OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the creative aspects of language.
- Understand, describe and analyze language constructions that advertisers and media people use for their advantage.

UNIT I

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

A. Phrasal Lexical Items (PLIs)
B. Idiosyncratic Properties of PLIs, Lexicalized Constituents, Slots, Slot Restriction
C. Restricted Collocations
D. Creative Artistic Deformation of PLIs

UNIT III

A. Creativity in Language of English Media
B. Tracing Lexical Creativity in the Hindi-Urdu Media
C. Blends and Splinters
D. Creativity in Advertisement

SUGGESTED READINGS:
8. http://www.campaignlive.co.uk/article/1319432/creativity-important-media
10. http://www.campaignlive.co.uk/article/room-creativity-media-industry/1298085#
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the basic concepts and types of Advertising.
- Understand the basic model of advertising and its needs.
- How linguistic elements are maneuvered in advertising.

UNIT I
A. Advertising: Product, Corporate, Social, and Financial advertising.
B. Advertising: Print, Electronic, Outdoor, New-media, and Guerrilla advertising.
C. Advertising: Local, National and International advertising.
D. Advertising: Rural and Urban

UNIT II
A. Linguistic features of corporate, social, product, and financial advertising
B. Disjunctive syntax in the language of print, electronic outdoor, new-media, and guerrilla advertising
C. Lexical cohesion in the language of local, national and international advertising.
D. Linguistic features of rural and urban advertising

UNIT III
A. Placement of sign in various types of advertising
B. Visual modality in distinctive advertising
C. Framing and Social distance in advertising
D. Color semiotics in advertising

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the concept of Stylistics in detail.
- Discuss the use of stylistics in Media and Advertising.

UNIT-I
A. Stylistics- Definition & Scope
B. Stylistics as an area of Applied Linguistics
C. Stylistics and its relation with Semiotics
D. Stylistics and its relation with Aesthetics Poetic

UNIT-II
A. Linguistics and Literature
B. Approaches to Literature: Literacy –Aesthetic & Semiotic-Linguistic
C. Literature Figurative and Symbolic Use of Language & Literature
D. Stylistic Analysis of Literary Texts

UNIT-III
A. Stylistic and its Relevance to Media
B. Use of Stylistics in Advertising
C. Use of Stylistics in News/ feature products
D. Use of Stylistics in Cinema/Soaps

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the cultural and economic phenomenon of indigenous society.
- Understand how market can be expanded in all forms of culture.
- Discuss the tools applicable for non-verbal Marketing.

UNIT I
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
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
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

SUGGESTED READINGS:
OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:
  1. 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.
  2. Understand what advertising can do and 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

SUGGESTED READINGS:


OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

1. Understand the basic concept of Digital Marketing.
2. Teach the students other related forms as Web, On-line and Social Media advertising-
   marketing.
3. Teach the students about other applications as Micro-Blogging, Copy Writing and Search
   Engine Optimization (SEO).

UNIT-I
A. Digital Marketing: An Introduction.
B. Web Marketing
C. Online Advertising
D. Social Media Marketing (Facebook and LinkedIn)

UNIT-II
A. Adwords Advertising, Analytics and Applications
B. Micro Blogging – Twitter
C. Copy Writing for the Web, Social Media and Mobiles
D. Search Engine Optimization (SEO).

SUGGESTED READINGS:
   Publishing Inc.
   Sons Ltd.
   Sons Ltd.
5. Safko, Lon and David K. Brake. 2009. The Social Media Bible: Tactics, Tools, and
   Strategies for Business Success. Hoboken, New Jersey: John Wiley & Sons Canada Ltd.
   Canada Ltd.
   Wiley & Sons Ltd.