



# BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.

## M.Sc. Visual Communication - Course Structure under CBCS

(applicable to the candidates admitted from the academic year 2008-2009 onwards)

Sem ester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Extn.	
I	Core Course – I (CC)	Image and Imagination	6	5	3	25	75	100
	Core Course – II (CC)	Visual cult and Culture	6	5	3	25	75	100
	Core Course – III (CC)	Design Principles	6	4	3	25	75	100
	Core Course – IV (CC)	Seminar on Film Genre and film makers	6	4	3	25	75	100
	Core Course – V (CC)	Writing for the Media	6	5	3	25	75	100
		<b>Total</b>		<b>30</b>	<b>23</b>			
II	Core Course – VI (CC)	Development Communication	6	5	3	25	75	100
	Core Course – VII (CC)	Theories of Visual Analysis	6	5	3	25	75	100
	Core Course – VIII (CC)	Media Management	6	4	3	25	75	100
	Core Course – IX (CC)	Media Effects and Ethics	6	4	3	25	75	100
	Elective – I	Dynamic Media Graphics (P)	6	4	3	25	75	100
		<b>Total</b>		<b>30</b>	<b>22</b>			
III	Core Course – X (CC)	Communication Research	6	5	3	25	75	100
	Core Course – XI (CC)	Contemporary Media Trends	6	4	3	25	75	100
	Core Course – XII (CC)	Art & Science of Sound	6	5	3	25	75	100
	Elective - II	Professional Photography (P)	6	4	3	25	75	100
	Elective – III	TV Production (P)	6	4	3	25	75	100
		<b>Total</b>		<b>30</b>	<b>22</b>			
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	Audio Visual Media	6	4	3	25	75	100
	Elective - V	Advertising and Public Relation	6	4	3	25	75	100
		<b>Total</b>		<b>30</b>	<b>23</b>			
	<b>Grand Total</b>		<b>120</b>	<b>90</b>				<b>1900</b>

**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 Report Valuation	=	40 marks
Viva	20 Marks		=	40 marks]
				20 marks

Passing Minimum in a Subject

CIA	40%	} Aggregate 50%
UE	40%	

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## **CORE COURSE – I - IMAGE AND IMAGINATION**

**Unit 1** Introduction to image and imagination, form and content, context, code, colour; images in sequence and sound.

**Unit 2** Types and stereotypes.

**Unit 3** Linear and lateral thinking – holistic visual thinking.

**Unit 4** Creativity and creative process.

**Unit 5** Techniques of imagination.

### **References**

1. John Berger, *Ways of Seeing*, BBC and Penguin, London 1972.
2. Kulin Annette, *Power of the Images*, Rutledge and Kegan Paul, London 1985.
3. Nick Lacy, *Images and Representation*, Macmillan, London 1998.
4. Stuart Price, *Media Studies*, Pitman, London 1993.

## **CORE COURSE – II - VISUAL CULT AND CULTURE**

**Unit 1** Understanding popular culture and subculture – productivity pleasures, popular discriminations, politics of the popular culture *Vs* people's culture.

**Unit 2** News history and undisciplined events, shopping pleasures, popular news, consuming women – Reading the popular, the celebrity industry, personality as brand name.

**Unit 3** Rituals, cult and mass culture, hero-worship.

**Unit 4** Critical approaches to mass culture, acquisition and transformation of popular culture.

**Unit 5** Popular culture and political power.

### **References**

1. John Fiske, *Understanding Popular Culture*, Unwin Hyman, London 1989.
2. Gray Day, *Reading in popular Culture*, Macmillan, London 1990.
3. Roland Barthes, *Mythologies*, Paladin, London 1972.
4. Williamson J., *Consuming Passion: The Dynamics of Popular Culture*, Marion Boyars, London 1980

## **CORE COURSE – III - DESIGN PRINCIPLES**

**Unit 1** Awareness of environment, observation, experience, analysis, and man made environment, tools, shelter and communication.

