

DEPARTMENT OF LINGUISTICS, AMU
CREATIVITY IN LANGUAGE OF ADVERTISING MEDIA AND MARKET
SESSION 2019-20

M. A IN LAMM (3rd SEMESTER)
PAPER CODE: LAM-3001

CREDITS: 04
SESSIONAL MARKS: 30
END-SEMESTER: 70
TOTAL = 100

OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the creative aspects of language.
- Understand, describe and analyze language constructions that advertisers and media people use for their advantage.

UNIT I

- A. The Notion of Creativity; The Process of Creation: Intentional and Unintentional Creativity
- B. The Distinction between Productivity and Creativity: The Rule Governed Vs. Unrestricted Productivity
- C. Hypostatization: Attention-Seeking/Foregrounding
- D. Nonce Formation and Neologism

UNIT II

- A. Phrasal Lexical Items (PLIs)
- B. Idiosyncratic Properties of PLIs, Lexicalized Constituents, Slots, Slot Restriction
- C. Restricted Collocations
- D. Creative Artistic Deformation of PLIs

UNIT III

- A. Creativity in Language of English Media
- B. Tracing Lexical Creativity in the Hindi-Urdu Media
- C. Blends and Splinters
- D. Creativity in Advertisement

SUGESSTED READINGS:

1. Aitchison, J. 1991 (2nd edition). *Language Change: Progress or Decay?* Cambridge, New York: Cambridge University Press.
2. Ayto, John. 1999. *Twentieth Century Words*. Oxford: Oxford University Press.
3. Crystal, David. 1997 (4th edition). *A Dictionary of Linguistics and Phonetics*. Oxford and Cambridge: Blackwell Publishers Ltd.
4. Halliday, Michael A. K., and Martin, John R. 1993. *Writing Science: Literary and Discursive Power*. London & Washington DC: The Falmer Press.
5. Johnathan. 1991. *Neologisms: New Words since 1960*. London: Bloomsbury Pub. Ltd. Hartmann,
6. Picone, Michael, D. 1996. *Anglicisms, Neologisms and Dynamic French*. Amsterdam, Philadelphia: John Benjamin Publishing Company

7. Quirk, Randolph. Greenbaum, Sidney., Leech, Geoffrey and Svartvik, Jan. 1985. *A Comprehensive Grammar of the English Language*. London and New York: Longman.
8. <http://www.campaignlive.co.uk/article/1319432/creativity-important-media>
9. <https://www.theguardian.com/media-network/media-network-blog/2014/jan/17/3-myths-creativity-in-business>
10. <http://www.campaignlive.co.uk/article/room-creativity-media-industry/1298085#>
11. <http://themediabusiness.blogspot.in/2014/10/4-lessons-in-managing-creativity-in.html>

DEPARTMENT OF LINGUISTICS, AMU
ADVERTISING TYPOLOGY
SESSION 2019-20

M. A IN LAMM (3rd SEMESTER)
PAPER CODE: LAM-3005

CREDITS: 04
SESSIONAL MARKS: 30
END-SEMESTER: 70
TOTAL = 100

OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the basic concepts and types of Advertising.
- Understand the basic model of advertising and its needs.
- How linguistic elements are maneuvered in advertising.

UNIT I

- A. Advertising: Product, Corporate, Social, and Financial advertising.
- B. Advertising: Print, Electronic, Outdoor, New-media, and Guerrilla advertising.
- C. Advertising: Local. National and International advertising.
- D. Advertising : Rural and Urban

UNIT II

- A. Linguistic features of corporate, social, product, and financial advertising
- B. Disjunctive syntax in the language of print, electronic outdoor, new-media, and guerrilla advertising
- C. Lexical cohesion in the language of local, national and international advertising.
- D. Linguistic features of rural and urban advertising

UNIT III

- A. Placement of sign in various types of advertising
- B. Visual modality in distinctive advertising
- C. Framing and Social distance in advertising
- D. Color semiotics in advertising

SUGESSTED READINGS:

