

DEPARTMENT OF VISUAL  
COMMUNICATION  
**M.Sc. Visual Communication**  
**P.G. PROGRAMME**  
**SYLLABUS**

Effective from the Academic Year 2012-2013



**Loyola College (Autonomous)**  
**Chennai- 600 034**



**LOYOLA COLLEGE (AUTONOMOUS)**  
**CHENNAI - 600 034.**

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**  
**DEPARTMENT OF VISUAL COMMUNICATION**

**M.Sc. VISUAL COMMUNICATION SYLLABUS (2012 – 2013)**

CODE	SUBJECT TITLE	T/P	CATE	Hours	CRE
<b>SEM - I</b>	(30 hours/Credits 20)				
VC 1815	Image and Imagination	T	MC	6	4
VC 1816	Communication Theories	T	MC	6	4
VC 1817	Contemporary Advertising	T	MC	6	4
VC 1818	Science and Art of Sound	P	MC	6	4
VC 1819	Science and art of Light	P	MC	6	4
<b>SEM - II</b>	(24+4+2+2 outside hours/Credits20+3+2+3+1)				
VC 2813	Visual Methodologies	T	MC	6	5
VC 2814	Writing for Media	P	MC	6	5
VC 2815	Film Studies	T	MC	6	5
VC 2816	Media Technologies	T	MC	6	5
VC 2959	Television Direction (or) Digital Design	P	ES	4	3
VC 2960	Life Skill Training	P	LST	2+2oh	2
	LEAP		LEAP	-	3
	Summer Training Programme		STP	-	1
<b>SEM -III</b>	(30+2 outside hours/Credits 15+3+5+2)				
VC 3814	Communication Research Methods	T	MC	6	5
VC 3815	Development Communication	T	MC	6	5
VC 3816	Media Management	T	MC	6	5
VC 3950	Television Production Management (or) Computer Graphics	P	ES	6	3
VC 3951	Web and Interactive Media	P	ID	6	5
VC 3875	Self Study Paper		SSP	-	2
<b>SEM -IV</b>	(30 hours/Credits 24)				
VC 4808	Media Economics	T	MC	6	5
VC 4809	Media Laws and Ethics	T	MC	6	5
VC 4810	Public Relations-Event Management	P	MC	6	5
VC 4811	Internship	P	MC	6	4
VC 4812	Project	P	MC	6	5



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**M.Sc. VISUAL COMMUNICATION (2012-2013)  
SEMESTER - I**

**VC 1815 IMAGE AND IMAGINATION (T)**

SEMESTER : I  
CATEGORY: MC

CREDIT : 4  
NO.OF HOURS/WEEK : 6

**Objective:**

- To provide knowledge of images and the know how of image creation to think imaginatively.
- To provide knowledge to analyse visuals and visual messages

**UNIT I** Introduction to Image and Imagination, Form and Content, Context, Code, Colour, Images in sequence and Sound.Types and stereotypes.

**UNIT II** Elements of Visual Design - The process. Structure of our visual field. Figure organization. Attraction and attention value. The organization of figure elements. Types of grouping.Principles of visual aesthetics.

**UNIT III** Linear and lateral thinking – Holistic Visual thinking, Creativity and Creative Process, Techniques of imagination.

**UNIT IV** Media forms and techniques, understanding various media forms - Body, Theatre, Dance, Sculpture, Print, Audio visual.

**UNIT V** Image and perception. Selection, Gestalt Grouping- contours. Memory and association, Personality and perception, Rhetoric.

**Methodology:** Class room lectures coupled with group discussions and interactions.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.  
External 50%: Semester examination written 100 marks

**Key Texts:**

1. Alan Pipes, [2008] Foundations of art and design –, Laurence King Publishing, London.
2. Kulin Annette, [1990] Power of the Images, Rutledge and Kegan Paul, London.
3. Kincaid, Lawrence and Wilbur Schramm, [1974] Fundamentals of Human Communication, East West Communication Institute, Honolulu.
4. John Berger, [1990] Ways of Seeing, BBC and Penguin, London.

**Books for Reference:**

1. Nick Lacy, [1998] Images and Representation, Macmillan, London.
2. Stuart Price, [1993] Media Studies, Pitman, London.
3. Richard Zakia, [1997] Perception and Imaging, Focal press. Oxford.
4. Robert Gillam Scott, [1951] Design fundamentals, McGraw – Hill Book Company, London.



**LOYOLA COLLEGE (AUTONOMOUS)  
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**VC 1816 COMMUNICATON THEORIES (T)**

SEMESTER : I  
CATEGORY: MC

CREDIT : 4  
NO.OF HOURS/WEEK : 6

**Objective:**

- To provide a basic understanding of important communication theories so as to equip the students with concepts and perspectives in the subject.
- To help students to understand communication industry and apply theories.

**Unit I** Communication and mass communication-definition, types and characteristics-concepts and models of mass communication.

**Unit II** Magic bullet, Hypodermic needle and Stimulus response theories-Two step flow, One step flow and Multi step flow theories.

**Unit III** Uses and gratifications theory-Spiral of silence theory-Consistency theories-Agenda setting-Gate keeping and Framing

**Unit IV** Media dependency theory-Stephenson's play theory-Modeling behaviour theory-Stalagmite theories-Cognitive dissonance theory.

**Unit V** Social learning theory-Uncertainty reduction theory-Social cognitive theory- Protection motivation theory-Health belief model

**Methodology:** Class lecture coupled with group discussions and presentations.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.  
External 50%: Semester examination written 100 marks

**Key Texts:**

1. McQuail Dennis, [2005] McQuail's Mass Communication Theory, Vista Publications, New Delhi.
2. West, R., & Turner, L. H. [2004] Introducing communication theory: Analysis and application.(2nd ed.), Boston, MA: McGraw-Hill.
3. Berger, Arthur Asa [1995] Essentials of Mass Communication Theory, London: SAGE Publications.

**VC 1817 CONTEMPORARY ADVERTISING (T)**



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**Objective:** To provide a contemporary and comprehensive understanding of the nature of Advertising as a creative industry with a special emphasis on Indian advertising.

**Content:**

**Unit I** Brief history of Advertising. Indian and Global scenario of advertising. Definition and Types; Role and Function of Advertising. Structure and Functioning of an Ad Agency. Advertiser – Agency Relationship.

**Unit II** Audience Analysis, Segmentation, Targeting and Positioning; Audience Research Demographics, Psychographics. Intercultural and International Advertising.

**Unit III** Creative Aspects of Advertising. Edward de bono and Lateral Thinking. Art Direction. Creative Aspects in Print and Electronic Media. Print Production. Electronic Production. Cutting edge creativity.

**Unit IV** Media Objectives, Strategy, and Planning. Media Choices. Using Digital Interactive Media. Direct Marketing and Out-of-home Advertising. Local advertising. Sales Promotion. Guerilla marketing. Internet advertising. Social media and advertising.

**Unit V** Advertising Social Issues. Political Advertising. Dynamics of Creating and Executing the Complete Campaign Strategy. Ethical issues in advertising. Legal aspects of advertising.

**Methodology:**

Theoretical inputs through classroom lectures, class presentation. Interaction with experts from the field. Mini-time-specific projects on advertising agencies.

**Evaluation:** Internal 50%: CA I & II = 35 marks and Assignments 15 marks.

External 50%: Semester examination written 100 marks

**Key Texts:**

1. Courtland L. Bovee, John V. Thill, George P. Dovel, Marian Burk Wood, [1995] Advertising Excellence, McGrawHill, Inc. N.Y.
2. William F. Arens, [1999] Contemporary Advertising, Irwin/McGraw-Hill.
3. Jim Aitchison, [2004] Cutting Edge Advertising, Pearson Prentice Hall.
4. Ogilvi, David [1985] Ogilvi on Advertising Vintage. London.
5. Bono Edward de [1993] Serious creativity: Using the Power of Lateral Thinking to Create New Ideas, Harper business. London

**Books for Reference:**

1. S.A. Chunawalla and K.C. Sethia, [2000] Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai.
2. John Philip Jones (Ed), [1999] The Advertising Business, Sage Publications.
3. James Hassett, [2003] Advertraining, Advertraining Group.
4. Arthur A. Winters & Shirley F. Milton, [1989] The Creative Connection - Advertising Copywriting and Idea Visualization, Fairchild Publications, New York.



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- To understand the importance of sound for media.
- To learn to creatively apply sound in different projects in media.

**Content:**

**Unit I** Principles - Definition and nature of sound-Psychophysics of sound-principles of sound-properties of sound-velocity-surface.

**Unit II** Equipment - microphones, mixers and consoles, and loudspeakers - analog and digital recording - signal processing - monitoring.

**Unit III** Sound design - production: synchronization, field, staged, music and studio production - post production: dialogue, sound effects, and music –editing-mixing and recording.

**Unit IV** Production of multichannel sound: DTS, Dolby digital, mono, stereo.

**Unit V** Radio genres and formats - types of radio programming - Radio talks, features, discussions, interview - special audience program.

**Methodology:** Class lecture coupled with group discussions and presentations.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination Viva 30 and Project 20 marks.

**Key texts:**

1. Philipe, Brain, [2005] Lynn-Programming for TV and Internet, Focal Press.
2. AltenStanley, [1981] Audio in Media, New Jersey, Belmont.
3. Nisbett Alec, [1979] The Technology of sound Audio, London, Focal Press.

**Books for Reference:**

1. Clifford Martin, [1997] Microphones, Bluridge Summit, Tab Books.
2. Woram John, [1976] Recording Studio Handbook. NY, Sagamore.
3. Tremaine Howard, [1979] Audio Encyclopedia, 2<sup>nd</sup> Ed., Indianapolis, SAMS.



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SEMESTER : I  
CATEGORY: MC

CREDIT : 4  
NO.OF HOURS/WEEK : 6



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- To understand the physics and characteristics of light for media.
- To learn to use sound creatively for the development of projects in media.

**Content:**

**Unit I** Physics of light-Physiology of light-Light is a medium-Language of lighting technology-Lighting level-Shadow-Glare. Light generation--Luminance and luminaries-lighting planning-measuring lighting systems-lighting costs.

**Unit II** Lighting aesthetics-Light and Colour, content, context and perception, control of light-shadow, falloff, styles of lighting, lighting functions, lighting techniques, chiaroscuro, Rembrant lighting. Lighting design with automated luminaries-lighting design softwares-automated lighting programming.

**Unit III** Lighting instruments-Lighting control-Setting lighting instruments-light control

**Unit IV** Image processing-Analog video-Digital video-Techniques of lighting: lighting in studio and field

**Unit V** Visual effects-Electronics effects-Standard analog video effects-Digital video effects-Non electronics effects-Optical effects-Mechanical effects

**Methodology:** Class lecture coupled with practical exercises and presentations.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination Viva 30 and Project 20 marks.

