

SYLLABUS FOR ADMISSION TEST TO PH.D. PROGRAMME IN
LANGUAGE OF ADVERTISING MEDIA AND MARKET (LAMM)
 DEPARTMENT OF LINGUISTICS
 ALIGARH MUSLIM UNIVERSITY

Session 2020-21

Faculty	Faculty of Arts
Department	Department of Linguistics
Section B (Subject Specific) (MCQ based on the Sullabus)	
Language and Linguistics/Communication	<p>Communication:</p> <ul style="list-style-type: none"> • Communication: Definition, Concept and Scope • Elements of Human Communicative System: Sender, Message, Receiver • Various forms of Communication: Interpersonal Communication, Mass Communication, Intercultural Communication • Functions of Communication: Persuasive, Informative, Phatic, Aesthetic • The Communication Process: Context, Physical, Social, Chronological, and Cultural • Encoder- Decoder Medium and Feedback in Communication • Non Verbal Communication: Body Language/ Proxemics/ Kinesics • Verbal Communication • Types and Forms of Communication: Formal / Informal • Barriers to Communication • Communication and Media: Meaning and Scope. • Mass Communication: Concept and Characteristics <p>Fundamentals of Language and Linguistics</p> <ul style="list-style-type: none"> • Language: Definition, Concept and Scope. • Characterizing Human Language-Design Features. • Spoken and Written language. • Functions of Language-Micro and Macro. • Linguistics-Fundamentals; Scientific Study of Language. • Language Description: Phonological, Morphological and Semantic. • Language Use and Context: Pragmatics. • Word, Phrase, Clause, and Sentence; Sentence Types • Language in its Social Context. • Language as Semiotic System. <p>Phonetics and Phonology:</p> <ul style="list-style-type: none"> • Phonetics: Definition, Nature and Scope • Description and Classification of consonants- Manner of Articulation, Place of Articulation

	<ul style="list-style-type: none"> • Classification of Vowels and Diphthongs • Suprasegmental Features: Stress, Pitch, Juncture • Phonological processes: Assimilation, Dissimilation, Metathesis and Gemination <p>Morphology</p> <ul style="list-style-type: none"> • Morphology: An Introduction • Morpheme, Morph, Allomorph; Free and Bound Morpheme, Types of Affixes • Defining Words; Types of Words-Simple, Complex and Compound • Word Formation Processes- Coining, Conversion, Clipping, Back Formation, Onomatopoeia, Borrowing and Acronym • Word Formation in Media. <p>Language and Culture</p> <ul style="list-style-type: none"> • Language and Culture • Milroy's Notion of Community Network • Speech Community • Meaning as Sign and Meaning as Culture • Ethnography of Communication • Diglossia • Orality and Literacy • Language Variation: Social Class and Race • Language and Gender • Cross-Cultural Communication • Acquisition of Language and Communicative Competence • Multilingualism <p>Media Semiotics</p> <ul style="list-style-type: none"> • Media: The Semiotic Approach. • Sign Systems, Components of the Sign, Verbal & Nonverbal Signs. • Sequence of Linguistic Signs-Visual Signs, Denotation, Connotation & Myth. • The Semiotic Critique of Ads. • Analysing Advertisements. • Cinematic Semiotic- Films – Signs and Codes, Film Narrative, Film- Crease, Cinema Spectatorship
Media	<p>History of Market and Media</p> <ul style="list-style-type: none"> • Origin and development of Marketing: An Overview • Digital Marketing • Printing Media: its influence and impact • Print Media: An Overview <p>Creativity in Language of Advertising Media and Market</p> <ul style="list-style-type: none"> • The Notion of Creativity; The Process of Creation: Intentional and Unintentional Creativity • What is Copy Writing, Types and Characteristics • Principal of Copy Writing

