COURSE OBJECTIVES:
- To understand the concept and systems of communication.
- To understand the process of communication and differences between verbal and non-verbal communication.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Understand the various forms and functions of communication.
- Know about the barriers in communication and the relation between media and communication.

UNIT I
A. Communication: Definition, Concept and Scope
B. Elements of Human Communicative System: Sender, Message, Receiver
C. Various forms of Communication: Interpersonal Communication, Mass Communication, Intercultural Communication
D. Functions of Communication: Persuasive, Informative, Phatic, Aesthetic

UNIT II
A. The Communication Process: Context, Physical, Social, Chronological, and Cultural
B. Encoder- Decoder Medium and Feedback in Communication
C. Non Verbal Communication: Body Language/ Proxemics/ Kinesics
D. Verbal Communication

UNIT III
A. Types and Forms of Communication: Formal / Informal
B. Barriers to Communication
C. Communication and Media: Meaning and Scope.
D. Mass Communication: Concept and Characteristics

ESSENTIAL READINGS:

**SUGGESTED READINGS:**

COURSE OBJECTIVES:
- To understand the characteristics of Human language.
- To understand the functions and types of Language.
- To have basic understanding of various Linguistic concepts.

COURSE OUTCOMES: After successfully completing the course students shall be able to:
- Have the basic knowledge of the structure and properties of human language.
- Have understanding of Linguistic structures in social and cultural contexts.

UNIT I
A. Language: Definition, Concept and Scope.
B. Characterizing Human Language-Design Features.
C. Language and Writing- Spoken and Written language.
D. Functions of Language-Micro and Macro.

UNIT II
A. Linguistics-Fundamentals; Scientific Study of Language.
B. Language Description: Phonological, Morphological and Semantic.
D. Word, Phrase, Clause, and Sentence; Sentence Types

UNIT III
A. Language in its Social Context.
B. Multilingualism in India.
C. Scriptal Diversity in India.
D. Language as Semiotic System.

ESSENTIAL READINGS:
SUGGESTED READINGS:
M. A IN LAMM (1st SEMESTER)  
PAPER CODE: LAM-1008  
CREDITS: 04  
SESSIONAL MARKS: 30  
END-SEMESTER: 70  
TOTAL = 100

COURSE OBJECTIVES:
- To impart the knowledge about notions of phonetics and phonology.
- To have the knowledge of description and classification of speech sounds.
- To have the knowledge of different types of sound change.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Understand the basic concepts of Phonetics and Phonology
- Know the criteria of description and classification of speech sounds.
- Understand the phonemic and phonetic transcription.

UNIT I
A. Phonetics: Definition, Nature and Scope
B. Organs of Speech
C. Initiation of Speech: Pulmonic, Glottalic and Velaric
D. Phonation: Voiceless, Voiced, Whisper and Murmur

UNIT II
A. Description and Classification of Speech Sounds- Manner of Articulation
B. Description and Classification of Speech Sounds- Place of Articulation
C. Classification of Vowels and Diphthongs
D. Syllables and its Structure: Onset, Peak and Coda

UNIT III
A. Understanding Phone, Allophone and Phoneme
B. Suprasegmental Features: Stress, Pitch, Juncture
C. Phonological processes: Assimilation, Dissimilation, Metathesis and Gemination
D. Transcription: Phonetic and Phonemic

ESSENTIAL READINGS:

**SUGGESTED READINGS:**

COURSE OBJECTIVES:
- To know about the various concepts in Morphology.
- To impart the knowledge of the processes of word formation.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Understand the various concepts of Morphology.
- Know various morphological processes with special reference to media.

UNIT I
A. Morphology: An Introduction
B. Morpheme, Morph, Allomorph; Free and Bound Morpheme
C. Types of Affixes
D. Conditioning of Allomorphs

UNIT II
A. Root, Base and Stem
B. Defining Words; Types of Words-Simple, Complex and Compound
C. Hierarchy in Affixation Process- Class I and Class II Affixes
D. Morphemic Analysis: Segmentation and Grouping

UNIT III
A. Word Formation Processes- Coining, Conversion, Clipping, Back Formation, Onomatopoeia, Borrowing and Acronym
B. Compounding: Endocentric, Exocentric, Copulative and Appositive
C. Reduplication: Full, Partial and Empty
D. Word Formation in Media.

