



Sem	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Ext.	
<b>I</b>	Core Course – I (CC)	Dynamics of Visual Communication	6	4	3	25	75	100
	Core Course – II (CC)	Image and Imagination	6	4	3	25	75	100
	Core Course – III (CC)	Design Principles and Packaging	5	4	3	25	75	100
	Core Course – IV (CC)	Introduction to Film Studies	5	4	3	25	75	100
	Core Practical – I (CP)	Professional Photography (P)	8	4	3	40	60	100
	<b>TOTAL</b>			<b>30</b>	<b>20</b>			
<b>II</b>	Core Course – V (CC)	Writing for the Media	6	5	3	25	75	100
	Core Course – VI (CC)	Theories of Communication and Visual Analysis	6	5	3	25	75	100
	Core Practical – II (CP)	Multimedia and Applications (P)	8	4	3	40	60	100
	Elective Course – I (EC)	Advertising and Public Relations	5	5	3	25	75	100
	Elective Course – II (EC)	Fundamentals of Sound	5	5	3	25	75	100
	<b>TOTAL</b>			<b>30</b>	<b>24</b>			
<b>III</b>	Core Course – VII (CC)	Development Communication	6	5	3	25	75	100
	Core Course – VIII (CC)	Communication Research Methods	6	5	3	25	75	100
	Core Practical – III (CP)	Audio and Video Production Techniques (P)	8	4	3	40	60	100
	Elective Course – III (EC)	Audio Visual Media	5	5	3	25	75	100
	Elective Course – IV (EC)	Contemporary Media Systems	5	5	3	25	75	100
	<b>TOTAL</b>			<b>30</b>	<b>24</b>			
<b>IV</b>	Core Course – IX (CC)	Media Management	5	5	3	25	75	100
	Core Course – X (CC)	Media Ethics	5	5	3	25	75	100
	Core Practical - IV (CP)	Web Designing Principles and Techniques (P)	8	4	3	40	60	100
	Elective Course – V (EC)	Culture and Communication	5	4	3	25	75	100
	Project	Dissertation & Internship	7	4	-	-	-	100
	<b>TOTAL</b>			<b>30</b>	<b>22</b>			
<b>GRAND TOTAL</b>			<b>120</b>	<b>90</b>				<b>2000</b>

Note:

Project : 100 Marks  
Dissertation : 80 Marks  
Viva Voice : 20 Marks

Core Papers - 10  
Core Practical - 4  
Elective Papers - 5  
Project - 1

**Note:**

1. Theory	Internal	25 marks	External	75 marks
2. Practical	"	40 marks	"	60 marks

Note:

1. Theory	Internal	25 marks	External	75 marks
2. Practical	"	40 marks	"	60 marks

3. Separate passing minimum is prescribed for Internal and External

- 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)
- The passing minimum not less than 50% in the aggregate.

**Project**

Dissertation	60 Marks	[2 reviews – 20+20	=	40 marks
		Report Valuation	=	20 marks]
Internship	20 Marks			20 marks
Viva	20 Marks			20 marks

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**CORE COURSE I**  
**DYNAMICS OF VISUAL COMMUNICATION**

**Objective:**

To understand principles of visual communication fundamentals to learn the Different perspectives on visual application, design, language and culture.

**Unit I**

Light and visual – Visualization process – Visual image – Principles of Colour: Psychology of colour, Colour theory and meanings – Sensual and perceptual theories – Attributes of visuals: Colour, Form, Depth and Movement.

**Unit II**

Visual language and culture – World culture, society and ethics, Understanding Popular Culture and Sub culture – Abstract thinking, Linear and lateral thinking – Holistic visual thinking.

**Unit III**

Visual media – Principles – Image and Imagination - Perspectives of visual images – Visual perception – Communication design, Graphic design and informational designs – Visual persuasion in various fields.

**Unit IV**

Introduction semiotics – Analysis - Aspects of signs and symbols – Sign and meanings – Description of signs – Denotations and connotations – Paradigmatic and syntagmatic aspects of signs – Signs and codes – reference systems – Audience interpretations - The semiotic and structuralistic approach to Visuals – Psychoanalysis and visuality; Subjectivity and unconscious – Voyeuristic gaze to the laconian gaze.

**Unit V**

Visual perspectives and its special features: photography, motion picture, television, computer graphics, new media, World Wide Web. Feministic approach to visual media – Postmodern and postcolonial approach to visuals – Marxist approach to visual texts.

**References:**

1. Visual Communication – Images with messages 3rd Edition, Paul Martin Lester, Thomson Wadsworth, USA 2003.
2. Palmer, Frederic: Visual Elements of Art and Design, 1989, Longman.
3. Luin Annette, Power of the images, Rutledge and Kegan Paul, London 1985.
4. Nick Lacy, Images and Representation, Macmillan, London 1998.
5. John Fiske, Understanding Popular Culture, Unwin Hyman, London 1989.
6. Pradeep Manda. Visual Media Communication. Authors Press, New Delhi 2001.

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**CORE COURSE II**  
**IMAGE AND IMAGINATION**

**Objective:**

To understand principles of design elements and develop the creative thinking by learning the basics through theories of image and imagination process.

**UNIT I**

Elements of Visual literacy; Image and Imagination; and Modern Image Makers. Elements of design; Principles of design: Unity, balance, rhythm, proportion, Movement; Language of design: white space, fonts, pictures, page layout and design.

**UNIT II**

Sensation and perception; Learning and thinking; Human Intelligence; Aptitude and personality Development; Motivation and creativity; Schools of psychology; Application of psychological concepts of visual communication.

**UNIT III**

Principles of perspective; Composition; Light and shade; Surface textures; Building visual vocabulary by exaggeration; Distortion, Stylization and Abstraction.

**UNIT IV**

The psychology of human perception; Form perception; Depth and distance perception; Binocular and monocular cues; Perceptual constancy; Illusion; Building visual vocabulary by exaggeration, distortion, stylization and abstraction; The visual and personal identity.

**UNIT V**

Thinking : Theories and models of thinking – Information Processing Theory, S-R theory, Cognitive theories, Simulation Models, Types of Thinking – Free Association, Imaginal Thought, Reasoning – Types, Problem Solving, Decision Making, Creative Thinking, Concept Formation, Language And Thought. Linear and lateral thinking – holistic visual thinking.

**REFERENCES**

1. Nick Lacy, Images and Representation, Macmillan, London 1998.
2. Stuart Price, Media Studies, Pitman, London 1993.
3. John Berger, Ways of Seeing, BBC and Penguin, London 1972.
4. Kulin Annette, Power of the Images, Rutledge and Kegan Paul, London 1985.

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**CORE COURSE III**  
**DESIGN PRINCIPLES AND PACKAGING**

**Objective:**

To understand principles and elements of design with the various design software applications and exhibiting the nuances packaging processes.

**Unit I**

A brief history of graphic design – Elements of design – Principles of design – Process of Design – Functions of Design – Creativity and creative process – Traditional and modern design.

**Unit II**

Text and images: typography – styles and features –Colour in design – colour theory and combinations – Design and composition – Graphic design softwares – Features and applications of Coral Draw, Photoshop, Illustrator, Quark Xpress, Page Maker.

**Unit III**

Definition of packaging – History of packaging – The changing face of retailing – Packaging and social change – Packaging design today – Future developments – Types of packaging; basic, surprising, interactive and promotional.

**Unit IV**

Packaging process: Analysis of product – deciding the mode of packaging – Flexible packaging – Paper – Plastic films –Foils and specialty films – containers; Board based containers – Plastic containers –Glass containers – Metal containers – Labeling and Legislations; Nutritional and barcode labeling – Legal requirements.

**Unit V**

Final process of packaging: Lamination – Die cutting – Creasing – Folding – Strapping and stapling– Radio Frequency Identification tags and types.

**References:**

1. Bridgewater, Peter. An Introduction to Graphic Design. Quintel Publications, London 1997.
2. Gollingwood, R.G. The Principles of Art. Oxford University Press, New York 1958.
3. Nakamira, Sadao. The colour source book for Graphic Designers. Shoin Pub. Co Japan 1990.
4. Best of Graphic Design. Page One publishing, Singapore 1993.
5. Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi 1998.
6. Steven Sonsino, Packaging design–Graphics materials technology, Thames & Hudson Ltd., London 1990
7. Packaging Graphics + Design by Renee Phillips, Rockport Publishers, USA, 2001
8. The perfect Package by Catharine M. Fishel, Rockport Publishers, USA, 2000.
9. Packaging by Design Library, Rockport Publishers, USA, 1995.

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**CORE COURSE IV**  
**INTRODUCTION TO FILM STUDIES**

**Objective:**

To know the background of Indian and foreign cinema and identify the techniques in film productions and film as medium of social change.

**Unit I**

Short History of Indian cinema – Brief history and trends of foreign cinema – Film as a medium of communication and Social change – Growth of Tamil Cinema – contributions of Tamil cinema to social and political awareness – Film Industry status – contemporary trends.

**Unit II**

Planning, Pre-production: Concept / story development – Scripting / Screen play writing – Budgeting – casting – locations – financing. Production: Shooting – Problems of artists – direction, cinematography. Post-Production: Editing - sound recording – dubbing – special effects – graphics and final mixing – distribution and exhibition.

