

**Vijaygarh Jyotish Ray College**  
**Department of Journalism and Mass Communication**  
**Lesson Plan for Semester-6**

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**JORA-CC-6-13-TH: Advertising**

**Marks=50 (4 Credits)**

**Unit-1**

- Day 1 - Advertisement as a medium of communication: Overview
- Day 2- Contemporary experiences and historical overview of advertising
- Day 3- Socio-economic and cultural impact of Advertising
- Day 4- Advertising theories: AIDA model
- Day 5- Advertising theories: DAGMAR
- Day 6- Maslow's hierarchy model
- Day 7 & 8 - Advertising in mass media: media positioning, planning and scheduling.
- Day 9 - Revision & Discussion

**Unit-2**

- Day 10 - Advertising research
- Day 11 - Advertising campaigning strategy (CPT analysis)
- Day 12 - Sales and marketing: SWOT(C) analysis
- Day 13 - Marketing and sales promotion, Unique Selling Proposition, consumer behaviour
- Day 14 - Target Audience; brand positioning
- Day 15 - Surrogate Advertising: Surrogacy vs. Sabotage
- Day 16 - Ethics and Law: Advertising ethics and Laws
- Day 17 - Cultural codes; Online Advertising
- Day 18 - Revision & Discussion

**Unit-3**

- Day 19 - Ad Agency: research and planning including
- Day 20 - media planning, work procedure
- Day 21 - Agency-clientrelationship; Regulatory Boards
- Day 22 - Case studies
- Day 23 - Revision & Discussion

**Unit-4 (Practical)**

- Day 1 - Types of advertisement: Classified-display,
  - Day 2- Local-regional-national-international Ad
  - Day 3 - Consumer- corporate ad, industrial-trade-retail Ad, government-private
  - Day 4 - Outdoor, surrogate, internet-mobile
  - Day 5 - Radio-TV
  - Day 6- Advertisement copy & layout: Headline, Illustration, Subhead-Text, Slogan, Logo
  - Day 7- Storyboard making; Thumbnail-Rough-Final lay-out
  - Day 8- Television Commercials
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**Unit-1**

- Day 1- PR-Definitions
- Day 2- historical overview of the discipline
- Day 3 - PR as Management function, Image Management
- Day 4- Public Relations versus Advertisement
- Day 5- Non-PR issues: Publicity, Propaganda
- Day 6- Public Opinion and Marketing
- Day 7- Publics: Definition, types
- Day 8- Integrated Marketing Communication
- Day 9- Revision & Discussion

**Unit-2**

- Day 10- PR Theories and principles: Research and planning
- Day 11- PR Theories and principles: implementation and evaluation
- Day 12 - James Grunig's Four PR models: Publicity model
- Day 13- James Grunig's Four PR models: Public Information model
- Day 14 - Two-way asymmetrical model, Two-way symmetrical model
- Day 15- Strategic Communication
- Day 16- PRO: Role, Qualities and Functions
- Day 17- Revision & Discussion

### **Unit-3**

- Day 18- Tools of PR: Press Release, Annual Report, House Journal
- Day 19- Press Conference and Press Tour
- Day 20- Corporate Film
- Day 21- Relationship Management: Media Relations
- Day 22- Community Relations and CSR
- Day 23- Internal or Employee Relations
- Day 24- Revision & Discussion

### **Unit-4**

- Day 25- Financial PR
  - Day 26- Crisis PR: Issue-emergency-crisis, Crisis PR strategies
  - Day 27- PR Agency: New Trends
  - Day 28- In-house PR vs Agency
  - Day 29- Client Agency relationship
  - Day 30 - Revision & Discussion
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**JORA-DSE-B-6-3-TH+TU: Folk and Community Media**

**Marks=100 (6 Credits)**

### **Unit-1**

- Day 1 - Culture and Tradition-Meaning of Culture, Tradition, Oral tradition
- Day 2 - Dominant Culture versus Subaltern Culture
- Day 3 – Revision & Discussion

### **Unit-2**

- Day 4 & 5- Impact of Five Year Plans in fulfillment of rural development
- Day 6 - NGO communication: Extension of rural objectives
- Day 7 - Role of Rural Newspapers and Periodicals in contrast to District Pages of corporate newspaper houses
- Day 8 – Revision & Discussion

### **Unit-3**

- Day 9 - Community and Folk Media in West Bengal
- Day 10 - Definition and characteristics of community
- Day 11- Traditional Folk Media (TFM) - Concept
- Day 12 - Traditional Folk Media (TFM) - Forms – meaning, characteristics
- Day 13 -Traditional Folk Media (TFM) - Difference from Mass Media
- Day 14 – Revision & Discussion

### **Unit-4**

- Day 15 - Various forms of Folk Media in India: Overview
  - Day 16 - Tamasha, Keertana, Yakshagana, Nautanki
  - Day 17 - Jatra, Bhavai, Ramlila and Raslila
  - Day 18 - Important Folk forms of Bengal: Overview
  - Day 19 - Gambhira, Kabigaan, Chhou, Raibneshe
  - Day 20 - Alkap, Kabigaan, Yatra, Leto, Baul
  - Day 21 - Revision & Discussion
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### **JORA-DSE-A-6-3-TH+TU: Dissertation with Presentation**

**Marks=100(6 Credits)**

- Day 1- Research paper Writing: An Overview
- Day 2- Process of writing a research paper
- Day 3- The parts of a Dissertation are: title page, abstract, introduction, method, results, discussion, references.
- Day 4- Finalizing a Dissertation topic
- Day 5- Conducting a literature search: How to write Literature Review
- Day 6- Conducting Research: Where to start and suggestions for formulating a research questions
- Day 7- Sampling method and Conducting Survey, Interview
- Day 8- Reviewing each major section of the Dissertation
- Day 9- How to write references and bibliography
- Day 10 – Reviewing the progress and doubt clearing session