BHARATHIAR UNIVERSITY : COUMBATORE 641 046

MA(Journalism and Mass Communication)
University Department (CBCS Pattern)

(For the students admitted from the academic year 2015-16 onwards)

Scheme of Examination

Semester I	Code	Subject	Hrs	Internal	External	Total	Credits
Core I	15MCC01	Communication Models & Theories	6	25	75	100	4
Core II	15MCC02	Media Laws and Ethics (Self Study)		25	75	100	4
Core III	15MCC03	Reporting and Editing	6	25	75	100	4
Core IV	15MCC04	Editorial Practice (Practical I)	5	40	60	100	4
Core V	15MCC05	Print Media (Practical II)	5	40	60	100	4
Elective I	15MCE01	Media Analysis	2		**50 ****	50	2
Supportive I		Subject chosen by the students	2	12	38	50	2
Semester II							
Core VI	15MCC06	Advertising	6	25	75	100	4
Core VII	15MCC07	Media, Society and Culture	6	25	75	100	4
Core VIII	15MCC08	Print production and packaging	6	25	75	100	4
Core IX	15MCC09	Design Principles (Practical III)	6	40	60	100	4
Core X	15MCC10	New Media Studies	6	25	75	100	4
Elective II	15MCE02	E -Content Development	6	25	75	100	4
Supportive II		Subject chosen by the students	2	12	38	50	2
Semester III							
Core XI	15MCC11	Film studies & Photography	6	25	75	100	4
Core XII	15MCC12	Development Communication	6	25	75	100	4
Core XIII	15MCC13	Photography & Videography (Practical IV)	6	40	60	100	4
Core XIV	15MCC14	Lab Journal Publication		**100 ***	-	100	4
Elective III	15MCE03	Public Relations	6	25	75	100	4
Supportive		Subject chosen by the students	2	12	38	50	2
Semester IV							
Core XV	15MCC15	Research Methods in Communication and Media	6	25	75	100	4
Core XVI	15MCC16	3D Animation and Adobe After Effects (Practical V)	6	40	60	100	4
Core XVIII	15MCC17	Internship I & II		**75 +75 ***		150	6
Elective IV	15MCE04	Project Study (Report -75 and Viva -25)	4	-	-	100	4
						2250	**90**

* Internal Evaluation Only
** External Evaluation Only

15MCC01: COMMUNICATION MODELS & THEORIES

UNIT I
Communication - Definitions, scope, forms, purpose, characteristics and functions; Levels of Communication – Traditional and ICT-based; Communication process; Public speaking as communication – audience, structure and formality; Group dynamics- Motivation, Persuasion and leadership traits, Fragmentation vs. Unification – Dynamics of social change – Dysfunction ; Using forms of mass communication- Creative and technical presentations in various areas like graphiti, photography, PowerPoint presentations, debates and street plays.

UNIT II
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.

UNIT III
Emergence of Theories: Propaganda: Concept, Devices and Theory; System Theory; Information Theory, Cognitive and Consistency Theories, Attitude Change Theories, Interpersonal and Mass Communication Theories. **Advanced Theories:** Agenda Setting, Cultivation Analysis, Uses & Gratification Theory, Knowledge Gap Hypothesis, Media Hegemony Theory, Frankfurt School and Emergence of Critical Theory, Phase of 'Ferment in the Field' and Aftermath, Social Learning theory, Cognitive Dissonance; Marxist and Neo-Marxist approaches, Diffusion of Innovations, Media dependency theory– case studies.

UNIT IV
Media Uses: Individual characteristics, expectations, and perception of media, media use. Uses and Gratifications approach.
Effects of Mass Communication –Bullet Theory, Limited effects model, Moderate effects Model, Information seeking paradigm, agenda setting, Cultural norms theory, Powerful effects model, Powerful media thesis.

UNIT V
Communication Research – Societal concerns, Process and Product Aspects, Media problems and Issues, Traditional media, Information and Communication society, Convergence of technologies, Media ownership and Regulation aspects.

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

15MCC02: MEDIA LAWS AND ETHICS
(PRINT, BROADCASTING, FILM, CYBER MEDIA)   SELF STUDY

UNIT I
Press Laws: 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; Contempt of court act 1971. The Newspaper (Price & Page) Act 1971. Press council guidelines; Press Council code on Communal writing; Editor's Responsibilities.

UNIT II
The law of copyrights-Trade related Aspects of Intellectual Property Rights (TRIPS) & TRIMs; International Intellectual propriety of rights; The Contempt of Courts Act 1971; The India Telegraph Act , The design Act, 1911, The Patents Act, 1957.
Law of defamation; Libel and Slander; Prasar Bharti Act; The Broadcast Bill; cable television act 1995, Broadcasting Services Regulation Bill, 2006, Cinematograph Act 2006.

UNIT III
Right to information (Information Bill; Laws of Human Rights- Child labour Acts- Indecent Representation of woman (prohibition) Act, 1986,   The monopolies and restrictive Trade Practices Act, 1969, Salient feature.

UNIT IV
Cyber Laws-Information Technology Act, 2000;   Hackers, Cyber Terrorism, Cyber Stalking, spamming, cryptography and digital signature, computer viruses, child pornography, privacy and cyber crime, electronic governance; Copy right Act 1957.

UNIT V
Fundamental Rights, Directive Principles of State Policy, Centre-State Relations, Legislative relations, Emergency Provisions, Amendment of the Constitution, Parliamentary Privileges.

