



Public Relations and Advertising
Advance Diploma Syllabus
ADPRA

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COURSE NAME: Advance Diploma in Public Relations and Advertising

COURSE CODE: (ADPRA)

Total Marks – 600 Marks

PAPER – 1A (PRINCIPLES AND THEORIES OF COMMUNICATION): 50 MARKS

ORIGIN AND GROWTH OF COMMUNICATION- Era of speech and language – Era of written Communication- Social significance of Printed words- Advent of Newspapers.

COMMUNICATION- Its importance for society- Meaning and education – Elements of Communication – Feedback- Barriers to Communication – Functions of Communication – Non-Verbal Communication.

INTERPERSONAL COMMUNICATION- Features of Interpersonal Communication- Indian perspective Mahatma Gandhi as a Communicator- Group Communication

MASS COMMUNICATION- Its reach, social implications- features- definitions- How it differs from Interpersonal Communication limitations.

PAPER 1B (PRINCIPLES AND THEORIES OF PUBLIC RELATIONS) 50 MARKS

PRINCIPLE OF PUBLIC RELATIONS:- Nature, Role, Functions and definitions – Popular misconceptions – Image Projection – Primacy of performance over Communication- Ethics in Public Relations.

GROWTH AND HISTORY OF PUBLIC RELATIONS: Vox Populi, Vox Dei- Transition from ‘ Public be damned’ to ‘Public be informed’- the Indian scene.

PUBLIC OPINION:- Factors in Opinion Formation- Importance of public opinion for Public Relations Public in Public Relations- Opinion Leaders.

QUALITIES OF A PUBLIC RELATIONS PROFESSIONAL

PUBLIC RELATIONS: How it differs from :- a. Advertising b. Publicity c. lobbying d. Propaganda e. Marketing.

PUBLIC RELATIONS PROCESS:- Organizing a Campaign – RACE formulae – PR as a Marketing tool – PR tool for PSU and Private sector – Product and Service Specific Campaign

PAPER IIA (WRITING & MEDIA FOR PUBLIC RELATIONS) 50 MARKS

TOOLS AND TECHNIQUES OF WRITING:- Writing for clarity and readability – style – Grammar, Language, Vocabulary- transition into regional languages- Use of Technical words- Principle of good Writing.

WRITING FOR NEWSPAPERS:- What is News? News value, Source of News, Various forms of News writing- Writing News releases. Style – five W’S and one H- inverted pyramid- Dateline- Headings- Sub-headings.

FEATURE WRITING:- Definition- Feature as distinct from Article , Success story feature (development)- Corporate Features.

PUBLIC RELATIONS WRITING:- Types of PR writing – style- Corporate Profiles, Folders, Brochures- Annual Reports.

TYPES AND KINDS OF PRINT MEDIA:- Newspapers – National, Regional and Local news- Daily Newspapers and Periodicals- Specialized Magazines and Periodicals – Advertorials- Supplements – Importance of Indian language Newspapers – Economic, General, Technical etc.

PHOTOGRAPGH AS A TOOL FOR PR:- News , Photo, Photo Features, Photographs for Advertisement.

RADIO: structure – Different Departments- News/ Features, opportunities for public relations – FM Channels- AIR and private – radio spot and jingles- local and community radio- writing for radio

TELEVISION: Functions- Different Departments- Private Channels – Local Channels – TV Advertisements and Sponsored Programmes- DTH – CAS – Cable TV- Prasar Bharati- writing for TV.

FILM AS A TOOL FOR PUBLIC RELATIONS CAMPAIGN:- Social and Communication value of Films in India – Types of Films- Feature and Documentary , Spot and Quickie- Corporate Films- Different stages in Production of a Film.

NEW INFORMATION MEDIA TEHNOLOGY AND ITS USEFULNESS FOR ADVERTSINGAND PUBLIC RELATIONS:- Computer, Internet, Teleconferencing, Website, E-mail, Advertisement on Internet.

EXHIBITION AS PR TOOL:- Objective- Trade fairs- How to Plan and Participate in Exhibitions.

PAPER – IIB (STUDY PAPER) Project Work- 50 Marks

PAPER IIIA (CORPORATE PUBLIC RELATIONS) 50 MARKS

DEFINITION, CONCEPT, SCOPE OF CORPORATE PR:- Competitive Environment, Emerging Corporate India, Challenges of Public Relations in the changing Business Environment.

CORPORATE PUBLICS: Their Importance to the organization and the need to have good relationship with the- Major areas of Corporate Public Relations – Current Trends in Corporate Relations – changing character of Indian Public.

SOCIAL MARKETING:- Definition- Relevance- Ramifications

EMPLOYEE RELATIONS:- Importance of internal PR- Responsibility for Employee Relations- tools for Employee Communication : Bulletin board, Open- House Meetings , seminars, Pay-slip Inserts, Communication from Employee to Management- Suggestion Boxes

HOUSE JOURNAL:- The need for House Journal and how to produce House Journal –Writing for House Journal and News Letter- Different Stages of Production of House Journal, Contents , News Gathering system, Title and Registration, Including RNI formalities, layout and illustrations. Format and Periodicity, Fillers, and Features. CD House Journal. Qualities of an Editor.

PAPER –IIIB (CORPORATE PUBLIC RELATIONS) 50 MARKS

CONSUMER RELATIONS:- Responsibility for consumer relations. Changing profile of consumer and liberalization – Role of Women and Consumers. Basis for good Consumer Relations. Objectives of consumer protection act. Consumer grievances, redress mechanism, Consumer education.

