

BHARATHIAR UNIVERSITY : COIMBATORE-641 046

M.A. Mass Communication

(For the students admitted during the academic year 2010-11 and onwards)

SCHEME OF EXAMINATIONS :CBCS Pattern

Study Components	Course Title	Ins. hrs / week	Examinations				Credits
			Dur.Hrs	CIA	Marks	Total	
Semester I							
	Introduction to Communication	5	3	25	75	100	4
	Reporting	5	3	25	75	100	4
	Editing	5	3	25	75	100	4
	Media History, Laws & Ethics	5	3	25	75	100	4
	Media Management & Public Relations	4	3	25	75	100	4
	Practical-I : Print Production	3	3	-	-	-	
	Elective-I :	3	3	25	75	100	4
Semester-II							
	Advertising	5	3	25	75	100	4
	Broadcast Journalism	5	3	25	75	100	4
	Print Production Technologies	5	3	25	75	100	4
	Theories of Communication	6	3	25	75	100	4
	Practical-I : Print Production	3	3	40	60	100	4
	Practical-II : Advertising	3	3	40	60	100	4
	Elective-II :	3	3	25	75	100	4
Semester-III							
	Film Studies and Photography	6	3	25	75	100	4
	Mass Media Research Methods	6	3	25	75	100	4
	Development Communication	6	3	25	75	100	4
	Marketing Communication	6	3	25	75	100	4
	Practical-III – Photography & Video Production	3	3	-	-	-	
	Elective-III :	3	3	25	75	100	4
Semester-IV							
	Practical : Photography & Video Production	5	3	40	60	100	4
	Internship (Report 80% and Viva 20%)	-	-	25	75	100	4
	Project Work & Viva-Voce(Project-120 & Viva-30)	-	-	-	-	150	6
	Elective-IV :	3	3	25	75	100	4
	TOTAL	-	-	-	-	2250	90

Electives : List of Group Elective Papers :
(Colleges can choose any one of the Group Papers as Electives) :

1. GROUP-A

1. Introduction to Graphic Design
2. Graphic and Animation
3. Web Designing Principles and Techniques
4. Graphic and Animation and Web Designing

2. GROUP-B

1. Consumer Behavior
2. Media Planning
3. Convergence advertising
4. Market research

3. GROUP-C

1. Scripting
 2. Direction
 3. Cinematography
 4. Film Production
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SEMESTER I : PAPER I: INTRODUCTION TO COMMUNICATION

UNIT I

COMMUNICATION - Definitions, scope, forms and purpose; Types of Communication – Inter personal, Intra personal, Mass, Organizational, Verbal, Non-verbal, Political Communication; New Communication technologies and the emerging trend: global and Indian context.

UNIT II

Process of Communication – Source, Message, Channel, Receiver, Feedback, Encoder, Decoder, Noise in communication – types of noise - Basic Models in Communication- concept of Gate keeping: Gate keepers in mass media.

UNIT III

Language and communication; Importance and use of language, Psychology of language, Language and Semantics: Denotative, Connotative, Contextual, Structural meanings; semiotics; Language as a barrier in multi-lingual societies and cross cultural communication – translation - problems and solutions.

UNIT IV

Communication systems in Indian context: Interpersonal and group networks – New media situation and its Socio, Economic, Political and Cultural implications. Public and private ownership; media conglomeration - Social, Economic, Political and Cultural factors and their influence on communication Systems – media and Public Opinion process. Communication policies, issues and Future developments.

UNIT V

Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government , professional bodies and citizen groups.

REFERENCES:

- ‘Mass Communication : An introduction’ , Bittner, John. Prentice-Hall, New Jersey. 1980.
- ‘Human communication’, Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.
- ‘Taxonomy of Concepts in Communication’, Blake & Haroldsen, Hasting House, NY .1979.
- ‘Communication Models’. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.
- ‘India’s Communication Revolution’ , Singhal & Rogers, Sage, New Delhi. 2001.
- ‘The dynamics of Mass Communication’. Dominick, Joseph. McGraw Hill, 1993.
- ‘Media towards 21st Century ’, KM. Srivastava, Sterling P ub. New Delhi. 1998.
- ‘Media and Globalisation’. Rantanen, Terhi. Sage, London. 2005.
- ‘Studying Interpersonal Communication’. Clark, Ruth. Sage, London. 1991.
- ‘Introduction to Communication Studies’. Fiske, John. Routledge, London.1990.
- ‘Studies in Modern Mass Media’ Vol.1 & 2. , Khan & K. Kumar, Kanishka pub. 1993.
- ‘Media, Message and Language’, Mc Luhan et al. USA, 1980.
- ‘Men, Woman Messages and Media’, Schramm & Porter, Harper & Row pub. NY 1982.
- ‘Communication and culture’, S.Seetharaman, Associate pub. Mysore, 1991.

SEMESTER I : PAPER II REPORTING

UNIT I

Newspaper organization: structure – Reporting section: Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges – Objectivity, editorial freedom vs newspaper's policies and objectives. Trends in reporting: Interpretative and Investigative – Freelancing.

UNIT II

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, objectivity; Interviews_ types, techniques, preparation and writing interview story.

UNIT III

Reporting government and other agencies: Central, State and Local Governments, Rural reporting –Beats and Special Coverages. Covering essential services Communications, Transport, Education, and Health etc.- sources of news - Press Conference: Preparation, Handout, and Press release.

UNIT IV

Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting. Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards; Covering public meetings and speeches: dos and donts..

UNIT V:

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope. Writing Reviews: Book, Film: Procedure and Style.

Work shop: News and feature writing workshops have to be conducted periodically besides regular field based reporting assignments and media internship which will be evaluated.

REFERENCES:

- 'News Reporting and Writing'. Mencher, Melvin. MC Graw Hill, NY. 2003.
- 'The Complete Reporter' .(4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
- 'Interpretative Reporting' .(7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
- 'Reporting for the Print media' . (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
- 'News Reporting and Writing' .(9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
- 'Professional Journalism' MV Kamath, Vikas Pub. New Delhi .1980.
- 'Professional Journalism' Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.
- 'Journalism Today' . Navin Chandra & Chaugan, Kanishka Pub. New Delhi. 1997.
- 'Style in Journalism' . PVL, Narasimha Rao, Orient Longman, Chennai. 1998
- 'Writing Feature Articles' . Brendan Hennesay, Heinemann Pub. London. 1989.
- 'Beyond the facts: A guide to the art of feature writing' , Touis Alexander, Gulf pub. London, 1982.
- 'Creative interviewing' . Metzler, prentice Hall, 1979.
- 'Dimensions of modern Journalism' NC. Pant & J. Kumar, Kanishka Pub. New Delhi 1995.

SEMESTER I : PAPER III EDITING

UNIT I

Organization of editorial department in a newspaper - functions of editorial department ; duties, responsibilities and qualifications of editorial staff : Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors; Copy desk functions , path of a copy , morgue.

UNIT II

Principles of editing – editorial space – news value - copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, taste, style, spelling etc; Rewriting;. Headlines: Importance, functions of headlines, typography and style, language, types of headlines; readability and legibility. Picture editing: Importance of pictures, selection of news pictures, cutlines, cropping methods. Style sheet / manual.

UNIT III

News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTL, UNI, AFP, AP, Reuters, TASS, UPI. Wire editing: news selection , Problems of Translation.

UNIT IV

Opinion page: Editorial writing: Purpose, Types of editorials, subjects, editorial policy, influencing factors, editorial writers and editorial freedom. Editorial Board: constitution, responsibilities and functions of editorial board; ombudsman - Review of newspaper editorials.

UNIT -V

Profiles, Guest columns, Letters to the editor, Syndicated columns, Sponsored columns. Columnists – advertisements - newspaper layout and design.- Review of editorial page of newspapers.

(Note: Regular practical excercises and workshops in editing using the appropriate softwares to be conducted.)

REFERENCES:

- ‘Newspapers Handbook’ (3rd ed.) Keeble, Richard. Routledge, London.2001.
‘News Editing in theory and practice’. Banerji, Bagchi & Co., New Delhi . 1992.
‘ Art of editing’. Baskette & Sissors, MacMillian, NY, 1977.
‘Editorial Thinking and Writing’ . Bush, Chilton. Greenwood press, Connecticut. 1970.
‘Newspaper Organisation and Management’ (5th ed.). Williamson, Herbert . Iowa State Univ. 1978
‘Editorial and persuasive writing’. Harry Stonecipher, Hasting House, NY, 1979.
‘Art of Editing’. Manohar Puri. Praga Pub. New Delhi. 2006.
‘Chicago Manual of Style’. (14th Ed). Prentice Hall , New Delhi, 1996.
‘Simple Subs Book’ . Sellers, Leslie. Pergamon, Oxford.1968.
‘News Editing’. Westley, Bruce. Oxford & IBH, New Delhi. 1975.
‘Picture Editing : An introduction ‘ Tom Ang, Focal Press, Oxford. 1996,
Five volume series of books by Harold Evans, Heinemann, London, 1972, 1974, 1976.
(Books: Newsman’s English, Handling Newspaper text, News Headlines, Picture Editing, Newspaper Design)
‘ The International News Agencies’. Oliver, Boyd, Rennett. Sage, London, 1980.
‘ Four Worlds of writing’ Lauer et al. Harper & Row Pub. NY, 1981.
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SEMESTER I PAPER IV

MEDIA HISTORY, LAWS AND ETHICS

UNIT I

World Press: A brief comparative account of the press systems in the USA, UK, Japan and China: Leading dailies and news agencies – ownership pattern – newspaper design and format – content and style – new technologies and developments.

UNIT II

Indian Press: Pre-Independence Press in India: Early Newspapers, Indian languages journals, growth of Tamil press, Vernacular press act 1878 , Raja ram Mohan Roy, Indian National Congress , Swedesamitran, India , News Agency, Gandhi as a Journalist.

UNIT III

Characteristics of the English press: Times of India, The Tribune, Patriot, Hindustan Times, the Hindu, The Indian Express and Deccan Herald. Press after independence; News Agencies, Press Commissions; Tamil press: Leading Tamil dailies and magazines, Status, ownership, circulation, editorial content , style and design.

UNIT IV

Press Laws: National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Sediton, Obscenity, Incitement of violence, Press and registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956, and 1958.; wage board for journalists ; Contempt of court act 1971. The Newspaper (Price & Page) Act 1971. Right to information Bill.

UNIT V

Press as fourth estate, press and society, professional code of ethics, violations (cases), Influencing factors, self-regulation; Press council: powers and responsibilities; other agencies regulating the press, problems. Debate on entry of foreign press in India; future developments and issues.

REFERENCES:

- ‘Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed). Longman, New York, 1991.
- ‘Press and Public: who reads what when where and why in American newspapers’. Bogart, Leo et al. Lawrence Erlbaum Associates, New Jersey. 1981.
- ‘March of Journalism’. Herd. Greenwood press, Connecticut, 1976.
- ‘Popular media in China’ . C. Chu. Univ. Press of Hawaii, Honolulu. 1978.
- ‘The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK. 1981.
- ‘Characteristic of Japanese Press’. Susumu Ejiri, Nihon Shinbun Kyokai. 1972.
- ‘ Press Commission reports’ . Govt. of India Press.
- ‘ Press, politics and public opinion in India ‘ BM Sankhder, Deep Pub. New Delhi, 1984.
- ‘ History of press., Press laws and Communications’. BN Ahuja. Surjeet Pub. New Delhi. 1989.
- ‘ Freedom of the press ‘ . MK Joesph, Anmol pub. New Delhi, 1997
- ‘ The press in India ‘ KA Padhy, Sahu, Kanishka pub. New Delhi. 1997.
- ‘ Journalism in India ‘ R. Parthasarathy, Sterling pub. New Delhi.1989.
- ‘ The press ‘ Chalapathy Rau, National Book Trust, New Delhi, 1974.
- ‘ Law of the press in India ‘ D.D. Basu, Prentice Hall, New Delhi 1980.
- ‘Independence and the Indian Press’. Jagannathan, N.S. Konark Pub. New Delhi.1999.
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SEMESTER- I PAPER- V : MEDIA MANAGEMENT AND PUBLIC RELATIONS

UNIT

Media corporates: manufacturing of messages, Characteristics of media companies, Structure and ownership of media industries; Media audiences, Media credibility, Media responsibilities, Public perception of media.

UNIT II

Media as products: Planning and decision making process: goal setting, strategy, action plan. Organizing workflow, elements, functions, forms, and innovation. Budget process; Marketing: marketing mix, product life cycle, market analysis, product development, production and pricing, distribution, promotion strategy: legal issues.

UNIT III

Public Relations: Definitions, elements of PR, evolution of PR, PR as a profession, Functions: public opinion, propaganda, and publicity. PR practice in global and Indian context . PR firms in India.

UNIT IV

Tools of PR: mass media, ICT, press conference, press kits, exhibition, out door media, house journal, special events, advertising. PR publics: Employees, shareholders, consumers, community, government, media. PR campaign: process, elements, research. Case studies and exercises in campaign preparation.

UNIT – V

PR in private and public sectors, educational institutions and in Government – a critical review . PR policies, professional organizations in PR , code of ethics – Future developments – Case studies.

REFERENCES:

- 'Managing media organisations' , John Lavine and Wackman, Longman , NY. 1988.
- 'Newspaper organization and management' , Williams, Iowa State university press, 1978.
- 'Media management in India' Dibakar Panigrahy , & Biswasroy, Kanishka pub, New Delhi 1993.
- 'Management concepts and practices' Tim Hannagan, Macmillan, 1995.
- 'Essentials of management' . Koontz & Weihrich, Tata McGraw Hill. 1990.
- 'Effective Public Relations' . Cutlip et al., Prentice Hall, New Jersey, 1982.
- 'Handbook of Public Relations' . Stephenson, Howard. Mc Graw Hill Pub., Illinois. 1971.
- 'Practical Public Relations' , Anil Basu.
- 'PR principles, cases and problems' , Moor and Canfield.
- 'Public Relations Practices' Ventre & Walsh, Prentice Hall, 1981.

SEMESTER I/II

PRACTICAL –I : PRINT PRODUCTION

List of Practicals

I Newspaper Production:

1. Design a newspaper page with **formal balance**.
2. Design a newspaper page with **informal balance**.
3. Design a newspaper page emphasizing **contrast** in shape, size, color etc.,
4. Design a newspaper page emphasizing **proportion** of shape, size etc.,
5. Design a newspaper page emphasizing **texture**.
6. Design a newspaper page emphasizing **harmony**.
7. Design the **front page** of a newspaper
8. Design the **special page** of a newspaper (eg. Editorial page, sports page, etc.)

II Magazine Production

9. Design few pages (not less than eight sides) of a **general magazine**.
10. Design few pages (not less than eight sides) of a **sports magazine**.
11. Design few pages (not less than eight sides) of a **cinema magazine**.
12. Design few pages (not less than eight sides) of a **women’s magazine**.
13. Design few pages (not less than eight sides) of a **children’s magazine**.
14. Design few pages (not less than eight sides) of an **investigative magazine**.
15. Design few pages (not less than eight sides) of a **special interest magazine**.

(Note: Questions for the comprehensive practical examination should cover both categories of the print medium as given above distributed equally)

SEMESTER II PAPER VI

ADVERTISING

UNIT I

Advertising as Communication , Marketing Mix , Status of Advertising industry in India , Socio economic effects of Advertising , Advertising in Global marketing context; Leading advertisers (national and international); Advertising theories: Hierarchy of needs , Stimulus-Response theory;

UNIT II

Types of Advertising: Consumer, industrial, Corporate, Cooperative, Retail, Farm, Comparative, Public service, Life-style and Trade. Strategies, merits and demerits; Critical analysis of ads.

UNIT III

Advertising Agency: Structure and functions, Types of Agencies , Agency selection , Advertiser- Agency –Media relationship, Profiles of leading international and Indian Agencies, diversifications and specializations , professional challenges and requirements.

UNIT IV

Advertising forms; Ad. production: Copy: copy platform , copy format , elements, appeals , visuals and other creative elements. Techniques of print ad. production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media planning strategy and methods. Case study of print ads and commercials.

UNIT V

Research: Measuring advertising effectiveness- Pre and post test , Research methods and techniques , Media and Market research. Cross-cultural and Lifestyle research, Trends in Advertising research in India. Professional Bodies: Advertising Agencies Association, Advertising Standards Council, Press Council. Professional Ethics, issues and problems; Global marketing and advertising in future.

(Practical for production of print advertisements, Radio and TV Commercials will be conducted regularly and the same will be evaluated.)

REFERENCES:

- ‘Fundamentals of Advertising’, Otto Kleppner, Prentice Hall, New Jersey, 1980.
- ‘Ogilvy on advertising’. David Ogilvy.
- ‘The Practice of Advertising’ 3rd Fdn. Norman Hart, Heinemann Pub. London.1990.
- ‘Global Marketing and advertising: Understanding Cultural paradoxes’ Marieke de Mooij, Sage, New Delhi, 1998.
- ‘ Advertising world wide’ (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
- ‘ Promotional Culture: Advertising, Ideology, Symbolic Expression’ , Andrew Wernick, Sage, London, 1994.
- ‘ Brand positioning’ . Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990
- ‘Advertising Management concepts and cases’ M. Mohan, Tata Mc Graw Hill, 1989.
- ‘Successful advertising research methods’ Haskins & Kendrick, NTC Business Books, 1991
- ‘Fundamentals of advertising research’ Fletcher & Bowers, Grid Pub. 1979.

SEMESTER II PAPER VII : BROADCAST JOURANLISM

UNIT I

Radio – a brief history of broadcasting in India, Nature and characteristics of the medium, Broadcasting policy, Objectives, Role of radio in development, Recommendations of Committees and Working groups – Vidyalankar, Chanda, Joshi and Verghese Committees.

Prasar Bharathi Bill, Autonomy and Future of Radio.

UNIT II

Radio station – structure and functioning, Personnel – responsibilities, Radio programme production process – studio facilities, tapes. Writing for radio – principles and guidelines. Recording, Editing – methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries, Listener ship surveys.

UNIT III:

Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

UNIT IV:

Television station – structure and functioning; Planning and production of TV programmes: pre production process – camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV; Post production process: sequence, structure, types of transition, film editing methods and techniques, sound and graphics; Production of news, features, interviews and other programmes; Sponsored programmes, commercials, educational broadcast.

UNIT – V:

Social and cultural impact of foreign TV networks, need for policy frame work , factors influencing media environment, future of public broadcasting in India, audience research, research methods and techniques, trends in audience research.

REFERENCES :

‘Radio and TV Journalism’ by Shrivastava. K.M., Sterling Pub., 1989.

‘Television in India’ by A.N. Acharya, Manas Publications, New Delhi, 1987.

‘The story of Mass media’ by Gurmeet Singh Mann. Harnam pub., New Delhi, 1987.

‘Professional Broadcasting : a brief introduction’ by John Bittner, Prentice Hall, 1981.

Writing for Television, radio and New media.(8th ed.) Hilliart, Robert. Wadsworth Pub. Belmont.2004.

Broadcast news writing, Reporting and producing.(4th ed.). White, Ted. Focal Press, Oxford, 2006.

‘Directing Television and Film’ (2nd edn.) by Alan Armer, Wadsworth Pub., California, 1990.

‘Broadcast Journalism : Techniques of radio and television news’ (4th edn.) by Andrew Boyd, Focal Press, 1997.

Television Handbook(3rd ed.) Bignell, Jonathan and Orlebar. Routledge, London.2005.

Transnational Television:Cultural identity and change. Butcher, Melissa. Sage, London.2003.

‘Making sense of television: The psychology of audience interpretation’ (2nd edn.) by Sonia Livingstone, Routledge, 1990 .

(The annual reports of the I & B Ministry may also be referred)

SEMESTER II : PAPER VIII

PRINT PRODUCTION TECHNOLOGIES

UNIT I

History of printing, basic principles of graphic reproduction processes; Typography: type face, type body, measurement techniques, type classification, characteristics of different type styles, identification of types; Spacing: importance, techniques, spacing materials, point system; Elements of good typography.

UNIT II

Type composition: Manual, Mechanical; Linotype, monotype, photo composition – Letter press process: Line block, Halftone block, printing equipment, advantages and disadvantages.

UNIT III

The Lithography process: Offset litho, litho plate, and litho negative. Gravure process: photogravure, gravure plate, advantages and disadvantages.

UNIT IV

Colour Printing: colour scanning, colour separation, correction, combination, filters, modern techniques and equipment in colour processing, cost of production .

UNIT V

Design and layout: Importance, principles, types and functions; Newspaper typography and make-up components; Designing different pages of newspaper; Magazine lay out and design techniques. Paper: Types of paper for printing, paper selection, cost; Screen-printing: method and techniques, cost advantages. Desktop publishing; process, techniques, cost, advantages. Recent trends in printing.

REFERENCES :

- Richard Schlemmer. 'Handbook of Advertising Art Production', Prentice Hall, New York,
Mario Garcia. 'Contemporary Newspaper Design', Prentice Hall. NY. 1980.
Edmund Arnold. 'Designing the total Newspaper'. Harper Collins, NY.1981.
Harold Evans. 'Newspaper Design'. Heinemann. London.1976.
Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, New Delhi. 2004.
Mc Kay, Jenny. 'Magazine Handbook'. Routledge, London. 2000
King, Stacey. 'Magazine Design That Works'. 2001.
Frank Ramano et al. Encyclopedia of Graphic Communication. Prentice Hall. NY. 1998.
Peter warlock. 'The desktop publishing Book', Heinemann, 1988.

SEMESTER II PAPER IX

THEORIES OF COMMUNICATION

UNIT I

Media and Society – Media Industry ,Social, Political and Cultural influence, Information Society Media Privatization , Media Audiences, Media and social change.

UNIT II

Communication Theory: Theoretical concepts and constructs in Communication models: Lasswell's model, Two-step flow theory, Schramm's circular model, Whites Gatekeeper theory, Shannon & Weaver's mathematical model, Dance's Helical model, Westley and Maclean model. Powerful media thesis, Limited effects tradition.

UNIT III

Media Uses and Effects: Individual characteristics, expectations, and perception of media, media use. Uses and Gratifications Theory: – social and psychological origins of needs, gratifications sought, gratifications fulfilled: Media dependency theory; Knowledge gap hypothesis.

UNIT IV

Social Learning theory: Learning positive and negative social behavior, attitudes. Cultivation Analysis: Process and effects –, prosocial and antisocial content; users' perception and attitudes, media portrayal, effects on children; Agenda setting: media agenda, public opinion, media gatekeepers, other sources of media control – case studies.

UNIT V

Innovation Diffusion: Process of diffusion, variables, innovation adoption process, factors of influence: application of the model in Indian context. Cultural studies approach; Political economy of media: Marxists and Critical approaches; Visual culture and issues of representation; human rights and media; New media concepts and applications.

REFERENCE BOOKS:

1. 'Communication models' by McQuail, Denis and Sven Windahl.; Longman, New York 1981.
2. The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3. 'Culture, society and media' by Michael Gurevitch et al, (Ed). Routledge, London. 1998.
4. 'Theories of Mass Communication' by Mattelart et al., Sage, London. 1998.
5. 'Essentials of Mass Communication' by Asa Berger, Sage, New Delhi, 2000.
6. 'Media Gratifications Research' by Rosengren et al., Sage, London, 1985.
7. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
8. 'Communication Theories: Origins, methods, uses' Severin, Werner and Tankard, Hastings House Pub. New York: 1979.
9. 'Theories of the Information Society' by Webster, Frank. Routledge, London. 1995.
10. 'International Encyclopedia of Communicatiions'. Erik Barnouw et al.(ed). Oxford Univ. Press, NY.1989.

PRACTICAL – II : ADVERTISING

List of Practicals

I PRINT ADVERTISEMENTS

1. Design a **visual dominant** advertisement.
2. Design a **text dominant** advertisement.
3. Design a **strip** advertisement.
4. Design a **solus** advertisement.
5. Design two **ear panels**.
6. Design a **sales promotional advertisement** with a special **coupon/ offer/discount**.

II RADIO COMMERCIALS

7. Produce a radio spot /jingle promoting a **social cause**.
8. Produce a radio spot /jingle promoting an **institution**.
9. Produce a radio spot /jingle promoting an **event**.
10. Produce a radio spot /jingle promoting a **programme**.
11. Produce a radio spot / jingle for a **consumer product**.

III TELEVISION COMMERCIALS

12. Produce a **public service** television commercial.
13. Produce a television commercial for a **consumer product**.
14. Produce a television commercial for an **industrial product**.
15. Produce a television commercial for a **service**.

(Note: Practical Record should contain the **thumbnail, rough, comprehensive artwork / script / story board** for all the print advertisements, radio spots and television commercials respectively. The questions for the comprehensive practical examination shall cover all the three categories viz. Print ads., radio spots and Television commercials.)

SYLLABUS SEMESTER-III

PAPER X : FILM STUDIES AND PHOTOGRAPHY

Unit I:

The growth of Indian Cinema in the world Film Market – Film theory and Criticism- Perception – Representation – Signification – Semiotics and realism – Narrative structure- Film Culture – Film genre, ideology, language – Popular cinema – Parallel cinema – Documentaries – Film Industry and its division – Cinematic Society –imagination, reality, ethnography- cinema and cultural studies.

Unit II:

Pre-production and Cinematography: Script writing-fiction and non fiction – Characterization – Staging of actors – Visualization Process – Story boards – Tools and techniques – Production cycle – Production phase – Cinematography – Composing shots – Mi-san-scene – Depth of frame – camera angles – perspective – open and close framing – Point of view – Staging dialogues- Digital filming.

Unit III:

Post - Production: Editing- Montage- Dimensions of editing – continuity editing – alteration to continuity editing – non-linear editing – Editing software and graphics – Sounds in cinema – fundamentals, dimensions and functions – Censorship – Film institutes – Film festivals – Film awards – Film review and criticism – Sociology of audiences and its sub-culture.

Unit IV:

Photography, Photo journalism: Nature and scope, techniques, qualities of a photo journalist, coverage of spot news, general news, sports, illustration – new value of pictures, photo essay, photo feature, photo editing – principles and techniques. Digital images, use of computer and software.

Unit V:

Cameras Basics – types, features and use. Camera accessories – Lenses – types, features and use. Films – types and characteristics, cost – Lighting – variety and techniques. Shots – types and techniques – Developing and printing – methods and techniques- Modern trends in photography – photo reality, Ethical issues – Web hosting and Privacy.

Reference:

- Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
- Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.
- Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
- Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
- Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.
- Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
- Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.
- Kobre. 1996. Photo journalism – the professional approach. Focal press.
- Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.
- Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
- Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.

MASS MEDIA RESEARCH METHODS

UNIT I:

Development of mass media research around the world – Phases of media research – Mass Communication research in India – Thrust areas in Media research – present media context – evolution of new media and the audiences –Need for media analysis - Concepts and theories in Media studies.

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

Data Analysis: Data classification, coding and tabulation – Graphic representation of data - Basic elements of statistics – Application of Parametric and non parametric statistics in hypothesis testing: chi-square, Student ‘t’ test, correlation techniques, Analysis of Variance; Thesis writing method – Use of SPSS – Thesis writing format and style - Ethics in conducting research.

REFERENCE BOOKS:

- ‘Research methods in mass communication’ by Stempel and Westley, Prentice Hall, 1981.
- ‘Communication Theories: origins, methods and uses’ by Severin and Tankard, Hastings House Publishers, 1979.
- ‘Mass media research – an introduction’ by Roger Wimmer and Joseph Dominick. (3rd edn.) Wadsworth Pub... 1991.
- ‘Handbook of radio and TV Broadcasting’ Ed – by James Fletcher, Van Nostrand Reinhold Company, London 1981.
- ‘Studies in Mass communication and technology’ Ed, by Art Thomas, Ablex Publishing Company, 1984.
- ‘Qualitative methodologies for Mass communication research’ Ed by Klaus Bruhn Jensen and Nicholas W. Jankowski, Routledge, London, 1991.
- ‘Introduction to communication studies’ (2nd edn.) by John Fiske, Routledge. 1990.
- ‘Channels of Discourse’ edited by Robert Allen, Methuen & Co., Ltd., London, 1987

‘International Media Research – a critical survey’ Ed, by John corner et al... Routledge, London,1997.

‘Case study research – design and methods’ by Robert yin, sage, 1984.

‘Media Analysis techniques by Arthur Berger , sage, New Delhi. 1988.

‘Content Analysis – An introduction to its Methodology’ by Klaus Krippendorff, Sage, New Delhi. 1980.

DEVELOPMENT COMMUNICATION

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

References:

Ashwani Saith, M Vijayabaskar (2005). ICTs and Indian Economic Development, Sage, New Delhi.

Richard Heeks (2006). Implementing and Managing government: An International Text. Sage. New Delhi.

Avik Gosh (200[^]). Communication Technology and Human Development: Recent Experiences in the Indian Social Sector. Sage, New Delhi.

Srinivas R Melkote & Leslie Steeves (2001). Communication for Development in the Third Word : Theroy and Practice for empowerment. Sage, New Delhi.

Sumit Roy(2005). Globalisation, ICT and Developing Nations: Challenges in the Information Age. Sage, New Delhi.

Arvind Singhal and Everett M Rogers(2001). India’s Communication Revolution. Sage, New Delhi.

Subash Bhatnagar and Robert Schware (2000). Information and Communication Technology in Development: Cases from India. Sage, New Delhi.

Bella Mody (1991). Designing Messages for Development Communication: An audience participation based approach. Sage, New Delhi.

Goel Cohen (2004). Technology Transfer: Strategic Management in Developing Countries. Sage, New Delhi.

Kenneth Keniston & Deepak Kumar (2004). IT Experience in India. Sage, New Delhi.

MARKETING COMMUNICATION

Unit I :

Market and Marketing: Meaning and Definition of Market – Classifications of markets – Marketing meaning, concepts – Marketing mix – Marketing environment: Economic, Socio cultural, technological, physical, legal factors – Marketing in economic development – Green Marketing – Corporate Social Responsibility

Unit II :

Consumer Behaviour: Market segmentation, demographic, psychological usage, geographic – Consumer buying behaviour: Traditional factors – Social, cultural and situational environments – Consumer purchasing process: problem, hierarchy of needs, recognition, information search, attitudes, values, cognitive mapping, alteration – Purchase decision, post purchase evaluation.

Unit III:

Integrated Marketing Communication:

IMC Components: Situation analysis, marketing objectives, marketing budget, marketing strategies, marketing tactics, evaluation of performance.

IMC Plan: Integration tools, promotion tools, advertising tools, foundations – Global integrated Marketing communication.

Unit IV:

Internet Marketing : Marketing function on internet – E – commerce, e-commerce initiatives - buying behaviour – International e-commerce – IMC and the Internet – Direct marketing on Internet – Internet design issues – International marketing study – Global brands – Multinational campaigns – Regulation and ethical issues.

Unit V:

Evaluating an IMC programme : Message evaluation : Concept testing, copy testing, recall test – Recognition tests – attitude and opinion tests – Persuasion analysis – Evaluation criteria – Behavioral evaluation – Evaluating PR activities – Evaluating overall IMC programmes

Reference:

Kenneth E Clow, Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication: 2nd Edition. Prentice Hall. New Delhi.

RSN Pillai, Bagathy. 2006 Modern Marketing: Principles and Practices. S Chand & Co. Ltd. New Delhi.

CN Sontakki. 2000. Principles of Marketing. Kalyani publications. New Delhi.

Agarwal Kumar . 2006. Consumer behaviour: An Indian perspective. Pragati Prakashan Publications. Meerut.

Michael D. Hutt, Thomas W. Spetis. 2006. Business Marketing Management. Thomson Business Information. Bangalore.

Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Publishing House. New Delhi.

Louis E. Boone, David L.Kurtz. 1977. Contemporary Marketing. The Dryden. USA.

PRACTICAL III PHOTOGRAPHY & VIDEO PRODUCTION

LIST OF PRACTICALS

PHOTOGRAPHY:

1. Composition of Lens
2. Composition of objects
3. Different types (angles) of shots
4. Different types of lighting
5. Portraits
6. News pictures
7. Action photography
8. Fashion photography
9. Industrial photography
10. Nature photography
11. Photo Essay
12. Photo Feature

VIDEO PRODUCTION

1. Television commercial
2. Short film/ Documentary
3. Television programme: News / talk show / interview
4. Jingles.

Comprehensive Practical Examination

(Time: 6 hrs. Max. Marks 100) Split up of marks.

Photography :	Record	10 marks
	Practical Exam.	40 marks
Video Production:	Record (Text)	10 marks
	Vidio practicals on CD/DVD	10 marks
	Practical Examination	30 marks

INTERNSHIP

The student is required to undertake two internships at the end of second and third semesters and submit a report to be awarded marks in the fourth semester .

PROJECT STUDY (REPORT -120 AND VIVA -30)

Guidelines for Project Study for Post Graduation:

- | | |
|--|------------|
| i) Conceptualization of Subject and Research Problem | (20 marks) |
| ii) Analytical Presentation of Review of Literature | (30 marks) |
| iii) Presentation of Methodology | (30 marks) |
| iv) Data Analysis and Discussion | (30 marks) |
| v) Final Draft and Presentation) | (10 marks) |

Total 120 marks

Chapters

1. Introduction
 2. Review of Related Literature
 3. Research Methodology
 4. Analysis and interpretation
 5. Discussion and Conclusion
- Bibliography
Viva-voce

Electives : List of Group Elective Papers :

(Colleges can choose any one of the Group Papers as Electives) :

1. GROUP-A

1. Introduction to Graphic Design
2. Graphic and Animation
3. Web Designing Principles and Techniques
4. Graphic and Animation and Web Designing

2. GROUP-B

1. Consumer Behavior
2. Media Planning
3. Convergence advertising
4. Market research

3. GROUP-C

1. Scripting
 2. Direction
 3. Cinematography
 4. Film Production
-

1. GROUP-A

1. Introduction to Graphic Design
 2. Graphic and Animation
 3. Web Designing Principles and Techniques
 4. Graphic and Animation and Web Designing
-

SEMESTER I PAPER 1 : INTRODUCTION TO GRAPHIC DESIGN

Unit I:

A brief history of graphic design: Elements of design; Principles of design: Unity, balance, rhythm, proportion, movement ;Language of design: white space, fonts, pictures, page layout and design.

Unit II:

Design process: conceptualization, stages involved; types of design; creativity in design; traditional and modern designs – technology in designing.

Unit III:

Text and Images: typography- styles and features, application and techniques in design; Colour in design: colour theory, colour combinations, colours and meanings, psychology of colours, Logo design, illustration techniques, design and composition.

Unit IV

Introduction to graphic design softwares – Features and application of Coral Draw, Photoshop, Illustrator, Quark Xpress, PageMaker. Review of graphic designs (cases).

Unit V:

Graphic design application in brochure, newsletter, directmail, magazines, posters, newspapers, billboards, catalogue, letter head, corporate merchandising , packaging, product.

(Practical exercises in creating designs using computer softwares to be done regularly.)

References:

- Bridgewater, Peter. An Introduction to Graphic Design. Quintel Pub. London. 1997.
Gollingwood, R.G. The Principles of Art. Oxford Univ. Press. NY. 1958.
Nakamira, Sadao. The Colour source book for Graphic Designers. Shoin Pub. Co. Japan. 1990.
Pradeep Mandav. Visual Media Communication. Authors Press, New Delhi. 2001.
Best of Graphic Design. Page One Publishing, Singapore. 1993.
Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi. 1998.
-

SEMESTER (II) PAPER -2 : GRAPHICS AND ANIMATION

UNIT –1

Introduction and overview of animation - basics of animation - classical animation - time line- instances –stage – layers - scene , Principles of Animation , Key frames-Frame Rates- Editing Frames, Building Skills with Tools and Colors - Defining Terms - Using the drawing tools - Modifying and Editing - Grouping - Mixer Panel , Production of an animation using existing software.

UNIT - II

Flash – Tweening –motion tweening –shape tweening, onion skinning –buttons –instances Shape Hinting , Multiples , Defining Layer Properties , Gradient Animation , Symbols, Instances and Libraries, Editing Color Styles , Text - scripting- Working with Words - Block Types - Creating –Modifying - Formatting -Animating them.

UNIT-III

3D concepts –viewports – perspective -camera –standard primitives - polygons low polygon, camera motion – Lights- sound generation -Motion Tweening, Difference between Shape & Motion Tweening - Basics - Effects – Editing - Motion Guides - Exploding Text - Options and Limits.

UNIT- IV

Modeling & Animation with 3D Max –primitives - low polygon modeling – organic modeling - nerves modeling , texturing – mapping ,Painting 3D Objects with Deep Paint , Movie Clips - Graphic Symbols vs. Movie Clip Symbols- Animated Rollover Buttons -Testing the Movie - motion capture techniques

UNIT-V

Particles system - dynamics – inverse kinematics - reverse kinematics –timeline-key frames, Character Animation and Visual Fx , Variability in Animations of Human Motion , Action Scripting –Defined- Interactivity and Actions- Events- Scenes- Drop-Down Menus, Loading Movie- Sound- Importing- Compressing- Background- Settings – Controlling – Synchronizing, Components and Forms - Creating Configuring - Modifying

REFERENCES:

Mark Simon. Storyboards: **Motion in Art**, Focal Press,2000,

Rick Parent. **Computer Animation: Algorithms and Techniques**. Morgan Kaufmann, 2005,

Kyle Clark. **Inspired 3D character animation**. Premier Press, 2003.

Mark R. Wilkins, Chris Kazmier. MEL. **Scripting for Maya Animators**, Second Edition (The Morgan Kaufmann Series in Computer Graphics) (Paperback), 2005,

Chris Webster. **Animation. The Mechanics of Motion.** Focal Press, 2005,

Alberto Menache. **Understanding Motion Capture for Computer Animation and Video Games** (Paperback). Academic Press, 2000,

Matt Liverman. **The Animator's Motion Capture Guide: Organizing, Managing, Editing** (Paperback). CHARLES RIVER MEDIA, INC., 2004.

Brad Clark, John Hood, Joe Harkins. **3D Advanced Rigging and Deformations.** Thomson Course Technology, 2005.

Eadweard Muybridge. **Animals in motion.** Dover Pictorial Archive Series, 1987.

Eadweard Muybridge. **The Human Figure in motion.** Dover Pictorial Archive Series, 1951,

Web resources

Animation Arena (<http://www.animationarena.com/>)

The Animation Magazine: the business, technology, and art of animation
(<http://www.animationmagazine.net/>)

Animation Journal (refereed) (<http://www.animationjournal.com/>)

Highend3D (<http://www.highend3D.com/>)

Graphics Papers (<http://www.graphicspapers.com/>)

SEMESTER (III) PAPER 3 : WEB DESIGNING PRINCIPLES AND TECHNIQUES

UNIT-I

Introduction to Web Designing: Design- Principles of Design. Website Design Principles. Design for Medium- Low Bandwidth-Portables-Easy Accessible. Design the Whole Sight-Smooth Transition. Visual Structure. Active White Space. Design for the User- Interaction, Location- Guide the User's Eye. Flat Hierarchy. Hyper Text Linking. Limitations of Content. Design for a Screen- Screen is NOT a page.

UNIT-II

Identify the Aim and Objectives of Web Designing : Analyze your Audience- Identify Technology, Issues and Constrains. Diagram the Sight- Create the Information Structure and Data. Using text based Navigation- Linking with individual files, Documentary Fragments, External Documents Fragments, and Using Graphic Based Navigation. Table Pointers- Easy- to - Read Table Code. Creating a Page Template- Future Cells. Link Columnwidth, Vertical Aligning Cells, Two Columns, And Three Column Templates.

UNIT-III

Web typography: Fonts – Size and Color. Design for Legibility. Controlling Typography with elements and Style Sheet, Styling with CSS- Documentary Division, Standard Paragraphs, Chapter Number and Title. File Format: GIF, JPG, PNG, Using the Elements(IMG), Replacing attributes with Style Sheets. Aligning Texts and Images. Adding White Spaces around Images. Using Single Pixels Rules. Working with Hexadecimal colors: Universal Color names, Background Page Colors, Changing Link Colors.

UNIT-IV

Intro to Interactive features and Internet; Advanced 3D animation techniques. Morphing Materials editing. Texture mapping and scaling. Reflection mapping and scaling. Bump map. Opacity map. Audio editing features. Incorporating 3D models and 3D renderings. Linking digital video. User interface building principles. User interface toolkit and interaction scripting. Embedding completed animations in web pages and other media containers.

UNIT-V

Introduction to telecommunication terms, concepts, equipment .**Electronic mail** accounts. Using browsers Anatomy of a URL . Connecting to an intranet server to download.Copyright laws and implications . Bookmarking sites: Good models . Storyboarding a site . Saving Text files and Moving Between applications. Using HTML to format text. Working with background Colors . Working with Tables . Scanning Pictures -Digital Pictures . Working with Graphics: Modifying Graphics, illustrating, graphic tools on the Internet . locating and sharing HTML resources . Including graphics into HTML Documents . Coding for Graphics.

References;

WORLD WIDE WEB DESIGN WITH HTML (2000) by C.Xavier.Tata Mc Graw- Hill. New Delhi.

Transcending CSS: The Fine Art of Web Design (2004)

by Andy Clarke, Molly E. Holzschlag - New Riders Press. New Delhi.

Principles of Web Design 2nd Edn.(2007);by Joelsklar -Thomson course Technology.Haryana India.

The Internet complete reference (2005)by Harley Hahl – Tata McGrawhill , New Delhi.

HTML:A Beginner's Guide(2006) Second Edition. by Wendy Willard. McGraw Hill. New Delhi.

Learning Web Design: A Beginner's Guide to HTML, Graphics, and Beyond(2006)

by Jennifer Niederst. City University. London.

HTML for the World Wide Web with XHTML and CSS(2007);

(Visual Quick Start Guide) by Elizabeth Castro. Sage Publications. New Delhi.

DHTML Utopia: Modern Web Design Using JavaScript & DOM(2006)

by Stuart Langridge. Sage Publications. New Delhi..

3ds Max 7 Fundamentals and Beyond Courseware(2002) .by Discreet – Focal press. Boston.

