

Teaching Plan for July 2021 - November 2021

Course Name	Time Period	Paper Name	Semester	Core/ Elective
B.A. Hons Journalism	July 20 - November 16	Advanced Photography	V	DSE

DSE 3 PAPER: ADVANCED PHOTOGRAPHY

SEMESTER: V

SESSION: July 2021 – November 2021

TEACHER NAME: Nazish Hena Khan

Unit I - History of Photography

Introduction to history of Photography- Camera obscura, the daguerreotype and Edward Muybridge experiment (Screening of Genius of Photography, BBC Four Series)

Unit II - Introduction to famous photographers

Introduction to the work of famous photographers like Henri Cartier Bresson, Robert Capa, Dorothea, Raja Deen Dayal, Raghubir Singh, Raghu Rai, Homai Vyarawalla.

Unit III - Understanding the camera

Introduction to 35mm analog and DSLR operations

Understanding lenses (standard and zoom) and how perspective shifts with varying focal lengths.

Aperture, shutter speed, ISO as basic functions of operating a camera to take photographs.

Basic rules of composition, framing and rule of the third.

Understanding the relationship between aperture and depth of field.

Unit IV - Types of Photography

Photojournalism, News Photography, Sports Photography, Nature photography, Portrait photography, Travel photography, Fashion photography and advertisement photography

Unit V - Editing (One week)

Introduction to editing and post-processing images; Using softwares like Adobe Lightroom or Photoshop.

COURSE DESCRIPTION

Objective: The course will introduce the students to the fundamentals of photography, camera operations, lighting techniques and visual grammar. This course will provide an overview of photography and its historical evolution combined with practical, hands-on production. Students will learn about styles of famous photographers develop skills of composing, framing, lighting etc.

Learning Outcome: Through instruction, practice, and projects, students will be able to utilize the technology and tools of photography in the production of photographic images to include: the operation of the camera, exposure, lenses etc. This course will open an avenue for the students to explore career options and individual ventures in Photography and Photojournalism, which is a specialized and developing area in the media landscape. They will also be introduced to Nature photography, Portrait photography, Travel photography, Fashion photography and advertisement photography.

TEACHING TIME (No. of Weeks) - Approximately 12 Weeks

Classes

UNIT WISE BREAK UP OF SYLLABUS

UNIT - I (Week 1-3)

History of Photography

This unit introduces students to the vast history of photography, its evolution, the development of the camera and experiments related to its evolution, they will learn about early innovators of photography like Niépce and Daguerre. Students will explore the innovations that brought about the invention of photography in the 19th century. They will also learn about social stigmas and art rivalries that contributed to the derision and eventual acceptance of photography as an art form.

The following topics will be discussed in detail:

- a) Camera obscura
- b) The daguerreotype
- c) Edward Muybridge experiment
- d) The Silver Halide Photography Process
- e) Dark Room Development of a Photograph
- f) Modernization of Photography and its use in Mass Media

UNIT - II (Week 4-6)

Introduction to famous photographers

Students will discuss how photographs can tell a story, there will be discussions and class presentations about the lives and work of well-known photographers and photojournalists and students will be asked to analyse and interpret famous photographs. Students will also discuss the difference between objective truth and staged representation.

The following topics will be discussed in detail:

- a) Brief History of Photojournalism - Global & Indian
- b) Application & Ethics and Law in Digital Imaging
- c) Discussion on Capa's 'The Falling Soldier'
- d) War Photojournalism

UNIT - III (Week 7-9)

Understanding the camera

In this unit, students will be learning about the different rules of photography, they will be taught how to compose a photograph and identify photography techniques and

analyse photos based on the rules. They will be taught about different types of equipment and accessories.

The following topics will be discussed in detail:

- a) Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)
- b) Lenses (types and their perspective/angle of view)
- c) Aperture (f-stop & T-stop)
- d) Shutters (Focal plane & Lens shutter)
- e) Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot Metering), focus and depth of field

UNIT - IV (Week 10-11)

Types of Photography

Students will learn about the concept of 'photojournalism' and its history and will also be introduced to various genres of photography.

The following topics will be discussed in detail:

News Photography

Sports Photography

Nature photography

Portrait photography

Travel photography

Fashion photography

Advertisement/ Product photography

UNIT - V (Week 11-12)

Editing (One week)

Students will be taught about using Adobe Photoshop and Adobe Lightroom and they will elaborately discuss basic tools of both the software. They will get more information about using colour mode, resolution, document sizes, working with layers, colour panel, gradient, custom shapes, etc. They will also learn more about image file formats like JPEG, TIFF, PNG etc.