ESSENTIAL READINGS:

SUGGESTED READINGS:

COURSE OBJECTIVES:
- To understand the basic concepts of folk culture and literature.
- To understand the various folk genres.
- To discuss the Linguistic features of Folk Narratives.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Identify different types of folk genres.
- Know folk literature and its various forms.
- Know Folk Narratives in social context.

UNIT-I
A. Definition, Meaning and Scope of Folk Culture
B. Folk Culture: Notions of Homogeneity, Orality etc.
C. Folk Life: Ethnic and Occupational Group
D. Folk Artefacts

UNIT-II
A. Folk Culture and Its Forms- Songs, Narratives, Arts and Performing Art
B. Folk Songs: Ceremonial Songs (Life cycle, Occupational, Travels), Ballads, Epic
C. Linguistic Features of Folksongs
D. Folk Narratives: Tales- Fairy tales, Fables, Trickster Tales etc.; Myth; Legends; Riddles; Proverbs

UNIT -III
A. Linguistic Features of Folk Narratives
B. Discourse Patterns of Qissagoi and Dastangoi
C. Performing Art: Folk dances, Folk theatre-Kathputli, Tamasha etc.
D. Indian Folk Festivals.

ESSENTIAL READINGS:
- Handoo, J. L. 1998. Folklore in Modern India. CIIL, Mysore Publication.
SUGGESTED READINGS:


COURSE OBJECTIVES:

- To study the various stages of development of Advertising.
- To study the role of advertising in promoting products through times.
- To know the role of Social Media in Advertisement.

COURSE OUTCOMES: After the completion of the course students shall be able to:

- Have an undertaking of Advertising from pre-printing period to period of expansion.
- Understand the evolution of Advertising.
- Have an idea of Advertising in global context.

UNIT-I

A. Origin of Advertising: An Overview
B. Advertising in Pre Printing Period
C. Advertising in Early Printing Period
D. Period of Expansion

UNIT-II

A. Pre- Printing Advertising: Iconic; Oral Advertising-Town Criers and the Tradition of Manadi
B. Early Printing Period: The Invention of Printing Press and its Impact on Advertising
C. Period of Expansion: Advertisements in Newspapers – Local; Provincial; National and Global
D. Period of Expansion: Social and Commercial Advertising

UNIT-III

A. Advertising in the West: An Overview
B. Advertising in India: An Overview
C. History of Social Media Advertising
D. Basic Principles of Advertising

ESSENTIAL READINGS:


**SUGGESTED READINGS:**

DEPARTMENT OF LINGUISTICS
HISTORY OF MARKET AND MEDIA
(DISCIPLINE CENTRIC ELECTIVE)
SESSION 2019-20

M. A IN LAMM (1st SEMESTER) CREDITS: 04
PAPER CODE: LAM-1014 SESSIONAL MARKS: 30

END-SEMESTER: 70 TOTAL = 100

COURSE OBJECTIVES:
- To discuss the origin and development of marketing.
- To discuss the concept of print media and emergence of electronic media.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Know about the origin of marketing.
- Know the differences between print media and electronic media.
- Know about the influences of television in marketing and social media.

UNIT-I
A. Origin and development of Marketing: An Overview
B. Bartering system
C. Marketing in Currency Age
D. Digital Marketing

UNIT-II
A. Printing Media: its influence and impact
B. Print Media: An Overview
C. Emergence of Radio
D. Emergence of Television

UNIT-III
A. Influence of Television in Market
B. Emergence of Television in India
C. Commercial Television: An Overview
D. New Media/ Social Media: Emergence and Impact

ESSENTIAL READINGS:
SUGGESTED READINGS:
COURSE OBJECTIVES:
- To provide the various concepts of media typology.
- To understand the uses of language in the context of Media.
- To know about Media Semiotics.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Understand the use of linguistic features in various media.
- Understand the relationship between Semiotics and Media.
- Understand the language of new media.

UNIT I
A. Media: Basic Concepts
B. Electronic Media and Its Types: Television, Radio, New Media etc.
C. Print Media and Its Types: Magazines, Graphic Novels, Pamphlets etc.
D. News Media and Its Types: News Papers and News Channels

UNIT II
A. Language used in News media: Newspaper, Newsletters
B. Language used in Journals, Periodicals and Magazines
C. Language used in Comics, and Graphic Novels
D. Language used in Bills, Pamphlets etc.