**Unit III**

Mis-en-scene – space and time – framing – Film culture – Film genres – dividing a feature film into parts and genres (language, style, grammar, syntax), Documentary genres, Role of a cinematography, Editing dimensions of film editing – deconstruction of film, Award winning films – review – The power of sound, Foley sound, theatrical sound formats.

**Unit IV**

Camera Production: the shot, scene, sequence, story board, types of script, location shooting. Single camera Vs. multi camera production – rehearsal – digital intermediate – video format.

**Unit V**

Documentary and short films – World union of documentary film makers – cinema of reality – real life characters – real issues – story material – propaganda films and corporate films – films of expression – Indian documentary forms – National film policy.

**References;**

1. Ashish Rajadhyasha, Paul Wileman, Encyclopedia of Indian Cinema, Oxford Uni. Press, New Delhi 2005.
2. Proferes, Nicholas, Film Directing Fundamentals, Oxford University Press, 2001. Paul Wheeler, Digital Cinematography, Focal Press 2001
3. Monoco, James. How to read a film, Routledge, London 2001 Thoraval, Yves. The Cinema of India (1896 -2000).
4. Jag Moham, Documentary Films and Indian Awakening, Publications Division, New Delhi 1980.
5. Gaston Roberge, Another Cinema for Another society, Seagull Publications Calcutta 1985.
6. Sanjit Narwekar, Spectrum India 1994, 3rd Bombay International Film Festival for Documentary, Short and Animation Films.

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**CORE PRACTICAL I**  
**PROFESSIONAL PHOTOGRAPHY (P)**

**List of Practical's**

**Students has to choose any *ten* topics given below**

1. Framing and Composition – Same elements in different positions
2. Lighting – Same subject in different lighting (Key light, Fill light, Back light & Background lighting)
3. Forms & Texture – Natural & Artificial
4. Patterns – Natural & Artificial
5. Portraits – Single & Group
6. Still Life
7. Nature (Landscape)
8. Animals
9. People
10. Travel Photograph
11. Action Photograph
12. News Photograph
13. Colour Correction & Cropping
14. Photographs & Special Effects
15. Caption & Cutline Writing

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**CORE COURSE V**  
**WRITING FOR THE MEDIA**

**Objective:**

To know the writing style for different media with an understanding of its medium and audience characteristics for its diverse programmes.

**UNIT I**

Nature and characteristics of a Newspaper- Readers' perception – Information medium – Deadline – content variety – general and specialized newspapers – Editorial policy and style – language – inverted pyramid – source attribution - writing features and articles

**UNIT II**

General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – a comparative analysis – Freelancing.

**UNIT III**

Nature and characteristics of Radio – Radio for information, education and entertainment – Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation - language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style – music- competition – technological factors in writing for electronic media

**UNIT IV**

News writing- news angle, multiangled stories, feature openers, development of story, news formula, sign posting, accuracy and field work.

**UNIT V**

Internet as a medium - nature and characteristics – users profile – Newspapers online – hypertext - textual and visual limitations – language and style – multimedia support – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

**REFERENCE**

1. Robert Hilliard, Writing for Television and Radio, Hasting House, New York, 1982.
2. Timothy Gerard, Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Focal Press, Oxford, 1997.
3. Rosemary Horstmann, Writing for Radio, A and C Black, London, 1991.
4. Gerald Kelsey, Writing for Television, A and C Black, London, 1990.
5. J. Michael Stracynski, The Complete Book of Script writing: Television, Radio,
6. Motion Pictures, The stage Play, Writers' Digest Books, 1982.
7. David Keith Cohler, Broadcast Journalism: A Guide for the Presentation of Radio and Television News, Prentice-Hall, 1985.
8. Jill Dick, Writing for Magazines, A and C Black, London, 1996.

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**CORE COURSE VI**  
**THEORIES OF COMMUNICATION AND VISUAL ANALYSIS**

**Objective:**

To understand the theoretical knowledge on communication from the normative period to the present practices with the sociological, psychological, Marxist, semiotic and feminist approach to theoretical perspective in visual medium.

**Unit I**

Communication Theory: Introduction – Communication concepts and theory – Media systems and theories; Authoritarian, Libertarian, Social Responsibility and communist theories – Basic communication theories – Two step flow of information – theories of selective influence.

**Unit II**

Defining Communication models; Aristotle's model – Lasswell's model – Shannon & Weaver's mathematical model – Newcomb's model – Osgood Schramm model – Gerbner's model – Katz and Lazerfeld's model – David Berlo's model – White's Gatekeeper's model.

**Unit III**

Media uses and effects: effects theory – Uses and Gratifications theory – media dependency theory –social learning theory – cultivation analysis – agenda setting theory – diffusion of innovation – cultural studies and critical approaches.

