



Semester	Part	Course	Title	Inst. Hours/Week	Credit	Exam Hours	Marks		Total
							Int	Ext	
I	I	Language Course–I (LC) – Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course - I (ELC)		6	3	3	25	75	100
	III	Core Course–I (CC)	Introduction to Visual Communication	6	6	3	25	75	100
		Core Practical-I (CP)	Visual Literacy (P)	3	-	-	-	-	-
		First Allied Course–I (AC)	Communication Media Scenario	4	4	3	25	75	100
		First Allied Practical – II (AP)	Communication Skills (P)	3	-	-	-	-	-
	IV	Value Education	Value Education	2	2	3	25	75	100
Total				30	18				500
II	I	Language Course–II (LC)– Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course–II (ELC)		6	3	3	25	75	100
	III	Core Course–II (CC)	Basics of Advertising	6	6	3	25	75	100
		Core Practical-I (CP)	Visual Literacy (P)	3	3	3	40	60	100
		First Allied Practical – II (AP)	Communication Skills (P)	3	3	3	40	60	100
		First Allied Course–III (AC)	Art and Aesthetics	4	2	3	25	75	100
	IV	Environmental Studies		2	2	3	25	75	100
Total				30	22				700
III	I	Language Course – III (LC)– Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course-III (ELC)		6	3	3	25	75	100
	III	Core Course – III (CC)	Graphic Design	6	6	3	25	75	100
		Core Practical - II (CP)	Computer Graphics (P)	3	-	-	-	-	-
		Second Allied Course – I (AC)	Basic Photography	4	4	3	25	75	100
		Second Allied Practical-II (AC)	Photography (P)	3	-	-	-	-	-
	IV	Non Major Elective I - for those who studied Tamil under Part-I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Basics of Communication	2	2	3	25	75	100
Total				30	18				500

IV	I	Language Course –IV (LC) - Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course – IV (ELC)		6	3	3	25	75	100
	III	Core Course – IV (CC)	Elements of Film	5	5	3	25	75	100
		Core Practical - II (CP)	Computer Graphics (P)	3	3	3	40	60	100
		Second Allied Practical-II (AC)	Photography (P)	3	3	3	40	60	100
		Second Allied Course - III	Media Culture and Society	3	2	3	25	75	100
	IV	Non Major Elective II-for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Communication and Personality Development	2	2	3	25	75	100
		Skill Based Elective - I	Skill Based Elective - I	2	2	3	25	75	100
	Total			30	23				800
	V	III	Core Course – V (CC)	Visual Analysis Techniques	5	5	3	25	75
Core Course – VI (CC)			Media Research Orientation	5	5	3	25	75	100
Core Course – VII (CC)			Videography	6	5	3	25	75	100
Core Practical - III (CP)			Television Production (P)	3	3	3	40	60	100
Major Based Elective – I			Script Writing	5	5	3	25	75	100
IV		Skill Based Elective – II	Skill Based Elective - II	2	2	3	25	75	100
		Skill Based Elective – III	Skill Based Elective - III	2	2	3	25	75	100
		Soft Skills Development	Soft Skills Development	2	2	3	25	75	100
Total			30	29				800	
VI	III	Core Course – VIII (CC)	Development Communication	6	6	3	25	75	100
		Core Course – IX (CC)	Project	6	6	3	40	60	100
		Core Practical - IV (CP)	Web Designing (P)	6	5	3	40	60	100
		Major Based Elective II	Public Relations	6	6	3	25	75	100
		Major Based Elective III	Media Management	5	5	3	25	75	100
	V	Extension Activities	Extension Activities	-	1	-	-	-	-
		Gender Studies	Gender Studies	1	1	3	25	75	100
Total			30	30				600	
Grand Total			180	140				3900	

Language Part – I	-	4
English Part –II	-	4
Core Paper	-	9
Core Practical	-	4
Allied Paper	-	4
Allied Practical	-	2
Non-Major Elective	-	2
Skill Based Elective	-	3
Major Based Elective	-	3
Environmental Studies	-	1
Value Education	-	1

