

ELECTIVE COURSE – II - JOURNALISM AND ADVERTISING

Unit – I

Print Journalism – Television Journalism- Web based Journalism – Editing – broadcast Journalism – new Technologies – Today's news production,

Unit – II

Basic tools of writing – Accuracy – clarity – Brevity – news value – sources of information – ethical considerations.

Unit – III

Primary media – secondary media – media planning – media buying.

Unit – IV

Advertising – audience analysis – Target marketing – brand segmentation – brand positioning.

Unit – V

Advertising campaign – Public relations – sales promotion – print production – electronic production – ethics.

Books and journals for references:

1. James s. Noris, Advertising
2. Keval J. Kumar, Mass Communication in India, Jaico, New Delhi
3. Otto Kleppner, Advertising Procedure,
4. De Fleur/Dessis, Understanding Mass Communication
5. Frank Jefkins, **Advertising Made Simple**, Rupa & Co, New Delhi. 1992.
6. Coutland L.Bovee, John V.Thill, George P.Dovel, Marian Burk Wood, **Advertising Excellence**, McGraw-Hill, Inc. N.Y. 1995.
7. William F.Arens, Contemporary Advertising, Irwin/McGraw-Hill, 1999
8. G.M.Rege.Dr, **Advertising Art & Ideas -Textbook**, Career Polytechnic Publication, Bombay. 1972.
9. S.A.Chunawalla and K.C.Sethia, Foundations **of Advertising Theory and Practice**, Himalaya Publishing House, Mumbai, 2000.