**Key Texts:**

1. Herbert Zettle, [2006] Television production handbook, Ninth Edition, ThomsonWadsworth,USA.
2. Gorham Kindem et al, [2005] Introduction to media production, Third edition, Focal Press,USA.
3. LyonerStrabe, Fördergemeinschaft GutesLicht, Frankfurt am Main,Germany.
4. <http://www.licht.de/en/>





**SEMESTER - II**

**VC 2813 VISUAL METHODOLOGIES (T)**

SEMESTER : II  
CATEGORY: MC

CREDIT : 5  
NO.OF HOURS/WEEK : 6

**Objective:**

- To introduce to the array of methods which can be used to interpret visual images.
- To introduce the different theories of the visual.

**Content:**

**Unit I** Survey of visual- representation – vision – Visuality – scopic regime –ocular centrism- Visual culture – simulacrum. Social conditions and effects of visual objects. Ways of seeing –critical visual methodology. Sites and modalities production – image – audiencing. Technological, compositional and social modalities.

**Unit II** Compositional interpretation. Compositionality of the image. Production technology. Compositional interpretation of moving image. Semiology - sign and the meaning making process. Signs and codes, referent systems and mythologies. Audiences and interpretations. Ideological analysis. Marxism and Louis Althusser. Social semiotics

**Unit III** Psychoanalysis and Visuality. Subjectivity ,sexuality and the unconscious. Visual pleasure Laura Mulvey, mirror stage Freud, Lacan. Psychoanalytic feminism. Other representations of femininity. Voyeuristic gaze to Lacanian gaze. Gender and media. Queer perspectives.

**Unit IV** Discourse and visual culture. Iconography– intertextuality –discursive formation – power/knowledge – regime of truth –institutional apparatus and technologies. Discourse analysis.

**Unit V** Social life of images. Materiality, materialization and mobility. Recontextualization. The effect of the visual object.

**Methodology:** Classroom lecture coupled with group discussions and presentations.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination written 100 marks

**Key Texts:**

1. Gillan Rose, [2007] Visual Methodologies, Sage Publications, London.
2. Theo Van Leeuwen, Carey Jewitt, [2003] Handbook of Visual Analysis, Sage Publications, London.

**Books for Reference:**

1. Monaco, J. [2000] How to read a film: movies, media, multimedia, Oxford University Press, London,
2. Berger Arthur Asa, [1998] Media Analyzing Techniques, Sage Publications, New York.
3. Butler J., [1990] Gender Trouble, Rutledge, London.
4. Berger J., [1972] Ways of Seeing, BBC, London.



**LOYOLA COLLEGE (AUTONOMOUS)**  
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**VC 2814 WRITING FOR MEDIA (P)**

SEMESTER : II

CREDIT : 5



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- To expose to the art of writing in the field of communication media.
- To develop the writing skills to communicate powerfully through the media.

**Unit I** The art of writing: what makes writing interesting for reading, listening and watching. Understanding the audience, context for writing, categories and characteristics of writing. History and processes of word making and change of meaning, perspective writing. Conventional writing- telling the story, writing for a mass audience.

**Unit II** Writing for cinema: Screen play writing: narrative structure, stages of screen play, sources of screen play, characterization.

**Unit III** Writing for Radio: Understanding the medium for hearing, Radio and its different genres the fiction and nonfiction in radio.

**Unit IV** Writing for Television as a visual medium, writing for fiction and nonfiction in Television. Writing for various genres of television i.e., games shows, reality shows VJ script. Writing for news, News writing- news angle, multi-angled stories, feature openers, development of story, news formula, sign posting, accuracy and field work.

**Unit V** Writing for new media: Writing for website, blog etc.

**Methodology:**

Exercises in writing for different media and using it in the concerned media. Final project: Finished product for a radio program, screenplay for a short film, writing of nonfiction and feature writing, writing articles for publishing. The choice to be given to the students according to their preference of media.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination Viva 30 and Project 20 marks.

**Key Texts:**

1. Robert Hilliard, [1982] Writing for Television and Radio, Hasting House, New York.
2. Timothy Gerard, [1997] Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Focal Press, Oxford.

**Books for Reference:**

1. Rosemary Horstmann, [1991] Writing for Radio, A and C Black, London.
2. Gerald Kelsey, [1990] Writing for Television, A and C Black, London.
3. J. Michael Stracynski, [1982] The Complete Book of Script writing: Television, Radio, Motion Pictures, The stage Play, Writers' Digest Books.
4. David Keith Cohler, [1985] Broadcast Journalism: A Guide for the Presentation of Radio and Television News, Prentice-Hall.
5. Jill Dick, [1996] Writing for Magazines, A and C Black, London.



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**VC 2815 FILM STUDIES (T)**

SEMESTER : II

CREDIT : 5



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- to develop an understanding and appreciation of International and Indian films in terms of their genres.
- to expand ones repertoire of films from various film makers.
- to draw comparisons between Indian films and Hollywood/European/Other films.

