

Annexure No.	48 B
SCAA Dated	29.02.2008

BHARATHIAR UNIVERSITY: COIMBATORE - 641 046
M.A. MASS COMMUNICATION (REGULAR)
(LAB ORIENTED COURSE WITH PROJECT WORK)
(WITH A DIPLOMA IN WEB DESIGNING)
(Effective from the academic year 2007-2008 and thereafter)

1. Eligibility for Admission to the Course

A candidate who has passed UG passed with Visual Communication/Visual Communication (Electronic Media)/ Electronic Media/B.A Journalism & Mass Communication be given first preferencde as per merit or candidates with any degree be given admission However an aptitude test be conducted for them to ascertain their flair for media or an examination of some other University accepted by the syndicate as equivalent thereto shall be eligible for admission to the Master Degree of this University.

2. Duration of the Course

This Course of Study shall be based on Semester System. This Course shall consist of four Semesters covering a total of two Academic Years. For this purpose, each Academic Year shall be divided into two Semesters; the first and third Semesters; July to November and the second and the fourth Semesters; December to April. The Practical Examinations shall be conducted at the end of even Semester.

3. Course of Study

The Course of the M.A Mass Communication Degree shall be under the Semester System according to the Syllabus to be prescribed from time to time. This Course consists of Core Subjects and Elective Subjects. There shall be one Paper on applied Skill Oriented, subject preferably in each semester as part of the adjunct Diploma Programme.

4. Scheme of Examinations

As given in the respective Board.

Distribution of Marks	
Core	- 1800
Diploma	- 400
Total Marks	- 2200

5. Requirement to appear for the Examinations

- a) A candidate will be permitted to take the University Examination for any Semester, if
 - i) he/she secures not less than 75% of attendance out of the 90 instructional days during the Semester.
- b) A candidate who has secured attendance less than 75% but 65% and above shall be permitted to take the Examination on the recommendation of the Head of the Institution to condone the lack of attendance as well as on the payment of the prescribed fees to the University.
- c) A candidate who has secured attendance less than 65% but 55% and above in any Semester, has to compensate the shortage of attendance in the subsequent Semester besides, earning the required percentage of attendance in that Semester and take the Examination of both the Semester papers together at the end of the latter Semester.
- d) A candidate who has secured less than 55% of attendance in any Semester will not be permitted to take the regular Examinations and to continue the study in the subsequent Semester. He/she has to re-do the Course by rejoining the Semester in which the attendance is less than 55%.

e) A candidate who has secured less than 65% of attendance in the final Semester has to compensate his / her attendance shortage in a manner to be decided by the Head of the Department concerned after rejoining the Course.

6. Restriction to take the Examinations

a) Any candidate having arrear paper(s) shall have the option to take the Examinations in any arrear paper(s) along with the subsequent regular Semester papers.

b) Candidates who fail in any of the papers shall pass the paper(s) concerned within 5 years from the date of admission to the said Course. If they fail to do so, they shall take the Examination in the revised Text / Syllabus, if any, prescribed for the immediate next batch of candidates. If there is no change in the Text / Syllabus they shall take the Examination in that paper with the Syllabus in vogue, until there is a change in the Text or Syllabus.

In the event of removal of that paper consequent to the change of Regulations and / or Curriculum after a 5 year period, the candidates shall have to take up on equivalent paper in the revised syllabus as suggested by the chairman and fulfill the requirements as per Regulations/Curriculum for the award of the Degree.

7. The Medium of Instruction and Examinations

The medium of instruction and Examinations shall be in English, except languages.

8.Submission of Record Notebooks for Practical Examinations

Candidates taking the Practical Examinations should submit bonafide Record Note Books prescribed for the Practical Examinations. Otherwise the candidates will not be permitted to take the Practical Examinations.

9. The Minimum (Pass) Marks

A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper. A candidate shall be declared to have passed the whole Examination if the student passes in all the papers.

10. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks secured in their first attempt shall reappear once within the subsequent Semester. The improved marks shall be considered for classification but not for ranking. If there is no improvement there shall not be any change in the original marks already awarded.

11. Classification of successful candidates

A candidate who passes all the Examinations in the first attempt within a period of two years securing 75% and above marks in the aggregated shall be declared to have passed with First Class with Distinction.

Successful candidates passing the P.G. Degree Examinations, securing 60% marks and above shall be declared to have passed the examination in First Class. All other successful candidates shall be declared to have passed the Examination in Second Class.

12. Ranking

A candidate who qualifies for the PG Degree Course passing all the Examinations in the first attempt, within the minimum period prescribed for the Course of Study from the date of admission to the Course and secures 1st or 2nd Class shall be eligible for ranking and such ranking will be confined to 10% of the total number of candidates qualified in that particular subject to a maximum of 10 ranks.

The improved marks will not be taken into consideration for ranking.

13. Conferment of the Degree

No candidate shall be eligible for conferment of the Degree unless he / she has undergone the prescribed Course of Study for a period of not less than four Semesters in an Institution approved of by and affiliated to the University or has been exempted there from in the manner prescribed and has passed the Examinations as have been prescribed.

14. Evening College

The above Regulations shall be applicable for candidates undergoing the respective Courses in the Evening Colleges also.

15. Checklist for Inspection

a. Qualification for

- i. Teaching faculty: Master Degree in
- ii. Technical Faculty, if any: Corporate Secretaryship
- iii. Laboratory Staff, if any: with MPhil / Ph.D

b. Infrastructure Facilities

- i. Building: **II.** Number of Staff rooms: **III.** Furniture : (For all the above annexure is enclosed)

C. Equipments

- i. Hardware: **ii.** Software: (For all the above annexure is enclosed.)

16. Revision of Regulations and Curriculum

The above Regulation and Scheme of Examinations will be in vogue without any change for a minimum period of three years from the date of approval of the Regulations. The University may revise /amend/ change the Regulations and Scheme of Examinations, if found necessary.

17. Transitory Provision

Candidates who have undergone the Course of Study prior to the Academic Year 2007-2008 will be permitted to take the Examinations under those Regulations for a period of four years i.e. up to and inclusive of the Examination of April 2012 thereafter they will be permitted to take the Examination only under the Regulations in force at that time.

COURSE OF STUDY AND SCHEME OF EXAMINATIONS

SEM	PART	SUBJECT AND PAPER	INSTRUCTIONAL HRS PER WEEK	UNIVERSITY EXAMINATION		
				Duration In Hrs.	Max. Marks.	
I	Paper I	Introduction to Communication	5	3	100	
	Paper II	Reporting	5	3	100	
	Paper III	Editing	5	3	100	
	Paper IV	Media History , Laws & Ethics	5	3	100	
	Paper V	Media Management & Public Relations	4	3	100	
	Practical I	Print Production	3	--	----	
	Diploma in Web Designing:					
	Paper I	Introduction to Graphic Design	3	3	100	
II	Paper VI	Advertising	5	3	100	
	Paper VII	Broadcast Journalism	5	3	100	
	Paper VIII	Print Production Technologies	5	3	100	
	Paper IX	Theories of Communication	6	3	100	
	Practical I	Print Production	3	6	100	
	Practical II	Advertising	3	6	100	
	Diploma in Web Designing:					
		Paper II	Graphics and Animation	3	3	100
III	Paper X	Film Studies and Photography	6	3	100	
	Paper XI	Mass Media Research Methods	6	3	100	
	Paper XII	Development Communication	6	3	100	
	Paper XIII	Marketing Communication	6	3	100	
	Practical III	Photography & Video production	3	--	----	
	Diploma in Web Designing:					
		Paper III	Web Designing principles and techniques	3	3	100
IV	Practical-III	Photography & Video production	4	6	100	
	PROJECT:			18	--	200
	Project & Viva (75+25)					
	Internship * & Viva (75+25)					
	Diploma in Web Designing:					
		Practical - I	Graphics and Animation	4	3	50
	Practical – II	Web Designing	4	3	50	