UNIT III
A. Semiotics of Visual language
B. Sign as Pictures and Sign as Words: Language used in Television, Film and News Channels
C. Semiotics of the Audio language: Radio
D. Language of New Media: Internet, Blogs, Website

ESSENTIAL READINGS:
SUGGESTED READINGS:

M. A IN LAMM (2nd SEMESTER)  
PAPER CODE: LAM-2006

COURSE OBJECTIVES:
- To know about semantics and its use in different domains.
- To know the types of meaning.
- To know the different levels of meaning: Lexical, Grammatical and Syntactic.

COURSE OUTCOMES: After the completion of the course, students shall be able to:
- Understand various theories of meaning.
- Understand the lexical semantics, ambiguity and vagueness.
- Understand various levels of semantics.

UNIT I
A. Meaning and Context in Field of Semantics
B. Reference and Sense; Denotation and Connotation
C. Meaning Types; Sense Relations
D. 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
A. Truth-Conditional Semantics: Tautology and Contradiction, Entailment and Presupposition
B. Utterance Meaning & Speech Acts
C. Text and Context; Cohesion
D. Semantics and Grammar

ESSENTIAL READINGS:
SUGGESTED READINGS:

DEPARTMENT OF LINGUISTICS
INTRODUCING FOLKLORE
SESSION 2019-20

M. A IN LAMM (2nd SEMESTER)  CREDITS: 04
PAPER CODE: LAM-2007  SESSIONAL MARKS: 30

END-SEMESTER: 70  TOTAL = 100

COURSE OBJECTIVES:
• To understand the various concepts of Folklore.
• To understand the concepts of Myth.
• To know about various theories of Folklore and Folk Studies.

COURSE OUTCOMES: After successfully completing the course students shall be able to:
• Know how to distinguish different genres of folk studies.
• Know how to analyze folk tales according to the cultural functions of folk studies.

UNIT I
A. Definitions, Concepts and Scope of Folklore
B. Fields of Folklore and Folklife Studies
C. The Lore of Folklore: Material, Verbal and Customary Lore
D. Children Folklore: Folk games, Lullaby etc.

UNIT II
A. Folklore Studies in India
B. Definition and Characteristics of Myth
C. Origin and Classification of Myth
D. Functions and Study of Myth

UNIT III
A. Mythological Theory; Historical – Geographical Theory; Functional Theory
B. Psycho Analytical Theory; Structural Theory
C. Oral Formulaic Theory; Genre Theory; Contextual Theory
D. Performance Theory; Theory of Nativism

ESSENTIAL READINGS:

**SUGGESTED READINGS:**
DEPARTMENT OF LINGUISTICS
DIGITAL COMMUNICATION
(DISCIPLINE CENTRIC ELECTIVE)
SESSION 2019-20

M. A IN LAMM (2nd SEMESTER)
PAPER CODE: LAM-2015
CREDITS: 04
SESSIONAL MARKS: 30
END-SEMESTER: 70
TOTAL = 100

COURSE OBJECTIVES:
- To understand the process in Communication Model.
- To discuss various nuances of verbal and non-verbal Communication.

COURSE OUTCOMES: After the completion of the course students shall be able to:
- Apply the knowledge of signals and evaluate the performance of digital communication system.
- Apply the knowledge of digital understanding to describe the error control codes.

UNIT I
A. A Digital Communication System: Encoding Process, Channel, Decoding Process
B. Encoding Process: Encoder + Idea+ Internal Noises = Transmission
C. Verbalization of Idea: Creativity, Concepts, Prejudices
D. The Notion of Internal Noises: Coping with Internal Noises

UNIT II
A. The Principal Communication Channels : Nonverbal, Oral, Written and Electronic
B. Digital Channels: Speaking Situation with Remote Audience
C. Computer Mediated Communication: Websites, Video, Audio, or Animated Multimedia, Video-Conferencing
D. The Notion of External Noises in Digital Communication

UNIT III
A. Decoding in Saussure's Model of Oral Communication (Speech Circuit)
B. Types of Decoding: Hegemonic Decoding (Total Acceptance), Negotiated Decoding (Partial Acceptance), Oppositional Decoding (Total Rejection)
C. Interpretation of Sign in Decoding: Phonological and Syntactic
D. Interpretation of Sign in Decoding: Semantic and Pragmatic

ESSENTIAL READINGS:
SUGGESTED READINGS:
COURSE OBJECTIVES:
- To understand the basic concepts and types of Marketing- the fundamentals of business.
- To understand how markets work and how managers respond to the market.
- How linguistic elements are maneuvered in marketing.

