



Semester-III (Major I)  
Advertisement and Public Relations

Credits 6: L5+T1  
Marks: 100 (25+75)

**Course Objectives:**

- Students will learn commercial communication.
- Students will understand concept of Publicity.
- Students will understand concept of Public relation concept.

**Course outcomes:**

- The student at the completion of the course will be able to:
- Prepare the students to understand basic concept of Advertising.
- Students will get familiar with different types of advertisement.
- Students will know about the various mean of Public Relations.
- To know about the ethics of advertisement and Public relation.

**Unit I : Introduction to Advertisement**

Advertising: concepts, Definition, Type and Functions. Evolutions of Advertising.  
Advertising Agencies: functions, organizational structure. Advertising and marketing mix.  
Advertising and marketing research. Theories of advertising, Motivation theory,  
Consumer behaviour, Advertising appeals

**Unit II : Consumer Behaviour: Factors, Models, and**

Brand positioning –creative strategies –creating ads for FMCG  
products –Brand promotions and sales promotions. Advertisements  
and Ethics. ASCI.

**Unit III : Advertising Research: Importance, Types Online Advertising: Process, Scene, types, Creating**

Measuring Online Advertising: CPC, CPM and other Methods  
Public relation: Nature and Scope. History, Definition, Role and Function of PR. Publicity, public opinion,  
propaganda, Public affairs and lobbying.

**Unit IV : Design Print Advertising for his/her Institute**

Design Visual Advertising for his/her Institute and also for any historical or religious place Prepare Radio  
Advertisement for his/her Institute Case Study of Any one the advertising National Campaign PR Tools: House  
journals, press conferences, press releases, exhibitions, advertising, media tour. PR in Public Sector, Private  
Sector, Multi nationals. PRSI Theories of PR: Symmetrical & Asymmetrical. PRO. Corporate Communication:  
Corporate: Image, Identity.

**Suggested Books:**

Mass Communication in India: Kumar, Kewal J., Jaico Publication  
Dr. Umesh Kumar, Digital Advertising  
Advertising Management: David A. Parker, Rajiv Batra, Practice Hall M97, Connaught Circus, New  
Delhi  
Dr. Umesh Kumar, Advance Advertising  
JR Henry and A. Rene; Marketing Public Relations, Surjeet Publications, New Delhi.  
Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.  
BN Ahuja and SS Chhabra, Advertising, Surjeet Publications, New Delhi  
C K Sardhana, Challenge of Public Relations, Har-Anand Publication, New Delhi



Semester-III  
Media Literacy

Credits 3: L2+T1  
Marks: 100 (25+75)

**Course Objectives:**

- Help the students understand Basic of media literacy.
- Enable the students to handle communication skills.
- Make the students aware about basic different types of communication.
- Learn to identify communicative skills of media.

**Course Outcomes:**

- Prepare the students to understand basic concept of media literacy.
- Students will get familiar with different types of medium.
- Students will know about the various mean of media.
- To know about the ethics of communication.

**UNIT I**

Definition of Media Literacy  
Media Literacy: Nature, Scope and Importance  
Digital media Literacy  
Visual media Literacy  
Sound and Verbal Communication

**UNIT II**

Media Messages  
Skills in Media Literacy  
Interpreting media messages: Semiotics, Ideology  
Media as Text, Commercial messages

**UNIT III**

Media Messages Reception  
Process of Message Generation and Communication  
Media Vehicles for messages and their types  
Nature of media messages; Media Exposure and Filters  
Media stereotypes

**UNIT IV**

Media Ecosystem in Globalization  
Media Ecosystem, Media Empires and Ownership patterns;  
Globalization of Media  
Media markets,  
Propaganda and Hegemony

**Suggested Readings**

- Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)  
Hodkinson, P. Media, Culture and Society: An Introduction (Sage, 2010)  
John. V. The Media of Mass Communication (PHI, 2012)  
Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)  
Mike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass



**Semester-III**  
**Introduction to Photography**

**Credits 4: L3+T1**  
**Marks: 100 (25+75)**

**Objectives of the Course**

- To understand the basic techniques of photography.
- To learn different software for photo editing.
- To understand the working of various cameras and lenses.
- To be able to design print materials.

**COURSE OUTCOMES:**

- The student will have learnt all the skills required to camera.
- They will also be able to evaluate and recognize artistic and technical aspects of photography.
- The student will learn the different phases of Photography.
- The Students will learn different phases of DSLR.

**Unit 1 - History of Photography**

Definition and origin of Photography, Camera and its Evolution, Modernization of Photography and its use in Mass Media, Invention of Digital Photography

**Unit 2 - Photography and Lighting**

Cameras, Lenses, Tripods, Monopods, Camera bags, Digital storage. Different types of lighting-Natural lighting and Artificial Lighting, The reflection of light, recommended equipment for outdoor lighting, Introduction to indoor lighting and Photographing

**Unit 3 - Types of Photography and Photojournalism**

News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertisement photography, The basics of photojournalism and importance of context in photojournalism

**Unit 4 - Editing**

Photo editing software: Microsoft Office Picture Manager, Corel Draw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye.

**Suggestive Readings:**

The Photography Book by Editors of Phaidon Press, 30 April 2000

All about Photography by Ashok Dilwali, National Book trust, Year of Publication:2010 New Delhi

Practical photography by O.P. SHARMA HPB/FC, 14 March 2003

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005

Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet