

DEPARTMENT OF LINGUISTICS, AMU
INTRODUCTION TO COMMUNICATION
SESSION 2019-20

M. A IN LAMM (1st SEMESTER)
PAPER CODE: LAM-1002

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 importance, functions & scope of Communication and Media.
- Describe the growth and development of Communication and Media.

UNIT I

- A. Communication: Definition, Concept and Scope
- B. Elements of Human Communicative System: Sender, Message, Receiver
- C. Various forms of Communication: Interpersonal Communication, Mass Communication, Intercultural Communication
- D. Functions of Communication: Persuasive, Informative, Phatic, Aesthetic

UNIT II

- A. The Communication Process: Context, Physical, Social, Chronological, and Cultural
- B. Encoder- Decoder Medium and Feedback in Communication
- C. Non Verbal Communication: Body Language/ Proxemics/ Kinesics
- D. Verbal Communication

UNIT III

- A. Types and Forms of Communication: Formal / Informal
- B. Barriers to Communication
- C. Communication and Media: Meaning and Scope.
- D. Mass Communication: Concept and Characteristics

SUGGESTED READINGS:

1. Blundel, R. 1998. *Effective Business Communication*. Europe: Prentice Hall.
2. Clappitt, P. G. 2005. *Communicating for Managerial Effectiveness*. New York: Sage Publications.
3. Cole, K. 1993. *Crystal Clear Communication*. Australia: Prentice Hall.
4. DeVito, J. 1990. *The Elements of Public Speaking*. New York: Harper & Row.
5. Dickson, D. 1999. Barriers to Communication. In Long, A. (ed.) *Interaction for Practice in Community Nursing*. Hampshire: Macmillan.
6. Ellis, R. 2002. *Communication Skills: Stepladders to Success for the Professional*. Bristol: Intellect Books.
7. Gallagher, K., McLelland, B. and Swales, C. 1998. *Business Skills: An Active Learning Approach*. Oxford: Blackwell.
8. Goleman, D. 1996. *Emotional Intelligence*. London: Bloomsbury.

9. Hargie, O., Dickson, D. and Tourish, D. 2004. *Communication Skills for Effective Management*. Hampshire: Palgrave Macmillan.
10. Hartley, P. and Bruckmann, C. G. 2002. *Business Communication*. London: Routledge.
11. Ronald B. Alder. and Rodman, G. 2006. *Understanding Communication*. New York: Oxford University Press.

DEPARTMENT OF LINGUISTICS, AMU
FUNDAMENTALS OF LANGUAGE AND LINGUISTICS
SESSION 2019-20

M. A IN LAMM (1st SEMESTER)
PAPER CODE: LAM-1007

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 of Linguistics, Characteristics of Human Language, Functions of Language, What Constitutes a Language?
- Know different factors like Society, Mind and Domains of Language Use.
- Know about the Interdisciplinary Areas and Practical Value of Linguistics.

UNIT I

- B. Language: Definition, Concept and Scope.
- C. Characterizing Human Language-Design Features.
- D. Language and Writing- Spoken and Written language.
- E. Functions of Language-Micro and Macro.

UNIT II

- A. Linguistics-Fundamentals; Scientific Study of Language.
- B. Language Description: Phonological, Morphological and Semantic.
- C. Language Use and Context: Pragmatics.
- D. Word, Phrase, Clause, and Sentence; Sentence Types

UNIT III

- A. Language in its Social Context.
- B. Multilingualism in India.
- C. Scriptal Diversity in India.
- D. Language as Semiotic System.

SUGGESTED READINGS:

1. Aitchison, J. 1977. *Linguistics*. London: Teach Yourself Books
2. Akmajian, A. et al. 1996. *Linguistics: An introduction to language and communication*. New Delhi: Prentice Hall of India Pvt. Ltd.
3. Fromkin, V. A. and Rodman, R.1983. *An Introduction to Language*. New York: Holt Rinehart and Winston.
4. Fromkin, V. A. (ed.) 2000. *Linguistics: An Introduction to Linguistic Theory*. Oxford: Blackwell Publishers Ltd.
5. Krishnaswamy, N. et al. 2000. *Modern Applied Linguistics: An Introduction*. Chennai: Macmillan India Ltd.
6. O' Grady, W. et al. 2010 (6th edition). *Contemporary Linguistics: An introduction*. Boston Mass: Bedford, St. Martins.

