

*Placed at the meeting of  
Academic Council  
held on 11.03.2020*

**APPENDIX - B**  
**MADURAI KAMARAJ UNIVERSITY**  
*(University with Potential for Excellence)*

**Syllabus for New Course in**  
**M.Sc. (Visual Communication)**  
**Semester Pattern – CBCS**  
**( With effect from the academic year 2020-21 )**

**REGULATIONS, SCHEME OF EXAMINATION AND SYLLABUS**

The programme - **M.Sc. (Visual Communication)** is offered at a time when the country is rapidly expanding its communication infrastructure especially that of the electronic media. The 'liberalization' of the airwaves led to a proliferation of satellite television channels increasing both communication infrastructure and demand for software. Despite the multiplicity of TV channels and programming options, there still remains an enormous need for innovative non-fiction/fiction programming and documentaries addressing issues of social concern and education. The **M.Sc. (Visual Communication)** aims to create a generation of graphic designers, filmmakers and media professionals who would be inspired to address this need.

Recent announcement by the Central Govt., to start 300 FM Radio Stations in the country has opened new job avenues. In the coming years this will throw up challenging job opportunities for the aspiring students in the nuances of radio program production. A number of TV channels and Radio Stations and Print media have come up recently and realizing the need for the manpower in the coming years.

**AIM**

**M.Sc. (Visual Communication)** is a well conceived programme aimed at giving full-fledged training in all nuances of Journalism, radio, television and multimedia production offers training in the field of Print Journalism, Camera, Editing, Script Writing, Lighting, News Production, News reporting, News reading, News anchoring, New Media Production and e-content development etc., for those students who are aspiring to be academically sound and professionally challenging.

**OBJECTIVES**

1. To provide an education that would enable the students to hold responsible positions in a diversity of media related industries.
2. To provide students for entry-level careers as competent media professionals who are able to deploy media technology and specialized technical personnel towards a collaborative media production process.
3. To seek to cultivate intellectual curiosity, a sense of community professional attitude and striving for innovation and experimentation.

- To help its students to hold leadership positions in various T.V. channels, production houses, media research and educational institutions.

**PURPOSE :** To produce media professionals with high quality competencies to work in the field of television, film, New Media and other media establishments with a sound knowledge of electronic media related communications that can be applied to develop and produce content for documentaries, television programs, Ad films and corporate videos.

### **CAREERS AND OPPORTUNITIES**

At the end of the Undergraduate Programme the students will be well versed with contemporary TV Production and will be ready to enter into careers in Television and other related media industries.

- In the TV industry – TV news Producers, Anchors, Scriptwriter, Research persons, Video editors and Audio Engineers.
- In the Film Industry- Assistant Directors, Assistant Producers and Camera persons.
- In the Radio Industry- Radio Jockeys, Audio engineers and Program producers.
- In the Advertising, PR and Corporate Industry- Media Programmers, Copywriters, Creative executives, Campaign planners.
- Freelancers for documentary filmmaking.
- Academicians and Research Scholars at the Post-graduate level.

### **ELIGIBILITY FOR ADMISSION:**

A candidate for admission to M.Sc. Visual Communication shall be required to have passed in any Bachelor's Degree with 10+2+3 pattern.

### **CORE SUBJECT PAPERS:**

<b>S.No</b>	<b>Semester</b>	<b>Core Paper</b>
1.	I	Communication Theories
2.	I	Contemporary Media Scenario
3.	I	Photography (Theory)
4.	I	Photography (Practical)
5.	II	Media Culture and Society
6.	II	Writing for Mass Media
7.	II	Television Production (Theory)
8.	II	Television Production (Practical)
9.	III	Communication Research Methods
10.	III	Media Law and Ethics
11.	III	Communication for Development
12.	III	Film Studies
13.	III	First Internship – 4 Week Production Houses/Radio & TV Channels

14.	IV	Second Internship – 4 Week Production Houses/Radio & TV Channels
15	IV	Dissertation
16	IV	Documentary/Short Film (Practical)

**SUBJECT ELECTIVE PAPER:**

S.No	Semester	Elective Paper
1.	I	Computer Graphics
2.	II	Women and Media
3.	III	Non-Linear Editing (Practical)
4.	III	Media Education (NME)
5.	IV	Advertising and Corporate Communication

**UNITIZATION :** Each Subject is segregated into five units with each unit consisting of equal distribution of major concepts.

**PATTERN OF SEMESTER EXAM :** Examination will be conducted at the end of each semester. Each Semester has two patterns of examination namely Internal (25 marks) and external (75marks).

**SCHEME FOR INTERNAL ASSESSMENT:**

The Internal assessment will be as follows:

Test	=	10Marks (Average of the best two tests)
Assignment	=	5 marks
Seminar	=	5 marks
Guided Group Discussion	=	5 marks
Total	=	25 marks

**EXTERNAL EXAM :** External Examination will be conducted as semester exams as per University norms with common question paper for all affiliated colleges.

**QUESTION PAPER PATTERN :** The pattern of Question paper will be as follows :

**Time: 3 hrs.**

**Max. Marks: 75**

**Section A: (10 X1 = 10 marks)**

**Question No. 1 to 10 (Multiple Choice)**

- 1) Two Questions from each unit.
- 2) Four Choices in each question
- 3) No “None of These’ Choice should be given.

**Section B: (5 x 7 = 35 marks)**

Answer all the questions choosing either (a) or (b)

Answers not exceeding two pages

- (One question from each unit)
- 11 (a) or 11 (b)
  - 12 (a) or 12 (b)
  - 13 (a) or 13 (b)
  - 14 (a) or 14 (b)
  - 15 (a) or 15 (b)

**Section C: (3x10=30 marks)**

Answer not exceeding four pages

Answer any three out of five (one question from each unit)

Question 16 – 20.

**SCHEME FOR EVALUATION :** External Evaluation is done at the University level by Central Evaluation Procedure.

**PASSING MINIMUM :**

Internal Maximum	External Maximum	Internal Passing Minimum	External Passing Minimum	Aggregate passing minimum
25	75	No Passing Minimum	34	50

**MODEL QUESTION PAPER**  
**M.Sc. (Visual Communication)**  
Semester Pattern - CBCS  
**COMMUNICATION THEORIES**

**Time: 3 hrs.**

**Max. Marks: 75**

**PART-A**

**(10x1=10)**

**Choose the best answer:**

- 1.-----presented the mathematical model of communication.
  - a) Weaver and Charles Hugg
  - b) David Becham and D.J. Reed
  - c) Teg Blues and Tom Morrison
  - d) Shannon Weaver
2. Aristotelian model of communication does not have -----
  - a) feedback
  - b) listeners
  - c) speaker
  - d) speech
3. According ----- of media, the media are a means of mental production of the ideology.
  - a) Libertarian theory
  - b) Authoritarian theory
  - c) Soviet Media theory
  - d) Social Responsibility theory
4. The Shannon and Weaver Model of Communication is -----
  - a) modular
  - b) circular
  - c) linear
  - d) non-linear
5. ----- introduced the concept of **Noise** in his model of communication.
  - a) Wilbur Schramm
  - b) George Gerbner
  - c) Charles Gerbner
  - d) The Shannon and Weaver Model

6. When was the normative theory of mass communication introduced first?  
 a) in 1963                                      b) in 1973  
 c) in 1970                                      d) in 1975
7. Agenda Setting theory is closely connected with -----  
 a) Gate-keeping theory                                      b) Normative theory  
 c) Social Responsibility theory                                      d) Marxian theory
8. In Social Responsibility theory ----- are perceived as fulfilling a role of public stewardship.  
 a) Politicians                                      b) Authoritarians                                      c) Socialists                                      d) media

**9. Match the following and choose the correct panel**

- |                         |                               |
|-------------------------|-------------------------------|
| a. Democratic society   | 1. Government control         |
| b. Normative theory     | 2. Inequality and oppression  |
| c. Authoritarian theory | 3. Free and independent media |
| d. Critical theory      | 4. Action with set-norms      |

- a) 3a b) 4b c) 2c d) 1d      b) 3a b) 4b c) 1c d) 2d  
 c) 4a b) 3b c) 1c d) 2d      d) 1a b) 2b c) 4c d) 3d

**10. Assertions and Reasoning**

**Assertion:** (A) Media power is generally symbolic and persuasive in nature.

**Reason:** (R) Because media can actually control the minds of readers and viewers

- a) Both Assertion and Reason are true statements and the reason is an adequate explanation for the assertion.
- b) Both Assertion and Reason are true statements but the reason does not explain the assertion
- c) Assertion is a true statement and reason is a false statement.
- d) Both Assertion and Reason are false statement.

**PART - B (5x7=35)**

**Answer any FIVE of the following**

11. a. Explain about Mass Communication Process

(Or)

b. What is Group Communication? Give one Example for Group Communication?

12. a. Describe on Agenda setting theory

(Or)

b. What are the uses of Gratification theory?

13. a. Write shorts notes on Libertarian theory

(Or)

b. Write shorts notes on Soviet media theory

14. a. Explain about David Berlo's Model of Communication

(Or)

b. Explain Osgood and Shramm Model

15. a. What are the Mass media being hold the Children's life today? Explain about its merits and demerits?

(Or)

b. Write about Media ecology

**PART – C**

**(3x10=30)**

**Answer any THREE of the following**

16. Explain Theory of Cultivation.

17. Elaborate the types of Mass Communication and discuss its power in the contemporary world?

18. What are important elements needs for effective Communication?

19. Explain in details the normative theories of Media.

20. How Mass media are helped to save our environmental awareness?

21. Discuss on Television, Print media and Social media only?

**TEACHING METHODOLOGY :** To enhance the quality of students through creative and effective teaching the following teaching methodologies by classroom teaching methods, Practical training, Power Point Presentation classes, Guest lectures, Demonstrations and Internship for 22 weeks and study tour programmes.

**TEXT BOOKS :** The text books are mentioned below each individual paper.

**REFERENCE BOOKS:** The reference books are mentioned below each individual paper.

**RETOTALLING AND REVALUATION PROVISION :** Revaluation and re totalling shall be pursued by submission of respective application forms duly filled and authorised by the head of the Institution as per University norms. The applications must reach the University within the stipulated time frame as set by University.

**TRANSITORY PROVISION :** The revision of syllabus shall be done once in three years for better enhancement and updates.

**M.Sc. (Visual Communication) Semester Pattern - CBCS  
SCHEME OF EXAMINATIONS**

First Semester						
Study Component	Course	Credit	Hour	Internal	External	Total
Core Subject	Communication Theories	4	4	25	75	100
Core Subject	Contemporary Media Scenario	4	4	25	75	100
Core Subject	Photography (Theory)	4	4	25	75	100
Core Subject	Photography (Practical)	4	4	40	60	100
Elective Subject	Computer Graphics	3	3	25	75	100
<b>Total</b>		<b>19</b>	<b>19</b>			<b>500</b>

<b>Second Semester</b>						
<b>Study Component</b>	<b>Course</b>	<b>Credit</b>	<b>Hour</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
Core Subject	Media Culture and Society	4	4	25	75	100
Core Subject	Writing for Mass Media	4	4	25	75	100
Core Subject	Television Production (Theory)	4	4	25	75	100
Core Subject	Television Production (Practical)	4	4	40	60	100
Elective	Women and Media	3	3	25	75	100
<b>Total</b>		<b>19</b>	<b>19</b>			<b>500</b>

\* First Internship – Production Houses/Radio & TV Channels - 4 Week Period – During Second Semester Vacation

<b>Third Semester</b>						
<b>Study Component</b>	<b>Course</b>	<b>Credit</b>	<b>Hour</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
Core Subject	Communication Research Methodology	4	4	25	75	100
Core Subject	Media Laws and Ethics	4	4	25	75	100
Core Subject	Communication for Development	4	4	25	75	100
Core Subject	Film Studies	4	4	25	75	100
Elective	Non-Linear Editing (Practical)	3	3	40	60	100
Core Subject	First Internship – 4 Week Production Houses / Radio and TV Channels	5	5	25	75	100
Non-Major Elective	Media Education	5	5	25	75	100
<b>Total</b>		<b>29</b>	<b>29</b>			<b>700</b>

\* Second Internship – Production Houses/Radio & TV Channels - 4 Week Period – During Third Semester Vacation.

<b>Fourth Semester</b>						
<b>Study Component</b>	<b>Course</b>	<b>Credit</b>	<b>Hour</b>	<b>Internal</b>	<b>External</b>	<b>Total</b>
Core Subject	Second Internship – 4 Week Production Houses/Radio & TV Channels	5	5	25	75	100
Core Subject	Dissertation	5	5	25	75	100
Core Subject	Documentary/Short Film Practical	10	10	40	60	100
Elective	Advertising and Corporate Communication	3	3	25	75	100
<b>Total</b>		<b>23</b>	<b>23</b>			400

## **SEMESTER I COMMUNICATION THEORIES**

**Hours : 4**

**Credits: 4**

### **COURSE OBJECTIVE**

- To provide a theoretical understanding of various approaches to mass communication theories.
- To enable the students to understand the evolution, nature and facets of communication

### **UNIT I: INTRODUCTION TO COMMUNICATION**

Communication – Definition – the need for communication –Types of communication – Functional requirements of society – Elements of communication– Function and uses of communication.

### **UNIT II: THEORIES OF COMMUNICATION – I**

Sociological Theories – Social learning theory – Agenda setting theory–Uses and gratification theory–Dependency theory–Theories of persuasion – Hypodermic bullet theory – Individual difference theory – Cognitive theory – Personal influence theory.

### **UNIT III: THEORIES OF COMMUNICATION –II**

Normative theories – Authoritarian theory (Gulf) – Libertarian theory (America, U.K.) – Social responsibility theory (India) – Soviet media theory (Russia) – Democratic participant media theory (Third World Countries).

### **UNIT IV: MASS COMMUNICATION MODELS**

Harold D. Lasswell’s model – Shannon and Weaver’s model – Osgood and Schramm’s model – Bolton and Cleaver’s model – George Gerbner’s model –Theodore M.Newcombs model – Berlo’s model – Dance’s Helical Model – Kite Co-orientation Model.

### **UNIT V: SOCIOLOGY OF COMMUNICATION**

Powerful Model Theory – System Theory – Convergence Theory – New Media Theory – Sociological Theory – Digital age.



## **TEXT**

Mass communication theories, an introduction, MC Quail, Dennis, Sage Publications, London (1987) .

## **BOOKS FOR REFERENCE**

Media, Home and Family, Hoover, M. Stewart, Clark Schofield, Lynn, Alters, F. Diane, Taylor and Francis group, USA (2004).

Communication theories and Models, Andal, N., Himalya, Bombay (1998).

Communication in the Digital Age, Raj, A.N., Authors Press, New Delhi (2000).

Communication management, Diwan, Parag, Deep and Deep publication, New Delhi (1997).

Media and Mass Communication, Bhattacharjee Shymali, Kanishka Publishers, New Delhi (2005).

### **Course Outcome:**

At the end of the course, learners will be able to:

**CO 1:** Construct of core knowledge in Communication Theories.

**CO 2:** Relate the different sort of Broadcast Media.

**CO 3:** Understand the theoretical knowledge on communication from the normative period to the present practices.

**CO 4:** Acquaint with the mass communication models and sociology of communication.

## **SEMESTER I CONTEMPORARY MEDIA SCENARIO**

**Hours: 4**

**Credits: 4**

### **COURSE OBJECTIVE**

- To study the history and development of communication media in India
- To enable the students to understand the evolution, nature and facets of communication media.

### **UNIT-I:**

Print medium – Newspapers and Magazines – types of newspapers and magazines: General and specialised – structure and functioning of newspapers and magazines– technological developments – competition, content and style of English and Tamil language newspapers and Magazines– and overview.

### **UNIT-II:**

Radio as a medium of mass communication – types of ownership: Private and Public Organisational structure and functioning – FM broadcasting and the audiences: Programming Content and style– a critical review.

### **UNIT-III:**

Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati– an introduction.

#### **UNIT– IV:**

Origin and development of Indian cinema. Film industry. Film censorship. Hollywood and Indian film trends. National Film Development Corporation. Documentary films. Future of film as a medium of entertainment – Film audiences – critical review of noted regional/national films.

#### **UNIT–V:**

New Media – Information age, knowledge society and global media and audiences – New media technologies – digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges.

#### **BOOKS FOR STUDY**

Keval J Kumar “Mass Communication in India “ Jaico pub. Bombay. 1998.

#### **Books for Reference**

Arvind Kumar(1999 )The Mass Media. New Delhi. Anmol Publications.

Parthasarathy, Rangasamy(1995)Journalism in India. New Delhi. Sterling Publications.

Chatterji. P.C.( 1997) Broadcasting in India. New Delhi. Sage Publications.

Shrivastava,KM.( 1989) Radio and TV Journalism. New Delhi. Sterling Publications.

Arandhai Narayanan(1981) TamizhCinemavinKadhai. Chennai. New Century Publications.

#### **Course Outcome:**

At the end of the course, learners will be able to:

**CO1:** Understand the types and development of Print, Newspapers and Magazines

**CO2:** Comprehend the ownership, programming content and style of FM Radio

**CO3:** Identify television as mass medium

**CO4:** Have knowledge about origin and development of Indian cinema

**CO5:**Get acquaintance with new media, digital revolution, issues and future challenges of new media

### **SEMESTER– I PHOTOGRAPHY (THEORY)**

**Hours: 4**

**Credits: 4**

#### **Course Objectives:**

- To define the photography and its types.
- To explain the mechanism of camera and lighting methods.
- To illustrate the basic knowledge about photo editing software.
- To make use of the editing techniques in their assignments.

**UNIT – I :** Brief History of Photography, Types of photography, Visual Perception and Aesthetics.

**UNIT – II :** Basics of Camera, tools-camera types, SLR Cameras, parts of SLR camera, DSLR and function, Features of modern camera, types of lenses, film types/ film speed, lenses- types of lenses and tripod.

**UNIT – III :** Lighting- types of lighting- in-door and out- door, Lighting techniques, fluorescent lighting, existing light- filter and flashes.

**UNIT – IV :** Introduction to digital photography- manual and auto setting, advantages in digital, differences between film photography and digital photography, advance techniques in digital photography.

**UNIT – V :** Introduction to photo editing software's- Photoshop, illustrator etc, Masking and morphing, Special effects techniques- etc., manipulation of images, framing and trimming, Digital file format- exporting techniques.

**References:**

1. John Hedgecoe, John Hedgecoe's Basic Photography, Collins and Brown,1993.
2. John Freeman, Practical Photography, Smithmark,1995.
3. Francis Reid, The stage Lighting, A&C Black,1987.

**Course Outcome:** At the end of the course, learners will be able to:

**CO 1:** Construct the core knowledge in basics Photography.

**CO 2:** Relate the different sort of cameras and its exporting techniques.

**CO 3:** Gain knowledge in photo editing software.

**CO 4:** Construct the deep knowledge in lighting.

**SEMESTER– I**  
**PHOTOGRAPHY (PRACTICAL)**

**Hours: 4**

**Credits: 4**

**COURSE OBJECTIVES:**

- To acquire basic and practical skills of photography
- To understand and practice the mechanism of camera and lighting methods.
- To specialise the basic knowledge about photo editing software.
- To get the skills of the editing techniques in their assignments.

Photography record should contain at least 15 black and white and 15 colour photographs. Each exercise should include all the necessary details (colour, exposure time, lens types etc.). Final practical examination will test students' knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (Minimum):

**Exercises:**

1. Landscape (scenic, people, birds/animals, monuments)
2. Portraits
3. Photo feature, photo language
4. Environmental exposure
5. Silhouette
6. Freezing movement
7. Panorama
8. Montage
9. Indoor photography
10. Industrial Photography
11. Special effects

**COURSE OUTCOME:** At the end of the course, learners will be able to:

**CO 1:** Acquire basic and practical capacity of photography.

**CO 2:** Understand and practice the mechanism of camera and lighting methods.

**CO 3:** Specialize the basic knowledge about photo editing software.

**CO 4:** Get the skills of the editing techniques in their assignments.

## **SEMESTER I COMPUTER GRAPHICS**

**Hours: 3**

**Credits: 3**

### **COURSE OBJECTIVE**

- To understand computer graphics and use the techniques of drawing on screen to produce the desired computer art and design.
- To practice animation techniques

**UNIT I: INTRODUCTION TO COMPUTER GRAPHICS & DRAWING IN MS PAINT :** Fundamentals of images – bitmap vs vector based graphics – Graphics through computer language – dot graphics – polygons – line drawing – circle creation – ellipse making – figure filling –Fundamentals of Drawing – Lines, Shapes and shades. – Disadvantages highlighted in MS Paint –Functions required of a Graphics creation and image editing software –An introduction to various Graphics software.

**UNIT II: ADOBE ILLUSTRATOR :** Introduction to vector graphics –Vector file size advantage and demonstration – Advantages and disadvantages of vector graphics – Importance of Vector Graphics in the web medium –The page as a canvas –Changing Page space and rulers, margins etc –The toolbox (Elaborate practically on every tool) –Basic Drawing tools in Illustrator –Fill types and gradients –Colour palettes and related techniques –Drawing curves and artsy text –Drawing various shapes with different tools –Creating Shadows and manipulating them –Importing images into Illustrator, cropping them and placing them in containers –Fitting text to paths –Pagination tools (Exercise to create a brochure or paper publication) –Settings for digital printing.

**UNIT III: ADOBE PHOTOSHOP CS :** Introduction to Raster graphics –Image size, and types of images –Advantages and disadvantages of raster graphics –Importance of Raster Graphics and compression in the web medium –Introduction to Adobe Photoshop as an industry standard in bitmap editing and Static FX –The Adobe Photoshop edition sequence and advances –Creating a new file –Importing an image on to the file –Creating Layers and manipulating them –Brushes and various tools –The toolbox (Elaborate practically on every tool) –Image Manipulation techniques –Image cropping and related tools –Shape creation and usages –Fill types and gradients –Colour palettes and related techniques –The pen tool for selection and drawing –The filter effects in Photoshop –Creative usage of layers to hide and mimic –Use of many layers to prepare a realistic collage with different images – Realistic touching of photographs to desired effect –Typography in Photoshop –Manipulating text and related effects –Settings for digital printing. RGB, CMYK conversion issues –Exporting for web & print.

**UNIT IV: ADOBE FLASH 8 :** What is Animation –Difference between 2d and 3d animation –Evolution of the art of animation –A simple animation (page flip animation, can later be compared to frames) –A brief history of Flash –Vector and raster graphics in animation –The flash workspace –Tools of Flash –A simple sequential animation –Screen size and scaling –Creation of layers and various operations within layers –Creation of movie clip, symbols, buttons etc and encapsulation into main movie –A simple working movie – Interactivity in flash –Action Scripts – Creating a small conceptual flash animation (Ad, Movie, Banner)

## **UNIT V: PRACTICAL**

### **BOOKS FOR REFERENCE**

Gregory Georges: Photoshop Ver(8) CS Professional Tricks and Techniques, Unique Colour Carton Offset Printers, New Delhi–4.

Stephen House: Photoshop CS, LP Editorial Board, Lawpt’, Blue Line Printing Industries, Kolkata, 2004.

Ted Alspach and Kelly L. Murdock: Illustrator 10 Bible Hungry Minds Inc., Newyork.

Nick vandome, Flash MX in easy steps, Himachal Impressions, New Delhi, 2003.

**Course Outcome :** At the end of the course, learners will be able to:

**CO1:** Providing exposure to the fundamentals of images and drawing.

**CO2:** Gain knowledge on texturing 2d and 3D models.

**CO3:** Gain key knowledge on key frame animation and rigid body animation with lighting.

**CO4:** Understand the concepts of layer management in live footage.

**CO5:** Providing exposure to differentiate between 2d and 3d animation.

## **SEMESTER– II MEDIA CULTURE AND SOCIETY**

**Hours: 4**

**Credits: 4**

### **Objectives:**

- To explain the concepts in culture and society.
- To analyze the media audience.
- To explain the effects of mass media.
- To illustrate various approaches to media analysis.

**UNIT I :** Why study mass media? Understanding mass media, characteristics of mass media, effects of mass media on individual, society and culture based issues, power of mass media and media in the social world.

**Unit II :** Media audience – definition and types of audience, media audience analysis, active vs. passive audience, theories of audience- Uses and Gratification, Uses and Effects, Media as Hypodermic Needle, Multi step Flow, Social Learning, Cultivation Theory.

**Unit III :** Media as text approaches to media analysis – Marxist, Semiotics, Sociology, Psychoanalysis, Media and realism, class, gender, race and age.

**Unit IV :** Media as conscious industry, social construction of reality by media, rhetoric of image, narrative, media myths (representation, stereotypes) cultural studies, approach to media, audience as textual determinant, audience as readers, audience positioning.

**Unit V :** Media and Popular Culture – Culture and sub culture, popular texts, popular discrimination, politics popular culture vs. people’s culture, celebrity industry- personality as brand name, hero worship, acquisition and transformation of popular culture.

**References:**

1. Potter, James W. (1998) Media Literacy, Sage Publications.
2. Gross berg, Lawrence et. Al (1998) Media a Making: Mass Media in a Popular Culture.
3. Berger, Asa Arthur (1998) Media Analysis Technique, Sage Publications.
4. McQuail, Dennis: McQuail’s Theories of Communication.
5. Littlejohn: Theories of Human Communication.
6. Fiske, John: Introduction to Communication Studies.
7. McQuail, Dennis: Audience Analysis.
8. Rayner, Wall and Kruger: Media Studies: The Essential Introduction.
9. Baran and Davis: Mass Communication Theory.
10. Fiske, John: Understanding Popular Culture.
11. Windahl and Others: Using Mass Communication Theory.

**Course Outcome:**

- CO 1:** Construct of core knowledge in characteristics of mass media.
- CO 2:** Relate the different sort of Media audience and its theories.
- CO 3:** Perceive the strategy approach to media
- CO 4:** Understand the Media and Popular Culture.

**SEMESTER – II  
WRITING FOR MASS MEDIA**

**Hours: 4**

**Credits: 4**

**COURSE OBJECTIVE**

- To enable the students to write effectively for various media.
- To enable the students to learn techniques and rules of good writing and apply it while writing.

**UNIT I– WRITING IN A MEDIA ENVIRONMENT :** News values – Gathering news – Sources: observation, stored sources –Interviewing; techniques and types –Importance of accuracy –Deadlines – Ethical considerations.

**UNIT II– WRITING FOR BROADCAST :** Selection of news – Characteristics of writing – Story structure of broadcast news –Broadcast writing style – Putting together a news cast .

**UNIT III– WRITING ADVERTISING COPY :** The Field of advertising: an overview – Needs and appeals – Audience classification – target audience – Product classification – Copy platform – Elements of print ad – Writing advertisement for print, broad cast and other media.

**UNIT IV– WRITING FOR PUBLIC RELATIONS :** Writing news releases–Brochures, pamphlets–Letters–Handouts–Oral presentations –Company publications.

**UNIT V– APPLICATION :** Writing articles on various topics – Writing lead paragraph of different news items –Critically analysing a news item – Writing headlines for various news items – Editing and correcting articles – Writing features – Writing articles within stipulated time – Interview eminent people in Dindigul – Writing broadcast news copy – Preparing print ads.

**BOOKS FOR STUDY :** Stovall, James Glen (2002) Writing for the Mass Media. USA: Wadsworth Merrill,c. John (1994) Modern Mass Media. London: Harper Collins College Publishers.

#### **BOOK FOR REFERENCES**

Hartley, John (2004) Key concepts in communication. London: Routledge.

Baran, Stanley (2001) Introduction to Mass Communication. New York: Mc Graw Hill.

Prabhakar , Naval and Basu, Narendra (2007) Public Relations strategies and concepts, New Delhi: Ajai Varma for common wealth

Mathan P.N. (1985), Communication Media. New Delhi: government publication.

Knight, Robert (2000) Journalistic Writing: Building the Skills. London: Routledge.

#### **Course Outcome:**

At the end of the course, learners will be able to:

**CO 1:** Learn news values and gathering news to write effectively for various media.

**CO 2:** Understand conventional writing techniques in broadcast media.

**CO 3:** Gain knowledge on writing for various program formats on TV and radio.

**CO 4:** Write different types of stories and which includes news.

**CO 5:** Get skills on writing articles in various topics.

### **SEMESTER –II**

#### **TELEVISION PRODUCTION (THEORY)**

**Hours: 4**

**Credits: 4**

#### **COURSE OBJECTIVE**

- To enable students understand the medium Television’ historically, technically and aesthetically.
- To understand the function of television production equipment and facilities i.e. cameras, switchers, audio consoles, tape recorders, and lighting equipment.
- To develop aesthetic and critical insights, which will enable proper appreciation and evaluation of production techniques.

**UNIT I: HISTORY OF TELEVISION – I :** Global scenario– Indian scenario– Terrestrial and satellite broadcasting –Cable television and DTH.

**UNIT II: HISTORY OF TELEVISION –II :** Black and white TV –Colour TV –Colour systems –VHS and other formats– Analog and digital TV– HDTV.

**UNIT III: PRE–PRODUCTION :** Research and planning– Script and story board – Budgeting –Scheduling.

**UNIT IV: PRODUCTION :** Camera and cassettes –accessories –Camera movements, angles, shots, focus, zoom, lenses –Microphones and their uses–Natural –Lighting artificial – Interviews and anchoring.

**UNIT V: POST – PRODUCTION :** Log sheet and selecting the shots –Rewriting the scripts –Editing techniques –Special effects –Titles and sub–titles– Brochures and covers– Publicity.

**TEXT BOOK :** Herbert Zettl: Television production handbook, Wadsworth Publication,, New York (2003).

**BOOKS FOR REFERENCE :**

Gorham Kindem, Robert B. Musburger: Introduction to Media Production, Focal Press, UK, 2005.

Steven Ascher & Edward Pincus: The Film makers Hand book, Penguin Group Publication, USA, 1984.

Holly. J. Allen: Video Basics Zettc Publishers, USA, 2004.

Whittaker, Ron: Television Production, Mayfield Publishing (1993)

Lewis, Colby: The TV Director/Interpreter. Communication Arts Books, New York (1968)

Mathias: Harry Electronic Cinematography, Wadsworth Publishing Co., Belmont, California (1985)

**Course Outcome:**

At the end of the course, learners will be able to:

**CO1:** Understand the medium Television at historically, technically and aesthetically

**CO2:** Acquire the significant knowledge about the various types of video formats and television production methods.

**CO3:** Understand the grammar of studio production and the key roles of production team.

**CO4:** Understand the Production & Post production process in detail.

**CO5:** Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.

**SEMESTER –II**  
**TELEVISION PRODUCTION (PRACTICA )**

**Hours: 4**

**Credits: 4**

**COURSE OBJECTIVE**

- To learn the techniques of video mixing consoles.
- To produce video and television programmes.
- To digitize and edit video rushes.



Students will be required to produce at least one short film, one reality show, one interview based programme, one feature, one campus story, apart from other video formats as and when assigned by the faculty. They will be gaining hands-on experience to handle one live shoot, should be able to edit the outputs by using any one video software.

### **Exercises:**

1. Production charts and shot lists
2. Script development
3. Set design
4. Framing/composition
5. Tripod/dolly use
6. Lighting, microphone use and audio mixing
7. Explore higher level editing programmes: Adobe Premiere Pro and Final Cut Pro and emphasize more refined editing techniques using special effects, exposure control, transitions, audio mixing, multiple tracks, etc.

### **COURSE OUTCOME:**

At the end of the course, learners will be able to:

1. The students will practice different types of lighting.
2. To students will explore higher level editing programmes.

## **SEMESTER – II WOMEN AND MEDIA**

**Hour: 3**

**Credits: 3**

### **COURSE OBJECTIVE:**

- To empower the students to explore the effects of media images on the construction of identities, especially gender and how much of our sense of self is contrasted and compared to popular media images.
- To enable the students to analyse the status of women in media, society.

**Unit – I :** Place and position of women in India through the ages; The different forms of marriages – Social customs and rituals of Vedic, Puranic and Moghal Era – Status of women in emerging India – case studies

**Unit – II:** Women and Culture; Cultural Roles and Depictions of women past and present; Cultural constructions of Gender and the Impact of Feminist movement on Women’s Lives; Women’s Identities as Constructed by Religion. Nation, Class and Women; Forms of violence against Women.

**Unit – III :** Women and media : historical over view of Women in media; Evaluation of Portrayals of Women and Men in News, Entertainment, Advertisements and Discussions; Research in the area of Women and media; Media and women’s movement in Contemporary Society .

**Unit – IV :** Gender gap and gender bias – Patriarchy and patriarchal society – Male and female migration – Different types of Violence against women – Difficulties faced by Women in labour force – Problems of career women – Domestic Violence

**Unit –V:** Women and Social Change: Mass Media and Social change; Social Trends Socio – Economic Conditions and their Impact on women; Poverty and Women; Money and

Women's Empowerment; Mahila Panchayats and Grass- roots Organisations; Women and Self-help Groups: women and Environmental Movements; Women and HIV Aids; Women and Sustainable Development.

#### **BOOKS FOR REFERENCE :**

D'Abreo Desmond, –The Mass Media and Youth, Better Yourself Books, Sage publications, Mumbai, 1994.

Kumar Keval J., (1996) – Media Education, Communication and Public Policy, Himalaya Publications, Mumbai.

Anders Hansen, Simon Cottle, Ralph Negrine and Chris Newbold. (2004). Mass Communication Research Methods. Macmillan Press Ltd. London.

**Course Outcome :** At the end of the course, learners will be able to:

**CO1:** Explore the effects of media images on the construction of identities,

**CO2:** Gain knowledge about media constructed self and comparison to popular media images.

**CO3:** Acquire key skills to analyse the status of women in media, society.

**CO4:** Providing exposure to gender gap and gender bias.

**CO5:** Understand the women and social change.

### **SEMESTER– III COMMUNICATION RESEARCH METHODOLOGY**

**Hours: 4**

**Credits: 4**

#### **COURSE OBJECTIVE**

- To explain the basics of research methods.
- To illustrate various research concepts.
- To explain various types in social science research.
- To create a research proposal.

**UNIT I :** Nature and Scope of Communication Research, theoretical framework, Elements of Research of Research – Independent and dependent variables, Logic of induction and deduction, research design, process and procedures, research problem. Types of research, sources of data, components of research designing, writing research report, ethics in doing research. Research Applications: Research in print media, electronic media, advertising, PR, New Media.

**UNIT II :** Survey Method – Nature and Scope, Steps in survey research, sampling techniques. Measurements – levels of measurements, developing indicators, scaling techniques. Measuring standard communication variables, reliability, validity and generalizability, Questionnaire design – issues in audience research.

Experimental Design – structure and logic of experiment, advantages and disadvantages of experimental research establishing casual relationship, steps in experimental research, randomization etc, case studies in using experimental design in communication design.

Statistical tools and techniques - Role of Statistics in social research, Introduction to statistics, Basics of statistical procedures – parametric and non parametric statistics, Descriptive and inferential statistics, Measures of central tendency, Software for statistical analysis(SPSS).

**UNIT III :** Logic of qualitative research – quantity vs. quality. Varieties of interpreter paradigm. Reliability and validity in qualitative research. Audience reception studies. Observation method, depth interviewing, ethnography in communication, focus group methods, Historical research, action research, longitudinal studies, case Studies.

**UNIT IV :** Quantitative content analysis – steps in content analysis, techniques, sampling, design issues. Latent and manifest content. Textual and qualitative approaches to study messages – semiotic analysis, rhetorical analysis, ideological criticism, psychoanalytical criticism, Media effects studies.

**UNIT V :** The need for accurate reporting, procedures, the mechanics of writing a research report, writing styles, ethics in data analysis and reporting, a professional code of ethics. Case studies.

## REFERENCES

1. Bridget Somekh and Cathy Lewin eds.: Research Methods in Social Sciences, Vistaar Publications.
2. Tim May: Social Research: Issues, Methods and Process, Open University Publications.
3. Wimmer and Dominick: Mass Media Research: Processes, Approaches and Applications.
4. Harper W Boyd Jr., Ralph Westfall, Stanley F Stasch, Richard D Irwin: Marketing Research Text and Cases.

### Course Outcome:

**CO 1:** Understand of basics of research.

**CO 2:** Relate the different sort of research concepts and types.

**CO 3:** Enable students to apply research concepts appropriately.

**CO 4:** Enable students to conduct research.

## SEMESTER –III MEDIA LAWS AND ETHICS

**Hours: 4**

**Credit: 4**

### COURSE OBJECTIVE

- To enable the Students to understand the regulatory aspects of print or electronic journalism, or radio, or television station management.
- To give an ability to use their knowledge and reasoning skills to make ethical decisions in their professional practices.
- To enable the Students to analyse libel law, privacy, objectivity, responsibility, freedom of speech and censorship, and the role of the press in society.

**UNIT I: CONSTITUTION OF INDIA – CODES OF LAW :** Constitution of India – Fundamental rights, Freedom of expression and press–Indian Penal Code – Section related to press activities –Punishment for violation of Law–Remedial measures–Criminal Procedure Code – Basic rules of code–Procedure to raise litigation in court–Jurisdictional Power of the Court–Emergency Powers of the State–Indian Evidence Act.

**UNIT II: FREEDOM OF PRESS IN VARIOUS POLITICAL SETUPS** : In India– Before Independence – After independence – Present condition–Law of Objectionable Activities–Laws of Defamation–Libel–Infringement–Contempt of Court–Remedies.

**UNIT III: LAWS RELATED TO PRESS FUNCTIONING** : The Press and Registration of Book Act–Copy Right Act–Post and Telegraph Act–Working Journalist Act–Privileges of Press–Liberty of Press to publish–Right to Privacy–Official Secrets Act, –Rights and Liabilities of Press Persons– Editor, Printer and Publisher–Editorial and views of the Press – Expression Autonomy –Review of the Functions of the Press–Responsibilities of News Agencies.

**UNIT IV: GOVERNMENT INFORMATION SERVICES TO PRESS** : Central Government Information–State Government Information–Press Information Bureau – Functions – Control over Press.

**UNIT V: CYBER LAWS** : Information Technology Act 2010– Information Technology Act Amendment Bill 2006– Information Technology Act 2008– Intellectual Property Right– Data protection Law in India – online Defamation – Right to privacy – Censorship of Videogames–Internet Telephony and related issues.

#### **TEXT BOOK**

The Law of the Press in India, Durga Das Basu, Hall of the Indian Private Limited, New Delhi (2002).

#### **BOOK FOR REFERENCE**

Ahuja, B.N : Theory and Practice of Journalism, Routledge, New Delhi (2002).  
Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi (2002).  
Arun Bhattacharee: Indian Press Profession to Industry, Vikas Publication, New Delhi (1999).  
Keval J. Kumar : Mass Communication in India, Jaico publishers, Mumbai (2001).  
Jan R. Hakemulder, Fay AcdeJonge, P.P. Singh, Media Ethics and Laws, Sage Publishers, London (2002).

**Course Outcome:** At the end of the course, learners will be able to:

**CO1:** Understand the fundamentals of the freedom of the press.

**CO2:** Gain knowledge about the history of Indian Press.

**CO3:** Have complete knowledge about reporting based on civil and criminal laws.

**CO4:** Know the Broadcasting and Advertising codes.

**CO5:** Understand the functions of cyber laws.

### **SEMESTER –III COMMUNICATION FOR DEVELOPMENT**

**Hours: 4**

**Credits : 4**

#### **COURSE OBJECTIVE**

- To make the students be in tune with the growing importance of Communication in the community at the local, national and global levels.
- To make the students acquire skills to be effectively employ community media for better communication in the community.

**UNIT I– COMMUNITY MEDIA :** Characteristics – Geographic Scope – Democratic Perspectives – Freedom of Information – Role and Policy – Media Reforms in India – Legitimising Community Media.

**UNIT II– THEORETICAL APPROACHES AND MODELS OF COMMUNICATION**  
Communication Strategies for Empowerment – Communication in Self development efforts – Strengthening of Critical Consciousness among People in a Community.

**UNIT III– RURAL DEVELOPMENT AND COMMUNICATION :** A Community Media Perspective – Role of Folk Media forms in Rural Development – Information and Communication Technologies for Rural Development.

**UNIT IV–COMMUNITY RADIO :** Prospects and Role as Community Media – Community Newspapers – Documentary and Short Films – Alternative Media Forms of Production and Distribution.

**UNIT V– CYBERSPACE :** Rise of Cyber Space – Time Space Compression – Internet and the Global Public Sphere – Participatory Action Research – Voice Portals of Community Media: Global and Indian Perspectives.

**BOOKS FOR REFERENCE:**

Howley, Kevin (2005) Community Media : People, Places and Communication Technologies. Indiana: DePauw University.

Gupta ,Om (2000) Media Society and Culture. New Delhi: Ayesa Books.

Doyle, Gillian (2006) Media Ownership. New Delhi: Sage Publications.

Mathan P.N. (1985) Communication Media. New Delhi: Government Publication.

Gordon, Janey and Lang, Peter. (2009) Notions of Community; A Collection of Community Media Debates and Dilemmas. USA : Wadsworth

Bailey, Olga (2008) Understanding Alternative Media. New York : McGraw Hill/Open University Press;2008.

Mendel, Toby(2003) Freedom of Information a Comparative Legal survey: UNESCO.

**Course Outcome:** At the end of the course, learners will be able to:

**CO1:** Understand the scope and characteristics of community media.

**CO2:** Appreciate the growing importance of Communication in the community at the local, national and global levels

**CO3:** Acquire skills to employ community media for better communication in the community.

**CO4:** Know the Prospects and Roles of Radio as Community Media .

**CO5:** Understand the rise of cyberspace.

**SEMESTER –III  
FILM STUDIES**

**Hours: 4**

**Credits: 4**

**COURSE OBJECTIVE**

- The course introduces the students to understand the importance of cinema as a medium of mass communication.
- Give the students an overview of the development of cinema as a cultural form.
- Give the students an understanding of the technological developments business and commerce.

**UNIT I – BASICS OF CINEMA:** The Shot : Definitions and types – The Camera – Movements and point of view – Mise-en-scene – Sound– Editing.

**UNIT II – BEGINNINGS OF CINEMA :**Early Cinema – The Pioneers: Lumiere Brothers, Edison, Melies, Griffith – Silent period – Indian Cinema – the Beginnings– Phalke – Hollywood cinema.

**UNIT III – DEVELOPMENT OF CINEMA IN EUROPE AND AMERICA:**

Technological development – technical development – aesthetic development – Film Genre – Neo-Realism (Italy) – Expressionism ( Germany) – New wave (French) – Montage (Soviet).

**UNIT IV – AN OVERVIEW OF INDIAN CINEMA :** Development of cinema– Silent Era– Talkies– Regional cinema– Cinema censorship – cinema and national movement – Development cinema after Independence – New wave movement (80's and 90's)– Contemporary cinema– cinema and globalization.

**UNIT V – DOCUMENTARY CINEMA :** Cinema verite – Robert Flaherty – Documentary movement in Britain – Documentary in India – Films Division – Contemporary Documentary Film movement.

**TEXT BOOK**

Film, An International History of the Medium by Robert Sklar – 2nd Edition. Prentice Hall 2002 .

An Introduction to World Cinema by Aristides Gazetas – McFarland & Company, Inc 2000.

**BOOKS FOR REFERENCE :**

Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Graw Hill, (1979).

Hayward Susan – Key Concept in Cinema Studies, Routledge, London, (2004)

Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London. (2000).

Wasko Janet – How Hollywood Works, Sage Publication, London, (2003) .

In The Blink Of An Eye: A Perspective On Film Editing / Walter Murch (2004).

**Course Outcome:** At the end of the course, learners will be able to:

**CO1:** Understand the importance of cinema as a medium of mass communication.

**CO2:** Acquire the significant knowledge about Cinema and its structures.

**CO3:** Obtain an in-depth knowledge about development of Cinema in Europe and America.

**CO4:** acquire basic understandings about Indian Cinema.

**CO5:** Understand the significance of the documentary Cinema.

**SEMESTER –III**  
**NON-LINEAR EDITING (PRACTICAL)**

**Hours: 4**

**Credits: 4**

**COURSE OBJECTIVE:**

- To understand the video, use of video in day-to-day life.
- To learn different kinds of video formats.
- To edit Video and Composite Video.
- To practically learn different kinds of Continuity and Non-continuity editing.
- To manage editing projects and deliver desired output

**UNIT I :** The basics of editing Criteria for editing -picture, narration and music. Video editing: Concepts, principles and process. Evolution of editing. Similarities and differences in film and video editing. The process of editing - continuity, action continuity, relational continuity, match cut, jump cut - cut in, cut away, master shots, transitions, pace and rhythm. Motion & montage, sequence building, dramatic structure, narration. Shot Breakdown, Continuity and the Imaginary Line. Creative video editing, application of audio in video editing. Screening Griffith, Eisenstein, Vertov, Hitchcock etc.

**UNIT II :** Non-linear Editing Software and workstation. Editing equipment - recorder, player, Video switcher, audio mixer, monitor, and speaker. Proper start up and shut down procedure.

**UNIT III :** Process and Principles of nonlinear editing. Types of editing – assembly and insert editing, offline versus online editing. Shooting Camera Report. Capturing, digitization and transferring. Timeline management – Trimming – Video transition and Video effects - Graphic keying, motion effects, animation and graphics, Titling and compositing. Preparing for a shoot.

**UNIT IV :** Editing management Media file management- finding files, saving, copying and back up. Logging and organizing the footage. Exporting digital file formats including streaming media and Format-to-format conversion. Generating an EDL.

**UNIT V:** Practical exercises

1. Persuasive editing –cut one Trailer, one Teaser for a film or documentary. You have to shoot and edit for the following .
2. Different cut –based on continuity and non-continuity five different cuts.
3. Editing for dialogue – minimum 3-person dialogue scene cutting.
4. Sync sound cut- a song with a lip sync of an actor.
5. Creative one-minute film cutting.

## **TEXT BOOK**

Christopher J. Bowen, Roy Thompson, Grammar of the Edit, Focal Press; 3 edition (6 March 2013).

## **BOOKS FOR REFERENCE :**

1. Dancyger, Ken. (2010) The Technique of Film and Video Editing: History, Theory & Practice, Focal Press.
2. Fairservice, Don (2001) Film Editing: History, Theory and Practice: Looking at the Invisible, Manchester University Press.
3. Luís Fernando Morales Morante, (2017) Editing and Montage in International Film and Video: Theory and Technique, Taylor & Francis.
4. Murch, Walter. (2001) In the Blink of an Eye: A Perspective on Film Editing, Silman-James Press, U.S.
5. Ondaatje, Michael (2012) The Conversations: Walter Murch and the Art of Editing Film, A&C Black.

## **Course Outcome:**

- Understand the video, use of video in day-to-day life.
- Learn different kinds of video formats.
- Edit Video and Composite Video.
- Practically learn different kinds of Continuity and Non-continuity editing.
- Manage editing projects and deliver desired output.

## **SEMESTER –III FIRST INTERNSHIP 4 WEEK PRODUCTION HOUSES/RADIO & TV CHANNELS**

**Hours: 5**

**Credits: 5**

## **COURSE OBJECTIVE**

- To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

## **CONTENT**

- For period of two months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co-ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.

**Course Outcome :** At the end of the course, learners will be able to:

**CO1:** Giving an opportunity to explore various career possibilities in Visual Communication.

**CO2:** Opportunity to learn those disciplines, skills and attitudes which can best or only be learned on the job, especially self-discipline, teamwork, responsibility, and initiative.

**CO3:** Further develops practical skills in a real world context.

**CO4:** Providing an opportunity to strengthen your portfolio or resume tape with practical experience and projects.

**CO5:** Providing a learning experience for the student, and can lead to entry level job opportunities within the company.



## **SEMESTER III MEDIA EDUCATION**

**Hours: 5**

**Credits: 5**

### **COURSE OBJECTIVE:**

- To enable the students to critically analyse the content of media
- To equip the students to cope with and relate to what she is experiencing in daily life.
- To develop an awareness of the media's ability to manipulate and form public opinion and to be able to argue against them.

**UNIT I– MEDIA EDUCATION – AN INTRODUCTION :** Media Education – Definition – Role of Media Education – Different perspectives for Media Education – Objectives of Media Education .

**UNIT II –KEY ELEMENTS:**Factors in the development of Media Education – Classical approaches to Media Education – Key areas of knowledge – The International congresses: All the five congresses.

**UNIT III– MEDIA IMPACT:**Media Education – the need of the hour – Value revolution in media explosion – Violence in the visual media – Challenges in Media Education – Media in the academic system.

**UNIT IV– DOMINANT THEMES OF MEDIA EDUCATION :** First Dominant theme – Second Dominant theme – Third Dominant theme – Fourth Dominant theme – Fifth Dominant theme – Analysis of themes – Factors influencing – Case Studies.

**UNIT V– EXPERIENCES AND EXPERIMENTS :** Media utilization course – Media Education and humanization – Media Education in schools – Learning and teaching in Media Education. – Cultural revolution in Media Education.

### **BOOKS FOR REFERENCE:**

- Sagayaraj, Devadoss Joseph (2006) Media Education – Key Concepts, Perspectives, Difficulties and New paradigm. Chennai: Arumbu Publications,
- Devereux, Eoin(2000) Media Studies : Key Issues and debates. New Delhi: Sage Publication
- D'Abreo Desmond (1994) The Mass Media and Youth, Better Yourself Books.Mumbai: Sage publications.
- Huguier M (1992) Involving the Media Education,.London: New Directions.
- Roberge, Gaston (1978) Mediation. Mumbai: Chitrabani publishers.
- Kumar Keval J., (1996) Media Education, Communication and Public Policy.Mumbai: Himalaya Publications.
- Alvarado, M and Boyd – Barrett, O (1992) Media Education – An Introduction. London: New Directions.

