

Department of Advertising and Public Relations
Presents

APRverse



AI in Marketing

The Role of Data and
Analytics in Advertising

Bytes matter as much
as Ballots

Nostalgia Marketing



Scan me



**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM AND COMMUNICATION**



Message from the Head of Department

Dear Esteemed Readers,

It is with great pleasure that I introduce the first edition of our departmental journal APR Verse, As the Head of the Department of Advertising and Public Relations at Makhanlal Chaturvedi National University of Journalism and Communication, I am immensely proud of the collective efforts put forth by our talented students.

In this issue, you will find a diverse array of articles, essays, and case studies meticulously crafted by our students. These young minds have delved into critical topics, exploring the intersection of communication, ethics, and societal impact. Our students dissect the challenges faced by advertisers in maintaining ethical standards while promoting products and services.

The advent of social media has transformed the landscape of public relations. Our contributors discuss strategies for building authentic relationships with stakeholders in this dynamic environment. Real-world scenarios provide valuable learning experiences. Our students present case studies on successful PR campaigns, crisis management, and community engagement. We had the privilege of interviewing seasoned professionals from the advertising and PR industry. Their insights and advice are invaluable for aspiring communicators.

As we celebrate the dedication and creativity of our students, I extend my heartfelt gratitude to the editorial team, faculty mentors, and all those who contributed to this journal. Their commitment to excellence shines through every page.

APR Verse is not just a compilation of words; it represents the spirit of inquiry, the pursuit of truth, and the desire to make a positive impact. I encourage you to explore its contents and engage in meaningful discussions.

Thank you everyone for your kind support, and may this journal inspire future generations of communicators.

Warm regards,

(Prof. Pavitra Shrivastava)

Head of Department
Makhanlal Chaturvedi National University of
Journalism and Communication, Bhopal

Concepts, Creativity and Advertising



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Television Advertising is an important channel through which brands create equity, based on the brand associations that consumers derive from viewing television advertisements (TV ads). One of the concepts that needs a little more understanding is Entity-Referent Correspondence (ERC) framework that conceptualizes brand authenticity along three dimensions of truthfulness. The ERC Framework provides an overarching definition of authenticity—a consumer's perception of the degree to which a supposed authentic entity corresponds with or is "true to" something else, which we label a referent. The ERC Framework also suggests three types of authenticity—true-to-ideal, true-to-fact, and true-to-self—that are consistent with the general definition yet are distinct. Each type may manifest in a variety of ways in a brand context, suggesting that brand authenticity is not a singular concept. The framework also proposes nomological nets that explain how consumers form perceptions of each type, how the types lead to managerially relevant outcomes (e.g., expected quality, trust), and how the types affect each other. Wherein, creativity constitutes a significant element in advertising because it is related to competitive advantage, to advertising effectiveness and to the development of strong brands. Creativity is a sense-making process that develops positive consumer attitudes. Moreover, the emotional appeal found in advertising represents a necessary element of creativity in advertising. The element of authenticity is consumer-relevant that is the consequence while being conceptually distinct from consumer attitudes. Thereby the framework has its impact on consumer for all types of persuasive messages. Different appeals directly impact the consumer attitude and ultimately change their behavior. The brands and their association with consumers is developed over a certain period of time after connectivity.

Effect of AV Medium in Advertisement



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Audio visual elements have become an essential aspect of modern advertising, serving as a vital tool in capturing the attention of consumers and effectively conveying a message. In today's media landscape, which is saturated with various forms of media, including television, social media, and online platforms, the use of audio visual techniques has become increasingly important. The combination of visual and auditory stimuli has a powerful effect on our senses, making it easier for advertisers to create a lasting impression. From catchy jingles to eye-catching visuals, audio visual elements can evoke emotions and create a memorable experience for consumers. They also provide room for more creativity and flexibility in advertising campaigns, allowing companies to tell a story and build a strong brand image. Furthermore, with the rise of digital advertising, audio visual elements have become more interactive and engaging, enabling a two-way communication between the brand and the consumer. In conclusion, audio visual elements play a crucial role in advertising as they have the ability to effectively convey a message and leave a lasting impact on consumers.

"THE AI IN ADVERTISING: BALANCING DISRUPTION AND CREATIVITY."



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"Creativity is the Only Constant in the World of Advertising"

Indeed, the advent of artificial intelligence (AI) in advertising has started a new era which has changed advertising in many ways. Although it has some problems, especially when it comes to creativity. AI can come up with contents and look at trends, but it doesn't have the intuition, emotion, and cultural understanding that are necessary for real creativity. AI has a hard time understanding the complex and often irrational parts of human behaviour and how content made by humans can make people feel. And while AI works by following rules and logic, advertising often relies on breaking these rules, which is not something AI is naturally good at.

AI's role in content creation is particularly noteworthy. It can write copy and create layouts for ads that are specifically aimed at certain groups of people. This automation speeds up the creative process and makes it possible to customise things in ways that weren't possible before. AI is also very good at predictive analytics, which predicts future customer trends and behaviours. This helps advertisers stay ahead of the curve. This kind of foresight is very important for coming up with effective strategies that meet changing customer needs. Moreover, AI-generated content is useful, but it might become too similar. The human touch in creative processes makes sure that each piece is different and unique, showing a wide range of human experiences and points of view that AI can't really copy. In conclusion, AI makes advertising efforts much more efficient and effective, but it can't replace the creativity of people, which is what makes ads really powerful. The future of advertising lies in a method that combines AI's analytical skills with the artistic spirit of humans for maximum effectiveness.

CINEMA : A MIRROR OF SOCIETY



Mr. BHANU MITRA
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Cinema is often perceived as mere entertainment but it transcends its role as a medium of leisure by becoming a powerful mirror reflecting the facets of society. Cinema becomes a director's microscope, zooming in on human details and revealing a society's collective consciousness. In doing so it become artistic mirrors, urging audiences to confront uncomfortable truths and get inspired for societal introspection and change.

Mehboob Khan's "Mother India," focuses on issues such as societal expectations and challenges; examines the gap between societal norms and modernity. Similarly Raj Kapoor's "Jagte Raho" delves into the moral fabric of urban society, illustrating how societal pressures can drive an individual to the fringes of ethical conduct.

Pyaasa ,the masterpiece of Guru Dutt is more than just a movie about the injustices but a reflection of society's disparities within itself driven by materialism "Newton" lays bare the flaws in the Indian democratic process reflecting on governance issues. Ekk Doctor ki mauth addresses how societal jealousy and bureaucracy can hinder the pace of scientific development. The disparities between the rich and poor is very apparent in "The White Tiger".

In conclusion, Cinema acts as a dynamic mirror not only reflecting societal problems but also questioning the very roots of these issues. It suggests that society is responsible for creating the same problems it is turbulently facing . The visual and auditory impact of cinema amplifies the effect making it more poignant and evocative, Cinema is not just a form of entertainment it is a reflection of the collective consciousness of society. As the reels of film spin, they weave a narrative that transcends the boundaries of time and culture reminding us that the mirror of cinema reflects not only our stories but also our collective journey as a society.



WHY IS NOSTALGIA MARKETING CURRENTLY IN TRENDS?

An effective weapon in the field of social media advertising is nostalgia. Companies frequently take advantage of consumers' nostalgia for bygone eras and amenities. By using this tactic, they establish a sentimental bond with their goods.

WHAT IS NOSTALGIA-BASED MARKETING?

Marketing tactics known as nostalgia advertising aim to arouse good feelings in customers by appealing to their past experiences. Using nostalgia to connect with their target audience, brands employ this tactic to evoke a feeling of comfort. Marketing that appeals to nostalgia is especially useful when aiming to attract children born in the 1990s, since they have a strong affinity for the fashions of that era. Businesses may appeal to this demographic's nostalgia by implementing marketing techniques that bring back fond memories of the 1990s. Brands can successfully take 90s youth down memory lane by utilising classic images, music, and even old-school video games. This is a great resource to read if you want to understand more about nostalgia marketing.



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Example of Nostalgia Advertising :-

Coca-Cola has a long history of employing nostalgia marketing in its commercials. Their Christmas advertisements frequently use traditional Christmas images to convey sentiments of coziness, warmth, and happiness. These advertisements are becoming a much-loved holiday tradition.





INTERVIEW

Rakesh Gautam
District Information & Public Relations Officer,
Faridabad at Information,
Public Relations & Cultural Affairs, Haryana

01: What are the steps for aspiring District Public Relations Officers (DPROs) ?

A master's degree is a primary requirement. Yet, gaining hands-on experience in electronic or print media for a minimum of 2 years is equally vital. Progressing through roles such as Field Publicity Assistant, AIPRO, and DIPRO is crucial, emphasizing practical experience alongside academic qualifications.

02: How was your academic and professional journey in the field of PR?

Beginning with a Bachelor's in Hindi literature, I shifted to journalism, acquiring a PG diploma and a master's in journalism and mass communication. Starting as a stringer in 2002, my career evolved through various journalism roles until becoming a DIPRO in Haryana. My preparation involved studying extensively, staying updated through newspapers, and adapting to diverse exam formats.

03: What are the key challenges faced in the of Public Relations work?

Public Relations demands constant adaptability and resilience. Post-exams, navigating through unpredictable events and varying workloads becomes a routine challenge.

04: What are the challenges in PR during the COVID-19 pandemic ?

The pandemic posed unique challenges. Leveraging social media, we dispelled COVID-related myths through a dedicated cell. Creative use of graphic stories and posters helped disseminate accurate information, earning recognition for our efforts.

05: Addressing misinformation seems pivotal in PR. How do you combat fake news and rumors in your role

To counter misinformation, we introduced a rigorous "fact-check" procedure. Analyzing the credibility of news or reports, we debunk falsehoods by providing accurate information online, fostering credibility and trust among our audience.

06: What is the philosophy and advice for aspiring PR professionals?

Discipline is my life mantra. I advocate prioritizing real-world experiences alongside academic knowledge, especially in PR. Emphasizing gaining diverse experiences and prioritizing them over immediate financial gains is key to long-term success in this field.

07: What strategies do you recommend for students aiming to excel in the PR domain?

Striking a balance between academic knowledge and practical experience is critical. Invest time in internships, volunteer work, or entry-level roles to gain hands-on experience. Building a strong network and keeping updated with industry trends is equally important.

08. In your PR journey, what role did adaptation and versatility play, especially when transitioning from journalism to a Public Relations Officer?

Adaptation and versatility are paramount. Moving from journalism to PR required flexibility and a diverse skill set. Understanding different facets of communication and being adaptable significantly contributed to a successful transition.

By Khushboo Thakur, IMA (APR)
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The Role of Data and Analytics in Advertising



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Data and analytics are essential tools for advertisers to understand their customers, measure their campaigns, and optimize their strategies. Data and analytics can help advertisers to:

- Identify and segment their target audience based on demographics, behavior, preferences, and needs.
- Create personalized and relevant messages that resonate with their audience and motivate them to take action.
- Test and compare different creative elements, channels, and platforms to find the most effective and efficient ones.
- Track and evaluate the performance and impact of their campaigns across multiple metrics, such as reach, engagement, conversion, and return on investment.
- Learn from the feedback and insights generated by their campaigns and use them to improve their future decisions and actions.

Data and analytics can also help advertisers to:

- Explore new opportunities and trends in the market and the industry.
- Innovate and experiment with new ideas and approaches.
- Collaborate and communicate with their partners and stakeholders.
- Enhance their reputation and credibility as experts and leaders.

Data and analytics are not only useful, but also necessary for advertisers in the modern and competitive world. Advertisers who leverage data and analytics can gain a competitive edge and achieve better results and outcomes for their businesses and their customers. Data and analytics are the keys to successful advertising in the 21st century.

"Millions of Indians end their Night with sugar"

*-Not
Toothpaste*



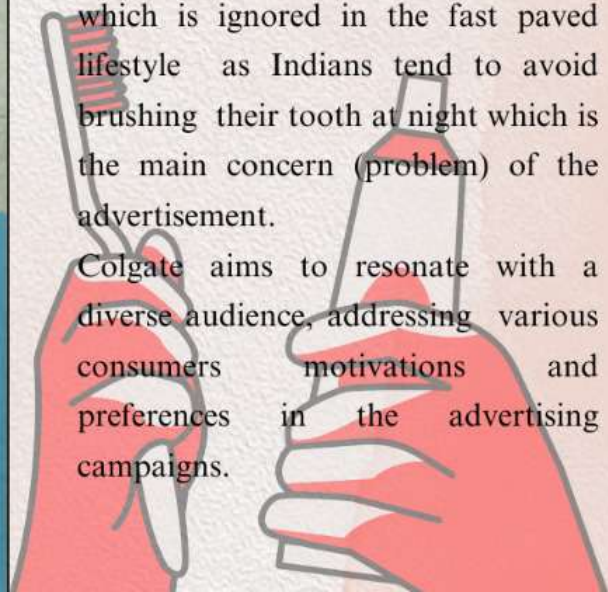
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This advertisement talks about the oral health. Indians are fond of sweets and they love to say "kuch meetha hojaye" after every meal which is the cause of health issues.

This colgate ad. starts with Humor appeal by using different characters of age group and substantially focused on Rational appeal as seen in the advertisement which emphasis on benefits in a creative way.

The creative aspects is evident in a particular ad. starting from the initial stage to ending shot, where every age group character has been used to portray the real picture of Indians which holds the real health message in context of dental hygiene which is ignored in the fast paved lifestyle as Indians tend to avoid brushing their tooth at night which is the main concern (problem) of the advertisement.

Colgate aims to resonate with a diverse audience, addressing various consumers motivations and preferences in the advertising campaigns.



Bytes matter as much as Ballots



Rajan Kumar Jha
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Digital advertising has emerged as a pivotal force in Indian elections, reshaping the political landscape and influencing voter behavior. As campaigns unfold, the digital realm becomes a battleground where parties compete for attention, leveraging targeted ads and social media platforms.

The ideation and production of these advertisements are being handled by the different political consulting agencies. In recent days, PR campaigns like ‘Chai Pe Charcha’ and ‘Mann Ki Baat’ of BJP and ‘Bharat Jodo Yatra’ of INC have highlighted the initiatives and engagement with the public.

In 2014, Prime Minister Narendra Modi’s BJP pioneered digital campaigning, leaving other parties scrambling to catch up. Their strategic use of social media contributed significantly to their electoral success. Fast forward to 2019, and nearly all major political parties have established their digital presence, recognizing its potency.

Piyush Pandey first encountered Narendra Modi when Modi was the Chief Minister of Gujarat. Their initial interaction was related to a tourism campaign for the state.

Pandey was struck by Modi’s depth of knowledge and his ability to describe Gujarat’s destinations in intricate detail. Despite the time-consuming conversation, Pandey was captivated by Modi’s passion and insights.

In 2014, when Modi approached Pandey to work on his prime ministerial campaign, Pandey initially hesitated. Ogilvy, the ad agency where Pandey worked, had never handled political campaigns. However, their prior relationship and Modi’s clarity of vision convinced Pandey to take on the challenge. The brief was clear: create a campaign centered around Modi himself, using language that resonated with the common people. The iconic slogan “Abki baar Modi Sarkar” (translated as “This time, Modi government”) emerged from this collaboration. It encapsulated the aspirations of millions and became a rallying cry for change.



Piyush Pandey Congratulating PM Modi

The success of the campaign lay in its simplicity. Pandey and his team avoided jargon and party-specific language. Instead, they used everyday words that resonated with the masses. The campaign focused on Modi’s leadership and vision, transcending party lines. It was relatable, memorable, and effective.

The “Abki baar Modi Sarkar” campaign not only propelled Modi to victory but also established the brand “NaMo.” Its impact extended beyond India’s borders, as even President Donald Trump borrowed a modified version of the slogan for his own campaign. Piyush Pandey’s creative genius and Modi’s unwavering vision combined to create a historic electoral moment.

Approximately 40% of election expenses now flow into digital platforms, including social media. Parties employ micro-targeting and programmatic advertising, tailoring messages to specific demographics. Geo-targeting, for instance, addresses local issues, resonating with voters on a personal level.

However, digital campaigns aren’t without pitfalls. The recent Facebook data breach, where user information was exploited for targeted ads during the US Presidential elections, underscores the need for vigilance.

As the nutshell, it reflects as the fusion of politics and technology has birthed a new era of electioneering, where bytes matter as much as ballots.

ACCOLADES...



"Pratibha," is an annual fest that takes place in MCU. For students it is a golden opportunity to showcase their talent, uniting students from various departments. This vibrant event gives students a chance to put it all upon the stage dancing, singing, poetry, essay writing, collage making, feature writing you name it, and it is there. It is like an artistic exploration for students where they earn, learn and grow. This not only gives students a supportive stage but freedom to express themselves, making them confident and in their own skin.

Every year the stage comes alive with soulful performances and art pieces encouraging participants and setting example for new ones for upcoming years. A fest seeding the never dying bond of respect and mentorship between students and professors and a little seed of friendship among the students of different departments leading them towards unity and lifetime of memories.

Here are some glimpses from this year's "Pratibha" fest where students of our department can be seen making memories, earning prizes and confidence for themselves, hoping this streak of happiness and learning continues.....



