

( Practical)



# NETAJI SUBHAS OPEN UNIVERSITY

STUDY MATERIAL

PGJMC

Semester II

Core Course 10

( Practical)

## **PREFACE**

In the curricular structure introduced by this University for students of Post-Graduate degree programme, the opportunity to pursue Post-Graduate course in Subject introduced by this University is equally available to all learners. Instead of being guided by any presumption about ability level, it would perhaps stand to reason if receptivity of a learner is judged in the course of the learning process. That would be entirely in keeping with the objectives of open education which does not believe in artificial differentiation.

Keeping this in view, study materials of the Post-Graduate level in different subjects are being prepared on the basis of a well laid-out syllabus. The course structure combines the best elements in the approved syllabi of Central and State Universities in respective subjects. It has been so designed as to be upgradable with the addition of new information as well as results of fresh thinking and analyses.

The accepted methodology of distance education has been followed in the preparation of these study materials. Co-operation in every form of experienced scholars is indispensable for a work of this kind. We, therefore, owe an enormous debt of gratitude to everyone whose tireless efforts went into the writing, editing and devising of proper lay-out of the materials. Practically speaking, their role amounts to an involvement in invisible teaching. For, whoever makes use of these study materials would virtually derive the benefit of learning under their collective care without each being seen by the other.

The more a learner would seriously pursue these study materials the easier it will be for him or her to reach out to larger horizons of a subject. Care has also been taken to make the language lucid and presentation attractive so that they may be rated as quality self-learning materials. If anything remains still obscure or difficult to follow, arrangements are there to come to terms with them through the counselling sessions regularly available at the network of study centres set up by the University.

Needless to add, a great part of these efforts is still experimental—in fact, pioneering in certain areas. Naturally, there is every possibility of some lapses or deficiencies here and there. However, these provide scope of rectification and further improvement in due course. On the whole, therefore, these study materials are expected to evoke wider appreciation the more they receive serious attention of all concerned.

**Professor (Dr.) Subha Sankar Sarkar**

**Vice-Chancellor**

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**POST-GRADUATE DEGREE COURSE IN JOURNALISM AND MASS  
COMMUNICATION**

**[ P.G.J.M.C]**

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## **Practical Manual**

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( Practical)

**POST-GRADUATE DEGREE COURSE IN JOURNALISM AND MASS  
COMMUNICATION**

**[ P.G.J.M.C]**

Core Course 10  
Advertising and Public Relations (Practical)

**Part A (Advertising)---**

1. Creating Print Advertising Copy
2. Script for television commercials using the storyboard format and the script format
3. Script for radio advertisements
4. Ad-Jingles

**Part B (Public Relations)**

1. Making PR Campaign on relevant social issues
2. Writing press release on contemporary issues
3. Press Rejoinder

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## **Part A (Advertising)---**

### **1. Creating Print Advertising Copy**

Read Module 4 Unit 2 of Core Course 6

### **2. Script for television commercials using the storyboard format and the script format**

Read Module 4 Unit 3 of Core Course 6

### **3. Script for radio advertisements**

Read Module 4 Unit 3 of Core Course 6

### **4. Ad-Jingles**

Advertising jingles are musical techniques that businesses use to establish a brand in a memorable, entertaining way. A jingle relays information about a company or product through music and lyrics. Small businesses hire jingle writers to create tunes, or they ask creative team members to produce a jingle. If you've got a product to sell or want to establish your business with consumers, learn how to write a good, catchy jingle for all of your company advertisements. This process could take weeks or months, so plan ahead if you want to write a jingle for a specific deadline.

**Check out these wonderful renditions from the world of advertising.**

#### **1. Ye Dil Maange More**

Pepsi, 1998

#### **2. Har Ek Friend Zaruri Hota Hai**

Airtel, 2011

#### **3 Kya Aap Close-Up Karte Hain?**

Close-Up

#### **4 Oye Bubbly**

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Pepsi, 2005

### **5 You and I In This Beautiful World**

Vodafone, 2009

### **6 Googly Woogly Woosh**

### **Ponds, 2009**

Ponds came up with many ads with the *Googly Woogly Woosh* song and each song had an adorable theme attached to it.

### **7 Tum Jo Mil Gaye Ho**

Coke, 2015

### **8 Dimag Ki Batti Jala De**

Mentos, 2006

<https://www.scoopwhoop.com/20-Advertisement-Jingles-Better-Than-Our-Bollywood-Songs/>

### **Practice:**

1. Identify ten slogans from various current advertisements and change the same, giving reasons for the change.
2. Write a script for a 40-60 seconds radio/jingle on any two of the following themes. Indicate the target audiences of your radio spot/jingle you would be addressing and why?
  - Road Safety
  - Right to Education
  - Swachh Bharat
  - Women Empowerment
3. Write a script for a 40-60 seconds radio/jingle on any two of the following themes. Indicate the target audiences of your radio spot/jingle you would be addressing and why?
  - Digital India
  - Women's Cricket
  - Girl Child Education
  - Open Defecation Free
  - Banning Child Labour
  - Against ragging in Colleges

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## **Part B (Public Relations)**

### **1. Making PR Campaign on relevant social issues**

See Module 1 Unit 4 of core Course 7

### **2. Writing press release on contemporary issues**

See Module 2 Unit 2 of Core Course 7

#### **Practice**

1. <https://global.oup.com/us/companion.websites/9780199846412/student/chapter20/exercise/ex1/>
2. <https://global.oup.com/us/companion.websites/9780199846412/student/chapter20/exercise/ex3/>
3. <http://www.openassignment.com/2016/02/press-release-writing-exercise.html>

### **3. Press Rejoinder**

See Module 2 Unit 4 of Core Course 7



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