BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.
M.Sc. Electronic Media - Course Structure under CBCS
(applicable to the candidates admitted from the academic year 2008-2009 onwards)

Semester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Extn.	
I	Core Course – I (CC)	Introduction to Mass Comm.	6	5	3	25	75	100
	Core Course – II (CC)	Writing for Electronic Media	6	5	3	25	75	100
	Core Course – III (CC)	Basic TV Production Techniques	6	4	3	25	75	100
	Core Course – IV (CC)	Writing for Audio and Video Production	6	5	3	40	60	100
	Core Course – V (CC)	Electronic Media Management	6	4	3	25	75	100
		Total	**30**	**23**				**500**
II	Core Course – VI (CC)	Multimedia in Authoring Tools	6	5	3	25	75	100
	Core Course – VII (CC)	Video Production [Practical]	6	5	3	40	60	100
	Core Course – VIII (CC)	Media Research	6	4	3	25	75	100
	Core Course – IX (CC)	Media Laws and Ethics	6	4	3	25	75	100
	Elective – I	Psychology and Communication	6	4	3	25	75	100
		Total	**30**	**22**				**500**
III	Core Course – X (CC)	Multimedia Software and Production	6	5	3	25	75	100
	Core Course – XI (CC)	Editing Audio and Video	6	4	3	25	75	100
	Core Course – XII (CC)	Web Designing and Development	6	5	3	25	75	100
	Elective - II	Journalism and Advertising	6	4	3	25	75	100
	Elective – III	Radio Programmes and Production	6	4	3	25	75	100
		Total	**30**	**22**				**500**
IV	Core Course – XIII (CC)	Internship	12	10	-	-	-	100
	Core Course – XIV	Dissertation=80 Marks [2 reviews –20+20=40 marks Report Valuation = 40 marks] Viva = 20 Marks	6	5	-	-	-	100
	Elective - IV	Graphics and Animation	6	4	3	25	75	100
	Elective - V	Advertising Corporate Comm. And Marketing	6	4	3	25	75	100
		Total	**30**	**23**				**400**
		Grand Total	**120**	**90**				**1900**

Note:

Core Courses include Theory, Practicals & Project

No. of Courses	14 - 17
Credit per Course	4 - 5
Total Credits	70

Elective Courses

(Major based / Non Major / Internship)

No. of Courses	4 – 5
Credit per Course	4 – 6
Total Credits	20

	Internal	External
Theory	25	75
Practicals	40	60

Project

Dissertation	80 Marks	[2 reviews – 20+20	=	40 marks
		Report Valuation	=	40 marks]
Viva	20 Marks			20 marks

Passing Minimum in a Subject

CIA	40%	} Aggregate 50%
UE	40%	

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CORE COURSE - I

INTRODUCTION TO MASS COMMUNICATION

Objectives: To introduce the students to the basics of communication and to the theories of communication.

Unit – I

Origin of human communication, communication through ages. Invention of printing and growth of newspapers in Europe and Colonial America. Industrial revolution and the technology.

Unit – II

Nature and process of communication. Types of communication. Characteristics of Mass Communication. Models of Communication. Functions of Communication. Information Extension, Education, Socialization – role of communication in development, communication dysfunction.

Unit – III

Freedom, control and social responsibility of the media. Four theories if the press.

Unit – IV

Effects of Media, persuasive communication. Learning and cognitive theory. Agenda setting, cultivation Hypothesis. Uses and Gratification etc.

Unit – V

Issues relating to media. Obscenity, sex and crime, violence in media. Media and children. Women and the Media. Foreign media and Indian culture.

Books and Journals for study and reference:

1. Keval J.Kumar, Mass Media in India

2. Schramm and Porter, Men, Women, Messages in Media

3. Mcquail, Mass communication and Introduction

4. David Berlo, The Process of communication

5. DeFluer, Theories if Mass Communication

6. Yadav and Mathur, Issues in Mass Communication

7. Wilbur Schramm, Mass Communication

CORE COURSE – II

WRITING FOR ELECTRONIC MEDIA

Objective:

To introduce the students to the technique and aesthetics of writing for different forms of electronic media programmes.

Unit – I

Idea Vs Media, developing ideas and conceptualization, Presentation - instruction, mood and experience. Writing the script for electronic media - Ground rules for writing for different time chunks; afternoon programme, prime time programme, late night programme.

