

III SEM BA ENGLISH

CALICUT UNIVERSITY

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JOURNALISTIC PRACTICES

2020 ADMISSION

Prepared by

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CPA COLLEGE OF GLOBAL STUDIES

JOU4(3)CO1 JOURNALISTIC PRACTICES

CODE JOU 4(3) CO1

Contact Hours 6

Credits 4

External Marks :80

Internal Marks :20

1. Class Tests: 8
2. Assignment: 4
3. Seminar Presentation: 4
4. Class room participation based on attendance: 4

Time : 2.5 Hrs

Course Outcome:

1. Provide the students with practical knowledge in reporting and editing
2. Introduce them to the other journalistic practices like P.R. and advertising

Module I: Print Media Journalism: Organisational structure of a newspaper

Business, Mechanical and editorial departmental chart- responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: bureau chief- chief reporter – reporters, stringers and freelancers; photo journalists.

Module II: Print Media Journalism: Contents and Reporting practices

News – definitions – types of news – news determinants(values) – News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing; features – articles – middles – interviews – reviews – profiles – columns – travelogues – cartoons. Reporting practices – basics of reporting – on the spot, beats assignments – types of reporting – straight, interpretative, investigative, crime. Sources for reporting; Principles of reporting – news sources – news agencies

Module III: Print Media Journalism: Editing

Editing for newspapers – line editing, creative editing and design editing; general rules of editing – headlines – writing Headline; writing editorials; condensing stories, News agencies and handling news agency copies; Design and page make-up; systems of page make-up.

Module IV: Public Relations

Introduction to PR: definitions, origin and evolution of public relations – external and internal publics- role and functions of PR – PR tools – qualities of a PRO – PRSI, IPRA, PR campaign, PR campaign conducted by Central and State governments; Political P R, Ethics in Public relations; PRSI code of conduct; Corporate Communication and CSR.

Module V: Advertising

Definition – evolution of advertising – functions and effects of advertising – types of ads advertorial- ad agencies and functions of advertising agencies – ASCI and DAVP – Ad. Campaign.

Module VI: Copy writing practices

Ad copy – elements of copy: Principles of illustration, HL, display and caption, text, logo and baseline – copywriting for broadcast commercials – jingles and internet ads. Ethics of advertising: ethical issues of advertising – professional organizations and code of ethics.

Books for Reference

1. Shrivastava, K.M., News reporting and editing, Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., Professional Journalism, Vikas publishing House, New Delhi.1980.
3. Bruce Westly, News Editing.
4. M.L. Stein. and Susan F Paterno,,The News Writer's Hand book, ' Surjeet Publications, New Delhi, 2003.
5. George A Hough, ' News Writing', Kanishka Publishers, New Delhi, 2006.
6. Joseph M.K., Outline of Reporting, Anmol Publications, News Delhi, 2002.

7. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005.
8. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.
8. Sandeep Sharma & Deepak Kumar, 'Advertising, Planning, implementations and control', Mangal Deep Publications, Jaipur.
9. Sanjay Kaptan & Akhilesh Acharya, 'Advertisement in Print Media', Book Enclave, Jaipur.
10. S.A Chunawalla, 'Advertisement an Introductory Text', Himalaya Publishing,
11. Chunawalla et al., 'Advertising Theory and Practice', Himalaya Publishing, New Delhi.
12. Otto Klepner, 'Advertising Procedures', Atlanta Books. 6. Scott M Cutlip and Allan H. Centre, 'Effective Public Relations', Pearson Education Ltd. Delhi.
13. Sam Black, 'Practical Public Relations', UBS Publishers Distributors Pvt Ltd
14. D.S. Mehta, 'Handbook of PR in India'.

Module 1 -ORGANISATIONAL STRUSTURE OF NEWSPAPER

Editorial Department

- key section of a newspaper
- Consists of assistant editors, news editors, sub editors, special correspondents and reporters.

Chief Editor

- Takes important decisions connected with the publication of news.

News Editor

- Has the responsibility of actual production of newspaper. Coordinates the news, collection process, editing and final presentation.

Chief Sub- Editor

- Captain of Editorial section.
- Responsibility to see that copies are distributed among Sub Editors and to ensure that copies are edited properly.

Sub- Editor

- Also known as copy editor.
- Is the presenter of news and reports.

- Has to check and recheck facts, style, grammar etc.

Functions of Sub-Editor

- Make news more meaningful.
- Polishing language, writing headlines, selecting and fitting news into available space.

Bureau Chief

- The person in charge of a news bureau.

Chief Reporter

- Allocates assignments to the reporters.
- Coordinates the news collection task so that nothing important is missed.

Reporters

- Gathers news and writes for the organization.
- Newspaper's reputation and credibility depends on the reporter.

Qualities of a reporter

- News sense, accuracy, clarity, objectivity, alertness, speed, curiosity, skepticism, punctuality, integrity, fearlessness and frankness.

Stringer

- Part time or freelance journalist, assigned by a news organization to cover areas that are considered less news worthy or peripheral to the news organizations coverage area.

Freelance

- They have no fixed employees.
- More freedom to work their own.

Photo Journalist

- Creates image in order to tell a news story.
- Combination of photographs with reports.

Role of photojournalist

- Must be well prepared at any time.
- Interesting pictures are the result of the alertness of photojournalist.

Ethics of Photojournalism

- Truthfulness
- Should not invert or recreate a situation.

Module 2: CONTENTS OF NEWSPAPER

- News – news may be defined as an accurate, unbiased account of the significant facts of a timely happening that is of interest to people.

Types of news

- Interpretative News- they report events in depth so that the readers can better understand. Eg: views, editorials, columns, articles etc.
- Straight News – classified into predictable and unpredictable news. Some news can be predicted such as International Conferences, major tournaments etc. Some news are unpredictable such as terrorist attack, earth quake etc.

News Story Structure

- Inverted Pyramid Style – the most important news is given at the top and after that less important detail is presented. This form allows the reader to decide whether they want to continue reading or leave.
- Hour Glass Style – in this style the reporter provides major news in the first few paragraphs. The paragraphs are presented in Inverted Pyramid Style.
- Lead/Intro – the first paragraph or two in a story is called lead. It should tell the reader the point of the story.

Guidelines for writing effective Leads

- Be grammatically correct, be concise, be specific, use strong active verbs, emphasise the magnitude of the story, be objective and attribute opinions.

Types of Leads

- Summary Leads – tells the readers most important six primary elements of an event, the five W's and H.
- Narrative Lead – most popular lead on features and non breaking news stories.
- Contrast Leads – compares or contrasts one person or thing with another.
- Staccato Leads – made up of a short burst of phrases that carries audience into a story.
- Question Leads – Lead that asks a question.
- Quote Leads – begins with a quotation.

Features

- Features focus on facts that amuse, entertain, inspire and stimulate. They are described as human interest or colour stories.

Types of features

- Profile or Personality Features – features of personalities
- Historical Features – commemorate the dates of important events.
- Adventure Features – describes unusual and exciting experiences
- Seasonal Features – Feature writing about seasons and holidays. Eg: Onam, Teacher`s Day, Independence day.
- Explanatory Features- Also called Interpretative Features. Provide a more detailed description of news topics.
- Hobby Features- Features on strange hobbies.
- Personal Experience Features- Features on personal experience as journalist addressing the audience.
- Human Interest Features- Features on interesting stories from ordinary people.

Structure of Feature Story

- Features begin with a Summary Lead. Then comes the body part of the Feature which is in an Inverted Pyramid style. The last part is conclusion.

Article/column

- An elaborated piece of writing about a topic. It is based on study and research. The writer can give his/her views and conclusion.

Middle

- A write-up that appears at the centre of editorial page below the article and above the letters to editor. They are humorous, entertaining and at the same time thought provoking.

INTERVIEW

- A planned process of asking questions and seeking answers to gain more information.

Types of Interview

- Interviews for getting facts/ News Interview – Gives reader clear picture about the news item.
- Interview for getting opinions/Symposium Interviews – reporter gathers opinions from several persons to convey a general idea about a topic.
- Personality Interview- Conducted to reveal the personality of an individual.

Structure of an Interview

- Interviews are presented in question and answer format. A brief biographical sketch is given at the beginning and then entire interview is reproduced.

Review

- Critical assessment of an art form or entertainment. A review should provide information, describe the work and express an opinion about it.

Profile

- Profile describes persons. To be effective, profile must do more than listing an individual's life. It must reveal person's character.

Travelogue

- A genre of travel literature that comprises travel memoirs of people.

Cartoon

- A drawing or series of drawings that tells a story or express a message. It entertain, teach or comment about a person, event or state of affairs.

Module 3: REPORTING PRACTICES

General Assignment Reporting

- Covers breaking news or feature stories.

Beat Reporting

- Covers news and features in specific geographic or subject areas such as police station, universities, local bodies, political parties.

Speciality Reporting

- Cover breaking news and features in more specialised areas such as environment, cultural programmes, information technology, law, information, medicine.

On The Spot Reporting

- A reporter has to cover news events that happen at any time.

Armchair Reporting

- Here a reporter telephones his/her slogging counterpart to gather the news by sitting in the comfort of office or home.

Interpretative Reporting

- The reporter provides information and interprets the facts. Interpretative news comes in the form of articles or columns.

Investigative Reporting

- The writing of any news story calls for investigation, analyses and verification of facts.

Crime Reporting

- In every newspaper there may be a specialist crime reporter who covers nothing else but crime.

Principles of Reporting

- Accuracy
- Attribution
- Fairness
- Objectivity

News Sources

- Reporters – primary sources for a newspaper.
- News agencies – professional organizations that collect and distribute news to newspapers.
- Electronic media – electronic media provide important news breaks.
- Press release – a statement given to the press on behalf of the Government, political parties, organizations or of an individual.

News Agencies

- Organization that gathers, writes and distributes news from around a nation or world to newspapers, radio and television broadcasters.

Agence France-Presse (AFP)

- A French cooperative news agency is the third largest news agencies in the world after Associated Press(AP) and Reuters. It is based in Paris.

Associated Press (AP)

- Largest news gathering services in the world. AP distributes international, regional and local news to media everywhere.

Reuters

- Founded in London in 1851 by Paul Julius Reuter. Reuters not only transmit news of daily political events but also supplies news of financial transaction worldwide.

Other International News Agencies

- DPA (Deutsche Presse Agentur) – is a German News Agency.
- EFE – Spanish News Agency with headquarters in Madrid.
- NCNA – China's Xinhua News Agency is also known as New China News Agency (NCNA).
- Kyodo – News Agency in Japan.
- ITAR-TASS – Official News Agency of Soviet Union.

Indian News Agencies

- Press Trust of India (PTI) – Leading News Agency in India. PTI offers its news service in English and Hindi.
- United News of India (UNI) – Headquarters of UNI is in New Delhi. It was the first news agency to earn foreign exchange for the country by selling news abroad.

Module: 4 EDITING PROCESS

Editing

- Editing begins the moment a reporter composes a story. Sub-editor plays a key role in the editing process.

Types of editing

Line editing

- Line editing detects errors. It focuses on the way you use language to communicate your story to readers.

Creative editing

- Is the appropriate use of photographs, headlines, info graphics and other graphic elements to grab the attention of readers.

Design editing

- It includes the ordering of news stories by order of importance.

General rules of editing

- Ensuring accuracy
- Condensing and trimming unnecessary words
- Protecting and polishing the language
- Correcting inconsistencies

- Making the story conform to style
- Eliminating libellous statements
- Eliminating passages in poor taste
- Making the story readable and complete
- Writing attractive headlines
- Handling news agency copies
- Editing pictures and designing pages

Writing Headlines

- Good headlines attract reader's attention. A sub-editor should write headline that:
- Summarises the story
- Helps the reader index the contents of the page
- Depicts the mood of the story
- Helps set the tone of the newspaper
- Provides a better layout to a newspaper

Types of headlines

Multi-deck headlines

- Common in Malayalam newspapers. Presently it is out of fashion because it consumes more time and reduces newsprint.

Single deck headlines

- It is the present style used in most newspapers. Inverted pyramid and pyramid style of headlines.

Banner/streamer /ribbon

- Headlines that stretches across all columns of a newspaper.

Skyline headlines

- Headlines that appears above the nameplate of a newspaper.

Writing Caption

- A caption helps the reader to understand the content of the news story.

Writing Editorial

- An editorial provides the newspaper to present its viewpoints on a particular policy, programme or event without colouring the regular news stories.

Types of editorials

Interpretative Editorial

- Enhances the reader's knowledge and understanding of an issue.

Action-oriented Editorial

- It demands immediate action on the part of the public officials or exhort readers to take immediate action.

Critical Editorial

- The editorial writer condemns a despicable act that has taken place.

Humorous Editorial

- Editorial intended to lighten the seriousness of the editorial page and inject an element of amusement.

Newspaper Layout

- The layout should help the reader read faster and read more of what has been written on all pages.
- The four guiding principles of design and layout are: balance, contrast, proportion, unity.

Pagination

- The process of producing good page layouts for a given material.
- It includes – distributing the given material to a range of pages
-preparing the presentation of a material.

MODULE 5: PUBLIC RELATIONS

Public Relations

- It is the planned and sustained effort to establish and maintain goodwill and understanding between an organization and its publics.

History of PR

- **Press agency/publicity model** – it aims to secure coverage for a client. This type of PR is common in show business, celebrity PR where individuals are promoted through media coverage.

- **Public Information Model** – also known as one way model. It doesnot seek to persuade the audience or change attitudes.
- **Two-way Model of PR** – This model introduces the idea of feedback.this model was championed by Edward Bernays.
- **Two-way Symmetric PR** – in this approach , research would be used not only to shape messages but also to figure out how the organization could position itself to please its target audience.

Role and Function of PR

- **Fact Finding** – Study the problems confronting an organization. This helps the PR to work out the objectives.
- **Planning** – planning include the means of communication, an estimate of cost and requirement of manpower.
- **Implementation** – the plans are executed to the target audience.
- **Evaluation** – evaluation is the analysis of how the plan worked.

Tools of PR

External Tools

- Press
- Television
- Radio
- Films
- Outdoor Media
- Oral Communications

Internal Media

- Printed Literature
- Annual Reports
- Direct Mail
- Meetings
- Speeches

Internet as a PR tool

- **World wide websites** – provide a forum for organizations to tell what they do, publicise projects and advocate policies.
- **Social Media** – it is a great public relation resource. Helps to build a relationship with the target audience.

House Journal

- It is a forum for exchange of views and vision of organization and its employees.

Qualities of PRO

- Awareness
- Research skills
- Quick and agile
- Creativity
- Communication skills
- Multitasking
- Computer skills
- Media management

PRSI – Public Relation Society of India

IPRA - International Public Relations Associations

PR activities of Kerala Government

- Information Public Relations Department (IPRD) is the nodal agency of Government of Kerala. It disseminate information to the public.
- Publicizing various schemes, policies, programmes etc.
- Gives wide publicity to developmental and welfare programmes.
- Content management of official webportal of Government of Kerala.

Corporate Communication

- It is the communication issued by a corporate or organization to all its publics.
- Serves as a link between an organization and its publics.

Corporate Social Responsibility CSR

- It is the corporation's initiative to assess and take responsibility for the company's effects on environmental and social wellbeing.

MODULE 6: ADVERTISING BASICS

Definition of Advertising

- The Advertising Standards Council of India (ASCI) defines an advertisement as a paid form of communication, addressed to the public or a section of it, the purpose of which is to influence the opinions or behavior of those to whom it is addressed.

Evolution of Advertising

- Trademarks: Skilled craftsmen placed their individual marks on goods like vessels, pottery, leather goods etc. As the reputation of one particular artisan spread by word of mouth, his/her goods also became popular.
- Signs: Few people could read in the ancient days and merchants used symbols and signs carved in stone, clay or wood and displayed them prominently to inform customers of the availability of goods.
- Town criers: In ancient Egypt and Greece merchants hired town criers, a group of professional criers, to walk through the streets and announce the arrival of ships and cargo.

Functions of Advertisements

- Source of information: Ads inform people just as news stories. It can be seen as an essential part of a modern-day, consumerist society and is a very effective way of informing us about new products. People use advertising to gather information before making buying decisions
- Encourages competition: Advertisements encourage competition by lowering information cost. It also encourages product quality through clear brand identification.

- Maintains independence : Advertising enables both print and broadcast media to maintain independence from government, political parties and other vested interests through the revenue it generates
 - Promotes economic growth: Advertisement stimulates demand and encourages people to spend more. This encourages production and consumption
 - Encourages invention: On account of stiff competition companies invest a lot on research and development (R&D). This results in the invention of new products or upgrading of the existing products.
 - Creates awareness: Over the years advertising has been a very effective way for government and its various agencies to provide public information about national integration, pulse polio vaccination, family planning, safe sex, dangers of alcoholism etc. The government is one of the major advertisers in this country.
- 1) 7) Provides employment: Advertising is a gigantic business and the turnover exceeds millions of rupees annually. As a result, advertising provides employment to several thousands of advertising professionals and allied personnel.

