

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046

M.Sc. Visual Communication

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

SCHEME OF EXAMINATIONS: CBCS Pattern

Study components	Course Title	Ins. Hrs. / Week	Examinations				Credits
			Dur. Hrs	CIA	Marks	Total	
Semester –I							
	Dynamics of Visual Communication	5	3	25	75	100	4
	Multimedia and Applications	5	3	25	75	100	4
	Media, Culture and Communication	5	3	25	75	100	4
	Integrated Marketing Communication	5	3	25	75	100	4
	Practical-I Advertising Practical	5	6	40	60	100	4
	Elective I :	5	3	25	75	100	4
Semester – II							
	Digital Photography	5	3	25	75	100	4
	Communication Theories and Models	5	3	25	75	100	4
	Design Principles and Packaging	5	3	25	75	100	4
	Writing for Print and Broadcast Media	5	3	25	75	100	4
	Practical–II Photography & Visual Design Production	5	6	40	60	100	4
	Elective II :	5	3	25	75	100	4
	Internship -I	-	-	-	-	-	-
Semester –III							
	Introduction to Film Studies	5	3	25	75	100	4
	Mass Media Research Methods	5	3	25	75	100	4
	New Media Studies	5	3	25	75	100	4
	Audio and Video Production Techniques	5	3	25	75	100	4
	Practical–III Electronic Media Production	5	6	40	60	100	4
	Elective III :	5	3	25	75	100	4
	Internship -II	-	-	-	-	-	-
Semester – IV							
	Media Management	5	3	25	75	100	4
	Internship (Report 80% and Viva 20%)	-	-	-	-	100	4
	Project Study (Report 80% and Viva 20%)	6	-	-	-	150	6
	Elective –IV:	5	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)

I. GROUP-A

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

II. GROUP-B

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

III. GROUP-C

1. Scripting
2. Direction
3. Cinematography
4. Film Production (Practical)

Note : The syllabus for the above theory papers (except Paper-I Dynamics of Visual Communication and Paper VII Theories of communication and Visual analysis) be the same as prescribed for the academic year (2011-12) onwards. Paper VII Theories of Communication and Visual Analysis title to be changed as Communication theories and models from (2015-16) Batch onwards. The syllabus for Paper-I Dynamics of Visual Communication and Paper VII Communication Theories and Models are furnished below:

Paper I : Dynamics of Visual Communication

Unit –I

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

Unit –II

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

Unit –III

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

Unit –IV

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

Unit –V

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

References:

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

Paper –VII : Communication Theories and Models

Unit-I

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

Unit-II

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

Unit-III

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

Unit-IV

Cognitive Dissonance Theory - Framing theory- Priming – Social Construction. Modernization theory - Lerner's Modernization theory- Social marketing theory - Social Comparison – Social identity theory-Domestication- Social identify theory-Social cognitive theory. Social Shaping of Technology.

Unit-V

Globalization and media – Globalization problems - Post modernism- Information society - Technology and society in the information age - Information and post modernism. Marshal McLuhan - The medium is the message- The knowledge gap theory. Actor Network Theory - Network Society and Social Capital.

References

1. Mass Communication theory (6th edn) South Asia Edition, Sage, New Delhi, 2010
2. Theories of Mass Communication by Mattelart et.al, Sage, London 1998.
3. Essentials of Mass Commuinction by Asa Berger, Sage, New Delhi 2000.
4. Understanding Media Theory by Kevin Williams, Oxford University Press, New York 2003.
5. Theories of the Information Society (3rd Edition) by Frank Webster, Routledge, 2006.
6. Media Analyzing Techniques, Berger Asa, Sage Publications, New York 1998.
7. Gender Trouble, Butler J. Routledge, London, 1990.