



**M.Sc. VISUAL COMMUNICATION: CHOICE BASED CREDIT SYSTEM -  
LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)**

**(Applicable to the candidates admitted from the academic year 2022-23 onwards)**

**Updated on 01.03.2024**

Sem.	Courses	Title	Ins. Hrs.	Credit	Exam. Hrs.	Marks		Total
						Int.	Ext.	
I	Core Course I (CC)	Dynamics of Visual Communication	6	5	3	25	75	100
	Core Course II (CC)	Image and Imagination	6	5	3	25	75	100
	Core Choice Course I (CCC)	1. Online Journalism 2. Mobile Journalism	6	5	3	25	75	100
	Core Practical I (CP)	Digital Photography Techniques	6	3	3	40	60	100
	Elective Course I (EC)	1. Tamil Society, History and Politics 2. Art and Print Production	6	4	3	25	75	100
	Value Added Course I (VAC)	Design Principles	-	2*	3	25	75	100*
	<b>Total</b>			<b>30</b>	<b>22</b>	-	-	-
II	Core Course III (CC)	Theories of Visual Analysis	6	5	3	25	75	100
	Core Course IV (CC)	Communication Theories	5	5	3	25	75	100
	Core Choice Course II (CCC) (Any one choice)	1. Scripting 2. Community Participatory Media and Development	5	5	3	25	75	100
	Core Practical II (CP)	Multimedia and Applications	6	3	3	40	60	100
	Elective Course II (EC)	1. Introduction to New Media 2. Introduction to Social Media	5	4	3	25	75	100
	Non-Major Elective Course I	Film Studies	3	2	3	25	75	100
<b>Total</b>			<b>30</b>	<b>24</b>	-	-	-	<b>600</b>
III	Core Course V (CC)	Media Education and Literacy	6	5	3	25	75	100
	Core Course VI (CC)	Advertising	5	5	3	25	75	100
	Core Choice Course III (CCC)	1. Development Communication 2. Media Management	5	5	3	25	75	100
	Core Practical III (CP)	Web Designing	6	3	3	40	60	100
	Elective Course III (EC)	1. Media and Sustainable Development 2. Critical Issues in Media	5	4	3	25	75	100
	Non-Major Elective Course II	Film Appreciation	3	2	3	25	75	100
<b>Total</b>			<b>30</b>	<b>24</b>	-	-	-	<b>600</b>
IV	Core Course VII (CC)	Media Research Methods	6	5	3	25	75	100
	Core Course VIII (CC)	Media Laws and Ethics	6	5	3	25	75	100
	Entrepreneurship / Industry Based Course	Internship	6	5	3	40	60	100
	Project	Dissertation	12	5	-	20	80	100
	Value Added Course II (VAC)	Digital Cinematography	-	2*	3	25	75	100*
	<b>Total</b>			<b>30</b>	<b>20</b>	-	-	-
<b>Grand Total</b>			<b>120</b>	<b>90</b>	-	-	-	<b>2100</b>

## SUMMARY OF CURRICULUM STRUCTURE OF PG PROGRAMMES

Sl. No.	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	Core Courses	8	40	800
2.	Core Choice Courses	3	15	300
3.	Core Practicals	3	9	300
4.	Elective Courses	3	12	300
5.	Entrepreneurship/ Industry Based Course	1	5	100
6.	Project	1	5	100
7.	Non-Major Elective Courses	2	4	200
	<b>Total</b>	<b>21</b>	<b>90</b>	<b>2100</b>
	Value Added Courses *	2*	4*	200*

**\*The value added courses credit will not be included in the total CGPA.**

**These courses are extra-credit courses.**

**Instruction hours for these courses is 30 hours.**

### PROGRAMME OBJECTIVES:

- To enrich students with a bird's eye view of communication media's functioning, policies and recent trends.
- To equip students with the relevant skills in the field of design, production and content creation.
- To help students develop a critical and analytical mind to understand and interpret media texts.

### PROGRAMME OUTCOMES:

- Attain exposure to a wide range of subjects related to the field of media and communication
- Pursue research in contemporary issues in media and communications with enhanced methodological and analytical skills.
- Gain practical exposure in media industries through internships to ensure job opportunities.

**First Year**

**CORE COURSE I  
DYNAMICS OF VISUAL COMMUNICATION  
(Theory)**

**Semester I**

**Code:**

**Credit: 5**

**COURSE OBJECTIVES:**

- To understand principles of visual communication fundamentals.
- To understanding of design and the principles of design.
- To study about the colour culture
- To learn the Different perspectives on visual application, design, language and culture.

**UNIT – I INTRODUCTION TO VISUALIZATION:**

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 CULTURE:**

Visual language and culture – World culture, society and ethics, Understanding Popular Culture and Sub culture.

**UNIT – III VISUAL IMAGES:**

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 SEMIOTICS:**

Introduction to semiotics – 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

**UNIT – V VISUAL PERSPECTIVES:**

Visual perspectives and its special features: photography, motion picture, television, computer graphics, new media, World Wide Web.

**UNIT – VI CURRENT CONTOURS (For continuous internal assessment only):**

Chart Preparation on colours and their meaning. A seminar on recent designing approaches in media. An assignment in semiotic analysis of 5 logos of popular brands.

**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. PradeepManda. Visual Media Communication. Authors Press, New Delhi 2001.
7. Design thinking for visual communication by Gavin Ambrose
8. Visual Communication: Images with messages international edition by Paul Martin lester.
9. Dynamics of modern communication by Patrice flichy - sage publication
10. The visual communication book: using words, drawings and whiteboards to sell big ideas mark Edwards.

### **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To Learn the Principles and fundamentals of colours.
- To Understand the knowledge of visual languages and cultures
- To Gain knowledge about the different visual perspectives.

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**First Year**

**CORE COURSE II  
IMAGE AND IMAGINATION  
(Theory)**

**Semester I**

**Code:**

**Credit: 5**

**COURSE OBJECTIVES:**

- To introduce students to the construction of visual image
- To aid students to understand different media forms
- To introduce students to the types of thinking
- To introduce students to the concept of visual perception.

**UNIT – 1 INTRODUCTION:**

Understanding the term Image – Understanding the term Imagination –Types of imagination - Understanding the term mental imagery - Mental imagery vs. images -Mental imagery vs. imagination- Images in Sequence and Sound. Types and Stereotypes.

**UNIT – II VISUAL IMAGE:**

Elements and Structures of Visual Design -Construction of Visual Image - Structure of our Visual Field - Figure organization - Attraction and Attention Value – The Organization of Figure Elements - Types of Grouping - Principles of Visual Aesthetics.

**UNIT –III IMAGINATION AND THINKING:**

Linear and Lateral thinking - Holistic Visual thinking, Creativity and Creative Process, Techniques of Imagination; Imagination and conventional thinking - Imagination and Memory – Imagination and Freedom – Imagination and Emotion – Visualization and Originality.

**UNIT – IV UNDERSTANDING MEDIA FORMS:**

Media Forms and Techniques, Understanding various Media Forms - Theatre, Dance, Sculpture, Print, Audio-Visual.

**UNIT – V PERCEPTION:**

Image and Visual Perception. Selection, Gestalt Grouping - Contours. Memory and Association, Personality and Perception, Rhetoric.

**UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

Group Discussion – Students have to share an artistic production such as a painting or poem that they think would be highly stimulating to their imagination and discuss the imagination concepts. Assignment - Illustration of logos created based on Gestalt principles of design. A general quiz on media forms.

## REFERENCES:

1. Modern Classics Ways of Seeing - John Berger, Penguin UK, 2008.
2. Foundations of Art and Design – Alan Pipes, Laurence King Publishing, 2004.
3. Contemporary Art - Julian Stallabrass, OUP Oxford, 2020.
4. Power of the Images – Kulin Annette, Routledge and Kegan Paul, London, 1985.
5. Understanding a Photograph, John Berger and Geoff Dyer, Penguin UK, 2013.
6. Dynamics and Performativity of Imagination: The Image between the Visible and the Invisible: 21 (Routledge Research in Cultural and Media Studies) - Bernd Hüppauf and Christoph Wolf, Routledge, 2009.
7. Arnheim, Gestalt and Art: A Psychological Theory -Ian Verstegen ,Springer; 2005th edition.
8. Images and Representation – Nick Lacy, Macmillan, London,1998.
9. Perception and Imaging - Richard Zaki, Focal Press. Oxford, 1997.
10. Lateral Thinking: A Textbook of Creativity - Edward De Bono, Penguin UK, 2016.
11. <https://www.sfu.ca/~egan/Imag>
12. <https://plato.stanford.edu/entries/mental-imagery/#MentImagVsImages>
13. <https://files.eric.ed.gov/fulltext/ED233533.pdf>

## COURSE OUTCOMES:

Upon the successful completion of this course, students would be able:

- To understand the concepts of image, imagination and mental imagery.
- To understand how images are created.
- To use their imaginative skills to create images.
- To recognize different media forms.
- To construct a visual image appropriate to the given context.

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**First Year**

**CORE CHOICE COURSE I  
1. ONLINE JOURNALISM**

**Semester I**

**Code:**

**(Theory)**

**Credit: 5**

**COURSE OBJECTIVES:**

- To improve the spoken communication of students
- To equip students with the knowledge of various aspects of listening skills
- To develop their reading skills through different facets available.
- To help them to apply language in their writing skills

**UNIT – I ONLINE COMMUNICATION AND JOURNALISM:**

Online Communication - Meaning and definition, Features of Online Communication; Advantages of online journalism - Audience control, time and place access, nonlinearity; Storage and retrieval, unlimited space, immediacy, multimedia capability, audience participation; Types of online journalism sites;

**UNIT – II ONLINE VIDEO JOURNALISM (OVJ) AND INTERACTIVITY:**

What is Online video journalism - Quantity vs quality, Story formats, kit and editing formats for OVJ, ideas and planning in OVJ, shooting video, editing and publishing; Interactivity - interactive maps, linking, APIs and mashups, Polls and surveys, forums, interactive storytelling; games and interactivity

**UNIT – III ONLINE JOURNALISM AUDIENCE:**

Audience of online journalism - Types of participatory journalism - sources, user feedback, user-generated content, crowdsourcing, citizen journalism; types of Mobile devices, Mobile advantages, online journalism for mobile devices.

**UNIT – IV BLOG:**

What is blog and blogging journalism, Blogging as genre, Microblogging, Podcasts - audio formats and kit, Ideas and planning, Interviews and discussions, editing, publishing, audio slideshows.

**UNIT – V MOBILE JOURNALISM:**

Mobile journalism - Role of mobile editor, role of the social media editor, approaches to publishing on mobile, fake news, Hyperpartisan news, causes of fake news, filter bubbles and virtue signalling, information segregation, advocacy journalism; The dark web; Meme journalism, GiFs and emojis; Role of Facebook , Twitter and Whatsapp in online journalism.