Effects of Advertising

- Advertising works on our insecurities The advertisement implies that if we buy that product we will look like the models or lead the type of life shown in the advertisements. Advertising always works on our insecurities and making us constantly aspire to something new.
- Advertising promotes unrealistic and dangerous role models There has been a considerable amount of debate in recent years over the effects of super waif and heroin-chic images of models in ads. It is said that the constant representation of ultra-thin models in advertisement has led to an undermining of girls' self-esteem and eating disorders.
- Advertising revenue can direct programming some commentators suggest that there has been a general shift towards more popular, market-friendly, film-based programmes that attract younger audiences and so raise advertising income.

- Advertising demeans and corrupts culture According to media critics, problems arise when important aspects of human existence are reduced to the consumption of brand-name consumer products. Being a good mother is as simple as buying a bottle Horlicks. Prestige is driving a Corolla car. Success is smoking Wills cigarettes.
- Advertisements compel people to buy things that they do not want Advertising creates the desire to possess and use articles which we do not really need. It multiplies our needs by playing upon our weaknesses and sentiments. Thus advertisements make us spend beyond our limits.
- Consumers have to bear the cost of advertising the advertiser who spends a huge amount of money to promote a product passes on the advertising expenses to the consumers. Some companies spend up to 40 % of the selling cost on advertising.
- Advertising exploits children According to an estimate an average child sees more than 30,000 television commercials and print ads a year.
- Advertisement tends to develop monopolies Advertising creates a brand image and puts the product in a class by itself. The brand image is like a protective wall around the product. Hence it is difficult for other brands to penetrate this wall.
- Advertising is intrusive many critics find fault with advertising for its intrusiveness. Advertising is everywhere, and it interferes with and alters our experience. Giant flex-board advertisements change the look of cities.

Types of advertising

- Institutional or corporate advertising Companies do more than just sell products; companies also promote their names and reputations. If a company name inspires confidence, selling its products is easier. Some institutional or corporate advertising promotes only the organization's image, such as Indian Oil salutes the Indian Team.
- Trade or professional advertising typically found in trade and professional publications. Messages aimed at retailer do not necessarily push the product or brand but rather promote product, issues of importance to the retailer - volume, marketing support, profit potential, distribution plans, and promotional opportunities.
- Retail advertising a large part of the advertising we see every day focuses on products sold by retailer like Bata, Popular Vehicles. Ads are typically local, reaching consumers where they live and shop.

- Classifieds these provide information in a dry matter of fact manner. Information such as job vacant, job wanted, about births, deaths, engagements; matrimonial, etc. are examples of classified ads. The approach here is more direct and information oriented.
- Direct market advertising Product or service advertising aimed at likely buyers rather than at all consumers is called direct market advertising. These targeted consumers are reached through direct mail, catalogues, and telemarketing.
- Public service advertising that does not sell commercial products or service but promotes organisations and themes of importance to the public is public service advertising. Campaigns for AIDS awareness, Drug abuse, safe driving, family planning etc are examples of this add

Advertising Agency

An advertising agency is an independent business organisation that develops, prepares and distributes advertisements in media. The goal of an advertising agency is to make advertisements succeed in order to improve the performance of a company, its brand image and its business. There are four important departments in an advertising agency. They are :

- 1) Accounts department this department comprises a manager, account directors and account executives. This group plans, schedules and manages the works in the ad agency. It also coordinates the art work, gets approval for the art work from the client and places the advertisements in the media.
- 2) Creative department This department consists of creative directors, copy writers, art directors and production managers. This department gets ready the ideas, layouts, visuals, texts and thumbnail sketches of advertisements.
- 3) Media department this department selects the most effective media to channelise the advertisement. It also advises the clients about the relative advantages and disadvantages of various media units. The media department makes the decisions about where and when to place ads and then buys the appropriate time or space.
- 4) Research department Market research tests product viability in the market, the best venues for commercial messages, the nature and characteristics of potential buyers, and sometimes the effectiveness of the ads.

Directorate of Advertising and Visual Publicity (DAVP)

- DAVP is the primary multimedia advertising agency of the Central Government to inform people about Government's activities, policies and programmes and to motivate them to participate in developmental activities.

Advertising Standards Council of India (ASCI)

- Advertising Standards Council of India, a voluntary association of advertisers, advertising agents, printers and newspapers. Its headquarters is in Bombay. ASCI's primary goal is to maintain and enhance the public's confidence in advertising. ASCI endeavors to achieve compliance with its decisions through reasoned persuasion and the power of public opinion.

Advertising campaign

- The term campaign is applied to systematic efforts to elect a political candidate, to raise a fund or persuade people to buy soaps, automobiles, mobiles phones etc. The important principles in all these are the same: planning, management, execution and evaluation. Advertising campaign is a systematic and sustained effort to boost the sales or to enhance the reputation of a company.

MODULE 7: COPYWRITING PRACTICES

Copywriting

- An advertising copy refers to the text of a print, radio, or television advertising message. It can also be defined as the use of words to promote a person, business, opinion or idea. The term copywriter is a person who engages in promotional writing (advertisements) for print, radio, television or other media.

Elements of an Advertising Copy

- **Powerful headline** The headline of an advertising copy is said to be the most important element. The headline of an advertisement will normally present a selling idea or will lead people to read of the advertisement.
- **Sub-head** Sometimes important facts may have to be conveyed to the reader and it may require more space than what should be ideally used for the headline. In order to give prominence to such formation it can be put in smaller type than the headline, known as a subhead.
- **Body Copy** The body copy refers to the text in the advertisement which contains details regarding the functions of the product/service and its benefits. The body copy can be short or long depending on how much information the company is willing to tell the reader.
- **Captions** Captions are the small units of type used with illustrations, coupons and special offers. These are generally less important than the main selling points of the advertisement in the body copy and are usually set in type sizes smaller than the text.
- **Blurb** A blurb or a balloon is a display arrangement where the words appear to be coming from the mouth of one of the characters illustrated in the advertisement.
- **Boxes and Panels** Boxes or panels are, in fact, captions placed in special display positions so as to get greater attention. A box is a caption that has been lined on all sides and singled out from the rest of the copy. Boxes and panels are generally used in advertisements containing features such as coupons, special offers and consumer contests.
- **Slogans, Logo Types and Signatures** A slogan may refer, for instance, to the age of the advertiser's firm, meant for inclusion in every advertisement. A symbol of the company name, seal or trademark is called logotype and is a typical feature of most advertisements. It is also referred to as signature, indicating identification of the company or the brand, address, phone numbers, websites etc.
- **Strapline** A 'strapline' or 'tag line' usually appears underneath the logo. The strapline summarizes the product's benefits in a memorable way. Straplines often make good headlines because they summarize a major benefit in a pithy way.
- **Extras** Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

Copy writing for broadcast commercials

- The ad copy for broadcast media - radio and television - will have to be different from the print versions. Radio commercial message usually contains words, music and sound effects. Radio advertisement should “paint pictures/images” among the listeners with words, music and sound effects in 20 or 30 seconds.

Jingle

- A jingle is a memorable short tune with a lyric broadcast used in radio and television commercials, which are usually intended to convey an advertising slogan. They are also utilised for radio station, television channel and programme identification purposes. The main role of an advertising slogan or radio jingle is to create an identity for the brand.

Online advertising

- Is a form of promotion that uses the Internet and World Wide Web for delivering messages. The major benefit of online advertising is the instant communication of information and content that is not limited by geography or time. Online advertising allows for the customization of advertisements, including content and posted websites.

Types of online advertisements

- Web banner ad: This type of advertising is very similar to banner advertising we see on the road. The web banner advertisements are placed on the horizontal strip on the top of the web page. They attract attention due to the images and graphics placed through the banners. These web banners ads when clicked, leads you to advertiser’s web page.
- Expanding ad: An ad which changes size and which may alter the contents of the webpage.
- Polite ad: A method by which a large ad will be downloaded in smaller pieces to minimize the disruption of the content being viewed
- Wallpaper ad: An ad which changes the background of the page being viewed.
- Trick banner: A banner ad that looks like a dialog box with buttons. It simulates an error message or an alert.
- Pop-up: A new window which opens in front of the current one, displaying an advertisement, or entire webpage.

- Pop-under: Similar to a Pop-Up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.
- Video ad: Actual moving video clips are displayed.
- Map ad: text or graphics linked from, and appearing in or over, a location on an electronic map such as on Google Maps.
- Mobile ad: an SMS text or multi-media message sent to a cell phone.