**Unit IV**

Visual analysis theories: Sign and meaning making process; The semiotic and structuralistic approach to Visuals – Psychoanalysis and visuality; Subjectivity and unconscious – Voyeuristic gaze to the laconian gaze.

**Unit V**

Feministic approach to visual media – Postmodern and postcolonial approach to visuals – Marxist approach to visual texts.

**References**

1. Mass Communication theory (6th edn) South Asia Edition, Sage, New Delhi, 2010
2. Theories of Mass Communication by Mattelart et.al, Sage, London 1998.
3. Essentials of Mass Communication by Asa Berger, Sage, New Delhi 2000.
4. Understanding Media Theory by Kevin Williams, Oxford University Press, New York 2003.
5. Visual Methodologies, Gillian Rose, Sage Publications, London 2001.
6. Media Analyzing Techniques, Berger Asa, Sage Publications, New York 1998.
7. Ways of Seeing, Berger J, BBC London 1972.
8. Gender Trouble, Butler J. Routledge, London, 1990.

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**CORE PRACTICAL II**  
**MULTIMEDIA AND APPLICATIONS (P)**

**List of Practical's**

**Students has to choose any *Five* topics given below**

1. Animation aspects. Color and texture.
2. Animation principles. Preparing for animation.
3. Animation for integration
4. Create a 2D animation Ad for a Product
5. Concept, Story and Scripting for 3D Feature
6. Character Designs using 3D Software
7. Design and Layouts of backgrounds using 3D Software
8. Key frame animation of characters using 3D Animation software
9. Texturing of backgrounds and characters using 3D package
10. Application of 3D titling

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## **ELECTIVE COURSE I**

### **ADVERTISING AND PUBLIC RELATIONS**

#### **Objective:**

To understand the advertising basics with the marketing perspective and the role of public relations as an industry and also the need for PR in media centre's itself.

#### **Unit I**

Role of Advertisement in Social and Economic Developments – Market Conditions – Perfect and Imperfect Conditions – Advertisement as a source of anti-cyclical measures. Advertising – Various Fields of Advertising – Advertising Jobs and Talents needed to fill them – Career Planning – Breaking into Advertising – Need for a successful career in Advertising.

#### **Unit II**

Psychology in advertising - Understanding the minds of the people – Exploiting the Weakness of Humanism – Family Prestige – Custom and Traditions – Individual Personality – Modeling in Advertisements.

#### **Unit III**

Kinds of Advertisements in Press Media – Selection of Media – Production of successful Advertisement – Types of Advertisements: a) Media Wise – Print, Radio, T.V, Films – b) Outdoor and Indoor – Bus Panels, Hoardings, Direct Mail, Exhibitions.

#### **Unit IV**

Advertising in India- Media wise – Audio-Visual Media – Advertisements servicing – Advertising policy in India – Advertising Agency System – Code and Ethics in Advertisement. Study of Efficiency in Advertising – Scientific Study of Advertising – Economy in Advertising – Types of advertising Research.

#### **Unit V**

Public Relations- Definition – Public Relations as an art in the system of management – Need for good Public Relations a) Information source of the concern b) Feedback c) Smooth internal / external relations for employee d) Management relations with employee. Traits of a good Public Relations Officer – Organizing a Public Relations Office – Training for efficient system of Public Relations

Need for good Public Relations arrangement in Media centers – Public Relations in Indian Press Media – Public Relations System in Radio a) Source to make the

Media effective b) Method of collecting programme through Public Relations – Public Relations System in Television Media – Public Relation System in Private Sector, Public Sector – Planning the Process for Public Relations – Types of Publicity – a) Meaning of publicity b) Publicity for Welfare Sake c) Cost Free Nature Publicity.

**References:**

1. Ahuja B.N and Chhabra, S.S, Advertising and Public Relations, Surjeet Publications, Delhi , 1990
2. David A.Aaker and John G Myers, Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi. 1983, 2<sup>nd</sup> Edition
3. John S.Wright and Daniel S. Warner Advertising, Mc Graw Hill Book Company Inc., New York, 1962
4. Mehta, D.S, Hand Book of Public Relations in India, Allied Publishers Limited., New Delhi, Reprinted 1991
5. Sontakki, C.N, Advertising, Kalyani Publishers, Ludhiana, 1989
6. John S Wright et al., Advertising, Mc Graw Hill Book Company, New York, 1962

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**ELECTIVE COURSE II**  
**FUNDAMENTALS OF SOUND**

**Objective:**

To have knowledge of sound from basics to the digital along studio communication set up and its functioning of various accessories associated with the sound recording.

