MANONMANIAM SUNDARANAR UNIVERSITY

ABISHEKAPATTI, TIRUNELVELI-627 012

MASTER OF SCIENCE IN VISUAL COMMUNICATION (CBCS)

DEPARTMENT OF COMMUNICATION

REGULATIONS & SYLLABUS

(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2021-2022 AND ONWARDS)

Vision of the University

"To provide quality education to reach the un-reached"

Mission of the University

- To conduct research, teaching and outreach programmes to improve conditions of human living
- To create an academic environment that honours women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity
- To offer a wide variety of off-campus educational and training programs, including the use of information technology, to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development

Vision of the Department

To emerge as a global institution of media education and training by providing unique learning experience by facilitating preeminent resources ensuring sensible communication dissemination through the media by effectively employing context specific technologies.

Mission of the Department

- To provide quality and holistic training in the field of Communication and Media
- To facilitate professional formation by orientating possible innovative practices
- To assist collective and corporate organizations in effective utilisation of media applications

Preamble:

The Department of Communication, Manonmaniam Sundaranar University, Tirunelveli was initiated in the year 1993. In the last 24 years, the Department has trained scores of students committed to pursue their interest in communication and media industry. The department has expertise and experience in facilitating multi-faceted resources in electronic media, multimedia documentation and field study. The department has adequate infrastructure to train student in audio, visual and multimedia production. Moreover, the department is actively involved in research activities in the emerging domains involving New Media, Communication and Mediation, optimising media process involving New Media capabilities and so on.

Programme Learning Objectives

Program Learning Objectives (PLO)	
PLO - 1	To inform the learners about the concepts of Communication, process of communication and the relevance and significance of Communication
PLO- 2	To sensitise the learners about the importance of communication in addressing Social issues and social transformation
PLO - 3	To enable the learners acquire the needed skills to become media and communication professionals
PLO - 4	To facilitate the analytical skills to study the Communication process to improve its effectiveness and efficacy by adopting contextualised intervention strategies
PLO - 5	To impart knowledge and information on the New Technological tools and application in Communication process employed for different communication needs
PLO – 6	To acquaint the learners with communication technological tools in Audio and Visual formats to engage these tools and application in real time basis for effective communication for varied purposes
PLO – 7	To provide information on the prospects of media and communication tools and its application in the development of nation
PLO – 8	To provide knowledge and information on significance of culture and communication.
PLO - 9	To encourage the idea of building harmonious communities bridging diversities and maintaining the ideals of social justice and peace

Programme Specific Outcomes

Program Specific Outcomes (PSO)	
PSO - 1	Create media professional with insightful understanding of communication , process of communication and the relevance and significance of Communication
PSO- 2	Instil in the learners the responsibility to understand the importance of communication in addressing Social issues and social transformation
PSO - 3	Encourage the students to hone their abilities and skills to be effective communicators with the discretion to employ the right technology within limits
PSO - 4	Provide and facilitate the analytical skills to understand the communication process and flow and devise strategies to improve its effectiveness and efficacy by adopting contextualised intervention strategies
PSO - 5	Inculcate the idea of building harmonious communities bridging diversities and maintaining the ideals of social justice and peace

Sem.	Sub. No.	Subject Status	Subject Title	Contact Hrs./ Week	Credits
I	1	Core - 1	INTRODUCTION TO VISUAL COMMUNICATION	6	4
	2	Core - 2	MEDIA PRODUCTION TECHNIQUES	6	4
	3	Core - 3	INTRODUCTION TO NEW MEDIA	5	4
	4	Core - 4	FUNDAMENTALS OF PHOTOGRAPHY	5	4
	5	Core - 5 Practical - 1	AUDIO PRODUCTION TECHNIQUES	4	2
	6	Core - 6 Practical – 2	PHOTOGRAPHIC SKILLS	4	2
			Subtotal	**30**	**20**
II	7	Core - 7	COMMUNICATION RESEARCH METHODOLOGY	5	4
	8	Core - 8	MEDIA MANAGEMENT	5	4
	9	Core - 9	DEVELOPMENT COMMUNICATION	4	4
	10	Core - 10	WRITING FOR MEDIA	4	4
	11	Core - 11	THEORIES OF VISUAL ANALYSIS	4	4
	12	Core - 12 Practical - 3	TELEVISION PRODUCTION TECHNIQUES	4	2
	13	Core - 13 Practical - 4	ANIMATION SKILLS AND TECHNIQUES	4	2
			Subtotal	**30**	**24**
III	14	Core-14	INFORMATION AND COMMUNICATION TECHNOLOGY	5	4
	15	Core-15	WORLD CINEMA	5	4
	16	Core-16	COMMERCIAL BROADCASTING	4	4
	17	Core-17	CONTEMPORARY MEDIA TRENDS	4	4
	18	Core-18	COMPUTER GRAPHICS MEDIA DESIGN	4	4
	19	Core-19 Practical -5	RADIO JOCKEY AND VIDEO JOCKEY	4	2
	20	Core-20 Practical -6	SOUND DESIGNING	4	2
			Subtotal	**30**	**24**
IV	21	Core-21	INTEGRATED MARKETING COMMUNICATION	5	4
	22	Core-22	INTERNATIONAL COMMUNICATION	5	4
	23	Core-23	DIGITALFILM PRODUCTION TECHNIQUES	4	4
	24	Elective -1	CULTURE & ENTERTAINMENT MEDIA	4	3
	25	Core-25 Practical	SHORT FILM MAKING	4	2
	26	Project	PROJECT WORK , VIVA & INTERNSHIP	**8**	**5**
			Subtotal	30	**22**

Total Credits : 90

Program Articulation Matrix																
		Learning Outcomes														
Course Code	Course Name	Disciplinary	Critical Thinking	Problem Solving	Analytical	Research Skills	Team Work	Scientific Reasoning	Reflective Thinking	Self-Directed	Multicultural	Ethical Reasoning	Community	ICT Skills	Leadership Skills	Life Long Learning
	INTRODUCTION TO VISUAL COMMUNICATION	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	MEDIA PRODUCTION TECHNIQUES	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	INTRODUCTION TO NEW MEDIA	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	FUNDAMENTALS OF PHOTOGRAPHY	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	AUDIO PRODUCTION TECHNIQUES	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	PHOTOGRAPHIC SKILLS	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	COMMUNICATION RESEARCH METHODOLOGY	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	MEDIA MANAGEMENT	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	DEVELOPMENT COMMUNICATION	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	WRITING FOR MEDIA	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	THEORIES OF VISUAL ANALYSIS	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	TELEVISION PRODUCTION TECHNIQUES	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	ANIMATION SKILLS AND TECHNIQUES	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	INFORMATION AND COMMUNICATION TECHNOLOGY	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	WORLD CINEMA	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	COMMERCIAL BROADCASTING	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	CONTEMPORARY MEDIA TRENDS	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	COMPUTER GRAPHICS MEDIA DESIGN	H	H	H	H	H	L	M	L	M	H	M	M	H	M	M
	RADIO JOCKEY AND VIDEO JOCKEY	H	H	H	H	H	L	M	L	M	H	M	M	H	M	M
	SOUND DESIGNING	H	H	H	H	H	L	M	L	M	H	M	M	H	H	M
	INTEGRATED MARKETING COMMUNICATION	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	INTERNATIONAL COMMUNICATION	H	H	H	H	H	L	M	L	M	H	M	M	H	H	M
	DIGITALFILM PRODUCTION TECHNIQUES	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	CULTURE & ENTERTAINMENT MEDIA	M	M	H	H	M	H	M	H	H	H	M	M	H	M	M
	SHORT FILM MAKING	H	H	H	H	H	L	M	L	M	M	M	H	M	H	H
	Dissertation & Internship	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
Program Average		H	H	H	H	H	M	M	M	M	M	M	M	H	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

LEARNING OUTCOME MATRIX

PLO	Core Course Offered in the Programme											
	Semester I			Semester II			Semester III			Semester IV		
	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12
PLO 1	●	●	●	●	●	●	●	●	●	●	●	●
PLO 2		●	●		●		●	●		●		
PLO 3			●	●	●	●	●	●		●	●	●
PLO 4	●		●									
PLO 5		●		●	●		●		●	●	●	●
PLO 6	●		●		●		●	●		●	●	●
PLO 7	●		●	●		●	●		●	●		●
PLO 8	●			●				●	●		●	●
PLO 9	●	●	●	●		●		●	●	●		●

STRUCTURE & SYLLABUS OF THE COURSES

Sem .No	Sub. No	Subject Status	Subject Title	Credits	Hrs./Week	Marks				
						Maximum			Passing Minimum	
						Int	Ext	Tot	Ext	Tot
I	1.	Core	INTRODUCTION TO VISUAL COMMUNICATION	4	6	25	75	100	38	50
	2.	Core	MEDIA PRODUCTION TECHNIQUES	4	6	25	75	100	38	50
	3.	Core	INTRODUCTION TO NEW MEDIA	4	5	25	75	100	38	50
	4.	Core	FUNDAMENTALS OF PHOTOGRAPHY	4	5	25	75	100	38	50
	5.	Practical	AUDIO PRODUCTION TECHNIQUES	2	4	50	50	100	25	50
	6.	Practical	PHOTOGRAPHIC SKILLS	2	4	50	50	100	25	50
II										
	7	Core	COMMUNICATION RESEARCH METHODOLOGY	4	5	25	75	100	38	50
	8	Core	MEDIA MANAGEMENT	4	5	25	75	100	38	50
	9	Core	DEVELOPMENT COMMUNICATION	4	4	25	75	100	38	50
	10	Core	WRITING FOR MEDIA	4	4	25	75	100	38	50
	11	Core	THEORIES OF VISUAL ANALYSIS	4	4	25	75	100	38	50
	12	Practical	TELEVISION PRODUCTION TECHNIQUES	2	4	50	50	100	25	50
	13	Practical	ANIMATION SKILLS AND TECHNIQUES	2	4	50	50	100	25	50
III	14	Core	INFORMATION AND COMMUNICATION TECHNOLOGY	4	5	25	75	100	38	50
	15	Core	WORLD CINEMA	4	5	25	75	100	38	50
	16	Core	COMMERCIAL BROADCASTING	4	4	25	75	100	38	50
	17	Core	CONTEMPORARY MEDIA TRENDS	4	4	25	75	100	38	50
	18	Core	COMPUTER GRAPHICS MEDIA DESIGN	4	4	25	75	100	38	50
	19	Practical	RADIO JOCKEY AND VIDEO JOCKEY	2	4	50	50	100	25	50
	20	Practical	SOUND DESIGNING	2	4	50	50	100	25	50
IV		Core	INTEGRATED MARKETING COMMUNICATION	4	5	25	75	100	38	50
	24.	Core	INTERNATIONAL COMMUNICATION	4	5	25	75	100	38	50
	25.	Core	DIGITALFILM PRODUCTION TECHNIQUES	4	4	25	75	100	38	50
	26.	Elective -1	CULTURE & ENTERTAINMENT MEDIA	3	4	25	75	100	38	50
	27.	Practical	SHORT FILM MAKING	2	4	50	50	100	25	50
	28.	Project	Project	5	8	50	50	100	25	50

Semester I

1. INTRODUCTION TO VISUAL COMMUNICATION

Course Specific Objective

The course facilitates the understanding about the concepts and rationale of communication process, modes and motives.

Hours Per Week					Credits
Lecture	3	Theory	3	Practical	-	4

Unit I : *Basic Concepts of Communication*

Communication- definition & concept; Need for communication; scope & functions of communication; characteristics of communication; understanding communication; communication process; elements of communication; types of communication; SMCR model of communication; barriers of communication.

Unit II: *Basic Concepts of Visual Communication*

Visual Communication- definition & concept; historical development of Visual Communication; nature & functions of Visual Communication; characteristics of Visual Communication; types of visual communication- graphic design, art, photography & multimedia; advantages & disadvantages of visual communication; visual communication techniques eye contact, hand gesture, body language, elements of visual communication.

Unit III : Definition and Concept of *Perception*

Perception- definition & concept; Types of Perception- Visual Perception & Graphical Perception; Visual Perception definition& concept- Illusions- Basics of Illusion; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour& Irradiation Illusions; Graphical Perception- definition & concept; Basic elementary graphical perception; Gregory's theory- Sensory information, Short term memory & Long term memory; Gibson's Theory of Direct Perception- Optical flow; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

Unit IV: Definition and Concept of *Semiotics*

Semiotics- definition & concept; Types of Semiotics- Sign & Code; Sign- definition; Modes of Sign- Icon, Index & Symbol; Saussurean model of Sign; Code- definition; Types of Code- Social codes, Textual codes & Interpretive codes; Branches of Semiotics- Semantics, Syntactics & Pragmatics; Denotation, Connotation & Myth; Criticisms of Semiotic; Strengths of Semiotic.

Unit V: Definition and Concept of *Ideation*

Ideation- definition & concept; Creativity- definition & concept- Characteristics & Process- Creativity Tools Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Level & reach of Visual Communication; Process of developing ideas to different medium.

Course Specific Skills

Define the Concept of Communication & Visual Communication	Identify and explicate different forms of Communication and its messages	Analyze the process of communication	Explain the theory and models of communication and its relevance	Analyze and detail the communication process and its implication

Reference Books

1. Seema Hasan, Mass Communication- Principles & Concepts, CBS Publishers, New Delhi, 2010
2. Lester. E, Visual Communications: Images with messages, Thomson Learning, London, 1998
3. Denis McQuail, Mass Communication Theory- An introduction, Sage Publications, London, 2010 (Unit I & II)
4. Keval J. Kumar, Mass Communication in India, Jaico Books, Mumbai, 2009 (Unit III & IV)
5. Edward De Bono, Lateral Thinking: Creativity Step by Step, Harper & Row Publishers, New York, 1970 (UnitV)

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives.	Define the Concept of Communication & Visual Communication	PSO-1	U
	Identify and explicate different forms of Communication and its messages	PSO -1	U
	Analyze the process of communication	PSO-4	An
	Explain the theory and models of communication and its relevance	PSO-1	U
	Analyze and detail the communication process and its implication	PSO-1	An

(R – Remember, U – Understand, Ap– Apply, An– Analyze, E – Evaluate, C– Create)

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives	H	L	M	H	H	L	M	M	L

(H – High Correlation, M – Medium Correlation, L – Low Correlation)

Semester I

2. MEDIA PRODUCTION TECHNIQUES

Course Specific Objective

The course provides the understanding and skills for the learners about the concepts and nuances of Media Production

Hours Per Week					Credits
Lecture	3	**Theory**	2	**Practical**	1	4

UNIT I : *Defining and Understanding Production*

Production- Definition, Nature and Characteristics of Production Process; Production Design- Production Designer, Art Director, Props, Set Dresser; Production Crew Functions, roles and skills; Visual production techniques.

Unit II: : *Production for Television*

Production for Television; Production Team- Talents, Technicians, Production & Administrative members; Production- Shooting & location; Control Room- PCR & MCR; News Production- News collecting, prompter, news reader, play out control; Understanding Lighting Equipment's; Live News programmes; Multi Camera Setup; Online & Offline Editing.

Unit III: *Production for Documentary*

Production for Documentary- Field Work, Basic Research, Social issues, agendas, reveal the problem, raising the problem, information used to highlight; Elements of Documentary Script-
Visual, Sound & Story Elements; Writing Visually, Narration/ Commentary.

Unit IV: *Production for Film*

Production for film- Clapperboard, action, continuity, report sheets; Camera Techniques; Lighting techniques- equipment's and accessories; Sound devices Sound and Sound Mixer; VFX and SFX.

Unit V: *Production for Animation Film*

Production for animation film- Layout, characters, rough animation, storyboard; Camera techniques- camera moves, depth of field and composition of the models; Technicians- Art Directors, Visual Effects Supervisors and Animation Supervisors, modellers; Final- rigging and texture paint departments, animation and rendering.

Course Specific Skills

Understand and define about basics of Media Production Techniques	Understand and use different tools and applications for the Production	Ability to Produce the Documentary & Film	Ability to Produce the Television Show	Ability to Produce the Animation Film

Reference Books

1. Steven Ascher and Edward Pincus (2013). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age, Fourth Edition, Penguin Books, USA
2. Jim Owens (2008). Video Production Handbook, Fifth Edition, Focal Press, USA

3. David Mamet (1992). On Directing Film Paperback, Penguin Books, USA
4. Eve Light Honthaner (2010). The Complete Film Production Handbook, Fourth Edition, Focal Press, USA
5. Lynne S. Gross and James C. Foust (2008). Video Production: Disciplines and Techniques, Tenth Edition, Focal Press, USA

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course provides the understanding and skills for the learners about the concepts and nuances of News Reporting in media institutions	Understand and define about basics of Media Production Techniques	PSO -1	R
	Understand and use different tools and applications for the Production	PSO-4	U
	Ability to Produce the Documentary & Film	PSO-3	Ap
	Ability to Produce the Television Show	PSO-1	An
	Ability to Produce the Animation Film	PSO-5	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives	H	L	H	L	M	M	H	L	L

Semester I
3. INTRODUCTION TO NEW MEDIA
Course Specific Objective
This course facilitates the students with technical, social, cultural, ethical, and economic aspects of new media technologies.

Hours Per Week					Credits
Lecture	3	Theory	2	Practical	-	4

UNIT I : *Definition and Introduction of New Media*

New media- Definition & Introduction; Characteristics of New Media; New Media technology; Communication Revolution; New Media Vs Old Media; Differences between New Media; Digital divide; E-Governance- Process, Social & Legal Frameworks; New Media & Visual Culture.

Unit II: *Definition and Introduction of Social Media*

Social Media- Definition & Concept; Why Social Media; Characteristics of Social Media; Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis, Tweeters & Podcasts; The Evolution of Social Media; Attributes of Social Media; Impact of Social Media.

Unit III: *Tools of Social Media & Communication*

Social Media & Communication; Social Media tools- social networking, Blogs, Micro-blogging, Wiki, Content sharing & social bookmarking; Social Media- Creating & Connecting, Creating & Managing groups, Privacy & Safety; Blog Features of Blog; Types of Blogs- Personal, Political, Business, Almost Media & Mainstream Media Blogs; Reading Blogs; Blogging culture: presence, credibility, identity, reputation, authority, and influence;

Unit IV: *Social Media & Society*

Social Media & Society- Performing Relationship & community, performing identity through social media, social media strategies & planning; Reaching Consumers- Ethical Issues, Privacy, Labour& Identity Regulations; Technological Convergence; Social Media- Activism, Diplomacy, Ground Sourcing & Digital Divide; User-generated content (UGC), Consumer-generated Media (CGM), Social Bookmarking & Social Media Optimization.

Unit V: *Challenges in Social Media*

Challenges in social media- content, advertising & marketing; limitations & influence on individual & society; social media audience & behavior; Trends of Social Media- Communities, Audience & Users; Domains of application- Social Media & Crowd sourcing; Social Media & Organizations; Social Media- Government & Diplomacy; Social MediaActivism, Race, Class & Digital Divide.

Course Specific Skills

Define the New Media	Understand the Social Media and it's function	Explicate in broader terms on Tools of Social Media	Understanding about Social Media and Soiety	Understanding the Challenges in Social Media

Reference Books

1. Terry Flew, New Media: An Introduction, Oxford, 2011
2. Alex Newson, Blogging and other Social Media, Gower Publishing Limited, England, 2009
3. Martin Lister, New Media: A Critical Introduction, Routledge, New York, 2003 (Unit I & II)
4. Barrie Oxford, New media and Politics, Sage Publications, New Delhi, 2001 (Unit III & IV)
5. Hamid Mowlana, Global Information & World Communication, Sage Publications, New Delhi, 1997 (Unit V)

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course facilitates the knowledge to make them sensitive to the need for the ethical frame in the communication process and also, informs about the legal framework in the Indian Constitution and other statutory regulations.	Define the New Media	PSO-1	R
	Understand the Social Media and it's function	PSO-1	U
	Explicate in broader terms on Tools of Social Media	PSO-1	U
	Understanding about Social Media and Soiety	PSO-5	An
	Understanding the Challenges in Social Media	PSO-3	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The Course facilitates the knowledge to make them sensitive to the need for the ethical frame in the communication process and also, informs about the legal framework in the Indian Constitution and other statutory regulations.	M	M	L	L	L	L	M	L	H

Semester I					

4. FUNDAMENTALSOF PHOTOGRAPHY

Course Specific Objective

The Course informs about the concepts of photography and also, inculcates the necessary skills for photography

Hours Per Week					Credits
Lecture	3	**Theory**	2	**Practical**	-	4

UNIT I : *Definition and Introduction of Photography*

Photography- Definition & concept; Nature & Functions of Photography; Historical development of Photography; Camera: Introduction to camera- Human Eye & Camera- Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR & Digital; Parts & Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

Unit II: : *Definition and Introduction of Lens*

Lens- Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long & Variable Focal Length; Exposure- Depth of FieldAperture Priority & Shutter Priority; Filter- Definition & concept; Characteristics of Filters; Types of Filters- UV, Polarizing Filter, Grey Grad Color Balancing Filter, Neutral Density Filter & Soft Focus Filter.

Unit III: *Definition and Introduction of Film*

Film- Definition & Concept; Function & Characteristics of Film; Cross Section of Film; Types of Film- ; Film Speed Definition; Functions of Film Speed; Types of Film Speed- Fast Speed & Slow Speed; Film Speed Numbers- ASA, ISO & DIN; Digital Storage- Digital Storage process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD & etc.; Film Developing Process- Developing, Fixing, Washing & Drying; Film Printing Process; Digital Printing Process.

Unit IV: *Definition and Introduction of Lighting*

Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light; Types of Lighting EquipmentsPro-lit, Soft Box &etc; Different accessories of Lighting- Umbrella, &etc; Flash- Functions of Flash; Light MeterDefinition& concept; Functions of Light Meter.

Unit V: *Aesthetics of Photography*

Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- PhotoJournalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Course Specific Skills

Identify the need for Photography	Explain the need and significance of Lens in Photography	Understanding about filming techniques and lighting	Develop ability to collect information about lighting and filming	Develop skills based on aesthetics of photography

Reference Books

1. James Curran, The Photography Handbook, Routledge, USA, 2013
2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010
3. Linda Good, Teaching and Learning With Digital Photography, Sage Publications, New Delhi, 2009 (Unit I & II)
4. Ian Jeffrey, The Photography Book, Focal Press, UK, 2000 (Unit V)
5. Michael Langford: Basic Photography, Focal Press, UK, 2000 (Unit III & IV)

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing	Identify the need for Photography	PSO-1	R
	Explain the need and significance of Lens in Photography	PSO-1	U
	Understanding about filming techniques and lighting	SO-2	An
	Develop ability to collect information about lighting and filming	PSO-4	Ap
	Develop skills based on aesthetics of photography	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing	H	H	H	L	H	L	M	M	M

Semester I

5. AUDIO PRODUCTION TECHNIQUES

Course Specific Objective

The course orients the learners about the basic techniques and skills used in producing audio content.

Hours Per Week					Credits
Lecture		Theory		Practical	4	2

1. To acquire knowledge about Sound Designing
2. To strengthen the knowledge on concept, model and theories of Sound
3. To develop content using the features in Sound Designing

CLASS WORK

1. Introduction to Dubbing Theatre- Studio Set up &Equipments Back Panel
2. Audio Recording Theory- Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics- Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing- Cables and connections & Mixing console
5. Microphones- types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing- Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone
7. Live Recording- Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer, Audio Effects & Basic EQ
9. Protocols Software- Handing Software's, Shortcut Keys & Practicing with Software
10. Audio Equipments& Formats- Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

RECORD WORK:
1. Dubbing Practice- Voice Modulation Sync, Lip Sync & Voice over
2. Song Practice- Vocal Practice & Karaoke with Voice Sync

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Course Specific Skills

Recording skill	Editing skills	Presentation Skills	Presentation Skills	Designing skills

Reference Books

1. Robert Campbell (2013). Pro Tools 10 Advanced Music Production Techniques, First Edition, Cengage Learning, USA
2. Frank D. Cook (2012). Pro Tools 101- An Introduction to Pro Tools 10, First Edition, Cengage Learning, USA
3. Tomlinson Holman (2010). Sound for Film and Television, First Edition, Focal Press, UK

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course orients the learners about the basic techniques and skills used in producing various communication products.	Recording skill	PSO-3	U
	Editing skills	PSO-3	C
	Presentation Skills	PSO-5	Ap
	Presentation Skills	PSO-5	Ap
	Designing skills	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course orients the learners about the basic techniques and skills used in producing various communication products.	L	L	H	L	H	L	M	L	L

Semester I

6. PHOTOGRAPHIC SKILLS

Course Specific Objective

The course orients the learners about the basic techniques and skills used in producing various communication products.

