

**CLASS - XII****SEMESTER – IV****SUBJECT : Journalism and Mass Communication (JMCN)****FULL MARKS : 35****CONTACT HOURS : 80 Hours****COURSE CODE : THEORY**

UNIT NO.	TOPICS	CONTACT HOURS	MARKS
Unit -1	Advertising 1. Introduction & Concept. 2. History of Advertising in India. 3. Importance and role of Advertising in society. 4. Advertising in Current Scenario in India 5. Necessity of advertising in newspaper 6. Advertising as a popular medium of communication. 7. Different types of Print Advertisement-- a. Classified advertising b. Display advertising 8. Radio, TV and Online Advertising 9. Copy writing for advertisement. 10. Merits and demerits of advertising. a. Misleading Advertisements b. Surrogate Advertising. 11. Unique Selling Point (USP) 12. Target audience	2 2 2 1 1 1 4 3 3 4 2 2 ( 27 )	3 × 5 = 15 2 × 3 = 6
Unit -2	<b>Theories and Models of Communication</b> <b>Models:</b> 1. Aristotle 2. Laswell 3. Shannon and Weaver 4. Berlo 5. Westley and Mclean 6. Osgood and Schramm <b>Theories:</b> 1. Magic Bullet Theory 2. Agenda Setting Theory 3. Two Step Flow Theory 4. Gatekeeping Theory 5. Uses and Gratification	10 13 ( 23 )	2 × 5 = 10 2 × 2 = 4