COMMUNITY RELATIONS:- Social Responsibility of Business (CSR) : Benefits of Community Relations, Community Relations Policy, Employee’s Role. Planning a Community Relations Programme. Case Studies.

PUBLIC RELATIONS IN CRISIS MANAGEMENT: - What are a Crisis- Manmade and Natural Crisis Corporate Image in Crisis Situation – Crisis Management Plan and the role of PR Case Studies

PAPER IV A (MEDIA RELATIONS) 50 MARKS

MEDIA RELATIONS- The need for effective Media Relations. Co-operation and Collaboration- How to obtain better Coverage – Tools and Techniques.

PREPARATION/ TRANSMISSION/LANGAUGE SPECIFIC/ISSUE SPECIFIC NEWS RELEASE:- Features, Interviews, Fact sheets, Backgrounders, Media Conference, VNR, Media Briefing, Media kit- Its uses, Ready Reference Material- Photographs and their Uses.
MEDIA TOURS

LETTERS TO THE EDITOR: Rejoinder and Clarification

ROLE AND FUNCTIONS OF PRESS COUNCIL

PAPER IVB (RURAL COMMUNICATION) 50 MARKS

CHALLENGES OF RURAL COMMUNICATION IN INDIA :- Tagore’s views on Rural Development – Administrative structure in Rural India

RURAL COMMUNICATION FOR DEVELOPMENT:- Field Publicity- Agriculture, Health, Social Forestry, literacy etc

TRADITIONAL MEDIA :- Folk Theatres (Jatra, Nautanki, Yakshagana, Burrakatha, Lavani etc) Folk Songs (Tarza , Kavi Gaan, Mukunda Das) Role of IPTA , Puppetry , Cultural Squads of Political Parties, Rural Fairs , Folk Festivals, Padyatra etc.

PANCHAYAT LOCAL BODIES:- District Information Department- Needs and Method of Communication

NON-GOVERNMENTAL VOLUNTARY ORGANIZATIONS:- Their influence with local people: need and approach to Communication – NGO Management – Tools of Communication.

RURAL NEWSPAPERS:- Rural Development- Visual Media – Information kiosks

PAPER V A (ADVERTISING (THEORY AND PRACTICE) 50 MARKS

INTRODUCTION:- Definition – Origin and Evolution of Advertising . Functions , Role and Scope of Advertising in the Indian and Global Marketing Scenario – Economic liberalization and its impact on Indian Advertising.

ADVERTISING THEORIES: Importance of Models and Theories in the Practice of Advertising. DAGMAR theory- David Ogilvy and Rosser Reaves theories; AIDA formula- Consumer learning Theory- Hierarchy of Effective Models (Lavidge – Steiner) – ELM Model of Attitude Change- Media Dependency Model-Cognitive Process in Media Effects.

TYPES AND CLASSIFICATIONS OF ADVERTISING: Product Advertising- Brand Building Process-Institutional Advertising: Financial Advertising: Public Service Advertising – Corporate Advertising-Political Advertising- Government Advertising- Classified Advertising and Display Advertising. Objectives, functions, and Role of each category of Advertising in the Indian Socio- Economic and Political Conditions/ Direct Mailer.

PAPER VB ADVERTISING (THEORY AND PRACTICE) 50 MARKS

ADVERTISING MEDIA : Media Scene in India and their potentialities- Types – Characteristics-reach - Impact of each Medium- Print Media (Newspapers, Magazines)- Electronic Media – Radio, TV, Film, Outdoor, Transit Media , Exhibition, and Trade Fair- Internet and Websites- Planning , Media Strategy , Internet Advertising, Outdoor Advertising- ABC and NRS – Media Buying – Agency of Record.

OUTDOOR MEDIA: Wall signs- Hoardings- Bill Boards- Kiosks- Bulletin Boards- Poster- Mobile Media

ADVERTISING AGENCY- Types of Agencies , Structure , Functions , Role and Scope – PR division – Commission System – Fee system – Choosing an Agency , Agency – Client Relations. **ETHICAL AND**

LEGAL VALUES IN ADVERTISING:- Values in Advertising , Ethics in Advertising- Criticism of Advertising as distinct from Public Relations , Publicity , Sales Promotion , Code of Advertising , Standards of Advertising in India, Advertising Standards Council of India. Standards of Practice, legal aspects , Monopolies and Restrictive Trade Practices (MRTP) Act, 1969- Self Regulatory Controls- INS.

PAPER – VIA ADVERTISING (THEORY AND PRACTICE) 50 Marks

PRODUCTION : TECHNOLOGY & CREATIVITY :- creativity in Advertising- Different Creatives for different Media .

Structure of Advertisement- the layout and design (product, order, unity, variety, balance, emphasis, headlines, body matter) copy of ads in Print, Broadcasting Commercials- Films, Sub Headings, Slogans – Scripts

Creative strategy – Copy writing- Visuals , Layout- Production of ad, artwork- Photography – Typography-mechanical setting- Computer Graphics, Print Production, creating Audio and Audio – Visuals – Script writing and Jingle making for Audio as well as Audio- Visual Media – Radio Production , TV Production.

Computer multimedia in creating Advertisements- software packages – Animation Techniques – link between Script and Visuals – Special Effects for better impact.

PAPER – VIB ADVERTISING (THEORY AND PRACTICE) 50 Marks

PLANNING AND MANAGING ADVERTISING CAMPAIGNS:- What is Advertising Campaign?

Importance of campaign planning components- Research – Market Research , Product research , Consumer insight analysis.

Strategic planning- objectives, market analysis.

Advertising budget- Media planning and scheduling- market impact , measuring effectiveness of advertising campaign.

Case studies.