Soft Skill Development	-	1
Gender Studies	-	1
Extension Activities	-	1 (Credit only)

* for those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

** Extension Activities shall be out side instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

- a) Basic Tamil I & II for other language students
- b) Special Tamil I & II for those who studied Tamil upto 10th or +2 but opt for other languages in degree programme

Note:

	Internal Marks	External Marks
1. Theory	25	75
2. Practical	40	60
3. Separate passing minimum is prescribed for Internal and External marks		

FOR THEORY

The passing minimum for CIA shall be 40% out of 25 marks [i.e. 10 marks]

The passing minimum for University Examinations shall be 40% out of 75 marks [i.e. 30 marks]

FOR PRACTICAL

The passing minimum for CIA shall be 40% out of 40 marks [i.e. 16 marks]

The passing minimum for University Examinations shall be 40% out of 60 marks [i.e. 24 marks]

CORE COURSE I

INTRODUCTION TO VISUAL COMMUNICATION

Objective

To help students understand Communication and its process; and to introduce students to the concept of Visual Communication and its applications.

Unit I

Communication: Definition, need and functions of communication. Types of Communication – Intra, Inter, Group and Mass Communication. Forms of Communication – Verbal and Non -Verbal Communication. Functions and characteristics of verbal and non-verbal communication. Barriers of Communication – Physical, Psychological, Mechanical, Language, Semiotic and Cultural Barriers.

Unit II

Communication Process – SMCR-Sender, Message, Channel, Receiver. Models of Communication – Lasswell, Shannon and Weaver, Wilbur Schramm, Osgood Model, Newcomb Model, Dance Helical Model. Theory of Communication – Uses and gratification, hypodermic needle theory, Magic Bullet theory, and Reinforcement theory

Unit III

Visual Communication – Definition, need. The Visual Process, Visual Communication Theories: Sensual, Perceptual and Cognitive. Psychology. Application of psychological concepts to visual communication.

Unit IV

What is Visualisation? Visual power. Visual pleasure. Visuality. Picture definition; Line, Colour, Vision. Discipline and colour.

Unit V

History of human Communication seen as four revolutions-oral, written, printing and audio-visual technology. Strategies for effective Communication, Public Communication, planning a speech, speech styles and presentation skills

Reference Books

1. Lester & Martin (2005). Visual Communications: Images with Messages, words worth Publications, California.
2. Keval J. Kumar (2008). Mass Communication in India, Oxford Press, Delhi.
3. Vishweshwer Rao, P.L. (2005). Principles of Communication. Media House Publication.

CORE PRACTICAL I
VISUAL LITERACY (P)

Objective

To help students apply Indian motifs to their design and improvise and create new motifs. Further this paper will facilitate to understand the elements of visual construction and its applications.

1. Anatomy study (Human and animals)
2. Still Life
3. Live Models (Portraits)
4. Landscapes and Composition
5. Line study in different thickness.
6. Curve and Circle
7. Shapes
8. Composition with Light and Shadow
9. Cubes with geometrical shapes
10. Patterns and Distraction
11. Perspective Drawing
12. Fonts – Alphabets and Numbers

(EACH EXERCISE SHOULD HAVE MINIMUM 5 NUMBERS OF WORKS WITH
ROUGH
THUMB NILE SKETCH FOLLOWED BY FAIR WORKS)

Reference Books

1. MarlynStockstad (2009). Art History, Pearson.
2. John Walford (2002). Great Themes in Art. Pearson
3. Dennis. J.Sporre (2010). Reality through the Arts, Pearson.

FIRST ALLIED COURSE I
COMMUNICATION MEDIA SCENARIO

Objective

To help students understand the Indian media scenario.

UNIT I

Print Medium: History, structure of a newspaper Organisation. 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- an overview.

UNIT II

Development of Radio – International, National and Regional. 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

Development of Television- International, National and Regional. Emergence of television in India – the LPG concept in India. Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – PrasarBharati- an introduction.

