

ADVERTISING AND PUBLIC RELATIONS

SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES
Indira Gandhi National Open University, Delhi

| | |
|--|------------|
| BLOCK 1 OVERVIEW OF ADVERTISING | 11 |
| UNIT 1 Theories, Models and Appeals in Advertising | 15 |
| UNIT 2 Understanding the Target Audience | 43 |
| UNIT 3 Strategic Planning and Brand Management | 69 |
| UNIT 4 Advertising Agency-Structure and Functions | 89 |
| BLOCK 2 PRACTICE OF ADVERTISING | 107 |
| UNIT 5 Account Planning and Client Servicing | 111 |
| UNIT 6 Research and Campaign Planning | 129 |
| UNIT 7 Ideation and Copy Writing | 153 |
| UNIT 8 Media Planning | 177 |
| BLOCK 3 PRACTICE OF PUBLIC RELATIONS | 195 |
| UNIT 9 History and Evolution of Public Relations | 199 |
| UNIT 10 Tools and Techniques for public Relations | 221 |
| UNIT 11 Writing for Public Relations | 239 |
| UNIT 12 Public Relations Process, Research and Evaluation | 259 |
| BLOCK 4 CORPORATE COMMUNICATION | 279 |
| UNIT 13 Crisis Communication | 283 |
| UNIT 14 Corporate Identity and Image Management | 301 |
| UNIT 15 Financial and Trade Communication | 321 |
| UNIT 16 Corporate Social Responsibility | 343 |

EXPERTS COMMITTEE

| | | |
|--|---|--|
| Prof. B.P. Sanjay, Former VC, CUTN; PVC, Univ. of Hyderabad, Hyderabad | Prof. J.S. Yadav, Former Director, IIMC, New Delhi | Prof. B.K. Kuthiala, Former VC, MLCRPV, Bhopal |
| Prof. G. Ravindran, Head, Department of Communication, University of Madras, Chennai | Prof. Kiran Thakur, Former Head, Deptt. Of Communication & Journalism, Savitribai Phule Pune University, Pune | Prof. Usha Raman, S. N. School of Arts & Communication, University Of Hyderabad, Hyderabad |
| Mr. Shastri Ramachandran, Editor and Columnist, New Delhi | Prof. Iftexhar Ahmed, Director, MCRC, Jamia Milia Islamia, New Delhi | Prof. Jaishri Jethwaney, Former Head, ADPR, IIMC, New Delhi |
| Prof. Usha Rani, Former Head, Deptt. of Comm. & Journalism, Mysore University | Ms. Sevanti Ninan, Senior Journalist & Founder Editor, The Hoot, New Delhi | Ms Pamela Philipose, Senior Journalist and Author, New Delhi |
| Ms Mahalakshmi Jayaram. Senior Dy. Editor, The Hindu, Chennai | Prof. Biswajit Das, Director, CCMG, Jamia Milia Islamia, New Delhi | Prof. Gita Bamezai, Head Dept. of Comm. Research, IIMC New Delhi |
| Dr. Vipul Mudgal, Senior Journalist and Author, New Delhi | Prof. Madhu Parhar Director, STRIDE, IGNOU | Mr. K. Ravikanth Director, EMPC, IGNOU |
| Prof. Subhash Dhuliya, Former Director, SOJNMS, IGNOU | Prof. Shambhu Nath Singh, Former Director, SOJNMS, IGNOU | Dr. O. P. Dewal, Associate Professor, SOJNMS, IGNOU |
| Dr. Kiron Bansal, Associate Professor, SOJNMS, IGNOU | Dr. K.S. Arul Selvan, Associate Professor, SOJNMS, IGNOU | Dr. Ramesh Yadav, Assistant Professor, SOJNMS, IGNOU |
| Dr. Shikha Rai, Assistant Professor, SOJNMS, IGNOU | Dr. Amit Kumar, Assistant Professor, SOJNMS, IGNOU | Ms. Padmini Jain, Assistant Professor, SOJNMS, IGNOU |