**UNIT I**

Perception of sound - hearing sensitivity - frequency range- sound- wave length; the speed of sound; measuring sound; psychoacoustics - dBA and dBC concepts ; musical sounds, noise - signal dynamic range - pitch - harmonics-equalization-reverberation time, Sabine formula.

**UNIT II**

Sound isolation and room acoustics- means of control- treatments- studio layout – room dimensions- Basic set-up of recording system-analog, digital,- cables and connectors, interference, microphone , musical stands, equipment inter-connection – input, out meters-the essence of recording engineering.

**UNIT III**

The production chain and responsibilities - recording session, production charts and log, laying tracks, mono, stereo, panning, surround, filters and pad - studio communication, environment, head phones: types and uses, ambience noise, dolby A,B,C,SR,bdx. LFE.

**UNIT IV**

Microphones types - direction pick up pattern, phantom power, noise, choosing the right mike, technique - Sound reproduction devices - zero level, monitors, specifications listening test-Compression ratios -various sound file extensions-time code, synchronization –positioning of microphones – speech-musical instrument s- standard rules,1/3 rule, care and handling - foley & sound effect creation.

**UNIT V**

Mixing console - Echo and reverberation - special effects units- equalizers & compressors, plug-ins - digital recording software - editing techniques. Input devices - Storage - Output devices - file transfer protocols- networking of studio -streaming - basics of broadcasting- AM, FM, mobile radio, internet radios, community radio, educational radio broadcasts, audio publishing .

**REFERENCES:**

1. Philip Newell, Elsevier. Recording Studio Design. Oxford: Focal press. 2005.
2. Strutt, John Williams, Baron. The Theory of Sound. Rayleigh. 1996.
3. Fahy, Frank Foundations of Engineering Acoustics. Academic Press. 2001
4. Acoustics and Psychoacoustics (2nd ed.). Oxford: Focal Press, 2001.
5. Morfey, Christopher L. Dictionary of Acoustics.. Academic press.2001.
6. Holman, Tomlinson. Surround Sound: Up and Running.. Oxford: Focal press.1999.
7. AlecNisbet. The Use of Microphones. Oxford: Focal Press, 2004.
8. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focal Press, 1996.

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## **CORE COURSE VII**

### **DEVELOPMENT COMMUNICATION**

#### **Objective:**

To have a comprehend understanding on communication as a tool for development from the beginning of independence to the practice of communication in the ICT era.

#### **UNIT I**

Definition and meanings of Development – Role of Communication in Development – Concepts and Theories - Communication for Development in Third World countries – Developments in different sectors in India – Communication infrastructure and new media growth-Communication as a tool for social and economic change.

#### **UNIT II**

Communication Technologies and human development – Mass media and dissemination development news – Communication networks and movements for development – Communication for literacy and empowerment- Mass media and rural development – Community media and development - Challenges and issues.

#### **UNIT III**

Information and Communication Technology in Development – Technology transfer – strategic management in developing countries – New media for socio economic growth – access and control issues – Govt. and private agencies in development campaigns –

#### **UNIT IV**

Globalisation – international political economy – IT policies – implementation of IT projects – private participation – competition – Public information and services through IT – development projects in India – Diffusion of innovation and adoption through media – cases.

#### **UNIT V**

e-Government: Concept and functioning of e-governance – system and operational control and management of e-government – public and private participation- information and services to the rural poor – egovt. policies and programmes of e governance in India – problems of access and use and challenges for the future.

## REFERENCES

1. Ashwani Saith, M Vijayabaskar (2005). ICTs and Indian Economic Development, Sage, New Delhi.
2. Richard Heeks (2006). Implementing and Managing government: An International Text. Sage. New Delhi.
3. Avik Gosh (200<sup>^</sup>). Communication Technology and Human Development: Recent Experiences in the Indian Social Sector. Sage, New Delhi.
4. Srinivas R Melkote & Leslie Steeves (2001). Communication for Development in the Third World : Theory and Practice for empowerment. Sage, New Delhi.
5. Sumit Roy (2005). Globalisation, ICT and Developing Nations: Challenges in the Information Age. Sage, New Delhi.
6. Arvind Singhal and Everett M Rogers (2001). India's Communication Revolution. Sage,  
7. New Delhi.
8. Subash Bhatnagar and Robert Schware (2000). Information and Communication Technology in Development: Cases from India. Sage, New Delhi.
9. Bella Mody (1991). Designing Messages for Development Communication: An audience participation based approach. Sage, New Delhi.
10. Goel Cohen (2004). Technology Transfer: Strategic Management in Developing Countries. Sage, New Delhi.
11. Kenneth Keniston & Deepak Kumar (2004). IT Experience in India. Sage, New Delhi.