UNIT IV

Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – 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.

Reference Books

1. ArvindSinghal, Everett.M. Rogers(2001). India's Communication revolution from bullock carts to cyber marts, Sage publication.
2. Keval J. Kumar (2008). Mass Communication in India, Oxford Press, Delhi.
3. KM. Srivastava,(1998).Media towards 21st Century , Sterling Pub. New Delhi.

FIRST ALLIED PRACTICAL
COMMUNICATION SKILLS (P)

Objective:

To help students enhance their communication skills and use non- verbal communication effectively.

UNIT I

Facial expression - Body movements and posture - Gestures - Eye contact - Touch - Space - Voice.

UNIT II

Presentation Skills Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

UNIT III

Time Management Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

UNIT IV

Group Discussion Why is GD part of selection process?- Structure of GD - Moderator-led and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

UNIT V

Interview Skills Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

Besides, students will be taught on the following communication skills:

Group Discussion
Public Speaking
Role Play
Street Theatre

Reference Books

1. Ronald B. Adler Vieorge Rooman (2009). Understanding Human Communication, Oxford Press
2. Anshumansharma (2010). Principles of communication, Random Publication
3. Dr.S.Agarwal (2010). Verbal & Non-Verbal Reasoning. S.Chand Publication

CORE COURSE II
BASICS OF ADVERTISING

Objective

1. To help students understand advertising and its scope
2. To expose students to the various creative aspects in advertising

Unit I

Introduction to Advertising – Definition, need and scope of advertising. Functions of advertising. The AIDA process. Role of Advertising, Types of advertising, Advertiser and Agency partnership, Structure and functioning of an Ad agency.

Unit II

The lifecycle of a product. Audience analysis – buyer behaviour, segmentation, targeting and positioning. Advertising research, objectives, Strategy and Plans. Brand- process involved in branding. Types of Appeal

Unit III

Creative perspectives of advertising - creativity, creative strategy, copy writing, art Direction, print production, and electronic production.

Unit IV

Strategy – Marketing, Advertising, and Media strategy. Media selection- objectives, strategies and planning, Client servicing, print media, electronic media, direct marketing and out of home advertising. Advertising Ethics.

Unit V

Advertising campaign - Dynamics of creating and executing the complete campaign strategy – sales promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation.

Reference Books

1. Lank Jefkins (1992). Advertising Made Simple, Rupa& Co., New Delhi.
2. Thomas Russell, J.Ronald Lane, W.Kleppner's(2002). Advertising procedure, Prentice Hall International, Inc., New Jersey.
3. MeenakshiR.Chauhan, (1995). Advertising – The Social ad Challenge, Anmol Publications Pvt.Ltd., New Delhi.

FIRST ALLIED COURSE III

ART AND AESTHETICS

Objective

1. To help students understand and discover Indian art and western art.
2. To understand the influence of art.

Unit I

Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Deccan.

Unit II

Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period- Architecture, imperial style, provincial style and mughal style.

Unit III

Sculptures- the mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings, murals- north Indian, south Indian, Miniatures- mughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

Unit IV

The Western Art and Architecture- Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic.

Unit V

Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas.

Reference Books

1. Edith Tomory, (1989) History of Fine Arts in India and the West, Orient Longman Limited, India.
2. Yuri Borev, (1985). Aesthetics, Progress Publishers, Moscow.

CORE COURSE III

GRAPHIC DESIGN

Objective

To help learn graphic design principles and conceptualize ideas in graphic form.

UNIT I

Intro to design-Principles: Balance-Rhythm-proportion-Dominance-Unity – Emphasis-Harmony-Opposition-Variety- Depth-Repetition-Motion

UNIT II

Elements of Design: Line-Shape-Direction-Size-Texture-Colour- Value- Concepts of Layouts: Hierarchy-Centre of visual Impact-Organization-Contrast – Colour- Typography – :groups, families, fonts : serifs, san serifs, hand formed and specialized: craft of typography point and selection and use of fonts.