**Unit 2** The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts.

**Unit 3** The principles of design – unity contrast, balance, rhythm, harmony and direction.

**Unit 4** The process of design – the needs, information, planning, exploration, creation, satisfaction.

**Unit 5** Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention.

### ***References***

1. Philip Rawson, Design, Prentice Hall, London 1987
2. Paul Rand, Forms and Chaos, Yale University press 1993
3. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada 1987
4. Jerry Palmer & MacDodson, Design and Aesthetics, Rutledge, London 1995

## **CORE COURSE – IV - SEMINAR ON FILM GENRES AND FILM MAKERS**

**Unit 1** Different schools of world cinema – Formalist, Realist, Neo-realist, Classical, New Wave, Post-Modern.

**Unit 2** Different Film Genres: Western, Gangster, and Science Fiction.

**Unit 3** Hollywood, European and other (Chinese, Japanese, African, etc.) Filmmakers.

**Unit 4** Indian Films – History and Genre: Religious Epics, Family Melodrama, Romance, and Political Satire.

**Unit 5** Indian Film Makers – Past and present.

### ***References***

1. David A. Cook, History of Narrative Film, W. W. Norton and Company, New York 1990
2. Geogery Newell – Smith ed., The Oxford History of World Cinema, Oxford, London, 1996.
3. K. Naresh Kumar, Indian Cinema, Haranand Publications, New Delhi, 1995.

4. Robert B. Kolker, *The Altering Eye – Contemporary International Cinema*, Oxford University Press, Oxford, 1983.
5. Thomas Schatz, *Hollywood Genres*, Random House, New York, 1981.
6. Chidananda Das Gupta, *Talking About Films*, Orient Longman Ltd, New Delhi, 1981
7. M. Madhava Prasad, *Ideology of Indian Film*, Oxford, Calcutta, 1998
8. K. Moti Gokulsingh & Wimal Dissanayake, *Indian Popular Cinema*, Orient Longman, 1998.

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## **CORE COURSE – V - WRITING FOR THE MEDIA**

**Unit 1** History and processes of word making and change of meaning, perspective writing.

**Unit 2** Conventional writing- telling the story, writing for a mass audience.

**Unit 3** Writing for Radio and Television – advertisements, documentary, game show, variety programmes, information programmes, children, women and minority programmes.

**Unit 4** News writing- news angle, multi-angled stories, feature openers, development of story, news formula, sign posting, accuracy and field work.

**Unit 5** Writing for Multimedia- Script formatting and HTML, interactive script format, writing narrative multimedia.

### **References**

1. Robert Hilliard, *Writing for Television and Radio*, Hasting House, New York, 1982.
2. Timothy Gerard, *Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web*, Focal Press, Oxford, 1997.
3. Rosemary Horstmann, *Writing for Radio*, A and C Black, London, 1991.
4. Gerald Kelsey, *Writing for Television*, A and C Black, London, 1990.
5. J. Michael Stracynski, *The Complete Book of Script writing: Television, Radio, Motion Pictures, The stage Play*, Writers' Digest Books, 1982.
6. David Keith Choler, *Broadcast Journalism: A Guide for the Presentation of Radio and Television News*, Prentice-Hall, 1985
7. Jill Dick, *Writing for Magazines*, A and C Black, London, 1996.

## ***CORE COURSE – VI***

### **DEVELOPMENT COMMUNICATION**

**Unit 1** Key concepts in Development, complexities of development efforts, alternate paths to development.

**Unit 2** Towards an understanding of holistic social development, empowerment of the people.

**Unit 3** Evolution of the Theory and practice of Development Communication- International and Indian models.

**Unit 4** Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach, and information and communication technologies for rural development.

**Unit 5** Communication for Social change- role of a communicator in the process of social change. Folk forms, Third theatre and other alternative media for social change.