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## **CORE COURSE VIII**

### **COMMUNICATION RESEARCH METHODS**

#### **Objective:**

To have a knowledge on research in social sciences and in the discipline of communication from the identification of research problem, execution and report writing.

#### **UNIT I**

Development of mass media research around the world –evolution of new media and the audiences Need for media analysis - Concepts and theories in Media studies.

#### **UNIT II**

Research procedure: Steps in doing research – Media Research problems – Review of media studies – sources of secondary data - Research questions and Hypothesis – Types of hypothesis - Sampling Procedure - probability and non-probability sampling techniques – merits and demerits of each – determinants of Sample size – Sampling error.

#### **UNIT III**

Primary Data: Types of data – nominal, ordinal, interval and ratio – Data collection methods and tools: Questionnaire – Types of questions – construction of a questionnaire – administration; Interview schedule and techniques – Focus group – observation techniques; Measurement of variables: Scales – Attitude scales: Procedure and application of Thurstone, Likert, Semantic Differential scales – Methods of testing Validity and Reliability of measurements.

#### **UNIT IV**

Research Design: Experimental and Non-experimental research methods and procedures – qualitative and quantitative studies – Descriptive and Analytical research- Cross sectional and Longitudinal research designs - factorial design - Content Analysis procedure and methods - Case study approach.

#### **UNIT V**

Data Analysis: Data classification, coding and tabulation – Graphic representation of data - Basic elements of statistics – Application of Parametric and non parametric statistics in hypothesis testing: chi-square, Student „t“ test, correlation techniques, Analysis of Variance; Thesis writing method – Use of SPSS – Thesis writing format and style - Ethics in conducting research.



**REFERENCES :**

1. Research methods in mass communication“ by stempell and westley, Prentice Hall, 1981.
2. Communication Theories: origins, methods and uses“ by severin and tankard, Hastings house Publishers, 1979.
3. Mass media research – an introduction“ by Roger wimmer and Joseph Dominick. (3rd edn.) wadsworth Pub1991.
4. Handbook of radio and TV Broadcasting“ Ed – by James Fletcher, Van Nostrand Reinhold company, London 1981.
5. Studies in Mass communication and technology“ Ed, by art Thomas, ablex publishing company, 1984.
6. Qualitative methodologies for Mass communication research“ Ed by Klaus Bruhn Jensen and Nicholas W.Jankowski , Routledge, London, 1991.
7. Introduction to communication studies“ (2nd edn.) by John Fiske, Routledge. 1990.
8. Channels of Discourse“ edited by Robert Allen, Methuen & Co.. Ltd., London, 1987
9. International Media Research – a critical survey“ Ed, by John corner et al... Routledge, London,1997.
10. Case study research – design and methods“ by Robert yin, sage, 1984.
11. Media Analysis techniques by Arthur Berger , sage, New Delhi. 1988.
12. Content Analysis – An introduction to its Methodology“ by Klaus Krippendorff, Sage, New Delhi. 1980.

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## **CORE PRACTICAL III**

### **AUDIO AND VIDEO PRODUCTION TECHNIQUES (P)**

#### **List of Practical's**

1. Give examples for different methods of storytelling.
2. Give examples for different types of Script- Writing.
3. Produce a 'Signature Tune' for an imaginary TV Channel.
4. Produce one segment of a 'Talk Show' not exceeding 10 minutes.
5. Produce one segment of a 'Musical Programme' not exceeding 10 minutes.
6. Produce one segment of a 'Children's Programme' not exceeding 10 minutes.
7. Produce a 'Promo' for a new serial.
8. Create a 'Story Board' for a short film not exceeding 20 minutes.
9. Produce a Documentary / Short film not exceeding 20 minutes.
10. Edit the given footage with a specific editing technique.

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## **ELECTIVE III**

### **AUDIO VISUAL MEDIA**

#### **Objective:**

To have an overview of the communication media's development, structure, characteristics and functioning and policies related to the broadcasting in India.

#### **Unit I**

Development of Radio Broadcasting in India – Ownership – Control – Autonomy for Radio – Types of Radio services- Radio as a source of News – Broadcast News – Value – Radio Language – News Bulletin – News Source for Radio – Reporters, Editors and Agencies – External News Services Interviews – Features – Writing for Radio.

#### **Unit II**

Special Audience Programmes – Rural and Farm Broadcasting – Educational Programmes – Programmes for Children, Women and Youth. Women Welfare – Children Welfare – Health and Family Planning – Rural Development – Urban problems

#### **Unit III**

Spread of Nationalism and Gandhism – Communal Harmony Programme at the Time of Emergency and Mourning – Involvement of Public and Radio Programme – Radio formats – Audience Research – Committee Reports on Radio in India.