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.
- Cinema and Censorship (The politics of Control in India): Someswar Bhowmik : Orient BlackSwan; 2009
- Cyber crime Impacts in the New Millennium R.C. Mishra; Authors Press; edition; 2005
- Proprietary knowledge; politics of Intellectual property rights; Krishan Gopal & Sarbjit Sharma; Authors press; 2006

15MCC03: REPORTING AND EDITING (PRINT AND BROADCAST)

UNIT I

Qualities, characteristics, rights and responsibilities of a reporter; Organizational structure and functions of editorial department of a newspaper, AIR and Doordarshan, Objectivity, editorial freedom vs news media policies; Functional differences of reporters - special correspondents, foreign correspondents, columnists, freelancers, roving reporters, stringers; Programming: News, features, interviews, group discussion and live coverage.

UNIT II

News: Definitions, Concepts, Components, Values, Elements, Sources, Structure; Lead and its types; Body, Back grounding and Conclusion; Regular and Non-regular Beat Reporting; Interpretative and Investigative reporting; News agencies profile, structure and functions. Interview story: types, techniques, preparation and structure; Online News: elements, practice and content management; Essentials of Photo Journalism.

UNIT III

Principles of editing: Meaning, objectives and tools - three C's; Six R's of Subbing; Copy selection and copy testing; Style sheet: Guidelines for editing; Headlines: importance, functions, typography, style, language, types, readability and legibility; Readability Tests and its comparison. Technology in news work. Editorial writing; Art of Writing: Book and Film Reviews, Profiles, Guest Columns, Letters to the editor, syndicate columns, sponsored columns; Essentials of page make up; layout and design; Picture editing: importance and selection of pictures, cut lines, cropping methods.

UNIT IV

Essentials of Radio and Television Broadcasting; Specific Committees and Recommendations; Prasar Bharati Act; Broadcasting Bill; Codes related to Broadcasting.

UNIT V

Characteristics of Radio news and TV news; Newsroom and its functioning; Sound effects and perspectives; Fundamentals of Radio and TV reporting; Broadcast News: Structure, leads, elements; News Stories: types (breaking news through kickers), forms (VO, VO/SOT, RDR, Package) and News packaging (elements, shooting, assembling, editing); News gathering process; Writing and production of different radio and television programmes.

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. Harcout, 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 & Chaughan, 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.
- 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.
- Essentials of Mass media Writing; T.K.Ganesh; authorspress; 2008

15MCC04: EDITORIAL PRACTICE (PRACTICAL I)

List of practical's
1. Writing News
2. Headlines
3. Writing Lead
4. Writing Sports news
5. Writing Features
6. Writing Editorials
7. Editing Principles
8. Editing symbols
9. News selection
10. Agency reports
11. Readability
12. Writing Cutline
13. Editorial page
14. Writing Reviews
15. Page layout

(The examination is of 3hrs duration)

15MCC05: PRINT MEDIA (COREL DRAW AND ADOBE INDESIGN)
PRACTICAL II

COREL DRAW PRACTICALS
1. Drawing a cartoon
2. Drawing an illustration
3. Wall Paper
4. Typography
5. Folder Design
6. Poster Design
7. Banner Ad design
8. Web site layout Design
9. Business card
10. 3 D Boxes
11. Colourful Brochure Design
12. Flyer design
13. CD Cover and Sticker
14. Create a realistic 3D sphere logo

ADOBE INDESIGN
1. News print Publication
2. Multi-layered with Indesign
3. Creating Interactive PDF Forms
4. Creating An Elegant Looking Resume
5. Design a portfolio magazine

15MCE01: (ELECTIVE I) MEDIA ANALYSIS

MEDIA ANALYSIS (PRINT, TELEVISION AND ONLINE)
(To be evaluated as a part of the practical module in the first semester)

Aim of introducing this paper as part of the curricula, that covers print, electronic and online media, is as follows:

- Develop a sense of history and development of Indian media and media industries.
- Develop media literacy skills
- Build a broad overview of current trends in mass and networked media, especially concentration of ownership and conglomeration, globalization, audience fragmentation, hyper commercialization and convergence.
- Analyze the technological, organizational and economic nature of media formats and messages.
- Examine a number of controversial effects issues by media practitioners.
- Understand the global nature of mediated communication and gain familiarity with other country's media systems.

A typical media analysis can answer the following questions:
   a) How does the same story of the day differ from each source? What factors might account for these differences? What important things would regular viewers of

local news stations likely not know about the news subject? Which news source is more likely to satisfy a democracy's need for informed citizens?

b) How does the rhetoric used in each report-- the diction, imagery, selection of detail, etc. differ from each source and how the different rhetoric present the event differently?

c) How do the media frame public discussion of an issue (by repeating various elements, using common metaphors, quoting similar people, etc)

d) Who are the main spokespeople on a particular topic and how are they being quoted? Are they mainly advocates, policymakers, academicians, etc?

e) How often are the various spokespeople quoted and in what context?

f) What topics are being covered and what are being ignored?

g) Which outlets are covering or ignoring an issue or organization that should be covering?

h) Is there a time of year when an issue or organization is more likely to be covered than others?

i) Is a topic or organization front-page news and if not, where in the paper is that topic or organization covered?

j) Which reporters are writing on this issue/organization?

k) What messages are being used?

Documentation for Print News

Students will select News story(ies) from the newspapers of their choice for 20 days and record the summary of each day's selected news story.

Documentation for Television News

In order to develop a critical understanding of television news, students will watch excerpts of news programs during class, participate in discussions and write a compare/contrast paper.

Students will view news broadcasts everyday for about a week and keep a log of the specific stories, types of stories, and the time of stories in number of seconds besides any attention-grabbing, sensationalist headlines they see that might be bias toward a certain individual or group of people. Then, they will identify the types of content in terms of time devoted to "news," "weather," "sports," "consumer/health/entertainment feature stories," and "ads." Within the "news" category, they will characterize the types of stories included.

If they view several different news stations on the same day, they will then compare the differences in station's news in terms of their style, topic selection, self-promotion, bias, substantive analysis, story development, etc. They will also examine difference in the stations' news ratings and discuss differences in popularity as due to the particular personalities of the anchors and/or the quality of their coverage. They may also note the similarities in the news in terms of formats, stories, topics, styles, flashy weather/sports. They will finally discuss hidden agenda's demonstrated through stories selected & perspectives demonstrated.

Documentation for Online News

As online news opens up new avenues for scientific inquiry, students will analyze the variations in news flow over the Internet for about a week in the class, participate in discussions and write a compare/contrast paper.

Students will view news broadcasts everyday and keep capture the screen shots of the specific stories, types of stories, and the time of stories in number of seconds besides any variations in headlines. They will characterize the types of stories included in a specific screen shot to check for multiple versions of a text updated over the Internet. students will then prepare a summary of the news stories based on the additional features in the online version and changes in the way news is produced online. They will check for content completeness and uniqueness besides keeping a track of versions, histories and developments of "unfinished texts" that can tell more about the texts produced by contemporary journalism.

The Analytical process

- Media type (newspaper/radio/television/online)
- Organization's share of media attention in the total coverage of a product, issue, industry, cause, etc.
- Story size/length – the space the story occupies in print media (half a page, 400 lines, a tiny mention, etc.), the time (10 seconds, one minute, etc.) devoted to it in broadcast media, and the space/time it earns in new media.
- Story treatment – how a story is treated in the media (a cover story/a running story earning coverage day after day/ a one-shot mention, or a story earning multiple mentions in one issue, one broadcast or one Twitter day.
- Story(ies) are classified by type (opinion/news/feature).
- Placement of the story(ies) (Front page/national/international/etc) for print and the context in which an item is presented in the electronic media (news, opinion/commentary, community service, etc.). Information on the content and placement of such visuals as photographs or audiovisual insertions.
- Timing of the story(ies)
- Story(ies) topic (shows how an issue is covered)
- **Media analysis methodology** –Identifying key term(s) in the story
- **Spokespeople analysis** – identification for frequency of being quoted often.
- **Framing analysis** - Close reading of the story(ies) to analyze its content and see how reporters connect its topic to the archetypal stories already existing within people's minds and determine underlying message of the media. More than one frame can appear in the same story.
- **Comparative analysis** – variation in the story topics between the time periods.
- **Structuring the analysis** – Begin with an executive summary that includes an introduction, the purpose of the analysis and major findings with a conclusion and recommendations.

SEMESTER II

15MCC06: ADVERTISING

UNIT I
Marketing: Meaning, definition, classifications; theories; Marking mix; Consumer segmentation and Behaviour; Consumer purchasing process; Integrated Marketing Communication (IMC): Tools and Components, Situation analysis, marketing objectives, budgeting, strategies, tactics, evaluation of performance; Internet marketing; Retailing: Definition and its types; Understanding Media economics.

UNIT II
Marketing function on internet; e-commerce initiatives; consumer buying behaviour on the internet; International e-commerce scenario, Multinational campaigns; Regulation and ethical issues; Retailing: Definition, Importance and Types; Store vs Non Store Retailing, Types of retail formats; Retail Marketing mix; Retail consumer- buying behavior; Retail Strategies: Differentiation, Growth, Expansion, Pricing strategies.

UNIT III
Advertising: Evolution, history, types, effects; theories; Advertising Agency: Structure, functions and types; Strategy in campaign planning; Advertising forms: Copy platform, copy format, elements, appeals, Visuals and other creative elements; Procedure and Techniques of print advertisement production, Audiovisual commercials; Media planning strategy and methods; Case study of prints and commercials.

UNIT IV

Media Concepts- Target Audience, Markets, Reach & Frequency, Scheduling, Strengths & Weaknesses of Mediums (SWOT); Media Terminology, IRS & TAM, Costings; Writing a client Media brief; Scheduling Patterns; Effective frequency estimator; Target Reach and Cost Efficiency: Media buying and placement; Exposures: potential, measuring vehicles.

UNIT V
Trends in Advertising and marketing research in India: Professional Ethics, issues and problems; Measuring advertising effectiveness; Cross-cultural and Lifestyle research.

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.

- 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.
- Ethics of Journalism in Transition; Jitendra Kumar Sharma; Authors Press; 2002

15MCC07: MEDIA, SOCIETY AND CULTURE

UNIT I
Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use; Contemporary relevance of Gandhian model of Communication.

UNIT II
Contemporary importance of Media in democratic modern society - influence on audiences' thinking and social behavior; Mediated role and social conferment, status conferral, socialization; Media dependency - Pluralistic media and Indian society -

UNIT III
Market oriented media and social dilemma; Communication – mediated culture, social conflicts, religion, etc.

UNIT IV
Political economy of policy perspectives - Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation.