Unit –II

Spoken language writing -Writing for radio and TV commercials and announcements, Writing to inform, script format. News report, News writing, writing headlines, writing for radio commentary

Unit – III

Writing for both radio and TV - Features and documentaries, talk programmes, Writng jingles and radio commercial – Idea – Strategy – Brand Positioning – Preparing Creative blue print, to use celebrities – voice – over, narration, and using music. Interview/Discussions, corporate programmes, variety and comedy - for special audiences: programme for children, Women, farmers and Youth - script design, voice-over and narration.

Unit – IV

Writing for TV - commercials, serials, soap operas, other genres, big idea, TV spot techniques Idea presentation, treatments, Scripting, storyboard, terms used for camera movement and editing.
Tele Writing scripts for TV Commercials – format for TV Commercials – preparing the story board and art direction.

Unit – V

Play writing - Narrative structure, conflict and resolution. Characterization, Structure variation, scenes and sequences, shot breakdown and film genre. Writing, treatment, script and its formats and storyboard. Production problems.

Books and Journals for study and reference:

1. Screen Writing for narrative Film and Television - William Miller - Columbus books – London - 1989.
2. Film Script Writing - Dwight Swan - Hastings House - New York -1976.
3. Script Writing for Video and Audio media - Dwight Swan - Hastings House - New York -1976.
4. Video Script Writing - Barry Humps - Penguin U.S.A Inc - 1993.
5. Screenplay -The Foundations of Screen Writing - Syd Field - Dell Publishing Co.,

CORE COURSE - III

BASIC TV PRODUCTION TECHNIQUES

Objectives:

1. To introduce the students to the Basic Television Production.
2. Use of electronic equipment will provide hands – on real – life training.

Unit – I

The studio- the camera – Basic design and structure – lens characteristics – how the camera works- movements, shots, control room techniques – sound.

Unit - II

Lighting: Definition of lighting terms. Types if lights – lighting equipment – lighting accessories – studio lighting procedures.

Unit – III

Visual effects: Digital Video effects Optical effects – Mechanical effects chroma key – Character generator.

Unit – IV

Techniques of TV direction: From planning to Pre-production to post – production – director's role directing methods – control room direction.

Unit – V

Set design background – both studio and location; graphic design – scenery – scenic design, property and other accessories.

Books and journals for study and reference:

1. Edger E.Wills, Comjoile D; Arienzo, Writing scripts for television radio and films
2. David Dary B, Radio News Hand Book
3. Paul Semyak, Broadcast News Writing
4. Paul De Maeserneer, Here's The News

CORE COURSE - IV

(PRACTICAL)

SCRIPTING FOR AUDIO AND VIDEO PRODUCTION

Unit I   Knowing various script format for Radio, TV and New media.

Unit II   Writing for– monologue, dialogue, slice of life format.

Unit III   Writing for news, sports, commercials, documentaries and Features.

Unit IV   Writing for Educational Programmes and Children Programmmes.

Unit V   Writing for Interviews and conversations and talk shows.

Unit VI   Writing for Internet.

Evaluation:

Students write and submit not less than 5 scripts for programmers of their choice from the above units at the end of the semester for evaluation. 25 marks will be allotted for the submission and 75 marks for an oral exam.

CORE COURSE V

ELECTRONIC MEDIA MANAGEMENT

Objective:

To students gain knowledge about planning, budgeting and other aspects of TV production management.

Unit – I

Programme research- planning, budgeting and scheduling; script breakdown

Unit – II

State of filmmaking and their management – pre production – production and postproduction.

Unit – III

Shooting arrangements for indoor and outdoor shooting; role of production manager – studio booking – equipment hire – seeking location permission – arranging transport, boarding and lodging and other exigencies.

Unit – IV

Role of other production personnel like the director as team leader, art director, assistant director, camera and lighting assistants, floor manager and other production assistants.

Unit – V

Identifying potential production agencies, writing programme proposals, project presentation.

Books and Journal for Study and Reference:

1. Gorham Kindem & Robert E.Musburger, Media productions: from Analog to Digital
2. Hugh W.Baddeley, The Technique of Documentary Film Production
3. Gerald Millerson, Techniques of television production
4. Zetti Derbert, The TV production Hand Book
5. -Mike Wolvertan, Reality of Reels

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CORE COURSE – VI - MULTI MEDIA AND AUTHORING TOOLS

Objectives:

To introduce the students to the World of Multi Media.