#### ***References***

1. Srinivas R. Melkot & H. Leslie Steeve, *Communication for Development in the Third World- Theory and Practice for Empowerment*, Sage Publication, New Delhi, 2001.
2. Maglaland Demetrio (Ed), *From the Village to the Medium – An Experience in Development Communication*, Communication for Asia, Philippines, 1976.
3. Desmond A. D’Abreo, *Voice of the People – Communication for Social Change*, Culture and Communication, Madras, 1990.
4. Augusto Boal, *Theatre of the Oppressed*, Pluto Press, 1979.
5. Durga Das Mukhopadhyay, *Folk Arts and Social Communication*, Publication Division, New Delhi, 1994.

## **CORE COURSE – VII**

### **THEORIES OF VISUAL ANALYSIS**

**Unit 1** The sign and the meaning making processes. The semiotic and structuralist approach to visuals.

**Unit 2** Psychoanalysis and visuality: Subjectivity and the unconscious. Voyeuristic gaze to the Laconian gaze.

**Unit 3** Feminist approach to visual media.

**Unit 4** Postmodern and Postcolonial approach to visuals.

**Unit 5** Marxist approach to visual texts.

### **References**

1. Gillan Rose, Visual Methodologies, Sage Publications, London 2001
2. Berger Asa, Media Analyzing Techniques, Sage Publications, New York 1998
3. Berger J., Ways of Seeing, B B C, London 1972
4. Butler J., Gender Trouble, Rutledge, London 1990

## **CORE COURSE – VIII - MEDIA MANAGEMENT**

**Unit 1** Principles of management - management theories, personal management, role and function of personal manager.

**Unit 2** Managing media organization - planning, coordination, motivation, control, decision-making and departmentalization.

**Unit 3** Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery.

**Unit 4** Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

**Unit 5** sales promotions, purpose, tools and techniques, program, publicity, messages and vehicles, sponsored events and campaigns.

### **References**

1. Peter K Pringle, Michael F. Starr & William E McCavitt, Electronic Media Management, Focal Press, London 1991
2. John R Rossiter & Larry Percy, Advertising and Promotion Management, McGraw Hill, New York, 1987.
3. Barry G. Sherman, Telecommunications and Management - the Broadcast and Cable Industries, McGraw Hill 1987.

4. Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

## **CORE COURSE – IX - MEDIA EFFECTS AND ETHICS**

**Unit 1** The effects and influence of visual media, long term and short-term effects.

**Unit 2** Various theories of media effects.

**Unit 3** Laws that control Visual media and its contents.

**Unit 4** Visual media and social responsibility and need for media ethics.

**Unit 5** Code of conduct for various visual media.

### **References**

1. Durga Doss Basu, Press Laws, Central Law Book Agency, Delhi, 2000.
2. Baskar Rao N., G.N.S. Ragavan, Social Effects of Mass Media in India, Gyan Publishing House, New Delhi, 1996.
3. Ray Eldon, Hiebert Carol, Impact of Mass Media, Longman, New York, 1988.
4. Kiran R.N., Philosophies of Communication and Media Ethics, B.R. Publishing Corporation, New Delhi, 2000

## **CORE COURSE – X - COMMUNICATION RESEARCH**

**Unit 1** The scientific study of communication- science and scientists-communication as a field of research- presuppositions of research in communication

**Unit 2** Image based research

**Unit 3** Quantitative research- terms techniques of quantitative methods - hypothesis - protocols in quantitative research - testing the hypothesis.

**Unit 4** Measurement strategies, research design, sampling design and techniques.

**Unit 5** Descriptive statistics, multivariate analysis and report writing.

### **References**

1. James A. Anderson, Communication Research, Falmer Press, London, 1998.
2. Roger D Wimmer & Joseph R. Dominick, Mass Media Research- An Introduction, Wads worth, New York, 1991.
3. Jon Prosser, Image Based Research, Falmer Press, London, 1998.
4. Klaus Krippendorff, Content Analysis, Sage, Newsbury Park, 1980
5. Susanna Hornig Priest, Doing Media Research, Sage, Newsbury Park, 1996.



