – Description of Signs – Denotations and Connotations – Paradigmatic and Syntagmatic aspects of Signs – Signs and Codes – Referent Systems – Audience and Interpretation

Reference:

1. Lauet, David. Design Basics.
2. White, Alexander W. The Elements of Graphic Design
3. Wong, Wucius. Principles of Two Dimensional Design
4. Muller, Josep . Grid Systems in Graphic Design
5. Zelavski, Paul and Pat Fisher, Mary. Design Principles and Problems
6. Dondis, Douis A. A Primer of Visual Literacy
7. Janson, Anthony F. History of Art
8. Williams, Robin. The Non-Designers Design Book
9. Elan, Kimberly. Geometry of Design : Studies in Proportion and Composition
10. Eco, Umberto. Fundamentals of Semiotics

Elective II   GRAPHICS AND ANIMATION
(Practical - II)   **(4 credits)**

AREA -I

basics of animation - classical animation - time line-instances –stage – layers - scene , Key frames-Frame Rates- Editing Frames, Building Skills with Tools and Colors - - drawing tools - Modifying and Editing - Grouping - Mixer Panel , animation using existing software.

AREA -II

Flash – Tweening –motion tweening –shape tweening, onion skining –buttons –instances Shape Hinting , Multiples , Gradient Animation , Symbols, Instances and Libraries, Editing Color Styles , Text - scripting- Working with Words - Block Types - Creating – Modifying - Formatting -Animating them.

AREA-III

3D concpts –viewports – perspective -camera –standard primitives   - polygons
low polygon, camera motion – Lights- sound generation -Motion Tweening, - Effects – Editing - Motion Guides - Exploding Text - Options and Limits.

AREA - IV

Modeling & Animation with 3D Max –primitives - low polygon modeling – organic modeling - nerves modeling , texturing – mapping ,Painting 3D Objects with Deep Paint , Movie Clips - Graphic Symbols vs. Movie Clip Symbols- Animated Rollover Buttons - Testing the Movie - motion capture techniques

AREA - V

Particles system   - dynamics – inverse kinematics - reverse kinematics –timeline-key frames, Character Animation and Visual Fx , <u>Variability in Animations of Human Motion</u> , Action Scripting –Defined- Interactivity and Actions- Events- Scenes- Drop-Down Menus, Loading Movie- Sound- Importing- Compressing- Background- Settings – Controlling – Synchronizing ,Components and Forms - Creating Configuring - Modifying

(Duration of Practical Examination: 6 hrs.)

REFERENCES:

Mark Simon. Storyboards: **Motion in Art**, Focal Press,2000,

Rick Parent. **Computer Animation**: Algorithms and Techniques. Morgan Kaufmann, 2005,

Kyle Clark. **Inspired 3D character animation**. Premier Press, 2003.

Mark R. Wilkins, Chris Kazmier. MEL. **Scripting for Maya Animators**, Second Edition (The Morgan Kaufmann Series in Computer Graphics) (Paperback), 2005,

Chris Webster. **Animation. The Mechanics of Motion**. Focal Press, 2005,

Alberto Menache. **Understanding Motion Capture for Computer Animation and Video Games** (Paperback). Academic Press, 2000,

Matt Liverman. **The Animator's Motion Capture Guide: Organizing, Managing, Editing** (Paperback). CHARLES RIVER MEDIA, INC., 2004.

Brad Clark, John Hood, Joe Harkins. **3D Advanced Rigging and Deformations**. Thomson Course Technology, 2005.

Eadweard Muybridge**. Animals in motion.** Dover Pictorial Archive Series, 1987.

Eadweard Muybridge. **The Human Figure in motion**. Dover Pictorial Archive Series, 1951,

Web resources

Animation Arena (http://www.animationarena.com/)

The Animation Magazine: the business, technology, and art of animation (http://www.animationmagazine.net/)

Animation Journal (refereed) (http://www.animationjournal.com/)

Highend3D (http://www.highend3D.com/)

Graphics Papers (http://www.graphicspapers.com/)

Semester I
Diploma Paper-I   INTRODUCTION TO PUBLIC RELATIONS

Number of Credits : 4
UNIT I
Public Relations: Definitions, PR as a management concept, elements of PR, evolution of PR, PR as a profession, PR Functions: public opinion, propaganda, and publicity. PR practice in the present context., PR firms in India: status and growth.

UNIT II
PR Publics: Internal and external public ; issues and problems; management approach, PR strategy,
Channels of Communication – public perception, evaluation.

UNIT III
Tools of PR: mass media, ICT, press conference, press kits, exhibition, out door media, house journal, special events, advertising. PR publics: Employees, shareholders, consumers, community,
government, media.

UNIT IV
PR in private and public sectors, educational institutions and in Government: Structure and functions, policies, problems and issues.

UNIT V
Public Relations practice in the Global context – Corporate culture – global competition, International PR and implications for developing countries ; PR policies, professional organizations in PR , code of ethics – Future developments – Case studies.

REFERENCES:

'Managing media organisations' , John Lavine and Wackman, Longman , NY. 1988.
'Newspaper organization and management' , Williams, Iowa State university press, 1978.
'Media management in India' Dibakar Panigrahy,&Biswasroy, Kanishka pub, New Delhi 1993.
''Management concepts and practices' Tim Hannagan, Macmillan, 1995.
'Essentials of management'. Koontz & Weihrich, Tata McGraw Hill. 1990.
'Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey, 1982.

Semester II

DiplomaPaper-II   FUNDAMENTALS OF ADVERTISING

Number of Credits : 4

UNIT I

Advertising as Communication , Marketing Mix , Status of Advertising industry in India, Socio economic effects of Advertising , Leading advertisers (national and international); Advertising theories: Hierarchy of needs , Stimulus-Response theory;

UNIT II

Types of Advertising: Consumer, industrial, Corporate, Cooperative, Retail, Farm, Comparative, Public service, and Trade. Strategies, merits and demerits; Critical analysis of ads.

UNIT III

Advertising Agency: Structure and functions, Types of Agencies , Agency selection, Advertiser- Agency -Media relationship, Profiles of leading international and Indian Agencies, diversifications and specializations , professional challenges and requirements.

UNIT IV

Advertising forms; Ad. production: Copy: copy platform , copy format , elements, appeals ,   visuals and other creative elements. Techniques of print ad. production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media planning strategy and methods. Case study of print ads and commercials.

UNIT V

Cross-cultural and Lifestyle advertising; Global marketing and advertising; implications: Professional Bodies: Advertising Agencies Association, Advertising Standards Council, Press Council. Professional Ethics, advertising in future: challenges and issues.

REFERENCES:

'Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey, 1980.
'Ogilvy on advertising'. David Ogilvy.
 'The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.1990.
 'Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi, 1998.
' Advertising world wide' (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
' Promotional Culture: ,Advertising, Ideology, Symbolic Expression' , Andrew Wernick, Sage, London, 1994.
 ' Brand positioning' . Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990
'Advertising Management concepts and cases' M. Mohan, Tata Mc Graw Hill, 1989.
'Successful advertising research methods' Haskins & Kendrick, NTC Business Books, 1991
'Fundamentals of advertising research' Fletcher & Bowers, Grid Pub. 1979.