

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**  
**B.Sc. VISUAL COMMUNICATION COURSE STRUCTURE - 2013-2014**

CODE	SUBJECT TITLE	T/P	CATE	H/W	CRE
<b>SEM - I</b>	<b>(Credits - 09)</b> (L6, GE6, MC9, AR6, FC3)				
VC1506	<b>Human Communication</b>	T	MC	3	3
VC1507	<b>Visual Literacy</b>	P	MC	3	3
VC1508	<b>Photography</b>	P	MC	3	3
	<b>Marketing Management</b> (by Dept. of Commerce)	T	AR	6	4
VC1103	History of Indian Media (to Dept. of History)		AR	6	4
<b>SEM – II</b>	<b>(Credits - 09)</b> (L6, GE6, MC9, AR6, FC3)				
VC2508	<b>Drawing</b>	P	MC	3	3
VC2509	<b>Advertising Basics</b>	P	MC	3	3
VC2510	<b>Elements of Film</b>	P	MC	3	3
	<b>Writing for Media</b> (by Dept. of English)	T	AR	6	4
VC2101	French Art and Architecture	T	AR	6	4
VC2102	Advertising for Tourism(to Dept. of History)	T	AR	6	4
<b>SEM –III</b>	<b>(Credits - 9)</b> (GE6, MC9, AO6, T/L3, EG3, FC3)				
VC3509	<b>Graphic Design</b>	P	MC	3	3
VC3510	<b>Media Culture and Society</b>	T	MC	3	3
VC3508	<b>History of Media</b>	T	MC	3	3
VC3200	<b>Print Media Skills</b>	P	AO	6	4
	Film Appreciation (to other Depts.)	P	EG	3	1
<b>SEM - IV</b>	<b>(Credits - 09)</b> (GE6, MC9, AO6, T/L3, EG,FC6)				
VC4505	<b>Script Writing</b>	P	MC	3	3
VC4507	<b>Art and Aesthetics</b>	T	MC	3	3
VC4508	<b>Communication Theories</b>	T	MC	3	3
VC4201	<b>Media Skills in Advertising</b>	P	AO	6	4
VC4302	Visual aesthetics (to other Depts.)	P	EG	3	1
<b>SEM – V</b>	<b>(Credits – 24+04 )</b> (MC24, ES6)				
VC5515	<b>Visual Analysis</b>	T	MC	6	6
VC5517	<b>Media Research Methods</b>	T	MC	6	6
VC5518	<b>Development Communication</b>	T	MC	6	6
VC5412	<b>Television Production</b>	P	MC	6	6
VC5413	<b>Advertising Production</b>	P	ES		6
VC5414	<b>Professional Photography</b>	P	ES		6
VC5415	<b>Copy Writing</b>	P	ES		6
VC5416	<b>Web Design Aesthetics</b>	P	ES	6	6
			SSP		
<b>SEM – VI</b>	<b>(Credits - 35)</b> (MS15, SK15)				
VC6609	<b>Media Laws and Ethics</b>	T	MS	4	6
VC6610	<b>Media Management</b>	T	MS	4	6
VC6611	<b>Media Presentation Skills</b>	P	MS	4	5
VC6612	<b>Integrated Visual Studies</b>	P	MS	3	3
VC6657	<b>Internship</b>	P	SK	8	8
VC6658	<b>Project</b>	P	SK	7	7

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**  
**B.Sc. VISUAL COMMUNICATION COURSE STRUCTURE - 2012-2013**

CODE	SUBJECT TITLE	T/P	CATE	H/W	CRE
<b>SEM - I</b>	(Credits - 09) (L6, GE6, MC9, AR6, FC3)				
VC1504	<b>Human Communication</b>	T	MC	4	4
VC1505	<b>Visual Literacy</b>	P	MC	5	5
VC1101	<b>Photography</b>	P	A (R)	6	4
<b>SEM – II</b>	(Credits – 09) (L6, GE6, MC9, AR6, FC3)				
VC2506	<b>Drawing</b>	P	MC	4	4
VC2507	<b>Advertising Basics</b>	P	MC	5	5
VC2100	<b>Elements of Film</b>	P	A (R)	6	4
<b>SEM –III</b>	(Credits - 9) (GE6, MC9, AO6, T/L3, EG3, FC3)				
VC3509	<b>Graphic Design</b>	P	MC	3	3
VC3510	<b>Media Culture and Society</b>	T	MC	3	3
VC3508	<b>History of Media</b>	T	MC	3	3
VC3200	<b>Print Media Skills</b>	P	A (O)	6	4
	<b>Film Appreciation (to other Depts.)</b>	P	EG	3	1
	<i>Radio presentation (to other Depts.)</i>	<i>P</i>	<i>EG</i>	<i>3</i>	<i>1</i>
<b>SEM - IV</b>	(Credits - 09) (GE6, MC9, AO6, T/L3, EG,FC6)				
VC4505	<b>Script Writing</b>	P	MC	3	3
VC4507	<b>Art and Aesthetics</b>	T	MC	3	3
VC4508	<b>Communication Theories</b>	T	MC	3	3
VC4201	<b>Media Skills in Advertising</b>	P	D (O)	6	4
VC4302	<b>Visual aesthetics (to other Depts.)</b>	P	EG	3	1
	<i>Acting Skills (to other Depts.)</i>	<i>P</i>	<i>EG</i>	<i>3</i>	<i>1</i>
<b>SEM – V</b>	(Credits – 24+04 ) (MC24, ES6)				
VC5515	<b>Visual Analysis</b>	T	MC	6	6
VC5517	<b>Media Research Methods</b>	T	MC	6	6
VC5518	<b>Development Communication</b>	T	MC	6	6
VC5412	<b>Television Production</b>	P	MC	6	6
VC5413	<b>Advertising Production</b>	P	ES		
VC5414	<b>Professional Photography</b>	P	ES		
VC5415	<b>Copy Writing</b>	P	ES		
VC5416	<b>Web Designing</b>	P	ES	6	4
			SSP		
<b>SEM – VI</b>	(Credits - 35) (MS15, SK15)				
VC6609	<b>Media Laws and Ethics</b>	T	MS	4	6
VC6610	<b>Media Management</b>	T	MS	4	6
VC6611	<b>Media Presentation Skills</b>	P	MS	4	5
VC6612	<b>Integrated Visual Studies</b>	P	MS	3	3
VC6657	<b>Internship</b>	P	SK	8	8
VC6658	<b>Project</b>	P	SK	7	7

**B.Sc. VISUAL COMMUNICATION**

(From 2013-2014)

**SEMESTER – I**  
**VC 1502 HUMAN COMMUNICATION (T)**

SEMESTER : I  
CATEGORY: MC

CREDIT : 3  
NO.OF HOURS/WEEK : 3

**Objectives:**

- To understand the basic concepts in human communication with specific reference to visual communication.
- To apply the basic concepts of human communication in communication.

**Content:**

**Unit I** Communication: history, definitions, functions and types .Nature Components and purposes. Eight postulates of communication. The self in communication

**Unit II** Human communication process: elements, features and barriers. Perception.Perception process.Influencing factors.Attribution.Language and verbal interaction.Principles.Barriers.Social aspects. Listening

**Unit III** Nonverbal communication: importance. Functions and universals.Body communication.Body and culture.Body movements.Body language.Space ,Territorial and Touch communication. Para language and time.

**Unit IV** Interpersonal communication and relationships. Relationship development and deterioration. Group and organizational communication

**Unit V** Public communication.Impact of communication technology on culture.Social aspects of language.Language as a social institution.Culture and communication.

**Methodology:**

Theoretical inputs coupled with discussions and assignments.

**Evaluation:**

Internal 50%: CA I &II Tests 40marks and Assignments 10marks

External 50%: Semester Examination - Written 100 marks

**Key Text:**

1. DeVito Joseph A [2000], Human communication – The basic course, Harper & Row, London.
2. Stephen W. Littlejohn, [2010]Theories of Human Communication Waveland Press, Inc.
3. Min-Sun Kim, [2002]Non-Western Perspectives on Human Communication: Implications for Theory and Practice SAGE Publications, Inc.
4. Mark L. Knapp [2009] Nonverbal Communication in Human Interaction,Wadsworth Publishing.

**Books for Reference:**

1. Hedwig Lewis, [2000] Body Language, Response books, New Delhi,
2. Agee K Warren, et al [1979]*Introduction to Mass communication*. Oxford and IBH publishing Co., New Delhi.
3. Kincaid, Lawrence and Wilbur Schramm [1974]*Fundamentals of Human Communication*. East West Communication Institute, Honolulu.
4. Harry. C [1957] *On Human Communication*. John Wiley & Sons, New York.

**VC 1503 VISUAL LITERACY (P)**

SEMESTER : I  
CATEGORY: MC

CREDIT : 3  
NO.OF HOURS/WEEK : 3

**Objectives:**

- To understand the elements of visual communication.
- To appreciate the infinite details of the environs and ones role in them.

**Content:**

**Unit I** Visual Literacy - understand visual Image, think, learn and express. Visual reading – elements of visual- dot, lines, shapes, forms, contour, texture, size, perspective, of visual – balance, Rhythm proportion.

**Unit II** Vocabulary of color – pigment color, optical color, aspects of color, value, chromo, meaning of color - functions of color - attraction, association, retention and atmosphere.

**Unit III** Picture reading - figurative level - relationship of elements – perception , constancies, perceptual grouping, symbolic level – verbalization - creativity. Design, Association and Context, Shape, Angles /Direction, placement.