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Paper presentation on a topic of the student's choice. A quiz on citizen journalism. An assignment on any online journalism blogs

## **REFERENCES:**

1. "New Media and New Technologies" - Lister Dovey, Giddings, Grant & Kelly, 2003
2. Interactive Design for New Media and the Web, Juppa
3. Journalism in the Digital Age- Herbert Vincent Miller.
4. "What is New Media?" In The Language of New Media - Lev Manovich, Cambridge:MIT Press, 2001.
5. Understanding New Media Extending Marshall McLuhan - Robert K. Logan, 2010
6. Introduction to Online Journalism: Publishing News and Information - Roland De Wolk· 2001 ·
7. Understanding New Media - Eugenia Siapera, Sage, 2011.
8. Digital Journalism Emerging Media and the Changing Horizons of Journalism -Kevin Kawamoto, 2003
9. Online Journalism: Principles and Practices of News for the Web - Jim Foust, 2017
10. Online Journalism: A Basic Text -Tapas Ray, 2006

## **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To understand the concepts of online journalism and its current trends
- To apply the concepts of mobile journalism in their practices and gain knowledge on different aspects on online journalism
- To gain insights on virtual community, blogs and other aspects of web journalism such as wiki generated media, Web 2.0.
- To apply the journalism strategies through understanding new media
- To understand the ethical issues involved in new media and its consequences.

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**First Year**

**CORE CHOICE COURSE I  
2. MOBILE JOURNALISM**

**Semester I**

**Code:**

**(Theory)**

**Credit: 5**

**COURSE OBJECTIVES:**

- To enable students gain knowledge about Advertising process concepts and principles.
- To give them the basic knowledge required about Advertising and Ad Agencies.
- To enable students gain insight into various strategic approaches to advertising campaign.
- To educate the student about the types of writing for the advertisement.
- To educate the uses of digital advertising.

**UNIT – I INTRODUCTION:**

Mobile Journalism - Introduction and overview, Origins of the Mojo, Purpose of Mobile Journalism; Understanding Mobile Journalism; MOJO in India; Skills Required, Tools & Apps for Mojo, Challenges to Mojo work.

**UNIT – II REPORTING & SHARING:**

Basic steps of mobile reporting; Create and share journalism content; Influence of mobile in modern journalism. Media Sharing (YouTube, Flickr, Sound Cloud) , Hobby Networking (GoodReads), Fav.tv (TV shows). Different Forums on Internet – Movie Forums (Movies), Phishy (Phishing), GAMURS (Gaming), Fitocracy (Fitness), etc.

**UNIT – III EQUIPMENT:**

MOJO's Basic Equipment; MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone;; Apps to make an audio or video documentary, or a narrated photoessay; Accessories that enhance quality of MOJO.

**UNIT – IV SOCIAL MEDIA:**

Social Media – Introduction, Types of Social Media & Networking Technologies: Social Networking (Facebook, Twitter, Google+), Professional Networking (LinkedIn etc.) Contentmarketing, Keyword marketing like SEO, SEM **Case Studies:** Arab Revolution, Anna Hazare Movement and Jallikattu

**UNIT – V MOJO APPROACH:**

Blogging (Bloggers, WordPress, Tumblr), Preference for Preparing Stories for Blogs. About different mobile development approaches and their benefits as well as weaknesses; responsive vs. mobile apps vs. mobile-optimized Sites; Rise of google glass.

## **UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

Presentation on any coverage of event/news as a mobile journalist. A quiz on mobile journalism and social media. An assignment on blogs/vblogs induling in mobile journalism.

### **REFERENCES:**

1. Mobile and Social Media Journalism – Anthony Adornato,Taylor & Francis Ltd
2. The Online Journalism Handbook - Paul Bradshaw, Routledge,2017.
3. Online Journalism From The Periphery - Scott Eldridge II, Routledge,2017.
4. New Media And Online Journalism, 1st Edition -AbhayChawla, Pearson India,2021.
5. Online Journalism: Principles and Practices of News for the Web – Jim Foust, Routledge, 2011.
6. Online Journalism :The Essential Guide – Steve Hill and Paul Lashmar, SAGE Publications Ltd, 2013.
7. Journalism and Society -Denis McQuail,SAGE Publications Ltd, 2013.
8. Journalism Online- Mike Ward, Routledge,2013.
9. Digital Journalism: Emerging Media and the Changing Horizons of Journalism - Kevin Kawamoto,Rowman& Littlefield, 2003.
10. Online journalism -Gabriele Hooffacker,Palgrave Macmillan,2022.

### **Course Outcomes**

Upon the successful completion of this course, students would be able:

- To conduct professional video interviews using mobile
- To write and edit with their devices and produce reporter-led stories.
- To become aware of ethical and legal challenges online.
- To learn technical terms in mobile journalism
- To apply various nuances of journalist skills through mobile journalism

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**First Year**

**CORE PRACTICAL I  
DIGITAL PHOTOGRAPHY TECHNIQUES  
(Practical)**

**Semester I**

**Code:**

**Credit: 3**

**COURSE OBJECTIVES:**

- To make the students understand the digital photography and its growth.
- To expose the students to various types of photography.
- To train them to operate and enhanced photo capturing in various lighting condition.

At the beginning of the practical, the students are to be taught and trained to handle the digital photography camera with the basic elements of photography like shots, angles, views, framing, exposure triangulation, Digital DSLR operations and menu. Lens - Lens types, features, Lighting, Filters, Sensor, Image file formats. Student should know current updates in camera and photography related technologies. (Including Mobile phone technology advancements)

Student should submit a Photography record contains at least 2 WORKS from each exercise and should include all the necessary details mentioned in each title (Sub heads) in an advanced manner.

1. Perspective
  - a. Linear
  - b. Forced
2. Photo Language
  - a. Working
  - b. Action / Sports
  - c. Silhouette
3. Styles of Photography
  - a. Portrait
  - b. Landscape (scenic, people, birds/animals, monuments)
  - c. Documentary
4. Advertising Photography
5. Social Photography
  - a. Street photography
  - b. PSA
6. Panorama
7. Indoor Photography
8. Environmental photography
9. Time lapse photography
10. Long exposure photography

11. HDR Photography
12. Travel photography

### **REFERENCES:**

1. The Manual of Photography - Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition, 2000.
2. The Photographer's Handbook -John Hedgecoe, Knopf, 1999.
3. Basic Photography, eighth edition - Langford Michael, Fox Anna & Smith Sawdon Richard, Focal Press.
4. Paul Photographer's Practical Book - Harcourt Davies, David &Charles, 2005.
5. Digital Photography - Evans Duncan, Ava Essentials, 2006.
6. Basics Photography 01: Composition, Second Edition - David Präkel
7. Basics Photography 02: Lighting - David Präkel
8. Basics Photography 07: Exposure - David Präkel
9. Studio Photography 3rd Edition – John Child, Focal Press, 2005.
10. Advertising Photography - Alain Solomon, Guptill Publication, NewYork, 1987

### **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To know the aesthetic principles and elements of Digital photography.
- To handle DSLR cameras and learn proper settings.
- To analyze the location, lighting, necessary devices and works.
- To shoot photographs in different genres.
- To apply skills based on the shooting environments like selection of lens, filters and various settings in camera.
- To experiment the specialized photography techniques like Time lapse, Long exposure, HDR.

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**First Year**

**ELECTIVE COURSE I**

**Semester I**

**1. TAMIL SOCIETY, HISTORY AND POLITICS**

**Code:**

**(Theory)**

**Credit: 4**

**COURSE OBJECTIVES:**

- To gain a deeper understanding of thinai based ancient Tamil society
- To understand the connection between ancient Tamil society and politics.
- To trace the influence of various movements on Tamil society and politics.

**UNIT – I ANCIENT TAMIL SOCIETY:**

Thinai Based Ancient Tamil Society on Landscapes- Family- Two Functions: Social, Psychological- Economic, Reproductive and Educational Institutions- Sangam Polity- from Historical Perspective

**UNIT – II SOCIETY AND CULTURE:**

Tamil Society during Kalapirars and Pallavas – Chola Period – Social and Cultural Life of Tamils- Ethical Literature and Architecture of Pallavas – Emergence and Fall of Cholas –Women Degradation

**UNIT – III SOCIETY AND POLITICS:**

Tamil Siddars and Their Revolutionary Thoughts - Pandyas Upsurge and Fall - Madurai Nayakars –Society and Politics of Tamils – Variety of Tamil Literacy Development

**UNIT – IV MOVEMENTS AND MISSIONARIES:**

Seventeen to Nineteenth Century Society and Politics of Tamilnadu - RamalingaVallalar Movement – Impact of Christian Missionaries on Society and Culture

**UNIT – V MOVEMENTS, MOVIES AND POLITICS:**

Twentieth Century Tamilnadu - Impact of National Movement– Emerging Justice Party- Dravidian Movement - Marxist Movement – Women Liberation and Dalit Liberation Movements - Civil Society Mainstream Politics of Democracy - Development and Impact of Cinema on Society and Politics –Communication and Technological Revolution Today

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on role of tamil cinema in freedom struggle.A quiz on social reform movements in Tamilnadu.

## **REFERENCES:**

1. N. Subramaniam: History of Tamil Nadu - 1565 to 1956 A.D. Annamalai University - 1948.
2. MangalaMuruganan. N.K - Social and cultural History of the Tamil (in Tamil) Subramanian. N. - Sangam Polity, Enness Publishers
3. Balasundram N.: "The Dravidian Movement in Madras" in state politics in India.
4. Ramamurthi P: The freedom Struggle and the Dravidian movement.
5. Sundralingam, R. - Politics and Nationalist Awakening in South India 1852 - 1891,Rawat Publications, New Delhi, 1980.
6. Ganesan, A - The press in Tamil Nadu and struggle for Freedom 1917 - 37, Mittal Publications, New Delhi, 1989.
7. Paramarthalingam. C Religion social reform in Tamil Nadu, Rajakumari Publications, Madurai, 1997.
8. Dr. G. Venkatesan - History of contemporary India.
9. Impact of Social Reform movements in Tamil Nadu: Socio - Economic Development of TamilNadu – TNPSC Aspirants.

## **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To know the relationship between History and current developments in Tamilnadu.
- To analyze the Challenges of Tamil tradition and its aesthetics
- To analyze the developments over technology and Tamil literature.
- To understand the impact of various media houses over Tamil politics.
- To understand the developments in literature, folk arts, and film in connection with Tamil

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**First Year**

**ELECTIVE COURSE I  
2. ART AND PRINT PRODUCTION**

**Semester I**

**Code:**

**(Theory)**

**Credit: 4**

**COURSE OBJECTIVES:**

- To understand the basics of design
- To learn various types of layout designs for print production.
- To know about the responses towards copy and colour.
- To get hands on training in creating application based newspaper/ magazine design.