7. Radford, A. et al. 1999. *Linguistics: An introduction*. Cambridge: Cambridge University Press.
8. Trask, R. L. 2003. *Language: The Basics*. London and New York: Routledge.
9. Verma, S. K. and Krishnaswamy, N. 1989. *Modern Linguistics: An Introduction*. Delhi: Oxford University Press.

DEPARTMENT OF LINGUISTICS, AMU
PHONETICS AND PHONOLOGY
SESSION 2019-20

M. A IN LAMM (1st SEMESTER)
PAPER CODE: LAM-1008

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 of Phonetics and Phonology.
- Understand how the human speech sounds are produced, transmitted and perceived.
- Do phonemic as well as phonetic transcription.

UNIT I

- A. Phonetics: Definition, Nature and Scope
- B. Organs of Speech
- C. Initiation of Speech: Pulmonic, Glottalic and Velaric
- D. Phonation: Voiceless, Voiced, Whisper and Murmur

UNIT II

- A. Description and Classification of Speech Sounds- Manner of Articulation
- B. Description and Classification of Speech Sounds- Place of Articulation
- C. Classification of Vowels and Diphthongs
- D. Syllables and its Structure: Onset, Peak and Coda

UNIT III

- A. Understanding Phone, Allophone and Phoneme
- B. Suprasegmental Features: Stress, Pitch, Juncture
- C. Phonological Changes: Assimilation, Dissimilation, Metathesis and Gemination
- D. Transcription: Phonetic and Phonemic

SUGGESTED READINGS:

1. Abercrombie, D. 1982. *Elements of General Phonetics*. Edinburgh: Edinburgh University Press.
2. Ball, M. J. and Rahilly, J. 1999. *Phonetics: The Science of Speech*. London: Arnold.
3. Burton, Strang. et al. 2012. *Linguistics for Dummies*. Toronto: J. Willey & Sons Canada Ltd.
4. Clark, J. and Yallop, C. 1990. *An Introduction to Phonetics and Phonology*. Oxford: Basil Blackwell.
5. Jones, D. 1976. *An Outline of English Phonetics*. Cambridge: Cambridge University Press.
6. Ladefoged, P. 2002. *A Course in Phonetics*. Singapore: Thomson Asia.
7. Sethi, J. and Dhamija, P. V. 1999. *A Course in Phonetics and Spoken English*. New Delhi: Prentice Hall.

DEPARTMENT OF LINGUISTICS, AMU
MORPHOLOGY
SESSION 2019-20

M. A IN LAMM (1st SEMESTER)
PAPER CODE: LAM-1009

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 of Morphology.
- Understand the basic structure of words and various types of affixes.
- Understand the concept of morphological processes in the formation of words.

UNIT I

- A. Morphology: An Introduction
- B. Morpheme, Morph, Allomorph; Free and Bound Morpheme
- C. Types of Affixes
- D. Conditioning of Allomorphs

UNIT II

- A. Root, Base and Stem
- B. Defining Words; Types of Words-Simple, Complex and Compound
- C. Hierarchy in Affixation Process- Class I and Class II Affixes
- D. Morphemic Analysis: Segmentation and Grouping

UNIT III

- A. Word Formation Processes- Coining, Conversion, Clipping, Back Formation, Onomatopoeia, Borrowing and Acronym
- B. Compounding: Endocentric, Exocentric, Copulative and Appositive
- C. Reduplication: Full, Partial and Empty
- D. Media and Word Formation- Blending, Breaking the Hierarchy of Word Formation, Words like, Unbreak*, Uncry*, Slangs/ Popwords like 'chicklit', 'chickflick' etc.

SUGGESTED READINGS:

1. Bauer, L. 1998. *Introducing Linguistic Morphology*. Edinburgh: Edinburgh University Press.
2. Bloch, B. and Trager, G.L. 1942. *An Outline of Linguistic Analysis*. Baltimore: Linguistic Society of America.
3. Carstairs-McCarthy, A. 2002. *Introduction to English Morphology: Words and their Structure*. Edinburgh: Edinburgh University Press.
4. Fabregas, A. and Sergio, Scalise. 2012. *Morphology: From Data to Theories*. Edinburgh: Edinburgh University Press.
5. Gleason, H.A. 1961. *An Introduction to Descriptive Linguistics*. New York: Holt, Rinehart and Winston.
6. Hockett, C.F. 1958. *A Course in Modern Linguistics*. New York: Macmillan.
7. Katamba, F. 1993. *Morphology*. London: Macmillan Press Limited.