UNIT V
Mass society and Mass culture- Dysfunctions: stereotyping, cultural alienation, impact on children; Regulatory mechanism: government, professional bodies and citizen groups.

REFERENCE:
- Communication and culture – A World View. K.S.Seetharam.MC Graw hill Publishers. New Delhi, 1991.
- Social Accounting in Communication, Richard Butney, Sage Publications, 1993.
- Global Information and World Communication, Hamid Mowlana, Sage, 1997.
- Mass Media and Political Thought (Ed) Sideny Krans and Richards Perlof, Sage 1985
- The language of Communication, George N Gorden, Hustings Hower, 1969
- Theory of Information Society, France Webstar, Roultledge, 1997
- Mass Mediated Culture, Micheal R. Real, Prentice Hall, 1977
- Communication and Media: Constructing a Cross Discipline –Georage N.Gordon, Hasting House, 1975
- More than words: An Introduction to Communication, Richard Dimbleby and Greema Buton, Routledge, 1998.
- Global Communication in Transition: The end of Diversity? Hamid Mowlana, Sage 1996
- Information Inequality, Hebert T. Shiller, Routelge, 1996
- Introduction to Communication studies, John Fisk, Routledge, 1998
- Television Audience and Cultural Studies, David morley, Routledge, 1998

15MCC08: PRINT PRODUCTION AND PACKAGING

UNIT I
Background of printing technology – Basic principles of graphic reproduction processes – Brief know-how of early printing systems: Relief process- Letter Press: Platen, Flat bed Cylinder, Rotary . Typography: Type characteristics – Type classifications – Type measurement. Spacing: Importance – Techniques. Designa and Layout: Principles – Types – Functions.

UNIT II
Prepress: Design and Layout – Software application: Corel Draw – Indesign – Photoshop – Quark Express. Scanning: Methods – Tones: Line and Halftone. Computer to Plate (CTP): DTP – Direct Plate – Reverse Plate.

UNIT III
Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning – Colour Separation : Additive and Subtractive Processes – Colour Printing: RGB and CMYK – Special colours: Gold –Silver – Metalic Colours.

UNIT IV
Printing: Off set Printing Process: Plate to Print – Sheet-fed and Web-fed press. Gravure Printing Process: Plate making process – printing. Flexography Printing: Process. Digital Printing: Process – Applications. Screen Printing: Processes of Screen preparation: Stenciling – Five Star film – Manual and Machine Printing. Security Printing: Applications. Post Production: Lamination: Sheet – Die Cutting: Hard Platen – Flat Bed. Pasting and Glueing: Online – Manual - Sticking: Normal – Heavy Duty – Packing: Mode – Process.

UNIT V
Packaging – Design: Functions and Chracteristics – Concept – Shape and Proportion – Elements: Types – Logo – Illustrations – colour.– Corrugation: Different Plies – Online Corrugation – Offline Corrugation - Microflute – Narrow Flute. Paper: History – Types – Usage – Functions – Quality: Grams Per Square Metre (GSM) – COBB value – Bursting Strength. Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging – Flexible Packaging: Paper – Foil and Foil Laminates – Plastic Films and Cellophane – Folding Cartons – Containers: Glass – Metal – Plastic: Blister Cards/Packing – Polyethylene Terephthalate (PET) – Vinyl.

REFERENCES
- Sarkar N.N. Art and Print Production : Oxford University Press; New Delhi 2008.
- 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.
- Science and technology of printing materials; Prakash Shetty 1963
- Graphic Communication (1999) by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.
- Newspaper design (2000) N Y Harlod Evans. Sage publications. London, First edition
- How To Be a Graphic Designer Without Losing Your Soul (1997) by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.
- Designing Effective Communications (2001): Creating Contexts for Clarity And Meaning .by Jorge Frascara (Editor) Publisher: Allworth Press.U.S.A. First edition
- In Design Type : Professional Typography with Adobe InDesign CS2 (1995) by Nigel French- Publisher: Adobe Press. Netherland. Second edition.
- Golden trends in Printing Technology (1996);by V S Krishnamurthy. Sage publications. New delhi. First edition**.**

15MCC09 DESIGN PRINCIPLES: ADOBE ILLUSTRATOR; ADOBE PHOTOSHOP; ADOBE FLASH (PRACTICAL III)

ADOBE ILLUSTRATOR
-
1. Create a Vintage Art Deco Poster with Illustrator's Grain Effect
2. Create a Gearbox Settings Icon Using Simple Shapes
3. Create a Simple Storefront Icon
4. Create a Professional Icon
5. Create a Retro Badge/Emblem Style Logo
6. Create an Aerial View Illustration of a Car
7. Tracing Photo
8. Create a Vector Pencil in Adobe Illustrator
9. Create a Detailed Fire Extinguisher in Adobe Illustrator
10. Facial Expressions

ADOBE PHOTOSHOP

1. Extra Lighting & Colorful Effect on Images
2. Stylish Poster Photo Displacement Effect Photoshop
3. Photo montage
4. Perspective Photo Manipulation
5. Create Elegant Business Card Design
6. Create Vector Buttons, Icons, Logos and Badges
7. Create a web site (example charity, dating)
8. Design a Professional Blog Layout in Photoshop

ADOBE FLASH
1. 5 min Video for Topic
2. Website Design
3. Game Design

15MCC10   NEW MEDIA STUDIES

UNIT I
New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.

UNIT II
Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

UNIT III

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information.

UNIT IV

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap.

UNIT V

New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.

REFERENCES

- Global Communication in Transition: The end of diversity – By Hamid Mowlana, Sage Publications, Newbury Park, 1996

- Information and Communication Technology in Development: Cases from India – Ed. By Subhash Bhatnagar and Robert Schwann, Sage Publications, New Delhi, 2000

- Electronic Communication Convergence: Policy challenges in Asia – Ed. By Mark Hukill et al. Sage publications, New Delhi, 2000
- Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
- New media and Politics – Ed. By Barrie Oxford and Richard Huggins, Sage Publications, New Delhi, 2001
- World Communication Report: The media and the challenge of the new technologies – Ed. By Alaine Modouz, UNESCO Publishing 1997
- Reshaping Communications: Technology, Information and Social change – By Paschel Preston, Sage Publications, New Delhi, 2001
- Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
- The media and cultural production – By P. Eric Louw, Sage publications, New Delhi, 2001.
- Media morphosis – By Roger Fidler, Sage publications, 1998
- New media – By Ronald Rice, Sage Publications, 1984
- Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
- Media performance – By Denis McQuail, Sage Publications London, 1992
- New Communications Technology and the Public Interest: Comparative perspectives on policy and research – Ed. By Marjorie Ferguson, Sage publications, 1986
- Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
- New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
- E-Governance – by Pankaj Sharma, APH Publishing Corporation, 2004

15MCE02 (ELECTIVE II) E-CONTENT DEVELOPMENT

UNIT -1
New Media- Beginning with technology- Digital Natives - Introduction to ICT- Technology Improvement- ICT definitions-understanding e-content -use of ICT across world- Uses of ICT in education & ICT development - Human Computer Interaction (HCI)- Issues involved in ICT.

UNIT -2
Introduction to E-content - Multi Media- E-content development - E-content Writing - E-Content Tools - Designing of E-content- Modules & structure - E-content Planning, Production Techniques Software's- Effectiveness of E-content - pedagogy-Evaluation of E-Content.

UNIT 3
E-Learning- History of e-learning- E-Learning Environment - E-learning Ability - E-learning Technologies- E-learning Platforms- Production & Learning- e-content management- E-Learning Website & courses- Content creation tools - Planning for E-learning- SCROM model , LMS, Models and theory for e-content.

UNIT-4
Smart Class- E-publishing- E-Commerce - E-governance - Mobile learning- IP learning- Video conferencing- Blending Learning- software as in E-Learning

UNIT -5
E-content for different types of Industries – Education, Marketing, Training, Agriculture, E-Learning website- e-courses- Open source Learning

REFERENCES
- Bruck, A. Peter, Andrea Buchholz, Zeger Karssen and Ansgar Zerfass (2005). E-content: Technologies and Perspectives for the European Market.
- Bruck, A. Peter (2008). Multimedia and E-Content Trends: Implications for Academia
- Hmelo Silver, C.E, Nagarajan, A. and Derry, S.J (2006). From Face-to-Face to Online Participation:Tensions in facilitating problem-based learning.
- Mcalpine, I. and Allen, B. (2007). Designing for active learning online with learning design templates.
- Allen, I.E and Seaman, J (2006). Making the grade: Online education in the United States.

SEMESTER III
15MCC11: FILM STUDIES & PHOTOGRAPHY

UNIT I
Film as medium: Characteristics –Film Perception; Levels of Understanding – Film theory and semiotics-formalism and neo formalism- Film language – Film and psycho-analysis – film and cultural identity; hermeneutics, reception aesthetics and film interpretation.

UNIT II
Film forms: narrative and non-narrative- acting, costume, and music –Film and post modernism-post structuralism and deconstruction, Impressionism, expressionism and surrealism –Fiction: realism, symbolic simulation-typology genres of fiction-subjectivity, causality and time- Concepts of national Cinema – Issues in World and Indian Cinema.

UNIT III
Film production: Visualization –Script writing –characterization –storyboard-tool & techniques, Continuity style: Composing shots- spatial (mise en scene) - temporal (montage) – Camera shots: pan, crane tracking, and transition, Sound in Cinema: dimensions and functions- Film audience –Review and appreciation of film.

UNIT IV
Composition: Need for composing a picture, rules / conventions of composition, elements of composition and their role / relevance in communicating a message; Composition for a rectangular and square format; Techniques, methods of controlling composition.

Lighting: Properties of light, diffused light; Light sources artificial and natural; Basic lighting set-up, lighting for different situations, products, Indoor and outdoor lighting, controlling light, flash light.
Filters: Need of filters in B/W photography, basic colour relations, types and use of filters; Filter factor and its significance.
Still Photography: Photo-Journalism –techniques-news values of pictures-picture editing-photo feature and photo essay- Specialized photography: Advertising: types: product – industrial fashion- Nature and wild life photography- camera shots- Lighting techniques.

UNIT V
Still Camera: types, models features, functions. Camera accessories- lenses: types, uses-Film: types, uses-printing and developing of films- Dark room process- Digital format and process.

Colour photography: Light sources and their colour characteristics, meaning of colour temperature, filters used in colour photography; Lighting and exposing for colour photography.

REFERENCES:
- History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009
- 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.
- Digital photography, A Step- by- Step Guide and Manipulatuing Great Images by Tom ang Mitchell Beazley.
- Practical photography – O.P. Sharma – Hind pocket books.
- The focal encyclopedia of photography (1993)– Richard Zakia, Leatie Stroebel – Focal press baston, London.Third edition.
- Mastering Digital Photography and Imaging (2001) – Peter K Burian – Publisher Sybex. USA. First edition.
- The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
- The Photographer's Handbook. 1999 by John H edgecoe. Alfred A.Knopf Publisher,.
- Interior Shots .2002. by Roger Hicks and Frames Schultz, Rotovision, Switzerland.
- Understanding Digital Photography by Joseph A . Iippolito, Thomson Delmar Learning, 2003.USA
- Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by Catherine Jamieson/ Sean McCormick -Publisher: Wiley Jamieson and McCormick. London .
- Film Theory and Criticism by Leo Braudy and Marshall Cohen (Paperback - Jan. 14, 2009)

15MCC12: DEVELOPMENT COMMUNICATION

UNIT I
Development: meaning, concept, process - Evolution of the theory and practice of development communication - Critical perspectives - characteristics of developing societies, development dichotomies, gap between developed and developing societies - Critique of communication approaches in Third World development - Enterprise of modernization and the dominant discourse of development - Liberation theology and development - Communication strategies for empowerment - Agricultural communication and rural development. . Alternatives in communication. Issues- water, shelter, poverty, hunger, food shortage. Rural extension agencies. Govt and NGOs. Problems faced in effective communication.

UNIT II
Demography as development indicators - political profile (Indian constitution, Parliament, Legislative, Judiciary, political processes, centre-state relations, local governments: urban

and rural) - Right to Information, Human Rights - Social stratification: development implications in rural-urban context - Pluralism and its implications - Conflict and Consensus in Indian Society - Development of behaviour, perception, learning, motivation and attitude.

UNIT III

Changing structure of Indian economy: Role and performance of agriculture - Organized and unorganized sectors - Poverty and Unemployment problems - Liberalization and Globalization - Consumer movements and Environmental movements - Role of government - Foreign investments and Role of multinational corporations - International organizations for development such as World Bank, UNDP, IMF.

Development related concepts of cultural heritage, Cultural determinants of social values, beliefs and behaviour, Regional culture and ethnic identity.

UNIT IV

Comparing communication profiles and policies of Developed and Developing countries - Population, Health, Agriculture, Education, Communication/media, Industrial, Economic, Science and technology, Environment, National integration, Communalism, Religion and politics, Class and Caste conflict, Gender equality, Minimum needs, Child labour - Major Development Programmes such as Tribal development, Watershed management, etc

UNIT V

Media credibility, Ethics, Code and Analysis – impact of new communication technology: Quality of life, Access to information, Privacy, Interactive communication, Rich-poor divide, New World Information and Communication order – Emerging issues: influence on Women, Children, Religion - Foreign channels, Commercialization, Globalization, etc.
Environment and development- sustainable development. Alternatives in communication. Issues- water, shelter, poverty, hunger, food shortage. Rural extension agencies. Govt and NGOs. Problems faced in effective communication. Macro-and micro- economic framework. Writing developmental messages for rural audience.

REFERENCES

Agunga, R.A. (1997) *Developing the Third world. A communication approach*. Commack, NY: Nova Science.
Altafin, I. (1991) Participatory Communication in Social Development Evaluation. *Community Development Journal*, 26 (4), 312-314.
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Beltrán, L.R. (1976) Alien premises, objects, and methods in Latin American communication research. In E. M. Rogers (Ed.) *Communication and development: Critical perspectives* (pp. 15-42). Beverly Hills: Sage.
Bowes, J.E. (1997) Communication and community development for health information:cConstructs and models for evaluation, www.nnlm.nlm.nih.gov/pnr/eval/bowes/
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Diaz-Bordenave, J. (1977) *Communication and rural development*. Paris: Unesco.

Glanz K. & Rimer B.K. (1995) *Theory at a glance*. Washington: National Institute of Health.

Hagen, E. (1962) *On the theory of social change*. Urbana, IL: University of Illinois Press.

Hamelink, C. (1990) Integrated approaches to development communication: A study and training kit, *Journal of development communication*.

Holder, H.D. & Treno, A.J. (1997) Media advocacy in community prevention: News as a means to advance policy change.

Hornik, R.C. (1989) Channel effectiveness in development communication programs. In Rice, R.E. & Atkin, C. K. (Eds.) *Public information campaigns*, 2nd edition, (pp. 309- 330). Newbury Park: Sage.

Inkeles A. & Smith D.H. (1974) *Becoming modern*. Cambridge, MA: Harvard University Press.

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Kotler, P. & Zaltman, G. (1971) Social marketing: An approach to planned social change, *Journal of marketing*, 35, 3-12.

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Lerner D. (1958) *The passing of traditional society*. New York: Free Press.

McKee, Neill (1999) *Social Mobilization & Social Marketing in Developing Communities: Lessons for Communicators*. Southbound.

Melkote, S.R. (1991) *Communication for development in the Third world*. Newbury Park: Sage.

Mita, R. & Simmons, R. (1995) Diffusion of the culture of contraception: Program effects on young women in rural Bangladesh, *Studies in family planning*, 26 (1), 1-13.

Mlama, P.M. (1991) Women's participation in "communication for development": The popular theater alternative in Africa, *Research in African Literatures*, 22 (3), 41-53.

Mody, B (1991) *Designing messages for development communication: An audience participation-based approach*. Newbury Park, CA: Sage.

Ogundimu, F. (1994) Communicating knowledge of immunization for development: A case study from Nigeria, in Moemeka, A.A. (Ed.) *Communicating for development*

Zinanga, A. & Ikim, Y.M. (1992) Changing men's attitudes and behavior: The Zimbabwe male motivation project, *Studies in Family Planning* 23 (6), 365-375.

Quarmyne, W. (1991) Towards a more participatory environment: Cross-linking establishment and alternative media, In K. Boafo (Ed.), *Communication processes: Alternative channels and strategies for development support*. Ottawa: IDRC.

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Rogers, E.M. (1976) Communication and development: The passing of the dominant paradigm, *Communication research* 3 (2), 213-240.

Rogers, E.M. (1983) *Diffusion of innovations*, 3rd edition. New York: Free Press.

Rogers, E.M. & Kincaid, D.L. (1981) *Communication networks: A paradigm for new research*. New York: Free Press.

15MCC13: PHOTOGRAPHY & VIDEOGRAPHY (PRACTICAL IV)

LIST OF PRACTICALS
1. Lighting- Types-key –fill- back - Rim- op-low- silhouette
2. Special Effects – Freeze frame – Slow shutter- Motion Blur
3. After Dark
4. Aperture
5. Black and White
6. Depth of Field
7. Nature
8. Reflection
9. Shutter speed
10. Through the seasons
11. Portraits
12. Product – Indoor, Outdoor
13. Advertising Photography
14. Architecture- Interior, Exterior
15. Environmental Photography
16. Industrial Photography
17. Photo-journalism
18. Photographs on Foods and Beverage
19. Photo Essay – Photo feature

AUDIO VISUAL PRODUCTION
1. Radio
   a. Jingles
   b. Commentary (Live)
   c. News Bulletin
   d. News Feature

2. Television Production

   a. Commercial (30 Seconds Max)
   b. Short / Documentary (15 minutes')

Concept theme- Focus- Treatment-Narration (story- past tense)
Script – Story board

15MCC14: LAB JOURNAL PUBLICATION   100 MARKS (4 CREDITS)

- Every individual student along with one classmate has to edit and publish two A3 size newspapers (four pages) which will be circulated to the university departments and the affiliated colleges of the university. The students will be evaluated internally based on the articles contribution from them and first year students.

15MCE03 (ELECTIVE III): PUBLIC RELATIONS

UNIT I
Introduction to event, Determining Market, Market Research, type of event , 5 'W's and involve 'F' , Establishing Business Site, Business Resources and Equipments, process of event management.

Planning: Concept, Importance of planning, Types of plan, Steps in planning, limitations of planning, Management by Objectives.

UNIT II
Financial Planning, Relationship with sponsor, planning of event, customer relationship, Services Pricing, Client and Supplier contracts, Operation Records, marketing & selling of ticket, Advertisement of event, Operation & Logistics.

Definition of Workshop, Types of Workshop, Ideal duration of Workshop, Execution of Workshop, Advantages of Workshop.

UNIT III
Media planning , Marketing, Advertising and Promotion, Employees & Personal, determining communication objective , target audience , step of event , making Ads , booking process , making of invitation card.

Introduction to Media; the Printed world, The Broadcast Media, Film as a Media, Web as a Prominent Media.

Media Campaign; Dynamics of creating and executing the complete campaign strategy – sales Promotion, Public relations, local advertising, Campaign budgeting and execution, testing and Evaluation.

UNIT IV
Permission and legal requirements, Accounting, Record Keeping and Taxes, permission of municipal corporation, permission of police commissioner, permission of traffic police, medical arrangement.

UNIT V
Portfolio Development, The Event Planning Process, Working with Suppliers, Request for Proposal, Costing of event up to execution , managing cash flow in event, Award Winning Events, assignment and project work.

Evaluation, Coordination and Control: Coordination: Concept, Significance, Techniques Control: Meaning, Process, Requisites of effective control, Control techniques,

Sporting Events; Running Events –Writing Your Major Event Strategy; UK Sport's World Class Events Program; Preparing a Bid; A Suggested Business Plan Template; Insurance & Legal Issues; Marketing and Sponsorship ; Health and Safety & Risk Assessment; Data Protection; Volunteers; Ethical Considerations; Anti-Doping; Environment; Tourism and

Sporting Events; The Economic Impact of Major Events; Sports Development; Support Services; Directory of Useful Contacts and Resources; Checklist and Practical Last Thoughts.

REFERENCES :