**UNIT – I AN OVERVIEW AND PRINCIPLES OF DESIGN:**

Visual Art- Visual aesthetics, visual literacy; Communication Art - creativity; Graphic Art - components, Functions, Graphic Communication Process; Principles of Design, Basic approach of design.

**UNIT – II TYPOGRAPHY AND LAYOUT:**

Development in India; Structure, Design and function of typography; Design style, Function of type composition, Layout - stages and terms in layout planning.

**UNIT – III COLOUR AND COPY IN PRINT PRODUCTION:**

Colour - functions, combination and reproduction in design; Copy for printing - verbal- copy marking, copy fitting, data interfacing, proof reading; visual copy - cropping & scaling, sizing and marking, reproduction of illustrations; colour copy - colour separation.

**UNIT – IV PRINTING PROCESS:**

Developments in India; Process of Printing - On-demand, Major and Specialized; Digital Pre-press- Concepts, Image input, Processing, Assembly and output; Desktop publishing

**UNIT – V SOFTWARE FOR DESIGNING :**

**InDesign:** Understanding Pages; Using Colour; Basic Navigation; Text and Fonts - Adding and Manipulating Text, Using Adobe Fonts; Images in InDesign - Long Text - Making a Spread, Make Columns and Link Text Boxes, Create Paragraph Styles; Exporting – Documents, Share Files.

**Illustrator:** Drawing in Illustrator, Setting Up Document, Grouping and Arranging, using tools; Types and Fonts; Effects and Patterns; Liquifying and Distorting; Bending and Warping Shapes and Text; Making a Pattern; Vectorize an Image.

## **UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

A Report on visit to an offset printing press. A general quiz on colour and copy in print production. Group Project on creating a 4 page campus newspaper.

### **REFERENCES:**

1. Art and Print Production 2<sup>nd</sup> Edition - NN Sarkar, OUP India, 2013.
2. Art and Print Production concept technology and application - NN Sarkar (Oxford).
3. The All New Print Production Handbook - David Bann, Rotovision, 2011.
4. A Guide to Graphic Print Production – Kaj Johansson , Peter Lundberg and Robert Ryberg, John Wiley & Sons, 2007.
5. Getting It Printed: How to Work with Printers and Graphic Imaging Services to Assure Quality, Stay on Schedule and Control Costs (How Design) – HOW Books, 2004.
6. Printing Ink and Overprint Varnish Formulations, 2nd Edition (Paint & Coatings) 2nd Edition- Ernest W. Flick, William Andrew, 2013.
7. The printing Ink manual 4<sup>th</sup> edition edited - Dr. R.H. leach, Dr. C. Armstrong, J.F.Brown, M.J. Mackenzie, L. Randall and Dr. H.G. Smith
8. Printing of Graphene and Related 2D Materials: Technology, Formulation and Applications - Leonard W. T. Ng, Guohua Hu, et al., Springer, 2019.
9. Handbook of Print Media: Technologies and Production Methods- Helmut Kipphan, Springer, 2001.
10. Non-Designer's Design Book – Robin Williams, Peachpit Press, 2014.

### **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To analyse and understand different art work and design.
- To evaluate various types and related layout designs for print production.
- To understand the responses towards copy and colour.
- To create a newspaper/ magazine or any design applying the software knowledge.

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**First Year**

**VALUE ADDED COURSE I  
DESIGN PRINCIPLES  
(Theory)**

**Semester I**

**Code:**

**Credit: 4**

**COURSE OBJECTIVES:**

- To Understand principles and elements of design with the various design software applications
- To Learn how to exhibiting the nuances packaging processes.
- To Analyse the final process of packaging

**UNIT – I UNDERSTANDING DESIGN:**

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 COLOUR, DESIGN AND COMPOSITION:**

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 PACKAGING:**

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 LABELING:**

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:**

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

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Assignments on designing various kind of packages (adobe Photoshop & Illustrator)

## **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 publicshing, 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 Philliphs, 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.

## **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To learn the principles and elements of design
- To understand the knowledge of software applications
- To gain knowledge about the packaging designing.

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**First Year**

**CORE COURSE III  
THEORIES OF VISUAL ANALYSIS  
(Theory)**

**Semester II**

**Code:**

**Credit: 5**

**COURSE OBJECTIVES:**

- To equip students to make their own analyses of the media rather than just accept how others interpret the media.
- To analyze the political, cultural and sociological contexts of visuals

**UNIT – I MARXIST APPROACH:**

Introduction to Marxist concepts – Base and Superstructure – Media as means of Production – Ideology – Media as amplifiers – The constitution of the subject – Differences within Marxism – Marxists take on the Frankfurt School of Critical Theory – Marxist approach to visual texts.

**UNIT – II SOCIAL SEMIOTICS:**

Understanding the term Social Semiotics –The key elements – Discourse – Genre – Style - Visual Grammar: Elements and Structure – Position of participants – Modality – Composition – Materiality.

**UNIT – III SOCIOLOGICAL APPROACH:**

Media and Technology in society – Media Globalization – Structural functionalism: Commercial Function, Entertainment Function, Social Norm Functions, Life –changing functions – Critical Sociology – Control of Media and Technology: Technological Social Control and Digital Surveillance, Symbolic Interactionism, Social Construction of Reality, Social Networking and Social Construction.

**UNIT – IV PSYCHOANALYTIC APPROACH:**

Psychoanalysis and Visuality - Subjectivity- Sexuality and the Unconscious. Laura Mulvey on Visual Pleasure : Scopophilia – Voyeurism – Narcissism – Male Gaze. Psychoanalytic Feminism. Mirror Stage by Lacan – Lacan on Gaze.

**UNIT – V FEMINIST APPROACH:**

Gendered images – Implications of Gendered images – Goffman on Gender advertisements - Objectifying techniques - Femininities and masculinities – An analysis of visual portrayal of genders.

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Group debate on implications of gendered images. An assignment on media ownership and media convergence in India – A general quiz on various approaches to visual analysis.

## REFERENCES :

1. Marx and Marxism - Gregory Claeys, Pelican Books, 2018.
2. An Introduction to Visual Culture - Mirzoeff. F. Routledge, London, 1999.
3. All Media are social – Sociological Perspectives on Mass Media – Andrew M.Lindner and Stephen R.Barnard, Routledge, 2020.
4. Media Analysis Techniques (Sixth Edition) - Arthur Asa Berger, SAGE Publications, Delhi, 2018.
5. Doing Visual Analysis: From Theory to Practice – Tommaso Milani, Sage Publications Ltd, 2018.
6. The Basics of Semiotics – Daniel Chandler, 2nd edition, Routledge, 2007.
7. A General Introduction to Psychoanalysis - Sigmund Freud, Forgotten Books, 2018.
8. The Interpretation of Dreams (Master's Collections) - Sigmund Freud, Maple Press, 2013.
9. The Elements of Visual Analysis - Marguerite Helmers , Pearson, 2005.
10. Visual Methodologies – Gillian Rose, Sage Publications, London, 2001.
11. <http://visual-memory.co.uk/daniel/Documents/marxism/marxism.html>
12. [https://www.researchgate.net/publication/323396576\\_Social\\_Semiotics\\_and\\_Visual\\_Grammar\\_A\\_Contemporary\\_Approach\\_to\\_Visual\\_Text\\_Research](https://www.researchgate.net/publication/323396576_Social_Semiotics_and_Visual_Grammar_A_Contemporary_Approach_to_Visual_Text_Research)
13. [https://www.researchgate.net/publication/233046989\\_Marketing\\_images\\_of\\_gender\\_A\\_visual\\_analysis](https://www.researchgate.net/publication/233046989_Marketing_images_of_gender_A_visual_analysis)
14. <https://www.sciencedirect.com/science/article/pii/S2590260121000369>
15. <https://opentextbc.ca/introductiontosociology/chapter/chapter8-media-and-technology/#section8.4>.

## COURSE OUTCOMES:

Upon the successful completion of this course, students would be able:

- To critically analyse media texts.
- To comprehend how media production is connected to political and economic aspects of capitalist society
- To recognize the conflicts that exist between powerful classes and less powerful classes with regard to media production and media content.
- To interpret media texts using Psychoanalytic approach.
- To acknowledge the implications of gendered images.

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**First Year**

**CORE COURSE IV  
COMMUNICATION THEORIES  
(Theory)**

**Semester II**

**Code:**

**Credit: 5**

**COURSE OBJECTIVES:**

- To understand the various theories and models in the field of communication and to gain knowledge of its use in the media research.
- To provide a theoretical understanding of various approaches to mass communication theories.

**UNIT – I INTRODUCTION TO THEORIES AND MODELS:**

Definition – Communication, Theory, concepts, models; Traditions of communication theories – Rhetorical, Semiotic, Phenomenological, Cybernetic, Socio-Psychological, Socio-cultural, Critical; Types of models: Linear model, Interactive model, Transactional model.

**UNIT – II BASIC COMMUNICATION THEORIES:**

Active audience: Uses and gratification theory; Media information utility theory; Modelling theory; Social expectation theory; Diffusion of innovation theory; Media dependency theory; Desensitization theory; Passive audience: Lippmann's theory of unintentional news distortion; Magic bullet theory; the selective and limited influences theory; Gate keeping theory; Agenda setting theory; Two step flow theory.

**UNIT – III BASIC COMMUNICATION MODELS:**

Aristotle's model of communication, Lasswell model of communication, Shannon and Weaver model of communication, Wilbur Schramm model of communication, David Berlo's model of communication, Gerbner model of communication, Bruce Westley and Malcolm Maclean, Charles Osgood and others, Newcomb, Defleur Model of communication system, D. Lawrence Kincaid.

**UNIT – IV NORMATIVE THEORIES:**

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 – V SOCIOLOGY OF COMMUNICATION:**

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

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

1. Prepare Chart work for various Communication Models with illustration
2. Quiz on various topics related to Communication Theories.
3. Assignment on application of Communication theories in day to day activities.