## **CORE COURSE XI - CONTEMPORARY MEDIA TRENDS**

**Unit 1** Power of the media, quality of the media content, media objectivity, ethical codes and propaganda and media.

**Unit 2** Advertising censorship, violence & sex in media and marginalized people & media.

**Unit 3** Politics and media, freedom of the press, media and government relationship, media and public trust, peoples right and access to media.

**Unit 4** Religion and media.

**Unit 5** Media and national/international crisis and global communication dominance.

### **References**

1. Everett E. Dennis & John C. Merrill, Media Debates, Longman, London, 199
2. J.S.Yadava & Pradeep Mathur, Ed., Issues in Mass Communication Vol. I & II, HMC, New Delhi, 1998.
3. Bernard Rubin Ed., When Information Counts, Lexington Books, Toronto, 1985.

## **CC XII - ART AND SCIENCE OF SOUND**

### **Unit 1**

Definition and nature of sound; sound and its relevance and importance in communication

### **Unit 2**

Aesthetics of sound, reader interaction with media sound, response and reaction involvement and engagement theories of sound, perception, retention and recall value.

### **Unit 3**

Sources of sound – microphone an their types and uses, assessment of quality of sound etc

### **Unit 4**

Sound engineering techniques, dead air, sound and silence, integration of sound and visual, sound messaging.

### **Unit 5**

Sound in the era of multimedia – application in the media platforms and formats – sound bytes and AV clips on Internet, SMS and MMS etc

### **Reference:**

1. Alten Stanley, Audio Media, Belmont, NewJersey, 1981.
2. Nisbett Alec, The Technology of Sound Audio, Focal Press,London 1979
3. Tremaine Howard, Audio Encyclopaedia, SAMS, Indianapolis 1979

4. Woram John, Recording Studio Handbook, Sagamore, N 1976
5. Clifford Martin, Microphones, Tab Books, Blueridge Summit 1997

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## **CORE COURSE – XIII - INTERNSHIP**

To help student get exposed to actual situations and functioning of the media industry and experience reality.

### **Methodology**

The student will be attached to the media industry for a period of three months on an internship basis. The intern will be exposed to a particular area of specialization. The department in coordination with the industry will closely monitor the progress of the intern. A Report and a viva-voce will complete the process of evaluation.

## **PROJECT**

To demonstrate the student's competence in a chosen area of specialization with a view of gaining a placement in the Media Industry.

### **Methodology**

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio. The project presentation and viva voce will complete the process of evaluation.

# **ELECTIVE – I - DYNAMIC MEDIA GRAPHICS**

## **Unit 1**

Visual thinking and Designing- techniques, concept development, composing, using objects, texture, color and space. Typographic concepts for print, interactive and web media.

Graphics creation- brand and corporate identity manual, poster, brochure, label artwork presentation.

## **Unit 2**

Fundamentals of media elements, Internet and concepts of digital image editing, Interactive, navigation techniques and authoring skills.

## **Unit 3**

Concept creation, story boarding, scripting and project developing methods.

## **Unit 4**

3D designing and Animation dynamics - lens, effects, ray tracing, lighting, shading, reflection, texturing techniques, Modeling concepts - background and object modeling.

## **Unit 5**

Special effects - rendering techniques, morphing and warping for media formats, Digital audio and video tools

## **Unit 6**

Planning and designing web page - HTML programming, Text, Table, Image and audio, Web Animation - graphics, interactive elements & sound, macro media and Flash, Creating web site and ad pages, edit cross-platform and cross-browser pages - Macro media Dream weaver, Interactive web pages, Java script, developing dynamic, cross-platform, web-based applications.

## **Softwares**

Adobe Photoshop, Adobe premiere, Adobe Illustrator, Coral draw, PowerPoint, Aftereffects, Digital Fusion, Macromedia Director, Sound forge/Sound edit.

3D modeling and Animation softwares (3D Studio Max)

Video editing Software (Adobe Premiere)

Animator Pro, HTML, Macro media Flash, Macro media Dream weaver, Java script, Netscape Composer.