**Unit IV** Visual building vocabulary by exaggeration, distortion, stylization and abstraction. Picture and typography.

**Unit V** Use of various mediums - pencil, charcoal, dry pastels, pen and ink, water, acrylic and other mediums.

**Methodology:**

Theory and Practical sessions with exhaustive lab work on various assignments.

**Requirements:**

Students maintain two workbooks (class work and homework) Class workbook should contain all exercises done during the course.

Home work book: Should contain assignments done at home with different medium on all the visual elements, color theory, perspective, still life and landscape.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

1. Berger Arthur Asa, [2008] Seeing is Believing, McGraw Hill, New York
2. Joss A Smith Watson, [1999]The Pen & Ink Book: Materials and Techniques for Today's Artist –Guptill.
3. Judith WildeWatson, [2000]Visual literacy: a conceptual approach to graphic problem solving, -Guptill.

**Books for Reference:**

1. Robert W. Gill, [1981]Rendering with Pen & Ink, Thames & Hudson.
2. Stan Smith, [1984]Anatomy, Perspective & Composition, Macdonald.
3. H. Kumar Vyas, Design and Environment, National Institute of design, Ahmadabad.

SEMESTER : I  
CATEGORY: MC

CREDIT : 3  
NO.OF HOURS/WEEK: 3

**Objectives:**

- To acquire knowledge and skills in photography.
- To make the best use of the acquired knowledge in visual communication.

**Content:**

**Unit I** History of photography – definition - Concept and terminology, characteristics of light - light sensitivity.

**Unit II** Camera and equipments - types of camera – structure – features of the camera; lens-types of lenses-focal length, aperture, angle of view.

**Unit III** Chemistry of photography - light sensitivity- film and paper, developer, fixer and other chemicals.Darkroom techniques - developing and printing

**Unit IV** Techniques and styles of photography - exposure-depth of field; action, Portraiture, product, landscape, photo feature.

**Unit V** Digital Photography: Types & Functions of Sensor, Menus and Options in DSLR and Digital Photography Color management & Post Production.

**Methodology:**

Theoretical inputs combined with practical sessions and execution of various assignments.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

1. Barbara London Jim Stone John Upton,[2010] Photography (10th Edition) New York,Pearson.
2. Terry Barrett, [2005]Criticizing Photographs: An Introduction to Understanding Images,McGraw-Hill, New York.
3. Robert Hirsch, [2008]Seizing the Light: A Social History of Photography, McGraw-Hill.
4. Tony Northrup, [2012] DSLR Book: How to Create Stunning Digital Photography, Mason Press.
5. Ben Long, [2011] Complete Digital Photography, Sixth Edition,

**Books for reference:**

1. George Haines, [1992] Learning Photography, Hamlyn publishing Group, London,
2. Michael Langford, [1986] Basic Photography, Focal Press, London,
3. John Hedgeco, [1979] Complete Photography Course, Fireside Book, New York,

## VC 2508 DRAWING (P)

SEMESTER : II  
CATEGORY: MC

CREDIT : 3  
NO.OF HOURS/WEEK : 3

### Objectives:

- To study the form and structure of animate and inanimate objects.
- To learn the process of visual representation of ideas.

### Content:

**Unit I** Study of composition & structure, shape, form, balance, shade, tonal drawing, perspective - linear drawing, proportion, focal point, value pattern, light & shadow and cast shadow.

**Unit II** Sketching and painting – still life, wildlife & animals, landscapes, seascapes and creative painting.

**Unit III** Human anatomy - heads, hands, feet, structures and postures, movement in drawing.

**Unit IV** Study of portraiture – frontal and profile - expressions, clothed human form, environment presentation.

**Unit V** Effective understanding of instruments of drawing and medium – pencil, dry pastels, watercolor, acrylic, pen & Ink

### Methodology:

Extensive studio demonstrations and practical sessions to help students visualize and represent various forms using various methods and mediums.

### Requirements:

Students maintain two workbooks. Class work book: for all exercises to be done during the course.  
Home work book: for assignments to be done at home using different medium on still life, wildlife and animals, landscape and seascape, anatomy and human postures; portraiture and clothed figure; abstract artworks.

### Evaluation:

Internal 50% : CA I & II Tests-30, Assignments-20  
External 50%: Semester Practical Exam-30, Project- 20

### Key Texts:

1. Brian Curtis, [2009] Drawing from Observation: An Introduction to Perceptual Drawing, McGraw-Hill.
2. Betty Edwards, [2012] Drawing on the Right Side of the Brain: The Definitive, Tarcher.
3. Betty Edwards, [2002] The New Drawing on the Right Side of the Brain Workbook: Guided Practice in the Five Basic Skills of Drawing, Tarcher / Putnam.
4. Betty Edwards, [2004] Color: A Course in Mastering the Art of Mixing Colors, Tarcher.

### Books for Reference:

1. Gaspare De Fiore, [1983] Draw it! Paint it! Drawing Course, Eagle Mass Publications Ltd.
2. H.Gasser, [1968] How to Draw and Paint, Dell, New York.
3. Arthur L Guptill, [1984] Freehand Drawing – Self-taught, WatsonGuptill Publications, New York.
4. JognDevane, [1988] Drawing and Painting – The Portrait, Tiger Books International, London.
5. Stansmith (Consultant Editor), [1986] How to Draw and Paint – Landscapes, The Figure, New Burlington Books, London.

## VC 2509 ADVERTISING BASICS (P)

SEMESTER : II  
CATEGORY: MC

CREDIT : 3  
NO.OF HOURS/WEEK : 3

**Objectives:**

- To provide a basic understanding of the nature of Advertising as a creative industry.
- To develop basic skills in creating mainstream media ads [print, electronic and web].

**Content:**

**Unit I** Introduction to Advertising.Global and Indian scenario of advertising.Definition and Types.Structure and functioning of an Ad Agency.Advertiser-Agency Relationship.

**Unit II** Audience Analysis, Segmentation, Targeting and Positioning; Audience Research-Demographics, Psychographics.

**Unit III** Creative Aspects of Advertising.Edward de Bono's lateral thinking. Art Direction. Creative Aspects in Print and Electronic Media.Print Production; Electronic Production; Other Media Productions; Cutting-edge Advertising.

**Unit IV** Outdoor Advertising.Media Choices.Creative use of Media – Traditional and New Media.Guerillamarketing.Point of purchase and other new forms of advertising.

**Unit V** The Role of PR in Advertising. Advertising Social Issues.Political Advertising.Dynamics of creating and executing the complete campaign strategy.

**Methodology:**

Theoretical inputs through classroom lectures, student presentations, and interaction with advertising personnel.

**Evaluation:**

Internal 50%: CA I &II Tests 40marks and Assignments 10marks  
External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Roger Baron, [2010] Advertising Media Planning,McGraw-Hill.
2. Pete Barry,[2012] Advertising Concept Book,Thames & Hudson.
3. Mario Pricken [2008]Creative Advertising, Thames & Hudson.
4. William F Arens, [2012] Contemporary Advertising,McGraw Hill Higher Education.
5. Jim Atchison, [2007]Cutting Edge Advertising, Pearson Prentice Hall,
6. Frank Jefkins, [1992]Advertising Made Simple, Rupa& Co, New Delhi.
7. CoutlandL.Bovee, John V.Thill, George P.Dovel, Marian Burk Wood, [1995] Advertising Excellence, McGraw-Hill, Inc. N.Y.
8. Bono Edward de [1993] Serious creativity:Using the Power of Lateral Thinking to Create New Ideas. Harperbussines, London

**Books for Reference:**

1. G.M.Rege.Dr. [1972]Advertising Art & Ideas - A Textbook, Kareer Polytechnic Publication, Bombay.
2. S.A.Chunawalla and K.C.Sethia, [2000] Foundations of Advertising Theory and Practice,Himalaya Publishing House, Mumbai,
3. Arthur A. Winters & Shirley F. Milton, [1989] The Creative Connection – Advertising Copywriting and Idea Visualization, Fairchild Publications, New York.
4. David Ogilvy, [1985] Ogilvy on Advertising ,Vintage; 1st Vintage Books . London.

**VC 2510 ELEMENTS OF FILM (P)**

SEMESTER : II

CREDIT : 3

**Objectives:**

- To understand the fundamentals of film as a form of communication.
- To develop a technical approach to film.

**Content:**

**Unit I** Film as an experience, entertainment, commodity, communication medium – a brief overview of film history, with special reference to India and Tamil Nadu.

**Unit II** The Shot: characteristics, types, meanings; scene and sequence.

**Unit III** Camera angles and movements, performance, settings, props, costume, lighting, editing, sound, SFX.

**Unit IV** Mise-en-scene, montage, cinematic codes, conventions, film form and narrative structure – Genre forms – documentary and animation forms.

**Unit V** Film concepts and film movements - Great auteurs from Hollywood, Europe, Russia, Asia and India.

**Methodology:**

Theoretical inputs supported by ample illustrations from films and group/individual exercises in technical analysis.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key texts:**

1. Bordwell K and Thomson K [2010] *Film Art – An Introduction*. McGraw-Hill, New York.
2. Turner G [2006] *Film as Social Practice*. Routledge, London.

**Books for References:**

1. Barnow, E. [1974] *Documentary – a History of Nonfiction*, Oxford, OUP,
2. Schatz, Thomas, [1981] *Hollywood Genres: Formulas, Film making and the Studio System*, New York, McGraw Hill,
3. Mast S and Cohen M Ed., [1985] *Film Theory and Criticism*, Oxford, OUP,
4. Nichols, B Ed., [1985] *Movies and Methods*, Vols. I and II, University of California Press.
5. Barnow and Krishnaswamy S, [1990] *Indian Film*, New York, OUP,
6. James Monaco, [2000] *How to read a film*, Delhi, Macmillan,
7. Chris Newbold, [2000] *The Media Book*, Arnold.
8. Bernard F. Dick, [2000] *Anatomy of Film*, Bedford, St. Martin's.



## VC 3509 GRAPHIC DESIGN(P)

SEMESTER : III  
CATEGORY: MC

CREDIT : 3  
NO.OF HOURS/WEEK: 3

### Objectives:

- To help understand and learn graphic design principles.
- To conceptualize ideas in graphic form and creatively produce designs.

### Content:

**Unit I** Design-definition, language of design –process of designing-Elements of design – line; applications of geometrical forms- two dimensional and three dimensional, volume and mass, texture, pattern, black and white, color, space, movement, color and space, form and space, visual structure.

**Unit II** Principles of design – balance, contrast, harmony, rhythm, proportion, emphasis, scale and unity. Visual center of design; space; formal and informal balance; scale-size, shape contrast; rhythm & movement; layout principles: rule of thirds, grids; proportion-the golden mean and the unity of layout elements; basic design applications.

**Unit III** Typography –classification groups and subgroups, families, fonts: serifs, sans serifs, hand formed and specialized; craft of typography- point system, selection and use of fonts -type specification, copy fitting and spacing; calligraphy.

**Unit IV** Graphic reproduction - elements of printing-basic production steps - fundamentals of letterpress, lithography, offset, gravure, flexography, screen-printing - color separation, reproduction and registration - computerized prints - dot-matrix, jet, electrostatic and laser; papers and inks for printing.

**Unit V** Message presentation from concept to visual; process of design; problem identifying; preliminaries refinement, analysis decision making and implementation; design as purposeful, informational visual language and creativity; thumbnails-roughs-comprehensives-print designs.

### Requirements:

Students maintain design workbook for class exercises.

Originals designs to be created on: basic elements - line, shapes, texture and color.Two Dimensional and three Dimensional forms.Typographical signs and logos.Basic shapes and Packages.Selected stationery items.And design a tabloid and print.

### Methodology:

Exposure through lectures to elements, principles of design and the design process coupled with practical sessions on communicating messages/ideas through design.

### Evaluation:

Internal 50% : CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

### Key texts:

1. Timothy Samara, [2007]Design Elements: A Graphic Style Manual Rockport Publishers.
2. Bryony Gomez-Palacio, [2011]Graphic Design, Reference: A Visual Guide to the Language, Applications, and History of Graphic Design, Rockport Publisher.
3. Wendell. C. Crow, [1986]Communication Graphics, Prentice-hall, Englewood Cliffs, N.J.
4. Peter Bridgewater, [1987]An Introduction to Graphic Design, Chartwell Books, N.J.
5. Maggie Macnab,[2008] Decoding Design: Understanding and Using Symbols in Visual Communication HOW Books NY

### Books for Reference:

1. Russell N. Baird, [1987]The Graphic Communication, Holt, Rinehart and Winston, Canada.
2. Jerry Palmer &MacDodson, [1995]Design and Aesthetics, Routledge, London.
3. David Bann, [1985]The Print Production Hand Book, Macdonald & Co (Publisher) Ltd, London.

## VC 3510 MEDIA CULTURE AND SOCIETY (T)

SEMESTER : III  
CATEGORY: MC

CREDIT : 3  
NO.OF HOURS/WEEK : 3

**Objectives:**

- To understand the dynamics of media culture and society.
- To study the core concepts of critical reading of the media.

**Content:**

**Unit I** Media saturation. The manufacture and management of information. Why, How and How Not to study media. A theoretical framework for media education. The need for critical autonomy.

**Unit II** Media determinants: Owners and controlling companies. State and the law. Advertisers. Economic determinants. Media rhetoric. Selection. The rhetoric of the image. The effect of camera and crew. Visual coding. Political economy of media and global issues.

**Unit III** Media as the consciousness industry. Media ideology. Dominant and subordinate ideologies. Media and realism. Media and identity, cultural approach in studying the media.

**Unit IV** Media audiences: Reception, Audience positioning. Subjectivity. Pleasure. Audience dynamics. Impact of media on society, ecological perspectives.

**Unit V** Alternate media: Indian and global initiatives; social media for social change; Future of mass media: digital technologies, changing media, Issues of globalization.

**Methodology:**

Theoretical inputs through classroom lectures and discussions on media education.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks  
External 50%: Semester Examination - Written 100 marks

**Key texts:**

1. Paul Hodkinson, [2010] Media, Culture and Society: An Introduction, SAGE Publications Ltd.
2. Neil Postman, [2005] Amusing Ourselves to Death: Public Discourse in the Age of Show Business Penguin Books.
3. Peter L. Berger [1967] The Social Construction of Reality: A Treatise in the Sociology of Knowledge, Anchor.
4. Alvarado, Gutch and Wollen, [1987] Learning Media, Macmillan Education Ltd.
5. Len Masterman, [1985] Teaching the Media, Co-media Publishing Group, London,
6. Tim O'Sullivan and Brian Duttar, [2003] Studying the media- An introduction, Arnold, London.
7. Michael O'Shaughnessy, Jane Stadler, [2005] Media and society an introduction, Oxford University press.

**Books for Reference:**

1. Grame Burton, [1989] Talking Television, Vikas Publishing House, New Delhi.
2. Sean McBride, [1982] Many Voices, One World, UNESCO, New Delhi.
3. David Barrat, [1986] Media Sociology, Tavistock Publications, London.
4. M.S.S. Pandian, [1992] The Image Trap, Sage Publications, New Delhi.
5. Chris Newhold and Oliver Boyd, [2002] The Media Book, Arnold, London.
6. Ciaran McCullagh, [2002] Media Power, Palgrave, London.
7. Nick Couldry, [2003] Media Rituals: A critical approach, London.
8. David Corbeau, William Hoynes [2003] Media /Society: Industries, Images and Audiences, Sage publications.

**VC3508 HISTORY OF MEDIA(T)**

SEMESTER : IV

CREDIT : 3

**Objectives:**

- To study from a historical perspective the development of communication media.
- To understand the impact of media in India.

**Content:**

**Unit I** The Print medium: prehistory, origins and evolution; Indian press during the colonial, nationalist and contemporary period, newspapers and magazines in Tamil Nadu, Central and State Government media organizations.

**Unit II** The Electronic media: international origins; an overview of Radio in India, the FM boom and community radio; arrival of Satellite private / foreign TV channels and the growing Indian TV industry.

**Unit III** The Film medium: birth of cinema, role of films during freedom movement and after, film censorship, film industry- production & distribution, parallel cinema and documentary films in India.

**Unit IV** The Folk media: introduction to the folk media in Indian culture; folk forms of Tamil Nadu.

**Unit V** Digital media and the future: Current trends; social Media, internet and related issues.

**Methodology:**

Theoretical inputs through classroom lectures, visits to media organizations and interaction with media professionals.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks  
External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Asa Briggs, [2010] Social History of the Media: From Gutenberg to the Internet Polity.
2. Marshall T. Poe, [2010] A History of Communications: Media and Society from the Evolution of Speech to the Internet Cambridge University Press.
3. Keval J Kumar, [2002] Mass Communication in India. Jaico Publishing House, Mumbai.
4. Srivastava, K M, [1992] Media Issues. Sterling Publishers Pvt Ltd., Delhi.
5. Vatsyayan, Kapila, [1980] Traditional Indian Theatre – Multiple Streams. National Book Trust, Delhi.

**Books for Reference:**

1. Acharya, R N, [1987] Television in India. Manas Publications, New Delhi.
2. Luthra, H R, [1986] Indian Broadcasting. Ministry of I& B, New Delhi.
3. Vasudev, Aruna, [1986] The New Indian Cinema. Macmillan India, New Delhi.

SEMESTER : IV  
CATEGORY: MC

CREDIT : 3  
NO.OF HOURS/WEEK: 3

**Objectives:**

- To understand the art and craft of scripts for film and Television media.
- To creatively write and evolve script for film and Television media.

**Content**

**Unit I** Scriptwriting as a creative enterprise – creative thinking – creativity process – stages in the craft of script writing – basic story idea, narrative synopsis outline, scene breakdown, and full-fledged script.

**Unit II** Narrative structure – beginning-middle-end – conflict, development, climax and denouement – story, storyline, plot, and treatment – principles of suspense and surprise.

**Unit III** Select narrative techniques – point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter.

**Unit IV** Characterization – character biography – tags – stereotyping – two-dimensional versus three-dimensional characters – guiding principles for evolving effective and credible characters.

**Unit V** Film and TV script formats, popular and alternative genre, storyboards – Copyright; software.

**Methodology:**

inputs on the art of script writing and progressively structured exercises in script writing.  
Students will be graded on the basis of maintaining various records and diaries, class participation, and regular tests.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20  
External 50%: Semester Practical Exam-30, Project- 20

**Key texts:**

1. Richard Walter, [2010] Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing Plume.
2. Robert McKee, [1997] Story: Substance, Structure, Style and The Principles of Screenwriting ReganBooks.
3. Ken Dancyger, [2006] Alternative Scriptwriting: Rewriting the Hollywood Formula Focal Press.
4. Syd Field, [2005] Screenplay: The Foundations of Screenwriting Revised edition
5. David Trottier, Silman, [2010]The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script -James Press.
6. Christopher Riley, Michael, [2009]The Hollywood Standard: The Complete and Authoritative Guide to Script Format and Style (Hollywood Standard: The Complete & Authoritative Guide to) Wise Production.
7. William Miller, [1989] Screen writing for narrative film and television, Columbus Books, London.

**Books for Reference:**

1. Dwight, Swein, [1976] Film Script Writing, Hastings House, New York.
2. Dwight, Swein, [1976] Script Writing for Video and Audio Media, Hastings House, New York.
3. Barry Hampe, [1993] Video Script writing, Plume, Penguin USA Inc.
4. Sujatha, ThiraiKathaiEzhuthuvathuEppadi.[2010] (Tamil book)
5. Sujatha, Workbook on screenplay writing .[2010](Tamil book)

**VC 4507 ART AND AESTHETICS (T)**

SEMESTER : III

CREDIT : 3

**Objectives:**

- To acquire knowledge of the principles art and aesthetics
- To appreciate the forms art in the west and in India.

**Content:**

**Unit I** General principles of Indian art: art and beauty, principles of image making, Theories of Rasa, Dhvani, Alankara, Auchitya and Riti. Visual and performing art. Classification of paintings in Chitrasutra. Visible and invisible aspects of art, compositional aspects of art.

**Unit II** Art history, art criticism and aesthetic theories. Development of formalism (Wolfflin, Reigl), Iconology (Gombrich and Panofsky), Visual Perception (Rudolf Arnheim) and New Art History (Bryson, Hal Foster). Ananda Coomaraswamy and Stella Kramrisch and their relevance in the Indian Art History study.

**Unit III** Western and Eastern approach to art and aesthetics: Plato, Aristotle and others. Aesthetic categories: Beauty, tragic, comic, sublime. Tamil aesthetics: agam, puram, thinai. Manifestos of modern art movements. Theory of Avante-Garde. Implication of theories of Semiotics. Structuralism, Postmodernism and Feminism on Art thinking and writing.

**Unit IV** European Art: prehistoric art, Cretan, Greek, Roman, Etruscan, Early Christian, Byzantine, Gothic, Renaissance, Mannerist, Baroque, Neo-Classicism, Romanticism, Realism, Impressionism, Post-impressionism, Symbolism, Fauvism, Cubism, Expressionism and abstract trends.

**Unit V** Futurism, Dadaism, Surrealism, Abstract expressionism, Op, Pop, Minimal, Neo-figuration and art in Post-modern period – Italian Trans-avant-garde, German Neo-expressionism, Happening, Installation, Feminist, Gay art.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks  
External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Gardner Helen, [2012] Art through the Ages: A Global History, Volume I and II, Wadsworth Publishing.
2. Robert Stecker, [2010] Aesthetics and the Philosophy of Art: An Introduction (Elements of Philosophy) Rowman & Littlefield Publishers.
3. Yuri Borev, [1985] Aesthetics, Progress Publications, Moscow.
4. Rama Coomaraswamy (Editor), [2003] The essential Ananda K Coomaraswamy, World wisdom Publisher.

**Books for Reference:**

1. Arnold Hanser, [1982] Social History of Art, Routledge and Kegan Paul, London.
2. Ernst Fischer, [1963] The necessity of Art, Penguin Books, U.K.
3. An Approach to Indian art, [1974] Nihranjan ray, Publishing Bureau Punjab University.
4. Compilation, Aestheticians, publications Division, Government of India. [1990]

**VC 4508 COMMUNICATION THEORIES (T)**

**Objectives:**

- To provide theoretical understanding of various approaches to communication studies.
- To equip the students with concepts and perspectives in Mass communication.

**Content:**

**UNIT I** Communication models and theories; Early models of communication, Hypodermic needle model and S-R model; Berlo's S-M-C-R model, Osgood & Schramm's circular model; Schramm's Field of Experience model; the Lasswell formula & Braddock's extension; Mathematical Model of Communication. Map of communication theories.

**UNIT II** Perception: definition, role in communication; Four rings of defenses; The Schema theory; Groups: definition & types model of group formation; importance of group norms and group pressure in communication. Propaganda: definition, objectives & devices. Attitude: definition, structure & role; major findings of attitude-change (persuasion) research. Krugman's Theory of Low Involvement; Festinger's Cognitive Dissonance Theory.

**UNIT III** The two-step flow model: major findings & criticism. Diffusion of Innovations: definition; characteristics of innovation; innovation decision process; concepts of homophily & heterophily; adapter categories & criticism; channels of communication. Agenda Setting Model: basic model; model of differential agenda-setting; criticism. Media performance theories: Authoritarian: Free-press; Totalitarian, Social Responsibility.

**UNIT IV** Uses & Gratifications perspective: basic model; Rosengren's model; criticism. Neuman's Spiral of Silence model; Dependency model of communication; McLuhan's media determinism, concepts of Global Village and hot & cool media.

**UNIT V** Media violence theories: Catharsis, Reinforcement, Cultivation, Observational-Learning. Display-Attention model: the market-driven dimension.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks  
External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Baran, S. & Davis, D, [2009] Mass communication theory: Foundations, ferment, and future, Belmont: Wadsworth Publishing Company.
2. Dennis McQuail, Mass Communication Theory. [2001] Sage Publications. New Delhi

**Books for Reference:**

1. SrinivasMelkote and H. LeslieSteeves, [2001] Communication for Development in the Third World. sage Publications. New Delhi
2. ArvindSinghal and Everett Rogers [2001] India's Communication Revolution sage Publications. New Delhi

## VC 5515 VISUAL ANALYSIS (T)

SEMESTER :V  
CATEGORY: MC

CREDIT : 6  
NO.OF HOURS/WEEK : 6

### Objectives:

1. To help understand and interpret media text effectively.
2. To critically look at visuals and learn to apply visual analysis tools.

**Unit I** Visual Text and meanings. The six perceptions of visual Image. Personal, Historical, Technical, Ethical, Cultural, Critical perspectives. Critical Discourse Analysis.

**Unit II** Basic concepts of Marxist social analysis. Class nature of media. Marxist approach to media texts. Hegemony. Althusser Ideology. Base and super structure.

**Unit III** Semiotic approach. Media as text. Signs. Codes. Denotation and connotation. Syntagmatic and paradigmatic analysis. social semiotics.

**Unit IV** Psychoanalytic approach to media. Freud and Lacan. Basic concepts. Gaze. Repression. Desire. Construction of subject.

**Unit V** Gender perspectives. Feminist approach. Postmodern approach. Post Colonial approach.

### Evaluation:

Internal 50%: CA I & II Tests 40marks and Assignments 10marks  
External 50%: Semester Examination - Written 100 marks

### Key Texts:

1. Berger Arthur Asa, [2012] Media Analysis Techniques, Sage Publication, London.
2. Gillian Rose, [2011] Visual methodologies, Routledge, London.
3. Theo Van Leeuwen, Carey Jewitt, [2003] Handbook of Visual analysis, Sage Publication, London.

### Books for Reference:

1. Philip Ryan and Peter Walls, [2001] Media studies: the Essential introduction, Routledge, London.
2. Marita Sturken, [2009] Practices of Looking: An Introduction to Visual Culture Oxford University Press, USA.
3. Paul Martin Lester, [2002] Visual Communication: Images with Messages, Thomson, UK.

## VC 5517 MEDIA RESEARCH METHODS (T)

SEMESTER : V  
CATEGORY: MC

CREDIT : 6  
NO.OF HOURS/WEEK: 6

**Objectives:**

- To provide orientation to the methods of social sciences research employed by media groups.
- To equip oneself to write research paper and evaluation of research.

**Content:**

**Unit I** The need and relevance of media research. Scientific and nonscientific method. Types of research design. Steps involved in designing a research project. Legal and ethical issues. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis, etc.

**Unit II** Media research approaches. Qualitative, content analysis, survey research, longitudinal and experimental research. Research ethics

**Unit III** Data collection methods. Primary data and secondary data. Types of secondary data. Survey data, Observation data. General accuracy of data collected. Questionnaire method. Structured and non-structured. Telephone and personal interviews. Questionnaire construction methods.

**Unit IV** Sampling. Types of sample. Probability and non-probability. Sampling problems. Sample error. Choosing a sample design. Data analysis, identifying interdependencies. Writing a research paper and evaluation of research.

**Unit V** Research applications: print media, electronic media, advertising, public relation and new media. Opinion polls and audience research and viewership ratings; Research institutions; scope in media research; funding agencies. Software application in research (SPSS).

**Methodology:**

Theoretical inputs through classroom lectures, exercises and case studies using different media texts.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks

External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Hansen, Andres et al., [2013] Media and Communication Research Methods, Palgrave Macmillan Press Ltd, London.
2. Wimmer, D Roger and Dominick R Joseph, [2013] Mass Media Research- An Introduction, Wadsworth Publishing Company, California.
3. Berger Arthur Asa, [2011] Media and Communication Research Methods, An Introduction to Qualitative and Quantitative Approaches, Sage Publications, USA.
4. Leslie A. Baxter, Earl Babbie, [2003] The basics of communication research, Wadsworth Publishing Company, California.

**Books for Reference:**

1. Dr. Mercado, [1979] Communication Research Methods, University of Philippines, Manila.
2. Pamela L. Alreck and Robert B. Settle [1985] The Survey Research Handbook, Irwin Homewood, I



SEMESTER : V  
CATEGORY: MC

CREDIT : 6  
NO.OF HOURS/WEEK : 6

**Objectives:**

- 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** The nature of Development. Defining development as a Goal, as a Process; Key Concepts in Development: Self-reliance, Dependence, Cultural Identity, Decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. Complexities of development efforts; Alternate paths to Development; Development and Colonialism; Development and Tradition bound Society.

**Unit-II** The Concept of Development Communication: Definitions of Development Communication, Roles of Development Communication, and Philosophy of Development Communication - Differences from General Communication, Goals of Development Communication. Differences between Communication for Development and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

**Unit-III** Communication for social change. Social Behavioral change communication. Using Folk Forms for Social Change; Taking Theatre into the Streets; Empowerment through Silver Screen; Role of a communicator in the process of social change. Folk forms and alternative silver screen' for social change. Using social networks to propagate social messages, building communities as a social watch.

**Unit-IV** Social advertising and social marketing - Taxonomy of social ads. Social advertising in India - areas covered- agencies involved. Designing and producing IEC materials. The DVAP and other media units, organized sector and voluntary organizations, international agencies.

**Unit-5** Campaign Strategies - the why and how of a campaign; audience analysis, fixing target audience, focusing message, determining media choice, execution of a campaign. Career prospects.

**Methodology:**

Classroom lectures and group presentations. Application of the basic principles of development communication in a campaign on social issues.

**Evaluation:**

Internal 50%: CA I & II Tests 40 marks and Assignments 10 marks  
External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Manyozo, Linje, Media, communication and Development - Three approaches , Sage Publications 2012
2. Thomas I McPhail, [2009] Development Communication: Reframing the Role of the Media Wiley-Blackwell.
3. Emile G McAnany, [2012] Saving the World: A Brief History of Communication for Development and Social Change, University of Illinois Press.
4. Melkote, Srinivas R., [2012] Development Communication in Directed Social Change: A Reappraisal of Theories & Approaches, Asian Media Information and Communication Centre.

**Books for reference:**

1. D'Abreo Desmond A. [1990] Voice to the People- Communication for Social Change, Culture and Communication. Madras.
2. Chauhan, Meenakshi R., [1995] Advertising- The Social Ad Challenge, Anmol Publications Pvt. Ltd., New Delhi.
3. Melkote, Srinivas R., Steeves, H. Leslie [2001] Communication for Development in the Third World- Theory and Practice for Empowerment, Sage Publications. New Delhi.
4. Clayton Vollan and Jim Simmons (Ed) [1985] Development Communication- A Resource Manual for Teaching, Asian Mass Communication Research and Information Center, Singapore.

**VC 5412 TELEVISION PRODUCTION (P)**

SEMESTER : V  
CATEGORY: ES

CREDIT : 6  
NO.OF HOURS/WEEK : 6

**Objectives:**

- To understand the nuances of Television medium.
- To develop overall creative skills in the production of Television Programmes.

**Content:**

**Unit I** Understanding TV medium; differences from the Film medium; Video formats - VHS, U-Matic , Beta; Digital formats, HD, HDD. TV and Video Production approaches.

**Unit II** Preproduction:scheduling, budgeting, breakdown of scripts, contracts, Teamwork and work ethics.

**Unit III** Grammar of Production - Set design and costume.Camera Movements.Production Team; Single-Camera and Multi-Camera Production. Different genre in Studio production - Interview, Educational Shows, Drama, PSA, Game Shows, reality shows. Anchor, News Reader.Outdoor Production – ENG (Electronic News Gathering) and EFP (Electronic Field Production).

**Unit IV** Lighting and Sound - natural and artificial lighting, dramatic effect and special effect lighting; three point, high key and low-key lighting. Basics of Sound recording, microphones, sound manipulation.

**Unit V** Post Production: Posting voice and music. Adding special effects.Editing - Grammar of editing, Transitions, Editing the visual, editing the sound track. Editing for music pieces.Production Problems in each phase and their solutions.Some legal issues.

**Practice:**

1. Studio Productions: Basic shots, Interviews (Single camera set-up), Shows (Multi camera set-up), Drama.
2. Outdoor Productions: News reporting / Road show, Short documentaries and drama.
3. Editing Exercises: Sequencing, Creating a story with stock shots, Music video

**Methodology:**

Theoretical inputs and extensive practical assignments in TV production.

**Evaluation:**

Internal 50%: CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

1. Zettle Herbert, [2011] Television Production Handbook, Wordsworth Publishing Co., California.
2. Mick Hurbis-Cherrier, [2011] Voice & Vision: A Creative Approach to Narrative Film and DV Production Focal Press.
3. Lynn S. Gross and Larry W. Ward, [1991]‘Electronic Moviemaking’ Wadsworth Publishing Company, California.
4. Sr. Mary Peter Claver and Sr. Mary Jyosita, [1992] ‘First Steps to TV-Video Production’,BharathiBhawan, Patna.
5. Allan Wurtzel, [1983] ‘Television Production’ McGraw Hill Book Co.

**Books for Reference:**

1. Ralph S.Singleton, [1991] ‘Film Scheduling’ (2 Ed), Lone Eagle Publishing Company, Los Angeles, CA.
2. Steve E.Browne [1989] ‘Videotape Editing - A Postproduction Primer’, Focal Press, Boston.

**VC 5414 PROFESSIONAL PHOTOGRAPHY (P)**

SEMESTER : V

CREDIT : 6

CATEGORY: ES

NO.OF HOURS/WEEK : 6

**Objectives:**

- To help understand photography in terms of the various branches of photography.
- To provide specialized training in photography catering to professions of photography.

**Content:**

**Unit I** Professional photography. Branches of professional photography. Advertising, Industrial, Fashion, Wildlife and others.

**Unit II** Equipment and techniques. Cameras and lenses. Getting exposure right. Choosing lenses. Standard, Wide angle, telephoto lenses. Tele zooms, fish eye lens and fast lens. Using simple filters.

**Unit III** Composition Rules. Picture with the impact. The focal point, center of interest, perspective and viewpoint.

**Unit IV** Shapes and form. Pattern and outline, movement. Creativity. Zone system.

**Unit V** Understanding and handling light. Adapting day light, direct light, diffused light, reflected light. Controlling light and measuring light.

**Practice:**

Indoor-shooting. Product alone with different light settings. Tabletop. Product in use. Product alone and Product with the model. Industrial product shoot. Model Portfolio shoots. Print /outdoor campaign shoots. Outdoor shooting. Wildlife.

**Methodology:**

Theoretical inputs with intensive lab work and practical sessions to achieve competence in the field.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

1. Dave Saunders, [1988] Professional Advertising Photography, Mere Hurst Press, London.
2. Alain Solomon, [1987] Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publishing, New York.

**Books for Reference:**

1. John Constantine and Julia Valice, [1983] The Thames-Hudson Manual of Professional Photography, Thames-Hudson, London.
2. Jack Newbart, [1989] Industrial Photography, Am Photo, Watson Guptill Publications, New York.

**VC 5413 ADVERTISING ART DIRECTION (P)**

SEMESTER : V

CREDIT : 6

CATEGORY: ES

NO.OF HOURS/WEEK : 6

**Objectives:**

- To develop skills in conceptualization and visualization of complex ideas.
- To visualize and prepare potential layout for advertisements.

**Content:**

**Unit I** Product mix-distribution channel- marketing communication channel- planning advertising, advertising collaboration, product positioning, creative blueprint, advertising strategy, creative strategy, brain storming, Big idea, copy writer's, art director's contribution & collaboration, purpose of copy and Illustration.

**Unit II** Illustration – principles of illustration, Qualities of good illustration. Types of illustrations: Drawing and painting, hand lettering, water color, gouache, pastel, modern illumination, collage and others.

**Unit III** Concept and visualization- creative process, problem identifying, incubation, illumination, preliminaries refinement, analysis & decision making and implementation; design purposeful, informational visual language and creativity; Creating effective design.

**Unit IV** Visualizing advertisement, structure and types of layout, kinds of layouts- classical, vertical division, horizontal and diagonal division, fractional divisions; elements of advertisement layout, thumbnail, rough, ruled comprehensive, type comprehensive.

**Unit V** Visualizing promotional materials: direct mailer, brochures, package designs, posters, book jacket, newsletter, environmental graphics, corporate Identity manual, brand identity manual, stationeries.

**Requirements:**

Students regularly do the following design works and submit as and when required for internal assessment and external examination.

Illustrations with different medium. Layouts for advertisements and other promotional materials.

Projects: signs, logos, brand identity, corporate identity. Package designs etc.

**Methodology:**

Intensive studio and lab work complemented with theoretical inputs.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

1. Steven Heller & Lenonique Vienne, [2009], Art Direction At last Explained, Lawrence King Publishing Ltd, London.
2. Simon Jennings, [1980] The Complete Guide to Advanced Illustration and Design, Chartwell Books Inc., NJ.
3. Richard M. Schelemmer, [1990] Handbook of Advertising Art Production, Prentice Hall, Englewood cliffs, NJ.

**Reference:**

1. Harvey R. Levenson, [1981] Art and Copy Preparation, Graphic Art Technical Foundation, USA.
2. Raymond F. Stock, [1976] Sales Literature for Industry, McGraw Hill.

**VC 5415 COPY WRITING (P)**

SEMESTER : IV

CREDIT : 6

**Objectives:**

- To understand the language of advertising effectively.
- To equip the students with tools to write effective copy for advertising.

**Content:**

**Unit I** Language of communication – strategies of address. Advertising-psychological mirror, advertising ideology-marketing mix, sales promotion, incentive, temporary incentives, planning promotion, assess the brief, sales and marketing objective and pretest.

**Unit II** The creative process-the anatomy of press ads, Agency brief, Advertising strategy-creative brief and creative strategy.

**Unit III** Target audience, tone of voice, brand image, the proposition-the brand positioning statement-brainstorming and the Big idea.