UNIT III

Vision and Visuality-Visual Culture-Social Conditions and Effects of Visual Objects-Critical Visual Methodology-Visual Production: Technological, Compositional and Social aspects of visuals. Message presentation from concept to visual.

UNIT IV

Fundamentals of Composition –Interpretation-Spatial Organization-Light-Expression-Montage-Content- analysis. Layout – types of Layout.

UNIT V

Introduction to semiotics-analysis-aspects of signs and symbols- the sign and meanings-description of signs- denotations and connotations- paradigmatic and syntagmatic aspects of Signs- Signs and Codes- Referent Systems- Audience and Interpretation.

Reference Books

1. N.N. Sarkar (2008). Art and Print Production, Oxford University Press, New Delhi.
2. Harvey R. Levarson (1981). Art and Copy Preparation, Graphic Art Technical Foundation, USA.
3. Russell N. Baird (1987). The Graphic Communication.

CORE PRACTICAL II
COMPUTER GRAPHICS (P)

Objective

To help learn design principles and reproduction techniques in print designs.

Design in Photoshop

1. Logos (20)
2. Visiting Card (10)
3. Envelopes (5)
4. Letter Head (5)
5. Certificate (5)
6. Batch (10)
7. Hand Bills (5)
8. Note Wrapper(5)
9. Book wrapper (5)
10. Product Wrapper(5)
11. Greeting Card with envelope (5)
12. Invitation with envelope (5)
13. Wedding Cardwith envelope (2)
14. Banner (5)
15. Broucher (5)
16. Package (5)
17. Newspaper (4pages)
18. Poster (5)
19. Calendar monthly (12months)
20. Photo collage based on any theme

Methodology:

The students will be given complete practical exposure to Photoshop and other DTP software's and will be asked to design on various themes.

Reference Books

1. Donald Saff, Deli Sacillotto, Print Making

SECOND ALLIED COURSE I

BASIC PHOTOGRAPHY

Objective

To introduce students to photography.

To help them develop the skills involved in photography.

Unit I

Introduction to Photography, Characteristics of light, Camera – structure and function of camera, Exposure – focusing, aperture, shutter speed, Depth of field. Basic shots, angle, and view. Different styles of Photography – Portrait, Landscape and Documentary.

Unit II

Types of camera, Lens and its function, types of lenses and their use, Characteristics of lens, lens speed, covering power and other features.

Unit III

Sources of Light – Nature, Artificial and Available. Lighting techniques – three point lighting. Kinds of light indoor and outdoor – Electronic flash and artificial lights, Light meters, Different kinds of filter for B& W and color photography

Unit IV

Films, film speed and types of film, Papers - kinds of paper, developing and printing. Accessories used in photography.

Unit V

Digital photography, optical system, power system, memory storage, resolution; understanding exposure and controls, Flash and lighting, Transferring image to PC, file formats, managing digital pictures.

Reference Books:

1. Julian Calder, John Garrett (1999). The 35 mm Photographer's Handbook, Marshall Editions Limited, London,
2. Alain Solomon (1987). Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York.
3. Dave Johnson (2001). How to do everything with your Digital Camera, Tata McGrawHill, New Delhi.

SECOND ALLIED PRACTICAL PHOTOGRAPHY (P)

Objective:

To help students operate a camera and take effective indoor and outdoor photographs

The students are required to photograph the following and submit as part of their work record

At the beginning of the practical's, the students are to be taught and trained to handle the photography camera with the basic elements of photography like shots, angles, view, exposures, effects etc.

Besides, exercises on the listed topics below have to be practiced and submitted as a part of their work record.

1. Styles of Photography
 - a. Landscape
 - b. Portrait
 - c. Documentary
2. Perspective
 - a. Linear
 - b. Forced
3. Photo Language
 - a. Working
 - b. Action
 - c. Silhouette
4. Advertising Photography
 - a. Product ads
 - b. Food
 - c. Jewellery
 - d. Styles/Garments
5. Social Photographs
 - a. Street photography
 - b. PSA
6. Sports Photography
7. Indoor Photography
8. Photo story

Reference Books

1. Faris Belt (2008). The Elements of Photography, Focal Press
2. O.P.Sharma (2010). Practical Photography, HINDU Pocket Books.
3. Kavel.J.Kumar (2012). Mass Communication in India, Jaico Publication.