**Course Outcome:** At the end of the course, learners will be able to:

- CO1:** Critically analyse the content of media.
- CO2:** Cope with and relate to what she/he is experiencing in daily life.
- CO3:** Have an awareness of the media's ability to manipulate and form public opinion and to be able to argue against them.
- CO4:** Acquire basic understandings dominant themes of media education.
- CO5:** Understand the significance of the media education in schools.

**SEMESTER –IV  
SECOND INTERNSHIP  
4 WEEK PRODUCTION HOUSES/RADIO & TV CHANNELS**

**Hours: 5**

**Credits: 5**

**COURSE OBJECTIVE**

- To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

**CONTENT**

- For period of two months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.

**Course Outcome:** At the end of the course, learners will be able to:

- CO1:** Giving an opportunity to explore various career possibilities in Visual Communication.
- CO2:** Opportunity to learn those disciplines, skills and attitudes which can best or only be learned on the job, especially self-discipline, teamwork, responsibility, and initiative.
- CO3:** Further develops practical skills in a real world context.
- CO4:** Providing an opportunity to strengthen your portfolio or resume tape with practical experience and projects.
- CO5:** Providing a learning experience for the student, and can lead to entry level job opportunities within the company.

**SEMESTER –IV  
DISSERTATION**

**Hours: 5**

**Credits: 5**

**COURSE OBJECTIVE**

- To offer the students an opportunity to demonstrate their competence in research in their chosen area of specialization, with a view of their degree and ultimately gaining a position in the media industry.

## CONTENTS

The student is expected to

- Demonstrate her / his competence in his chosen area of specialization by conduct a research in a topic of interest/specialization.
- Defend the research before an invited examiner.
- Plan and implement her/his project.
- Present her/ his project for evaluation by media professionals.

### **Schedule for the research:**

By the end of

- December, finish the methods section and get the approval of the concerned member of the faculty.
- January, finish the literature review and get the approval of the concerned member of the faculty.
- February, complete the analysis and interpretation and get the approval of the concerned member of the faculty.
- March, complete discussion, conclusion, references cited and get the approval of the concerned member of the faculty.
- submit the thesis to the department.

**The students risk rejection of their work**, if at each stage, as described above, they do not get the approval of the concerned member of the faculty.

### **Schedule for the project:**

At the end of each week, the students are expected to.

- report to the department.
- get the signature from the concerned member of the faculty on their work schedule
- appraise the concerned member of the faculty with regard to the work to be accomplished the following week.

By the end of the project, the concerned member of the faculty should have had a good idea of what the student is doing and about her/his progress.

**Projects risk to be rejected** if the student has not been reporting to the concerned member of the faculty each week.

**Course Outcome :** At the end of the course, learners will be able to:

**CO1:** Demonstrate her/ his competence in her chosen area of specialization by conduct a research in a topic of interest/specialization.

**CO2:** Defend the research before an invited examiner.

**CO3:** Plan and implement her/his project.

**CO4:** Present her/ his project for evaluation by media professionals.

**SEMESTER –IV**  
**DOCUMENTARY/SHORT FILM (PRACTICAL)**

**Hours: 10**

**Credits: 10**

**COURSE OBJECTIVE**

- To offer the students an opportunity to demonstrate their competence in Documentary/Short Film in their chosen area of specialization, with a view of their degree and ultimately gaining a position in the media industry.

**CONTENTS**

The student is expected to

- Demonstrate her/ his competence in her/his chosen area of specialization by making a Documentary/Short Film in a topic of interest/specialization.
- Exhibit before an invited examiner.
- Plan and implement her/his Documentary/Short Film.
- Present her/ his films for evaluation by media professionals.

**Course Outcome :** At the end of the course, learners will be able to:

**CO1:** Demonstrate her/ his competence in her chosen area of specialization by making a Documentary/Short Film in a topic of interest/specialization.

**CO2:** Exhibit before an invited examiner.

**CO3:** Plan and implement her/his Documentary/Short Film.

**CO4:** Present her/ his films for evaluation by media professionals.

**SEMESTER –IV**  
**ADVERTISING AND CORPORATE COMMUNICATION**

**Hours: 3**

**Credits: 3**

**COURSE OBJECTIVE**

- To examine the impact of advertising on consumers and consumer behavior.
- To understand the role of advertising in the Media industry and society.
- To develop writing and creative skills, dynamics for advertising.
- To enable the students to understand the significance of communication in organizations.
- To help students develop organizational communication skills and practice.

**UNIT I : INTRODUCTION TO ADVERTISING :** Advertising – History and development of advertising – criticisms on advertising – Types of advertising – Advertising in different Media – Public Service advertising– Advertising in India – Role of advertising – Advertising Ethics – Advertising and Society.

**UNIT II : ADVERTISING ORGANISATION AND MEDIA STRATEGY :** Ad–agency–structure and functions – Advertiser and agency relationship – Media strategy- Accounting – Media planning – Creative strategy Copy writing : types, functions – Headlines : basics, types, functions – Slogans : basics, types functions – Illustration : methods – Layout : types – Copy preparation.

**UNIT III : MARKETING STRATEGIES :** Promotional Mix – Kinds – Marketing Communication Process – Point Of Purchase – Sales Promotion and Advertising – Ad Campaigns – Direct and Promotional Marketing – Importance of Personal Selling – Market Research Methods – Tele marketing. Audience analysis – Consumer Behaviour – Consumer Buying Decision Process – Consumer Behaviour Theories – Target Audience – Market Segmentation – Branding – Product Positioning – Appeals .

**UNIT IV: ORGANISATION AS COMMUNICATION :** Defining Communication – Communication as transaction – Communication as structure – Defining the organization – Organizing activity: symbolic convergence theory Discovering organization culture – Link between Culture and Communication . Communication Practices – Inter Cultural Communication – Cross Cultural Communication .

**UNIT V : PUBLIC RELATIONS - PRACTICES :** Planning and Programming PR Practices – Communication and Public Opinion –Media and Media Relations – Ethics and Professionalism – Evaluating the Programme Idea Generation – Brain Storming – Planning – Co-ordination and Team Management–Organizing Events –Evaluation Managing Competition – Reputation and Brand Building –Organizational Problems –Critique of Organization – Ethics and organizational Issues.

**TEXT BOOK :** Chunnawala S.A and Sethia – K.C Foundations of advertising – Theory and Practice.

**BOOKS FOR REFERENCE :**

Dennison, Dell – The advertising Hand Book (1999).

Jefkins, Frank – Advertising made simple , Rupa and Co, New Delhi, 1992.

Kotler, Philip – Marketing Management (1980).

Batra, Rajeev; Myers C. John , Aaker A. David – Advertising Management (1996).

**Course Outcome:** At the end of the course, learners will be able to:

**CO1:** Examine the impact of advertising on consumers and consumer behavior.

**CO2:** Understand the role of advertising in the Media industry and society.

**CO3:** Develop writing and creative skills, dynamics for advertising.

**CO4:** Understand the advertising and the market process.

**CO5:** Acquire skills on marketing strategies.

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