Loyola College (Autonomous) - Chennai 600 034

M.A. Media Arts (Oodaha Kalaihal) Syllabus

Year of Implementation: 2012										Year of Implementation: 2016									
Sem	Course code	Name of the Course	Old / New	% of modification	NET-Yes/No	% of inclusion	Skill Development	Entrepreneurship	Employability	Sem	Course code	Name of the Course	Old / New	% of modification	NET-Yes/No	% of inclusion	Skill Development	Entrepreneurship	Employability
I	MA 1806	MEDIA HISTORY	OLD	20%	YES			✓		I	16PMA1MC01	Film-Making 1 - Film Language	OLD	50%	YES		✓	✓	✓
I	MA 1807	COMMUNICATION FOUNDATIONS	OLD	25%	YES		✓	✓	✓	I	16PMA1MC02	Television Production 1 - Programming	OLD	30%	YES		✓	✓	✓
I	MA 1808	INTRODUCTORY JOURNALISM	OLD	20%	YES		✓	✓	✓	I	16PMA1MC03	Journalism 1 - Print Journalism	OLD	20%	YES		✓	✓	✓
I	MA 1810	PHOTOGRAPHIC ARTS AND TECHNIQUES	NEW	100%	YES		✓	✓	✓	I	16PMA1MC04	Computer for Media 1 - DTP	OLD	25%	YES		✓	✓	✓
I	MA 1809	FILM LANGUAGE	OLD	30%	YES		✓	✓	✓	I	16PMA1MC05	Photography	OLD	30%	YES			✓	✓
	MA 1802	STORY CONCEPTS IN THAMIZH LITERATURE	OLD	30%	NO			✓	✓	I	16PMA1MC06	Communication - Media Communication	OLD	30%	YES				✓
II	MA 2805	MEDIA GENRES AND TECHNIQUES	NEW	100%	YES		✓	✓	✓	II	16PMA2MC01	Film-Making 2 - Screenplay & Direction	NEW	100%	YES		✓	✓	✓
II	MA 2806	THAMIZH CULTURAL MEDIA	NEW	100%	YES				✓	II	16PMA2MC02	Television Production 2 - Serials	NEW	100%	YES		✓	✓	✓
II	MA 2807	NEWS PRODUCTION	NEW	100%	YES		✓	✓	✓	II	16PMA2MC03	Journalism 2 - Web & Television	NEW	100%	YES		✓	✓	✓

Sem	Code	Title	Type	%	Y/N					Sem	Code	Title	Type	%	Y/N				
II	MA 2808	LANGUAGE OF ADVERTISING	NEW	100%	YES		✓	✓	✓	II	16PMA2MC04	Computer for Media 2 - Photoshop & Web Designing	NEW	100%	YES		✓	✓	✓
II	MA 2809	SCREENPLAY WRITING	OLD	30%	YES		✓	✓	✓	II	16PMA2MC05	Media Research Methods	OLD	20%	YES				✓
II	MA 2950	MEDIA RESEARCH METHODS	OLD	20%	YES					II	16PMA2ES01	Oratory Skills For Media	NEW	100%	NO		✓	✓	✓
	MA 2951/M	COMPUTER GRAPHICS/MEDIA FOR SOCIAL DEVELOPMENT	OLD	20%	YES		✓	✓	✓	II	16PMA2ES02	Oratory Skills For Media	NEW	100%	NO		✓	✓	✓
	MA 2810	EXPERIENCE IN JOURNALISM INDUSTRY	OLD	20%	YES		✓	✓	✓										
III	MA 3805	MEDIA MANAGEMENT	OLD	25%	YES		✓	✓	✓										
III	MA 3806	MULTILINGUAL CREATIVITY	OLD	30%	NO		✓	✓	✓	III	16PMA3MC01	Film-Making 3 - Production	NEW	100%	YES		✓	✓	✓
III	MA 3807	TELEVISION DIRECTION	NEW	100%	YES		✓	✓	✓	III	16PMA3MC02	Computer for Media 3 - Premiere Pro	NEW	100%	YES		✓	✓	✓
III	MA 3951	ADVERTISING IN ELECTRONIC MEDIA	OLD	30%	YES		✓	✓	✓	III	16PMA3MC03	Media Business & Management	OLD	20%	YES		✓		✓
III	MA 3951	EXPERIENCE IN ADVERTISING INDUSTRY	OLD	20%	YES		✓	✓	✓	III	16PMA3MC04	Advertising	OLD	25%	YES		✓	✓	✓
		THAMIZH FOR MEDIA	OLD	20%	NO			✓	✓	III	16PMA3ES01	ES New Media Production	NEW	100%	YES		✓	✓	✓

Blue section

Sem	Code	Title	Type	%	Yes/No	C1	C2	C3	C4
IV	MA 3952/N	SHORT-FILM MAKING/ DESIGNING ON INTERNET	NEW	100%	YES		✓	✓	✓
IV	MA 4803	MEDIA LAWS	OLD	30%	YES		✓		✓
IV	MA 4804	MEDIA LITERATURE IN PRACTICE	NEW	100%	YES		✓		✓
IV	MA 4805	INTERNSHIP	OLD	15%	YES			✓	✓
IV	MA 4806	PRODUCTION – PROJECT/COMPR EHENSIVES	OLD	30%	YES	✓	✓	✓
	MA 4952	SOFT SKILLS FOR MEDIA	NEW	100%	YES	✓	✓	✓

Green section

Sem	Code	Title	Type	%	Yes/No	C1	C2	C3	C4
III	16PMA3ES02	Traditional Performing Arts	NEW	100%	YES		✓	✓	✓
III	16PMA3ID01	ID Paper - Media for Social Change	OLD	25%	YES				✓
IV	16PMA4MC01	Media audience	NEW	100%	NO	✓		✓
IV	16PMA4MC02	Media Ethics And Legal Practices	OLD	20%	YES			✓
IV	16PMA4MC03	Stategies of Translation for	NEW	100%	YES		✓	✓	✓
IV	16PMA4MC04	Job skills for media	NEW	100%	YES		✓	✓	✓
IV	16PMA4PJ01	Project	OLD	10%	YES	✓
IV	16PMA4TP01	Internship	OLD	10%	YES	✓