1. Beasley, R. and Danesi, M. 2002. *Persuasive Signs: the Semiotic of Advertising*. Berlin: Moutor de Gruyter.
2. Bernestein, D. 1999. *Advertising Outdoors: watch this Space!*. London: Phaidon.
3. Bignell, J. 2002. *Media Semiotics: an Introduction*. Manchester: Manchester University Press.
4. Cook, G. 1992. *The Discourse of Advertising*. London: Routledge.
5. Delin, A. 2000. *The Language of Everyday Life*. London: Sage.
6. Durant, A. and Lambrou, M. 2009. *Language and Media*. London: Routledge.
7. Dyer, G. 1986. *Advertising as Communication*. London: Routledge.
8. Eco, Umberto. 1979. *A Theory of Semiotics*. Houndmills: MacMillan.

9. Fairclough, N. 2003. *Analysing Discourse: Textual Analysis for Social Research*. London: Routledge. Fairclough,
10. Fatihi. A. R. 2014. *Language of Advertising*. New Delhi: Lakshmi Publisher
11. Fiske, J. 1990. (2nd edition) *Introduction to Communication Studies*. London: Routledge.
12. Hodge, R. and Kress, G. 1993. *Language as Ideology*. London: Routledge.
13. Kress, G. 2010. *Multimodality: A Social Semiotic Approach to Contemporary Communication*. London: Routledge.
14. Van Leeuwen, T. 2005. *Introducing Social Semiotics*. London: Routledge.

DEPARTMENT OF LINGUISTICS, AMU
STYLISTICS
SESSION 2019-20

M. A IN LAMM (3rd SEMESTER)
PAPER CODE: LAM-3006

CREDITS: 04
SESSIONAL MARKS: 30
END-SEMESTER: 70
TOTAL = 100

OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the concept of Stylistics in detail.
- Discuss the use of stylistics in Media and Advertising.

UNIT-I

- A. Stylistics- Definition & Scope
- B. Style in Language
- C. Stylistics and its relation with Pragmatics
- D. Stylistics and its relation with Semiotics

UNIT-II

- A. Linguistics and Literature
- B. Approaches to Literature: Literary, Linguistic and Semiotic.
- C. The Use of Language in Literature: Figurative and Representative
- D. Stylistic Analysis of Literary Texts/ Discourse

UNIT-III

- A. Stylistic and its Relevance to Media
- B. Use of Stylistics in Advertising
- C. Use of Stylistics in News/ feature products
- D. Use of Stylistics in Cinema/Soaps

SUGESSTED READINGS:

1. Dirven, Rene and Porings, Ralf. 2009. *Metaphor and Metonymy in Comparison and Contrast*. Berlin: De Gruyter Mouton.
2. Duskaeva, L. 2011. Media Stylistics: The New Concept or New Phenomenon. In *Russian Journal of Communication*, 4(3-4),pp. 229-250. Taylor & Francis and Routledge journal
3. Jeffries, L. and McIntyre. 2010. *Stylistics*. Cambridge: Cambridge University Press.
4. Kumar,S. (ed.) 1987. *Stylistics and Text Analysis*. New Delhi: Bahri Publication.
5. Sebeok, T. A. (ed.) 1960. *Style in Language*. Cambridge: Massachusetts Institute of Technology Press.
6. Wales, K. 1989. *A Dictionary of Stylistics*. London: Longman.
7. Widdowson, H.G. 1992. *Practical Stylistics*. Oxford: Oxford University Press.

DEPARTMENT OF LINGUISTICS, AMU
FOLK MARKETING
SESSION 2019-20

M. A IN LAMM (3rd SEMESTER)
PAPER CODE: LAM-3007

CREDITS: 04
SESSIONAL MARKS: 30
END-SEMESTER: 70
TOTAL = 100

OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

- Understand the cultural and economic phenomenon of indigenous society.
- Understand how market can be expanded in all forms of culture.
- Discuss the tools applicable for non-verbal Marketing.

