UNIT I: (UNDERSTANDING CREATIVITY)
A. The Notion of Creativity; The Process of Creation: Intentional and Unintentional Creativity
B. The distinction between productivity and creativity : The Rule governed vs unrestricted productivity
C. Hypostatization: Attention-seeking/foregrounding
D. Nonce Formation and Neologism

UNIT II: (CREATIVE PROPERTY)
A. Phrasal lexical items (PLIs)
B. Idiosyncratic properties of PLIs, lexicalised constituents, slots, slot restriction
C. Restricted collocations
D. Creative artistic deformation of PLIs

UNIT III: (APPLICABILITY OF CREATIVITY)
A. Creativity in Language of English Media
B. Tracing Lexical Creativity in the Hindi-Urdu Media
C. Blends and Splinters
D. Creativity in Advertisement

RECOMMENDED READINGS:
1. http://www.campaignlive.co.uk/article/1319432/creativity-important-media
3. http://www.campaignlive.co.uk/article/room-creativity-media-industry/1298085#
5. http://arts.brighton.ac.uk/study/media-studies/events/the-idea-exploring-ideas-and-creativity-in-the-media
7. http://www.slideshare.net/hasnmedia/a2-media-q1a-exam-creativity
UNIT I
A. Meaning and Context in field of Semantics
B. Reference and Sense; Denotation and Connotation
C. Meaning Types; Sense Relations
D. Meaning of Meaning; Theories of Meaning

UNIT II
A. Lexical Semantics- Semantic Fields; Componential Analysis; Marked and Unmarked terms
B. Sentence, Utterance and Proposition
C. Compositionality and its Limitations
D. Ambiguity and Vagueness

UNIT III
1. Truth-conditional Semantics: Tautology and Contradiction, Entailment and Presupposition
2. Utterance meaning & Speech Acts
3. Text and Context; Cohesion
4. Semantics and Grammar

RECOMMENDED READINGS:
UNIT I
A. Metaphors: Definition and Scope
B. The Process of Mapping in Metaphors-Tenor and Vehicle
C. Conceptual Metaphor Theory (CMT)- Target and Source
D. Metaphor and Related Terms

UNIT II
A. Kinds of Metaphor
B. Use of Verbal and Visual Metaphors
C. Metaphors in Local Market
D. Metaphors in National Market and International Market

UNIT III
A. Semiotics of Metaphor
B. Metaphor and Metonymy : A Semiotic Approach
C. Color Metaphors and Animal Metaphors
D. Project

RECOMMENDED READING
UNIT I: Folk Marketing
   A. Folk Marketing: Basic Concepts
   B. Word of Mouth (WOM) Marketing
   C. WOM and Community Marketing; Geeks, Mavens, Alpha users, Customer evangelists and Fanboys
   D. Folk taxonomy and Folksonomy

UNIT II: Folk Market and Semiotics
   A. Folk Taxonomy: Knowledge, Social Interaction and Passion
   B. Socio-semiotics and Societal Theories in Folk marketing
   C. Communication strategies in Folk Marketing
   D. Conversational Marketing and Folk Marketing: Similarities and Dissimilarities

UNIT III: Sociolinguistics of Folk Marketing
   A. Language of Folk Market
   B. Folk Market: Verbal Marketing Tools
   C. Folk Market: Non-verbal Marketing Tools (Puppet show and magic show and busking)
   D. Folk Market: Language of seller and buyer

RECOMMENDED BOOKS:

OBJECTIVES OF THE COURSE: On completion of the course the student should be able:

- To understand the development of Print Advertising as a communication tool, a cultural and economic phenomenon, and as a force that both constructs and reflects society.
- To understand what advertising *can* do and what advertising *cannot* do, how advertising is a reflection of and a form of culture, to what degree advertising is a persuasive form of communication.

UNIT-I
A. History of Printing: From Palm Leaves to Paper Printing
B. The History of Newspaper Printing
C. The History of Printing in India
D. Language, Sentence and Structural Variations in Print Advertising.

UNIT-II
A. Print Advertising: An Overview
B. Advertising in National Newspaper
C. Advertising in Local Newspaper and Regional Newspaper
D. Language Effectiveness in Print Advertisements.

UNIT-III
A. Linguistic creativity in Print Advertising
B. Language Mixing in Indian Print Advertising
C. Principles, Strategies, and Anatomy of Creative Writing in print Advertising
D. The Language of Advertising Claims

RECOMMENDED BOOKS:
6. Schrank Jeffrey; *The Language of Advertising Claims*.