Unit – I

What is Multimedia? Evolution of multimedia, - Making Multimedia - Structure and components of multimedia - multimedia platforms, application domains Macintosh and Windows Production Platforms - Hardware Peripherals - Memory & Storage devices - Input devices - Output Hardware - Communication devices. Basic Tools - making Instant Multimedia - Multimedia Authoring Tools

Unit – II

Sound- music and noise, characteristics of musical sound, tone, note, intensity, pitch, timbre. Digitization of sound; PCM, sampling rate, resolution, Bit rate, quantization error, signal – to-noise ratio, sampling theory.

Unit – III

Video technology: analog video: Principles, Broadcast standards, recording formats & Standards. Digital video: Principles, PC Video, and Motion Picture to video conversion. Video compression. Video formats and quick time.

Unit – IV

Multimedia Authoring Tools and Metaphors: Introduction, definition & functions of metaphors. Basic categories – slide show metaphor, authoring metaphors, book metaphor, windowing metaphor, Icon metaphor and network metaphor.

Unit – VI

Consideration for selecting the authoring tool (hardware, software, utilities etc), Authoring approaches (Programming, Screen based, information centered). Feature of authoring system: Cross platform features, suitability; for Multiple Applications, Extra features, cost, technical support, ease of interface design etc. Introduction to Internet; domain name, FTP etc.

Books and Journal for Study and Reference:

1. Nigel Chapman and Jenny Chapman, Digital Multimedia, John Wiley and Sons 2000
2. James D. Foley et.al Addison Wesley Computer Graphics, 2nd edition 1996
3. John Vince, Virtual Reality systems, ACM Press 1995.
4. S.V.Raghavan and Sathish R.Tripati, Multimedia, Networking PHI 1997.
5. John Vince Addison, 3-D Computer Animation, Wesley 1992
6. Hearn and Baker, Computer Graphics, Second Edition PHI.
7. Tay Vaughan, Multimedia making it work, - TATA Mc Hill - New Delhi - 1998.
8. Mac Multimedia for Teachers, Robinette - IDG Books - California - 1995.
9. K.R.Rao, Zosan S.Bojkovic, Dragorad, Multimedia Communication Systems, A.Milovanovic Pearson Education - New Delhi - 2002.
10. John. F. Koegel Buford, Multimedia Systems, Pearson Education - New Delhi - 2001.
11. Mary Fallenstein, Hellman, W.R. James, Multimedia Case Book - - Van Nestrand Reinhold - New York - 1995.
12. D.P.Mukarjee, Fundamentals of Computer Graphics and Multimedia - - Prentice Hall - New Delhi - 1999.

CORE COURSE -VII

VIDEO PRODUCTION (PRACTICAL)

Objective: To introduce students to the profession of producing programme for TV.

PRODUCTION FOR TV

Types of TV Programme - Interview, Educational Shows, Drama, PSA, Game Shows etc. Anchor, News Reader. Grammar of Out-door Production.
Three phases of production, problems in each phase and their solutions - Formulating the concept and doing the research. - Facing Production Problems - scheduling, budgeting, breakdown of scripts, developing the Plot, writing the screenplay, prepare the storyboard and cue sheet etc. Making the choice of the crew, Teamwork and work ethics. Equipments and location – the shooting, contracts, some legal issues in production. Editing - Grammar of editing, Transitions, Editing the visual, editing the sound track.

Evaluation:

Students submit the programme produced for TV, which will be evaluated during an oral exam on the basis of the efforts taken through the three phases of production.

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CORE COURSE – VIII - MEDIA RESEARCH

Objective:

To help students gain knowledge in research methodology and do projects of professional nature.

Unit – I

Nature and scope of communication Research, Areas of communication Research.

Unit – II

The research process, the logic of research – Induction and deduction, concepts, variables, hypothesis and theory.

Unit – III

Survey research method- sampling, designing questionnaires and interviews, Kinds if Surveys, Personal Interviews, Telephones, Telephones and Mail Survey. Public opinion Polls.

Unit - IV

Research in Electronic Media, programme rating method, Audience research, Newspaper readership survey, Market research methods.

Unit – V

Data analysis technique. Basic statistics. Graphics and Tabular presentation data. Content analysis, case studies and other qualitative research methods. Writing research report.

Books and Journals for Study and Reference:

1. Rice Rogers, Research methods and New media
2. Pauline, Scientific Social survey and research
3. Robert Rose, Research: An introduction
4. Thomas R.Linglog, Qualitative Communication Research Methods
5. Wimmer and Dominick, Mass Media Research
6. William Good, Paul K.Hat, Sociological Research Methods
7. Kurlinger, Social Effect: TV for development
8. K.D.Broota, Experimental Design in Behavioral Research

CORE COURSE – IX - MEDIA LAWS AND ETHICS

Objective:
To enlighten the students of the history of existing media laws and teach them the ethics of media.

Unit – I

Overview of the constitution of India. Freedom of media and restriction thereupon; Fundamentals rights; Directive Principles of state policy; provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges; Center – State relations.

Unit – II

History of press/Media laws in India; Contempt of Court Act 1971; civil and Criminal law of defamation.

Unit – III

Relevant provisions if the Indian Penal Code with reference to sedition, obscenity, crime against women, children etc; laws dealing with Official Secrets Act 1923.

Unit – IV

Cinematography Act, 1953; Prasar Bharathi Act; GATT and Intellectual property right legislation including Copy Right Act, Trade Mark Act and patent Act. Press Council of India and Legal and Ethical aspects of Broadcasting and Telecasting, Photography and Cyber laws; Media ombudsmen in the world.

Unit – V

Examination of Broadcasting industry, self-regulatory course of ethics and responsibility; Analysis of concepts of freedom and responsibility, as they relate to broadcaster, the government and the public.

Books and Journal for Study and Reference:

1. Durga Das Basu, Indian Constitution and media laws
2. Dr.N.K.Trikha, The press council A Self – Regulatory mechanism for the Press
3. The Article 19 World report by Longman Group UK, Information, Freedom and Censorship
4. K.S.Venkateswaran, Mass Media Laws & Regulations in India
5. Crone Law and the Media, An everyday guide for professional
6. S.K.Aggarwa, Media and The Ethics

CORE COURSE – X - MULTIMEDIA SOFTWARE AND PRODUCTION

Objective: To introduce student to create various assignments using multimedia softwares.

Methodology:

Students are expected to produce various assignments like - Advertisements, Poster design, package design, 2D and 3D animations for various requirements using the following Softwares:
CorelDraw, Photoshop, 3d max, Flash, Dream weaver and the like.

Evaluation:
The student will be evaluated on the basis of the works done throughout the Semester and his/her ability to answer questions during the oral exam at the end of the semester.

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CORE COURSE – XI - EDITING – AUDIO AND VIDEO

Objective:
To introduce the students to the aspects of editing in Television Production.

Unit I

Audio: Basics of sound, nature of Sound, quality of sound.
Video: Introduction to Editing, evolution of editing.

Unit II

Audio: Microphone – its type, directional features.
Video: process of continuity – its types, montage, transitional effects.

Unit III

Audio: Audiometers, amplifiers, cables and connectors, sound mixer and console.
Video: Linear editing, A/B roll editing, non-linear editing.

Unit IV

Audio: Acoustical properties, monitoring the sound.
Video: Introduction and principles of digital editing, logging, and organizing the footage.

Unit V

 Audio: Aesthetical aspects, dubbing, latest softwares, creative usage.
Video: Synchronization, trimming, latest softwares, creative usage.

Books and journals for study and References:

1. Thomas A Ohaninam, Digital non-linear editing.
2. Karel Reiz, Technique for film editing.
3. Ken Dancyger, Film and Video Editing.
4. Andrew Crisell, Understanding Radio.
5. Glynn Alkin, Television Sound Operation.

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CORE COURSE – XII - WEB DESIGNING AND DEVELOPMENT

Objective: Students will be allowed to design their own web page.

Unit – I

Introduction to web page design fundamentals. HTML: Introduction: what is HTML, Basic layout of HTML scripts. Head and Body Sections.

Unit – II

Head section: Title, Base HREF, LINK HREF, Meta tags, Body Section: Text formatting and alignment, Fonts, colours, ordered and unordered lists. Links Images, sounds, Video, Background.

Unit – III

Advance Elements: tables, Forms, Frames. Authoring Web Pages using editing. DHTML: Java Scripts: Introduction, Architecture of Java Script applications. Tags in Java Script. Data types and variables expressions and operation, Looping and Branching Events and Event handling. DHTML: Cascading style sheet (CSS).

