

EL 3201 ENGLISH FOR ADVERTISING

Semester: III
Category: AO

Credits: 4
Hours per week: 6

(Offered to II B.Sc.Vis.Com. & Statistics students)

I Objectives :

- To train the students to use the English language creatively in the skills of Ad Writing
- To provide hands-on experience to the learners that they may be trained in the preparation of print ads, radio jingles, TV commercials and online advertising
- In sum, preparing the students to take up suitable jobs in the relevant field

II Contents :

Unit I An Overview of Advertising

15 hours

- a. Advertising Defined (A Psychological Gun ?)
- b. Advertising classifications
- c. Advertising functions
- d. Advertising and Marketing
- e. The Evolution of Advertising (Art as well as Science !)

Unit II The Mechanics of Ad Writing

15 hours

- a. The ingredients of a good copy
- b. AIDA Principle
- c. USP (Unique Selling Proposition)
- d. Analysing various ads (Primary & Secondary wants etc.)
- e. 'The good, the bad, the ugly' ads & Bilingualism

Unit III Advertising Objectives

15 hours

- a. Target Audience
- b. Reaching more consumers
- c. Making current consumers use more
- d. Bringing new consumers into the fold
- e. Challenging the brand image

Unit IV Enhancing Creativity

15 hours

- a. Creative use of alliteration, assonance, pun, connotation and onomatopoeia
- b. Using idioms and phrases
- c. Making use of quotations with a twist ("Was it the face... ?")
- d. Edward de Bono's 'Lateral Thinking' (' Six Thinking Hats')
- e. Life stories of Akio Morita, Walt Disney, Steve Jobs et al

Unit V The Future of Advertising

15 hours

- a. Print Media
- b. Broadcast/Telecast Media
- c. New Media, new clients, new consumers in the Post-Television Age
- d. Media, Morals and Money
- e. The Ethics of Advertising : A Critique (Ads are 'true lies')

III Teaching Methodology (Activities)

- # Conventional class room lectures
- # Guest lectures (academia/industry)
- # Workshop on slogan writing
- # Library visits to USIS & BCL
- # Field visit to an Ad Agency
- # Conducting Business Quiz
- # Speech activities like 1-minute speech etc.
- # Cultural activities like Ad Craze/Ad Zap etc.
- # Showing docu-films like 'Cola Wars'
- # Asking the students to produce
 - Bulletin
 - PPT
 - Brochure
 - Radio jingle
 - TV commercial etc.

IV Mode of Evaluation

End of Semester Project Work 50 marks

Overall total 100 marks

V A. References :

- Arens, William F. *Contemporary Advertising*. New York: McGraw-Hill, 2002.
- Armstrong, Scott J. *Persuasive Advertising*. London: Palgrave Macmillan, 2010.
- Boulden, George P. *Thinking Creatively*. London: DK Books, 2008.
- Cappel, Joe. *The Future of Advertising*. New York: McGraw-Hill, 2003.
- Carr, Clay. *The Competitive Power of Constant Creativity*. New York: Amacom, 1994.
- de Bono, Edward. *Six Thinking Hats*. London: Penguin Books, 1985.
- Hamel, Gary and C.K. Prahalad. *Competing for the Future*. Boston: Harvard Business School Press, 1994.
- Jay, Ros. *Winning Minds*. Oxford: Capstone Publishing Ltd., 2001.

- Kleinman, Philip. *World Advertising Review*. East Sussex, 1986.
- Lee, Monle and Carla Johnson. *Principles of Advertising*. New Delhi: Viva Books, 2007.
- Moriarty, Sandra E. *Creative Advertising: Theory and Practice*. New Jersey: Prentice Hall, 1986.
- Morita, Akio. *Made In Japan*. New York: Signet Books, 1988.
- O'Brien, Derek. *Business Quiz Book*. New Delhi: Penguin Books, 2002.
- Ogilvy, David. *Ogilvy On Advertising*. New York: Vintage Books, 1983.
- Peters Tom. *Re-imagine !* London: Dorling Kindersley Ltd., 2003.
- Prakash, Vijoy. *Creative Learning*. New Delhi: Viva Books Pvt. Ltd., 2007

B. Top Internet Advertising Websites (May 2009)

- Aweber
- Barfine2cash.com
- CashUnclaimed.com
- Entrecard
- Google Adwords
- Romance-net.com
- Sedo Parking
- Web Ring
- Vemma Builder

C. e-journals :

- Cambridge Journals Online-Journal of Advertising Research
- Free Research Journals
- Information for Advertisers-European Journal of Advertising
- Journal of Advertising
- Journal of Interactive Advertising
- Scholarly Articles for e-journals on Advertising

EL 4204

BUSINESS COMMUNICATION IN ENGLISH

Semester: IV
Category: AO

Credits: 4
Hours per week: 6

(Offered to Commerce, Economics and Vis.Com)

Objectives

- To enable the students to learn the skills of written communication including form, content, expression, politeness markers and register
- To help the students to develop efficient reading strategies and skills including skimming, scanning, reading for gist and reading for detail
- To hone the listening skills and acquire ability to discriminate and listen critically
- To enable the students to speak clearly in professional presentations

Content

Unit I: Introducing Business English

- a) Importance of etiquette and manners
- b) Some common business situations and notions
- c) Speaking to superiors and subordinates
- d) Small Talk
- e) Telephone Etiquette
- f) Regional and dialectical variations: Lexis, Spelling, Expression and Grammar

Unit II: Writing Communication

7 'C's of written communication, the Language of Business Communication, Problems in writing, Indians and common mistakes and cohesive features

- a) Curriculum Vitae
- b) Job profile
- c) Job application
- d) Official letter writing
- e) Memos, notices and circulars
- f) Channel conversions
- g) Report writing

Unit III: Speaking

Articulation, Pronunciation, Accent, Stress, Intonation, Paralinguistic Features

- a) Types of spoken communication: formal and less formal talk, Small talk & table talk
- b) Sign posting
- c) Describing places persons and objects
- d) Nuancing and shading
- e) Telephone etiquette
- f) Role plays
- g) Interviews
- h) Simulations
- i) Group discussions
- j) Body language

Unit IV: Listening

- a) Listening in business contexts
- b) Listening process
- c) Principles of good listening

- d) Bad listening habits
- e) Guidelines for effective listening
- f) Problems in listening
- g) Types of listening

Unit V: Reading

Reading strategies

Reading efficiency

Hindrances to effective reading

- a) Skimming
- b) Scanning
- c) Proofreading
- d) Inferring
- e) Writer's tone
- f) Reading for comprehension

References:

1. Technical Writing – Process and Product, SHARON J. GERSON, Pearson Education Inc., New Delhi. 2006.
2. Professional Communications, Rajhans Gupta, Pragati Prakashan, Meerut. 2005.