NON MAJOR ELECTIVE I
BASICS OF COMMUNICATION

Objective:

To introduce the students to communication and how to make communication effective

UNIT I

Communication –History and Development, definition, meaning, need and scope

UNIT II

Process of communication, levels of communication, functions, importance of communications, communication as a social science, communication and language, communication and information.

UNIT III

Types of communication-Intra Personal, Inter Personal-focused and unfocused interactions, three stages of interpersonal communication – Phatic, personal and intimate stage, Group Communication, and Mass communication-mass-line communication, interactive communication.

UNIT IV

Forms of communication-Verbal and Non-Verbal Communication – 9 Characteristics, advantage and disadvantage, difference between verbal and non-verbal communication.

UNIT V

Basic Models-Lasswell, Shannon and Weaver, Wilbur Schramm, SMCR. Communication barriers-Physical, Psychological, Mechanical, Language and Cultural barriers.

Methodology: Students will be given both theoretical and practical exposure to the process of Communication. Role Play, discussions and assignments will be part of the methodology.

Reference Books:

1. Kevalj.kumar(2010).*Mass Communication in India*, Jaico publishing.
2. Srinivas R.Melkote Sandhya Rao (2001).*Critical Issues in communication*, Sate Publications.
3. B.K. Chaturavedi Dr. S.K. Mitall (2011). *Mass communication, Global vision*.

CORE COURSE IV
ELEMENTS OF FILM

Objective

To introduce students to film elements.
To help students critically analyse films.

Unit I

Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

Unit II

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production –Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.

Unit III

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene, space and time, narrative functions of mise-en-scene. Cinematographer properties- the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound- the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

Unit IV

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

Unit V

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

References Books

1. Thoraval, Yves (2000) The Cinema of India (1896-2000)
2. Roberge, Gaston: the Subject of Cinema
3. Roberge, Gaston (1977): Films for an ecology of Mind
4. Halliwell;: The Filmgoers Companion 6th Edition
5. Arora: Encyclopedia of Indian Cinema

SECOND ALLIED COURSE III

MEDIA CULTURE AND SOCIETY

OBJECTIVE

1. To help students understand the relationship between media and society.
2. To expose students to the various aspects of media responsibility.

UNIT I INTRODUCTION TO MEDIA CULTURE SOCIETY

Media saturation – Media influence – Management and manufacture of information- Media education and Democracy - Importance of Visual Communication – Education for the future- Privatizations of information – Media in Indian Society.

UNIT II UNDERSTANDING THE MEDIA

How to study media and how not to study media- sociological –cultural – skills-political- Media audience analysis(Mass, segmentation, product etc, social uses) – Media education Possesses –Theoretical Frame work – Core concepts-Mode enquiry – Practical work- Media Pedagogy.

UNIT III MEDIA DETERMINANTS

Media Determinants- Ownership and control – Media Institution – The state and the Law – Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources – Audience as textual determinant & audience as readers – audience positioning - establishing critical autonomy.

UNIT IV MEDIA RHETORIC

Media Rhetoric – Selection – Social construction of reality by media - The Rhetoric of the image –Combining image and linguistic text – Suppressing the existence – Sets-ups –Film and sound Editing – Interpretative Frame works- Visual Coding- Narrative.

UNIT V IDEOLOGY & CULTURE

Ideology – Defining Ideology –Hegemony –Myth Ideology in the classroom –Denotation – Connotation – Ideological Analysis – Media and Popular culture – culture and sub-culture , popular texts , politics popular culture Vs people's Culture

REFERENCE BOOKS:

1. Srivastava K M (1991). Media Issues, Sterling Publication,
2. Berger, Asa (1991).Media Analysis Techniques, Sage Publications.
3. Blackwell (2008) Media Culture and Society.

