

OBJECTIVE

1. Define and explain advertising campaign
2. Identify various types of advertising budget.
3. Design an advertising campaign.
4. Identify marketing research.
5. Copy production

QUESTIONS

- 1) How an advertising campaign is planned?
- 2) Explain the process of advertising budget.
- 3) Define marketing research. What is its need?
- 4) Advertising is mass communication, whereas personal selling is not. Explain this statement.
- 5) Discuss the steps involved in the design process of a print ad.
6. Describe the process from copy to production

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from library.. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students understand the Advertising and Advertising Process.

REFERENCE BOOKS:

1. Sandage C H, Fryburger Advertising Theory and Practice: Vernon & Rotzoll Kim A.I.T.B.S. Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers

OBJECTIVE

1. What are events, Types of Events & Event Management?
2. Understanding Events
 - i. Events as a communication tool
 - ii. Events as a marketing tool
3. Why do we need events; Growing importance of events like exhibitions, seminars and conventions worldwide.
4. Elements of Event Management: Event Infrastructure, Organizers, Sponsors, Logistics.

QUESTIONS

1. What are events, types of events? What is event management?
2. What do you understand by events as a communication tool and a marketing tool?
3. Why do we need events?
4. How is importance of events like exhibitions, seminars and conventions growing worldwide?
5. What are elements of Event Management?

PROCEDURE

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9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students understand the event management.

REFERENCE BOOKS:

Event Sponsorship: Bruce E Skinner
Successful Event Management: Anton Shene, Bryn Parry
Event Planning: Judy Alley

OBJECTIVE

The main objective of writing this assignment is to understand the various aspects of research in the field of media identify and use the techniques of sampling. Knowledge of research methods helps journalism students to examine the functioning of various media.

QUESTIONS

- Q1. What are the steps in carrying out media research? Explain with example.
- Q2. What is probability sampling? Write its various types giving one example for each.
- Q3. How would you explain quantitative and qualitative research approaches in media research?
- Q4. What are IRS and NRS? Describe both in detail.
- Q5. Explain content analysis method of data collection with suitable examples.

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from library. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner.

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9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students will be able to understand the basic types and tools of Media Research and they can employ these methods in detail.

REFERENCE BOOKS:

1. C.R. Kothari Research Methodology : Methods and Techniques, Wishwa Parkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi

BA(JMC): 5th SEMESTER ENVIRONMENT COMMUNICATION Exam code: 307

OBJECTIVE

The main objective of writing this assignment is to understand the various aspects of communication in the field of media, identify and use the techniques of communication for environment conservation.

QUESTIONS

- Q1. What is the role of an individual and media in conservation of natural resources?
- Q2. What is structure and function of an ecosystem?
- Q3. Mention laws for environment protection in India?
- Q4. What according to you is the role of Media in Disaster management?
- Q5. India a mega-diversity nation. Elaborate.

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
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8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students will be sensitized to the environmental issues so as to enable them to include these issues in their media productions.

REFERENCE BOOKS:

1. P. C Joshi & Namita Joshi -A Text Book of Environmental Science, A. P. H. Pub. New Delhi , ISBN 81-313-0456-3
2. Dr B. S Chauhan Environmental Studies, Laxmi Publication
3. Anubha Kaushik & C. P. Kaushik Environmental Studies, New Age International