Unit – IV

Core Java Script Elements: Array, Boolean, Data, Function, Math Number, Object String, Reg, and Exp.

Unit – V

Multimedia in the Web – Flash, Real Media MP 3 etc., Streaming audio and Video. Mouse over and other affects using JS. Using Java Applets: HTTP Servers and CGI concepts.

Books and Journals for study and Reference:

1. Create Web Animations in a Weekend (with CD), Steve Callahan 1990
2. Web Classes from Scratch (with CD), Jesse Liberty 1999
3. XML Web documents from scratch, Jesse Liberty 2000
4. XML and Java Developing Web Application (With CD), Hiroshi Maruyama
5. Web Design and Publishing Unleashed (with CD), Dave Brown 1997
6. Web enable your small Business, Richard Harrison 2000
7. Adobe Seminars Web Page Design - Lopuck & Hampton - Adobe Press - California - 1997.
8. How to become a Webmaster in 14 Days - Mohler - Techmedia - New Delhi - 1998.
9. How Multimedia works - Erik Holsinger - Ziff Davis Press - California - 1994.
10. Multimedia Technology & Applications - David Hillman - Galgotia Publications – New Delhi - 1998.

PROJECT

(Video Documentary Project under the supervision of Project Committee)

Each student should produce a video documentary of 15 minutes duration. The concept and the script should be approved by the project committee and the video production should be carried out under the supervision of a guide/ coordinator. After a stipulated time the student submit a copy of the documentary in its final form with a report containing their research and the written script to the coordinator within the deadline. The viva voce will be conducted at the end of the semester.

ELECTIVE COURSE – I - PSYCHOLOGY AND COMMUNICATION

Objective: To make the students to understand about the importance of psychology in communication

Unit I
Communication: history, Communication as a process, definitions, functions, types and barriers of communication.

Unit II
Human communication process: elements, features and barriers. models of communication - Interpersonal communication – verbal, nonverbal, visual, gestural, spatial and silence

Unit - III
Mass communication: functions, features and types. Impact of communication technology on culture

Unit – IV
Meaning , branches and scope of psychology, classroom communication, approaches to learning, behaviorism, cognitivism and constructivism.

Unit -V
Application of psychological concepts in communication, Approaches to perception and attention and its roles - Psychological principles of audience, effects of media, problem solving, information processing.

Books and journal for reference:

1. Larry .L. Barker,Communication
2. Guilford Morgan, Introduction to psychology
3. Keval J. Kumar, Mass communication in India
4. Agee k Warren et al, <u>Introduction to Mass communication</u>, Oxford and IBH publishing Co., New Delhi, 1979
5. Vandermark and Leth, <u>Interpersonal Communication</u>, Cummings Publishing Co., California 1977
6. Kincaid, Lawrence and Wilbur Schramm, <u>Fundamentals of Human Communication</u>, East West Communication Institute, Honolulu, 1974
7. Harry. C, <u>On Human Communication</u>, John Wiley & Sons, New York, 1957

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.

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ELECTIVE COURSE - III

RADIO PROGRAMMES AND PRODUCTION

Unit – I

Radio – Programme Production and Planning – Writing for radio. Producing news, news writing, news reading, news grammar, designing newscast – responsibilities of the news producer.

Unit – II

Types of radio programmes – characteristics – Drama, Music, Talk, Interview, Group Discussion, Documentary. Script writing for radio programmes – standard forms

Unit – III

Radio writing – Style, Grammar format, writing tools, creative writing and editing.

Unit – IV

Style of radio announcements – Compeering – narration – Voice Modulation.

Unit – V

Students are expected to produce the following: Five – radio news items, one –Radio news bulletin, one – Radio Commercials and One – Radio documentary.

Books and Journal for Study and Reference:

1. Andrew Croswell, Understanding radio
2. B.N.Ahuja, Audio Visual journalism
3. James Glen Stovall, Writing for the mass Media
4. G.Paul Smayak, Broadcasting News writing
5. Houseman, Crafting the news for electronic media
6. K.N.Srivastsva, Radio and T.V Journalism
7. Edger Enwalls Compile D'Arienzo, Writing scripts for Television Radio and Films
8. David Dary B, Radio News Hand Book
9. Mike Wolverton, How to Make documentaries for Video/radio/film Surjeet Publications.