**Unit IV** Visualization and layout, visual and copy, advertising copy, long and short copy, headline – basics of writing, functions, essentials and different forms. Slogans – necessity, characteristics and different types.

**Unit V** Types of copy – scientific, descriptive, narrative, colloquial, humorous, topical, endorsement, interrogative, prestige, reason why, co-operative and intentional.

**Practice:**

1. Copy for Direct mailer, basic structure, crafting the copy.
2. Writing for in-shop media-poster, dangler, counter dispenser, point of sales, and point of purchase materials. Outdoor and Transit commercials, Hoarding/Billboards- innovations, exhibitions, events etc.
3. Scripting for an audio-visual and writing for the Internet. The difference between Paper and Online Presentation, Writing Effective Web Copy.

**Methodology:**

Theoretical inputs and intensive case study applied in the creation of the simulated advertising campaign.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

1. Valladares A. June, [2000] The Craft of Copy writing, Response Books, New Delhi.
2. Jonathan Gabay J., [1996] Teach Yourself Copywriting, Teach Yourself Books, London.
3. Robert W. Bly,[2006] The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells Holt Paperbacks.
4. D&AD,[2012] The Copy Book,Taschen.
5. Margo Berman, [2012]The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy Wiley-Blackwell,.

**Reference:**

1. Arthur A. Winters and Shirley F. Milton, [1982] The Creative Connection, Fairchild Publications, New York.
2. Jim Aitchison, [1999] Cutting Edge Advertising, Prentice Hall, New Delhi.
3. Anil Thakraney (Ed), [2002] The Last Word, Mid Day Multimedia Limited, Mumbai.

**VC 5416 WEB DESIGN AESTHETICS (P)**

**Objectives:**

1. To understand the aesthetics behind the presentation style of web media.
2. To equip with skills in design principles for designing web pages.

**Unit I** Introduction to web designing-teams and tasks-technologies and tools-planning a website-documentation

**Unit-II** Designing for screen-layout-creating design mock-ups-building the pages-web file formats-slicing designs-exporting designs

**Unit-III** HTML-content block-HTML containers-Designing Web Layouts-Harnessing the Power of Tables-Organizing Your Site with Frames-Styling Web Pages with Cascading Style Sheets-Positioning Elements with DIVs.

**Unit-IV** Adding interactivity with flash, forms, other tools-adding dynamic page elements with DHTML-animating with flash-adding multi-media and other objects-blogging

**Unit-V** Maintaining and Updating Site-Designing with XML-Making Site for Mobile with WAP/WML-Cashing In on E-Commerce

**Evaluation:**

Internal 50%: CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key texts:**

1. David A. Crowder and Andrew Bailey, [2004] Creating website bible, Wiley Publishing Inc.
2. Wendy Willard, [2011] Web Design demystified, The McGraw-Hill.

**Books for References:**

1. Adobe Dreamweaver tutorials, Adobe Systems Incorporated.
2. Craig Grannell,[2007] The Essential Guide to CSS and HTML Web Design, Apress USA.
3. Jason Beard, [2010] The principles of beautiful web design, Site Point Pvt. Ltd.
4. Jon Duckett, [2011] Beginning Web Programmingwith HTML, XHTML, and CSS, Wiley Publishing, Inc.

**SEMESTER – VI**

**VC 6609 MEDIA LAWS AND ETHICS(T)**

SEMESTER: VI  
CATEGORY: MS

CREDIT : 6  
NO.OF HOURS/WEEK : 4

**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.

**Content:**

**Unit I** Constitution of India. Indian legal system. Brief history of media laws in India. Fundamental rights. Freedom of expression, Reasonable restrictions,

**Unit II** Legal controls of Indian media, News paper registration. Prasar Bharathi Act, Cable TV Act, Indian Cinematograph Act. Cyber law. Contempt of court. Defamation, libel and other laws related to media.

**Unit III** Regulatory bodies of Indian media. The Press Council of India. CBFC, Advertising standard council, National Broadcasters Association,

**Unit IV** Media contracts-Copyright-Consent forms-Story and title registration. Legal rights and defenses for media professionals

**Unit V** Media and ethics. Code of conduct in various media. Ethical issues in media. Professional ethics. Social responsibility of the media persons.

**Methodology:**

Theoretical inputs through classroom lectures, exercises and legal case studies.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks

External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Vrdisha Barua, [2002] Press and Media Laws, Universal Law Publishing, New Delhi.
2. Durga Doss Basu, [2000] Press Laws, Central Law Book Agency, Delhi.
3. Kiran R.N., [2000] Philosophies of Communication and Media Ethics, B.R. Publishing Corporation, New Delhi.

**Book for reference:**

1. Baskar Rao N., G.N.S. Ragavan, [1996] Social Effects of Mass Media in India, Gyan Publishing House, New Delhi.
2. Neelamalar.M, Media law and Ethics, PHI Learning Private Limited, New Delhi, 2010

**VC 6610 MEDIA MANAGEMENT (T)**

SEMESTER : VI

CREDIT : 6

**Objectives:**

- 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 - management theories. Nature and purpose. Functions of management and patterns of management.

**Unit II** Managing media organization - planning, coordination, motivation, staffing, control, decision-making and departmentalization. Essential managerial skills. Time management.

**Unit III** Human resource and Personnel management in media organization: hiring process, interviewing, orientation, performance appraisals, reviews, promotion and termination process. Legal and Ethical issues in media management.

**Unit IV** Production and financial management for film and TV - pre-production, scheduling, budgeting, financing, controlling, production, post-production and delivery. Role and function of production and financial manager.

**Unit V** Marketing strategies. Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling. Sales promotions: purpose, tools and techniques, program, publicity, messages and vehicles.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks  
External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Peter Pringle, [2011] Electronic Media Management, Revised Focal Press.
2. James Redmond, [2004] Balancing on the Wire: The Art of Managing Media Organizations Atomic Dog Publishing.
3. Leslie Mitchell, [2009] Production Management for Television (Media Skills) Routledge.
4. 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.
3. Harold Koontz, Heinz Wehrich, Ramachandra Aryasari, [2006] Principles of Management, Tata McGraw Hill.
4. Peter F. Drucker, [2007] Management Challenges for the 21<sup>st</sup> century.

**VC 6611 MEDIA PRESENTATION SKILLS (P)**



CATEGORY: MS

NO.OF HOURS/WEEK : 4

**Objectives:**

- To understand the power of communication.
- To acquire communication skills to use them effectively for the media.

**Content:**

**Unit I** Human communication essentials. Verbal and nonverbal communication, human body in communication. Bodily communication. Culture, code and norms. Gesture communication; Power of speaking and listening.

**Unit II** Understanding self. Strength and weakness; opportunity and threat, SWOT Analysis, goal setting.

**Unit III** Facing interview, participation in group discussion; presentation for client; Addressing the audience. Overcoming stage fear; Stage speaking and compeering: Techniques and style.

**Unit IV** Media presentation basics. Interviewing. Types. Dos and Don'ts. Interviewing for the media. (Print, TV, Radio) Presenting people and events. Conducting press meets. Effective communication methods.

**Unit V** Preparation of Resume, Portfolio and Show Reel.

**Methodology:**

The course will have lectures, demonstrations, assignments, projects in the subject according to the prescribed syllabus and references.

**Evaluation:**

Internal 50%: CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam: Viva -30, Project-20

**Key texts:**

1. Agee K. Waren et al, [1979] Introduction to Mass Communication, Oxford and IBH publishing Co., New Delhi.
2. Vandermark and Leth, [1977] Interpersonal Communication, Cummings Publishing CO., California.
3. Kincaid Lawrence and Wilbur Schramm, [1982] Fundamentals of Human Communication, East West Communication, Harper and Row, New York.

**Books for Reference:**

1. Schramm Wilbur and Potter William, [1982] Men, Women, Message and Media- Understanding Human Communication, Harper and Row, New York.

**VC 6612 INTEGRATED VISUAL STUDIES**

SEMESTER : VI

CREDIT : 3

CATEGORY: MS

NO.OF HOURS/WEEK : 3

**Objectives:**

- To help students synthesize the knowledge acquired during their course of study.
- To comprehend the latest developments in the media industry.

**Content:**

**UNIT I** Communication: Definition, levels and types of communication, kinds of non-verbal communication, psychological aspects of perception, interpersonal conflicts and solutions. Kinds of drawing media, principals & characteristics of visualizing, Elements and principles of art, colour and design, western art and aesthetic categories, Indian rasa theory, south Indian art and architecture, Indo-Islamic art, contemporary trends in art.

**UNIT II** Advertising: structure and functioning of an advertising agency, Audience research, creative process, appeals and uses of advertising, principles of visualizing, media planning and ethical issues in advertising, campaign strategy, fundamental concepts of marketing & principles of social marketing.

**UNIT III** Film studies: Film genre-Indian and western, technical elements of film, milestones in Tamil and international film industry, art vs. popular film, documentary film scenario in India, narrative structure, formats, techniques and characterization in script. Camera techniques: Digital camera, Accessories, exposure methods, printing methods, composition and lighting.

**UNIT IV** Media studies: development communication: concepts, social change, dominant and alternate paradigm and people communication. Mass media: functions and features, media education, women & media, determinants, ideology, folk media, semiotic, feminist, psychoanalysis. Principles of media management, effects of screen violence and sex. Role of media activist.

**UNIT V** Research design: Types of communication research, process, status of communication research in India and steps involved in writing a research paper.

**Methodology:**

Guided by the staff the student will revise the theory, write thematic essays on selected topics and make presentations.