The following topics will be discussed in detail:

- a) Sensor Sizes, Formats and Storage
- b) Introduction to Editing and Digital Manipulation
- c) Brightness, Contrast, Mid tones, Highlights, Colour tones

ASSESSMENT

Internal Assessment: 25 Marks

Internal Assessment of 25 marks will be in the form of short projects including a presentation on the life of a famous photographer.

Teaching learning process: Presentations, screening of audio visual materials and interactive group discussions. By the end of the course the students would be able to understand the working of the DSLR camera, its techniques and the rules of composition. Students will be able to utilize the technology and tools of photography

in the production of photographic images to include: the operation of the camera, exposure, lenses etc.

Journal/Magazine Subscriptions and Book Recommendations:

Journals -

Aperture, Photo works, British Journal of Photography, PDN, Amateur Photographer

Magazines -

Outdoor Photography, Better Photography, National Geographic, Creative Image Books, catalogues, DVD materials

Essential Readings :

Photography Changes Everything , Marvin Heiferman, by Aperture Foundation

Camera Lucida: Reflections on Photography - Roland Barthes

On Photography, Susan Sontag

Ways of Seeing, John Berger

The Photography Book by Editors of Phaidon Press, 30 April 2000.

Suggested Readings :

Communication Technology for Development, Pannu. P , Tomar A Yuki, IK international publishing House .2011

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003)

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

Lonely Planet's Best Ever Photography Tips by Richard I'Anson published by Lonely Planet

Course Name	Time Period	Paper Name	Semester	Core/ Elective
B.A. Hons Journalism	August 16 - December 8	Advertising and Public Relations	III	Core

CORE PAPER DSC-7: ADVERTISING AND PUBLIC RELATIONS

SEMESTER: III

SESSION: August 2021 – December 2021

TEACHER NAME: Nazish Hena Khan

SYLLABUS

Unit-1 Introduction to Advertising

Meaning and history of Advertising

Importance and Functions of advertising

Advertising Theories and Models - AIDA model,

DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising

Types of advertising and new trends
Economic, cultural, psychological and social aspects of advertising
Ethical & regulatory aspects of Advertising - Apex Bodies in Advertising - AAAI, ASCI and their codes.

Unit 2- Advertising through Print, electronic and online media

Types of Media for advertising and their characteristics
Advertising Objectives, Marketing, marketing mix, role of advertising in the marketing mix; Market Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing
Strategy and Research and Branding Creativity, USP, appeals, copy writing
Advertising department vs. Agency-Structure, and Functions Advertising
Budget
Campaign Planning, Creation and Production

Unit-3 Public Relations-Concepts and practices

Introduction to Public Relations
Growth and development of PR
Importance, Role and Functions of PR
Principles and Tools of Public relations
Organisation of Public relations: In house department vs consultancy.
PR in govt. and Private Sectors
Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit 4- PR-Publics and campaigns

Research for PR
PR campaign-planning, execution, evaluation PR in political and election campaigns
Role of PR in crisis management Corporate social responsibility Ethical issues in PR
PR Apex bodies in PR- IPRA, PRSI codes.

Unit 5- Social Media Marketing

Social Media Technologies and Management
Integrated Marketing Communication (IMC): IMC approach, facets, barriers to the implementation of IMC
Developing social networks
Social media strategies, tactics and ethics
Social media tools Measurement strategies and ROI

COURSE DESCRIPTION

Objective: The course aims to familiarize students with the concepts and techniques of advertising and public relations. The course will help students to understand techniques of marketing communications to launch and build branded products and services by the tactful integration of old and new media.

Learning Outcome: This paper will help students to grasp the concepts and skills required for advertising and public relations and the importance of effective brand positioning using integrated marketing communications. The students will also learn to critically evaluate advertisements and understand the importance of ethical practices in advertising and public relations.

Learning Process: Lecture method, Power point Presentations, class discussions, Debates, planning effective campaigns for advertising and public relations.

TEACHING TIME (No. of Weeks) - Approximately 12 Weeks

CLASSES

The course is organized around daily lectures and tutorials as per the time table as it is a core paper. Students will be given reading assignments each week to help them follow the course content. These readings will be discussed in class in detail. Students will also be given practical assignments to understand the production of advertisements.