NON-MAJOR ELECTIVE II

COMMUNICATION AND PERSONALITY DEVELOPMENT

Objective:

To help the students improve their personality with giving importance to communication

UNIT I

Personality Development: concept of personality development, the self: self-awareness, self-actualization, self-esteem and self-development.

UNIT II

Communication: Importance of communication in personality development, Communication skills, Language skills, listening skills, interpretive skills, feedback in communication.

UNIT III

Groupcommunications: Dynamics of group communication, process and methods, role of individuals in group communication.

UNIT IV

Interview: Types of interviews, preparing for an interview, answering in an interview, importance of body language in an interview.

UNIT V

Communication activities for students: Role play, one to one communication, use of body language, expressions, group communication, public speaking.

Methodology: The students will have a theoretical and practical orientation on using communication as a tool for personality development.

ReferenceBooks :

1. Kaulacharya Jagdish Sharma (2010). *Body Language*, Fusion Books.
2. Rajeev Sethi (2004). *Building a Successful Career*, Infinity books.
3. Worchel & Cooper (1976). *Understanding social Psychology*, The Dorsey Press.

CORE COURSE V

VISUAL ANALYSIS TECHNIQUES

Objective

To make the students understand the visual aesthetics and critically look at visuals and its meanings.

UNIT I SEMIOLOGICAL ANALYSIS

The problem of meaning – signs – signs and truth – language and speaking – the synchronic and the Diachronic– Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes – semiology of the television medium

UNIT II PSYCHOANALYTIC CRITICISM

Brain states – transpersonal psychology - The Unconscious – sexuality – the Oedipus complex – id, ego, super ego – symbols – defence mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the media

UNIT III SOCIOLOGICAL ANALYSIS

Cultural studies, analysis of visual – semiotics, denotation, connotation and Iconography - Analysis of film and television – six levels of analysis - psychoanalytic understanding of visual images - Different perspectives and methods of visual analysis.

UNIT IV GENDER ANALYSIS

Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis

UNIT V MARXIST ANALYSIS

Materialism – The base and the super structure – false consciousness and ideology – class conflict – alienation– the consumer society – Bourgeois heroes – Hegemony

REFERENCE BOOKS:

1. Mirzoeff. F. (1999). An Introduction to visual culture, Rout ledge, London.
2. Arthur Asa Berger (1976). Media Analysis Techniques, SAGE Publication, New Delhi.
3. Dallas J.R.Ewing. Techniques of interpretation, SAGE Publication, New Delhi.

CORE COURSE VI
MEDIA RESEARCH ORIENTATION

Objective

To introduce students to the concept of research and its application in media and communication field

UNIT I

The need and relevance of media research. Responsibility and Involvement. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc.

UNIT II

Types of research design-Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewer ship ratings. Protocols of research methods.

UNIT III

Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Telephone and personal interviews. Questionnaire construction methods.

UNIT IV

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design.

UNIT V

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure.

Reference Books

1. Hansen, Andres et al., (1998). Mass Communication Research Methods, Macmillan Press Ltd, London.
2. Wimmer, D Roger and Dominick R Joseph, (1991). Mass Media Research- An Introduction, Wadsworth Publishing Company, California.
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle (1985). The Survey Research Handbook, Irwin Homewood, Illinois.

CORE COURSE VII

VIDEOGRAPHY

Objective

To introduce students to the field of television production and to understand the basics of television production.

Unit I

Understanding TV medium, video formats-VHS, U-matic, beta, etc, characteristics of television medium television genres.

Unit II

Television production stages: pre-production, production, post production.

Unit III

Camera parts, shots, movements, angle, lenses, indoor-outdoor shooting, studio setup, single camera and multi camera production.

Unit IV

Lighting and sound – natural and artificial, dramatic effect and special effect lighting, three point, high key and low key lighting, basic of sound recording, microphones, sound manipulations.

Unit V

Editing- Types of editing, grammar of editing, transition editing the visual, editing the soundtrack

Methodology: The students will be given theoretical exposure to television production with regular practical classes.