- Professional Event Coordination (The Wiley Event Management Series) by Julia Rutherford Silvers (Hardcover - Nov. 10, 2003)
- The Complete Guide to Successful Event Planning : With Companion CD-ROM by Shannon Kilkenny (Paperback - Jan. 8, 2007)
- Professional meeting management: comprehensive strategies for meetings, conventions and events by professional convention management (paperback - may 30, 2008)
- Sustainable Event Management: A Practical Guide by Meegan Jones (Paperback - Jan. 2010)
- Event Studies: Theory, Research and Policy for Planned Events (Events Management) by Donald Getz (Paperback - July 25, 2007)
- Risk Management for Meetings and Events (Events Management) by Julia Rutherford Silvers (Paperback - Dec. 27, 2007)
- Art of the Event: Complete Guide to Designing and Decorating Special Events (The Wiley Event Management Series) by James C. Monroe and Robert A. Kates (Hardcover - Nov. 4, 2005)
- Managing Local Government: Cases in Decision Making (Municipal Management Series) by International City, James M. Banovetz, and County Management Association (Paperback - May 1998)
- Innovative Marketing Communications: Strategies for the Events Industry (Events Management) by Guy Masterman and Emma H Wood (Paperback - July 4, 2005)
- Corporate Event Project Management (The Wiley Event Management Series) by William O'Toole and Phyllis Mikolaitis (Hardcover - May 23, 2002)
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions (The Wiley Event Management Series) by Leonard H. Hoyle (Hardcover - May 23, 2002)
- Events Management by Glenn Bowdin (Paperback - Aug. 30, 2010)
- Sport, Recreation and Tourism Event Management: Theoretical and Practical Dimensions by Cheryl Mallen and Lorne Adams (Paperback - May 12, 2008)
- Managing a Public Relations Crisis: Top PR Executives on Crisis Management, Communicating Effectively, and Managing the Media (Inside the Minds) by Aspatore Books Staff (Paperback - Mar. 31, 2007)
- Festival and Events Management: An International Arts and Culture Perspective by Ian Yeoman, Martin Robertson, Jane Ali-Knight, and Siobhan Drummond (Paperback - Dec. 2, 2003)
- Event Processing: Designing IT Systems for Agile Companies by K. Chandy and W. Schulte (Hardcover - Sept. 24, 2009)
- Uncivil Wars: Political Campaigns in a Media Age by Thomas A. Hollihan (Paperback - May 7, 2008)
- Public Relations by Norman R. Nager (Paperback - Aug. 17, 1992)
- The Executive's Guide to Corporate Events and Business Entertaining: How to Choose and Use Corporate Functions to Increase Brand Awareness, Develop New ...

Nurture Customer Loyalty and Drive Growth by Judy Allen (Hardcover - Jan. 22, 2007)
- Trade Show & Event Marketing: Plan, Promote & Profit by Ruth P. Stevens (Hardcover - Feb. 15, 2005)
- Event planning by Ian D. Oliver (Paperback - June 17, 2005)
- The Ultimate Guide to Sports Marketing by Stedman Graham, Lisa Neirotti, and Joe Goldblatt (Hardcover - Mar. 21, 2001)

SEMESTER IV
15MCC15: RESEARCH METHODS IN COMMUNICATION AND MEDIA

UNIT I
Concept of research; Meaning, definition and nature of research; Communication research: Importance of media research; Area of Media Research; Problems of objectivity in research; Planning to research.

UNIT II
Methods/techniques of research; Hypothesis and variables; Research design and its types Types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Sources and collection of Secondary Data; Types of data; Secondary data; Advantages & Limitations of secondary data ; Internal Sources; External Sources.

Methods of research – Census, Survey, Random; Sampling - meaning, types and problems ; Survey research, experimental and field research, panel research; Reliability, validity and objectivity.

UNIT III
Scaling Techniques; Concept of Attitude; Types of Scales; Criterion for good scale; General Procedure in Attitude Scaling; Selected Attitude Scales; Limitations of Attitude Scale.

Sampling Design; Some basic Terms; Advantages of Sampling; Disadvantages of Sampling; The sampling process; Sampling methods; Characteristics of Good Sampling Design; sampling and non sampling errors; Sample size calculation (Numerical expected); Practical considerations in determining sample size.

Tools and methods of research; Sources of data - primary and secondary source ; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis of audio and video.

UNIT IV
Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and summative research; Ethical issues in media research; Media research as a tool of reporting.

UNIT V
Application of Statistics; Tabulation and classification of data; Data analysis, software for data analysis interpretation; Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance, principle and theory; Graphic and diagrammatic representation of data; Indexing, citation and bibliography; Research report writing.

REFERENCES:
- Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi
- Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92
- Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage: 1933

15MCC16: 3D ANIMATION AND ADOBE AFTER EFFECTS (PRACTICAL V)
ADOBE AFTER EFFECTS
1. Effects
2. Animation
3. Keying & transparency
4. Motion tracking
5. 3D integration
6. Titles
7. Expressions
8. Rendering
9. Shooting logo

3D ANIMATION
1. Create a coin 3d model
2. Flying arrows
3. Creating text in maya
4. Make a screw-driver
5. 3Dstreet lamp modeling
6. Create 3d heart model
7. How to rendering shadow only
8. Model and texture a photo-realistic usb cable with maya and mental ray
9. Realistic ear modeling

15MCC17: INTERNSHIP I & II

The student is required to undertake an internship of 35 days at the end of the second semester in Journalism / Advertising / Public Relations and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.

INTERNSHIP II / WORKSHOP

The student is required to undertake an internship of 25 days at the end of the Third semester in his/her field of interest and submit a report on it to be evaluated internally and marks awarded at the end of the fourth semester.

<div align="center">Or</div>

The students must participate in a media workshop organized by the department with the help of resource persons from the industry for a period of ten days and submit a portfolio record to be evaluated internally.

15MCE04: (ELECTIVE IV): PROJECT STUDY (REPORT -75 AND VIVA -25)

Guidelines for Project Study for Post Graduation:

i)   Conceptualization of Subject and Research Problem   (10 marks)
ii) Analytical Presentation of Review of Literature   (20 marks)
iii) Presentation of Methodology   (20 marks)
iv) Data Analysis and Discussion   (10 marks)
v)   Final Draft and Presentation)   (15 marks)

                                                    Total   75 marks

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

Viva-voce