8. Khan, M.A. 2000. *Urdu Phonology*. Aligarh: Department of Linguistics, AMU
9. Koul, O.N. 2008. *Modern Hindi Grammar*. Springfield: Danwoody Press.
10. Lieber, R. 2010. *Introducing Morphology*. Cambridge: Cambridge University Press.
11. Mathews, P.H. 1991. *Morphology*. Cambridge: Cambridge University Press.

DEPARTMENT OF LINGUISTICS, AMU
INTRODUCTION TO FOLK CULTURE
SESSION 2019-20

M. A IN LAMM (1st SEMESTER)
PAPER CODE: LAM-1010

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 of folk.
- Understand the folk genres.

UNIT-I

- A. Definition, Meaning and Scope of Folk Culture
- B. Folk Culture: Notions of Homogeneity, Orality etc.
- C. Folk Life: Ethnic and Occupational Group
- D. Folk Artefacts

UNIT-II

- A. Folk Culture and Its Forms- Songs, Narratives, Arts and Performing Art
- B. Folk Songs: Ceremonial Songs (Life cycle, Occupational, Travels), Ballads, Epic
- C. Linguistic Features of Folksongs
- D. Folk Narratives: Tales- Fairy tales, Fables, Trickster Tales etc.; Myth; Legends; Riddles; Proverbs

UNIT -III

- A. Linguistic Features of Folk Narratives
- B. Discourse Patterns of Qissagoi and Dastangoi
- C. Performing Art: Folk dances, Folk theatre-Kathputli, Tamasha etc.
- D. Folk Festivals- Bihu, Baisakhi etc.

SUGGESTED READINGS:

1. Bhatia, Tej K. 2011. *Advertising & Marketing in Rural India: Language, Culture, and Communication*. New Delhi: Macmillan.
2. Lynne, S. M. 2013. *Folklore Rules: Fun, Quick, and Useful Introduction to the Field of Academic Folklore Studies*. Logan: Utah State University Press.
3. Paddy, Bowman. and Lynne, Hamer. 2011. *Through the Schoolhouse Door: Folklore, Community, Curriculum*. Logan: Utah State University Press.
4. Paniker, K. Ayyapa. 2003. *Indian Narratology*. New Delhi: Indira Gandhi National Centre for the Arts.
5. Sims C., Martha and Stephens, Martine. 2005. *Living Folklore: An Introduction to the Study of People and their Traditions*. Logan: Utah State University Press.
6. Vishnu, P. 2012. *Socio Descriptive study of the dialects of Western Hindi*. New Delhi: Bahri Publications.
7. Vishnu, P. 2012. *Paschimi Hindi ki Boliyon Ka Lok-Sahitya: Ek Sankalan*. New Delhi: Bahri Publications.

DEPARTMENT OF LINGUISTICS, AMU
HISTORY OF ADVERTISING
(DISCIPLINE CENTRIC ELECTIVE)
SESSION 2019-20

M. A IN LAMM (1st SEMESTER)
PAPER CODE: LAM-1011

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 development of Advertising: A trade.
- Understand what advertising can do and what advertising *cannot* do.
- Discuss how advertising is a reflection of society and a form of culture.
- What degree, the advertising is a pervasive form of communication across the globe and the time.

UNIT-I

- A. Origin of Advertising: An Overview
- B. Advertising in Pre Printing Period
- C. Advertising in Early Printing Period
- D. Period of Expansion

UNIT-II

- A. Pre- Printing Advertising: Iconic; Oral Advertising-Town Criers and the Tradition of Manadi
- B. Early Printing Period: The Invention of Printing Press and its Impact on Advertising
- C. Period of Expansion: Advertisements in Newspapers – Local; Provincial; National and Global
- D. Period of Expansion: Social and Commercial Advertising

UNIT-III

- A. Advertising in the West: An Overview
- B. Advertising in India: An Overview
- C. History of Social Media Advertising
- D. Basic Principles of Advertising

SUGGESTED READINGS:

1. Aumuller, F. O. 1922. *The Mechanics of Advertising*. Milwaukee: The Cramer-Krasselt Co.
2. Beasley, R., and Danesi, M. 2002. *Persuasive signs. The semiotics of advertising*. Berlin, New York: Mouton de Gruyter.
3. De Mooij, M. K., and Keegan, W. J. 1991. *Advertising worldwide: Concepts, theories, and practice of international, multinational, and global advertising*. New York: Prentice Hall.
4. Fathi, A.R. 1991. *The Language of Advertising and TV Commercials*. New Delhi: Bahri Publications.

5. Rege, G. M. 1984. *Advertising, Art and Ideas*. New Delhi: Ashutosh Prakashan.
6. Vilanilam, J. V. and Varghese, A.K. 2004. *Advertising basics: A Resource Guide for Beginners*. New Delhi: Response Books-A Division of Sage Publications.
7. William, M. O'Barr. 2005. *A Brief History of Advertising in America*. New York: The Advertising Educational Foundation.

DEPARTMENT OF LINGUISTICS, AMU
HISTORY OF MARKET AND MEDIA
(DISCIPLINE CENTRIC ELECTIVE)
SESSION 2019-20

M. A IN LAMM (1st SEMESTER)
PAPER CODE: LAM-1014

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 Market and Media.
- Know about the various modes of Print and Electronic Media.

UNIT-I

- A. Origin and Development of Marketing: An Overview
- B. Bartering System
- C. Marketing in Currency Age
- D. Digital Marketing

UNIT-II

- A. Pre- Printing Media
- B. Print Media: Overview
- C. Emergence of Radio
- D. Emergence of Television

UNIT-III

- A. Influence of Television in Market
- B. Emergence of Television in India
- C. Commercial Television: An Overview
- D. New Media/ Social Media: Emergence and Impact

SUGGESTED READINGS:

1. Boyd, A. 2001 (5th edition). *Broadcast Journalism, Techniques of Radio & Television News*. Oxford, Boston: Focal Press.
2. Chester, G. et al. 1971. *Television & Radio*. New York: Appleton-Century-Crofts.
3. Deiss, Ryan. 2017. *Digital Marketing for Dummies (for Dummies (Business and Personal Finance))*. New Jersey: John Wiley & Sons, Inc.
4. Jon, Wueben. 2017. *Future Marketing: Winning in the Prosumer Age*. Content Launch Press (www.contentlaunch.com)
5. Maw Jeanette, McMartry. 2017. *Marketing for Dummies*. New Jersey: John Wiley & Sons Inc.
6. Ravindranath, P. K. 2004. *Lectures on Broadcast Journalism*. New Delhi: Authorspress.

7. Stuart, J. 2013. Television can also be a factor in Language Change: Evidence from an Urban Dialect. In Smith et al. *Journal Language*, Linguistic Society of America Vol. 89 No. 3.
8. White, T. 2005 (4th edition). *Broadcast News: Writing, Reporting & Producing*. Boston: Mass Elsevier/Focal Press.
9. Zettl, H. 2006 (9th edition). *Television Production Handbook*. Balmont CA: Thomas Wadsworth.
10. Jan, Z. and Alig, D. 2017 (4th edition). *Social Media Marketing All-in-One for Dummies (for Dummies (Business and Personal Finance))*. New Jersey: John Wiley & Sons, Inc. (Paperback)

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. Stylistics as an area of Applied Linguistics
- C. Stylistics and its relation with Semiotics
- D. Stylistics and its relation with Aesthetics Poetic

UNIT-II

- A. Linguistics and Literature
- B. Approaches to Literature: Literacy –Aesthetic & Semiotic-Linguistic
- C. Literature Figurative and Symbolic Use of Language & Literature
- D. Stylistic Analysis of Literary Texts

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
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DEPARTMENT OF LINGUISTICS, AMU
LANGUAGE IN DIGITAL ADVERTISING
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M. A IN LAMM (3rd SEMESTER)
PAPER CODE: LAM-3012

CREDITS: 04
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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:

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