	<ul style="list-style-type: none"> • Copy Writing Techniques • Rules of Copy Writing <p>Discourse Pattern in Advertising, Media and Market</p> <ul style="list-style-type: none"> • The Notion of Discourse Analysis, Levels of Analysis • Advertising as a discourse of persuasion; Ethos, Logos and Pathos • Figurative Discourse (figures of speech) • Graphic representation in Advertising discourse <p>Language in Print Advertising</p> <ul style="list-style-type: none"> • History of Printing: From Palm Leaves to Paper Printing • The History of Newspaper Printing • The History of Printing in India • Advertising in National Newspaper • Advertising in Local Newspaper and Regional Newspaper • Language Effectiveness in Print Advertisements • Definition of Electronic Media. • Types of Electronic Media: Radio; Television; Internet; Smart Phones; Electronic Display Advertising; Electronic Display Billboards • Electronic Media: Characteristics- Invisible Audience; Speed; Mass Audiences and False Identities • Communicability in Electronic Media • Types of Radio: Commercial Radio & Community Radio • Types of Radio Program: News Bulletin; News Reel; Documentaries; Talk Programs; Interviews; Discussion; Radio Drama; Radio Advertising • Television: History and Development of Television Broadcast in India • Film as Electronic Media: Changing Phases of Language use in Film
<p>Marketing</p>	<p>Fundamentals of Marketing</p> <ul style="list-style-type: none"> • Marketing: Definition, Concept and Scope • History of Marketing: Bartering to On line • Types of Marketing: Door to door, On line, Phone –marketing, social marketing, Environmental marketing • Brand Name and Brand Image • Logo Designing • Color semiotics in marketing <p>Market Metaphors</p> <ul style="list-style-type: none"> • Metaphors: Definition and Scope • The Process of Mapping in Metaphors-Tenor and Vehicle • Conceptual Metaphor Theory (CMT)- Target and Source • Metaphor and Related Terms • Kinds of Metaphor • Use of Verbal and Visual Metaphors • Metaphors in Local Market

	<ul style="list-style-type: none"> • Metaphors in National Market and International Market • Color Metaphors and Animal Metaphors
Advertising	<p>History of Advertising</p> <ul style="list-style-type: none"> • Origin of Advertising: An Overview • Advertising in Pre Printing Period • Period of Expansion: Advertisements in Newspapers – Local; Provincial; National and Global • Advertising in India: An Overview • History of Social Media Advertising • Basic Principles of Advertising <p>Advertising Typology</p> <ul style="list-style-type: none"> • Advertising: Product, Corporate, Social, and Financial advertising. • Advertising: Print, Electronic, Outdoor, New-media, and Guerrilla advertising. • Advertising: Local. National and International advertising. • Advertising : Rural and Urban • Linguistic features of rural and urban advertising • Visual modality in distinctive advertising • Framing and Social distance in advertising • Color semiotics in advertising <p>Language in Print Advertising</p> <ul style="list-style-type: none"> • History of Printing: From Palm Leaves to Paper Printing • The History of Newspaper Printing • The History of Printing in India • Advertising in National Newspaper • Advertising in Local Newspaper and Regional Newspaper • Language Effectiveness in Print Advertisements <p>Language in Digital Advertising</p> <ul style="list-style-type: none"> • Digital Marketing: An Introduction. • Web Marketing • Online Advertising • Social Media Marketing (Facebook and LinkedIn) • Micro Blogging – Twitter • Copy Writing for the Web, Social Media and Mobiles
Folklore	<p>Introducing Folklore</p> <ul style="list-style-type: none"> • Definitions, Concepts and Scope of Folklore • Fields of Folklore and Folklife Studies • Folklore Studies in India <p>Introducing Folk Culture</p> <ul style="list-style-type: none"> • Definition, Meaning and Scope of Folk Culture • Folk Culture: Notions of Homogeneity, Orality etc. • Linguistic Features of Folksongs • Folk Narratives: Tales- Fairy tales, Fables, Trickster Tales etc.; Myth; Legends; Riddles; Proverbs

	<ul style="list-style-type: none">• Linguistic Features of Folk Narratives• Indian Folk Festivals. <p>Folk Marketing</p> <ul style="list-style-type: none">• Folk Marketing : Basic Concepts• Word of Mouth (WOM) Marketing• WOM and Community Marketing; Geeks, Mavens, Alpha users, Customer Evangelists and Fanboys• Folk Taxonomy and Folk Sonomy• Folk Market: Verbal Marketing Tools• Folk Market: Non-Verbal Marketing Tools (Puppet show and magic show and Busking) <p>Folk Advertising</p> <ul style="list-style-type: none">• Difference between Folk Media and Media• Types of Folk Media: Audio (<i>Songs, Narratives, Proverbs, Riddles</i> etc.) Visual (<i>Theatre- Tamasha, Nautanki, Bedesia; Street Play, Puppetry, Magic Shows, Folk Dance, Murals.</i>
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**DEPARTMENT OF LINGUISTICS
FACULTY OF ARTS
A.M.U., ALIGARH**

