

**3<sup>rd</sup> SEMESTER**  
**DISCIPLINE SPECIFIC COURSE (CORE-3)**

**MCV320C: MASS COMMUNICATION & VIDEO PRODUCTION: ADVERTISING AND STILL PHOTOGRAPHY**

**CREDITS: THEORY: 4; PRACTICAL: 2**

**MAX. MARKS: THEORY: 60; PRACTICAL: 30**

**MIN. MARKS: THEORY: 24; PRACTICAL: 12**

***Objectives/Expected Learning Outcomes***

- *Through this course, the students would be able to understand the application of various advertising strategies.*

**UNIT 1**

- Advertising -Concepts and definition
- Advertising as a tool of persuasive communication
- Advertising: print media, visualisation, idea generation techniques
- Advertising as a marketing tool
- Advertising agencies: structure and functioning

**UNIT 2**

- Advertising in Radio, Television, Cable
- Symbolism in advertising
- Comparative and lifestyle advertising
- AIDA model: hierarchy of effects model, Diffusion of innovation model
- Advertising appeals

**UNIT 3**

- Elements of copy
- How to write and ad copy
- Types of copy
- Writing headlines and slogans for print
- Principles of Design and Layout
- Advertisement Copy for print media
- Ad copies for radio and TV

**UNIT 4**

- Still photography-basics, mechanics of still photography, auto camera
- Structure of SLR camera, Digital camera functioning
- Film exposure, Film Speed
- Lenses and filters
- Frame aesthetics-fundamentals of composition
- New photography and its attributes
- Equipment of a photography
- Significance of news photography in contemporary times
- Essentials of creative photography, Essentials of capturing: Landscapes, Portraiture, Architecture

**PRACTICAL (2 CREDITS; 60 HOURS; 30 MARKS)**

**BASED ON ALL THE FOUR UNITS OF THEORY COURSE**