Reference Books:

1. Vasukibelavadi (2008). Video Production, Oxford University Press.
2. Ken Pender (2002). Digital Video for the Desktop, Focal Press.
3. Esta De Fossard, John Riber (2005). Writing and Production for TELEVISION & FILM, Sage Publication.

CORE PRACTICAL III
TELEVISION PRODUCTION (P)

Objective:

To help students produce television programmes.

The Students are required to produce the following and submit as work record.

1. Any television programme – 3 min
2. Short film/ Documentary – 10 min

Methodology:

Students will be given practical exposure on handling the camera, and will be detailed on all the aspects of production. Regular assignments on production will be given.

Reference Books:

1. Vasukibelavadi (2008). Video Production, Oxford University Press.
2. Ken Pender (2002). Digital Video for the Desktop, Focal Press.
3. Esta De Fossard, John Riber (2005). Writing and Production for TELEVISION & FILM, Sage Publication.

MAJOR BASED ELECTIVE I
SCRIPT WRITING

Objective:

To help students understand and develop the skill of script writing

Unit I INTRODUCTION OF SCRIPT

What is script writing, Principle of script writing, script writing formats, story and screenplay Idea Vs Media, developing ideas and conceptualization, Presentation – instruction, mood and experience

UNIT II WRITING FOR FICTION

Fiction: Story idea, synopsis, plot and story, sub plot, plot patterns, Major character and minor character development. Conventional narrative structure, dramatic values, dialogue writing, writing for comedy- Advertisement films.

UNIT III WRITING FOR NON - FICTION

Non Fiction: non-narrative elements, different genres of Non Fiction- factual film, documentary films, News reel films, publicity films, and educational films.

UNIT IV WRITING FOR TELEVISION

Writing for television: Writing for TV serials, writing for Telefilms Preparing for interview, discussions, vox pox, reviews, game shows, musical shows, dance shows, developmental programmes, writing for compere and announcement.

UNIT V PROCESS OF STORY DEVELOPMENT

Script writing stages - format and presentation of the scripts - story board. Adaptation: Adapting the story from short story, novel, drama, histories, mythologies, newspaper, magazines and real life.

Reference Books

1. Lewis Herman (1974). Practical Manual of Screenplay Writing, New American Library.
2. Lajos Egri (2007). The Art of Dramatic Writing, Wildside Press LLC.
3. Anthony Friedmann (2010). Writing for Visual Media, Focal Press.

CORE COURSE VIII
DEVELOPMENT COMMUNICATION

Objective

1. To make students aware of the role communication for development
2. To help students understand the concepts of development communication and its role in society.

Unit I

The nature of Development. Defining development as a Goal, as a Process; Key concepts: Self-reliance, Dependence, Cultural Identity, Decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. Complexities of development efforts; Alternate paths to development; Development and Colonialism; Development and Tradition bound Society.

Unit II

The Concept of Development Communication: Definitions, Roles and Philosophy of Development Communication - Differences from General Communication, Goals. Differences between Communication and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

Unit III

Communication for social change. Using Folk Forms for Social Change; Taking Theatre into the Streets; Empowerment through Silver Screen; Role of a communicator in the process of social change. Folk forms and 'alternative silver screen' for social change.

Unit IV

Diffusion of innovation – writing development messages for rural audience: Specific requirements of media writing with special reference to radio and television – development support communication – problems faced in development support communication.

Unit V

Role of media in development. Organization and media units involved in development. Communication for social change. Using folk forms for social change – taking theatre into the streets; empowerment through silver screen; role of a communicator in the process of social change.

Reference Books

1. Melkote, Srinivas R., Steeves, H. Leslie (2001). Communication for Development in the Third World- Theory and Practice for Empowerment, (2nd Edition). Sage Publications. New Delhi.
2. Clayton Vollan and Jim Simmons (Ed) (1985). Development Communication- A Resource Manual for Teaching, Asian Mass Communication Research and Information Center, Singapore.
3. D'Abreo Desmond A. (1990). Voice to the People- Communication for Social Change, Culture and Communication. Madras.