#### **Unit IV**

Cinema and Society – Influence over Society- Effects – Cinema as Main Source of Entertainment – Powerful Media to Spread Message – Cinema for Political supremacy. Film Censor – Film Censor Enquiry Committee – Documentary Film – Newsreels – National and International Film Festivals – Film Awards – Future of Indian Cinema.

#### **Unit V**

Development of Television in India – News Programmes: a) News cast b) News Review – Formats of TV Programmes – Documentary – Special Features – Interviews. TV as a powerful Audio – Visual Media – Commercial and Sponsored Programme – Educational Service (ETV) – Satellite Instructional Television Experiment (SITE) – Role of TV in Social Changes – Cultural Exchanges – Economic Uplift – Advertisement in TV – Specialist causes and consequences – TV News and Agencies.

Governments policy on AIR to inform, educate, entertain and elevate a common man – Government Control over AIR in functioning – Competition among the Audio-Visual Media – Development of Videography – Cable TV. Audio-Visual Media in Developing Countries – Future of Audio-Visual Media in India – Research in Audio-Visual Media – Implications of Press Media over Audio-Visual Media.

**References:**

1. Chatterji, P.C, Broadcasting in India, Sage Publications, New Delhi, 1987
2. Mehra Massani, Broadcasting and the People, National Book Trust, New Delhi, 1985
3. Luthra, H.R, Indian Broadcasting, Publications Division, New Delhi, 1986
4. Warren K. Agee, Introduction to Mass Communication, 6<sup>th</sup> Edition, Oxford &IBH, Calcutta
5. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Bombay, Delhi, Bangalore, Calcutta, Madras, 1987
6. Krishna Sondhi, Problems of Communication in Developing Countries, Vision Books, New Delhi 1980
7. Jag Mohan, Documentary Films and National Awakening, Publications Divisions, Delhi, 1990
8. John Wyver, The Moving Image: An international History or Film Television & Video. Brazil
9. Blackwell, BFI Publishing, Oxford 1989
10. Andrew Boyd, Broadcast Journalism, Techniques of Radio and TV News, Heinemann Professional Publication.
11. Ivor Yorke, The Techniques of Television News, Focal Press
12. Robert Tyrell, The Work of the Television Journalism, Sugeet Publication.
13. Ahuja B.N, Audio Visual Journalism, Sugeet Publication.
14. Shrivastava K.M., Radio and TV Journalism, Sterling publishing Pvt. Ltd., New Delhi, 1989.
15. Mankekar, D.R., One-Way Free Flow

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**ELECTIVE COURSE IV**  
**CONTEMPORARY MEDIA SYSTEMS**

**Objective:**

To have an outline of the different media practice in various countries and understand its characteristics of its content and its audience.

**UNIT I**

Characteristics of the media systems in the SAARC region with particular reference to the ownership patterns, audience characteristics and content categories.

**UNIT II**

An overview of the Indian media system with special reference to the impact of the emergency and post-emergency periods on the content and character of media.

**UNIT III**

Characteristics of the media systems in the ASEAN, North Asia and Middle East regions with particular reference to the ownership patterns, audience characteristics and content categories.

**UNIT IV**

Characteristics of the media systems in the regions of Western Europe, Eastern Europe, North America and Latin America with particular reference to the ownership patterns, audience characteristics and content categories.

**UNIT V**

Workshop: Students must analyze media products from at least three different media systems of the world and two case studies (each not less than 2500 words) must be submitted as the record for internal valuation and viva.

**REFERENCE BOOKS**

1. Elizabeth Fox, Media and politician Latin America
2. Sita Ram Sharma, Media and world Education Volume
3. GulrsKothali Newspaper Management in India
4. ZahidHussain –Vanitha Ray Media and Communication in the Third World
5. DayaKishanThussu, International Communication
6. ArvindShingal, Everet Rogers India's Communication Revolution
7. DayakishanThussu, Des Freedmar, War and The Media
8. A.GanesanThe Press in Tamil Nadu and the Struggle for Freedom1917-1937
9. J.Natarajan History of Indian Journalism
10. J.V.Vilanilam Mass Communication in India.

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**CORE COURSE IX**  
**MEDIA MANAGEMENT**

**Objective:**

To understand the organizational structure of various media organizations and functioning of different departments from policy making to implementations.

**Unit I**

Introduction to media management - Principles of media management and its significance – Media as an industry and profession – India’s major media houses and their holdings.

**Unit II**

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains). Policy formulation and controls in media organization.

**Unit III**

Organization structure of Media and different departments – Functions - general management, finance, circulation and Sales promotion – Pricing - Advertising and marketing, personnel management, production and reference sections; apex bodies: DAVP, INS and ABC.

