EL 3201 ENGLISH FOR ADVERTISING
Semester: III
Category: AO
Credits: 4
Hours per week: 6
(Offered to II B.Sc. Vis.Com. & Statistics students)

I Objectives:

- To train the students to use the English language creatively in the skills of Ad Writing
- To provide hands-on experience to the learners that they may be trained in the preparation of print ads, radio jingles, TV commercials and online advertising
- In sum, preparing the students to take up suitable jobs in the relevant field

II Contents:

Unit I An Overview of Advertising 15 hours

a. Advertising Defined (A Psychological Gun?)
b. Advertising classifications
c. Advertising functions
d. Advertising and Marketing
e. The Evolution of Advertising (Art as well as Science!)

Unit II The Mechanics of Ad Writing 15 hours

a. The ingredients of a good copy
b. AInDA Principle
c. USP (Unique Selling Proposition)
d. Analysing various ads (Primary & Secondary wants etc.)
e. ‘The good, the bad, the ugly’ ads & Bilingualism

Unit III Advertising Objectives 15 hours

a. Target Audience
b. Reaching more consumers
c. Making current consumers use more
d. Bringing new consumers into the fold
e. Challenging the brand image

Unit IV Enhancing Creativity 15 hours

a. Creative use of alliteration, assonance, pun, connotation and onomatopoeia
b. Using idioms and phrases
c. Making use of quotations with a twist (‘Was it the face…?’)
d. Edward de Bono’s ‘Lateral Thinking’ (‘Six Thinking Hats’)
e. Life stories of Akio Morita, Walt Disney, Steve Jobs et al
Unit V The Future of Advertising 15 hours

a. Print Media
b. Broadcast/Telecast Media
c. New Media, new clients, new consumers in the Post-Television Age
d. Media, Morals and Money
e. The Ethics of Advertising: A Critique (Ads are ‘true lies’)

III Teaching Methodology (Activities)

# Conventional classroom lectures
# Guest lectures (academia/industry)
# Workshop on slogan writing
# Library visits to USIS & BCL
# Field visit to an Ad Agency
# Conducting Business Quiz
# Speech activities like 1-minute speech etc.
# Cultural activities like Ad Craze/Ad Zap etc.
# Showing docu-films like ‘Cola Wars’
# Asking the students to produce
  - Bulletin
  - PPT
  - Brochure
  - Radio jingle
  - TV commercial etc.

IV Mode of Evaluation

End of Semester Project Work 50 marks

Overall total 100 marks

V A. References:

B. Top Internet Advertising Websites (May 2009)

- Aweber
- Barfine2cash.com
- CashUnclaimed.com
- Entrecard
- Google Adwords
- Romance-net.com
- Sedo Parking
- Web Ring
- Vemma Builder

C. e-journals:

- Cambridge Journals Online-Journal of Advertising Research
- Free Research Journals
- Information for Advertisers-European Journal of Advertising
- Journal of Advertising
- Journal of Interactive Advertising
- Scholarly Articles for e-journals on Advertising
EL 4204  BUSINESS COMMUNICATION IN ENGLISH

Semester: IV  Credits: 4
Category: AO  Hours per week: 6

(Offered to Commerce, Economics and Vis.Com)

Objectives
- To enable the students to learn the skills of written communication including form, content, expression, politeness markers and register
- To help the students to develop efficient reading strategies and skills including skimming, scanning, reading for gist and reading for detail
- To hone the listening skills and acquire ability to discriminate and listen critically
- To enable the students to speak clearly in professional presentations

Content
Unit I: Introducing Business English
  a) Importance of etiquette and manners
  b) Some common business situations and notions
  c) Speaking to superiors and subordinates
  d) Small Talk
  e) Telephone Etiquette
  f) Regional and dialectical variations: Lexis, Spelling, Expression and Grammar

Unit II: Writing Communication
  7 ‘C’s of written communication, the Language of Business Communication, Problems in writing, Indians and common mistakes and cohesive features
  a) Curriculum Vitae
  b) Job profile
  c) Job application
  d) Official letter writing
  e) Memos, notices and circulars
  f) Channel conversions
  g) Report writing

Unit III: Speaking
Articulation, Pronunciation, Accent, Stress, Intonation, Paralinguistic Features
  a) Types of spoken communication: formal and less formal talk, Small talk & table talk
  b) Sign posting
  c) Describing places persons and objects
  d) Nuancing and shading
  e) Telephone etiquette
  f) Role plays
  g) Interviews
  h) Simulations
  i) Group discussions
  j) Body language

Unit IV: Listening
  a) Listening in business contexts
  b) Listening process
  c) Principles of good listening
Bad listening habits
Guidelines for effective listening
Problems in listening
Types of listening

Unit V: Reading
Reading strategies
Reading efficiency
Hindrances to effective reading
  a) Skimming
  b) Scanning
  c) Proofreading
  d) Inferring
  e) Writer’s tone
  f) Reading for comprehension

References: