M. A. Journalism and Mass Communication

Syllabus

AFFILIATED COLLEGES

Program Code: ***

2020 – 2021 onwards

BHARATHIAR UNIVERSITY

**(A State University, Accredited with "A" Grade by NAAC,
Ranked 13th among Indian Universities by MHRD-NIRF,
World Ranking : Times - 801-1000, Shanghai - 901-1000, URAP - 982)**

Coimbatore - 641 046, Tamil Nadu, India

Program Educational Objectives (PEOs)	
The **M.A. Journalism and Mass Communication** program describe accomplishments that graduates are expected to attain within five to seven years after graduation	
PEO1	Apply and advance the knowledge and skills acquired to become a creative professional in their chosen field.
PEO2	Develop management skills and entrepreneurial skills by harnessing core competencies tempered by values and ethics.
PEO3	The graduates will have effective communication skill, team spirits, ethical principles and desire for lifelong learning and creative skills to succeed in their professional career.
PEO4	The graduates will be technically competent to excel in Media industry and to pursue higher studies.
PEO5	The graduates will possess the skills to develop economically and technically using the knowledge to ensure their own department in industry.

Program Specific Outcomes (PSOs)	
After the successful completion of **M.A. Journalism and Mass Communication** program, the students are expected to	
PSO1	Understand and make use of the nature and basic concepts of print, electronic and new media productions.
PSO2	Remembering the technique used to produce films, design, photograph, illustration and animation.
PSO3	Interpret and apply the theory of communication and demonstrate in media.
PSO4	Gain Information Communication Technologies (ICTs) skills and digital competency.
PSO5	Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.

Program Outcomes (POs)	
On successful completion of the **M.A. Journalism and Mass Communication** program	
PO1	To develop the ability to use critical, analytical, and deep in thought thinking and analysis in visual communication. An ability to think laterally and vertically with creative approach.
PO2	To provide adequate basic understanding about Media Education among the students and to develop language abilities of students to inculcate writing skills and Business correspondence.
PO3	Explore media, communication and dissemination techniques for reporting and editing via written, oral and visual media.
PO4	Understanding of and ability develop strategies for planning, producing, and disseminating visual communications.
PO5	To gain knowledge and self-confidence in the distribution of project/research outputs in the fields of Media Arts, Design, and Visual Effects.

BHARATHIAR UNIVERSITY: COIMBATORE 641 046

M.A. Journalism and Mass Communication

(For the students admitted during the academic year 2020 – 21 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
	Introduction to Communication	4	5	-	25	75	100
	Reporting	4	4	-	25	75	100
	Editing	4	5	-	25	75	100
	Media History, Laws and Ethics	4	5	-	25	75	100
	Media Management and Public Relations	4	4	-	25	75	100
	Practical – I : Print Production	-	-	3	-	-	-
	Elective – I :	4	4	-	25	75	100
	Total	**24**	**27**	**3**	**150**	**450**	**600**
SECOND SEMESTER							
	Advertising	4	5	-	25	75	100
	Broadcast Journalism	4	5	-	25	75	100
	Print Production Technologies	4	5	-	25	75	100
	Theories of Communication	4	5	-	25	75	100
	Practical – I Print Production	4	-	3	40	60	100
	Practical – II Advertising	4	-	3	40	60	100
	Elective II :	4	4	-	25	75	100
	Total	**28**	**24**	**6**	**205**	**495**	**700**
THIRD SEMESTER							
	Film studies and Photography	4	6	-	25	75	100
	Mass Media Research Methods	4	6	-	25	75	100
	Development Communication	4	6	-	25	75	100
	Marketing Communication	4	5	-	25	75	100
	Practical –III Photography and Video Production	-	-	3	-	-	-
	Elective –III :	4	4	-	25	75	100
	Total	**20**	**27**	**3**	**125**	**375**	**500**

	FOURTH SEMESTER						
	Practical –III Photography and Video Production	4	-	6	40	60	100
	Internship (Report 80% and Viva 20%)	4	-	-	25	75	100
	Project Work & Viva Voce (Project 120 & Viva 30)	6	-	-	-	-	150
	Elective – IV Theory / Practical	4	3	-	-	-	100*
	Total	**18**	**3**	**6**	**65**	**135**	**450**
	Grand Total	**90**	**81**	**18**	**545**	**1455**	**2250**
EXTRA CREDITS FOR – Completion of Add On/ Job Certification Course/ Internship and Online Courses (MOOC /SWAYAM/NPTEL)							

(* Includes 25 /40% CIA Mark for theory and practical papers)

 # 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)

Additional Credit Course

Earning Additional credit course is optional and it is mandatory for Course Completion any one from the both Certification/Add on course/ Internship course and MOOC/SWAYAM/NPTEL online course.

Additional credits: 8

S. No.	Course	Credit	Total credits
1	Completion of Certificate Course/ Add on Course/ Internship	2	4
2	Online Courses (MOOC/SWAYAM) prescribed by the Departments which is related to Media studies.	For 4 Weeks course -**1 credit** For 8 Weeks Course -**2 credits**	4
		Total	**8**

Rules: The Students can earn additional credits only if they complete the above during the course period (I to III Semester) and based on the following criteria. Proof of Completion must be submitted to the Office of Controller of Examinations through college before the commencement of the IV Semester.

(Earning Additional credit course is mandatory for Course Completion)

1. Students can complete Certification Courses/Add-on Courses for a minimum of 30 hrs (I to III Semester) from reputed centers and the same certificate shall be produced to earn a credit. They shall be guided by the department if needed. Students shall earn a maximum of 4 Additional Credits by completing 2 Certification Courses/Add-on Courses/Internship.

List of Certification Courses/Add-on Courses prescribed for Department of Visual Communication & E-Media

1. Journalism
2. Multimedia (Adobe Photoshop, Illustrator, In Design, CorelDraw)

3. Web Designing, Animation & VFX (Dreamweaver, Maya, Studio Max, After Effects)

4. Film Editing (Adobe premiere pro, Final cut pro (FCP), Avid)

5. Film Making and Advanced Photography

List of Online Courses prescribed by Department of Visual Communication & E-Media

1. Journalism
2. Photojournalism
3. Advertising & PR
4. ICT for development
5. Graphic Communication & Animation

Note: Any mentioned course from recognized websites through the NPTEL-SWAYAM portal will be accepted. To allocate credits for online course **(MOOC/SWAYAM/ NPTEL)** as an option for the students admitted in Academic year 2020 - 2021 and the given extra credits to be given for the students who complete the online course in Media Studies.

If a student completed four week course is allotted 1 credit and an 8 week course with 2 credits be approved.

Students can earn Credits, if they complete any one MOOC courses prescribed by the Department which is related to Media Studies. Students shall earn a maximum of 4 Additional Credits by completing online courses.

First Semester

Course Code		SEMESTER I PAPER I INTRODUCTION TO COMMUNICATION	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		Basic understanding of real-life situations in different forms of communication	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To understand the functions and nature of the various types of communication.
2. To give the basic understanding of the communication models.
3. To orient the students on the emergence of New Media and the evolving trends in Digital Media.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember and understand the various forms of communication.	K1
2	To Understand the functions and nature of the various types of communication	K2
3	To Apply the communication concepts in day-to-day life.	K3
4	To Analyze the global media content which affect the cultural changes.	K4
5	To Develop their Communication skills and knowledge on the subject learnt	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	COMMUNICATION	15 hours

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

Unit:2	PROCESS OF COMMUNICATION	14 hours

Source, Massage, 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:3	LANGUAGE AND COMMUNICATION	14 hours

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:4	COMMUNICATION SYSTEMS IN INDIAN CONTEXT	15 hours

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:5	MASS COMMUNICATION	15 hours

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.

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		

		Total Lecture hours	75 hours

Text Book(s)

1	"Mass Communication: An introduction", Bittner, John. Prentice-Hall, New Jersey. 1980.
2	"Human communication", Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.
3	"Taxonomy of Concepts in Communication", Blake & Haroldsen, Hasting House, NY .1979.

Reference Books

1	"Communication Models. Mcquail", Dennis and Windahl, Sven. Longman, London.1981.
2	"India's Communication Revolution", Singhal & Rogers, Sage, New Delhi. 2001.
3	"The dynamics of Mass Communication". Dominick, Joseph. McGraw Hill, 1993.
4	"Media towards 21st Century", KM. Srivastava, Sterling P ub. New Delhi. 1998.
5	"Media and Globalisation". Rantanen, Terhi. Sage, London. 2005.

Course Designed By:	

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	M
CO2	M	M	M	S	S
CO3	S	S	L	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					

Course Code		**SEMESTER I PAPER II REPORTING**	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		**A flair for writing is desirable to create content for newspaper audiences**	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To gain knowledge on the various concepts and classification of print journalism.
2. To acquaint with different news agencies and news gathering techniques.
3. To develop skills in writing, editing and proof reading of news story.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the knowledge on how to identify a news story.	**K2**
2	To Apply the various types of news sources for writing news.	**K3**
3	To Analyze the global media content which affect the cultural change	**K4**
4	To Evaluate the basics of news writing skills.	**K5**
5	To Develop their vocabulary and language proficiency.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

Unit:1	**NEWSPAPER ORGANIZATION**	12 hours

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:2	**WRITING NEWS REPORT**	11 hours

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:3	**REPORTING GOVERNMENT AND OTHER AGENCIES**	12 hours

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:4	**REPORTING LEGISLATURE**	11 hours

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 don'ts.

Unit:5	**SPORTS REPORTING**	12 hours

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.			
Unit:6	**CONTEMPORARY ISSUES**		**2 hours**
Expert lectures, online seminars – webinars			
	Total Lecture hours		**60 hours**

Text Book(s)

1	"News Reporting and Writing", Mencher, Melvin. MC Graw Hill, NY. 2003
2	"The Complete Reporter", (4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
3	"Interpretative Reporting", (7th Edn). Curtis Macdougall. Macmillian, NY. 1977

Reference Books

1	"Reporting for the Print media". (2nd ed) . ;Fedler, Fred. Harcout, Bruce Jovanovich Inc., NY. 1979
2	"News Reporting and Writing".(9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
3	"Professional Journalism" MV Kamath, Vikas Pub. New Delhi .1980.
4	"Professional Journalism" Jan Nakemulder et al. Anmol Pub. New Delhi, 1998
5	"Journalism Today" . Navin Chandra & Chaughan, Kanishka Pub. New Delhi. 1997

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	M	S	M	M
CO2	M	S	M	S	M
CO3	M	S	L	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	S
			*S-Strong; M-Medium; L-Low		

Course Code		SEMESTER I PAPER III EDITING	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		**A flair for writing is prudent to generate creative contents for the print media**	**Syllabus Version**		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To describe various types of news stories such as hard news and soft news.
2. To outline the layout and design of newspaper and magazine.
3. To explain the legal and ethical aspects of news reporting and editing.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the news gathering techniques of reporting pertaining to different media.	**K2**
2	To Understand the News Values and editorial policy.	**K2**
3	To Apply the knowledge with regard to the different types of headline writing.	**K3**
4	To Remember the different types of editing symbols used in news and editing techniques.	**K1**
5	To Develop the content writing and editing skills.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	ORGANIZATION OF EDITORIAL DEPARTMENT IN A NEWSPAPER	15 hours

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:2	PRINCIPLES OF EDITING	15 hours

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:3	NEWS AGENCIES	14 hours

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

Unit:4	OPINION PAGE	14 hours

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:5	EDITORIAL	15 hours

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 exercises and workshops in editing using the appropriate softwares to be conducted.)

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**75 hours**

Text Book(s)

1	"Newspapers Handbook" (3rd ed.) Keeble, Richard. Routledge, London.2001.
2	"News Editing in theory and practice" Banerji, Bagchi & Co., New Delhi. 1992.
3	"Art of editing" Baskette & Sissors, MacMillian, NY, 1977.

Reference Books

1	Editorial Thinking and Writing". . Bush, Chilton. Greenwood press, Connecticut. 1970.
2	Newspaper Organisation and Management" (5th ed.). Williamson, Herbert . Iowa State Univ. 1978.
3	Editorial and persuasive writing". Harry Stonecipher, Hasting House, NY, 1979.
4	Art of Editing". Manohar Puri. Praga Pub. New Delhi. 2006.
5	Chicago Manual of Style". (14th Ed). Prentice Hall , New Delhi, 1996.

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	M	M	S	S	M
CO2	M	M	M	S	S
CO3	S	S	L	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	M
				*S-Strong; M-Medium; L-Low	

Course Code		**SEMESTER I** **PAPER IV** **MEDIA HISTORY, LAWS AND ETHICS**	**L**	**T**	**P**	**C**
Core/Elective/Supportive			**4**	**-**	**-**	**4**
Pre-requisite		A basic knowledge on the roles and powers as a citizen needed in order to comprehend the challenges and issues faced in Media Industry	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To impart knowledge on the understanding of Media Ethics.
2. To provide knowledge about media, democracy and press council.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the roles and responsibilities of the Press.	**K1**
2	To Understand the concept of Freedom of Press and its limitations.	**K2**
3	To Analyze the editorial policy and agenda setting by various media.	**K4**
4	To Evaluate the various sources of news and news values.	**K5**
5	To Evaluate the roles and powers of press council of India and advertising standards.	**K5**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**WORLD PRESS**	**15 hours**

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:2	**INDIAN PRESS**	**14 hours**

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:3	**CHARACTERISTICS OF THE ENGLISH PRESS**	**14 hours**

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:4	**PRESS LAWS**	**15 hours**

National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Sedition, 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:5	FOURTH ESTATE	15 hours
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.		

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		

	Total Lecture hours	75 hours

Text Book(s)

1	Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed). Longman, New York, 1991. „
2	Press and Public: who reads what when where and why in American newspapers".Bogart, Leo et al. Lawrence Erlbaum Associates, New Jersey. 1981.
3	March of Journalism". Herd. Greenwood press, Connecticut, 1976

Reference Books

1	Popular media in China". C. Chu. Univ. Press of Hawaii, Honolulu. 1978.
2	The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK. 1981.
3	Characteristic of Japanese Press". Susumu Ejiri, Nihon Shinbun Kyokai. 1972.
4	Press Commission reports". Govt. of India Press.
5	Press, politics and public opinion in India „ BM Sankhder, Deep Pub. New Delhi, 1984.

Course Designed By:

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	S	M
CO2	M	M	M	S	S
CO3	S	S	L	M	S
CO4	S	M	M	L	M
CO5	M	S	M	S	M
				*S-Strong; M-Medium; L-Low	

Course Code		SEMESTER I PAPER V MEDIA MANAGEMENT AND PUBLIC RELATIONS	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		An ability to understand the media audiences and to create content based on the Internal and External publics.	**Syllabus Version**		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To understand the perception of media management.
2. To enable the students to gain the skills in PR.
3. To enhance students with understanding of Media Management Skills.

Expected Course Outcomes:

On the successful completion of the course, student will be able :

1	To Remember the structure and ownership pattern of media industries.	**K1**
2	To Understand the barriers pertaining to management skills.	**K2**
3	To Apply the hiring process in the media organization using suitable strategies.	**K3**
4	To Analyze the knowledge with regard to the process of newsroom management.	**K4**
5	To Evaluate the print media management techniques.	**K5**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**MEDIA CORPORATES**	12 hours

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:2		**MEDIA AS PRODUCTS**	11 hours

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:3		**PUBLIC RELATIONS**	11 hours

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:4		**TOOLS OF PR**	12 hours

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.
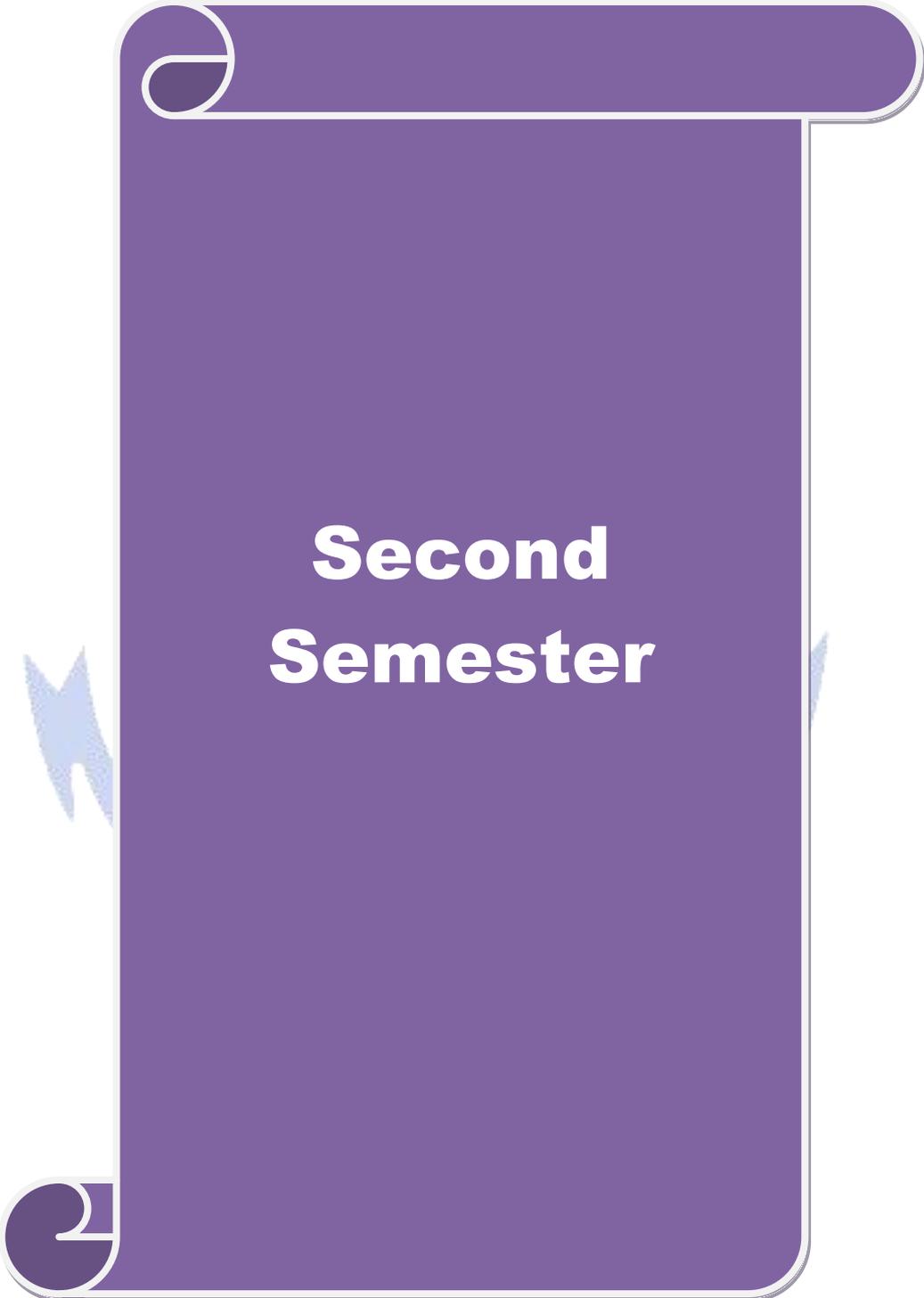
Unit:5	PR IN PRIVATE AND PUBLIC SECTORS	12 hours
PR in private and public sectors, educational institutions and in Government – a critical review. PR policies, professional organizations in PR , code of ethics – Future developments – Case studies.		
Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	60 hours

Text Book(s)

1	Managing media organisations" , John Lavine and Wackman, Longman , NY. 1988.
2	Newspaper organization and management" , Williams, Iowa State university press, 1978.
3	Media management in India" Dibakar Panigrahy , & Biswasroy, Kanishka pub, New Delhi 1993.