SYLLABUS**SEMESTER I : PAPER I: INTRODUCTION TO COMMUNICATION****UNIT I**

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

REFERENCES:

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

SEMESTER I : PAPER II**REPORTING****UNIT I**

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V:

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

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

REFERENCES:

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

SEMESTER I PAPER III EDITING

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT –V

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

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

REFERENCES:

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

SEMESTER I PAPER IV**MEDIA HISTORY, LAWS AND ETHICS****UNIT I**

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

REFERENCES:

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

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT – V

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

REFERENCES:

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

SYLLABUS**DIPLOMA IN WEB DESIGNING (compulsory for PG)****SEMESTER I Paper I: INTRODUCTION TO GRAPHIC DESIGN****Unit I:**

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

Unit II:

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

Unit III:

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

Unit IV

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

Unit V:

Graphic design application in brochure, newsletter, directmail, magazines, posters, newspapers, billboards, catalogue, letter head, corporate merchandising , packaging, product.
 (Practical exercises in creating designs using computer softwares to be done regularly.)

References:

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

SEMESTER II PAPER VI**ADVERTISING****UNIT I**

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

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

REFERENCES:

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

SEMESTER II PAPER VII**BROADCAST JOURNALISM****UNIT I**

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

UNIT II

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

UNIT III:

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

UNIT IV:

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

UNIT – V:

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

REFERENCES :

- ‘Radio and TV Journalism’ by Shrivastava. K.M., Sterling Pub., 1989.
 ‘Television in India’ by A.N. Acharya, Manas Publications, New Delhi, 1987.
 ‘The story of Mass media’ by Gurmeet Singh Mann. Harnam pub., New Delhi, 1987.
 ‘Professional Broadcasting : a brief introduction’ by John Bittner, Prentice Hall, 1981.
 Writing for Television, radio and New media.(8th ed.) Hilliart, Robert. Wadsworth Pub. Belmont.2004.
 Broadcast news writing, Reporting and producing.(4th ed.). White, Ted. Focal Press, Oxford, 2006.
 ‘Directing Television and Film’ (2nd edn.) by Alan Armer, Wadsworth Pub., California, 1990.
 ‘Broadcast Journalism : Techniques of radio and television news’ (4th edn.) by Andrew Boyd, Focal Press, 1997.
 Television Handbook(3rd ed.) Bignell, Jonathan and Orlebar. Routledge, London.2005.
 Transnational Television:Cultural identity and change. Butcher, Melissa. Sage, London.2003.
 ‘Making sense of television: The psychology of audience interpretation’ (2nd edn.) by Sonia Livingstone, Routledge, 1990 .

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

SEMESTER II PAPER VIII

PRINT PRODUCTION TECHNOLOGIES

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

REFERENCES :

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

SEMESTER II PAPER IX**THEORIES OF COMMUNICATION****UNIT I**

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

REFERENCE BOOKS:

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

SEMESTER I/II**PRACTICAL - I PRINT PRODUCTION****List of Practicals****I Newspaper Production:**

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

II Magazine Production

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

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

PRACTICAL – II ADVERTISING**List of Practicals****I PRINT ADVERTISEMENTS**

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

II RADIO COMMERCIALS

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

III TELEVISION COMMERCIALS

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

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

SEMESTER II**Compulsory Diploma Paper II: GRAPHICS AND ANIMATION****UNIT -1**

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

UNIT - II

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

UNIT-III

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

UNIT- IV

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

UNIT-V

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

REFERENCES:

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

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

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

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

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

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

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

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

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

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

Web resources

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

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

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

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

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

M.A. MASS COMMUNICATION

(LAB ORIENTED COURSE WITH PROJECT WORK)
(WITH A DIPLOMA IN WEB DESIGNING)

SYLLABUS**SEMESTER-III****PAPER X: FILM STUDIES AND PHOTOGRAPHY****Unit I:**

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

Unit II:

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

Unit III:

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

Unit IV:

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

Unit V:

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

Reference:

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

M.A. Masscom.

Semwester-III

PAPER - XI MASS MEDIA RESEARCH METHODS

UNIT I:

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

UNIT II:

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

UNIT III:

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

UNIT IV:

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

UNIT V:

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

REFERENCE BOOKS:

'Research methods in mass communication' by Stempel and Westley, Prentice Hall, 1981.

'Communication Theories: origins, methods and uses' by Severin and Tankard, Hastings House Publishers, 1979.

'Mass media research – an introduction' by Roger Wimmer and Joseph Dominick. (3rd edn.) Wadsworth Pub... 1991.

'Handbook of radio and TV Broadcasting' Ed – by James Fletcher, Van Nostrand Reinhold Company, London 1981.

'Studies in Mass communication and technology' Ed, by Art Thomas, Ablex Publishing Company, 1984.

'Qualitative methodologies for Mass communication research' Ed by Klaus Bruhn Jensen and Nicholas W. Jankowski, Routledge, London, 1991.

'Introduction to communication studies' (2nd edn.) by John Fiske, Routledge. 1990.

'Channels of Discourse' edited by Robert Allen, Methuen & Co.. Ltd., London, 1987

'International Media Research – a critical survey' Ed, by John Corner et al... Routledge, London, 1997.

'Case study research – design and methods' by Robert Yin, Sage, 1984.

'Media Analysis techniques by Arthur Berger, Sage, New Delhi. 1988.

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

PAPER - XII DEVELOPMENT COMMUNICATION**UNIT I**

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

References:

- Ashwani Saith, M Vijayabaskar (2005). ICTs and Indian Economic Development, Sage, New Delhi.
 Richard Heeks (2006). Implementing and Managing government: An International Text. Sage. New Delhi.
 Avik Gosh (200[^]). Communication Technology and Human Development: Recent Experiences in the Indian Social Sector. Sage, New Delhi.
 Srinivas R Melkote & Leslie Steeves (2001). Communication for Development in the Third Word : Theory and Practice for empowerment. Sage, New Delhi.
 Sumit Roy(2005). Globalisation, ICT and Developing Nations: Challenges in the Information Age. Sage, New Delhi.
 Arvind Singhal and Everett M Rogers(2001). India's Communication Revolution. Sage, New Delhi.
 Subash Bhatnagar and Robert Schware (2000). Information and Communication Technology in Development: Cases from India. Sage, New Delhi.
 Bella Mody (1991). Designing Messages for Development Communication: An audience participation based approach. Sage, New Delhi.
 Goel Cohen (2004). Technology Transfer: Strategic Management in Developing Countries. Sage, New Delhi.
 Kenneth Keniston & Deepak Kumar (2004). IT Experience in India. Sage, New Delhi.

Sem. III

PAPER XIII MARKETING COMMUNICATION

Unit I :

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

Unit II :

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

Unit III:

Integrated Marketing Communication:
IMC Components: Situation analysis, marketing objectives, marketing budget, marketing strategies, marketing tactics, evaluation of performance.
IMC Plan: Integration tools, promotion tools, advertising tools, foundations – Global integrated Marketing communication.

Unit IV:

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

Unit V:

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

Reference:

- Kenneth E Clow, Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication: 2nd Edition. Prentice Hall. New Delhi.
- RSN Pillai, Bagathy. 2006 Modern Marketing: Principles and Practices. S Chand & Co. Ltd. New Delhi.
- CN Sontakki. 2000. Principles of Marketing. Kalyani publications. New Delhi.
- Agarwal Kumar . 2006. Consumer behaviour: An Indian perspective. Pragati Prakashan Publications. Meerut.
- Michael D. Hutt, Thomas W. Spetis. 2006. Business Marketing Management. Thomson Business Information. Bangalore.
- Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Publishing House. New Delhi.
- Louis E. Boone, David L.Kurtz. 1977. Contemporary Marketing. The Dryden. USA.

PRACTICAL III**PHOTOGRAPHY & VIDEO PRODUCTION****LIST OF PRACTICALS****PHOTOGRAPHY:**

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

VIDEO PRODUCTION

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

Comprehensive Practical Examination

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

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

M.A. Mass Communication - Dip. in Web Designing – Semester-.III - Paper III**WEB DESIGNING PRINCIPLES AND TECHNIQUES****Unit-I**

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

Unit-II

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

Unit-III

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

Unit-IV

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

Unit-V

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

References:

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

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

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

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

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

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

Learning Web Design: A Beginner's Guide to HTML, Graphics, and Beyond(2006) by Jennifer Niederst. City University. London.

HTML for the World Wide Web with XHTML and CSS(2007);
(Visual Quick Start Guide) by Elizabeth Castro. Sage Publications. New Delhi.

DHTML Utopia: Modern Web Design Using JavaScript & DOM(2006)
by Stuart Langridge. Sage Publications. New Delhi..

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

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

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

SEMESTER IV : Diploma in Web Designing: Practical I Graphics and Animation
LIST OF PRACTICALS

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

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

Comprehensive Practical Examination:

Time : 3 hours
 (Max. Marks 50)

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

**Compulsory Diploma paper for M.A. Mass Communication
Sem: IV**

Practical II Web Designing

List of Practicals

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

I

1. For an Educational Institution
2. For an in-house advertising agency
3. For a multi-specialty hospital
4. For a Travel and Tourism Agency
5. For an on-line newspaper
6. For a five star restaurant
7. For a government department
8. For a leading manufacturer of consumer electronics
9. For a national Bank

II

10. A complete project for any of the above (live with all factual information on a theme or on a topic for an organization)

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

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

M.A. MASS COMMUNICATION WITH A COMPULSORY DIPLOMA IN WEB DESIGNING**Model question paper : Paper X FILM STUDIES AND PHOTOGRAPHY****Time: 3 Hrs.****Max marks 75****SECTION – A****(10x1=10)**Answer all the questions. All questions carry equal marks.

1. Which is the largest film producing country in the world?
2. Where the Cannes film festival is held?
3. Which is the dominant film structure in Tamil films?
4. Who is the Chairman of the Children's Film society?
5. What are the chief components of a story board?
6. What is called superimposing?
7. Who was honoured with the Phalke award recently?
8. What is the focal length of wide angle lens?
9. What is meant by optical zoom?
10. What is a panning shot?

SECTION – B**(5x5=25 marks)**Answer all the questions. All questions carry equal marks.

11. a. What is semiotics? How does it help in understanding films?
or
b. Does cinema reflect realities of life? Give examples.
12. a. What is the script writing format for films?
Or
b. How does a documentary film differ from the mainstream film?
13. a. What are the fundamental elements of sound?
Or
b. How is the censor board constituted?
14. a. What qualities make a good photo journalist?
Or
b. What are the factors considered in photo editing?
15. a. What are the different types of zoom lenses? Give their application.
Or
b. How does digital photography can distort reality?

SECTION-C (5X8=40)

16. a. Explain the changing characteristics of the film audience.
Or
b. What are the changes in the themes of recent Tamil films?.
17. a. What are the factors considered in composition of frames?
Or
b. How different camera angles help in conveying messages and meanings in films? Give examples from recent Tamil films.
18. a. Do you think the censor board does its job satisfactorily? Justify your argument with suitable examples. (OR)
b. Give a critical review of a recent Tamil film, explaining the main elements of a film.
19. a. What makes a good news picture? What are the factors that determine the news value of a picture? (OR)
b. How does sports photography differ from the general news photography?
20. a. Explain the modern tools in photography from shooting to editing.
Or
b. Give the details of the various features of digital cameras available today.

Semester. III
Paper XI

MASS MEDIA RESEARCH METHODS
Model Question Paper

Time: 3 Hrs.