# **ELECTIVE – II - PROFESSIONAL PHOTOGRAPHY**

## **Unit 1**

The equipments – cameras, lenses, light meters, filters, flashes and accessories, Understanding exposure and lighting techniques – indoor and outdoor, Black & white and colour photography – films, chemicals, processing and printing.

## **Unit 2**

Still life, Close-up, macro and microphotography, Special effects Techniques and Manipulation of images, Photomicrography - study by magnification, close-up lenses and devices.

## **Unit 3**

Photography as a mirror of reality and symbol - realism, surrealism and expressionism, Photo essay and documentary - expression of idea and emotion, Photo feature, editorial reportage, people and events, action and sports, Thematic presentation of nature, landscape, architecture, city life and people.

## **Unit 4**

Advertising - visualizing - copy and illustrations - use of drawing and photographs, Consumer and industrial products - sets props, casting, studio, indoors and outdoors locations, Fashion Photography - studio and location, editorial, advertising, beauty and portrait.

## **Unit 5**

Video Photography - compact camcorder techniques, scoreboard, production for advertising.

## **Unit 6**

Digital Photography- Digital Camera functions and techniques, computer aided applications and creativity.

## **References**

1. Michael Langford, Basic Photography, Focal Press, London, 1986.
2. Michael Langford, Advanced Photography, Focal Press, London, 1986
3. Paul Harcourt Davis, Close-up and Macro Photography, David and Charles, Devon, UK 1998
4. Mitchell Bearley, John Hedgeese's New Introductory Photography Course, Reed consumer Books Ltd, London, 1998
5. Jonathan Hilton, Action Photography, Rotoision, Switzerland 1997
6. Dave Sounders, Professional Advertising Photography, Merchurst Press, London 1988
7. Roger Hicks, Practical Photography, Cassell, London 1996
  1. Julian Calder and John Garrett, The 35 mm Photographer's Handbook, Pan Books, London 1999
  2. Julie Adair King, Digital Photography for Dummies, COMDEX, New Delhi 1998

## **ELECTIVE – III - TELEVISION PRODUCTION**

**Unit 1** Topic/theme based, Current affairs, Magazine, Drama Practical, Quiz, Mime type and Studio Live programmes.

**Unit 2** Documentary filming and Directing Telefilm, Popular Music practical (Music and art type program) Magazine type programme on travel/holidays.

**Unit 3** Single Camera continuity (on site), Caption Exercise on fashion and city round-up practical.

**Unit 4** Historical Perspective - evolution of editing, editing procedure - assembling shots, symbolic editing and editing errors.

**Unit 5** The language of editing - shooting and editing. Technology and editing - non-linear, digital storage, random access through computer technology.

**Unit 6** Sound in editing, categories of sound, post-synchronization, effects, voice-over or narration, music and dubbing.

### **References**

1. Zettle Herbert, Television Production Handbook, Wordsworth Publishing Co., California, 1984.
2. Gerald Millerson, Television Production, Focal Press, UK, 1998.
3. Andy Stamp, The television Programme, Sheffield Media Association, Sheffield, 1987.
4. Kathy Chaters, The Television Researcher's Guide, BBC Television Training, London, 1992.
5. William Charles, Screenwriting for Narrative Film and Television, Hastings House, 1980
6. P. Jarvis, Shooting on Location, BBC Television Training, Borchamwood, 1986.
7. Michael Rabiger, Directing the Documentary, Focal Press, Boston 1997
8. P. Lewis, Aright Royal Do: The Making of an Outside Broadcast, BBC Television Training, Borehamwood, 1991
9. P. Champness, Camera Mounting for Film and Video on Location, BBC Television Training, Borehmwood 1987.
10. Roger Crittenden, Film and Video Editing, Blueprint, London, 1995.
11. Boyce, Editing Film and Videotape, BBC Television Training, Borehamwood, 1989.
12. Roy Thompson, Grammar of the Edit, Focal Press, London, 1998.
13. Brownie SE. Video Editing: A Production Premier, Focal Press, Boston, 1997
14. James R. Caruso & Maris E Arthur, Video Editing and Post Production, Prentice Hall, Helmel Homestead, 1992
15. Patrick Morris, Non-linear Editing Media Manual, Focal press, UK, 1999