COURSE OUTCOMES: After the completion of the course students shall be able to:
- Demonstrate the understanding of marketing terminology and concepts.
- Identify wants and environmental factors that shape marketing activities for certain target markets.
- Demonstrate knowledge of the individual components of a marketing mix.

UNIT I
A. Marketing: Definition, Concept and Scope
B. History of Marketing: Bartering to On line
C. Types of Marketing: Door to door, On line, Phone –marketing, social marketing, Environmental marketing
D. Marketing Strategy: Segmentation and Positioning

UNIT II
A. Managing Customer: What, Why and How?
B. Marketing and Consumer Behavior
C. Relevance of socio economic factors to Consumer Behavior
D. Consumer’s Perception: Iconicity and indexicality

UNIT III
A. Brand Name and Brand Image
B. Logo Designing
C. Color semiotics in marketing
D. Value creation and false marketing

ESSENTIAL READINGS:
2. B.M Ahuja: Advertising (New Delhi: Subject Publications)

SUGGESTED READINGS:
DEPARTMENT OF LINGUISTICS
LANGUAGE AND CULTURE
(OPEN ELECTIVE)
SESSION 2019-20

M. A IN LAMM (2nd SEMESTER)  CREDITS: 04
PAPER CODE: OLA-2091  SESSIONAL MARKS: 30

END-SEMESTER: 70  TOTAL = 100

COURSE OBJECTIVES:
- To understand the relationship between language and culture.
- To provide understanding about language variation, social class and race.

COURSE OUTCOMES: After the completion of the course students shall be able to:
- Understand how language and culture interact.
- Know about the role of social factors in language use.

UNIT I
A. Language and Culture
B. Milroy’s Notion of Community Network
C. Speech Community
D. Meaning as Sign and Meaning as Culture

UNIT II
A. Ethnography of Communication
B. Diglossia
C. Orality and Literacy
D. Language Variation: Social Class and Race

UNIT III
A. Language and Gender
B. Cross-Cultural Communication
C. Acquisition of Language and Communicative Competence
D. Multilingualism

ESSENTIAL READINGS:

SUGGESTED READINGS:
COURSE OBJECTIVES:
- To understand the creative processes in advertising.
- To provide practical knowledge of various shades of copywriting.

COURSE OUTCOMES: After successfully completing the course students shall be able to:
- Apply creative processes and strategies in advertising media.
- Develop critical understanding of creative advertising.
- Understand the gap between strategy and execution.

UNIT I
A. The Notion of Creativity; The Process of Creation: Intentional and Unintentional Creativity
B. Steps of Creative Processes, CAN elements of creative advertisements.
C. Idea generation techniques; Brainstorming, Creative Aerobics
D. Creative Brief; the Bridge between Strategy and Execution

UNIT II
A. What is Copy Writing, Types and Characteristics
B. Principal of Copy Writing
C. Copy Writing Techniques
D. Rules of Copy Writing

UNIT III
A. Writing Copy for Print Media; Elements of Print Advertisements
B. Slogans; Basis for Slogan Writing, Function of Slogan, Persuasion in Slogan
C. Television Advertising Formats: Television Copy Guidelines
D. Advertisement Layout

ESSENTIAL READING:
SUGGESTED READINGS:
COURSE OBJECTIVES:
- To understand the concepts and types of Advertising.
- To understand the model of advertising and its need.
- To understand, how linguistic elements are maneuvered in advertising?

COURSE OUTCOMES: After successfully completing the course students shall be able to:
- Differentiate and comprehend different types of advertising.
- Provide state of the art strategies of designing Advertisement vis a vis market.
- Use the correct lexicon for persuasive communication 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

ESSENTIAL READINGS:

SUGGESTED READINGS:
COURSE OBJECTIVES:
- To provide the understanding of the concept of stylistic variations.
- To apprise learners the significance of stylistics in Media.

COURSE OUTCOMES: After the completion of the course students shall be able to:
- Understand the various styles of language used in Media.
- Understand stylistics and its applications in media.

