

BHARATHIAR UNIVERSITY, COIMBATORE – 641 046

B.Sc. Visual Communication

(For the students admitted from the academic year 2015 –2016 & onwards)

SCHEME OF EXAMINATIONS: CBCS Pattern

Part	Study Components	Course Title	Ins.Hrs / Week	Examinations				
				Dur. Hrs	CIA	Marks	Total	Credits
Semester I								
I	Language –I		6	3	25	75	100	4
II	English-I		6	3	25	75	100	4
III	Core I - Introduction to Communication		5	3	25	75	100	4
III	Core II - Communication Media		5	3	25	75	100	4
III	Allied Paper I Introduction to Social Psychology		4	3	20	55	75	3
III	Allied Practical I - Drawing		2	3	20	30	50	2
IV	Environmental Studies #		2	3	-	50	50	2
Semester II								
I	Language –II		6	3	25	75	100	4
II	English-II		6	3	25	75	100	4
III	Core III – Fundamentals of Advertising		6	3	25	75	100	4
III	Core Practical I - Advertising		5	3	30	45	75	3
III	Allied Paper - II Writing		5	3	20	55	75	3
IV	Value Education – Human rights #		2	3	-	50	50	2
Semester -III								
I	Language –III		6	3	25	75	100	4
II	English-III		6	3	25	75	100	4
III	Core IV - Communication Theories		4	3	25	75	100	4
III	Core V - Writing for Media		4	3	25	75	100	4
III	Allied Paper III Audiography		3	3	20	55	75	3
III	Allied Practical II –Audio Production		2	3	20	30	50	2
IV	Skill based Subject: 1 Computers in Communication media -I		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective – I Yoga for Human Excellence # / Women’s Right # Constitution of India #		2	3	-	50	50	2
Semester IV								
I	Language –IV		6	3	25	75	100	4
II	English-IV		6	3	25	75	100	4
III	Core VI – Introduction to Photography		5	3	25	75	100	4
III	Core Practical II Photography		4	3	30	45	75	3
III	Allied Paper IV– Instructional Design		4	3	20	55	75	3
IV	Skill based Subject: 2 Computers in Communication media –II		3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-Major Elective – II General Awareness #		2	3	-	50	50	2

Semester V							
III	Core – VII Film Studies	6	3	25	75	100	4
III	Core – VIII Media Ethics	6	3	25	75	100	4
III	Core – IX Magazine Production Layout & Design	5	3	25	75	100	4
III	Core Practical III - Print Production	5	3	40	60	100	4
III	Elective I :	5	3	25	75	100	4
IV	Skill based Subject: 3 Web Designing	3	3	20	55	75	3
Semester VI							
III	Core – X Commercial Broadcasting	5	3	25	75	100	4
III	Core – XI Integrated Marketing Communication	5	3	25	75	100	4
III	Core Practical IV - Video Production	6	3	40	60	100	4
III	Elective II :	5	3	25	75	100	4
III	Elective III :	5	3	25	75	100	4
IV	Skill based Subject: 4, Computers in Communication Media and Web Designing Practical	4	3	30	45	75	3
V	Extension Activities @	-	-	50	-	50	2
Total						3500	140

\$ Includes 25%/40% continuous internal assessment marks for theory and practical papers respectively. @ No University Examinations. Only Continuous Internal Assessment (CIA)
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List of Elective Papers (Colleges can choose any one of the paper as electives)		
Elective –I	A	Elements of Film Video Production
	B	Screen Play
	C	Film Marketing and Distribution
Elective –II	A	Advertising And Public Relations
	B	Media Planning
	C	Market Survey
Elective –III	A	Graphic Production
	B	Event Management
	C	Introduction to Design and Visual Culture

Note : The syllabus for the above papers (except Core–I Introduction to communication, Core – III Fundamental of Advertising, Elective-II of (A) Advertising & Public Relations) be the same as prescribed for the academic year 2014-15. The syllabus for Core – I Introduction to Communication, Core-III Fundamentals of Advertising, Elective-II of A Advertising & Publishing Relations are furnished below:

SEMESTER-I
PAPER I -INTRODUCTION TO COMMUNICATION

UNIT -I

Communication –definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication –socioeconomic changes and the emerging trend in Communication.

UNIT -II

Communication process –sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. informal and formal channels –Berlo, Lasswell, Shannon and Weaver models.

UNIT -III

Characteristics of mass communication-Functions of mass communication: information, education and entertainment –Dysfunctions of mass communication; Communication and public opinion : nature, meaning and process.

UNIT -IV

Communication and Culture: Global media –multi cultural content –impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

UNIT-V

Introduction-digital media-evolution of technology- convergence of digital media- E-commerce and digital media -advertising on digital media- social media-Mobile advertising-media relations management through online.

REFERENCES :

- 1.Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.
- 2.McQuail Dennis, “Communication Models”, Longman, London, 1981.
- 3.John R. Bitner “Mass Communication –An introduction”. Prentice Hall, New Jersey, 1980.
- 4.Jaishri jethwaney and shruti jain.,”Advertising management”.second edition.
- 5.Seetharam K.S. “Communication and culture –A world view”. McGraw Hill, New Delhi, 1991.
- 6.Shukla,SK. ,, Mass media and Communication “. Cybertech Publishing, New Delhi. 2006.
- 7.Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.
- 8.Kleppner, Otto. “Fundamentals of Advertising”, Prentice Hall, 1980.
- 9.Cutlip, Center and Broom. “Effective Public Relations”. Prentice Hall; NJ; 1982.

SEMESTER II
PAPER III – FUNDAMENTALS OF ADVERTISING

UNIT-I

Advertising and its role in the market place, advertising industry in India –advertising as a process of communication -Social effects of advertising. The changing world of advertising.

UNIT II:

Types of advertising : consumer, corporate, industrial, retail, cooperative and Public service advertising.-tone and content; reading the advertisement -review with current ad campaigns.

UNIT III:

Advertising agency: Structure and functions; Leading agencies in India-Diversification and competition –full service agencies –multinational clients –challenges and opportunities. How to choose an advertising agency, agency briefing and evaluating an agency.

UNIT IV:

Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget, pre testing and post testing.

UNIT-V:

Professional ethics in advertising-cases of ethical violations –Advertising Standards Council –Social and cultural issues –Global regulations and Future trend.

REFERENCES:

1. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
4. Mooij, Marieke de; „Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994.
5. Mohan, M; “Advertising management concepts and cases”; Tata McGraw Hill; New Delhi. 1989.
6. Chunnawalla and K.C. Sethia ; “Foundations of Advertising: Theory and practice”,

Elective –II

A –ADVERTISING AND PUBLIC RELATIONS

UNIT –I

Advertisers –Leading National and International Clients –Ad Spend –Advertising campaigns. Public Relations Fundamentals: Definitions of public relations-public relations practice-PR agencies-Growth and challenges.

UNIT –II

Advertising departments in Media: Print and Electronic media –Advertising policy and regulations of newspapers, radio stations and TV channels –tariff –space and time allocation –schedule preparation -agency relations –client relations –coordination with other departments –advertising revenue generation –advertisement executives / representatives.

UNIT-III

Media for Advertising: Newspapers and Magazines –Characteristics, reach and advertisement exposure–Products and advertisers of Print media –Cost ; Radio advertising –jingles –spots production cost –reach and effectiveness –radio audience –tariff; TV advertising: effectiveness –reach-products and advertisers on TV –channel competition –tariff –production cost –creativity; Outdoor media characteristics –cost-effectiveness in advertising.

UNIT –IV

Brand Building and Advertising Management: Defining of Brand – Evolution of brand management - Life cycle of a brand - Brand positioning and its role of advertising – Brand and consumer relationship - need to measure brand value - Power brands - characteristics of a power brand - concept of super brands - Brand image - Corporate brand - Brand identity. Case study: The Amul brand.

UNIT-V

PR and Advertising relationship - Internal and external Publics in an Institution - Advertising strategies for both publics - Organizing of events for publicity via advertising - Strategies of PR, - Press Release - Press Conference and other media tools - Advertising social issues - PSMs and corporate style of advertising.

Reference:

- 1.“Fundamentals of Advertising”, Otto Kleppner, Prentice Hall, New Jersey, 1980.
- 2.“The Practice of Advertising” 3rd Fdn. Norman Hart, Heinemann Pub. London.1990.
- 3.”Advertising world wide” (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
- 4.“Brand positioning” . Sen Gupta, Tata Mc Graw Hill. New Delhi. 1990
- 5.“Advertising Management concepts and cases” M. Mohan, Tata Mc Graw Hill, 1989.
- 6.“Successful advertising research methods” Haskins & Kendrick, NTC Business Books,1991.
- 7.“Public relations” Principals and practices.,IQBLS.Sachdeva.,
8. “Advertising Management”, Jaishri Jethwaney, Shruti Jain, Oxford University Press, 2nd Edn, India 2013.