Hours Per Week					Credits
Lecture		**Theory**		**Practical**	4	2

1. To acquire knowledge about practical Photography
2. To strengthen the knowledge on concept, model and theories of Photography
3. To develop content using the features in Photography

CLASS EXERCISE:

1. Landscape (Scenic, People & Monuments) (minimum 3 exercises)
2. Portraits (minimum 3 exercises)
3. Environmental Exposure (minimum 3 exercises)
4. Silhouette (minimum 3 exercises)
5. Freezing movement (minimum 3 exercises)
6. Montage (minimum 3 exercises)
7. Industrial photography (minimum 3 exercises)
8. Special effects (minimum 3 exercises)

(The Students have to submit all exercises as Record Work for Practical exam)

Course Specific Skills

Technical skill	Editing skills	Presentation Skills	Presentation Skills	Designing skills

Reference Books

1. Ben Long (2010). Complete Digital Photography, First Edition, Course Technology PTR, USA.
2. Michael Langford (2008). Advanced Photography, Second Edition, Focal Press, UK.
3. Michael Langford (2000). Basic Photography, Second Edition, Focal Press, UK.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course orients the learners about the basic techniques and skills used in producing various communication products.	Technical skill	PSO-3	U
	Editing skills	PSO-3	C
	Presentation Skills	PSO-5	Ap
	Presentation Skills	PSO-5	Ap
	Designing skills	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course orients the learners about the basic techniques and skills used in producing various communication products.	L	L	H	L	H	L	M	L	L

Semester II

7. COMMUNICATION RESEARCH METHODOLOGY

Course Specific Objective

The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding the communication processes and its effect.

Hours Per Week					Credits
Lecture	3	Theory	2	Practical	-	4

UNIT I : *Definition and Introduction of Research*

Research- Definition & Concept; Development of Media Research around the World; Phases of Media Research; Mass Communication research in India; Thrust areas in Media Research; Evolution of New Media and the audiences; Need for Media Analysis; Concepts and Theories in Media studies.

Unit II : *Research Procedure*

Research Procedure; Steps in doing Research; Media Research Problems; Review of Media Studies; Sources of Secondary Data; Research Questions & Hypothesis; Types of Hypothesis; Sampling Procedure, Sample Size & Sampling Error.

Unit III: *Definition and Introduction of Data*

Primary Data; Types of Data- Nominal, Ordinal, Interval & Ratio; Data Collection Methods & Tools; Questionnaire- Types of Questions & Construction of Questionnaire; Interview Schedule & Techniques; Focus Group & Observation Techniques.

Unit IV: *Research Design*

Research Design- Experimental & Non- Experimental Research Methods & Procedures; Qualitative & Quantitative Studies; Descriptive & Analytical Research; Content Analysis-Procedure & Methods; Case Study approach.

Unit V: *Data Analysis & Classification*

Data Analysis- Data Classification, Coding & Tabulation; Graphic Representation of Data; Basic Elements of Statistics; Application of Parametric &Non Parametric Statistics in Hypothesis Testing; Thesis Writing Method; Thesis Writing Format & Style; Ethics in Conducting Research.

Course Specific Skills

Define the concept and process of communication	Explain the concept of communication Research	Identify the types of Research	Analyze and Understand statistical tools for Data Collection	Explain the process of research Presentation

Reference Books

1. Arthur Asa Berger (2011). Media and Communication Research Methods, First Edition, Sage Publications, New Delhi

2. Roger D. Wimmer (2010). Mass Media Research: An Introduction, First Edition, Wadsworth Learning, UK

3. Glenn G. Sparks (2010). Media Effects Research: A Basic Overview, First Edition, Wadsworth Learning, UK

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding the communication processes and its effect.	Define the concept and process of communication	PSO-1	R
	Explain the concept of communication Research	PSO-1	C
	Identify the types of Research	PSO-4	An
	Analyze and Understand statistical tools for Data Collection	PSO-1	U
	Explain the process of research Presentation	PSO-1	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding thecommunication processes and its effect.	H	H	H	H	M	L	M	H	L

Semester II

08. MEDIA MANAGEMENT

Course Specific Objective

The Course facilitates the students to understand the nuances of Media Management and its applications.

Hours Per Week					**Credits**
Lecture	3	**Theory**	2	**Practical**	-	4

UNIT I : *Definition and Introduction of Management*

Management- Meaning, Nature, Scope, Objectives & Function of Management; Definition & Concept,
Fundamentals of Management; Hierarchy of Management; Functions & Structure of Management; Principles of Management; Media Management- Nature, Scope, Objectives of Media Management; Principles of Media Management; Structure & Functions of Media Departments- Administrative, Financial, Circulation, Marketing, Personal & Production department; Media as a Industry & Profession.

Unit II : *Definition and Concept of Ownership*

Ownership- Definition & Concept; Licensing & Franchising; Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media ownership- Concept & Structures; Types of Media Ownership- Sole Proprietorship, Partnership, Private Limited Company, Public Limited Companies, Trusts, Cooperatives, Religious Institutions & Franchises;

Unit III: *Concept of Structure of Media Organization*

Media Organization- Concept & Structure; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation; Organizational Behavior- Nature & Theories of Organizational Behavior; Organizational System & Individual Behavior- Ability, Personality, Attitude, Learning & Perception; Group Dynamics & Organizational Behavior; Leadership & Leadership Qualities.

Unit IV: *Definition and Concept of Media Economics*

Media Economics- Definition & Concept; Economics of Print & Electronic Media; Media Business- Legal & Financial; Media Revenues- Media Sales, Advertising & Capital Cost; Sponsorship- Definition & Concept; Principles of sponsorship, Reason for Companies to Sponsor; Elements of Sponsorship; Identifying appropriate Sponsors & Sponsorships; Managing Sponsorship Relationships.

Unit V: *Concept of Event Management*

Events Management- Need for Event Management; Principles of Event Management- Planning, Creativity, Briefing, Time lines and budgeting; Types of Event & Event Management; Understanding Events; Growing importance of Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign.

Course Specific Skills				
Define the concept and process of media management	Explain the concept of ownership	Identify the structure of media organization	Analyze and Understand the media economics	Explain the process of event management

Reference Books

1. Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010
2. Alan B. Albarran, The Media Economy, Routledge, New York, 2010
3. George Sylvie, Media Management: A Casebook Approach, Lawrence Erlbaum Associates, USA, 2009 (Unit I)

4. Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008 (Unit IV &V)
5. Peter Pringle, Electronic Media Management, Focal Press, UK, 2006 (Unit II & III)

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course facilitates the students to understand the nuances of Communication research and its applications.	Define the concept and process of media management	PSO-1	U
	Explain the concept of ownership	PSO-1	U
	Identify the structure of media organization	PSO-1	U
	Analyze and Understand the media economics	PSO-4	An
	Explain the process of event management	PSO-3	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The Course facilitates the students to understand the nuances of Communication research and its applications.	H	L	H	M	L	L	M	L	L

Semester II							
09. DEVELOPMENT COMMUNICATION							
Course Specific Objective							
This course provides strong theoretical foundations to various dimensions of development Communication for social change.							
Hours Per Week							**Credits**
Lecture	2	**Theory**	1	**Practical**	1		4

UNIT I : *Concept of Development*

Development: Concept, process and models of development(Gandhian, Western, Eastern, Schumaker, Communist) Approaches to development, Genesis of development, Indicators of development Problems and issues in development

Unit II : *Characteristics of Developing Societies*

Characteristics of developing societies Development dichotomies – socio-economic gaps and its implications Gap and its implications, gap between developed and developing societies. Social change, modernization, Globalisation and development

Unit III: *Concept and Definition of Philosophy*

Concept-Definition-Philosophy-process-theories (economic, political and social), Role of media in development communication; Indian Indian experiences of Development communication Strategies in development communication Social, cultural and economic barriers Problems faced in effective communication. Writing development messages for rural audience; specific requirements of media writing with special reference to media and television

Unit IV: *Democratic decentralization of Panchayati Raj*

Democratic decentralization Panchayati Raj - planning at national, state, regional, district, block and village levels. Development support communication; Population and family welfare- health-EducationEnvironment. Deveopmental agricultural and rural extension agencies: governmental, semi governmental and non-governmental organizations.

