



[Glossary]

Effective Advertising Message – II

Subject:	Business Economics
Course:	B. A. (Hons.), 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 621 Elective PaperM2 – Advertisement & Branding
Unit No. & Title:	Unit – 3 Effective Advertising Message
Lecture No. & Title:	Lecture – 2 Effective Advertising Message – II

Glossary

Call-outs

Sentences that float around the visual

Care words

Search words which would optimize the website for search engines

Casting

Selecting the right actor for each role in the commercial

Headline

A phrase or sentence that serves as the opening to the advertisement

Online advertising

Advertising on various websites using the internet

Props

Articles other than costumes and scenery that are used in a commercial

Slogan

A distinctive catch phrase that serves as a motto for a campaign, brand or company

Story board

A graphic organizer of a series of action depicted frame by frame along with audio-video elements

TVC

Television commercial

Vignette

A series of small situations woven around a particular product or service using music and sound effect