Max marks 75

SECTION – A (10x1=10)

Answer all the questions. All questions carry equal marks.

1. Bullet theory in communication represents which 'effects' model?
2. Webster is identified with which area of media studies?
3. A hypothesis of no difference between variables is known as -----
4. Give an example of census study.
5. What type of error occurs when results based on population differs significantly from that based on a sample?
6. What is called a small sample?
7. In which type of study, focus group is commonly used?
8. Who are the authors of 'Semantic Differential scale'?
9. How many independent variables are there in a 2x2 factorial design?
10. What is APA in bibliographic writing?

SECTION – B (5X5=25)

11. a. Give the meanings of any five key concepts related to new media studies.
Or
b. What is meant by audience fragmentation?
12. a. Differentiate between Research questions and hypothesis.
Or
b. How standard error can be minimized?
13. a. What are the uses of open ended questions in a survey research?
Or
b. Explain the scoring system followed in a Likert type attitude scale.
14. a. What is the importance of qualitative research?
Or
b. Does case study approach lack external validity?
15. a. Give a case where ANOVA can be applied.
Or
b. Why Standard Deviation is an important element of statistics?

SECTION-C (5X8=40)

16. a. Explain concepts of information society.
Or
b. What are the major concerns about media impact on society?
17. a. How effectively can the secondary data be used for research?
Or
b. How non-probability sampling methods would affect external validity?
18. a. How nominal data differ from other types of data?
Or
b. Develop a Semantic Differential scale to study media image?
19. a. What are the uses of a cross-sectional study?
Or
b. How the hypothesis can be tested for significance?
20. a. Explain the use of tools in the graphic representation of data.
Or
b. How important are the ethical considerations in doing research?

Semester. III

Model question paper

Paper XII: DEVELOPMENT COMMUNICATION

Time: 3 Hrs.

Max marks 75

SECTION – A (10x1=10)

Answer all the questions. All questions carry equal marks.

1. Expand SITE
2. Who forwarded the theory of Innovation diffusion?
3. What is Wi-Fi technology?
4. Who are called 'laggards' in adoption of innovation?
5. What is information kiosk?
6. Who plays a key role in two step flow model of communication?
7. What is technology transfer?
8. What is the capacity range of broadband?
9. What is RASI?
10. Which body is responsible for the regulation of IT sector in India?

SECTION –B (5x5=25)

Answer all the questions. All questions carry equal marks.

11. a. What are the prime areas of concern in the process of development?
Or
b. Give a list of ongoing rural health projects in Tamilnadu.
12. a. What are new communication technologies?
Or
b. What are the barriers to dissemination of innovations in rural India?
13. a. Give your views on the technology transfer issues.
Or
b. Who controls the system of new media? Why?
14. a. List out the major IT projects in Tamilnadu with multinational companies.
Or
b. Explain the creation of digital divide in the ICT context.
15. a. Mention some of the major e-government projects in India.
Or
b. What are the services offered through e- govt projects?

SECTION - C (5x8=40)

Answer all the questions. All questions carry equal marks.

16. a. Give a detailed account of the developments taking place in the Information Technology Sector in India.

or

b . Explain how Information and Communication Technologies can be effectively used to create social awareness .

17. a. Write on the role of communication networks in the process of community development in villages.

Or

b. What are factors that hinder innovation adoption process?

18. a. Examine the need for collaborative efforts by the government and private agencies in the management of ICTs for development.

Or

b. Give a critical analysis of the ongoing ICT projects in Tamilnadu.

19. a. Elaborate on the implications of ICT initiatives in developing countries.

Or

b. What is e-Governance? Describe the system and functioning of e-govt.

20 a. Give a Development communication campaign strategy for creating general health awareness among the rural women in your district.

Or

b. Give a critical evaluation of an ongoing development project in your district from the point of view of communication.

Sem. III

Model question paper

Paper XIII: MARKETING COMMUNICATION

Time: 3 Hrs.

Max marks 75

SECTION – A (10x1=10)

Answer all the questions. All questions carry equal marks.

1. What is promotion mix?
2. Give an example of a recent legal issue in marketing
3. What is impulse buying?
4. What is competitive pricing?
5. Expand POP.
6. What is Niche marketing?
7. Give an example of products using multilevel marketing
8. What is the growth rate of e-com in India?
9. Give the name of an international ad. Agency
10. What is aided recall test?

SECTION –B (5x5=25)

Answer all the questions. All questions carry equal marks.

11. a. Explain the concept of societal marketing.
Or
- b. Why motivation research is important in marketing?
12. a. Give an outline of Maslow's hierarchy of needs.
Or
- b. Explain data bank management in marketing communication.
13. a. How PR is vital in successful marketing communication management?
Or
- b. What are the advantages of web advertising?
14. a. What factors affect direct marketing in the local market?
Or
- b. What is the role of brand managers?
15. a. Explain the use of ICT in understanding the market characteristics.
Or
- b. How is post testing of a campaign done?

SECTION - C (5x8=40)

Answer all the questions. All questions carry equal marks.

16. a. Explain how macro environmental factors affect the marketing plans of an organization. Give suitable examples. Or
- b. Justify the need for greater social responsibilities and accountability of the corporates in the context of growing public concerns.
- 17 a. Give an evaluation of the changing middle class market in today's context of multinational companies and their products. Or
- b. Examine the importance of integrated marketing communication programmes to face challenges from competitors.
18. a. Trace the growth of e-commerce. What is its status and future growth potential in India?
or
- b. Suggest a strategy to evaluate the contributions of the channels of distribution to the promotion of a product in a market.
19. a. What parameters are to be considered while designing marketing messages on Internet for the world market?
Or
- b. Discuss the factors that would determine the success of direct marketing in conservative markets.
20. a. Suggest a methodology to study the market awareness and brand preference for a manufacturer of a consumer electronics product in your city.
or
- b. What is brand positioning? Explain how multinational brands are positioned in the Indian market. Give suitable examples.

M.A MASS COMMUNICATION DEGREE EXAMINATION
Diploma in WEB DESIGNING

Semester III

Paper III: **WEB DESIGNING PRINCIPLES AND TECHNIQUES**

Time : Three hours

Maximum: 100 Marks

SECTION A - (10 X 1 =10 Marks)

Answer All Questions

1. The image allows transparency_____
2. ATM technology is classified under_____ Topology
3. ISDN connection works at a speed of_____
4. Cable modem works at a speed of _____
5. The protocol used to provide encrypted transmission of data between web browsers and web servers is_____

Write short notes on the following questions

6. Markup Languages
7. UDP
8. Interlacing
9. Vector Graphics
10. Flash Movie

SECTION B -

(5 x 6 = 30 Marks)

11. a) What are the advantages of networking of computers?
(or)
b) What are the different categories of networks based on the logical structure?
12. a) Write a short note on packets and frames.
(or)
b) Explain the internet address and broadcasting.
13. a) Write a short note on mailing list.
(or)
b) Write a short note on news groups.
14. a) Write a short note on intranet.
(or)
b) Write a short note on WWW.
15. a) What is HTTP? How does it work?
(or)
b) Briefly explain encryption.

SECTION C

(5 x 12 =60 Mks)

16. a) What are the various hardware used for networking?
(or)
b) Discuss the various machines used for network broadcasting.
17. a) What is DATA? Explain various characteristic of DATA.
(or)
b) Explain Database. What are the different types of Databases?
18. a) Attempt an essay on site structure and its importance in web development.
(or)
b) What is navigation? How navigation plays an effective role in the success of website.
19. a) Mention any 8 HTML tags and describe.
(or)
b) Explain the Photoshop workspace with a neat diagram.
20. a) Explain the applications of symbols and instances in flash.
(or)
b) What is a Template? Explain the uses of templates in Dream weaver.
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