UNIT WISE BREAK UP OF SYLLABUS

UNIT - I (Week 1 - 2)

INTRODUCTION TO ADVERTISING MEANING AND HISTORY

This unit introduces the concept of Advertising and its importance in media. Students will understand the need of advertising, its role in the Marketing Mix, the 4Ps of marketing. Students will be taught various essential theories and models of Advertising such as AIDA, DAGMAR, etc. Another important topic that will be discussed at length will be the need for ethics in advertising, students will also study the working of ASCI, its Consumer Complaint Council and the recent judgements given by it and they will also write a thorough report on it.

- a) Advertising Importance and Functions
- b) Advertising as a tool of communication,
- c) Role of Advertising in Marketing mix, PR
- d) Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertising
- e) Types of advertising and New trends
- f) Economic, Cultural, Psychological and Social aspects of advertising
- g) Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising- ASCI and their codes.

UNIT - II (Week 3 - 5)

ADVERTISING THROUGH PRINT, ELECTRONIC AND ONLINE MEDIA

The core techniques of advertising such as segmentation, positioning, targeting, will be explained to students with the help of various relevant examples as well as case studies. This unit also deals with the structure and functioning of an advertising industry. Students will be divided into groups and each group will create an advertising campaign and will present it in class. The concept and use of research in advertising will also be explained through case studies of successful brands. This unit will help students to grasp the concepts and skills required for advertising and the importance of effective brand positioning using integrated marketing communications.

- a) Types of Media for advertising

- b) Advertising Objectives, Segmentation, Positioning and Targeting
- c) Media selection, Planning, Scheduling
- d) Marketing Strategy and Research and Branding
- e) Advertising department vs. Agency-Structure, and Functions
- f) Advertising Budget
- g) Campaign Planning, Creation and Production

UNIT - III (Week 6 - 8)

PUBLIC RELATIONS - CONCEPTS AND PRACTICES

This unit introduces the concept of Public Relations and its importance in media. Students will understand the need of Public Relations, its role and function and principles. Students will also be taught various essential tools and techniques of Public Relations. This unit also deals with the structure and organization of Public relations. Students will also learn about the publicity units of the Government and their essential roles.

- a) Introduction to Public Relations
- b) Growth and development of PR
- c) Importance, Role and Functions of PR
- d) Principles and Tools of Public relations
- e) Organization of Public relations: In house department vs consultancy
- f) PR in govt. and Private Sectors
- g) Govt's Print, Electronic, Publicity, Film and Related Media Organizations

UNIT - IV (Week 9 - 10)

PR - PUBLICS AND CAMPAIGNS

In this unit, students will understand the role of research in PR, the ethical issues in PR and Apex bodies of PR. Students will also create a PR campaign which will include planning and execution. The students will also learn to critically evaluate and understand the importance of ethical practices in PR. There will be extensive class discussion on crisis communication as an important part of PR.

- a) Research for PR
- b) Managing promotions and functions
- c) PR Campaign - planning, execution, evaluation
- d) Role of PR in Crisis management
- e) Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

UNIT - V (Week 10 - 12)

SOCIAL MEDIA MARKETING

This unit is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. Students will investigate how the marketing community measures success in the new world of social media. Students will learn how to successfully have social media presence as an

organization and understand techniques for gaining customer and consumer buy-in to achieve marketing goals to properly select social media platforms to engage consumers. Students will also understand the risks and benefits of social media campaigns through case studies.

- a) Social Media Technologies and Management
- b) Integrated Marketing Communication Developing Social Networks
- c) Social Media Strategies, Tactics and Ethics Social Media Tools
- d) Measurement Strategies and ROI

ASSESSMENT

Internal Assessment of 25 marks will be in the form of written assignments, mid semester test and projects.

List of Projects

- 1. Design an ad copy for a product
- 2. Script writing for electronic media (Radio jingle, TV Commercial)
- 3. 3 Planning & Designing advertising campaigns
- 4. Critical evaluation of advertisements
- 5. Writing a press release.
- 6. Planning and designing PR campaign
- 7. Assignment on crisis management

ESSENTIAL READINGS

- 1. Chunawalla, Advertising Theory and Practice, Himalaya Publishing House
- 2. Jethwaney Jaishri, Advertising, Phoenix Publishing House Jefkins Frank
- 3. Butterworth, Public Relation Techniques, Heinmann Ltd.
- 4. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall

SUGGESTED READINGS

- 1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
- 2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
- 3. Heath Robert L, Handbook of Public Relations, Sage Publications,
- 4. Dennis L. Wilcose & Glen T, Public R elations, Pearson
- 5. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta
- 6. Belch George E., Belch Michael A., Purani Keyoor (2007) Advertising & Promotion, an Integrated Marketing Communications Perspective (McGraw Hill)