UNIT I

- A. Folk Marketing : Basic Concepts
- B. Word of Mouth (WOM) Marketing
- C. WOM and Community Marketing; Geeks, Mavens, Alpha users, Customer Evangelists and Fanboys
- D. Folk Taxonomy and FolkSonomy

UNIT II

- A. Folk Taxonomy: Knowledge , Social Interaction and Passion
- B. Socio-Semiotics and Societal Theories in Folk Marketing
- C. Communication Strategies in Folk Marketing
- D. Conversational Marketing and Folk Marketing : Similarities and Dissimilarities

UNIT III

- A. Language of Folk Market
- B. Folk Market: Verbal Marketing Tools
- C. Folk Market: Non-Verbal Marketing Tools (Puppet show and magic show and Busking)
- D. Folk Market: Language of Seller and Buyer

SUGESSTED READINGS:

1. Arnoud, E. J. and Thompson, C J. 2005. Consumer Culture Theory (CCT): Twenty Years of Research, In *Journal of Consumer Research*, 31(4), Oxford:Oxford University Press.
2. Berlin, Brent, Dennis E. Breedlove and Peter H. Raven. 1966. Folk taxonomies and Biological Classification, In *Science*, 154, 273-275. United States: American Association for the Advancement of Science.
3. Bloch, Maurice. 1991. Language, Anthropology and Cognitive Science. In *Journal of the Royal Anthropological Institute*, volume 26, No. 2. pp. 183-189. Wiley Online Library.
4. Bouissac, Paul (ed.) 1998. *Encyclopedia of Semiotics*. Oxford: Oxford University Press

5. Collins, N and Murphy, J. 2009. *A Theoretical Model of Customer Evangelism*. Paper presented at the Australia and New Zealand Marketing Academy Conference, Melbourne, Australia.
6. Dundes, Alan. 1975. *Meta Folklore and Oral Literary Criticism, in Analytical essays in Folklore*. Mouton: The Hague.
7. Halliday, M. A. K. 1978. *Language as social semiotic: The social interpretation of language and meaning*. Baltimore: University Park Press.
8. Kristiansen, Gitte and Dirven, Reven (eds.), 2008. *Cognitive Sociolinguistics: Language Variation, Cultural Models, Social Systems*. Berlin, New York: Mouton de Gruyter.
9. Milner, M. 2004. *Freaks, Geeks and Cool Kids*. London: Routledge.
10. Pustz, M. J. 1999. *Comic Book Culture: Fanboys and True Believers*. Jackson: University of Mississippi Press.
11. Randviir, A. 2004. *Mapping the World: Towards a Socio Semiotic Approach to Culture*. Tartu: Tartu University Press.
12. Wal, T.V. 2007. *Folksonomy*. <http://vandewal.net/folksonomy.html/>

DEPARTMENT OF LINGUISTICS, AMU
LANGUAGE IN PRINT ADVERTISING
(DISCIPLINE CENTRIC ELECTIVE)
SESSION 2019-20

M. A IN LAMM (3rd SEMESTER)
PAPER CODE: LAM-3011

CREDITS: 04
SESSIONAL MARKS: 30
END-SEMESTER: 70
TOTAL = 100

OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

1. Understand the development of Print Advertising as a communication tool, a cultural and economic phenomenon, and as a force that both constructs and reflects society.
2. Understand what advertising can do and cannot do, how advertising is a reflection of and a form of culture, to what degree advertising is a persuasive form of communication.

UNIT-I

- A. History of Printing: From Palm Leaves to Paper Printing
- B. The History of Newspaper Printing
- C. The History of Printing in India
- D. Language, Sentence and Structural Variations in Print Advertising.