Utsav Thakur finding his "Sair ki Chabi" Utsav Thakur who is a student of Msc. Film Production this year got recognition for his film 'Sair Ki Chabi'. Securing the 5th prize, it is a testament to his burgeoning talent in filmmaking. The university takes immense pride in his accomplishment, acknowledging his dedication to craft. This achievement serves as a source of inspiration for budding filmmakers, showcasing Thakur's artistic flair and commitment to storytelling. The university commends his remarkable achievement, recognizing it as a milestone in his journey towards becoming a promising filmmaker.

Reflecting on his journey, Utsav Thakur humbly credits the invaluable support of his teachers and the university community for his success. 'The guidance and encouragement from my mentors were instrumental,' Thakur shares, highlighting the transformative role of mentorship in shaping his creative vision. As he stands adorned with accolades, Thakur aims to inspire fellow students, emphasizing the significance of perseverance and guidance in the pursuit of artistic endeavors. His story stands as a testament to the symbiotic relationship between passionate individuals and a nurturing educational ecosystem.

HOW TO STRUCTURE A MEDIA RELEASE

HEADLINE

Make it an enticing summary of your story. Two lines max.

SUBHEADING

Provide an eye-catching detail of the story, to add intrigue

DATE AND LOCATION

Include the date and location at the start of the first paragraph

1ST PARAGRAPH

Summarise your company and your announcement: who, what, when, where and why.

2ND PARAGRAPH

Expand the detail, explain exactly what your company does, provide more detail on the announcement.

3RD-4TH PARAGRAPHS

Provide an eye-catching detail of the story, to add intrigue

5TH PARAGRAPH

Insert a quote, providing the company's perspective on the announcement

BOILERPLATE

Place your company's 'about us' paragraph here, such as your website blurb.

CONTACT DETAILS

Provide an eye-catching detail of the story, to add intrigue

Testimonials



Embarking on the cinematic path at our Makhanlal University, I evolved from a film spectator to a dedicated reader and, ultimately, a creator. This transformative journey not only refined my thinking skills but also empowered me to turn those thoughts into impactful actions. The unwavering guidance of our esteemed professors played a pivotal role in shaping us into proficient individuals, making us professionals in our field.

Naveen Kumar
(MSc film production 2nd year)



Enrolling in Makhanlal Chaturvedi National University of Journalism & Communication for my Masters in Advertising & Public Relations has been an exhilarating journey. The vibrant classroom environment, led by dedicated faculty, fosters an atmosphere of collective growth. The HOD's expertise and guidance provide an invaluable learning experience. From insightful lectures to hands-on projects, every moment is an investment. Proud to be part of a community that values education as the key to limitless possibilities.

Anand Dwivedi
MA (APR), 1st sem



As I entered the gates of Makhanlal Chaturvedi National University of journalism and communication, the captivating campus welcomed me into a realm of academic excellence, signaling the beginning of a transformative chapter in my educational voyage. The university distinguishes itself through a myriad of opportunities for personal and professional growth. The Department of Advertising and Public Relations, in particular, provides a platform for students to engage with industry professionals through internships, seminars and workshops. The blend of a beautiful campus, dedicated faculty, serene environment, and abundant opportunities has crafted an unforgettable educational journey. I am confident that the foundation laid here will continue to shape my success in the professional arena.

Shruti, B.A [APR], 3rd sem



Delving into the Dynamic Realm of Advertising and Public Relations enrolling in the Master's program in Advertising and Public Relations at this esteemed university has been an enthralling journey into the vibrant world of communication. The department exudes a pulsating energy, seamlessly interweaving theoretical concepts with practical applications. The university's dynamic environment encourages collaboration among students from diverse backgrounds, leading to enriching discussions and a culture of innovation. The department's strong industry connections facilitate internships, guest lectures, and networking opportunities, bridging the gap between academic learning and corporate insights.

Supriya Pandey, IMA [APR], 1st sem



Hey! I'm Sneha, a student of Makhanlal Chaturvedi National University of Journalism and Communication. I'm glad that I'm studying under the umbrella shade which is providing me both, the practical as well as the professional knowledge about the Advertising and PR industry. The faculty members not just come and go by giving lectures but also interact with the students and resolve their questions and problems. They guide us down the right path. They always believe in us and make us realise our aim and passion. Our HOD, Dr. Pavitra Shrivastava Sir is extremely supportive and never steps back from his responsibilities. Besides that, this College provides me sweet memories, faithful friends and sense of confidence to face the challenges and turbulence in life.

Sneha, B.A [APR], 3rd sem

DEPARTMENT'S GALLERY