Syllabus for Ph.D in Linguistics Admissions Test 2020-21

SECTION B

1. Phonetics and Phonology	<p>Air stream mechanism. Phonation and articulation (manner and place). Cardinal vowels and diphthongs. Consonants and vowels. Syllable and its structure- onset, peak, coda. Supra-segmental features. Complex articulation- double, secondary, co articulation. Acoustic characteristics of speech- frequency, pitch, amplitude, intensity, loudness, resonance. Phonetic transcription. Relation between phonetics and phonology. American Structural Phonology Distinctive Features Generative Phonology Auto-segmental phonology, Lexical Phonology</p>
2. Morphology	<p>Concept of morpheme, morph, allomorph. Word, lexeme and morpheme, types of morpheme; types of affixes. Phonological and morphological conditioning. Root, base and stem. Morphological processes- affixation, internal change, reduplication, suppletion and zero modification. Inflectional morphology. Derivational morphology. Compounding and conversion; types of compounding; sandhi; Productivity in word formation Lexical Morphology. Prosodic Morphology</p>
3. Syntax	<p>The structure of phrases: lexical (NP,VP,PP ,AP). Structural relations and thematic roles in a sentence. Adjacency and case assignment. Empty categories: PRO, pro, trace, parasitic gap. WH-movement, constraints in movements, bounding theory. X-bar theory, ECM(exceptional case marking).</p>
4. Sociolinguistics and Dialectology	<p>History and Development of Sociolinguistics. Varieties of language: language, dialect, sociolect, idiolect, style, register, standard language, lingua-franca, pidgin and creole, speech community and verbal repertoire. Labovian sociolinguistics, Sociolinguistics Methodology. Ethnography of Communication. Language Contact: Bilingualism- types of bilingualism. Borrowing; code switching, constraints in code switching. Language convergence; diglossia, language spread; maintenance; shift and death. Multilingualism and language policy and planning in India.</p>

<p>5. Psycholinguistics</p>	<p>Learning theories- behaviouristic and mentalistic. Defining psycholinguistics and neurolinguistics. Localization of language functions in brain. Cerebral dominance. Language disorders; schizophrenia, dyslexia, dysgraphia, anomia, agrammatism. Aphasia; Global aphasia, Broca's aphasia, Wernicke's aphasia. Use of linguistics in diagnosis and prognosis of language disorder.</p>
<p>6. Semantics and Pragmatics</p>	<p>Reference and sense; denotation and connotation; meaning types. Lexical semantics: sense relations and meaning opposition; componential analysis; marked and unmarked terms. Propositional meaning; meaning and truth conditions. Tautology and contradiction; presupposition, entailment and implication; abhida, vyanjana and lakshna. Meaning, saying and implicating; speech acts. The cooperative principle; the principle of politeness. Conversational Analysis; Discourse Markers and Hedges.</p>
<p>7. South Asian Linguistics</p>	<p>South Asian language families. Typological relatedness: phonological, morphological, and word order. South Asia as a linguistic area: expressive, echo-formation, reduplication, causative, conjunctive participles, explicator compound verbs. South Asia as a sociolinguistic area: contact and convergence in border area. South Asian language contacts during ancient, medieval and during colonial period.</p>
<p>8. Applied Linguistics: Stylistics, Language Teaching and Translation</p>	<p>Language in Literature: Nature and Characteristics. Foregrounding: Automatization and Deautomatization. Style as Deviation and Choice. Goals of Language Teaching: First Language Teaching, Second or Foreign Language Teaching; Behaviouristic and cognitive theories of language learning. Language Teaching Methods: Grammar translation, Audio-lingual, Situational language teaching, Communicative language teaching, Total physical response, Community language learning; Teaching of language skills. Error analysis: Mistakes, Lapses and Errors: Inter lingual and Intra lingual; Errors: recognition, description and explanation of errors: The significance of learners' error. Language testing: principles and methods; Types of tests, characteristics of a good test. Use of linguistics in Translation; Theories of translation. Types of translation: inter lingual and intra lingual, full and partial, total and restricted. Translation, transliteration, transcription and transcreation. Problems in translating scientific and technical texts, Literary texts.</p>