## REFERENCES:

1. Mass Communication Theories: Explaining Origins, Processes, and Effects  
Melvin L. DeFleur, Margaret H. De Fleur, Routledge, 2010
2. Handbook of Communication Models, Perspectives, strategies, Uma Narula,  
Atlantic publishers, 2014
3. Understanding Communication Theory: A Beginner's Guide, Stephen M.  
Croucher
4. Media, Home and Family, Hoover, M. Stewart, Clark Schofield, Lynn, Alters, F.  
Diane, Taylor and Francis group ,USA (2004).
5. Communication theories and Models, Andal, N., Himalya, Bombay(1998).
6. Mass communication theories, an introduction, MC Quail, Dennis, Sage  
Publications, London (1987)
7. Communication management, Diwan, Parag, Deep and Deep publication, New  
Delhi(1997).
8. Media and Mass Communication, Bhattacharjee Shymali, Kanishka Publsihers,  
New Delhi (2005).
9. Communication in the Digital Age, Raj, A.N., Authors Press, New Delhi (2000).
10. Essentials of Mass Communication Theory, London: SAGE Publications,  
Berger, Arthur Asa (1995).
11. [https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp\\_content/library\\_and\\_infor-  
mation\\_science/knowledge\\_society/05\\_theories\\_and\\_models\\_of\\_communication/et/4305\\_et  
\\_et.pdf](https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/library_and_information_science/knowledge_society/05_theories_and_models_of_communication/et/4305_et_et.pdf) (Online reference).

## COURSE OUTCOMES:

Upon the successful completion of this course, students would be able:

- To recall and relate the importance of communication theories in the communication process.
- To indicate and discuss the types of theories applied in political agenda.
- To describe and appreciate the importance of sociological theories.
- To illustrate and interpret the application of the communication models with professional situations.
- To analyze and evaluate the perspective of mass media in the media environment.
- To criticize, apply, understand and analyze the communication models and theories.

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**1. SCRIPTING**

Code:

(Theory)

Credit: 5

**COURSE OBJECTIVES:**

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

**UNIT – I BASICS OF MEDIA SCRIPTING:**

Reader's perception – Information medium – Date line, Credit line, Byline, Deadline – content variety – general and specialized newspapers – Editorial policy and style – language – Pyramid, inverted pyramid style – source attribution – writing features and articles

**UNIT – II SCRIPTING FOR MAGAZINES:**

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

**UNIT – III SCRIPTING FOR RADIO:**

Radio script, Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation – language and style – FM Radio – Radio Jockeying – target audience – content variety and style – music- competition. Scripting for podcast and internet radio.

**UNIT – IV SCRIPTING FOR NEWS:**

News angles, multi-angled stories, feature openers, development of story, News structure and news formula, sign posting, accuracy and field work.

**UNIT – V SCRIPTING FOR DIGITAL MEDIUM:**

Nature and characteristics – Online Newspapers – hypertext – textual and visual limitations – language and style – multimedia support – Online contents, authenticity and piracy issues – regulations.

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An assignment on comparative study about Scripting and language style of various media. Introduction and practice of Transcription Software. Report and seminar about the scripting and words usage style of main stream media.

**REFERENCES:**

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, 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.

### **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To know the basics of media scripting.
- To understand various types scripting styles for various media.
- To understand the news scripting fundamentals and structure of news.
- To understand the scripting style and techniques for radio internet radio and podcast.
- To know the online media scripting and ethics for online content writing.

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**First Year**

**CORE CHOICE COURSE II**  
**2. COMMUNITY PARTICIPATORY MEDIA AND DEVELOPMENT**

**Semester II**

**Code:**

**(Theory)**

**Credit: 5**

**COURSE OBJECTIVES:**

- To understand the role of Media in Development with Participation.
- To understand about the Community Media and its role in Development.
- To enhance knowledge on ICT for development.

**UNIT – I COMMUNITY AND PARTICIPATORY COMMUNICATION:**

Community Media and Concept of Development. Role of Communication in Social Change. Small-scale, community-based approach to participatory communication. Identities of a community, Preparing to Plan Action, Supporting Action.

**UNIT – II PARTICIPATORY MEDIA APPROCHES:**

Origin of participatory development approaches in media. History of Community Media. Four ways of participation and Communication. Differences between Hierarchy Models and Participatory Models.

**UNIT – III ALTERNATIVE MEDIA AND DEVELOPMENT:**

Alternative Media and Development Communication models. Communication for Social Change. Challenges in Practice. Coexisting with "Other" Communication. Long-term Commitment.

**UNIT – IV COMMUNITY PARTICIPATION, CONTENT & TECHNOLOGY:**

Community participation & appropriation. Language & Cultural pertinence. Local Issues and needs. Development of local contents. Use of appropriate technology. Networking & Convergence. –MacBride Commission Recommendations.

**UNIT -V MEDIA POLICIES IN AN INTERNATIONAL CONTEXT:**

India's policy on Communication. Dominant Paradigm and alternative conception. Development Communication theories and Models. Diffusion of innovations, Social Marketing, Health promotion, Education & Entertainment.

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Methods for Practicing Participatory Communication. Speech, traditional and folk media, and group activities. A seminar on recent participatory approaches in media.

## **REFERENCES:**

1. Participatory Media in Environmental Communication: Engaging Communities in the Periphery (Routledge Studies in Environmental Communication and Media) – UshaSundar Harris, 2020.
2. Understanding Community Media – Kevin Howley, Sage Publications, 2010.
3. Practice of Sustainable Community Development : A Participatory Framework for Change - R. Warren Flint , Springer Science + Business Media, New York, 2013.
4. Development Communication Sourcebook: Broadening the Boundaries of Communication - Paolo Mefalopulos, The World Bank, 2008.
5. UNICEF 2017 Report on Communication for Development (C4D) Global Progress and Country Level Highlights Across Programme Areas.

## **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To know community, participatory media and development.
- To understand participatory media and ways of participatory communication.
- To know the alternative media and social change.
- To understand relationship between community participation and technology development.
- To know the international development policies on communication.

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**First Year**

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

**Semester II**

**Code:**

**Credit: 3**

**COURSE OBJECTIVES:**

- To make the students understand the Animation.
- To expose the students to careers in 2D & 3D animation.
- To train them to operate and enhanced the software applications.

**List of Practicals:**

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

1. Animation aspects. Colour 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

**REFERENCES:**

1. Introduction to multimedia and its applications by VK Jain.
2. Multimedia applications by klaraNahrstedt& Ralf steinmtz – media publishing
3. Multimedia Applications by HemantKapila – eagle’s publication.
4. Multimedia: computing communication & application innovative technology by klaraNahrstedt& Ralf steinmtz – media publishing
5. Introduction to multimedia by prof. Staishjain, Shashisingn – BPB publication
6. Fundamentals of multimedia by Mark S. Drew
7. Computer graphics multimedia and Animation by Malay K. Pakhira
8. Computer a guide to Animation by Marcia Kuperberg-Focal press publication.

**COURSE OUTCOMES:**

- Understand the principles and Pre-Production process of animation
- Gaining knowledge about the software applications
- Student will be able to create 2D and 3D animations.

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**First Year**

**ELECTIVE COURSE II  
1. INTRODUCTION TO NEW MEDIA**

**Semester II**

**Code:**

**(Theory)**

**Credit: 4**

**COURSE OBJECTIVES:**

- To make the students understand the utility of new media and its applications
- To expose the students to the world of internet and its extensive use for interactivity.
- To help them to gain awareness of the ethical constraints in online/web journalism.
- To acquaint students with the working style of web journalism through software application.

**UNIT- I: NEW MEDIA AND COMMUNICATION:**

Defining new media, Digital media, online, media; Characteristics and principles of new media, The New Media Interface, New Media Economy; Computer-Mediated communication, Characteristics of CMC; Advantages and disadvantages of CMC.

**UNIT – II UNDERSTANDING NEW MEDIA TECHNOLOGIES AND APPLICATIONS:**

User-generated communication (UGC); Benefits of User-Generated Content; User-Generated Content Ideas; Digitization of media- media convergence, Tools of New Media; Constituents - Web 2.0-3.0, Blogs, Micro Blogs, Wikis.

**UNIT – III INTRODUCTION TO WEB JOURNALISM:**

Meaning and Characteristics, Web publishing overview, Power of Web Journalism, Presentation of Web content, Blogging, Online Communities, User Generated Content and Web 2.0, Networked Journalism.

**UNIT – IV TOOLS OF ONLINE JOURNALISM:**

Multimedia, Interactivity, Hyperlinks, Weblogs and Content Management Systems (CMS); New Media, Social Media. Online Apps.

**UNIT – V NEW MEDIA ETHICAL ISSUES:**

Journalism ethics and restraint in new media, IPR Copyright and Legal issues in cyber space, Using social media to engage public, Activism in Cyber space, ICTs in new media; ICT and Social Inclusion, Globalization & Emerging Cyber cultures.

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Assignment on creating a digital video essay on a topic of social relevance. A general quiz on new media. Small group project - Creating a Twitter handle for a

small group of newsgatherers. Use a smartphone to cover five events in college with photos, short videos, and brief descriptions of what is experienced.

**REFERENCES:**

1. Interactive Design for New Media and the Web, Juppa
2. Online News gathering : Research and Reporting, Quinn &Lamble
3. Journalism in the Digital Age, Herbert Vincent Miller.
4. Understanding digital culture.Sage Publications, 2011.
5. Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge: MIT Press. pp. 19-48.
6. Siapera, Eugenia. Understanding new media.Sage, 2011.
7. Leah A Lievrouw, Sonia Livingstone, Handbook of New Media, SAGE Publications Ltd, 2006.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To understand the concepts of new media, its process and computer mediated communication.
- To apply the concepts of user-generated communication in their practices and gain knowledge on various Communication Technologies available.
- To gain insights on virtual community, blogs and other aspects of web journalism.
- To understand the basics of online journalism.
- To understand the ethical issues involved in new media and its consequences.

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**COURSE OBJECTIVES:**

- To make students understand the evolution of social media.
- To understand the advantages, challenges and impact of globalization.
- To know about influences of social media and communication technology.
- To understand how new media shape communications and ways to connect with the society.
- To study the traditional media.

**UNIT - I:**

Definition; Differences between social media and Traditional Media. Mobile Social Media Applications. Social Media for Media Persons. Online Culture. Privacy and Identity. Friend-based Sociality vs. Object-centred Sociality. Net Neutrality.

**UNIT - II:**

Social Media for Newsrooms, Government, Diplomacy, Organizations, Remediation, Activism, Marketing, Slacktivism. Social Media Optimization. Self-Publishing Tools and Social Media Journalism. Crowdsourcing–Social News and News Streams. Twitter YouTube, Facebook, Wikis, Tumblr, LinkedIn, Read Write Web, Storify and other important platforms.

**UNIT - III:**

Location Based Services – Foursquare, Google Latitude. Aggregation – Syndicating-Monitoring RSS News Feeds, Readers, Alerts, Social Bookmarking. Recommendation Engines. Real-time Search. Trends. Mobile and Tablet Content.

**UNIT - IV:**

Blogging–Text, Image, Audio and Video. Tools, Concepts, Credibility, Identity, Influence, Cyber Law and Ethics. Building Online Brand. Citizen Journalism. E-Publishing. Digital Divide. Alternate Media and Opinion. Convergence of Print, Radio, TV and Online Contents. Cyberspace. User-Generated Content. Prosumer –Producer, Consumer. Political Economy of Communication. Copyright. Theorizing New Media. Virtual Being, Technological Being and Social Change. Medium, Space and Time.

**UNIT - V:**

Traditional Media and its history and Classification-Street Play, Puppetry, Pommalattam Traditional Folk Media and Communication, Traditional Media in Promoting-Environment, Health, Development, gender politics, political propaganda-traditional media and Culture, Linguistics and Music-Social Institutional and traditional Media-Modulation of traditional media.

## **UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

Choose a social media platform that best fits your message—you can use any social media channel presented in this module. In 2-3 pages, explain/analyze why this social media channel is the right one for the message (this could focus on why the other options are not good).

### **REFERENCES:**

1. Kevin Kawamoto, *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*, 2003, Rowmen and Littlefield, UK
2. Natalie Fenton, *Old News New Media*, 2012, Sage Publications, London.
3. Connie White, 2012, CRC Press, social media, Crisis Communication, and Emergency Management: Leveraging Web...
4. Dan Zarrella, 2010, *The Social Media Marketing Book* Darley, A. (2000) *Visual Digital Culture*. London: Sage
5. Hayles, K.(2002) *Writing Machines*.Cambridge, MA: MIT Press
6. *Media, Communication, Culture: A Global Approach* – James Lull, Polity Press, UK, 2013
7. *Online Journalism: The Essential Guide* – Steve Hill & Paul Lashmar, SAGE Publications, London, 2014
8. Hinton, S. & Hjorth, L. (2013). *Understanding social media* London: SAGE Publications Ltd.
9. Mjos, O. (2012). *Music, social media and Global Mobility*. New York: Routledge.
10. *Social Media Mining an introduction* by Reza Zfarani, Mohamed Ali Abbasi and Huanliu.

### **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To Understand the evolution of the internet in India and the world.
- To make a critical study of the impact of the internet on the society.
- To develop thorough knowledge of the use of new media influence and its pros and cons.
- To gain knowledge of various platforms of social media
- To become adept at the different aspects of social media applications.

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**First Year**

**NON MAJOR ELECTIVE I  
FILM STUDIES  
(Theory)**

**Semester II**

**Code:**

**Credit: 2**

**COURSE OBJECTIVES:**

- To trace the history and development of cinema
- To develop an understanding of aesthetic nuances of film making
- To comprehend the role and impact of cinema in society and vice-versa
- To critically analyse and appreciate cinema as an art

**UNIT – I INTRODUCTION TO CINEMA:**

History of World and Indian Cinema - Silent era, Talkie era and the New era. Basics of Cinema: Film form, narrative form, non-narrative form, film genres. Film as a medium of communication and Social change – Growth of Tamil Cinema – Contributions of Tamil cinema to social and political awareness – Evolving trends in the film industry.

**UNIT – II PHASES OF FILM PRODUCTION:**

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 ROLE OF THE DIRECTOR:**

Role of the Film Director- Scripting, Visualization; Direction, technical, financial and Final Output; Director's coordination with a collaborative team of producers, actors, cinematographers, editors, production designers, sound designers, and other crew members .

**UNIT – IV CINEMATOGRAPHY AND VISUAL LANGUAGE:**

Cinematography: Role of Cinematographer- Framing, Composition, Lighting and Visualization; Cinematographer's relation with Director, Art Director and Costume Designer. Mise –en –scene aspects and colour as story telling device.

**UNIT – V EDITING AND SOUND:**

Editing - History and Development - Continuity Editing, Soviet Montage - Beginnings of sound, Manifestations in cinema, Music in cinema - Diegetic, Non-Diegetic, Sync, Non-Sync.

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

A study paper which analyses the mise-en-scene aspects in a film of the student's choice. A general quiz on latest development in editing and sound. A movie review video for a new release to be prepared.



## **REFERENCES :**

1. History of Indian Cinema – Renu Saran, Diamond Pocket Books Pvt Ltd, 2014.
2. The History of Cinema for Beginners – Jarek Kupsc, Orient Black Swan, 2015
3. Film Art An Introduction – David K. Bordwell and Kristen Thompson, McGraw hill, 2008.
4. Film Studies An Introduction- Ed Sikov, Columbia University Press, 2000.
5. Anatomy of Film – Bernard Dick, Bedford, St. Martin's, 2000.
6. Film Studies: The Basics – Amy Villarejo, Routledge, 2007.
7. An Introduction to Film Studies – Jill Nelmes, Routledge, 2003
8. Sound for Film and Television - Tomlinson Holman, Routledge, 2010.
9. Film Production Technique – Bruce Mamer, Wadsworth, 2009.
10. Changing Trends of Indian Cinema – Susmita Bala, Kanishka Publishers, 2019.
11. <http://www.elementsofcinema.com/editing/ellipsis.html>
12. <http://www.filmsound.org/>

## **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To acquire an overview of history and origin of films
- To understand the nuances of various film genres.
- To understand the film production process and various departments involved in making a film
- To understand the importance of technical dimensions in a film.
- To observe the changes in film aesthetics and evolving trends in film industry.

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**COURSE OBJECTIVES:**

- To understand the aspects of media education and its relevance
- To understand the need of media literacy to use media in an effective way
- To gather information on the media literacy strategies adopted in learning environment
- To understand the influence and impact of media education
- To understand the communication need towards media literacy

**UNIT – I INTRODUCTION TO MEDIA EDUCATION:**

Basic principles of media education; Media studies and media education; Role of parents in media education; role of professionals in media education; Media and informal learning, Media and youth, Media education and ICTs, Vocational media education, Media education beyond the classroom.

**UNIT – II INTRODUCTION TO MEDIA LITERACY:**

Definitions of media literacy; The three building blocks of media literacy - Personal locus, knowledge structures and skills; Media literacy is multidimensional; media literacy is a continuum, not a category; Development of media literacy; Advantages of developing a higher degree of media literacy; Social theory of literacies, Mapping media literacies; Obstacles to media literacy.

**UNIT – III COMMUNICATION FOR MEDIA LITERACY:**

Primary types of communication, the communication model, Communication elements - Feedback and Interference; Psychological principles (audience process of information); Saturation of the Mass media; Ability to preserve a message; Media as collaborative process; Characteristics of Print, radio, photography, film, television, hybrid media, digital media. audience

**UNIT – IV MEDIA COMMUNICATOR:**

Process of interpreting media messages - Media communicator, Function, Comparative Media, affective response and audience; Media communicator's Point of view; Function of media communicators in the process of communication (General, latent and Undefined functions); Audience - Audience identification.

**UNIT – V SOCIETY AND MEDIA LITERACY:**

Media literacy for building citizenship, Promoting participation. Personal competencies - Use skill, Critical understanding, Knowledge of media and media regulation, User behaviour. Social competencies - Social relation, participation in the public sphere. Social development, Political issues and awareness. Environmental development, Relevance in a digital World, Globalization of information.

## **UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Group Project - students select 3 news stories from a pool of 10 to include in a broadcast lineup, reflecting on their decisions about what's newsworthy. Assignment – Create an alternative ad for an existing print ad. A general quiz on media education.

### **REFERENCES:**

1. Media Literacy in the Information Age: Current Perspectives, Robert William Kubey, Transaction publishers, 1997
2. Media Education: Literacy, Learning and Contemporary Culture, David Buckingham, Polity Press, 2003
3. Media Literacy, W. James Potter 6th edition, sage publications 2015, Jeremy Harris Lip Schultz, Routledge, 2018.
4. Media Literacy: Keys to Interpreting Media Messages, 4th Edition: Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown, Praeger, 2014.
5. Approaches to Media Literacy: A Handbook: A Handbook, Art Silverblatt, Jane Ferry, Barbara Finan
6. Digital and Media Literacy: Connecting Culture and Classroom - Renee Hobbs · 2011
7. Media Literacy: New Agendas in Communication - Kathleen Tyner · 2009
8. Media Education for a Digital Generation - Julie Frechette, Rob Williams · 2015
9. Issues in Information and Media Literacy - Volume 2 - Marcus Leaning · 2009
10. Handbook of Research on Media Literacy in the Digital Age - Yildiz, Melda N. · 2015

### **COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- Understand the need to know working style of traditional and digital media
- Being able to evaluate the quality of media and its influence
- Understand the various approaches of the audience towards media
- Create an opportunity to understand fake and real media messages
- Helps to understand the power of media and the responsibility as a media personality

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**COURSE OBJECTIVES:**

- 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.
- To be able to design an advertising and public relation campaign.
- To enable the students to establish effective public relations with different departments of an media organization and equip the students to become effective PROs

**UNIT - I INTRODUCTION TO ADVERTISING:**

Evolution of Advertising; AIDA, Advertising techniques - USP, SWOT; Basic Appeals in advertising; Basic factors of advertising; Four components of effective advertising - Strategy, Media, Creative idea and creative execution; Types of advertising; - The advertiser, Agency, media, Suppliers, target audience; Current developments - New advertising, Interactivity, Integrated Marketing Communication (IMC).

**UNIT - II ADVERTISING AGENCY:**

Advertising Agency -Structure - Services - Types of advertising agencies- Functions of advertising agency; International and national advertising agencies. Brand Building Process - Product vs corporate branding, Branding strategies, Brand positioning, Brand leveraging; Principles of writing copy, Different types of Copy.

**UNIT - III MEDIA PLANNING AND ADVERTISING MANAGEMENT:**

Media planning: The function of media planning in advertising, Media planning process, Sources of media research: Audit Bureau of Circulation, Press Audits, National readership survey/IRS, Businessmen's readership survey, Television, Audience measurement, TRP, National television study, ADMAR satellite cable network study, Reach and coverage study, CB listenership survey; The advertising management process - Advertising strategy, Strategy implementation, assessing ad effectiveness;- -; promotional mix;

**UNIT - IV PUBLIC RELATIONS:**

Public Relations – Definition, History of public relation in India-Structure - Elements of PR- PR process (four key steps)- Three Indian models; Four models of PR (Press agency model, public information model). The Publics of Public Relations; Functions of Public relation department; Qualities of a PR practitioner; Writing in Public relations; Trends in Public relations in India; practice; Challenges for the PR industry

## **UNIT – V ROLE OF PR IN DIFFERENT SECTORS:**

How PR is different from advertising, publicity and propaganda; Corporate Communication - Difference between Corporate communication & PR; Ethics of PR - IPRA code – professionalism - PRSI; Role of PR in developing countries; Role of PR in Educational and Research Institutions- in Rural Sector - Political and Election Campaigns. PR campaign - programme planning, evaluation.