## ***ELECTIVE IV - AUDIO VISUAL MEDIA***

### **Unit 1**

Development of Radio Broadcasting in India – Ownership – Control – Autonomy for Radio – Types of Radio services- Radio as a source of News – Broadcast News – Value – Radio Language – News Bulletin – News Source for Radio – Reporters, Editors and Agencies – External News Services Interviews – Features – Writing for Radio.

### **Unit 2**

Special Audience Programmes – Rural and Farm Broadcasting – Educational Programmes – Programmes for Children, Women and Youth. Women Welfare – Children Welfare – Health and Family Planning – Rural Development – Urban problems

### **Unit 3**

Spread of Nationalism and Gandhism – Communal Harmony Programme at the Time of Emergency and Mourning – Involvement of Public and Radio Programme – Radio formats – Audience Research – Committee Reports on Radio in India.

### **Unit 4**

Cinema and Society – Influence over Society- Effects – Cinema as Main Source of Entertainment – Powerful Media to Spread Message – Cinema for Political supremacy. Film Censor – Film Censor Enquiry Committee – Documentary Film – Newsreels – National and International Film Festivals – Film Awards – Future of Indian Cinema.

### **Unit 5**

Development of Television in India – News Programmes: a) News cast b) News Review – Formats of TV Programmes – Documentary – Special Features – Interviews. TV as a powerful Audio – Visual Media – Commercial and Sponsored Programme – Educational Service (ETV) – Satellite Instructional Television Experiment (SITE) – Role of TV in Social Changes – Cultural Exchanges – Economic Uplift – Advertisement in TV – Specialist causes and consequences – TV News and Agencies.

### **Unit 6**

Governments policy on AIR to inform, educate, entertain and elevate a common man – Government Control over AIR in functioning – Competition among the Audio-Visual Media – Development of Videography – Cable TV. Audio-Visual Media in Developing Countries – Future of Audio-Visual Media in India – Research in Audio-Visual Media – Implications of Press Media over Audio-Visual Media.

## **References:**

1. Chatterji, P.C, Broadcasting in India, Sage Publications, New Delhi, 1987
2. Mehra Massani, Broadcasting and the People, National Book Trust, New Delhi, 1985
3. Luthra, H.R, Indian Broadcasting, Publications Division, New Delhi, 1986
4. Warren K. Agee, Introduction to Mass Communication, 6<sup>th</sup> Edition, Oxford & IBH, Calcutta
5. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Bombay, Delhi, Bangalore, Calcutta, Madras, 1987
6. Krishna Sondhi, Problems of Communication in Developing Countries, Vision Books, New Delhi 1980
7. Jag Mohan, Documentary Films and National Awakening, Publications Divisions, Delhi, 1990
8. John Wyver, The Moving Image: An international History or Film Television & Video. Brazil
9. Blackwell, BFI Publishing, Oxford 1989
10. Andrew Boyd, Broadcast Journalism, Techniques of Radio and TV News, Heinemann Professional Publication.
11. Ivor Yorke, The Techniques of Television News, Focal Press
12. Robert Tyrell, The Work of the Television Journalism, Sugeet Publication.
13. Ahuja B.N, Audio Visual Journalism, Sugeet Publication.
14. Shrivastava K.M., Radio and TV Journalism, Sterling publishing Pvt. Ltd., New Delhi, 1989.
15. Mankekar, D.R., One-Way Free Flow

## ***ELECTIVE VI - ADVERTISING AND PUBLIC RELATIONS***

### **Unit 1**

Role of Advertisement in Social and Economic Developments – Market Conditions – Perfect and Imperfect Conditions – Advertisement as a source of anti-cyclical measures. Advertising – Various Fields of Advertising – Advertising Jobs and Talents needed to fill them – Career Planning – Breaking into Advertising – Need for a successful career in Advertising.