Reference Books

1	Management concepts and practices" Tim Hannagan, Macmillan, 1995.
2	Essentials of management". Koontz & Weihrich, Tata McGraw Hill. 1990.
3	Effective Public Relations". Cutlip et al., Prentice Hall, New Jersey, 1982.
4	Handbook of Public Relations". Stephenson, Howard. Mc Graw Hill Pub., Illinois. 1971.
5	Practical Public Relations" , Anil Basu

Course Designed By:

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	M	L	M	S	S
CO3	S	S	L	M	S
CO4	S	M	M	S	M
CO5	M	S	M	S	S
*S-Strong; M-Medium; L-Low					

Course Code		SEMESTER I PRACTICAL – I - PRINT PRODUCTION		L	T	P	C
Core/Elective/Supportive				-	-	4	4
Pre-requisite		An ability to visualize and perceive concepts becomes fundamental in producing unique designing outputs		**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To enable the students to gain visual aesthetics and perception in print production.
2. To gain various skills needed for designing.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the basics of graphics design for print industry.	**K2**
2	To Apply colour combinations in various designs.	**K3**
3	To Apply various colours, Tone, Balance and Proportion in designing.	**K3**
4	To Create different layouts for magazines and newspapers.	**K6**
5	To Create logos for various needs.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

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)

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	M	S	M	M
CO2	M	S	M	S	M
CO3	M	S	S	M	S
CO4	S	S	M	S	M
CO5	M	S	M	S	S
				*S-Strong; M-Medium; L-Low	

Second Semester

Course Code		SEMESTER II PAPER VI ADVERTISING	L	T	P	C
Core/Elective/Supportive			**4**	**-**	**-**	**4**
Pre-requisite		A thorough understanding on the consumer behavior and attitude is highly essential in order to design innovative products based on advertising techniques and strategies	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To give them the basic knowledge required pertaining to advertising and Ad agency.
2. To help them to create Advertisements ethically.
3. To give them the required inputs to analyze and evaluate the ad content.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember and Understand the foundations of advertising.	**K1,K2**
2	To Understand the types of advertising and Apply the knowledge for ad content creation.	**K2,K3**
3	To Understand the structure of ad agency that would help them to establish an agency.	**K2**
4	To Analyze the advertisements and evaluate its effectiveness.	**K4**
5	To Understand the ethical responsibility of advertisers in order to create the content accordingly.	**K2**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	EFFECTS OF ADVERTISING	15 hours

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:2	TYPES OF ADVERTISING	14 hours

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

Unit:3	ADVERTISING AGENCY	14 hours

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:4	ADVERTISING FORMS	15 hours

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:5	RESEARCH	15 hours

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.)

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	75 hours

Text Book(s)

1	Fundamentals of Advertising", Otto Kleppner, Prentice Hall, New Jersey, 1980.
2	Ogilvy on advertising". David Ogilvy.
3	The Practice of Advertising" 3rd Fdn. Norman Hart, Heinemann Pub. London.1990

Reference Books

1	Global Marketing and advertising: Understanding Cultural paradoxes" Marieke de Mooij, Sage, New Delhi, 1998.
2	Advertising worldwide" (2nd Edn). Marieke de Mooij, Prentice Hall, UK. 1994.
3	Promotional Culture: Advertising, Ideology, Symbolic Expression" , Andrew Wernick, Sage, London, 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.

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	S	M
CO2	S	L	L	S	S
CO3	M	S	L	M	S
CO4	S	L	M	S	M
CO5	S	S	M	S	M
					*S-Strong; M-Medium; L-Low

Course Code		SEMESTER II PAPER VII BROADCAST JOURANLISM	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		Possessing the talent of exploring sounds along with visualization is the key to handle this commercial component/visual treat	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To understand the characteristics of print and electronic media.
2. To help them analyze the content for new media.
3. To impart knowledge on the various types of broadcasting media and its functions.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the nature and characteristics of print media.	K2
2	To Analyze the characteristics of electronic medium.	K4
3	To Analyze the global media content.	K4
4	To Analyze the financial implication of producing a content for commercial broadcasting.	K4
5	To Evaluate the process of casting, pre-scoring and post-scoring process.	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO RADIO	15 hours

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:2	FUNCTIONS OF RADIO	15 hours

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:3	INTRODUCTION TO TELEVISION	14 hours

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:4	TELEVISION STATION	14 hours

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:5	SOCIAL AND CULTURAL IMPACTS	15 hours

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.

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	75 hours

Text Book(s)

1	Radio and TV Journalism" by Shrivastava. K.M., Stering Pub., 1989.
2	Television in India" by A.N. Acharya, Manas Publications, New Delhi,1987.
3	The story of Mass media" by Gurmeet Singh Mann. Harnam pub., New Delhi, 1987

Reference Books

1	Professional Broadcasting : a brief introduction" by John Bittner, Prentice Hall, 1981.
2	Writing for Television, radio and New media.(8th ed.) Hilliart, Robert. Wadsworth Pub. Belmont.2004..
3	Broadcast news writing, Reporting and producing.(4th ed.). White, Ted. Focal Press, Oxford, 2006
4	Directing Television and Film" (2nd edn.) by Alan Armer, Wadsworth Pub., California, 1990.
5	Broadcast Journalism: Techniques of radio and television news" (4th edn.) by Andrew Boyd, Focal Press, 1997.

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	M
CO2	M	L	M	S	S
CO3	S	S	L	M	S
CO4	S	M	M	S	M
CO5	M	S	M	S	M
*S-Strong; M-Medium; L-Low					

Course Code		SEMESTER II PAPER VIII PRINT PRODUCTION TECHNOLOGIES	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		An ability to visualize and perceive concepts becomes fundamental in producing unique designing outputs	**Syllabus Version**		**2020-2021**	

Course Objectives:
The main objectives of this course are:

1. To understand the visual aesthetics and perception in design and package.
2. To enable the students to gain skills on the fundamentals of designing.

Expected Course Outcomes:		
On the successful completion of the course, student will be able:		
1	To Understand the knowledge pertaining to designing in print media.	**K2**
2	To Analyze the layout design of Newspapers and Magazines.	**K4**
3	To Evaluate the overall functions of printing technologies.	**K5**
4	To Understand the process and techniques in Desktop Publishing.	**K2**
5	To Develop designing skills pertaining to print media	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**PRINTING BASICS**		**15 hours**

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:2		**TYPE COMPOSITION**		**14 hours**

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

Unit:3		**THE LITHOGRAPHY PROCESS**		**14 hours**

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

Unit:4		**COLOUR PRINTING**		**14 hours**

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

Unit:5		**DESIGN AND LAYOUT**		**15 hours**

Design and layout: Importance, principles, types and functions; Newspaper typography and

make-up components; Designing different pages of newspaper; Magazine layout 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.

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	75 hours

Text Book(s)

1	Richard Schlemmer. Handbook of Advertising Art Production", Prentice Hall, New York,
2	Mario Garcia. „Contemporary Newspaper Design", Prentice Hall. NY. 1980.
3	Edmund Arnold. „Designing the total Newspaper". Harper Collins, NY.1981.

Reference Books

1	Harold Evans. „Newspaper Design" . Heinemann. London.1976.
2	Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, New Delhi. 2004
3	Mc Kay, Jenny. „Magazine Handbook". Routledge, London. 2000
4	King, Stacey. „Magazine Design That Works". 2001.
5	Frank Ramano et al. Encyclopedia of Graphic Communication. Prentice Hall. NY. 1998.

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	M	M	M	M
CO2	M	S	M	S	M
CO3	S	S	L	M	S
CO4	S	L	L	S	M
CO5	M	S	M	S	S
				*S-Strong; M-Medium; L-Low	

Course Code		SEMESTER II PAPER IX THEORIES OF COMMUNICATION	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		**An ability to integrate the real life situations with the existing communication theories**	Syllabus Version		2020-2021	

Course Objectives:
The main objectives of this course are:

1. To Understand the functions and nature of the various types of communication
2. To analyze the effectiveness of communication patterns towards development.