## **UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

1. Design a Visiting card, Print ad and Brochure.
2. Prepare any three Promotional materials for a product.
  - a. Logo
  - b. Print Advertisement
  - c. Brochure
  - d. Dangler
  - e. Book mark
  - f. Package design
3. Design a layout for a PSA.

## **REFERENCES:**

1. Advertising Principles and Practice – Seventh Edition, Wells Moriarty Burnett.
2. Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers
3. Fundamentals of Advertising and Public Relations by DhruvSabharwal, 2018.
4. Ahuja B.N and Chhabra, S.S, Advertising and Public Relations, Surjeet Publications, Delhi , 1990
5. David A.Aaker and John G Myers, Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi. 1983, 2<sup>nd</sup> Edition
6. John S.Wright and Daniel S. Warner Advertising, McGraw Hill Book Company Inc., New York, 1962
7. Jefkins Frank. Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford
8. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
9. Kaul J.M. Public Relation in India, NoyaPrakash, Calcutta Pvt. Ltd.
10. K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons
11. <https://www.slideshare.net/venkypalu/1st-chapter-introduction-to-advertising>

## **COURSE OUTCOMES:**

- Recall the history of Advertising and the types in it.
- Analyze the different methods in segmenting the market, ad appeals, branding, ad campaign and the positioning a product in the minds of the consumers.
- Experiment and select the various media strategy to select the media in the field of advertising.
- Compose and create the Advertisements and PSAs.
- Apply basic PR theories and principles to practice.

**COURSE OBJECTIVES:**

- To learn the need for media for development
- To develop interest in development communication and its importance
- To understand the development goals and strategies followed in India

**UNIT – I INTRODUCTION TO DEVELOPMENT COMMUNICATION:**

Defining development communication; Development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development. Approaches to development, Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Cultural model, Participatory model.

**UNIT – II DEVELOPMENT STRATEGIES IN INDIA:**

The Millennium Development Goals (MDGs); Five-year plans; Strengthening of Panchayati Raj; Advancement in farming and alternative employment; Conservation of rural culture – tradition; Urban sanitation, Consumer awareness, Slum development; Role of NGOs in social development. Role of NGOs in social development.

**UNIT – III DEVELOPMENT COMMUNICATION THEORIES AND CONCEPTS:**

Gandhian Liberation theology; Buddhism and liberation; Liberation theology and Marxism; Modernization theory; two step flow theory. Diffusion of Innovation, Magic Multiplier, Participatory strategies in social change; **Rural development** : Strengthening of Panchayati Raj; Advancement in farming and alternative employment; Conservation of rural culture – tradition; **Urban development**: Urban sanitation, Consumer awareness, Slum development;

**UNIT – IV MEDIA AND INFORMATION TECHNOLOGIES:**

Priorities, issues and concerns of media technologies in developing countries; social technology; interplay of media and social development, Information technology model in India - Government and Masses perspective; New roles for communication in development; Information and communication technologies for rural development - SITE Experiment.

**UNIT – V INDIAN SCENARIO IN DEVELOPMENT COMMUNICATION:**

Indian Communication landscape; Literacy, Education and Distance learning; Communication for rural development; Health, population and communication strategies. **Role of mass media**: Print, Radio, TV, Outdoor publicity and traditional media - music, drama, dance, puppetry, street play, fairs, festivals and

their role in development; Cybermedia and development - e-governance, digital democracy & e-chaupal. Community-based water harvesting by Rajendra Singh in Rajasthan.

#### **UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

A presentation on various development communication initiatives undertaken; A quiz of sustainable development goals. An assignment on media role in various development initiatives in India.

#### **REFERENCES:**

1. Understanding Development Communication (From modernization theory to participation and empowerment with an emphasis on the cultural aspect in development) Jacob srampickal and Arul Aram, Media House, Delhi, 2004
2. Media, Communication and Development: Three Approaches, LinjeManyozo · 2012
3. The Handbook of Development Communication and Social Change, Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon 2014
4. Communication for Development and Social Change, Jan Servaes · 2007
5. Development Communication – Theory and Practice, Uma Narula
6. Communication and Development: The Challenge of the Twenty-first Century by V.S Gupta
7. Communication Technology and Development, Tewari, I P Publication Division, Govt. of India
8. Communication for Development in the Third World, Sage, Srinivas R. Melkote New Delhi
9. Development Communication in Practice: India and the Millennium Development Goals, J V Vilanilam · 2009
10. New Communication Technologies in Developing Countries by Jarice Hanson, Uma Narula

#### **COURSE OUTCOMES:**

Upon the successful completion of this course- students would be able:

- To master the development communication strategies to meet the development goals of the nation.
- To analyze the Challenges of development communication prevalent in India
- To develop the technological awareness to accept the newer facets of development communication
- To understand the conditions of the rural areas that counterfeit development.
- To understand the need and improvement of media towards attaining development through communication.

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**COURSE OBJECTIVES:**

- To understand the ownership patterns of media in the country
- To understand the working of the media - its structure and organization
- To explore the management of media in the present environment.

**UNIT – I MEDIA ORGANIZATIONS- PRINT, BROADCAST- RADIO AND TELEVISION, FILM AND NEW MEDIA**

Functions of media - Organizational structure- Types of organisations (Tall, Flat, Virtual, Boundaryless) - Formal Divisions, Grouping and Coordination- Work specialization, Departmentalization, Centralised and decentralised control - Print organisation, broadcast organisation, film production organisation and new media organization

**UNIT – II BASIC CONCEPTS TO MEDIA MANAGEMENT:**

Definition of Media Management; Meaning, Nature, process, Scope, Objectives and importance; Media managers – Roles, Skills, functions, Responsibilities - Moving towards convergence - Media as business and social institution.

**UNIT – III MEDIA OWNERSHIP AND BUDGETING:**

Ownership patterns in India – Ownership Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Cross media ownership – Foreign Equity and FDI - Media Organisation budgeting .

**UNIT – IV PLANNING: PERSONAL AND STRATEGIC:**

Strategic Thinking and Process - Building a Strategic Marketing Plan - Personal Planning - Entrepreneurship and Business Planning - Teamwork

**UNIT – V CHANGING PATTERN OF MEDIA MANAGEMENT AND ITS IMPACT ON BEHAVIOUR**

Team structure, Virtual organisation, interpersonal communication -The dilemma of profit versus ethics – Managing in tough times - Layoffs, Unions, and Other Tough Tasks - Aligning Resources - Crisis Management- Case study of selected organisation - The Times of India/ The Telegraph - Viacom18 – Doordarshan – AIR - Radio City - Dharma Productions – Newsminute /The Wire.

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Seminar on presenting a case study of changing ownership pattern of a media organisation. An assignment on organizational structure of any one media organization. A general quiz on basic concepts of media management.



## **REFERENCES:**

1. Media Management: A Casebook Approach -Jan LeBlanc Wicks ,Routledge, 2015.
2. Media Organisations in Society - James Curran
3. Inside the BBC and CNN: Managing Media Organisations - Lucy Kung-Shankleman
4. Media and Communication Management - C.S. Rayudu
5. Management Principles and Practices- Dr. SakthivelMurughan M, New Age International Publishers, New Delhi
6. The Indian Media Business -VanitaKohli-Khandekar, Sage Publications, 2013.
7. Media Organization Management Second Edition - James Redmond, Biztantra, Atomic Dog Publishing ,2004.
8. Handbook of Media Management and Economics edited by Alan Albarran, BozenaMierzejewska, Jaemin Jung, Lawrence Erlbaum Associates, 2006.
9. Disasters and the Media: Managing crisis communications - Shirley Harrison, Palgrave Macmillan, 1999.
10. The Four Stages of Highly Effective Crisis Management: How to Manage the Media in the Digital Age – Jane Jordan, CRC Press, 2011.

## **COURSE OUTCOMES**

Upon the successful completion of this course, students would be able:

- To understand the ownership patterns of media organizations.
- To understand the working of the media - its structure and organisation
- To analyze the media industries as business and social institutions.
- To assess the changing patterns of media management and their impact on behavior.
- To develop a critical understanding of the link between ownership and content.

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**OBJECTIVES:**

- To introduce the fundamentals of Internet, and the principles of web design.
- To understand principles and techniques of creating an effective web page
- Work as freelancers in web design or prepare to become employed at a website design firm.

**LIST OF PRACTICALS**

1. Design a web site for (with interactive commercials) for your institution.
2. Design a web site for (with interactive commercials) any Government
3. Design a web site for 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 Social Networking Community.
7. Design your own web site with interactive features.

Students preferably can do their record work using Adobe XD or Bootstrap

**REFERENCES:**

1. Adobe XD, Classroom in a Book. Brian Wood. 2020.
2. Jump Start Adobe XD. Daniel Schwarz. 2017
3. Bootstrap Methods and Their Application, A. C. Davison and David Hinkley, 1997.
4. An introduction to the bootstrap, Bradley Efron, 1993.
5. Bootstrap Reference Guide: Web Development with Bootstrap , Claudia Alves, 2021.

**COURSE OUTCOMES:**

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

- Recall the web design knowledge, skills and project-based creativity is needed for entry into web design and development careers.
- Be acquainted with elements, Tags and basic structure of Webpage.
- Designing of webpage-Document Layout, Working with List, Working with Tables4.
- Develop skills in analyzing the usability of a web site.
- Be able to embed social media content into web pages.

**1. MEDIA AND SUSTAINABLE DEVELOPMENT****Code:****(Theory)****Credit: 4****COURSE OBJECTIVES:**

- To introduce the concept of Sustainable Development.
- To critically assess current development practices and approaches with Sustainable Development practices.
- To educate students on the potentiality of media to promote Sustainable Development.

**UNIT – I ECOLOGY:**

Definitions - Environment, Ecology and Development, Differentiating scientific and cultural definitions of environment and ecology, Nature as a social construct and nature in different cultures (indigenous people, women, children, religious groups). Scientific privilege to nature,

**UNIT – II ECOSYSTEM:**

Introduction to concepts of ecosystems, Understanding the importance of Biodiversity, Key ecological challenges and solutions – Global, National and Local. Environment in crisis, threats to ecosystems - natural and man made.

**UNIT – II SUSTAINABLE DEVELOPMENT:**

Definitions – Historical Background to Sustainable Development, Components of sustainable development, social economic cultural and ecological dimensions of sustainable development, strategies for sustainable development, Key principles for strategies for sustainable development, Critical Analysis of media coverage of sustainable development.

**UNIT – III COMMUNICATION FOR DEVELOPMENT:**

Definitions – Communications, & Development, Communication problems, Myths and realities about communication, Strategic Communication for sustainable development, the branches of Strategic Communication for Sustainable Development – Development and environmental communication, Social marketing, Non-formal and environmental education, Civil society mobilization, Conflict management and negotiation.