UNIT-I
A. Stylistics- Definition & Scope
B. Style in Language
C. Stylistics and its relation with Pragmatics
D. Stylistics and its relation with Semiotics

UNIT-II
A. Linguistics and Literature
B. Approaches to Literature: Literary, Linguistic and Semiotic.
C. The Use of Language in Literature: Figurative and Representative
D. Stylistic Analysis of Literary Texts/ Discourse

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

ESSENTIAL READINGS:

SUGGESTED READINGS:
COURSE OBJECTIVES:
- To provide fundamentals of Folk Marketing.
- To provide knowledge of various marketing strategies.

COURSE OUTCOMES: On completion of the syllabus students shall be able to:
- Comprehend the use of folk marketing strategies in various socio-economic contexts.
- Understand the communication strategies of folk marketing in media.

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 Folk Sonomy

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

ESSENTIAL READINGS:

**SUGGESTED READINGS:**
COURSE OBJECTIVES:
- To understand the historical development of Print Advertisement.
- To understand the importance of linguistic tools used in print advertisement.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Design effective communication strategies for Print Advertisement.
- Understand and use linguistic creativity in Print Advertisement.

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

ESSENTIAL READINGS:
2. Lapsanska, Jana. 2006. The Language of Advertising with the concentration on the Linguistic Means and the Analysis of Advertising Slogans; Diploma Thesis; Comenius University. Bratislava

SUGGESTED READINGS:
DEPARTMENT OF LINGUISTICS
LANGUAGE IN DIGITAL ADVERTISING
(DISCIPLE CENTRIC ELECTIVE)
SESSION 2019-20

M. A IN LAMM (3rd SEMESTER) CREDITS: 04
PAPER CODE: LAM-3012 SESSIONAL MARKS: 30

END-SEMESTER: 70 TOTAL = 100

COURSE OBJECTIVES:
- To provide an understanding of Digital Marketing.
- To provide knowledge about language used in Social Media advertising.

COURSE OUTCOMES: After successfully completing the syllabus students shall be able to:
- Design effective advertising strategies for online/digital and other multimedia communication.
- Successfully create modules of an ad campaign.

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).

ESSENTIAL READINGS:
SUGGESTED READINGS:

COURSE OBJECTIVES:
- To provide detailed understanding of Discourse patterns.
- To provide useful methods and theoretical implications in the context of advertising, media and market.

COURSE OUTCOMES: After successfully completing the course students shall be able to:
- Understand and comprehend the discourse patterns and its applications.
- Understand the linguistic relevance in Advertising discourse.

UNIT I
A. The Notion of Discourse Analysis, Levels of Analysis
B. Methodology of Discourse Analysis.
C. Advertising as a discourse of persuasion; Ethos, Logos and Pathos
D. Figurative Discourse (figures of speech)

UNIT II
A. Notion of text; Qualities of text
B. Standards of textuality
C. Cohesion, Coherence, Dexis and Cohesive Markers.
D. Elements of Advertising Discourse.

UNIT III
A. Graphic representation in Advertising discourse
B. Phonological Patterns of advertising discourse.
C. Morphological and Syntactic pattern in advertising discourse
D. The Semantic Relevance in advertising discourse

ESSENTIAL READINGS:
SUGGESTED READINGS:
DEPARTMENT OF LINGUISTICS
MARKET METAPHORS
SESSION 2019-20

M. A IN LAMM (4th SEMESTER)  CREDITS: 04
PAPER CODE: LAM-4006  SESSIONAL MARKS: 30
END-SEMESTER: 70  TOTAL = 100

COURSE OBJECTIVES:
- To provide fundamental concepts of Market Metaphors.
- To foster discussion and understanding of Semiotic Approach of Market Metaphor.

COURSE OUTCOMES: After successfully completing the course students shall be able to:
- Define, explain and interpret metaphors.
- Apply linguistic techniques to increase understanding of Market Metaphors.

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

ESSENTIAL READINGS:
SUGGESTED READINGS:


COURSE OBJECTIVES:
- To provide an understanding of the relevance of Semiotics in the context of Media.
- To apprise learners how to explore the value of Sign system in Media studies.

COURSE OUTCOMES: After successfully completing the course students shall be able to:
- Understand the relationship between Semiotics and Media Studies.
- Critically examine the use of Signs in different kinds of Media.
- Compare and Contrast the different features of signification in Media Studies.

UNIT I
- A. Sign Systems, Components of the Sign, Verbal & Nonverbal Signs.
- B. Sequence of Linguistic Signs - Visual Signs, Denotation, Connotation & Myth.
- C. Myth & Social Meaning, Myth & Ideology.