CORE COURSE IX

PROJECT

A project proposed and executed in a chosen area of interest related to the course either in Advertising or Television Production or Multimedia & Web Designing or Photography. Emphasis will be given to producing work that can be made use of in the industry, which subsequently will help student enter the media Industry with an evaluated portfolio.

I –ADVERTISING Print materials for advertisements, corporate identity manual, stationery, brochure, posters, newsletter, etc.

II – TELEVISION PRODUCTION Television presentation of commercial, social ad, interview, music video, documentary, feature, etc.

III – PHOTOGRAPHY Photographs produced with a purpose for Journalism, Fashion, Advertisements, etc.

CORE PRACTICAL IV

WEB DESIGNING (P)

Web publishing: Web Publishing Tool, FrontPage or Dream Weaver and MM Flash HTML and XML Programming Creation of the Home Page of a Web Site with proper links Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts.

Students should be given orientation of web/multimedia usability issues and interface design basics. Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts. Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates.

Note

1. The web pages should contain objects created by the students only. No objects/ elements downloaded from the Internet should be used. If static images are to be included, then the student is expected to create her/his own images using appropriate software like Photoshop.
2. A minimum of FIVE exercises should be carried out on each theme outlined above
3. At least FIVE complete web sites for different categories of products or organizations must be created for the record
4. All exercises should be accompanied by “paper-page” and “paper-design” in record form along with the original file containing the exercises.
5. The above mentioned are the minimum requirement for external examination.

References Books

1. Powell, Thomas. Web Design (2000). The Complete Reference. Tata McCraw-Hill Arora,
2. Deva Yashwant Singh. Multimedia 98: Shaping the Future
3. Graham, L (1999). The principles of Interactive Design.
4. Thomson Learning Xavier: World Wide Web with HTML. Tata McGraw- Hill

MAJOR BASED ELECTIVE II
PUBLIC RELATIONS

Objective

To introduce students to the field of public relations and its applications

Unit I

Public Relations- definition, PR as a communication function, history of PR, growth of PR in India, Public relations, propaganda and public opinion, PR as a management

Unit II

Stages of PR – Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools.

Unit III

Communication with the public - internal and external, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions.

Unit IV

Shareholders relations, dealers relations, PR for hospitals, PR for charitable institutions, PR for Defence, PR for NGOs, PR for political parties, management and case studies.

Unit V

PR research techniques, PR and law, PR and new technology, code of ethics, International PR, Professional organizations, emerging trends.

Reference Books:

1. Y. K. D'souza,(1977). Mass Media Tomorrow, Indian Publishers Distributors, New Delhi.
2. S. Ganesh (1995). Lectures on Mass Communication, Indian Publishers Distributors, New Delhi.
3. J. L. Kumar (1996). Mass Media, Anmol Publications Pvt Ltd., New Delhi.

MAJOR BASED ELECTIVE III

MEDIA MANAGEMENT

Objective:

1. To help students learn the working of media organizations
2. To help them develop the skill of media management

UNIT I MANAGEMENT STRUCTURE & ITS FUNCTIONS

Management in Media organization – Structure – nature and process of management – levels of management– Skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment.

UNIT II PRODUCTION MANAGEMENT

Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery.

UNIT III MEDIA CONVERGENCE

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business – Employment opportunities and status of media industry.

UNIT IV ADVERTISING MANAGEMENT

Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

UNIT V MARKETING MANAGEMENT

Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling.

REFERENCE BOOKS:

1. Block *et al* (2001). *Managing in the Media*. Focal Press.
2. Alan B. Albarran, Sylvi (2006). *A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers*.
3. Andrej vizjak and Max Riglstter (2003). *Media management*, Springer,
4. William jameswillis and diane B.willis (2006). *New Directions in Media Management*, Routledge.
5. Alan B. Albarran (2009). *Management of Electronic Media*, Wadsworth.