### **Unit 2**

Psychology in advertising - Understanding the minds of the people – Exploiting the Weakness of Humanism – Family Prestige – Custom and Traditions – Individual Personality – Modeling in Advertisements.

### **Unit 3**

Kinds of Advertisements in Press Media – Selection of Media – Production of successful Advertisement – Types of Advertisements: a) Media Wise – Print, Radio, T.V, Films – b) Outdoor and Indoor – Bus Panels, Hoardings, Direct Mail, Exhibitions.

#### **Unit 4**

Advertising in India- Media wise – Audio-Visual Media – Advertisements servicing – Advertising policy in India – Advertising Agency System – Code and Ethics in Advertisement. Study of Efficiency in Advertising – Scientific Study of Advertising – Economy in Advertising – Types of advertising Research.

#### **Unit 5**

Public Relations- Definition – Public Relations as an art in the system of management – Need for good Public Relations a) Information source of the concern b) Feedback c) Smooth internal / external relations for employee d) Management relations with employee. Traits of a good Public Relations Officer – Organizing a Public Relations Office – Training for efficient system of Public Relations

#### **Unit 6**

Need for good Public Relations arrangement in Media centers – Public Relations in Indian Press Media – Public Relations System in Radio a) Source to make the Media effective b) Method of collecting programme through Public Relations – Public Relations System in Television Media – Public Relation System in Private Sector, Public Sector – Planning the Process for Public Relations – Types of Publicity – a) Meaning of publicity b) Publicity for Welfare Sake c) Cost Free Nature Publicity.

#### **References:**

1. Ahuja B.N and Chhabra, S.S, Advertising and Public Relations, Surjeet Publications, Delhi , 1990
2. David A.Aaker and John G Myers, Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi. 1983, 2<sup>nd</sup> Edition
3. John S.Wright and Daniel S. Warner Advertising, Mc Graw Hill Book Company Inc., New York, 1962
4. Mehta, D.S, Hand Book of Public Relations in India, Allied Publishers Limited., New Delhi, Reprinted 1991
5. Sontakki, C.N, Advertising, Kalyani Publishers, Ludhiana, 1989
6. John S Wright et al., Advertising, Mc Graw Hill Book Company, New York, 1962
7. Marshall McLuhan, Understanding Media, Abacus,1974
8. Sandage C.H. et al., Advertising – Theory and Practice, All India Traveler Bank Seller, Delhi 1977
9. James S Norris, Advertising, Prentice Hall of India Pvt., New Delhi, 1989
10. Neil H.Borden and Martin V.Marshall, Advertising Management, Text and Cases, Richard D.Irwin Inc., Homewood Illinois, RPT,1971
11. Chandan J.S Singh and Jaggit Malhan P.N., Essentials of Advertising, Oxford and IBH Publishing Co Pvt, 1990
12. Morris, S.James, Advertising, Prentice Hall of India Pvt Ltd., New Delhi, 1987
13. Reichert Gene, Advertising, Alexander Hamilton Institute, New York, 1972
14. Torin Douglas, The Complete Guide to Advertising
15. Philip Kotler, Principles of Marketing
16. Ahuja B.N, Public Relations and Advertising, Surjeet Publications, New Delhi, 1990
17. Chauhan A.S., Varma's Public Relations, Varms Brother's, New Delhi, 1978
18. Frank Jefkins, Public Relations, McDonald & Evans, Estorr, Plymouth, U.K
19. Herbet & Peter Lloyd, Public Relations Teach Yourself, Book Hodder and Stoughton, Great Britain, 1984



20. Mehra Massani, Broadcasting and the People. National Book trust, New Delhi, 1986
21. Frazier Moore, Public Relations – Principles, Cases and Problems, Surjeet Publication, New Delhi, 1987
22. Roy Blumenthal, The Practice of Public Relations, The Mac Millan Company, New York, 1972

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