ELECTIVE – IV - GRAPHICS AND ANIMATION

Objective:
To help the student to acquire the knowledge of graphics and animation.

Unit – I

Introduction to aesthetics and design – what is C.G – electronic media and design-principles, colour, form, shapes, volumes, light & shade.

Unit – II

Concepts of 3-D modeling – 2 dimensional lines and 3 dimensional extractions. Rendering color and rendering models.

Unit – III

Animation principles, 3D tools and applications - objects and dynamics. Vector graphics, comparison between raster and victor graphics, comparison techniques MPEG – 1, 2. MP3, Real Audio, window media etc.,

Unit – IV

Composting – frame animation and composition, masking and keying, Audio and Video standards/methods. Audio and Video editing on the computer.

Unit – V

Images and graphics. Principles of Raster Graphics: Resolution, color & Pallets. Refresh rates and graphic accelerators. Digital image representation & formats.

Unit -VI

Modeling principles and methods- planning, optimization, sculpting, digitizing, texturing, shades creation, bare rigging & animation and rendering.

Books and journals for study and reference:

1. Anil Madaan drewn Land, Illustrated word at multimedia 1999
2. Ron Hurrell genera; Editor W.S.Taylor, The Thames and Hudson Manual of television Graphics.
3. David Hillman, Multimedia Technology and Application
4. Gipson, Jerry D, Multimedia Communication
5. Eric James, Internet advertising – New Media – New models
6. Donna Gibbs Cyber lines language and culture of the internet
7. Tony Feldman An introduction to digital media
8. Ray Vaughan, Multimedia making IT work (with CD) –New Delhi
9. Lynda Weinman, Create web animations in a Weekend (with CD)

ELECTIVE V - ADVERTISING CORPORATE COMMUNICATION AND MARKETING

Objective:

To introduce the students to the advertising and corporate world.

Unit – I

Advertising – Evolution and growth, definition and relevance, Definition and Types. Structure
functioning of an Ad Agency. Advertiser – Agency Relationship, Audience Analysis, Segmentation,
Targeting and Positioning; Audience Research Demographics, Psychographics. Classification of
advertising – local national and global. Political Advertising Advertising Social Issues

Unit – II

Economics of advertising. Advertising agency management – organization and functions, campaign planning, Dynamics of creating and executing the complete campaign strategy

Unit – III

Advertising ethics and regulations. Legal Aspects of Advertising.

Unit – IV

Creative Aspects of Advertising. Art Direction. Creative Aspects in Print and Electronic Media. Print Production; Electronic Production. Outdoors Advertising. Media Choices. Sales Promotion.

Unit – V

The Role of PR in Advertising - Public relations/corporate communication – evolution and growth, definition and relevance of PR role – mass media and PR; PR in government, public and private sector PR and corporate communication, writing for PR, PR ethics and regulations.

Unit – VI

Effective communication skills – writing and presentation, principles of effectives speaking, oral communication skills, defining strategy and its relevance in corporate communication, role of corporate communication in crisis communication and disaster management.

Books and Journal for Study and Reference:

1. Otto Kleppner. Advertising procedure
2. Sethia & Chunawala, Advertising principles and practices
3. G.Lal. Advertising
4. Ahuja & Chandra. Press Adverting
5. David Ogilvy Ogilvy on Advertising
6. Moore, Effective writing
7. Frederick C.Dyer, Executives guide to effective Speaking and Writing –
8. Larry A.Samovar and jack Mills. Oral Communication (Messages and response)
9. Frank Jefkins, **Advertising Made Simple**, Rupa & Co, New Delhi. 1992.
10. Coutland L.Bovee, John V.Thill, George P.Dovel, Marian Burk Wood, **Advertising Excellence**, McGraw-Hill, Inc. N.Y. 1995.
11. William F.Arens, Contemporary Advertising, Irwin/McGraw-Hill, 1999
12. G.M.Rege.Dr, **Advertising Art & Ideas -ATextbook**, Kareer Polytechnic Publication, Bombay. 1972.
13. S.A.Chunawalla and K.C.Sethia, Foundations **of Advertising Theory and Practice**, Himalaya Publishing House, Mumbai, 2000.
14. John Philip Jones (Ed), **The Advertising Business**, Sage Publications, 1999.
15. Arthur A. Winters & Shirley F.Milton, **The Creative Connection - Advertising Copywriting and Idea Visualization**, Fairchild Publications, New York. 1989.

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