PROGRAMME COORDINATOR: Dr. Kiron Bansal

COURSE COORDINATOR: Padmini Jain

| BLOCK 1 PREPERATION TEAM | | | | |
|--------------------------|---|--------|--|--|
| Unit 1 | Dr. Mou Mukherjee Das Faculty Future Media School, Maulana Abdul Kalam University of Technology, Kolkata | Unit 2 | Dr. Kulveen Trehan Assistant Professor, University School of Mass Communication, Guru Gobind Singh Indraprastha University, Delhi | Block Coordinator and Content Editor: Padmini Jain Assistant Professor, SOJNMS, IGNOU, New Delhi Language and Format Editor: Padmini Jain Assistant Professor, SOJNMS, IGNOU, New Delhi |
| Unit 3 | Dr. Archana Kumari Assistant Professor, Department of Mass Communication and New Media, Central University of Jammu, Jammu | Unit 4 | Dr. Sapna. M.S. Associate Professor, Dept of Journalism and Mass Communication, University of Mysore, Mysore | |
| BLOCK 2 PREPERATION TEAM | | | | |
| Unit 5 | Paratishtha Kaura Blogger & Digital Evangelist, Senior Consultant, Archetype (formerly Text100), New Delhi | Unit 6 | Dr. Tanu Dang Assistant Professor, Department of Journalism and Mass Communication, Khwaja Moinuddin Chishti Language University, Lucknow | Block Coordinator and Content Editor: Padmini Jain Assistant Professor, SOJNMS, IGNOU, New Delhi Language and Format Editor: Padmini Jain Assistant Professor, SOJNMS, IGNOU, New Delhi |
| Unit 7 | Padmini Jain Assistant Professor, SOJNMS, IGNOU, New Delhi & Rachita Rathi Copy Head, Ellementry.com | Unit 8 | Prof. Surbhi Dahiya Course Director, English Journalism, Indian Institute of Mass Communication, New Delhi | |

| BLOCK 3 PREPERATION TEAM | | | | |
|--------------------------|---|---------|---|---|
| Unit 9 | Dr. Sunder Rajdeep Head, Department of Communication and Journalism, University of Mumbai, Mumbai & Padmini Jain Assistant Professor, SOJNMS, IGNOU, New Delhi | Unit 10 | Prof. Kiran Bala, Dean, School of Journalism and Mass Communication, K R Mangalam University, Gurugram | Block Coordinator and Content Editor: Padmini Jain Assistant Professor, SOJNMS, IGNOU, New Delhi |
| Unit 11 | Prof. Jaishree Jethwaney Senior ICSSR Research Fellow, (retd) Course Director Ad & PR, Indian Institute of Mass Communication, New Delhi | Unit 12 | Prof. Jaishree Jethwaney Senior ICSSR Research Fellow, (retd) Course Director Ad & PR, Indian Institute of Mass Communication, New Delhi | |
| BLOCK 4 PREPERATION TEAM | | | | |
| Unit 13 | Prof. Jaishree Jethwaney Senior ICSSR Research Fellow, (retd) Course Director Ad & PR, Indian Institute of Mass Communication, New Delhi | Unit 14 | Alka Rawat Assistant Professor, Faculties of Liberal Arts and Media Studies, JC Bose University of Science and Technology, Faridabad | Block Coordinator and Content Editor: Padmini Jain Assistant Professor, SOJNMS, IGNOU, New Delhi |
| Unit 15 | Dr. Abhay Chawla Visiting Faculty, University of Delhi and IIMC, New Delhi | Unit 16 | Alka Rawat Assistant Professor, Faculties of Liberal Arts and Media Studies, JC Bose University of Science and Technology, Faridabad | |

PRINT PRODUCTION

Mr. Tilak Raj
Assistant Registrar (Pub)
MPDD, IGNOU, New Delhi

Ms. Sumathy Nair
Section Officer (Pub)
MPDD, IGNOU, New Delhi

January, 2021

© **Indira Gandhi National Open University, 2020**

ISBN :

All right reserved. No part of this work may be reproduced in any form by mimeograph or any other means, without permission in writing from the Indira Gandhi National Open University.

Further information about the Indira Gandhi National Open University course may be obtained from the University's office at Maidan Garhi, New Delhi-110068

Printed and Published on behalf of the Indira Gandhi National Open University, New Delhi by Registrar, MPDD, IGNOU, New Delhi.

Printed at: Educational Stores:-S-5, B.S.Road Industrial Area, Site-1, Ghaziabad (U.P.)-201009.