**Unit IV**

Editorial – Response system. - Economics of Visual media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws

**Unit V**

Planning and execution of programme production – production terms, control practices and procedures - Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media.

**References:**

1. The New Media Monopoly, Ben H. Bagdikian (Beacon Press, 2004)
2. The Problem of the Media, Robert W. McChesney (Monthly Review Press, 2004)
3. Management of Electronic Media, Alan B. Albarran (2nd ed., Wadsworth, 2002)
4. The Economics & Financing of Media Companies, Robert G. Picard (Fordham University Press, 2002)
5. The Business of Media, David Croteau and William Hoynes (Pine Forge Press, 2001)
6. Who Owns the Media? Benjamin M. Compaine, et. al., (3rd ed., Knowledge Industry, 2001)
7. Balancing on the Wire: The Art of Managing Media Organizations, James Redmond and Robert Trager (2nd ed., Atomic Dog, 2004)

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## **CORE COURSE X**

### **MEDIA ETHICS**

#### **Objective:**

To know the ethical issues in media and to understand and practice it in a democratic set up with social responsibility.

#### **UNIT I**

Role and responsibilities of the Press – Press and Democracy – Powers and privileges of the press – Fundamental rights – Press freedom – Constitutional provisions – Reasonable restrictions – Press and the public opinion.

#### **UNIT II**

Media agenda – private and public media institutions – Media conglomeration – Commercial Vs Public interests – Media and politics – media and corporates – Ad. Revenue – Editorial policy – implications of foreign press in India.

#### **UNIT III**

News selection – News values – Journalists as gatekeepers – sources of news – maintaining confidentiality – investigative journalism – sting operations – fair practice and professionalism – cases of unfair journalism.

#### **UNIT IV**

Media and the Judiciary, Legislature and the Executive – Media Laws – violations and restrictions – media censorship – recent cases.

#### **UNIT V**

Role and powers of Press Council – Responsibilities of the Advertising Standards Council- Prasar Bharati : Responsibilities and powers and limitations – Broadcasting Council- Broadcasting codes – Film Censor Board: role and functions – other media regulatory bodies of the government

#### **Reference:**

1. Ahuja, B.N. History of Press, Press Laws and Communications. New Delhi: Surjeet Publications, 1988.
2. Aggarwal, Vir Bala. Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.
3. Nalini Rajan (Ed.). Practicing Journalism. London: Sage Pub. 2005. Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997 Ahuja B.N. Audio Visual Journalism. New Delhi. Surjeet Pub. 2000.
4. Shrivastava, K.M. Radio and Television Journalism. New Delhi: Sterling Pub. 1989.

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## **CORE PRACTICAL IV**

### **WEB DESIGNING PRINCIPLES AND TECHNIQUES (P)**

#### **Objective:**

To understand principles of visual communication fundamentals to learn the Different perspectives on visual application, design, language and culture.

#### **List of Practical's**

1. Design a web site for (with interactive commercials) for Periyar University.
2. Design a web site for (with interactive commercials) the Department of Journalism and Mass Communication.
3. Design a web site for (with interactive commercials) any Government Department for e-governance.
4. Design a web site for (with interactive commercials) any NGO.
5. Design a web site for (with interactive commercials) an e-Business Organization.
6. Design a web site for (with interactive commercials) a Search Engine.
7. Design a web site for (with interactive commercials) Entertainment.
8. Design a web site for (with interactive commercials) a Social Networking Community.
9. Design a web site for (with interactive commercials) in Tamil with Unicode.
10. Design your own web site.

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**ELECTIVE COURSE V**  
**CULTURE AND COMMUNICATION**

**Objective:**

To recognize and identify the cultural association of the society and application of it with to give an indigenous way of effective communication.

**UNIT I**

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media.

**UNIT II**

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc.

**UNIT III**

Media as text. Approaches to media analysis Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.)

**UNIT IV**

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

**UNIT V**

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture

**REFERENCES**

Potter, James W (1998) Media Literacy. Sage Publications  
Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications  
Berger, Asa Authur (1998). Media Analysis Technique. Sage Publications

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## **PROJECT**

### **DISSERTATION & INTERNSHIP**

#### **DISSERTATION**

To demonstrate the student's competence in a chosen area of specialization with a view of gaining a placement in the Media Industry.

#### **Methodology**

Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio. The project presentation and viva voce will complete the process of evaluation.

#### **INTERNSHIP**

To help student get exposed to actual situations and functioning of the media industry and experience reality.

#### **Methodology**

The student will be attached to the media industry for a period of three months on an internship basis. The intern will be exposed to a particular area of specialization. The department in coordination with the industry will closely monitor the progress of the intern. A Report and a viva-voce will complete the process of evaluation.

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