**UNIT – IV STRATEGIC COMMUNICATION:**

Situation analysis-Audience and KAP analysis-Communication objectives-Strategy design- Participation of strategic groups-Media selection and mix-Message design-Media production and pretesting-Media use-Monitoring & Evaluation and process documentation.

## **UNIT – V SOCIETY & SUSTAINABLE DEVELOPMENT:**

Mainstreaming Sustainable development, sharing responsibility through alliances, Do's and Don'ts of Strategic Communication for Sustainable Development. Sustainable development goals: Implementation in India, Sustainable consumption pattern in India.

## **UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

Presentation on any one of the International/National Summits related to sustainable development; Quiz on sustainable development goals implemented in India; Assignment on Case studies – best practices from around the world.

## **REFERENCES:**

1. Balaswamy.B; “Communication for Sustainable Development”.Concept Publishing, NewDelhi, 2008.
2. GadgilMadhav, GuhaRamachandra; This Fissured Land: An Ecological History of India, Oxford University Press, 2003
3. Environmental Communication and the Public Sphere - Cox Robert, Sage Publications, 2010.
4. Sustainability Communication: Interdisciplinary Perspectives and Theoretical Foundations – Godemann Jasmin, Michelsen Gerd, Springer New York, 2010.
5. Understanding Sustainable Development - BlewittJoh, Earth Scan, London, 2008
6. Sustainable Development Goals in the Asian Context - Jan Servaes · 2016
7. Ecology and Ecosystem Conservation - Oswald J. Schmitz · 2013
8. Ecosystem Ecology: A New Synthesis - David G. Raffaelli, Christopher L. J. Frid 2010
9. An Introduction to Sustainable Development - Jennifer Elliott · 2006
10. Environment and Sustainable Development – M.H. Fulekar, Bhawana Pathak, R K Kale · 2013
11. Fundamentals of Sustainable Development – Niko Roorda · 2017
12. The World Summit on Sustainable Development: The Johannesburg conference -L. Hens, Bhaskar Nath , 2006.

## **COURSE OUTCOMES:**

At the end of the course, student will be able:

- To become conscious about ecology and its concepts
- To independently develop media strategies towards sustainable development
- To apply sustainable development concepts in their daily awareness regime
- To demonstrate the various strategic communication available to media
- To gather knowledge on various events and possibilities in communicating sustainable development through media.

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**Second Year**

**ELECTIVE COURSE III  
2. CRITICAL ISSUES IN MEDIA**

**Semester III**

**Code:**

**(Theory)**

**Credit: 4**

**COURSE OBJECTIVES:**

- To critically analyse media as well as understand the structures of power behind media organizations
- To understand and decode all forms of media texts from a critical perspective
- To empower students to critically read media messages
- To encourage critical thinking and analysis of media representations.

**UNIT – I INTERNATIONAL MEDIA LANDSCAPE:**

The world's major media companies- The owners of the world's media – Understanding media concentration - cultural, economic, political and social dimensions and consequences of global communication – Flows of the global content – Emergence of the politics of global communication.

**UNIT – II CRITICAL MEDIA DISCOURSES:**

Media Imperialism, Media Hegemony, Diaspora and Media, Paid Media and Consequences, Commoditization of media content, Adult content in Entertainment Media – Sex, Crime dominance, Media and Identity.

**UNIT – III MEDIA IN DEVELOPING NATIONS:**

Representation of class, gender, race, religion, age in Indian media, the nature of the family, Individual's values, and culture in developing countries, role of civil society in developing countries and countries in transition, Media and Diversity, Media and Democracy.

**UNIT – IV MEDIA AND NETWORK SOCIETY:**

Rise of network society-Important concepts- Fake news, post –truth, echo chamber, Digital divide, and digital inequality.

**UNIT – V MEDIA AND REPRESENTATION:**

Media representation of marginalised identities, including Dalit, Bahujan, Adivasi, LGBTQIA+ people, disabled people and others.

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

Seminar Presentation on the role of Media and representation; Quiz on Media and society in India; Assignment on Case studies- Critical issues related to media

## **REFERENCES:**

1. Who Owns the World's Media?: Media Concentration and Ownership around the World – Eli M. Noam, OUP,2016.
2. Journalism: Critical Issues - Allan, Stuart, McGraw Hill International, USA, 2005.
3. Critical Issues in Electronic Media (SUNY series in Film History and Theory) – Simon Penny, New York Press, 2005.
4. Social Media : A Critical Introduction - Christian Fuchs, Sage Publication, UK, 2014
5. Global Communication – Cees J. Hamelink, Sage Publications, 2014.
6. The Rise of Network Society; Manuel Castells, 2000, second edition, Wiley-Blackwell, UK

## **COURSE OUTCOMES:**

At the end of the course, student will be able:

- To critically analyse the emergence of global communication and the power structures owning media organizations.
- To assess media texts from a critical perspective.
- To recognize the significance of media and democracy.
- To appreciate the role of all forms of democratized media
- To critically read and analyse media messages

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**Second Year**

**NON MAJOR ELECTIVE II  
FILM APPRECIATION  
(Theory)**

**Semester III**

**Code:**

**Credit: 2**

**COURSE OBJECTIVES:**

- To understand the powers and characteristics of cinema.
- To learn how and why it is so influential.
- To learn to analyse or read a film.
- Appraise films in terms of style and mise-en-scene.
- To develop sensitivity towards cinema; be fully aware and appreciative of the technique, aesthetics, cultural aspects and ideology OF CINEMA.

**UNIT – I THE MEDIUM THAT IS CINEMA:**

Film as art: creativity, technology, and business. - why and how do movies affect us? how is a film different from other media like novels or plays? understanding how films are made -understanding of the various disciplines involved in filmmaking - role of films in our society during the last 100 years – understanding the language of cinema through world classics.

**UNIT – II TIME AND SPACE:**

How film affects our experience of seeing - how film affects our perception of time and space: how are time and space manipulated in cinema? - space as spectacle - anthropomorphic space - space denied - unhindered space - autonomous space - space as memory.

**UNIT – III FILM AESTHETICS:**

The act of viewing - cinematic codes – mise –en –scene , editing , sound and their influence on the narrative – film styles – film genres – film as system.

**UNIT – IV FILM LANGUAGE:**

Images and Signs in Films – Sequence and Script Analysis - Cinematic Realism in Global and Indian Context -Indian Popular Films -Indian Films: Alternative Practices

**UNIT – V FILM ANALYSIS:**

Auteur Films – Psychoanalytical Perspective- Gender Perspective – Narrative Study – Post Modern Perspective – Caste Perspective – Marxist Perspective – Disability Studies

**UNIT – VI CURRENT CONTOURS (For Continuous Internal Assessment Only):**

An Assignment in the form of an auteur critique on a major filmmaker. A general quiz on world classics and technical elements of a film. A video review of a film of the student's choice.

## REFERENCES :

1. The Film Appreciation Book: The Film Course You Always Wanted to Take - Jim Piper, Allworth, 2014.
2. Film Appreciation – UtpalDatta, Bluerose Publishers Pvt. Ltd, 2021.
3. Deep Focus: Reflections on Cinema – Satyajit Ray, HarperCollins, 2017.
4. Reading the Silver Screen: A Film Lover's Guide to Decoding the Art Form That Moves – Thomas Foster, Harper Perennial, 2016.
5. Kleinhans, Chuck. "Marxism and Film." In The Oxford Guide to Film Studies. Edited by John Hill and Pamela Church-Gibson, 106–113. Oxford: Oxford University Press,
6. The Filmmaker's Eye: The Language of the Lens: The Power of Lenses and the Expressive Cinematic Image - Gustavo Mercado, Routledge, 2019.
7. Psychoanalysis and Hidden Narrative in Film: Reading the Symptom – Trevor C. Pederson, Routledge, 2018.
8. Semiotics and the Analysis of Film – Jean Mitry and Christopher King, Indiana University Press, 2000.
9. The Routledge Companion to Caste and Film in India - Joshil K. Abraham and Judith Misrahi-Barak , 2022.
10. Postmodernism in the Cinema - Cristina Degli-Esposti , Berghahn Books, Incorporated, 1998.
11. <http://www.sensesofcinema.com/contents/directors/index.html>
12. <http://www.filmsite.org/>

## COURSE OUTCOMES;

Upon the successful completion of this course- students would be able:

- To appraise and contextualize films and filmmakers from a technical, aesthetic, cultural and ideological point-of-view.
- To engage with cinema deeply.
- To explain the language of pictures and sounds
- To decode the meaning created by the design, juxtaposition and sequencing of films.
- To explore the relationship between cinema and the society.

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**Second Year**

**CORE COURSE VII  
MEDIA RESEARCH METHODS  
(Theory)**

**Semester IV**

**Code:**

**Credit: 5**

**COURSE OBJECTIVES:**

- To bring together the theoretical and practical elements of media research
- To expose students to various research methodologies, both qualitative and quantitative
- To expose students to different theoretical paradigms of media research .

**UNIT – I SCIENCE AND RESEARCH:**

Definition of Research –The Development of Mass Media Research – Media Research and the Scientific Method –The Methods of Knowing –Research Procedures –Two Sectors of Research : Academic and Private –Types of Research - Determining Topic Relevance –stating a Hypothesis or Research Question – Data Analysis and Interpretation –Internal Validity – External Validity

**UNIT – II ELEMENTS OF RESEARCH:**

Concepts and Constructs – Independent and Dependent Variables – Qualitative and Quantitative Research – Levels of Measurement – Measurement Scales – Reliability and Validity – Sampling –Population and Sample –Research Error – Types of Sampling Procedures – Sample Size – Sampling Error- Ethics and the Research Process – Ethical Problems.

**UNIT – III RESEARCH APPROACHES:**

Qualitative Research Methods – Mixed Methods Research – Field Observation – Focus Group –Intensive Interviews –Ethnography – Content Analysis – Uses and Limitations of Content Analysis – Steps in Content Analysis – Survey Research – Descriptive and Analytical Surveys – Uses and Limitations of Survey Research – Constructing Questions – Pretesting – Longitudinal Research – Types of Longitudinal Studies – Panel Studies – Experimental Research – Experimental Design - Field Experiments.

**UNIT – IV DATA ANALYSIS:**

Descriptive Statistics – Sample Distribution – Data Transformation – Hypothesis Testing – Research questions and Hypotheses – Testing Hypotheses for statistical significance – Basic Statistical Procedures – Nonparametric Statistics – Parametric Statistics.

**UNIT – V RESEARCH APPLICATIONS:**

Newspaper and Magazine Research: Types of Research – Research in the Electronic Media – Ratings Research and Non Ratings Research – Research in Advertising :Copy Testing, Media Research, Campaign Assessment Research, Qualitative Techniques in Advertising Research – Research in Public Relations

## **UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

A general quiz on qualitative research methods. A pilot study on a media related topic and presentation of findings. A literature review for five pages on a topic related to media research.

