

B.A. in Journalism & Mass Communication
Semester IV
Paper –X Basics of Advertising & Public Relations

Unit-I

Introduction –Definition, Meaning concept,
History & development of Advertising
Types of Advertising
Types of advertisement appeals
Basics of Advertising copy writing & Visualization

Unit-II

Advertising and Society
Ethics in Advertising
Advertising Agency: Structure, Function & Type
Writing Effective Radio, T.V & Web Copy
Print copy writing process

Unit-III

Public Relations: Introduction, Background, Definitions, concept, scope,
Public Relations agency: Functions & Role
Public relations in an organization: PR and Management, Relations with Chief executive,
The entrepreneurial PR
Difference between Public Relations- Propaganda, Publicity, Public Opinion,

Unit-IV

Writing for PR: Press Release, Press note, Handout, Speech writing, background materials,
Citizen charter of the organization, creative writing, report writing, Agenda and Minutes of the meeting,
Scheduling and handling of press Conference: Press get-together, Press Meet, Checklist of Press kit.
PR and Media Relations, Government relation, Crisis communication

Market Research

Suggested readings

1. Allen H, Frank E Walsh : Public relations practices
2. Anil Basu : Public relations: Problems and prospects with case studies
3. David Ogilvy-Ogilvy on Advertising-Prion Books Ltd (2007)
4. Sean Brierley, The Advertising Handbook
5. Iain MacRury-Advertising (Routledge Introductions to Media and Communications) - Routledge (2009).
6. Helen Katz The Media Handbook- A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Volume in Lea's Communication Series) 2003.
7. (LEA's communication series) Krishnamurthy Sriramesh_ Dejan Vercic, The global public relations handbook: Theory, research, and practice-Routledge (2009).

8. Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber-Public Relations_ Strategies and Tactics, Global Edition-Pearson Education Limited (2014).
9. Alison Theaker, The public relations handbook.
10. William Dinan, David Miller-A Century of Spin: How Public Relations Became the Cutting Edge of Corporate Power (2007).
11. Jansampark aur vigyapan: Santosh Goyal, Sri Natraj Publications
12. Hindi vigyapanon ka samkaleen vimarsh: Shivnarayan, Sri Natraj Publications

Paper- XI New Media

Unit-I

Online Communication: Meaning and definition, Features of Online Communication; Internet: Characteristics, Networking, ISP and browsers, Types of websites, Video conferencing, Webcasting, Podcasting.

Unit-II

Digital media and communication, ICT and digital divide, Information Society, New World Information Order and E-governance, NWICO: New World Information and Communication Order, Convergence: Need, nature and future of convergence, Emerging Trends: Mobile Technology, Social Media & Web 2.0

Unit-III

Traditional vs Online Journalism-difference in news consumption, Presentation and Uses, Online Writing & Editing: Do's and Don'ts, Blogs - RSS - Atom and podcasts:- Wikis - Wikipedia versus Britannica - Photo Sharing - Podcasting - Video Podcasts – Screen casts.

Unit-IV

Cyber Crimes & Security: Types and Dimension, Cyber Laws & Ethics and the difficulty in enforcing them, Elements & Principles of Web Designing, Basic Programming for Web Designing-- HTML

Suggested Reading

1. New Media: A Critical Introduction, Martin Lister, Taylor & Francis, 2009
2. The Internet: An Introduction to New Media, Lelia Green, Berg, 2010
3. Leah A. Lievrouw, Sonia Livingstone (ed.), *The Handbook of New Media*, SAGE, 2002
4. Logan, Robert K. (2010) *Understanding New Media: Extending Marshall McLuhan*, New York: Peter Lang Publishing
5. Castells, Manuel, (1996) *Rise of the Network Society, The Information Age: Economy, Society and Culture volume 1*, Massachusetts, Blackwell Publishing
6. *Cyber Law of Information Technology and Internet*, Anirudh Rastogi, 2014
7. *Samachar lekhan aur web patrakarita*: A.Kulshreshtha, Sri Natraj Publications

Paper-XII Practical /Viva-voce

- (I) All the students have to make their blogs, social media presence by writing 05 stories on their blogs and social media platform submit the printout to the concern Department blog should be identified with their name and photograph.
- (II) All the students have to make their Institute's House Journal of at least of 20 pages including articles, Photographs, and stories etc.

Note: Practical work will be based on theory papers. A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.