Unit V: *Process of Research and Participatory approach.*

Process of research and participatory approach in development communication-Research for development communication – Identifying stakeholders – Field techniques for data collection – Participatory development – Participatory Rural Appraisal (PRA) techniques – Computer- assisted reporting and research

Course Specific Skills

Explain the genres of development and communication	Understand the importance of development communication	Experience and Develop communication skills for the societal development	Explain the preparation process of development communication	Understand the techniques of research and participatory approach

Reference Books

1. Development Communication, Uma Narula, 1999, Har Anand Publications Pvt.
2. The Community Newspaper : Karris & Hocks.
3. Reporting Agriculture : William Ward B.
4. Agricultural Journalism :Rodnary Fox.
5. India's Changing Villages : Human Factor : Dubae S.C.
6. Everybody Loves A Good Drought by P Sainath

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
It aims to prepare students for a future in a digital and interconnected world by providing the skills, knowledge and understandings to tell their own stories and interpret other stories	Explain the genres of development and communication	PSO-1	R
	Understand the importance of development communication	PSO-2	U
	Experience and Develop communication skills for the societal development	PSO-5	Ap
	Explain the preparation process of development communication	PSO-4	C
	Understand the techniques of research and participatory approach	PSO-4	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
It aims to prepare students for a future in a digital and interconnected world by providing the skills, knowledge and understandings to tell their own stories and interpret other stories	H	H	H	L	H	H	M	L	L

Semester II
10. WRITING FOR MEDIA
Course Specific Objective
Objectives of the Course: On completion of the course the student should be able to: 1. understand the process of writing for print, radio & TV 2. explain the principles of writing for the print, radio, radio & TV

Hours Per Week						Credits
Lecture	2	Theory	2	Practical	-	4

Marks for Internal Assessment: 40

Unit -I [Essentials of Good Writing]

1. Art of Writing

2. Kinds of Media Writing: Inform, Describe & Persuade

3. The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment

Unit -II [Writing for Print Media]

1. Basic principles of writing for print.

2. Elements and Importance of News writing

3. Steps & elements of writing: editorial, features & review

Unit -III [Writing for Electronic Media]

1. Basic principles of writing for electronic media: Radio & TV

2. Elements and Importance of News writing for Radio & TV

3. Steps & elements of writing for Radio & TV: editorial, features & review

Unit-IV [Writing for Film]

1. Fundamentals of writing for film
2. Basic three act structure
3. Narrative techniques, Theme/ Concept, -Synopsis, Story Outline, Character Notes, Scene Breakdown, Treatment basics

Unit-V [Translation in Media]

1. Concept & Definition of Translation.

2. Nature & Norms of Translation.

3. Types of Translation

       i. Word to Word Translation

       ii. Literal Translation

       iii. Summarized Translation

4. The need and importance of Translation in Journalism.

5. Guidelines for Translation

REFERENCES:

1. News Writing for Radio and T.V: K.M. Shrivastava, Sterling Publication New Delhi

2. This is All India Radio: P.C. Chattergee, Publication Division, New Delhi

3. News Writing: George A. Hough, Kanishka Publication, New Delhi

4. Shrivastava, K. M.(2013). Social Media in Business and Governance, Sterling Publishing.

5. Dewdney, A. &Ride, P. (2006). The New Media Handbook, Routledge, London.

6. Writing, Directing and producing Documentary films, Alan Rosenthal, Southern Illinois University Press, 1990

7. News, Public relations and Power, Simon Cottle, Sage Publications, New Delhi, 2003

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides adequate information to the students about the significance of the users' understanding about the Communication Media and its process.	Explain the need of writing in the media platforms	PSO-1	R
	Defining principles of writing	PSO-1	U
	Understand the concept of Writing for the advertisment	PSO-1	U
	Understand the concept of documentary writing	PSO-1	Ap
	Explain the importance of writing in Feature film and short film	PSO-2	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides adequate information to the students about the significance of the users' understanding about the Communication Media and its process.	H	H	H	M	L	L	L	L	L

Semester II					
11. THEORIES OF VISUAL ANALYSIS					
Course Specific Objective					
The learners are introduced and informed about the Theories of Visual Analysis					
Hours Per Week					**Credits**
Lecture	2	**Theory**	2	**Practical**	-	4

UNIT I : Definition of Concept of Semiotics

Semiotics- definition & concept; History & development of Semiotics; Pioneers of Semiotics; The Sign- Saussure's Model & Peirce's Model; Semantics and its types; Syntactic Analysis- Text & Audio-visual; Codes- Typologies of codes & Visual Codes; Subfields in Semiotics.

Unit II : Definition of Concept of Psychoanalysis

Psychoanalysis- definition & concept; historical development of psychoanalysis; Techniques & process of psychoanalytic; Psychoanalysis as a Cultural Theory- Freud theory, Lacan theory & Mulvey's film theory; The Gaze- definition & forms of gaze; Psychoanalysis- Television & Film Studies; Psychoanalytic film theorist.

Unit III: Definition of Concept of Feminism

Feminism- definition & concept; historical context of feminism; Characteristics of Feminism; Feminism & Diversity of Women; Feminism as Anti-Sexism; Feminist Film Theory; Different approach to Feminist film theory; Scopohilia; Postmodern, Postcolonial & Third-World Feminism.

Unit IV: Definition of Concept of Modernism

Modernism- definition & concept; Modern & Modernity; History & facts of Modernism; Characteristics of Modernism; Postmodernism- History & rise of postmodernism; types of postmodernism; Impact of Postmodernism; Postmodernism- Art & Film; Modernism Vs Postmodernism; Colonialism Vs Post colonial.

Unit V: Definition of Concept of Marxism

Marxism- definition & concept; History & Criticisms of Marx's Theory; Marx's Understanding of Globalization; Marxist Media Theory- Liberal Pluralism, Capitalist Society & Ideology; Differences within Marxism; Limitations & Strengths of Marxist analysis; Apparatus theory & Screen theory.

Course Specific Skills

Explain the Concept of Semiotics	Defining principles of Psychoanalysis	Understand the concept of Feminism	Understand the concept of Modernism	Explain the importance of Marxism Concept

Reference Books

1. Thomas B. Moeslund (2011). Visual Analysis of Humans: Looking at People, First Edition, Springer, UK

2. Theo Van Leeuwen (2001). Handbook of Visual Analysis, Third Edition, Sage Publications, New Delhi

3. Roland Barthes (1999). Elements of Semiology, Hill and Wang, Fifth Edition, New York

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The learners are introduced and informed about the Tamil Language with special reference to the Cultural significance.	Explain the Concept of Semiotics	PSO-1	R
	Defining principles of Psychoanalysis	PSO-1	U
	Understand the concept of Feminism	PSO-1	U
	Understand the concept of Modernism	PSO-1	Ap
	Explain the importance of Marxism Concept	PSO-2	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The learners are introduced and informed about the Tamil Language with special reference to the Cultural significance.	H	H	H	M	L	L	L	L	L

Semester II
12. TELEVISION PRODUCTION TECHNIQUES
Course Specific Objective
This course informs the students to the basic principles of the Television production and also students will gain hands on experience on Television Production.

Hours Per Week				Credits
Lecture		**Theory**		**Practical**	4	2

To understand the basics of Television production

To apply the techniques in Television industry

To solve practical problems in the real life situations.

Class Exercise

1. Practicing with Camera parts & Tripod

2. Working with Lens

3. Practicing with Visual Mixer

4. Framing

5. Composition

6. Different Shots & Camera Angles

7. Camera Movements

8. Multi Camera Setup

9. Understanding Lighting Equipment's

10. Practicing Lighting Techniques

Record Work:

1. Short Film (Maximum 5 mins)

2. Video Album (Maximum 3 mins)

3. Corporate Film (Maximum 5 mins)

(The Students have to submit any one exercise as Record Work in the digital form

for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. Jim Owens (2012). Television Production, First Edition, Focal Press, UK
2. Herbert Zettl (2012). Television Production Handbook, First Edition, Wadsworth

Learning, UK

3. Gerald Millerson (2009). Television Production, First Edition, Focal Press, UK

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course informs the students to the basic principles of the sound production and also students will gain hands on experience on sound recording and mixing	Active Listening	PSO-1	R
	Technical skills	PSO-6	Ap
	Technical skills	PSO-5	Ap
	Technical skills	PSO-7	Ap
	Recording and editing skills	PLO-6	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course informs the students to the basic principles of the sound production and also students will gain hands on experience on sound recording and mixing	H	H	H	L	M	H	H	L	L

Semester II					
13. ANIMATION SKILLS AND TECHNIQUES					
Course Specific Objective					
This course enables the students to find out the uses of Animation. It also informs the students about the application of animation in various fields.					
Hours Per Week					**Credits**
Lecture		**Theory**		**Practical**	4	2

1. To acquire knowledge about 3D Animations
2. To strengthen the knowledge on concept, model and theories of Animations
3. To develop content using the features in 3D Animations

CLASS EXERCISE:

1. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
2. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
3. Material Editor- Applying on Objects & Giving Effects
4. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
5. Modeling- Logo, Architecture & Titling
6. Special Effect- Bomb & Particles
7. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
8. Lighting- Photometric & Standard Lighting
9. Camera- Target & Free
10. Animation- Rendering in Photocopy & Rendering Setup

RECORD WORK

1. Title Animation (one exercise)
2. Architecture (Walk through) (one exercise)
3. Consumer Product Animation (two exercises)
4. Toy Animation (two exercises)
5. House Exterior (Snap shots from different angles) (one exercise)
6. Jewellery Design (two exercises)

(The Students have to submit any TWO exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

MANUALS FOR PRACTICALS

1. DariushDerakhshani (2013). Autodesk 3ds Max 2013 Essentials, First Edition, John Wiley & Sons, USA
2. Jeffrey Harper (2013). Mastering Autodesk 3ds Max 2013, First Edition, John Wiley & Sons, USA
3. Kelly L. Murdock (2000). 3D Studio MAX R3 Bible, First Edition, IDG Books, USA

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course enables the students to find out the uses of Camera and lightings. It also informs the students about the application of photography in various fields.	Animation Skills	PSO-1	R
	Technical skills	PSO-5	U
	Focusing Skills	PSO-5	U
	Creative Skills	PSO-5	Ap
	Editing skills	PSO-5	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course enables the students to find out the uses of Camera and lightings. It also informs the students about the application of photography in various fields.	H	L	H	L	H	L	M	L	L

Semester III					
14. INFORMATION AND COMMUNICATION TECHNOLOGY					

Course Specific Objective

This course aims to develop Information and Communication Technology and also the students can learn about the application of ICT

Hours Per Week					Credits
Lecture	2	**Theory**	1	**Practical**	2	**4**

Unit I Theories and Models of Information & Communication

Information & Communication-Theories & models, Characteristics of information, Communication Channels, Barriers to communication.

Unit II Information Transfer and Information Flow

Information Transfer: Information Flow, Generation and Diffusion patterns; Information transfer cycle, Emerging Trends in information transfer.

Unit III Overview of Information Technology

Overview of Information Technology: Searching for resources-CD-ROM Databases and information retrieval -On-line information retrieval

Unit IV Database Management Systems

Database Management Systems, National & International information sources, services etc.

Unit V E – Marketing and E - Governance

Introduction to e-marketing and e-governance

Course Specific Skills

Define the theories and models of information and communication	Explain the models of information flow	Analyze the Technology and Tools	Defining the concept of database management systems	Examine the growth and development o E – Governance and E - Marketing

Reference Books

1. Information Technology –Everett M. Rogers
2. ICT-Vision and Reality –William H. Dutton, Oxford University Press.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course aims to develop adverting skills and also the students can learn about the theoretical framework of PR	Define the theories and models of information and communication	PSO-1	R
	Explain the models of information flow	PSO-1	U
	Analyze the Technology and Tools	PSO-4	An
	Defining the concept of database management systems	PSO-1	U
	Examine the growth and development o E – Governance and E - Marketing	PSO-5	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
It aims to prepare students for a future in a digital and interconnected world by providing the skills, knowledge and understandings to tell their own stories and interpret other stories	H	L	H	L	H	L	H	L	M

Semester III						
15. WORLD CINEMA						
Course Specific Objective						
This course provides strong theoretical foundations to the evolution of World Cinema						
Hours Per Week						**Credits**
Lecture	3	**Theory**	2	**Practical**	0	**4**

Unit I The Birth of Cinema

The Birth of Cinema-Thomas Alva Edison, W. K. L. Dickson, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema-Edwin S. Porter, Nickelodeon, The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin, Classical Hollywood Cinema.

Unit II Development of Cinema

Development of Cinema-The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box-Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

Unit III Defining German Expressionism

German Expressionism-Style & Characteristics-Fritz Lang & The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage-Lev Kuleshov, VsevelodPudovkin& Sergei Eisenstein; Italian Neo Realism-origin & development, Japanese Cinema, Iranian Cinema; Third world Cinema.

Unit IV Evolution of Indian Cinema

Indian Cinema-Arrival of the Cinema; Pioneers of Indian Cinema-Dada Saheb Phalke; Talkie Indian Cinema; Studio System, New Indian Cinema-Satyajit Ray & Mrinal Sen; Government and Indian Cinema-CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.

Unit V Evolution of Tamil Cinema

Tamil cinema-origin & growth; Pioneers of Tamil Cinema; Tamil Talkies-Original & development; Talkie Studios, Golden era of Tamil cinema, New Dimension of Tamil Cinema-Marketing & Distribution; Recent trends in Tamil cinema

Course Specific Skills

Understanding the concept of World Cinema	Explain the Development of Cinema	Explicate the evolution of Indian Cinema	Analyse and understand the German Expressionism	Trace out the developments and prospects of Tamil Cinema

Reference Books

1. JarekKupsc (2011). History of Cinema for Beginners, First Edition, Orient Blackswar, UK
2. Geoffrey Nowell-Smith (1999). The Oxford History of World Cinema, Third Edition, Oxford University Press, UK
3. Sowmya Dechamma C.C (2010). Cinemas of South India, First Edition, Oxford University Press, UK

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides strong theoretical foundations to various dimensions of development Communication for social change.	Understanding the concept of World Cinema	PSO-1	U
	Explain the Development of Cinema	PSO-1	U
	Explicate the evolution of Indian Cinema	PSO-5	U
	Analyse and understand the German Expressionism	PSO-4	An
	Trace out the developments and prospects of Tamil Cinema	PSO-5	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides strong theoretical foundations to various dimensions of development Communication for social change.	H	L	M	L	L	L	H	M	M

Semester III					
16. COMMERCIAL BROADCASTING					
Course Specific Objective					
This course facilitates the students to learn Commercial Broadcasting and its usage.					
Hours Per Week					**Credits**
Lecture	2	**Theory**	1	**Practical**	1	4

Unit I Development of Ideas

Development of ideas-brief from client, agency interpretation, advertising strategy, creative work-idea/ concept development, popular TV ad formats, script/ story board, client approval, media approval-creative potential of TV

Unit II Pre Production of Film

Pre production-film formats, film stocks, planning of special elements-choosing the production team, crew, cast-sources of casting, importance of casting director. Pre production meeting-the agenda.

Unit III Production of the Commercial

Production of the commercial-set shooting/ location shooting-recording the sound track and creating the special effects-Pre scoring and Post scoring.

Unit IV Editing the Commercial and Traditional Film editing

Editing the commercial-traditional film editing/ non linear editing-finishing the audio elements-confirming the picture-special effects and animations.

Unit V Economics of Commercial Production

Economics of commercial production-Budgeting, factors affecting budgeting, problems with in-house production-finding production companies for bidding-specialization of production companies, reviewing the production company cassettes-future of TV commercial production.

Course Specific Skills

Understanding the concepts of development of ideas	Explicate the methods of scripting and storyboarding	Understand and Analyze the production stage	Explore the need of post production stage in medias production	Analyze and Evaluate the programme.

Reference Books

1. Kelsey, Gerald. Writing for Television. Unistar, 2004.
2. Simon, Mark. Storyboards Motion in Action(2ndedn.). Oxford: Focal Press. 2000
3. Zettl, Herbert. Television Production Handbook(7thedn.). Belmont: Wadsworth Publishing, 2000.
4. Crittenden, Roger. Film and Video Editing (2ndedn.). London: Blue Print, 1995.
5. Wright, Steve. Digital compositing for Film and Video. Oxford; Focal Press, 2005.
6. Mathur,C.Advertising Management; Text and Cases. New Age International: New Delhi-2005.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course facilitates the students to learn technical knowledge and skills for media production treatments	Understanding the concepts of TV production	PSO-1	U
	Explicate the methods of scripting and storyboarding	PSO-1	Ap
	Understand and Analyze the production stage	PSO-4	An
	Explore the need of post production stage in medias production	PSO-5	C
	Analyze and Evaluate the programme.	PSO-4	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course facilitates the students to learn technical knowledge and skills for media production treatments	M	M	H	M	H	H	M	L	L

Semester III					

17. CONTEMPORARY MEDIA TRENDS

Course Specific Objective

It facilitate the Students to learn and apply advanced techniques in media production.