### **REFERENCES:**

1. Mass Media Research: An Introduction, Tenth Edition – Roger D.Wimmer and Joseph R.Dominic, Wadsworth Cengage Learning, 2014.
2. Qualitative Research Methods for Media Studies, Bonnie Brennen, Routledge, 2017
3. Research Design and Statistical Analysis: Third Edition, Jerome L. Myers, Arnold D. Well, Robert F. LorchJr, Routledge, 2010
4. Media and Communication Research Methods: An Introduction to qualitative and quantitative approaches; Arthur Asa Berger, Sage, 2020.
5. Media and Communication Research Methods ; Anders Hansen and David MAchin 2019
6. Media Research Methods: Understanding Metric and Interpretive Approaches; James A. Anderson,2011.
7. Data Collection: Planning for and Collecting All Types of Databooks; Patricia Pulliam Phillips, Cathy A. Stawarski,2016.
8. Fundamentals of Descriptive Statistics;Zealure C Holcomb,2016.
9. A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies ; Klaus Bruhn Jensen, Routledge, 2002
10. Methodology of Research in Social Science; O.R. Krishnaswamy. Himalaya Publishing House, 2018.

### **Course Outcomes**

Upon the successful completion of this course, students would be able:

- To get acquainted with the basic concepts of research methods and process.
- To perceive the various research methods that can be applied for media research
- To emerge as a researcher by collecting data for their research
- To gain knowledge in all the available sampling techniques that might help them in future research.
- To write a research paper.

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**Second Year**

**CORE COURSE VIII  
MEDIA LAWS AND ETHICS  
(Theory)**

**Semester IV**

**Code:**

**Credit: 5**

**OBJECTIVES:**

- To understand the fundamentals of the freedom of the press, gain knowledge about the history of Indian Press, the press, electronic media and internet laws.
- Media ethics and regulations are also learnt through the different aspects of broadcasting and advertising codes.

**UNIT – I CONSTITUTION OF INDIA AND MEDIA:**

Overview of the Constitution of India: Fundamental rights, The Directive principles of State policy, Provisions for declaring National emergency, Legislature reporting, Parliamentary privileges, Centre-State relations. Freedom of the Press and restrictions there upon, the right to publish and the right to privacy.

**UNIT – II PRINT MEDIA:**

History of Media Laws in India; The Press and Registration of Books Act 1867, The Indian Press Act 1910, Vernacular Press Act, Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955, Copyright Act 1957, The Press Council Act 1978; Registration of newspapers; The children act, 1960; The young persons (Harmful Publications) Act 1956; Specified Press Laws- Law of Defamation, Contempt of Courts Act 1971.

**UNIT – III FILM, RADIO, TELEVISION AND INTERNET:**

**Film:** Cinematography Act 1952, The Cine-workers and Cinema Theatre Workers (Regulation of Employment) Act 1981, **Radio & Television:** The PrasarBharati (Broadcasting Corporation of India) Act 1990, Television Network (Regulation) Act 1995, Cable Television Networks (Regulation) Act 1995, The Radio, Television and Video Cassette Recorder Sets (Exemption from Licensing Requirements) Rules 1997, The Information Technology Act 2000, Right to Information Act 2005.

**UNIT – IV ADVERTISING & IPR:**

Advertisement Act of 1954, Indecent Representation of Women (Prohibition) Act, 1986, Drugs and Cosmetics Act 1940, Drugs control act 1950, Prevention of Food Adulteration act 1954, Pharmacy act 1948, Prize competition act 1955, The Drugs and Magic Remedies (Objectionable) Advertisement Act of 1954, Intellectual property rights (IPR) – Trade and Merchandise Marks Act 1958, Consumer Protection Act 1986,

**UNIT – V MEDIA ETHICS:**

Code of ethics; Press Council's code of ethics, All India Newspapers Editor's conference (AINEC), The Commercial Code of AIR & Doordarshan, Code of ethics

for advertisement in India (ASCI), Code of standards in relation to the advertising of medicines and treatments, standards of practice for advertising agencies in India, Broadcast code of AIR/DD, Fundamental principles of Electronic media, Principles of self-regulation.

**UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

1. A Quiz on the various laws related to Media.
2. Seminar on the topics related to press and broadcast media laws.
3. Assignment on the ethics of Broadcast advertisements with examples.

**REFERENCES:**

1. Neelamalar. M (2010). Media Law and Ethics, First Edition, Prentice-Hall of India Pvt Ltd, New Delhi
2. Kiran Prasad (2008). Media Law in India, Second Edition, B.R. Publishing Corporation, New Delhi.
3. Aggarwal, VirBala: Essentials of Practical Journalism. New Delhi: Concept Pub. 2006.
4. Durga Das Basu (1986). Law of Press, Fifth Edition, Prentice-Hall of India Pvt Ltd, New Delhi
5. NaliniRajan (Ed.): Practicing Journalism. London: Sage Pub. 2005. Joseph, N.K. Freedom of the Press. New Delhi: Anmol Pub. 1997
6. Ahuja, B.N.: History of Press, Press Laws and Communications. New Delhi: Surjeet Publications, 1988.
7. Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi (2002)
8. Jan R. Hakemulder, Fay AcdeJonge, P.P. Singh, Media Ethics and Laws, sage publishers,London (2002)
9. Keval J. Kumar : Mass Communication in India, Jaico publishers, Mumbai (2001)
10. Leslie, 'Mass Communication Ethics, Thomson Learning, 2000.

**COURSE OUTCOMES:**

Upon the successful completion of this course, students would be able:

- To recall the constitutional laws in India.
- To analyze laws related to pressfunctioning to identify rights and liabilities of press persons.
- To identify the laws related to various media to be aware of rights and liabilities of media persons.
- To analyze and create the advertisements in various media in accordance with the advertising standards.
- To evaluate the code of ethics to be followed in various media.

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**Second Year**

**ENTREPRENEURSHIP /  
INDUSTRY BASED COURSE  
INTERNSHIP  
(Practical)**

**Semester IV**

**Code:**

**Credit: 5**

**COURSE OBJECTIVES:**

- Students will be learning through practical exposure in the media outlets.
- Students will be guided to enhance their media skills to be exhibited through creating their own portfolio.

**INTERNSHIP**

Students need to submit the internship report along with the certificate after undergoing training in any media outlet for a period of 90 hours, at the end of the semester.

**Learning Outcome**

- The student will be able to understand the industry requirements and qualify for the same
- The student will be able to demonstrate their media related skills which would be beneficial for seeking employment opportunities

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Code:

Credit: 5

Each candidate shall be required to take up a Project Work and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the student in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

**ASSESSMENT / EVALUATION / VIVA-VOCE:****1. PROJECT REPORT EVALUATION (Both Internal & External):**

- I. Plan of the Project - 20 marks
- II. Execution of the Plan/collection of Data / Organisation of Materials / Hypothesis, Testing etc and presentation of the report. - 45 marks
- III. Individual initiative - 15 marks

**2. VIVA-VOCE / INTERNAL& EXTERNAL - 20 marks****TOTAL - 100 marks****PASSING MINIMUM:**

Project	<b>Vivo-Voce 20 Marks</b> 40% out of 20 Marks (i.e. 8 Marks)	<b>Dissertation 80 Marks</b> 40% out of 80 marks (i.e. 32 marks)
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A candidate shall be declared to have passed in the Project work if he/she gets not less than 40% in each of the Project Report and Viva-voce but not less than 50% in the aggregate of both the marks for Project Report and Viva-voce.

A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

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**COURSE OBJECTIVES:**

- To introduce the growth and development of cinematography
- Educate the students on various techniques involved in digital cinematography
- Helps to understand the nuances in writing story and featuring
- Understand the formats and modes of camera operation and recording
- Explain the features and working style of post production process

**UNIT – I HISTORY OF CINEMATOGRAPHY:**

Introduction to cinematography- History of cinematography in the world- The birth of us cinema- the lumiere brothers- history of cinematography in India- Traditional Animation – Feature length Films – stop motion

**UNIT – II TECHNIQUES OF CINEMATOGRAPHY:**

Camera movements; lighting philosophies; lighting styles; camera angle -bird's eye view; Camera lens, elements in lens, lens mounts; Applications of lenses, Filters, Advantages & Disadvantages of available light; Factors that influence lighting needs; Light meter, color temperature meters, Measuring the light, Three point lighting; Four point lighting; Light cutters

**UNIT – III VIDEO & AUDIO SPECIFICATIONS:**

Structure of digital image; Theory of color television system; color transmission – transmission based on power frequency – standard definition – broadcasting standards, interlaced scanning – progressive scanning – 24p – high-definition – HD frame rates – HD Resolutions; Video formats, Video and Audio codecs, Sensors of digital camera, types of sensor,

**UNIT – IV SCREEN WRITING:**

Creative structure; the basic units of story; the scene and mise-en scene; the ordering of film shots; production structure; technical structure; creating a storyboard – part -I – part -II – part- III – extended frame – model story board; story and concept; one line script

**UNIT – V POST- PRODUCTION:**

Video editing- random access editing- non- destructive editing- the workflow in non- linear editing- components of non-linear editing- supported file formats for importing- importing media files into non linear editing- offline and online editing; types of edits; compositing- special effects- video filter for effects; color correction- morphing; Audio editing; audio mixing; Video compression for export

## **UNIT – VICURRENT CONTOURS (For Continuous Internal Assessment Only):**

A small project on different camera angles for assignment; Presentation on any one of the cinematography journals/story board submission; Quiz on the various development and growth of digital cinematography in India.

### **REFERENCES:**

1. Digital Cinematography: Fundamentals, Tools, Techniques, and workflows- David Stump, ASC · 2021
2. Digital Cinematography & Directing - Dan Ablan · 2002
3. Digital Cinematography - Paul Wheeler · 2013
4. New Digital Cinema: Reinventing the Moving Image-Holly Willis · 2019
5. Digital Cinema: The Revolution in Cinematography - Brian McKernan · 2005
6. Color and Mastering for Digital Cinema - Glenn Kennel · 2012
7. Understanding Digital Cinema: A Professional Handbook - Charles S. Swartz · 2005
8. Digital Intermediates for Film and Video - Jack James · 2012
9. High Definition Cinematography - Paul Wheeler · 2012
10. Practical Cinematography -Paul Wheeler · 2012

### **COURSE OUTCOMES:**

**Upon the successful completion of this course, students would be able**

- To independently develop the knowledge of lighting and camera techniques
- To be able to develop story board for any of their production
- To hands on experience on cinematography techniques
- To apply the aesthetics in their making of any video content
- To demonstrate their camera techniques to acquire the best results

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