**Evaluation** - Internal: Paperwork-30, Presentation-20, Written-20 & Viva-30.

**Key Texts:**

1. DeVito Joseph A., [2000] Human communication – The basic course, Harper & Row, London.
2. Len Masterman, [1985] Teaching the Media, Co-media Publishing Group, London.
3. Wimmer, D Roger and Dominick R Joseph, [2013] Mass Media Research- An Introduction, Wadsworth Publishing Company, California.
4. Dennis McQuail, [2001] Mass Communication Theory.
5. Zettle Herbert, [2011] Television Production Handbook, Wordsworth Publishing Co., California.
6. Gillian Rose, [2011] Visual methodologies, Routledge, London.

**Books for Reference:**

1. Mario Pricken, [2008] Creative Advertising, Thames & Hudson.
2. Bordwell K and Thomson K [2010] *Film Art – An Introduction*. McGraw-Hill, New York.
3. Tim O'Sullivan and Brian Duttar, [2003] Studying the media- An introduction, Arnold, London.
4. Melkote, Srinivas R., Steeves, H. Leslie [2001] Communication for Development in the Third World- Theory and Practice for Empowerment, Sage Publications. New Delhi.
5. Kiran R.N., [2000] Philosophies of Communication and Media Ethics, B.R. Publishing Corporation, New Delhi.
6. Peter Pringle, [2011] Electronic Media Management, Revised Focal Press.

**VC 6657 INTERNSHIP (P)**

SEMESTER: VI

CREDIT : 8

CATEGORY: SK

NO.OF HOURS/WEEK : 8

**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.

**Methodology:**

For a period of eight weeks, the student will be attached to the Media Industry on an Internship basis. The intern will be exposed to the particular area of specialization already chosen. The faculty of the department will closely monitor progress of the Intern in coordination with the guide in the media industry. A report and viva-voce will complete the process of evaluation.

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

**VC 6658 PROJECT (P)**

SEMESTER : VI

CREDIT : 7

CATEGORY: SK

NO.OF HOURS/WEEK : 7

**Objectives:**

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

**Methodology:**

Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work of professional quality. This will help the student enter the Media Industry with an evaluated portfolio.

**Evaluation** - Internal: Paper work-20, Production process-20, External: Viva- 30 & Project-30.

**OFFERED TO OTHER DEPARTMENTS**

**HISTORY OF INDIAN MEDIA (T)**

SEMESTER :I

CREDIT : 4

CATEGORY: AR

NO.OF HOURS/WEEK : 6

**Objectives:**

- To study from a historical perspective the development of communication media in India.
- To gain knowledge of their functions in the context of the Indian society.

**Content:**

**Unit I:** The Print medium: prehistory, origins and evolution; Indian press during the colonial, nationalist and contemporary periods. Role of Press during World War Period.

**Unit II:** The Electronic media: international origins; an overview of radio and television in India, arrival of private / foreign channels, and the future. Computer related communication and Satellite Communication.

**Unit III:** The Film medium: birth of cinema, role of films during freedom movement and after, film censorship, parallel cinema and documentary in India.

**Unit IV:** The Folk media: introduction to the folk media in Indian culture; folk forms of Tamil Nadu.

**Unit V:** Central and State Governments' media organizations; contemporary issues related to Indian media in the context of globalization. Public Broadcasting and Regulations

**Methodology:**

Theoretical inputs through classroom lectures, visits to media organizations, seminars and interaction with practicing media persons.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks

External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Keval J Kumar [2002] Mass Communication in India. Jaico Publishing House, Mumbai.
2. Srivastava, K M [1992] Media Issues. Sterling Publishers Pvt. Ltd., Delhi.

**Books for Reference:**

1. Acharya, R N [1987] Television in India. Manas Publications, New Delhi.
2. Luthra, H R [1986] Indian Broadcasting. Ministry of I& B, New Delhi.
3. Vasudev, Aruna [1986] The New Indian Cinema. Macmillan India, New Delhi.

**ADVERTISING FOR TOURISM (T)**

SEMESTER: II

CATEGORY: AR

CREDIT : 4

NO.OF HOURS/WEEK : 6

**Objectives:**

- To help understand the nuances of advertising for the development of tourism.
- To acquire the skills to produce advertisements for the promotion of tourism.

**Content:**

**Unit I** Understanding tourism and advertising; Marketing and promotion in tourism; advertising and tourism promotion; advertising and the audience; advertising highlight.

**Unit II** Good advertising: role of creativity and planning; rules of advertising; role of client agency relationship. Planning the complete Campaign: Advertising strategy; making media choice; traditional media and emerging media. Research in the advertising circle; research techniques.

**Unit III** The dynamic advertising environment: the changing leisure consumer; the global competitive economy; consumer power, ethics and responsibilities; Marketing and advertising appeals: the appeal of segmentation; Demographic advertising appeals; recognizing difference. Generating creativity and advertising opportunities: the magic of the movies, music in advertising, product placement, using celebrity endorsement.

**Unit IV** Building powerful tourism and leisure brands: understanding brand today, brands as today's trust brokers, consumer resonance, brand's success, the challenge to tourism. Advertising and brand positioning: positioning and repositioning strategies. Advertising destination brands: challenges of destination promotion, the branding of destinations, destination supra brands.

**Unit V** Future of advertising: New advertising vistas: on-line advertising, the on-line audience, creating an effective on-line presence, the promise of digital television, the changing leisure products, threats to the future of advertising.

**Methodology:**

Theoretical inputs through classroom lectures, practical creative sessions and planning campaign.

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks

External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. Nigel Morgan and Annette Pritchard, [2001] Advertising in Tourism and Leisure, Butterworth-Heinemann, Oxford
2. Cutland L. Bovee, John V. Thill, George P. Dovel, Marian Burk Wood, [1995] Advertising Excellence, McGraw-Hill, Inc. N.Y.
3. William F. Arens, [1999] Contemporary Advertising, Irwin/McGraw-Hill.
4. S.A. Chunawalla and K.C. Sethia, [2000] Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai.

**Books for Reference:**

1. Frank Jefkins, [1992] Advertising Made Simple, Rupa & Co, New Delhi.
2. Jim Aitchison, [1999] Cutting Edge Advertising, Pearson Prentice Hall.
3. Arthur A. Winters & Shirley F. Milton, [1989] The Creative Connection – Advertising Copywriting and Idea Visualization, Fairchild Publications, New York.

**PRINT MEDIA SKILLS (P)**

SEMESTER : III  
CATEGORY: AO

CREDIT : 4  
NO.OF HOURS/WEEK : 6

**Objectives:**

- To develop skills in journalistic reporting, writing & editing and basic print design.
- To learn by doing actual works on publishing.

**Content:**

**Unit I** Print media, nature and characteristics. Contemporary print media scenario. Career options in print media.

**Unit II** News sources, reporting, interviewing; Kinds of news writing, Features and articles. Organizing the news story. Planning a magazine article. Preparation. Data collection. News structure. Inverted pyramid style. Writing various types of articles.

**Unit III** Editing techniques; Editing a news; Editing an article; Rewriting; Technical, content and formal considerations.

**Unit IV** Designing news papers and magazines: Design principles; layouts, column division, articles & advertisement placement; Magazine cover design, page layouts; Printing methods.

**Unit V** Basic legal implications. Ethical considerations. Freelance writing.

**Methodology:**

Class room lectures coupled with practical session in reporting, writing, editing and designing.

**Evaluation:**

Internal 50%: CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key texts:**

1. C. Christopher, [1997] Dynamics of Journalism Vol. 1, 2, 3 Arnold Publications, New Delhi.
2. George A. Hough, [1998] News Writing, Kanishka Publishers, New Delhi.
3. George T. Arnold, Ph.D., [2010] Media Writer's Handbook, New Delhi.

**Books for reference:**

1. Ian McDowell [1992] Hand book for journalists, Butterworth, UK.
2. Hakemulder (Jan.R), Jonge, Singh, [1998] Future of Journalism, Communication and Public Relations, Anmol Publications, Delhi.

**FILM APPRECIATION (P)**

SEMESTER: III  
CATEGORY: EG

CREDIT : 1  
NO.OF HOURS/WEEK : 3

**Objectives:**

- To help students understand the fundamentals of film.
- To gain knowledge to appreciate the film medium.

**Content:**

**Unit I** The film making process: Pre production, Production and post production; Marketing & Distribution; Film festivals and awards.

**Unit II** Technical production: film form, film style, cinematographic properties, editing, and sound in the film. Film genre and conventions.

**Unit III** Types of cinema: World cinema, National and regional cinema; Parallel cinema; Third world cinema.

**Unit IV** Approaches to film criticism. Film and politics. Film society movement.

**Unit V** Film appreciation: How to write a film review.

**Evaluation** - Internal: CA I & II Tests-60, Assignments & Project 40

**Key texts:**

1. Maria T. Pramaggiore, [2011] Film: A Critical Introduction, Pearson.
2. David Bordwell and Thomson K, [2010] Film Art - An Introduction, Knoff, New York.
3. James Monaco, [2000] How to read a film, Macmillan, Delhi.

**Books for Reference:**

1. Mast S and Cohen M ed., [1985] Film Theory and Criticism, Oxford.
2. Nichols, B ed., [1985] Movies and Methods, Vols. I and II, University of California Press.
3. Barnow and Krishnaswamy S, [1990] Indian Film, New York.

**RADIO PRESENTATION (P)**

SEMESTER : III  
CATEGORY: EG

CREDIT : 1  
NO.OF HOURS/WEEK : 3

**Objectives:**

- To provide students knowledge of the Radio medium.
- To gain specific skills in hosting different radio programs.

**Content:**

**Unit I** Understanding Radio: Brief history, AIR and private FM stations, community radio, regulatory guidelines. Career options in Radio industry.

**Unit II** Communicating on air: announcing; various vocal exercises, reading assignments for accuracy, pacing, timing etc. Forms of announcements: Intro, wrap-ups, station liners, station jingles, traffic, weather etc.

**Unit III** Preparing, writing for radio programs. Reading news; presenting features on a place or an event or an issue; Listener's choice; phone-in programs.

**Unit IV** Types of radio programs: Interviewing; introducing an artist or a group or an event, talk shows,

**Unit V** Community Radio, social issues and Public Service Announcement.

**Methodology:**

Classroom inputs with extensive work on actual projects of Loyola FM.

**Evaluation** - Internal: CA I & II Tests-60, Assignments-40.

**Key Texts:**

1. David Keith Cohler, [1994] Broadcast Journalism: A Guide for the Presentation of Radio and Television News, Pearson.
2. Robert McLeish, [2005] Radio Production Focal Press.
3. Jim Aitchison, [2003] Cutting Edge Radio, Prentice Hall, Singapore.

**Books for Reference:**

1. Rodger, J, [1982] Radio Drama, Macmillan Publishers.
2. Shrivastava, [1989] K.M. Radio and TV Journalism, Sterling Publishers, New Delhi.

**MEDIA SKILLS IN ADVERTISING (P)**

SEMESTER: IV

CREDIT : 4



CATEGORY: AO

NO.OF HOURS/WEEK : 6

**Objective:**

- To provide a basic understanding of the nature of Advertising as a creative industry.
- To develop basic skills in creating mainstream media ads [print, electronic and web].

**Content:**

**Unit I** Advertising-a basic overview-evolution.Types of advertising and functions of advertising. Legal and ethical aspects of advertising-Agency structure-departments-Client servicing

**Unit II** Advertising planning -Advertising research -Budget -Segmentation-Targeting and Positioning-The selling style and Brand positioning. Consumer: buying behavior. Creative process-creative strategy- advertising appeals – copywriting- layout design

**Unit III** Production process-art direction-visualizing the commercial.working with audio and video elements.

**Unit IV** Outdoor Advertising.Transit advertising direct mail, internet and web advertisements.Media Choices.Media planning.Creative use of Media – social advertising.PR and Advertising.

**Unit V** Current trends in global and Indian advertising-Dynamics of creating and executing the complete campaign strategy.

**Methodology:**

Theoretical inputs, extensive classroom exercises with assignments and interactive sessions with experts from the media industry.

**Evaluation:**

Internal 50%: CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

1. William F Arens, [2012] Contemporary Advertising,McGraw Hill Higher Education.
2. Frank Jenkins, [1992] Advertising Made Simple, Rupa& Co, New Delhi.
3. Coutland L Bovee, John V.Thill, George P.Dovel, Marian Burk Wood, [1995] Advertising Excellence, McGraw-Hill, Inc. N.Y.
4. Jim Atchison, [2007] Cutting Edge Advertising, Pearson Prentice Hall.

**Books for reference:**

1. G. M. Rege,[1972] Advertising Art & Ideas - A Textbook, Career Polytechnic Publication, Bombay.
2. S.A.Chunawalla and K.C.Sethia, [2000] Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai.
3. Arthur A. Winters & Shirley F. Milton, [1989] The Creative Connection - Advertising Copywriting and Idea Visualization, Fairchild Publications, New York.

**VC 4302 VISUAL AESTHETICS (P)**

SEMESTER : IV

CREDIT : 1

**Objectives:**

- To help the students understand the basics of visual media.
- To analyze effectively and interpret the visual media text.

**Content:**

**Unit I** The visual process, The psychology of the eye. Perception of depth and distance, movement. Sensual and perceptual theories of visual communication, Elements & principles of visual.

**Unit II** Procedure for analyzing a visual message. Personal, Historical, Technical, Ethical, Cultural, Critical perspectives.

**Unit III** The language of photography. Composition and lighting. Representation .Basic principles.

**Unit IV** Television and video. Basic structure and forms. Genres. Television audience.

**Unit V** The language of cinema. World wide web. The dynamics of language. Digital aesthetics.

**Methodology:**

Extensive exposure to media text with classroom input and interaction with media personalities.

**Evaluation:**

Internal 100%: CA I & II Tests-60, Assignments-40

**Key Texts:**

1. Paul Martin Lester, [2002] Visual Communication: Images with Messages , Thomson, UK.
2. John Berger, [2009] Ways of Seeing, BBC and penguin, London.
3. Berger Arthur Asa, [2011] Seeing is Believing, Mayfield, California.

**Books for Reference:**

1. Gillian Rose, [2011] Visual methodologies, Routledge, London.
2. Philip Ryan and Peter Walls [2001] Media studies: the Essential introduction Rout ledge, London.
3. Theo van, [2003] Handbook of Visual analysis, Sage Publication, London.

SEMESTER: IV  
CATEGORY: EG

CREDIT : 1  
NO.OF HOURS/WEEK : 3

**Objectives:**

- To understand and appreciate the uniqueness of body language.
- To use the body as a communicative medium.

**Content:**

**Unit I** Communication: definitions, functions and types; Human communication process: elements, features and barriers.

**Unit II** Interpersonal communication – verbal, nonverbal, visual, gestural, spatial and silence. Emotion, experience and expression; psychology of communicating emotions; Nava rasa's and facial communication.

**Unit III** Understanding the body.Social dimension of the human body.Body as a medium of communication - kinesics, proxemics, symbolic context of body postures, gestures and movements. Effective body language.

**Unit IV** Principles of stage performance - acting techniques; Voice training, creative theatre; improvisation; Indian theatre and third theatre principles.

**Unit V** Presentation skills.

**Methodology:**

Theoretical input coupled with workshops and group works to train the body as an effective medium of communication.

**Evaluation**-Internal: CA I & II Tests-60, Assignment & Project-40.

**Key Texts:**

1. Vandermark and Leth, [1977] Interpersonal Communication, Cummings Publishing Co., California.
2. Kincaid, Lawrence and Wilbur Schramm, [1974] Fundamentals of Human Communication, East West Communication Institute, Honolulu.

**Books for reference:**

1. Augusto Boal, [1992] Games for Actors and Non-actors, Rout ledge, London.
2. Sue Innings, [1980]Creative Drama in Group work, Winslow Press, U K.
3. Mark L. Knapp, [1980] Essentials of Non-Verbal communication, Rinehart and Winston.

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

<b>CODE</b>	<b>SUBJECT TITLE</b>	<b>T/P</b>	<b>CATE</b>	<b>Hours</b>	<b>CRE</b>
<b>SEM - I</b>	<b>(30 hours/Credits 20)</b>				
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>	<b>(24+4+2+2 outside hours/Credits20+3+2+3+1)</b>				
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 VC 2960	Television Direction (or) Digital Design	P	ES	4	3
	Life Skill Training	P	LST	2+2oh	2
	LEAP		LEAP	-	3
	Summer Training Programme		STP	-	1
<b>SEM -III</b>	<b>(30+2 outside hours/Credits 15+3+5+2)</b>				
	Communication Research Methods	T	MC	6	5
	Development Communication	T	MC	6	5
	Media Management	T	MC	6	5
	Television Production Management (or) Computer Graphics	P	ES	6	3
	Web and Interactive Media	P	ID	6	5
	Self Study Paper		SSP	-	2
<b>SEM -IV</b>	<b>(30 hours/Credits 24)</b>				
	Media Economics	T	MC	6	5
	Media Laws and Ethics	T	MC	6	5
	Public Relations-Event Management	P	MC	6	5
	Internship	P	MC	6	4
	Project	P	MC	6	5

**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.

### 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)**

SEMESTER : I  
CATEGORY: MC

CREDIT : 4  
NO.OF HOURS/WEEK : 6

**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.

**VC 1818 SCIENCE AND ART OF SOUND (P)**

SEMESTER : I  
CATEGORY: MC

CREDIT : 4  
NO.OF HOURS/WEEK : 6

**Objective:**

- 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.

**VC 1819 SCIENCE AND ART OF LIGHT (P)**

SEMESTER : I  
CATEGORY: MC

CREDIT : 4  
NO.OF HOURS/WEEK : 6



**Objective:**

- 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 feminity. 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.

**VC 2814 WRITING FOR MEDIA (P)**

SEMESTER : II

CREDIT : 5

**Objective:**

- 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.

**VC 2815 FILM STUDIES (T)**

CATEGORY: MC

NO.OF HOURS/WEEK : 6

**Objective:**

- 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.

**VC 2816 MEDIA TECHNOLOGIES (T)**

SEMESTER : II

CREDIT : 5

CATEGORY: MC

NO.OF HOURS/WEEK : 6

**Objective:**

- 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  
COMMUNICATION RESEARCH METHODS (T)**

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



**Objectives:**

- 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  
CATEGORY: MC

CREDIT : 5  
NO.OF HOURS/WEEK : 6

**Objectives:**

- 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.

**TELEVISION PRODUCTION MANAGEMENT (P)**

SEMESTER: III  
CATEGORY: ES

CREDIT : 4  
NO.OF HOURS/WEEK : 6

**Objectives:**

- 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, Basing stroke.
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.

**COMPUTER GRAPHICS (P)**

SEMESTER : III  
CATEGORY: ES

CREDIT : 4  
NO.OF HOURS/WEEK : 6

**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  
CATEGORY: MC

CREDIT : 5  
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

CREDIT : 5

CATEGORY: MC

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:**

- 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.