UNIT-II

- A. Print Advertising: An Overview
- B. Advertising in National Newspaper
- C. Advertising in Local Newspaper and Regional Newspaper
- D. Language Effectiveness in Print Advertisements

UNIT-III

- A. Linguistic Creativity in Print Advertising
- B. Language Mixing in Indian Print Advertising
- C. Principles, Strategies, and Anatomy of Creative Writing in Print Advertising
- D. The Language of Advertising Claims

SUGESSTED READINGS:

1. Fiser, David. 2007. *Linguistic Creativity in the Language of Print Advertising*; Bachelor Dissertation, Pardubice: University of Pardubice.
2. Krishna, Aradhne. et al. 2008. Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms. In *Journal of Consumer Research*, Vol. 35, No. 4. pp.692-705. Oxford: Oxford University Press
3. Lapsanska, Jana. 2006. *The Language of Advertising with the concentration on the Linguistic Means and the Analysis of Advertising Slogans*; Diploma Thesis; Comenius University. Bratislava
4. Martin, Elizabeth. 2008. Language-Mixing in French Print Advertising. In *Journal of Creative Communications* 3:1, 49-76, California: Sage Publications..
5. McKay, Jenny, 2000. *The Magazines Handbook*. Melbourne: Routledge.

6. Motes, W. H. Milton, C. B. and Fielden, J. S. 1992. Language, Sentence and Structural Variations in Print Advertising, In *Journal of Advertising Research*, pp. 63-77.
7. PhD Dissertation: *History of Advertising: An Overview*; Chapter-II; Mahatma Gandhi University, Kottayam. Developed by Beehive Digital Concepts, Cochin.
8. Schrank, Jeffrey. 2012. *The Language of Advertising Claims*. (Essay On Internet as Handouts)
9. Van Hout, T. and Cotter, C. 2014. Print Media Discourse, In K. Tracy, C. Ilie & T. Sandell (eds.). *The International Encyclopedia of Language and Social Interaction*. London: Wiley-Blackwell.

DEPARTMENT OF LINGUISTICS, AMU
LANGUAGE IN DIGITAL ADVERTISING
(DISCIPLINE CENTRIC ELECTIVE)
SESSION 2019-20

M. A IN LAMM (3rd SEMESTER)
PAPER CODE: LAM-3012

CREDITS: 04
SESSIONAL MARKS: 30
END-SEMESTER: 70
TOTAL = 100

OBJECTIVES OF THE PAPER: On completion of the syllabus the student should be able to:

1. Understand the basic concept of Digital Marketing.
2. Teach the students other related forms as Web, On-line and Social Media advertising-marketing.
3. Teach the students about other applications as Micro-Blogging, Copy Writing and Search Engine Optimization (SEO).

UNIT-I

- A. Digital Marketing: An Introduction.
- B. Web Marketing
- C. Online Advertising
- D. Social Media Marketing (Facebook and LinkedIn)

UNIT-II

- A. Adwords Advertising, Analytics and Applications
- B. Micro Blogging – Twitter
- C. Copy Writing for the Web, Social Media and Mobiles
- D. Search Engine Optimization (SEO).

SUGESSTED READINGS:

1. Becker, Michael and John Arnold. 2010. *Mobile Marketing for Dummies*. Indiana: Wiley Publishing Inc.
2. Chaffey, Dave and Fiona Ellis Chadwik. Dec, 2012 (5th edition). *Digital Marketing Strategy, Implementation and Practice*. London, England: Pearson (Online)
3. Margolis, Jonathan. 2008. *Guerrilla Marketing for Dummies*. New Jersey: John Wiley & Sons Ltd.
4. Maw, Jenette and McMurthy. 2017. *Marketing for Dummies*. New Jersey: John Wiley & Sons Ltd.
5. Safko, Lon and David K. Brake. 2009. *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*. Hoboken, New Jersey: John Wiley & Sons Canada Ltd.
6. Singh, Shiv. 2010. *Social Media Marketing for Dummies*. Ontario: John Wiley & Sons Canada Ltd.
7. Walter, Ekaterian and Jessica Gioglio. 2014. *The Power of Visual Storytelling*. New York: McGraw Hill Professional.
8. Zagler, Zig and Hayes, J. P. 2011. *Network Marketing for Dummies*. Somerset: John Wiley & Sons Ltd.