WEB DESIGN -CSS Cookbook(2006), 2nd Edition. by Christopher Schmitt - O'Reilly Media. London.

WEB DESIGN - 1 Hour Web Site: 120 Professional Templates and Skins(2007). by Michael Utvich, Ken Milhous, Yana Beylinson. Wiley. New york.

SEMESTER I PAPER 4 : GRAPHICS AND ANIMATION

Practical I

List of Practicals :

Create a 2D and 3D Animation for the following items using the appropriate softwares.

1. Create multiple objects using Pen tool and animate the same
2. Create and animate text using Flash
3. Create a human character using lines and animate
4. Create a key frame animation using library and symbols in Flash
5. Create an object and text animation using Tweening methods
6. Create masking animation using Flash
7. Create background using multi-layer techniques in Flash
8. Create animation with sound
9. Create multiple objects using standard Primitives in 3D Studio Max
10. Convert 2D objects into 3D objects
11. Create an animated 3D titling with sound
12. Create an object/ character highlighting texturing using 3D Studio Max
13. Create multiple objects with different lightings using 3D Studio Max
14. Create a human character using Character studio and animate the same
15. Create a walk-through using 3D Studio Max.

Comprehensive Practical Examination:

Time : 3 hours

Split up of marks

(Max. Marks 50)

Record (text)	10 marks
Practicals on CD/DVD	10 marks
Practical Examination	30 marks

Practical II : Web Designing

List of Practicals :

Design a web site Home page with all the elements for the following:

- I
 1. For an Educational Institution
 2. For an in-house advertising agency
 3. For a multi-specialty hospital
 4. For a Travel and Tourism Agency
 5. For an on-line newspaper
 6. For a five star restaurant
 7. For a government department
 8. For a leading manufacturer of consumer electronics
 9. For a national Bank
- II
 10. A complete project for any of the above (live with all factual information on a theme or on a topic for an organization)

Break up for the Examination: (Max.Marks 50 Time 3 hrs)

1. Record	10 marks
2. Live project	20 marks
3. Practical Exam	20 marks

ELECTIVES: GROUP-B

- a) Consumer Behavior**
- b) Media Planning**
- c) Convergence advertising**
- d) Market research**

SEMESTER I: PAPER 1 : CONSUMER BEHAVIOUR

UNIT I

Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Difference between consumer & Customer, Development of the Marketing Concept-The Marketing concept, Implementing the Marketing Concept, Segmentation, Targeting, Positioning

UNIT II

The Marketing Mix, Nature & Characteristics of Indian Consumers, Consumer Movement and Consumer Rights, Marketing Ethics and Social Responsibility, Social and Societal Marketing Concepts, Consumer Movement in India, Rights of the Consumer, Responsibilities of consumers in India, Benefits of consumerism

UNIT III

Role of Research in understanding consumer behaviour: Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods, Combining Qualitative and Quantitative Research Findings) The consumer research process - Developing research objectives, collecting secondary data, designing primary research, data analysis and reporting research findings. Input-Process-Output.

UNIT IV

Model of Consumer Behaviour - Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences - Social Class, Culture, Reference Groups, Family Levels of Consumer Decision Making - Complex Decision Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making (economic, passive, cognitive, emotional)

Situational Influences- The Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation) Situational Characteristics and consumption behavior (Physical features, Social Surroundings, Temporal Perspectives, Task Definition, Antecedent States)

UNIT V

Individual Influences on Consumer Behavior:

Motivation

Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals, Motivation Theories and Marketing Strategy Maslow's Hierarchy of Needs, Critical evaluation of marketing hierarchy and marketing applications, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motive)

Personality

Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory),

Perceptions

Basics of Perception & Marketing implications, Elements of Perception(Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization), Consumer Imagery, Product positioning and repositioning

REFERENCES

1. Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,8/E
2. Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
3. Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004
4. Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
5. Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing
 - Chunawalla, S. A (2002). Commentary on consumer behaviour. Mumbai: Himalaya Publishing House.
 - Nair, S. R (2000). Consumer behaviour. Mumbai: Himalaya Publishing House
 - Levy, S. J. (1999). Brands, consumers, systems and research. London: Sage Publications

SEMESTER –II : PAPER 2 : MEDIA PLANNING

UNIT I

Media planning : Definition- need and importance of media planning in advertising-Aperture concept in media planning- Media Planning department.

UNIT II

Media Buying – Media Characteristics- Newspapers – Magazines –Television- Radio-Direct Response – Out door- pros & cons .Media mix.

UNIT III

Media planning : Information Sources and analysis-marketing sources, Creative sources& Media sources- Setting Media Objectives : Audience objective & Distribution Objective.

UNIT IV

Developing Media strategy – Main components of media strategy –Media Environment – Calculating cost efficiency in media planning –Testing the media plans.

UNIT V

Implementation and control of media plan –Use of computers in Media planning –linear programming, Stimulation models, and formula models.

REFERENCES

1. Media planning Work book, WilliamB.Goodrich, Jack.Z.Sissors.5th Edition, 1996, NTC Business Books.
2. Advertising & Media Planning ,Jack Z.Sissors, Lincoln Bumba Third Edition,1991,NTC Business Books.

SEMESTER III PAPER- 3 : CONVERGENCE ADVERTISING

UNIT I

Definition, nature & scope of advertising, Roles of advertising; societal, communication, marketing & economic, functions of advertising

UNIT II

Based on target audience, geographic area, media & purpose. Corporate and promotional advertising, web advertising, Digital Signage

UNIT III

Environment components-advertiser, advertising agency & media. Consumer behavior, latest trends in advertising (India and abroad). Ad agency- structure of small, medium & big agencies, functions. Types of agencies-inhouse, Independent, Full service & Specialized.

UNIT IV

Client Brief, account planning, creative strategy and brief, communication plan, brand management, positioning brand personality, brand image brand equity, case studies.

UNIT V

Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing & layout, copy writing- types of headlines, body copy base lines, slogans, logos & trade marks, scripting, story board. Advertising campaign-from conception to execution.

REFERENCES

- Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice. AAITBS Publishers
- Stansfield, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
- Advertising Handbook: A Reference Annuaikon Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications
- Mohan: Advertising Management: Concepts and Cases. Tata McGraw- Hill Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning

SEMESTER- IV PAPER -4 : MARKET RESEARCH

UNIT I

Introduction to Marketing Research; Role of marketing research in marketing; Definition: Scope, Significance, Limitations, Obstacles in acceptance, Ethics in marketing research, Difference between Marketing Research and Market Research, Introduction to Market Research; Types of Research – Basic & Applied, Nature, Scope, Objectives, Importance and Limitations of Market Research, Prominent Research agencies in India; Jobs in marketing research – skill sets required - job and growth prospects

UNIT II

Marketing Intelligence system; what is marketing intelligence? ;Marketing Decision Support System components; Scope and Significance of Marketing Intelligence in decision making; Quality and quantity of Market Information; Value of information; Decision tree and Bayesian analysis concept; Types of market information.