Hours Per Week					Credits
Lecture	2	Theory	2	Practical	0	4

Unit I Media in everyday life

Media in everyday life: Characteristics of TV-Newspapers, Radio, Internet as a mass medium -Introduction to New Media -Characteristics of New Media –Traditional Vs. New media –New Media and Convergence –Blogging and Twittering –Citizen Journalism

Unit II Multimedia Elements and Systems

Multimedia: Multimedia Elements -Multimedia Systems -Multimedia Systems Architecture -Digital Signal Processing -Multimedia File Formats -Internet Technology -Overview of OSI model -History of World Wide Web -Web Documents -Web Servers, Browsers and Web Spiders -Search Engines and Applications -Active Server Pages-Personal Home Pages

Unit III New Media Introduction and Characteristics

New Media: Introduction -Characteristics -Visual Culture -New Media Technology -Communication Revolution -New Media Vs Old Media -E-Governance Process -Social and Legal Frameworks -Social Networking -Types of social networking -Characteristics of social networking -Positive and negative factors of social networking -Social networking and its impacts on youths

Unit IV Social Media Concepts and Types

Social Media: Concepts -Types -Characteristics and Roles of Social Media -Evolution of Social Media -Attributes of Social Media -Blog -Social Networks -Content Sharing Communities -Wikis -Tweeters -Book Marking -Podcasts -Impact of Social Media15

Unit V Media and Social Issues

Media and Social Issues: Problems of Girl child and Women, LGBT Movement -Violence against Women -Rights of Children and Adolescents -UNCRC -Child Labor -Exploitation of Children and Reform Process-Protection of Children against Sexual offences -Reflection of the issues in Media

Course Specific Skills

Understanding the types of media	Explicate the methods of multimedia elements and systems	Understand and Analyze the New Media	Explore the need of Social media concept and types	Analyze and Evaluate the media and social issues

Reference Books

1.Keval. J. Kumar, 013, Mass Communication in India, Jaico Publishing House, Mumbai, India.

2. Seema Hasan, 2016,   Mass Communication: Principles and Concepts, CBS Publishers Distributors and PVT Ltd, New Delhi, India.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
It facilitate the Students to learn and apply advanced techniques in production and directing television programs	Understanding the types of media	PSO-1	U
	Explicate the methods of multimedia elements and systems	PSO-1	Ap
	Understand and Analyze the New Media	PSO-4	An
	Explore the need of Social media concept and types	PSO-5	C
	Analyze and Evaluate the media and social issues	PSO-4	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
It facilitate the Students to learn and apply advanced techniques in production and directing television programs	M	M	H	M	H	H	M	L	L

Semester III

18. COMPUTER GRAPHICS MEDIA DESIGN

Course Specific Objective

This course informs about the concept of Computer as a creative tool for effective presentation.

Hours Per Week				Credits
Lecture	2	**Theory**	2	**Practical**	0	4

Unit I *Introduction to computers*

Introduction to computers –History and generation of computers-Basics of computers -Hard ware & Software -Operating systems. Multimedia –evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry. DTP (Desk Top Publishing).

Unit II Defining Graphic Communication

Graphic Communication –Definition, nature & scope. Elements of design, Principles of design, Design process, Role of computers in designing. Fundamentals of layout-text & visuals, typography and drawing programs, working with colors.

Unit III MS Office and its applications

MS Office and its applications-MS Word –tools, word processing techniques, MS Excel –features & utility-PowerPoint-features & advantages. Quark Xpress –features, tools & applications. PageMaker-working with text, working with graphics & formatting. Differences in features of Quark Xpress and Page Maker.

Unit IV Corel Draw

Corel Draw-features & tools, working with vector/raster images, special effects and other supporting components of CorelDraw.

Unit V Adobe Photoshop

Adobe Photoshop-features & tools, drawing, painting, cropping, editing, retouching, special effects, animation using image ready, optimization for web.

Course Specific Skills

Understand the concept of Computers	Explain the techniques of digital graphic communication	Analyze the need of computer operating skills	Understand the significance of Ms Office and its applications	Experience and Develop skills on Corel Draw and Adobe Photoshop

Reference Books

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books, 2000.
2. MS Office –Bible, Edward Willet, IDG Books, 2000.
3. PageMaker for Windows for Dummies, Deke Mc Celland, IDG Books, 1998.
4. Corel Draw for Dummies, Deke Mc Celland, IDG Books, 1997.
5. Photoshop for Dummies, IDG Books, New Delhi, 2000.
6. Teach Yourself Photoshop, Jennifer Alspach& Linda Richards, IDG Books, New Delhi, 2000.
7. Multimedia: An Introduction by John Villamil& Louis Moloina Prentice Hall, New Delhi, 1998.
8. Multimedia –Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.

9. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course informs about the concept of audio as a creative tool for documentary storytelling, fiction filmmaking, , news media, radio production, and internet production	Understand the concept of Computers	PSO-1	R
	Explain the techniques of digital graphic communication	PSO-1	U
	Analyze the need of computer operating skills	PSO-4	An
	Understand the significance of Ms Office and its applications	PSO-1	Ap
	Experience and Develop skills on Corel Draw and Adobe Photoshop	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course informs about the concept of audio as a creative tool for documentary storytelling, fiction filmmaking, , news media, radio production, and internet production	H	H	H	M	H	H	H	M	L

Semester III

19. RADIO JOCKEY AND VIDEO JOCKEY

Course Specific Objective

This course provides both the conceptual and practical knowledge in Radio and Video Jockey.

Hours Per Week					Credits
Lecture	0	**Theory**	0	**Practical**	4	2

CLASS EXERCISES

(Students has to practices all FIVE exercises) (Each exercise carries 8 marks)

(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline-Total-50 Marks)

1. On Screen Qualities
2. Communication Skills
3. Body Language
4. Presentation
5. Spontaneity

RECORD WORK:

1. RJ & VJ Indoor (Green Matte/ Set) (minimum 10 mins)
2. Interview (Celebrity) (minimum 10 mins)
3. Movie Review (Movie countdown) (minimum 10 mins)
4. Event RJ-ing & VJ-ing (Awards & Music launch) (minimum 10 mins)
5. RJ-ing & VJ-ing with Kids (minimum 10 mins)

(The Students have to submit any two exercises as Record Work in the Digital form for Practical exam, which will be evaluated by the External Examiner)

Reference Books

1. Alan R. Stephenson (2011). Broadcast Announcing Worktext: A Media Performance Guide, First Edition, Focal Press, UK
2. Kennedyand Dennis (2011). The Oxford Companion to Theatre and Performance, First Edition, Oxford University Press, UK
3. Michael Faulkner (2006). VJ: Audio-Visual Art and VJ Culture, First Edition, Laurence King Publishing Ltd, UK.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides both the conceptual and practical knowledge in digital media production.	Creative skills	PSO-3	U
	Speaking skills	PSO-5	An
	Programming skills	PSO-5	AP
	Editing Skills	PSO-6	C
	Software skills	PSO-7	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides both the conceptual and practical knowledge in digital media production.	L	L	M	L	H	H	H	M	L

Semester III
20. SOUND DESIGNING
Course Specific Objective
This course provides both the conceptual and practical knowledge in Sound production.

Hours Per Week					Credits
Lecture	0	**Theory**	0	**Practical** 4	2

CLASS EXERCISE

(Students has to practices all TEN exercises) (Each exercise carries 4 marks) (Ten exercises x 4 marks = 40 marks & 10 marks for Regularity & Discipline; Total-50 Marks)

1. Introduction to Dubbing Theatre-Studio Set up & Equipments Back Panel
2. Audio Recording Theory-Nature of sound, Frequency, Wavelength & Amplitude
3. Acoustics-Acoustics Materials, Echo, Reverberation & Controlling the noise
4. Audio Equipment used in Dubbing-Cables and connections & Mixing console
5. Microphones-types of MIC's, Polar Pattern, Frequency Response & Dynamic Range
6. Dubbing-Lip Sync, Sibilance, Over Dub, Blow, Clipping, Pilot Track, Proximity effect, Peak, White noise, Pink Noise, I K Tone
7. Live Recording-Live Recorders, Mic needed in live recording & Controlling noise while recording
8. Equalizer, Audio Effects & Basic EQ
9. Protocols Software-Handing Software's, Shortcut Keys & Practicing with Software
10. Audio Equipments & Formats-Photography Disc, Magnetic Tape, Reel to Reel Tape, Beta Hi Band Tapes, DAF, Software Recording (Multi Tracks)

RECORD WORK:

1. Dubbing Practice-Voice Modulation Sync, Lip Sync & Voice over
2. Song Practice-Vocal Practice & Karaoke with Voice Sync

(The Students have to submit all exercises as Record Work in the digital form for Practical exam, which will be evaluated by the External Examiner)

Reference Books

1. Robert Campbell(2013). Pro Tools 10 Advanced Music Production Techniques, First Edition, Cengage Learning, USA
2. Frank D.Cook(2012). Pro Tools 101-An Introduction to Pro Tools 10,First Edition, Cengage Learning, USA
3. Tomlinson Holman(2010). Sound for Film and Television,First Edition, Focal Press, UK

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides both the conceptual and practical knowledge in digital media production.	Creative skills	PSO-3	U
	Recording skills	PSO-5	An
	Programming skills	PSO-5	AP
	Editing Skills	PSO-6	C
	Software skills	PSO-7	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides both the conceptual and practical knowledge in digital media production.	L	L	M	L	H	H	H	M	L

Semester IV					

21. INTEGRATED MARKETING COMMUNICATION

Course Specific Objective

This course facilitates the students with technical, social, cultural, ethical, and economic aspects of Marketing Communication

Hours Per Week					Credits
Lecture	3	Theory	2	Practical	0	4

Unit I Understanding New Media

Definition of marketing – marketing mix – market strategies –segmentation, differentiation – niche – pre-sales-post marketing tools and techniques.