Expected Course Outcomes:		
On the successful completion of the course, student will be able:		
1	To Remember the various forms of communication.	**K1**
2	To Understand the functions and nature of the various types of communication.	**K2**
3	To Apply the communication types in general public.	**K3**
4	To Analyze the global media content which could affect the cultural changes.	**K4**
5	To Develop their Communication skills and knowledge with regard to the subject learnt.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**MEDIA AND SOCIETY**	15 hours

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

Unit:2	**COMMUNICATION THEORY**	14 hours

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:3	**MEDIA USES AND EFFECTS**	15 hours

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:4	**SOCIAL LEARNING THEORY**	14 hours

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:5	**INNOVATION DIFFUSION**	15 hours

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.

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**75 hours**

Text Book(s)

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). Routlege, London. 1998.

Reference Books

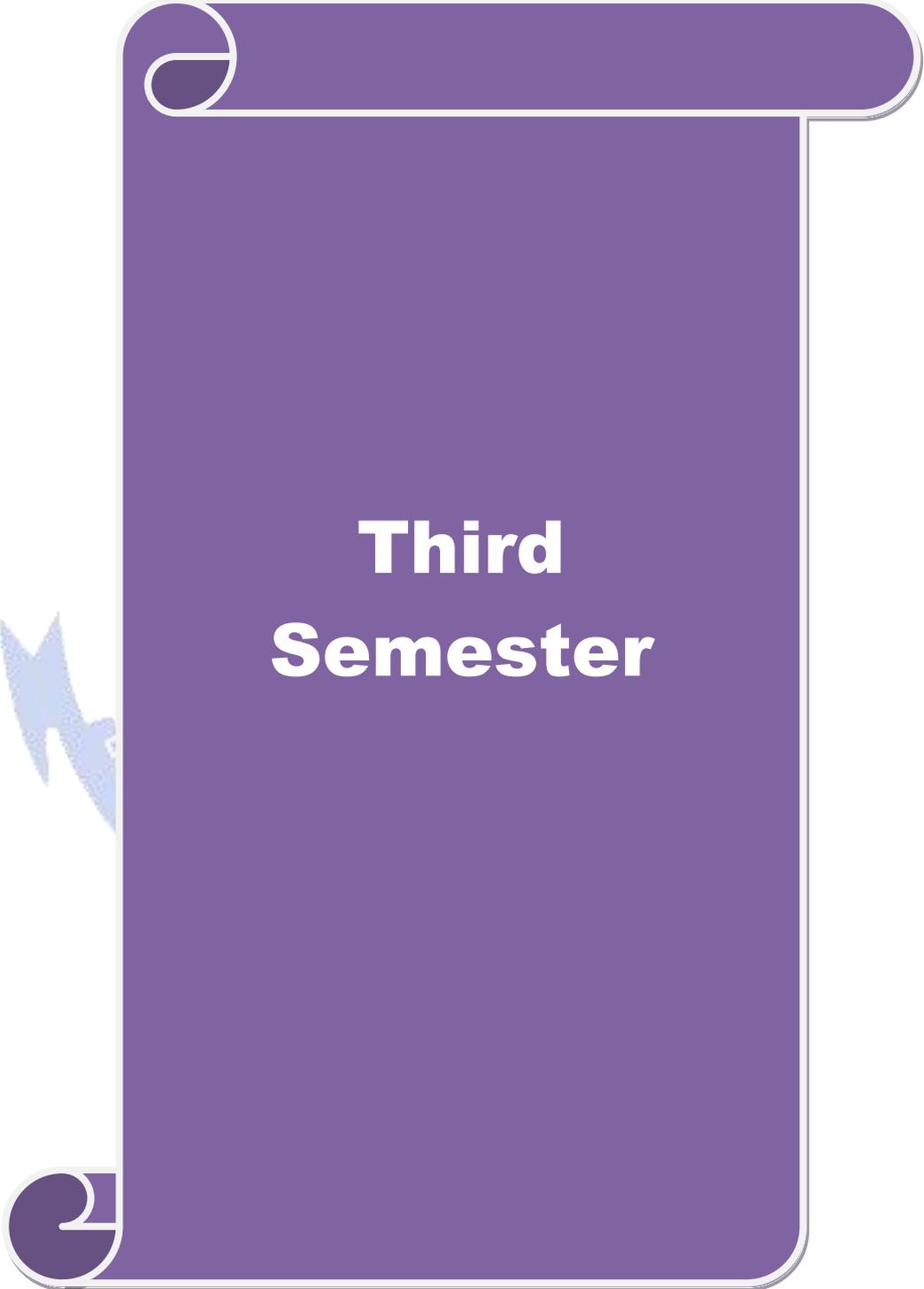| 1	Theories of Mass Communication" by Mattelart et al., Sage, London. 1998
2	Essentials of Mass Communication" by Asa Berger, Sage, New Delhi, 2000.
3	Media Gratifications Research" by Rosengren et al., Sage, London, 1985.
4	Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
5	Communication Theories: Origins, methods, uses" Severin, Werner and Tankard, Hastings House Pub. New York: 1979

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	M	S	S	M
CO2	M	S	M	S	M
CO3	S	S	L	M	S
CO4	S	M	M	S	M
CO5	M	S	M	S	S
			*S-Strong; M-Medium; L-Low		

Course Code			SEMESTER II PRACTICAL – II - ADVERTISING	L	T	P	C
Core/Elective/Supportive				-	-	4	4
Pre-requisite		A methodical knowledge on the theoretical domain is vital in order to apply the concepts of appeals in designing Print/Electronic advertisements	**Syllabus Version**		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To make the students orientation in designing Print ads.
2. To help them to analyze and evaluate different types of Print advertisements.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the structure of print Advertisements.	K2
2	To Analyze the impact of design in printing technology	K4
3	To Evaluate the effectiveness of Print Advertisements.	K5
4	To Create advertisements for Print/Electronic medium.	K6
5	To Apply the knowledge gained in evaluating the effectiveness of Print ads.	K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

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.)

		Total Lecture hours	45 hours

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	S	M	S	S
CO3	M	S	S	M	S
CO4	S	S	M	S	S
CO5	M	S	M	S	M

*S-Strong; M-Medium; L-Low

Third Semester

Course Code		SEMESTER III PAPER X FILM STUDIES AND PHOTOGRAPHY	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		The concept of deconstruction is crucial to understand the implied meaning in a film language	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To provide an introduction to Film as a medium of communication.
2. To disseminate knowledge in various aspects of film theories and approaches.
3. To impart knowledge on aesthetic values in photography.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the film history with special reference to Indian films.	**K2**
2	To Comprehend the Knowledge on conceptualization and making of documentary films	**K2**
3	To Remember the various regulations on film industry.	**K1**
4	To Analyze the various visual elements of composition.	**K4**
5	To Create design using various applications of Photo editing tools.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**INTRODUCTION TO INDIAN CINEMA**	**18 hours**

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:2	**STAGES OF PRE - PRODUCTION**	**18 hours**

Pre-production and Cinematography: Script writing-fiction and nonfiction – 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:3	**STAGES IN POST - PRODUCTION**	**17 hours**

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 subculture.

Unit:4	**PHOTO JOURNALISM**	**17 hours**

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:5	**BASICS OF CAMERA**	18 hours

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.

Unit:6	**CONTEMPORARY ISSUES**	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	**90 hours**

Text Book(s)

1 | Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
2 | Rabiger, Michael. 2004. Directing the Documentary. 4th edition.
3 | Oxford. Focal press. Proferes, Nicholas. 2001.

Reference Books

1 | Film Directing Fundamentals. Oxford: Focal Press.
2 | Mamer, Bruce. 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
3 | Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press. Nelmes, Jill. 1996.
4 | Introduction to film studies. Routledge. London. Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992.
5 | Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	M	M	S	M	M
CO2	M	S	M	S	S
CO3	S	S	L	M	S
CO4	S	L	M	S	M
CO5	M	S	M	S	M
				*S-Strong; M-Medium; L-Low

Course Code		SEMESTER III PAPER XI MASS MEDIA RESEARCH METHODS	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		A need to identify the research problem in order to solve complexities that are existing in the media environment	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To understand the various types of research methods and tools, including their benefits and shortcomings.
2. To understand the practical applications of research methods in the field of mass communication.
3. To design and execute a research project using the methods learnt in the class.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Evaluate sampling techniques and research processes.	K5
2	To Understand the techniques of mass media research.	K2
3	To Apply various statistical tools in media research.	K3
4	To Create quantitative and qualitative research designs.	K6
5	To Develop ideas about various tests and analysis in research.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO RESEARCH	18 hours

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:2	RESEARCH PROCEDURE	17 hours

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:3	TECHNIQUES AND TOOLS OF RESEARCH	18 hours

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:4	RESEARCH DESIGN	18 hours
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:5	DATA ANALYSIS	17 hours
Date 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.		

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		

	Total Lecture hours	90 hours

Text Book(s)

1	Research methods in mass communication‟ by stempell and westley, Prentice Hall, 1981.
2	Communication Theories: origins, methods and uses‟ by severin and tankard, Hastings house Publishers, 1979.
3	Mass Media Research – An Introduction by Roger wimmer & Joseph Dominick. (3rd edn.) Wadsworth Pub.991

Reference Books

1	Handbook of radio & TV Broadcasting‟ Ed – by James Fletcher,Van Nostrand Reinhold company, London 1981.
2	Studies in Mass communication & technology‟ Ed, by Art Thomas, Ablex Publishing company,1984.
3	Qualitative methodologies for Mass communication research‟ Ed by Klaus Bruhn Jensen and Nicholas W.Jankowski , Routledge, London, 1991.
4	Introduction to communication studies‟ (2nd edn.) by John Fiske, Routledge. 1990.
5	Channels of Discourse‟ edited by Robert Allen, Methuen & Co... Ltd., London, 1987

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	M	S	S	M
CO2	M	S	M	S	S
CO3	L	S	M	M	S
CO4	S	L	S	S	M
CO5	S	S	L	S	S
*S-Strong; M-Medium; L-Low					

Course Code		SEMESTER III PAPER XII DEVELOPMENT COMMUNICATION	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		A need to identify the communication gap as well as developmental issue in order to solve complexities that are existing in the media environment	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To impart an understanding of development and its indicators significant for economic growth with theoretical underpinnings.
2. To help students know the role of communication in social change.
3. To acquaint students with the integral role of Indian media in development communication.
4. To introduce alternative theories of communication for development for strategizing participatory communication.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Apply a development support communication system.	K3
2	To Apply the strategies of participatory communication with its ethical dimension.	K3
3	To Evaluate developmental approaches and programmes in the context of economic and developmental theories.	K5
4	To Evaluate the cases of communication experiments in India.	K4
5	To Evaluate on the initiatives of development support organizations.	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	ROLE OF COMMUNICATION	18 hours

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:2	COMMUNICATION TECHNOLOGY	17 hours

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:3	ICT	17 hours

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:4	GLOBAL COMMUNICATION	18 hours

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:5	E-GOVERANCE	18 hours

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 – e-govt. Projects in Tamilnadu – policies and programmes of e governance in India – problems of access and use and challenges for the future.

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	90 hours

Text Book(s)

1	Ashwani Saith, M Vijayabaskar (2005). ICTs and Indian Economic Development, Sage, New Delhi.
2	Richard Heeks (2006). Implementing & Managing government: An International Text. Sage. New Delhi.
3	Avik Gosh (200^). Communication Technology and Human Development: Recent Experiences in the Indian Social Sector. Sage, New Delhi

Reference Books

1	Srinivas R Melkote & Leslie Steeves (2001). Communication for Development in the Third Word : Theroy and Practice for empowerment. Sage, New Delhi.
2	Sumit Roy(2005). Globalisation, ICT and Developing Nations: Challenges in the Information Age. Sage, New Delhi.
3	Arvind Singhal and Everett M Rogers(2001). India‟s Communication Revolution. Sage, New Delhi.
4	Subash Bhatnagar and Robert Schware (2000). Information and Communication Technology in Development: Cases from India. Sage, New Delhi.
5	Bella Mody (1991). Designing Messages for Development Communication: An audience participation based approach. Sage, New Delhi.

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	L	S	M
CO2	S	S	M	S	S
CO3	S	S	S	S	S
CO4	S	M	M	M	M
CO5	M	L	L	S	S

*S-Strong; M-Medium; L-Low

Course Code		SEMESTER III PAPER XIII MARKETING COMMUNICATION	L	T	P	C
Core/Elective/Supportive			4	-	-	4
Pre-requisite		An indispensable technique to classify the precise consumers to market the right set of products becomes essential	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To understand the basics of Marketing Communication
2. To apply the techniques in Advertising industry
3. To solve practical problems in real-life situations

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the marketing mix and its benefits.	K1
2	To Understand the needs and wants of the consumers.	K2
3	To Apply SWOT analysis in audience research	K3
4	To Analyze the impact on consumer relations and brand management.	K4
5	To Develop their integrated marketing skills.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**INTRODUCTION TO MARKETING**		15 hours

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

Unit:2		**CONSUMER BEHAVIOUR**		14 hours

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:3		**TOOLS FOR MARKETING**		15 hours

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:4		**FUNCTIONS OF MARKETING**		14 hours

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:5	**ANALYSIS OF MARKET**	**15 hours**
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.		
Unit:6	**CONTEMPORARY ISSUES**	**2 hours**
Expert lectures, online seminars – webinars		
	Total Lecture hours	**75 hours**

Text Book(s)

1	Kenneth E Clow, Donald Baack. 2005. Integrated Advertising, Promotion & Marketing Communication: 2nd Edition. Prentice Hall. New Delhi.
2	RSN Pillai, Bagathy. 2006 Modern Marketing: Principles & Practices. S Chand & Co. Ltd. New Delhi.
3	CN Sontakki. 2000. Principles of Marketing. Kalyani publications. New Delhi.

Reference Books

1	Agarwal Kumar . 2006. Consumer behaviour: An Indian perspective. Pragati Prakashan Publications. Meerut.
2	Michael D.Hutt, Thomas W. Spetis. 2006. Business Marketing Management. Thomson Business Information. Bangalore
3	Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Publishing House. New Delhi
4	Louis E. Boone, David L.Kurtz. 1977. Contemporary Marketing. The Dryden. USA.

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	S	M	S	M
CO2	M	L	S	S	M
CO3	S	S	S	M	S
CO4	S	M	L	S	M
CO5	M	S	M	S	S
				*S-Strong; M-Medium; L-Low	

Course Code		SEMESTER III PRACTICAL III PHOTOGRAPHY & VIDEO PRODUCTION	L	T	P	C
Core/Elective/Supportive			-	-	4	4
Pre-requisite		An interest to handle camera becomes a key component in order to create visual outputs based on professionalism	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To understand the various features of indoor and outdoor photography.
2. To enable the students to gain knowledge in various fields of photography.
3. To enable the students to gain visual aesthetics and perception in visual culture.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Understand the knowledge of writing scripts for television programmes.	**K2**
2	To Analyze the skills on handling professional video camera.	**K4**
3	To Remember the knowledge on exporting video footages.	**K1**
4	To Develop knowledge on incorporating animation into the video.	**K6**
5	To Evaluate creative techniques that can be used in Video Production.	**K5**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	LIST OF PRACTICALS	45 hours

PHOTOGRAPHY:
1. Composition of Lens
2. Composition of objects
3. Different types (angles) of shots
4. Different types of lighting
5. Still life
6. Portraits
7. Landscape
8. News photography
9. Fashion photography
10. Product photography
11. Nature photography
12. Photo Essay
13. Photo Feature

		45 hours

VIDEO PRODUCTION
1. Television commercial
2. Short film/ Documentary
3. Television programme: News / talk show / interview/ Compeering
4. PSA

	Total lecture Hours	**45 +45 hours**

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
Video practicals on CD/DVD 10 marks
Practical Examination 30 marks

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	M	S
CO4	S	M	M	S	M
CO5	M	S	M	S	M

*S-Strong; M-Medium; L-Low

Fourth Semester

Course Code		PROJECT STUDY	L	T	P	C
Core/Elective/Supportive			-	-	-	6
Pre-requisite		**To demonstrate the student's competence in the chosen area of Media specialization**	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To analyze the learning and understanding techniques for project planning, scheduling and execution control.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Create a Research project.	K6
2	To Evaluate the field experience in media industry and to Post a special link for individual specialization	K5
3	To Apply the theoretical aspects of research methodologies	K3
4	To Understand the research methods in order to be related with the industry.	K2
5	To Develop research questions and design methodologies.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	PROJECT STUDY	

Guidelines for Project Study for Post Graduation:

Conceptualization of Subject and Research Problem   (20 marks)
   i)   Analytical Presentation of Review of Literature   (30 marks)
   ii) Presentation of Methodology   (30 marks)
   iii) Data Analysis and Discussion   (30 marks)
   iv) 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   **30 Marks**

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	L	M
CO2	M	L	M	S	L
CO3	L	S	L	M	S
CO4	S	L	S	M	M
CO5	S	S	M	S	L

*S-Strong; M-Medium; L-Low

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Elective Course

ELECTIVE PAPER

Course Code		GROUP-A PAPER-I INTRODUCTION TO GRAPHIC DESIGN	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		To understand the nuances of working with types and typefaces in order to put these inputs into actual art form	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To analyze the concept of graphics, tone and colour in Printing Technology.
2. To apply the designing skills with regard to computer aided applications.

Expected Course Outcomes:		
On the successful completion of the course, student will be able:		
1	To Remember the various forms of communication.	**K1**
2	To Understand the functions and nature of Graphic Communication.	**K2**
3	To Apply the various colours and methods of printing.	**K3**
4	To Analyze the global Designs in Printing Technology.	**K4**
5	To Develop their Graphic Skills.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create		

Unit:1		**GRAPHIC DESIGN**	**12 hours**

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:2		**DESIGN PROCESS**	**12 hours**

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

Unit:3		**TYPOGRAPHY**	**12 hours**

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:4		**DESIGNING SOFTWARES**	**11 hours**

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

Unit:5		**APPLICATION OF DESIGN**	**11 hours**

Graphic design application in brochure, newsletter, direct mail, magazines, posters, newspapers,

billboards, catalogue, letter head, corporate merchandising , packaging, product. (Practical exercises in creating designs using computer softwares to be done regularly.

Unit:6		**CONTEMPORARY ISSUES**	**2 hours**
Expert lectures, online seminars – webinars			
		Total Lecture hours	**60 hours**

Text Book(s)

1	Bridgewater, Peter. An Introduction to Graphic Design. Quintel Pub. London. 1997.
2	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.

Reference Books

1	Pradeep Mandav. Visual Media Communication. Authors Press, New Delhi. 2001.
2	Best of Graphic Design. Page One Publishing, Singapore. 1993.
3	Hillman, David. Multimedia Technology Applications. Galgotia Pub. New Delhi. 1998.

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	M	M	S	M	S
CO3	S	S	L	M	S
CO4	S	M	M	L	M
CO5	M	S	M	M	S

*S-Strong; M-Medium; L-Low

Course Code		GROUP-A PAPER –II GRAPHICS AND ANIMATION	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		A good theoretical knowledge on the subject needed to create unique outputs through practical domain	**Syllabus Version**		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To enhance skills in designing and animation.
2. To learn different features of designing and animation softwares.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the various designing principles.	**K1**
2	To Understand the features of Quark Express and Corel Draw	**K2**
3	To Apply the various features of Photoshop to apply special effects.	**K3**
4	To Analyze the various designing principles in current context.	**K4**
5	To Develop the skills in designing for packaging and animation industry.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	INTRODUCTION TO ANIMATION	12 hours

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:2	2D ANIMATION	12 hours

Flash – Tweening –motion tweening –shape tweening, onion skining –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:3	3D ANIMATION	11 hours

3D concpts –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:4	APPLICATIONS OF 3D ANIMATION	11 hours

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:5	VISUAL EFFECTS	12 hours

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

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	60 hours

Text Book(s)

1	Mark Simon. Storyboards: Motion in Art, Focal Press,2000.
2	Rick Parent. Computer Animation: Algorithms and Techniques. Morgan Kaufmann, 2005.
3	Kyle Clark. Inspired 3D character animation. Premier Press, 2003.

Reference Books

1	Brad Clark, John Hood, Joe Harkins. 3D Advanced Rigging and Deformations. Thomson Course Technology, 2005.
2	Eadweard Muybridge. Animals in motion. Dover Pictorial Archive Series, 1987.
3	Eadweard Muybridge. The Human Figure in motion. Dover Pictorial Archive Series, 1951.

Web References
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/)

Course Designed By:

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	M
CO2	M	S	M	S	M
CO3	S	S	S	M	S
CO4	S	L	S	S	M
CO5	M	S	M	L	M
				*S-Strong; M-Medium; L-Low	

Course Code		GROUP-A PAPER III WEB DESIGINING PRINCIPLES & TECHNIQUES	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		A basic intuition in generating ideas to create content through this platform becomes indispensable	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To understand the basics of web designing and its tools.
2. To learn the internet applications and its cross platform features.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the various concepts in web designing.	K1
2	To Understand the basics of virtual reality and artificial intelligence.	K2
3	To Apply the skills in authoring tools and web designing softwares.	K3
4	To Analyze the objectivities and content strategies for developing a web page.	K4
5	To Develop their skills and knowledge in web designing.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**INTRODUCTION TO WEB DESIGNING**	12 hours

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:2		**OBJECTIVES OF WEB DESIGNING**	12 hours

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 Columnwidh, Vertical Aligning Cells, Two Columns, And Three Column Templates

Unit:3		**ELEMENTS OF WEB DESIGNING**	12 hours

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 <IMG> 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:4	3D ANIMATION TECHNIQUES	11 hours
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:5	GRAPHIC ANIMATION	11 hours
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.		

Unit:6	CONTEMPORARY ISSUES	2 hours
Expert lectures, online seminars – webinars		

	Total Lecture hours	60 hours

Text Book(s)

1	Transcending CSS: The Fine Art of Web Design (2004) by Andy Clarke, Molly E. Holzschlag -New Riders Press. New Delhi.
2	Principles of Web Design 2nd Edn.(2007);by Joelsklar Thomson course Technology.Haryana India.
3	The Internet complete reference (2005)by Harley Hahl – Tata McGrawhill , New Delhi

Reference Books

1	3ds Max 7 Fundamentals and Beyond Courseware(2002) .by Discreet – Focal press. Boston.
2	WEBDESIGN-CSS Cookbook(2006), 2ndEdn. by Christopher Schmitt-O'Reilly Media London.
3	WEB DESIGN - 1 Hour Web Site: 120 Professional Templates and Skins(2007). by Michael Utvich, Ken Milhous, Yana Beylinson. Wiley. New york.

Course Designed By:

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	M	S	M	S	M
CO3	S	S	S	M	L
CO4	S	L	M	S	M
CO5	M	S	M	M	S
*S-Strong; M-Medium; L-Low					

Course Code		**GROUP-A PAPER IV** **PRACTICAL - GRAPHICS AND** **ANIMATION**	**L**	**T**	**P**	**C**
Core/**Elective**/Supportive			-	-	4	4
Pre-requisite		**A basic insight in generating imaginative ideas to creative animated content**	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To augment practical skills in the field of graphics and animation.
2. To discover the unique features that is involved through the use of animated softwares.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the various design principles.	**K1**
2	To Understand the features of different designing softwares.	**K2**
3	To Apply the various features of softwares in creating special effects.	**K3**
4	To Analyze the various design principles in current environment.	**K4**
5	To Develop the skills in designing 2D and 3D Animations.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

	CREATE A 2D AND 3D ANIMATION	

List of Practicals:

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

	WEB DESIGNING LIST OF PRACTICALS:	

Design a web site Home page with all the elements for the following:
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
10. A complete project for any of the above (live with all factual information on a theme or on a topic for an organization)

		Total Lecture hours	60 hours
Course Designed By:			

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	M	S	S	M
CO3	S	S	S	S	S
CO4	M	S	M	S	M
CO5	M	S	M	M	M

*S-Strong; M-Medium; L-Low

Course Code		GROUP-B ELECTIVE PAPER 1: CONSUMER BEHAVIOUR	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		An indispensable technique to classify the precise consumers to market the right set of products becomes essential	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To understand the functions and nature of the various types of Consumer behaviour.
2. To impart knowledge in data analysis and interpretation of Consumer.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the basic concepts in Consumer Behaviour.	K1
2	To Understand the functions and nature of Consumers.	K2
3	To Apply the skills for problem definition and sample design.	K3
4	To Analyze the model of consumer Behaviour.	K4
5	To Develop marketing skills that influences the consumer buying behavior pattern.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**CONSUMER BEHAVIOUR**	**11 hours**

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:2	**CHARACTERISTICS OF INDIAN CONSUMERS**	**11 hours**

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:3	**ROLE OF RESEARCH**	**12 hours**

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. InputProcess-Output.

Unit:4	**MODEL OF CONSUMER BEHAVIOUR**	**12 hours**

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:5	INFLUENCES ON CONSUMER BEHAVIOR	12 hours

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

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

		Total Lecture hours	60 hours

Text Book(s)

1	Consumer Behaviour- Leon Schiffman, Lesslie Lazar Kanuk- Pearson/PHI,2002
2	Consumer Behaviour- Hawkins, Best, Coney-TMH,9/e,2004
3	Consumer Behaviour in Indian Perspective – Suja Nair – Himalaya Publishers, 2004

Reference Books

1	Consumer Behaviour- Satish k Batra & S H H Kazmi, Excell Books
2	Customer Relationship Management- Peeru Ahamed & Sagadevan Vikas Publishing

Course Designed By:

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	M	S	M	S
CO2	M	S	M	S	M
CO3	S	S	L	M	S
CO4	S	M	M	L	S
CO5	S	S	M	S	M
*S-Strong; M-Medium; L-Low					

Course Code		**GROUP-B ELECTIVE PAPER 2 : MEDIA PLANNING**	**L**	**T**	**P**	**C**
Core/**Elective**/Supportive			**4**	**-**	**-**	**4**
Pre-requisite		**A full-fledged planning needed to create content based on the needs and wants of the consumers**	**Syllabus Version**		**2020-2021**	

Course Objectives:
The main objectives of this course are:

1. To impart knowledge on the working patterns pertaining to media planning department.
2. To inculcate skills for developing media strategies.

Expected Course Outcomes:		
On the successful completion of the course, student will be able:		
1	To Remember the need and importance of media planning department in advertising agencies.	**K1**
2	To Understand the characteristics of various media platforms.	**K2**
3	To Apply the knowledge on developing media strategies.	**K3**
4	To Analyze the concept of implementation and control media planning.	**K4**
5	To Develop the strategic content for digital media.	**K6**
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create		

Unit:1	**MEDIA PLANNING**	**12 hours**
Media planning : Definition- need and importance of media planning in advertising Aperture concept in media planning- Media Planning department.		

Unit:2	**MEDIA BUYING**	**12 hours**
Media Buying – Media Characterstics- Newspapers – Magazines –Television- RadioDirect Response – Out door- pros & cons .Media mix.		

Unit:3	**MEDIA OBJECTIVES**	**12 hours**
Media planning : Information Sources and analysis-marketing sources, Creative sources& Media sources- Setting Media Objectives : Audience objective & Distribution Objective		

Unit:4	**MEDIA STRATEGY**	**11 hours**
Developing Media strategy – Main components of media strategy –Media Environment – Calculating cost efficiency in media planning –Testing the media plans.		

Unit:5	**CONTROL OF MEDIA**	**11 hours**
Implementation and control of media plan –Use of computers in Media planning –linear programming, Stimulation models, and formula models.		

Unit:6	**CONTEMPORARY ISSUES**	**2 hours**
Expert lectures, online seminars – webinars		

		Total Lecture hours	**60 hours**

Text Book(s)

1	Media planning Work book, William B.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

Reference Book(s)

1	Advertising & Media Planning, Jack Z.Sissors, Lincoln Bumba Third Edition,1991,NTC Business Books.
2	Media Planning & Buying in the 21st Century, Ronald D. Gesky.

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	M	S	L	S	M
CO3	S	S	S	M	S
CO4	S	S	M	S	M
CO5	M	S	S	L	S

*S-Strong; M-Medium; L-Low

Course Code		**GROUP-B ELECTIVE** **PAPER 3: CONVERGENCE ADVERTISING**	**L**	**T**	**P**	**C**
Core/**Elective**/Supportive			**4**	**-**	**-**	**4**
Pre-requisite		**A thorough understanding on the consumer behavior and attitude is highly essential in order to design innovative products based on advertising techniques and strategies**	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To give them the basic knowledge required about advertising and advertising agencies.
2. To help them create advertisements ethically.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the fundamentals of advertising and public relation.	**K1**
2	To Understand the advertising departments in print and electronic medium.	**K2**
3	To Apply various advertising strategies.	**K3**
4	To Analyze corporate advertising and its impact.	**K4**
5	To Develop public relation skills for organizations- internal and external.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**INTRODUCTION TO ADVERTISING**	**12 hours**

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

Unit:2	**TARGET AUDIENCE**	**12 hours**

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

Unit:3	**ADVERTISNG AGENCY**	**11 hours**

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-in-house, Independent, Full service &Specialized.

Unit:4	**BRANDING**	**11 hours**

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

Unit:5	**PACKAGING AND DESIGNING**	**12 hours**

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

Unit:6	**CONTEMPORARY ISSUES**	**2 hours**

Expert lectures, online seminars – webinars

		Total Lecture hours	**60 hours**

Text Book(s)

1	Sandage, Fryburger and Rotzoll (l996) Advertising Theory and Practice. AAITBS Publishers
2	Stansfied, Richard: Advertising Managers Handbook. UBBSPD Publications. Third Edition
3	Advertising Handbook: A Reference Annuakon Press TV , Radio and Outdoor Advertising. Different Years ATLANTIS Publications.

Reference Books

1	Mohan: Advertising Management: Concepts and Cases.
2	Tata McGraw- Hill Jewler, E (1998): Creative Strategy in Advertising. Thomson Learning

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	M	L	M
CO3	S	M	S	M	S
CO4	M	M	M	S	L
CO5	M	S	S	M	M

*S-Strong; M-Medium; L-Low

Course Code		GROUP-B ELECTIVE PAPER -4: MARKET RESEARCH	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		A need to identify the research problem in order to solve complexities that are existing in the media environment	Syllabus Version		2020-2021	

Course Objectives:

The main objectives of this course are:

1. To understand the functions and nature of the various types of market survey.
2. To develop skills required by the researcher and understand different applications of Marketing Research
3. To understand the Marketing Research data for management decision making.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the basic concepts in marketing survey.	K1
2	To Understand the functions and nature of market research agencies.	K2
3	To Apply the skills for problem definition and sample design.	K3
4	To Analyze the research design and findings.	K4
5	To Develop skills in using computers for data processing.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1		**MARKETING RESEARCH**	12 hours

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:2		**MARKETING INTELLIGENCE**	12 hours

Marketing Intelligence system; 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:3		**RESEARCH PROCESS**	11 hours

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:4		**RESEARCH DESIGNS**	12 hours

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:5	MARKETING RESEARCH	11 hours

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

Unit:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	60 hours

Text Book(s)

1	Marketing Research-Rajendra Nargundkar(Tata Mc)
2	Research for Marketing Decisions by Paul Green, Donald Tull Business
3	Research Methods-Donald R.Cooper

Reference Books

1	Marketing Research by D.M. Sarawte.
2	MarketingResearch–ThomasC.Kinnear

Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	M
CO2	S	S	M	S	M
CO3	S	S	L	M	S
CO4	S	M	L	S	M
CO5	M	S	M	M	M

*S-Strong; M-Medium; L-Low

Course Code		GROUP-C ELECTIVE PAPER 1: SCRIPTING	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		To have a flair for reading stories in order to generate moral inputs to realism	Syllabus Version	2020-2021		

Course Objectives:
The main objectives of this course are:

1. To learn about film and television screenplay structure.
2. To analyze dramatic strategies in film and television.
3. To apply correct script form and creatively engage in the various stages of original scriptwriting.

Expected Course Outcomes:	
On the successful completion of the course, student will be able:	

1	To Evaluate on the various formats and structure of Screen Story.	**K5**
2	To Understand the structure of Screenplay.	**K2**
3	To Apply various writing skills in the screenplay as well as the script.	**K3**
4	To Create plot and character construction.	**K6**
5	To Develop idea about the character and the plots.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	**STORY TELLING**	**12 hours**

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:2	**SCREEN STORY**	**12 hours**

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:3	**SCREENPLAY**	**11 hours**

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

Unit:4	**THREE ACT STRUCTURE**	**12 hours**

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:5	**SCREENWRITERS**	**11 hours**

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?"

Unit:6	**CONTEMPORARY ISSUES**	2 hours
Expert lectures, online seminars – webinars		
	Total Lecture hours	**60 hours**

Text Book(s)	
1	The Writer''s Journey by Christopher Vogler
2	Adventures in the Screen Trade by William Goldman
Reference Books	
1	The New Screenwriter Looks at the New Screenwriter by William Froug
Course Designed By:	

Mapping with Programme Outcomes					
COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	S	B	M	S	M
CO2	M	S	M	L	S
CO3	S	S	L	M	S
CO4	S	M	M	S	M
CO5	M	S	M	M	M
				*S-Strong; M-Medium; L-Low	

Course Code		**GROUP-C ELECTIVE** **PAPER 2: DIRECTION**	**L**	**T**	**P**	**C**
Core/**Elective**/Supportive			**4**	**-**	**-**	**4**
Pre-requisite		An inclusive notion of understanding the various audio-visual formats is vital to amalgamate the intricacies of production techniques	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To demonstrate knowledge on the historical development and cultural impact of film as an art form.
2. To engage with questions of ethics and social justice through representations of culture on film.
3. To analyze a range of cinematic visual styles, narrative conventions and generic trends.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the aesthetics in Direction.	**K1**
2	To Understand the techniques of storyboard creation.	**K2**
3	To Apply various visual designs in film.	**K3**
4	To Develop an understanding on film language and grammar.	**K6**
5	To Create familiarization on various world renowned classical films.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

Unit:1	FILM LANGUAGE	12 hours

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

Unit:2	ASPECTS OF FILM	12 hours

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

Unit:3	DEVELOPMENT OF SCRIPT	11 hours

Staging ; Pattern of dramatic movement; changing the stage with in 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:4	STORYBOARD	11 hours

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

Unit:5	VARIOUS CONCEPTS OF SCRIPTS	12 hours

Dialogue Exercises, Advertising films, Music videos, Documentary including full research.			
Unit:6	**CONTEMPORARY ISSUES**		**2 hours**
Expert lectures, online seminars – webinars			
		Total Lecture hours	**60 hours**

	Text Book(s)
1	Nicholas T. proferes (2008) Film Directing Fundamentals Focal Press Thoraval, Yves(2000)
2	The Cinema of India(1896-2000) Roberge, Gaston: the Subject of Cinema
	Reference Books
1	Roberge, Gaston (1977): Films for an ecology of Mind Halliwell;:
2	The Filmgoers Companion 6th Edition Arora: Encyclopedia of indian Cinema
	Course Designed By:

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	S	S	M	M	M
CO3	M	M	L	M	S
CO4	S	M	M	S	L
CO5	M	S	S	M	M
					*S-Strong; M-Medium; L-Low

Course Code		GROUP-C ELECTIVE PAPER 3 : CINEMATOGRAPHY	L	T	P	C
Core/**Elective**/Supportive			4	-	-	4
Pre-requisite		**An interest to handle camera becomes a key component in order to create visual outputs based on professionalism**	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. Becoming technically sound in the basics of photography, including exposure, lighting & composition.
2. Maintaining a consistent look for each film through studying about visual design, art direction & using color correction tools.
3. Analyze a screenplay from the perspective of a cinematographer.

Expected Course Outcomes:		
On the successful completion of the course, student will be able:		
1	To Remember the equipments related to movie making.	K1
2	To Understand the application of different types of lens and filters.	K2
3	To Apply various camera movements and angles.	K3
4	To Create expertise on technicalities of Cinematography.	K6
5	To Develop idea about various camera filters.	K6
K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create		

Unit:1	MOTION PICTURE CAMERAS	12 hours

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:2	PHOTOGRAPHIC IMAGE	12 hours

Photographic Image: Motion picture Photographic; Emulation; Film base; latent image; 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:3	FILM DIMENSION	12 hours

 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:4	TECHNIQUES OF FILMMAKING	11 hours

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:5	MOTION PICTURE	11 hours

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:6	CONTEMPORARY ISSUES	2 hours

Expert lectures, online seminars – webinars

	Total Lecture hours	60 hours

Text Book(s)

1	Courter, Philip R. The Filmmaker's Craft: 16mm Cinematography. New York: Van No strand Reinhold Company, 1982.
2	Detmers, Fred. American Cinematographer Manual. 6th ed. New York: ACS Holding, 1992.
3	1986. Ferncase, Richard K. Basic Lighting Worktext for Film and Video. Boston: Focal Press,

Reference Books

| 1	Fitt, Brian & Joe Thornley. Lighting by Design:A Technical Guide. Boston: Focal Press,1992.
2	Malkiewicz, Kris & Robert E. Rogers. Cinematography. New York: Prentice-Hall, 1979
3	Film and Video Lighting Terms and Concepts. Boston: Focal Press, 1995

Course Designed By:

Mapping with Programme Outcomes					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	S	S	S	S
CO3	M	S	L	M	S
CO4	S	M	M	L	M
CO5	M	S	M	S	S
				*S-Strong; M-Medium; L-Low	

Course Code		GROUP-C ELECTIVE PAPER 4 - Practical: FILM PRODUCTION	L	T	P	C
Core/**Elective**/Supportive			-	-	4	4
Pre-requisite		An inclusive notion of understanding the various audio-visual formats is vital to amalgamate the intricacies of production techniques	**Syllabus Version**		**2020-2021**	

Course Objectives:

The main objectives of this course are:

1. To understand the basics of film making.
2. To apply the techniques in film making.

Expected Course Outcomes:

On the successful completion of the course, student will be able:

1	To Remember the working pattern of studios.	**K1**
2	To Understand the digital video production process.	**K2**
3	To Apply various concepts and direction styles in video production.	**K3**
4	To Create, shoot and edit various types of video films.	**K6**
5	To Develop ideas about digital video platforms.	**K6**

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** – Create

		LIST OF PRACTICALS	

Preproduction
(a) Script in proper format and length
 (b) Script breakdown and schedule for shooting
(c) Detailed budget
(2) Production
(a) Shooting principles and pickup photography by deadline
(b) Work as crew member on at least one other person's film
(3) Post-production
(a) Film Editing
(b) Synchronization of sound track
(c) Mixing all sound into a composite sound track
(4) Production book Including all notes, budget and receipts, breakdown, camera reports, editing logs, mixing cue sheets, talent releases, music license, etc.
(5) Evaluation of finished film
(a) Effectiveness of storytelling
(b) Technical considerations: focus, clarity of sound, editing
(c) Aesthetic considerations: style, pace, creativity

		Total Lecture hours		**60 hours**	
	Course Designed By:				

Mapping with Programme Outcomes

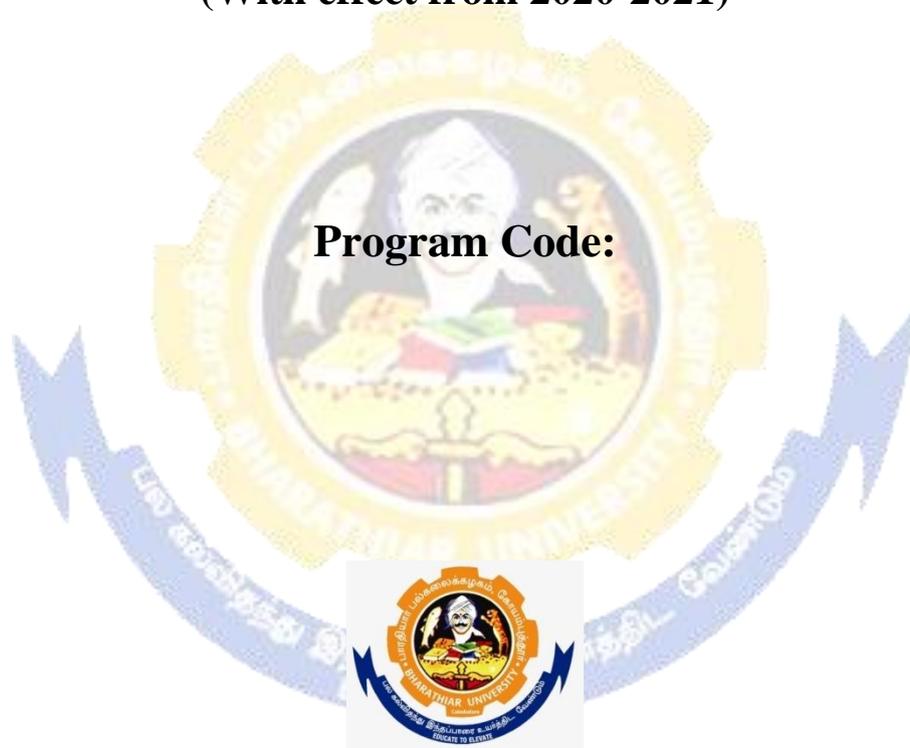| COs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	S
CO2	M	S	M	S	M
CO3	S	M	S	M	S
CO4	S	S	M	S	M
CO5	M	S	M	M	S
					*S-Strong; M-Medium; L-Low

Annexure
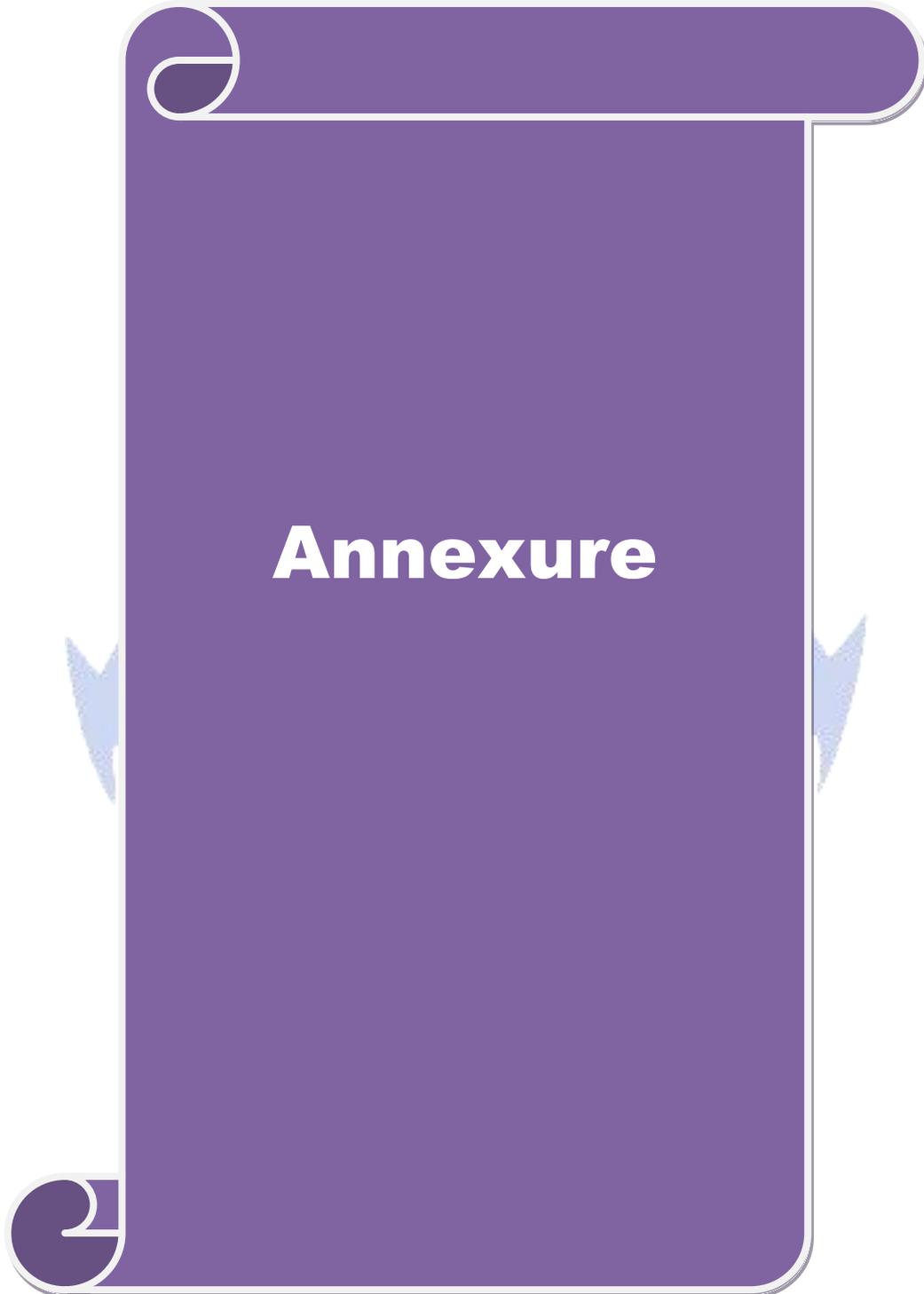
M.A. Journalism and Mass Communication

Syllabus
(With effect from 2020-2021)

Program Code:

DEPARTMENT OF COMMUNICATION
Bharathiar University
(A State University, Accredited with "A" Grade by NAAC and
13th Rank among Indian Universities by MHRD-NIRF)
Coimbatore 641 046, INDIA

BHARATHIAR UNIVERSITY: COIMBATORE 641046
DEPARTMENT OF VISUAL COMMUNICATION

MISSION

- To provide a broad spectrum of visual media to enable students make meaningful career choices.
- To facilitate use of alternative media to bring positive changes in society.
- To bring down the gap between the academia and media industry.