UNIT III

Research process; Identification of Management Problem; Formulation of Research Problem; Steps in Research Process; Common Research Errors; Evaluation and Control of the Marketing Research Efforts

UNIT IV

Research designs; Definition of Research Design; Types of Research Design; Exploratory Research; Conclusive Research Sources and collection of Secondary Data.; Types of data; Secondary data Sources and collection of Primary Data.; Advantages & Limitations of primary data; Methods of Collecting Primary Data; Survey method of Primary Data Collection Questionnaire Design; Observation Method; Consumer Panel Method Experimental Research Method Scaling Techniques Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale

UNIT V

Applications of Marketing Research: Cluster analysis for identifying market segments; Conjoint analysis for Product research; Multi-dimensional scaling

REFERENCE:

- Market research-G.C.Beri
- Marketing Research-Rajendra Nargundkar(Tata Mc)
- Research for Marketing Decisions by Paul Green, Donald Tull
- Business Research Methods-Donald R.Cooper.
- Marketing Research, Concept & Cases – Cooper Schindler.
- Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Albaurn
- Marketing Research –Aakar, Kumar, Day
- Marketing Research by Ramanuj Majumdar
- Marketing Research by Mishra
- Marketing Research by M.V.Kulkarni
- Marketing Research by D.M. Sarawte.
- Marketing Research – Thomas C. Kinnear

ELECTIVES: GROUP-C

- 1. Scripting**
- 2. Direction**
- 3. Cinematography**
- 4. Film Production**

SEMESTER I : PAPER 1 : SCRIPTING

UNIT I

The Current Campfire: Film as a Storytelling Device- The history of storytelling - Plays vs. novels vs. film - What is a “story”? - The “idea” vs. “story” vs. “screenplay”

UNIT II

The Screen Story- What is it? - The logline - The essence of a screen story - Conflict (and why we love it) - Form, format and formula

UNIT III

The Structure of a Screenplay- Back to story- Aristotle (and what he had in common with Superbad) - The three act screenplay - The scene - Plot points

UNIT IV

The First Act- Establish, introduce and hook- The inciting incident - The first act plot point The Second Act- Rising conflict and overcoming obstacles - The second act plot point The Third Act- The “final battle” - The outcome of the final battle - The denouement - Happy vs. hopeful endings

UNIT V

Character - Plot vs. Character - Character vs. Characteristics- Actions speak louder than words - The main character (our hero!)- Other characters and character types
Dialogue - The functions of dialogue – Voiceover.
The Kitchen Sink-Back story & exposition- Subplots- Setup and payoff - Flashbacks- Theme
Breaking the Rules - How screenwriters break them and why
Genre - “What is this movie anyway?”

REFERENCES:

- The Writer’s Journey by Christopher Vogler
- Adventures in the Screen Trade by William Goldman
- The New Screenwriter Looks at the New Screenwriter by William Froug

SEMESTER II : PAPER 2 : DIRECTION

UNIT I

Film language and Grammar ; Film Language; shots; Film grammar; 180 Degree Rule; 30 Degree Rule; Screen Direction; Film –Time; Compression; Elaboration; Familiar Image

UNIT II

Dramatic elements embedded in the screen play; Spines; character; circumstance; dynamic relationship; wants; expectations; action; activity; acting beats; dramatic blocks; narrative beats
fulcrum

UNIT III

Staging ; Pattern of dramatic movement; changing the stage within a scene; staging as part of a film’s ; Floor plan Development of screen play; staging and camera angles for story board for story board artist.

UNIT IV

Camera as Narrator; Reveal; entrance; objective camera; subjective camera; visual design; style; coverage; lenses; composition; dramatic blocks and camera; shot lists; story board and setups

UNIT V

Dialogue Exercises, Advertising films , Music videos , Documentary including full research

Learning and craft through film analysis

- Alfred Hitchcock’s notorious
- Peter Weir’s the truman show
- Federico Fellini’s 8 1/2
- Tokyo story, Yasujiro Ozu (1953, Japan)
- The battle of Algiers, Gillo Pontecorvo (1965, France)
- Little Children, Todd Field (2006)

REFERENCES

- Nicholas T. proferes (2008) Film Directing Fundamentals (see your film before shooting) focal press
- Thoraval, Yves(2000) The Cinema of India(1896-2000)
- Roberge, Gaston: the Subject of Cinema
- Roberge, Gaston (1977): Films for an ecology of Mind
- Halliwell,; The Filmgoers Companion 6th Edition
- Arora: Encyclopedia of indian Cinema
- Baskar, Theodor: Eye of the Serpent

SEMESTER (III): PAPER (3) CINEMATOGRAPHY

UNIT I

Motion picture cameras: Various parts of Motion picture cameras; perforation loop; pressure plate; Plate catch; Pull down claw; magazine; threading of film; loading unloading of magazine; Types of magazine; intermittent Movement; Analysis of Claw motion; Registration pin; Sprocket wheel; Frames per sec; View finder; Eye piece adjustment; camera Motors; Slow motion and Fast motion; Reverse Movement; Tacho meter; Lens Mount Flange Depth; matte Box; Blimp; Changing bag; Magazine Cover/rain cover.

UNIT II

Photographic Image: Motion picture Photographic; Emulation; Film base; latent image; Grain-grain technology, graininess; halation, Anti halation backing; Resolving power: definition; Sensitometer; transition; opacity; Density; base density; Relation between Density and fog level; Characteristic Curve; D-max D-min, Shoulder, Toe; Gamma; Density measurement ; black and white density and Color density; Film speed and shopper index; Contrast. Colour reproduction ; Structure of the motion picture film; Colour negative processing Remjet backing; various types of Motion picture films

UNIT III

Film Dimension and Packaging: Negative and positive perforation; Edge No ; Cores and camera spool ; Edge marking; 16mm film winding; a-winding and B-winding; can label information.

UNIT IV

Various Camera Test: Physical condition of the camera and lenses; optical path and focusing; Shutter; gate; camera Choking; motors ; Scratches; Fogging of film; taking care of your camera; sample lens test; eye piece /viewfinder/ground glass

UNIT V

Camera filters: for Motion picture: filter factor; filter grades; UV filter; Infra red filter; Neutral density filter; Colour gradation; p1olarizing filter; Spl effect filters; diffusion filters Fog or promist filter; contrast control filter; star effect; Filter for black and white; Colour conversion.80B, 85.; Y-1. Filter; Sepia filter; day for night; Contrast viewing filter; Close up and split Field; hand made filter; 85and ND mixed; Florescent correction filter; Mixed light situation

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SEMESTER IV: PAPER 4 : FILM PRODUCTION

UNIT I

- (1) Preproduction
 - (a) Script in proper format and length
 - (b) Script breakdown and schedule for shooting
 - (c) Detailed budget

UNIT II

- (2) Production
 - (a) Shoot principal and pickup photography by deadline
 - (b) Work as crew member on at least one other person's film

UNIT III

- (3) Post-production
 - (a) Picture edit
 - (b) Post-sync sound work
 - (c) Mixing all sound into a composite sound track

UNIT IV

- (4) Production book
Including all notes, budget and receipts, breakdown, camera reports, editing logs, mixing cue sheets, talent releases, music license, etc.

UNIT V

- (5) Evaluation of finished film
 - (a) Effectiveness of storytelling
 - (b) Technical considerations: focus, clarity of sound, editing
 - (c) Aesthetic considerations: style, pace, creativity

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