**Content:**

**Unit I** Different schools of world cinema – Formalist, Realist, Neo-realist, Classical, New Wave, Postmodern.

**Unit II** Different Film Genres: Western, Gangster, and Science Fiction.

**Unit III** Hollywood, European and other (Chinese, Japanese, African, etc.) Filmmakers.

**Unit IV** Indian Films – History and Genre: Religious Epics, Family Melodrama, Romance, and Political Satire.

**Unit V** Indian Film Makers – Past and present.

**Methodology:** Class lecture coupled with group discussions and presentations.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination written 100 marks

**Key Texts:**

1. David A. Cook, [1990]
2. History of Narrative Film, W. W. Norton and Company, New York.
3. Geogery Newell – Smith ed., [1996] The Oxford History of World Cinema, Oxford, London
4. K. Naresh Kumar, [1995] Indian Cinema, Haranand Publications, New Delhi.
5. Robert B. Kolker, [1983] The Altering Eye – Contemporary International Cinema, Oxford University Press, Oxford.

**References:**

1. Thomas Schatz, [1981] Hollywood Genres, Random House, New York.
2. Chidananda Das Gupta, [1981] Talking About Films, Orient Longman Ltd, New Delhi.
3. M. Madhava Prasad, [1998] Ideology of Indian Film, Oxford, Calcutta.
4. K. Moti Gokulsingh & Wimal Dissanayake, [1998] Indian Popular Cinema, Orient Longman.



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- To provide an overall view of the technology.
- To gain skills to cope up with the emerging trends.

**Content:**

**Unit I** Information and communication - Theories & models, Characteristics of Information, Communication channels, barriers to communication.

**Unit II** Information transfer: Information flow, generation and diffusion patterns; Information transfer cycle, emerging trends in information transfer.

**Unit III** Overview of information Technology: Searching for resources- CD-ROM Databases and information retrieval- On-line information retrieval.

**Unit IV** Database management systems, National and International information sources, services etc.

**Unit V** Introduction to e-marketing and e-governance.

**Methodology:** Class room lectures coupled with group discussions and presentations.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.  
External 50%: Semester examination written 100 marks

**Key Texts:**

1. Everett M. Rogers,[1986] Communication Technology Free Press Newyork
2. William H. Ditton,[1996] ICT – Vision and Reality Oxford University Press.

**References:**

1. Nikki Gamble & Nick Easingwood, ICT and Literacy – ICT Media Reading and Writing,[2001] Continuum Press.london
2. Bedi Singh, Srivatsava, Government @ net,[2001] SAGE Publications.Newyork
3. Agarwala Tiwari, Information Technology and E-governance in India,[2002] Macmillan Publishers, Delhi.
4. Christine Bellamy and John A. Taylor, Government in Information Age,[1998] Open University Press.UK
5. Paul Gosling, Government in Digital Age,[1997] Bowerdean Publishing Company Limited.UK

**Elective Subjects**

**VC 2959 TELEVISION DIRECTION (P)**



SEMESTER : II  
CATEGORY: ES

CREDIT : 3  
NO.OF HOURS/WEEK : 4

**Objective:**

- To introduce and make acquaintance with the concepts and practices of Television.
- To help understand the role of direction at various stages of production.

**Content:**

**Unit I** Basic Television system – Expanded Studio & Electronic Field Production systems – Production Elements – Production Personnel – Studio Control Room.

**Unit II** Analog and Digital camera – Basics of image creation – Television camera – Electronic characteristics Digital Television System.

**Unit III** Direction – Director’s Roles – Preproduction activities – Production Method – Production Team – Script Formats – Script Marking – Floor Plan – Script to Screen.

**Unit IV** Direction in production & postproduction activities – Multi-cam direction procedures – Directing rehearsals – Directing the show – Single cam procedures –controlling clock time & subjective time – ENG & EFP techniques.

**Unit V** Production people – Technical & non-technical personnel – Television talent – Performing techniques – Auditions –makeup, costuming – Television scenery – Properties and set dressings.

**Methodology:** Classroom lecture coupled with practical sessions and project execution.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Practical Exam: Viva 30 marks Project 20 marks

**Key Texts;**

1. Zettle Herbert, [1984] Television Production Handbook, Wordsworth Publishing Co., California.
2. Gerald Millerson and Jim Owens, [2009] Television Production, Focal Press, UK.
3. Vasuki Belavadi, [2009] Video Production, Oxford University Press.

**Books for Reference:**

1. Andy Stamp, [1987] The Television Programme, Sheffield Media Association, Sheffield.
2. David Self, [1984] Television Drama: An Introduction, Macmillan, Basingstroke.
3. Kathy Chaters, [1992] The Television Researcher’s Guide, BBC Television Training, London.
4. William Charles, [1980] Screenwriting for Narrative Film and Television, Hastings House.
5. Rod Fairweather, [1998] Basic Studio Direction Focal Press

**VC 2960 DIGITAL DESIGN (P)**

SEMESTER : II

CREDIT : 3



CATEGORY: ES

NO.OF HOURS/WEEK : 4

**Objective:**

- To introduce and help develop visual thinking for design graphics.
- To learn to produce effective and dynamic media content.

**Unit I** Visual thinking and Designing - techniques, concept development, composing, using objects, texture, colour and space.

**Unit II** Typographic concepts for print, interactive and web media.

**Unit III** Fundamentals of media elements, Internet and concepts of digital image editing.

**Unit IV** Graphics creation - brand and corporate identity manual, poster, brochure, label artwork presentation.

**Unit V** Interactive, navigation techniques and authoring skills.

**Methodology:** Class room lectures coupled with lab works on design projects.

**Evaluation:**

Internal 50% : CA I & II = 35marks and Assignments 15marks.

External 50% : Semester examination Viva 30 and Project 20 marks.

**Soft wares:**

Adobe Photoshop, Adobe premiere, Adobe Illustrator, Corel draw, Aftereffects, Digital Fusion, Macromedia Director, Sound forge/Sound edit.





SEMESTER : III  
CATEGORY: MC

CREDIT : 5  
NO.OF HOURS/WEEK : 6

**Objectives:**

- To introduce the concepts of media research.
- To help acquire the attitude and aptitude to do media research projects.

**Content:**

**UNIT I** Communication as a field of Research; communication as social science research. Phase of media research. Research design. Research procedure. Protocols. Pilot study. Research problem. Research questions.

**UNIT II** Research applications in Print & Electronic Media; Types of Print Media Research-Readership Research; Methodology of Readership Research--Drawing readers profiles; Item-selection studies, Reader-Nonreader studies; Circulation Research; Research applications in Electronic Media; Rating and Non-rating research; Interpreting ratings; Advertising and PR research.

**UNIT III** Quantitative Research. Content Analysis, Surveys; Experiments. Descriptive statistics. Sampling. Hypothesis testing. Public Opinion. SPSS application.

**UNIT IV** Qualitative Research. Interviews. Critical discourse analysis. Participant observation. Image based research. Historical analysis. Ethno methodological research.

**UNIT V** Writing and presenting research reports. Writing styles and MLA style sheet. Outlines, First Drafts and Revision. Private and Academic research. A checklist for planning Research and writing.

**Methodology:** Class lecture coupled with discussion on projects and presentation.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination written 100 marks

**Key Texts:**

1. Berger Arthur Asa, [2010] Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches SAGE Publications.
2. Hansen, Anders et al. [2013] Media and Communication Research Methods. Macmillan.
3. Wimmer and Dominic, [2012] Mass Media Research an Introduction.
4. Paula M. Poindexter, [1999] Research in Mass Communication: A Practical Guide Bedford/St. Martin's.

**Books for Reference:**

1. Lindolf, Thomas R. (2010) Qualitative Communication Research Methods. Sage. California.
2. Murthy, DVR. (Ed.) (2008) Media Research: Themes and Applications. Kanishka. New Delhi.

**DEVELOPMENT COMMUNICATION (T)**

SEMESTER : III  
CATEGORY: MC

CREDIT : 5  
NO.OF HOURS/WEEK : 6



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- To understand the nature and potential of communication for holistic social development.
- To acquire skills to use development communication for social change.

**Content:**

**Unit I** Key concepts in Development, complexities of development efforts, alternate paths to development. Towards an understanding of holistic social development, empowerment of the people.

**Unit II** Evolution of the Theory and practice of Development Communication- International and Indian models.

**Unit III** Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach, and information and communication technologies for rural development.

**Unit IV** Communication for Social change- role of a communicator in the process of social change. Folk forms, Third theatre and other alternative media for social change. Using social networks for change, creating social watch through building communities, BCC and IEC strategy for social campaigns.

**Unit V** Development organizations- national and International; Resources for development- funding agencies; Development as career.

**Methodology:** Class room lectures coupled with practical sessions and campaigns.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination written 100 marks

**Key Texts;**

1. Emile G. McAnany, [2012] Saving the World: A Brief History of Communication for Development and Social Change, University of Illinois Press.
2. Jan Servaes [2008] Communication for Development and Social Change Sage Publications Pvt. Ltd.
3. Communication for Social Change Anthology: Historical and Contemporary Readings, Communication for Social Change Consortium, Inc. [2006]
4. Karin Gwinn Wilkins, [2000] Redeveloping Communication for Social Change Rowman& Littlefield Publishers.
5. Wendy Quarry, [2009] Communication for Another Development: Listening Before Telling (Development Matters) Zed Books.
6. Mohan J. Dutta, [201] Communicating Social Change: Structure, Culture, and Agency, Communication Series, Routledge.

**Books for Reference:**

1. Srinivas R Melkote, [2000] Communication for Development in the Third World, SAGE Publications.
2. Maglaland Demetrio (Ed), [1976] From the Village to the Medium – An Experience in Development Communication, Communication for Asia, Philippines.
3. Desmond A. D’Abreo, [1990] Voice of the People – Communication for Social Change, Culture and Communication, Madras.
4. SadanandMenon and Shirly, Perspectives in Development Communication.
5. Augusto Boal, [1979] Theatre of the Oppressed, Pluto Press.
6. Durga Das Mukhopadhyay, [1994] Folk Arts and Social Communication, Publication Division, New Delhi.

**MEDIA MANAGEMENT (T)**

SEMESTER : III

CREDIT : 5



**LOYOLA COLLEGE (AUTONOMOUS)**  
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CATEGORY: MC

NO.OF HOURS/WEEK : 6



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- To have an understanding of management in media organizations.
- To acquire the managerial skills for effective execution of tasks in the industry.

**Content:**

**Unit I** Principles of management, Organization theory, delegation, decentralization, motivation, control and co-ordination. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchises (Chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures.

**Unit II** News paper organizations today. Ownership pattern and economics of Newspapers. News management and managing the newsroom. Collaborating with News service agencies.

**Unit III** Film as industry- production, digitizing, distribution and exhibition systems. Financing the film- film development corporations. Government and film production. Contemporary issues- cross over cinema, collaborations and the emergence of multiplexes information services and other new technologies. Consequences of new technology on film.

**Unit IV** The rise of satellite Television, The cable industry, TRAI, Television channels and production houses- management. Concept of Public Service Broadcasting. Radio and music industry. Convergence of media. Internet media Managing portals and webcasting

**Unit V** Governmental regulatory mechanism and policy changes. Foreign equity and FDI in Indian media. Contemporary debates

**Methodology:** Classroom lectures coupled with practical sessions.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination written 100 marks

**Key Texts:**

1. Peter K Pringle, Michael F. Starr & William E McCavitt, [1991] Electronic Media Management, Focal Press, London.
2. John R Rossiter & Larry Percy, [1987] Advertising and Promotion Management, McGraw Hill, New York.

**Books for Reference:**

1. Barry G. Sherman, [1987] Telecommunications and Management - the Broadcast and Cable Industries, McGraw Hill.
2. Richard Gates, [1992] Production Management for Film and Video, Focal Press, London.



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**CHENNAI - 600 034.**

SEMESTER: III  
CATEGORY: ES

CREDIT : 4  
NO.OF HOURS/WEEK : 6



**LOYOLA COLLEGE (AUTONOMOUS)  
CHENNAI - 600 034.**

- To make the students understand the various aspects of Television Production
- To acquire the concepts of management in TV production processes.

**Content**

**Unit I** Introduction to production management- Creative culture in Television, Television project, preparation and management-Different genres of Television.

**Unit II** Production budget and management-Market segmentation-Fundraising including forms and means of sponsorship

**Unit III** Skills and Techniques of production-Time management- Managing schedules- Working with the script- Working with men, machine and money-Technical issues in lighting, editing and other post production issues.

**Unit IV** Planning, Management and Execution of Production- Preproduction, Production and Post-production- Responsibilities and Accountabilities of Television personnel.

**Unit V** Television Production and Channels- Distribution systems- Scheduling-Channel management-Managing competitions-Legal and ethical issues.

**Methodology:** Classroom lectures coupled with practical sessions and demonstration.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination Viva 30 and Project 20 marks.

**Key texts:**

1. Zettle Herbert, [2011] Television Production Handbook, Wordsworth Publishing Co., California.
2. Leslie Mitchell, [2009] Production management for Television, Routledge, New York.
3. Gerald Millerson, [1998] Television Production, Focal Press, UK.
4. Zettle Herbert, [2010] Sight, Sound, Motion: Applied Media Aesthetics (Wadsworth Series in Broadcast and Production) Wadsworth Publishing.
5. Leslie Mitchell, [2009] Production Management for Television (Media Skills) Routledge.

**Books for References:**

1. Andy Stamp, [1987] The television Programme, Sheffield Media Association, Sheffield.
2. David Self, [1984] Television Drama: An Introduction, Macmillan, Basingstoke.
3. Kathy Chatters, [1992] The Television Researcher's Guide, BBC Television Training, London,
4. William Charles, [1980] Screenwriting for Narrative Film and Television, Hastings House.

**COMPUTER GRAPHICS (P)**

SEMESTER : III

CATEGORY: ES

CREDIT : 4

NO.OF HOURS/WEEK : 6



**LOYOLA COLLEGE (AUTONOMOUS)**  
**CHENNAI - 600 034.**

**Objectives:**

- To understand the nuances of software for animation and web designing.



- To skillfully create designs for web using the software learnt.

**Content:**

**Unit I** Concept creation, story boarding, scripting and project developing methods.

**Unit II** 3D designing and Animation dynamics - lens, effects, ray tracing, lighting, shading, reflection, Texturing techniques. Modeling concepts - background and object modeling.

**Unit III** Special effects - rendering techniques, morphing and warping for media formats. Digital audio and video tools.

**Unit IV** Planning and designing web pages - HT ML programming, Text, Table, Image and audio. Web Animation - graphics, interactive elements & sound, Macromedia and Flash.

**Unit V** Creating web site and ad pages, edit cross-platform and cross-browse pages - Macro media Dream weaver. Interactive web pages, Java script, developing dynamic, cross-platform. Web-based applications.E blogging.

**Methodology:** Lectures coupled with practical lab works and assignments.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination Viva 30 and Project 20 marks.

**Key Texts:**

1. John F. Hughes, Addison-Wesley, [2013] Professional Computer Graphics: Principles and Practice.

**Software :** Adobe Photoshop, Adobe Flash, Adobe Dream weaver, 3D modeling and Animation software (3D Studio Max), Video editing Software (Adobe Premiere) Sound editing (Adobe Sound booth).

**WEB AND INTERACTIVE MEDIA (P)**

SEMESTER : III  
CATEGORY: ID

CREDIT : 5  
NO.OF HOURS/WEEK : 6

**Objectives:**





- To understand the aesthetics and the principles behind presentation style of web media.
- To apply design principles and execute web designs creatively.

**Unit I** Layout and Composition-The Design Process-Defining Good Design-Web Page Anatomy-Grid Theory-Balance-Unity-Emphasis-Bread-and-butter Layouts-Getting Inspired-Fresh Trends- Resizing: Fixed Width vs. Liquid Width-Screen Resolution

**Unit II** Color-The Psychology of Color-Color Temperature-Color Value-Color Theory 101-Red, Yellow, and Blue or CMYK-The Scheme of Things-Creating a Palette-The Principles of Beautiful Web Design-Imagery-What to Look For-Legitimate Image Sources-How Not to Impress Creative Cropping Photoshop Adjustments-File Formats and Resolutions-Borders and Edge Treatments

**UNIT III** Texture-Points- Line- Shape-Volume and Depth-Pattern-Building Texture-Application: Grouting and Setting-Typography- Taking Type on the Web-Anatomy of a Letter Form-Text Spacing- Text Alignment-Type faces Distinctions-Finding Fonts-Choosing the Right Fonts

**Unit IV** HTML: introduction-main structure-styling in HTML5 with CSS-Forms: attributes-elements-error measures-Introduction to scripting languages VB JAVA script

**Unit V** Video and Audio: codecs, controls-multimedia accessibility –canvas: basics-pixels-transformers-animating canvas.

**Methodology:** Class lectures coupled with lab works and presentations.

**Key text:**

1. Jason Beard, [2010]The Principles of Beautiful Web Design, Site Point.
2. Bruce Lawson, [2011] Introducing HTML5 (2nd Edition) New Riders.
3. Matthew MacDonald, [2011] HTML5: The Missing Manual, O'Reilly Media.

**Books for reference:**

1. Patrick McNeil, [2012] The Designer's Web Handbook: What You Need to Know to Create for the Web HOW Books.
2. Jeff Johnson, [2010] Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules Morgan Kaufmann.

**SELF STUDY PAPER**

SEMESTER : IV  
CATEGORY:SSP

CREDIT : 2  
NO.OF HOURS/WEEK : 0

The students are to apply the inputs in terms of concepts and media research methods to undertake a serious study on topics and themes related to communication and Mass media. Students get guidance from staff and read specific books on the chosen area. A mini dissertation is to be submitted.

**SEMESTER – IV**

**MEDIA ECONOMICS (T)**

SEMESTER : IV

CREDIT : 5



**LOYOLA COLLEGE (AUTONOMOUS)**  
**CHENNAI - 600 034.**

CATEGORY: MC

NO.OF HOURS/WEEK : 6



**Objectives:**

- To understand the activities and functions of media companies as economic institutions.
- To understand the structure, conduct and performance of media firms and industries; the interplay of economics, policy, and regulation; audience behaviors and preferences.
- To strengthen understanding of the role and function of mass media in society.

**Unit I** The development of media economics. Early approaches, classical economics; Marxist and marginalist economics market economy macroeconomic approaches.

**Unit II** Theories and models: Industrial organizational model. Theory of the firm; Media concentration; Trend studies, financial analysis.

**Unit III** Media change- technology, globalization, regulation, socio cultural developments .Economic characteristics of media - Ownership structure of media,- Production and distribution costs in media,- Production and circulation of media products,

**Unit IV** Concepts- media products, dual product marketplace, competition, branding , economics of scale and scope, mergers and acquisitions, labor.

**Unit V** Contemporary issues in media economics. Delineating the market and defining market structure. Measures used to assess competition and concentration. Media economics research. Broader theoretical development.

**Methodology:** Class lecture coupled with group discussions and presentations.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination written 100 marks

**Key Texts:**

1. Gillian Doyle, [2002] Understanding Media Economics SAGE Publications Ltd.
2. Harold L. Vogel, [2010] Entertainment Industry Economics: A Guide for Financial Analysis Cambridge University Press.
3. Effulin, [2009] The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World Focal Press.
4. Colin Hoskins, [2004] Media Economics: Applying Economics to New and Traditional Media SAGE Publications, Inc; 1 edition
5. Albarran, A. B. [2002] Media economics: Understanding markets, industries and concepts (2nd Ed.). Ames: Iowa State University Press.

**Books for Reference:**

1. Bagdikian, B. H. [2000] The media monopoly (6th Ed.). Boston: Beacon.
2. Albarran, A. B., & Chan-Olmsted, S.(Eds.) [1998] Global media economics: Commercialization. Concentration and integration of world media markets. Ames: Iowa State University Press.
3. Alexander, A., Owers, J., &Carveth, R. [1993] Media economics: Theory and practice. New York: Lawrence Erlbaum.
4. Chamberlin, E. H. [1950] The theory of monopolistic competition (6th ed.).Cambridge, MA: Harvard University Press.
5. Compaine, B. M., &Gomery, D. [2001] Who owns the media? (3rd Ed.). Mahwah, NJ:Lawrence Erlbaum.
6. Golding, P., & Murdock, G. [1997] The political economy of the media (Vols. 1–2).

**MEDIA LAWS AND ETHICS (T)**

SEMESTER : IV  
CATEGORY: MC

CREDIT : 5  
NO.OF HOURS/WEEK : 6

**Objectives:**

- To enable students to understand with the various laws governing the media in the Indian context.



- To understand the ethical principles and imbibe the spirit behind the media laws.

**Unit I** History of media law in India. Indian Constitution . Fundamental rights. Directive principles of state policy. Reasonable restrictions Emergency provisions. Amendments, Parliamentary privileges. Freedom of media in India.

**Unit II** Defamation. Libel and Slander. IPC and Criminal Procedure Code. Official Secrets Act. Contempt of Court Act . The press and registration of books Act Press Council Act Working journalists and other Newspaper Employees(condition and service ) and Miscellaneous provisions Act. . Cases related to these Acts.

**Unit III** The monopolies And Restrictive Trade Practices Act. Drugs and Magic remedies ( Objectionable Advertisements) Act. The Prasar Bharati ( Broadcasting Corporation of India )Act. The cable Television networks Act. Broadcasting Services Regulation Bill. Cinematograph Act and board of Censors. . Cases related to these Acts.

**Unit IV** Intellectual Property Rights WTO. The designs ACT. Trade and Merchandise Marks Act. The Patents Act. The Copyright Act. Information Technology Act Indecent Representation of Women (Prohibition ) Act and rules. The Children Act. The Young Persons ( Harmful Publications) Act , other regulations and guidelines. Cases related to these Acts.

**Unit V** Media ethics. Ethics Vs Law. Code of ethics in print media . Code for commercial Advertising in AIR and Doordarshan. Advertisement Standard Council of India 's code of ethics. Broadcasting ethics. Principles of Self-Regulation. Issues related to privacy, national security, sex and nudity, neutrality, objectivity, depiction of women and children , depiction of violence etc. sting operations. Corrigendum.

**Methodology:** Class lecture coupled with group discussions and presentations.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination written 100 marks

**Key Texts**

1. Patrick L. (Lee) Pleasance [2008] Media Ethics: Key Principles for Responsible Practice, SAGE Publications, Inc.
2. Philip Wilkins Lee Paterson [2008] Media Ethics: Issues and Cases McGraw-Hill Higher Education.
3. Durga Doss Basu, [2000] Press Laws, Central Law Book Agency, Delhi.
4. Barua , Vidisha. [2002] Press and Media Law Manual, Universal Law Publishing Co , New Delhi.
5. Neelamalar, [2010] Media law and ethics, PHI Learning , new Delhi.

**Books for reference:**

1. Kiran R.N., [2000] Philosophies of Communication and Media Ethics, B.R. Publishing Corp., New Delhi.
2. BaskarRao N., G.N.S. Ragavan, [1996] Social Effects of Mass Media in India, Gyan Publishing House, New Delhi.
3. Ray Eldon, Hiebert Carol, [1988] Impact of Mass Media, Longman, New York.
4. Universal's Press[2010]Media & Telecommunication Law, Universal Law Publishing Company, New Delhi.
5. <http://india.gov/acts.php>

**PUBLIC RELATIONS - EVENT MANAGEMENT (T)**

SEMESTER : IV  
CATEGORY: MC

CREDIT : 5  
NO.OF HOURS/WEEK : 6

**Objectives:**



**LOYOLA COLLEGE (AUTONOMOUS)  
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- To gain knowledge in public relations and the importance of event management.
- To develop knowledge of skills to execute and manage events.

**Content:**

**Unit I** Public Relations- definition, PR as a communication function, Public relations, propaganda and public opinion, PR as a management.

**Unit II** Stages of PR – Planning, implementation research, evaluation, PR practitioners and media relations, press conference, press release, exhibition and other PR tools.

**Unit III** Communication with the public - internal and external, employer employee relations, community relations; PR in India – public and private sectors, PR counseling, PR agencies, PR and advertising, PR for media institutions.

**Unit IV** Shareholders relations, dealers relations, PR for hospitals, PR for charitable institutions, PR for Defense, PR for NGOs, PR for political parties, management and case studies.

**Unit V** PR research techniques, PR and law, PR and new technology, code of ethics, International PR, Professional organizations, emerging trends.

**Methodology:**

Using their knowledge and skills regarding main stream media and group media, the students will come up with an effective campaign targeted towards a group of their choice - either in the city or in the surrounding area. Interactive sessions with N G O s, Event Managers, and Exhibition Designers will be organized.

**Evaluation:** Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination Viva 30 and Project 20 marks.

**Key Texts:**

1. Dennis L. Wilcox, [2011] Public Relations: Strategies and Tactics (10th Edition) Pearson.
2. Thomas Bivins, [2010] Public Relations Writing: The Essentials of Style and Format McGraw-Hill Humanities/Social Sciences/Languages.
3. Dennis L. Wilcox, [2009] Public Relations Writing and Media Techniques, Allyn& Bacon.
4. Judy Allen, [2009] Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events.
5. Shannon Kilkenny, [2011] The Complete Guide to Successful Event Planning with Companion CD-ROM Revised 2nd Edition Atlantic Publishing Group Inc.

**Books for Reference:**

1. K. D'souza, [1977] Mass Media Tomorrow, Indian Publishers Distributors, New Delhi.
2. S. Ganesh, [1995] Lectures on Mass Communication, Indian Publishers Distributors, New Delhi.
3. J. L. Kumar, [1996] Mass Media, Anmol Publications Pvt. Ltd., New Delhi.

**INTERNSHIP**

SEMESTER : IV  
CATEGORY: MC

CREDIT : 4  
NO.OF HOURS/WEEK : 6

**Objectives:**

- To expose the student to actual situations and day-to-day functioning of the Media Industry.



- To understand the expectation of the industry and acquire the skills for the job.

The student will be attached to the media industry for a period of eight weeks on an internship basis. The intern will be exposed to a particular area of specialization. The department in coordination with the industry will closely monitor the progress of the intern. A Report and a Viva-voce will complete the process of evaluation.

**Evaluation** - Internal: Diary & Reporting-30, Industry work guide-20, Final Report 20, Presentation & Viva 30.

### **PROJECT**

SEMESTER : IV  
CATEGORY: MC

CREDIT : 5  
NO.OF HOURS/WEEK : 6

#### **Objectives:**

- To demonstrate student's competence in a chosen area of specialization.
- To develop the skills to gain placement in the Media industry.

Students are expected to do a project of a professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization of the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio.

**Evaluation** 100%: Paperwork-20, Production process-20, Viva- 30, Project- 30.