UNIT II
- A. The Semiotic Critique of Ads.
- B. Analysing Advertisements.

UNIT III
- News in Newspaper and T.V.
- A. News and Discourse
- B. Mythic Meaning in T.V. News
- C. Cinematic Semiotic - Films – Signs and Codes, Film Narrative, Film- Crease, Cinema Spectatorship

ESSENTIAL READINGS:
SUGGESTED READINGS:

COURSE OBJECTIVES:
- To understand the different concepts of Folk Advertising.
- To provide understanding about creating rural advertisement using folks.
- To understand the needs and challenges of folk advertising.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Understand folk media and its types.
- Understanding caricatures in Indian folk advertising.

UNIT I
A. Scope and the Field of Folklore
B. Heterogeneity in Rural Settings
C. Understanding the Rural Audience
D. Creating Advertisement for Rural Audience

UNIT II
A. Notion of Folk Media
B. Difference between Folk Media and Media
C. Types of Folk Media-I: Audio (Songs, Narratives, Proverbs, Riddles etc.)
D. Types of Folk Media-II: Visual (Theatre- Tamasha, Nautanki, Bedesia; Street Play, Puppetry, Magic Shows, Folk Dance, Murals.

UNIT III
A. Cultural Commodification
B. Manoeuvring of Folk Media
C. Development of Caricatures in Indian Folk Advertising: The Bahrupias
D. Folk Advertising and Challenges

ESSENTIAL READINGS:

**SUGGESTED READINGS:**

COURSE OBJECTIVES:
- To apprise learners of the concept, meaning and types of Electronic Media.
- To understand various elements of Electronic Media.
- To provide in depth understanding of language used in Electronic Media.

COURSE OUTCOMES: After completion of the course students shall be able to:
- Understand and comprehend the communicability in Electronic Media.
- Use linguistic features effectively in Electronic Media.

UNIT I
A. Definition of Electronic Media.
B. Types of Electronic Media: Radio; Television; Internet; Smart Phones; Electronic Display Advertising; Electronic Display Billboards
C. Electronic Media: Characteristics- Invisible Audience; Speed; Mass Audiences and False Identities
D. Communicability in Electronic Media

UNIT II
A. Radio: A Historical Overview from Radio Ceylon to FM
B. Types of Radio: Commercial Radio & Community Radio
C. Types of Radio Program: News Bulletin; News Reel; Documentaries; Talk Programs; Interviews; Discussion; Radio Drama; Radio Advertising
D. Writing Radio Programs: Linguistic Features of Good Script

UNIT III
A. Television: History and Development of Television Broadcast in India
B. Types of Television Broadcasting: Cable TV; Satellite TV, Home TV
C. Contrast between Language of Audio and Visual Media
D. Film as Electronic Media: Changing Phases of Language use in Film

ESSENTIAL READINGS:


**SUGGESTED READINGS:**

COURSE OBJECTIVES:
- To provide the historical overview of Print Media.
- To provide understanding of linguistic and stylistic features used in Print Media.
- To provide understanding of speech accommodation theory.

COURSE OUTCOMES: After successfully completing the course students shall be able to:
- Have understanding about the overall development of Print Media.
- Use linguistic innovations in Print Media.
- Use and create various styles for Media Audience.

UNIT I
A. Print Media : Defining genres
B. Editorial, Hard news, Feature Articles, Headlines, Sports, Weather, Business
C. Language in Print Media: Linguistic features of “Language For Mass Consumption”
D. Joshua Fishman’s notion of “Who speaks what language to whom, when and to what extent?”

UNIT II
A. Language in Print Media: A Classic Case of Cyclical Production
   (Journalist > Chief reporter > Copy editor>Sub- editor > editor)
B. Linguistic Innovations in Headlines, Sports, Business News, and Weather News
C. Language of Editorials
D. Stylistic Features of Feature Articles

UNIT III
A. The Notion of Target Audience: The Difference between Target Audience, Addressee, Auditor, Over Hearer, and Eavesdropper.
B. Language of Print media is Unidirectional: Disjunction of Place and Time
C. Styling the Language: Audience Design
D. Giles & Powesland’s 1975 Speech Accommodation Theory and Language of Print Media

ESSENTIAL READINGS:


**SUGGESTED READINGS:**