Unit II Development of Internet technology

Role of Research in marketing – Advertising as part of marketingmix – definition, types and levels of marketing; communication andadvertising theories – process of advertising – ad agency – structureand role – advertising budgeting – DAGMAR etc

Unit III Technology and Tools for new media writing

Public relations and its place in the marketing mix – definitionof PR – process – media relations – internal and external publics –press events/conferences etc. theories and practice of PR – PRstrategy and budgets – Image management

Unit IV New Media Applications and Appliances

Campaign strategies – content, creativity, communication goals– Ad campaign tie-ups with Pr Campaign – similarities anddifferences and blending the two approaches to make onepromotional campaign strategy.

Unit V Prospects of new media

IMC – concept, theory and practice – management of media,events and promotional strategy – Marketing Communications mix– effective Corporate CommunicationsMethodology: Theoretical inputs reinforced with practical exercisesand live campaigns from Advertising, Public relations and integrated marketing perspectives.

Course Specific Skills

Identify the need for understanding New Media	Explicate the development of Internet Technology	Analyze and understand the technology and tools for new media writing.	Understand the concept of new media application and appliances	Trace out the Prospects of new media

Reference Books

1. Arens William. F. &Bonée, Courtland. L. Contemporary Advertising. Irwin, 1994

2. Belch & Belch. Introduction to Advertising and Promotion: An Integrated Marketing Communications Approach. 2/e, Irwin, 1995

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course facilitates the students with technical, social, cultural, ethical, and economic aspects of new media technologies.	Identify the need for understanding New Media	PSO-1	U
	Explicate the development of Internet Technology	PSO-7	An
	Analyze and understand the technology and tools for new media writing.	PSO-5	AN
	Understand the concept of new media application and appliances	PSO-1	U
	Trace out the Prospects of new media	PSO-7	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course facilitates the students with technical, social, cultural, ethical, and economic aspects of new media technologies.	M	M	M	L	H	H	H	M	M

22.INTERNATIONAL COMMUNICATION	
Course Specific Objective	
The purpose of this course is to familiarize students with the role of mass media in a global context	

Hours Per Week					**Credits**
Lecture	3	**Theory**	2	**Practical**	0	4

UNIT I

Political, economic and cultural dimensions of international communication -Historical context of international communication-world systems analysis -Imperialism, electronic imperialism & electronic colonialism theory, hegemony –Discourses of globalization

UNIT II

International news flow-imbalance, Media growth-International, regional, internal disparities -International news agencies-Reuters, AFP, AP –Setting global news agenda, news flow patterns-offline and online –A critique of western news values –Al Jazeera: an Arab news media challenging the West –Media's role in international relations and public diplomacy –CNN effect: a case study.

UNIT III

Impact of new communication technology on news flow -Satellite communication-its historical background, status, progress, effects. Information superhighway. Telecommunication and regulatory organization –ITU-Issues in international communication. Transnational media corporations –Cross media ownership –Global internet services –International broadcasting – Code of conduct -Alternative media –Case studies –Inter Press Service, OneWorld.net, Undercurrents.

UNIT IV

Communication as human right. UNOs universal declaration of human rights and communication. International agencies and syndicates, their organizational structures and functions –UNESCO, UNICEF, etc

UNIT V

New World Information and Communication Order-a critique –Alternative communication – Global communication politics today -Propaganda and embedded journalism –Free flow of trade –Protecting intellectual property –Global digital divide –Global public sphere and creating a global civil society. Traditional media ownership and issues of sovereignty and security.

REFERENCE BOOKS

1. Current Issues in International Communication: L. John Maritn& Rey Eldon Hiebert, Longman, 1990.
2. Global Communication–Theories, Stakeholders, and Trends: Thomas L. Mcphail, Wiley-Blackwell, 2005.
3. Global Communication in Transition–The End of Diversity?: Hamid Mowlana, Sage, 1996.
4. Global Communication: edYahya R. Kamalipour, Wadsworth, 2006.
5. Handbook of International and Intercultural Communication: eds William Gudykunst& Bella Mody, Sage, 2002.
6. International Communication–Concepts and Cases: KwadwoAnokwa, Carolyn A. Lin & Michael B. Salwen, Wadsworth, 2003.

International Communication–Continuity and Change: DayaKishanThussu, Arnold, 2006

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The purpose of this course is to familiarize students with the role of mass media in a global context	Understand the basic concepts of International Communication	PSO-1	U
	Understand and identify the various theories related to International Communication	PSO-1	U
	Analyze and explicate the Concept of transnational organization	PSO-1	An
	Trace out the social movements related to global communication	PSO-2	An
	Ability to apply the various concepts in international communication	PSO-5	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The purpose of this course is to familiarize students with the role of mass media in a global context	H	H	M	M	H	M	M	L	M

Semester IV					

23. DIGITAL FILM PRODUCTION TECHNIQUES

Course Specific Objective

This course provides the students with the ability to produce the digital film

Hours Per Week					Credits
Lecture	2	Theory	2	Practical	0	4

Unit I Writing for Feature Film

Writing for Feature Film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions-dramatic premise established; Act- II- Development, Complications & Conflict; Act- III-Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

Unit II Functions of Film Director

Film Director- Functions of Film Director- Scripting, Visualization; Direction & Final Output; Responsibilities of Film Director- Social, Cultural, Technical & Financial; Director's relation with Producer, Cinematographer, Editor, Actor, Music Director, Art Director, Production Manager & Other Technicians; Director & Assistances.

Unit III Functions of Cinematographer

Cinematographer- Functions of Cinematographer- Framing, Lighting & Visualization;

Responsibilities of Cinematographer; Cameraman's relation with Director, Art Director, Costume Designer & Light man; Cinematographer's knowledge in Camera, Concept of Lighting, Colour, Lens & Filters, Framing & Composition.

Unit IV Functions of Film Editor
Editor- Functions of Film Editor- Film Order, Negative Cutting, Final Cutting, Optical Effects, Positive Print & Digitization; Responsibilities of Film Editor; Editor's relation with Director, Cameraman & Sound Engineer; Editor's knowledge in Editing concept, Computer & Software, Graphics & Animation, Time & Space, & Rhythm.

Unit V Functions of Sound Engineer
Sound Engineer- Functions of Sound Engineer- Dubbing, Sound Effects, Music & Mixing; Responsibilities of Sound Engineer; Sound Engineer's relation with- Editor, Music Director, Sound Effects Team, Dubbing Artists & Final Mixing Team; Sound Engineer's knowledge in Sound, Computer & Software, Music, Sound Effects, Sync & Non Sync.

Course Specific Skills				
Define the concept of writing for feature film	Identify the significance of functions of film director	Understand the need for the Film editor	Know and identify the functions of Cinematographer	Explicate the importance of functions of Sound Engineer

Reference Books
1. Sonja Schenk , The Digital Filmmaking Handbook, Cengage Learning, USA, 2012
2. Michael Hughes, Digital Filmmaking for Beginners, McGraw Hill, USA, 2012
3. Blain Brown, Cinematography: Theory and Practice, Focal Press, UK, 2012
4. Pete Shaner, Digital Filmmaking: An Introduction, Mercury Learning, UK, 2011
5. Mike Figgis, Digital Filmmaking, Faber and Faber, New York, 2007

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides the students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.	Define the concept of writing for feature film	PSO-1	R
	Identify the significance of functions of film director	PSO-2	U
	Understand the need for the Film editor	PSO-4	An
	Know and identify the functions of Cinematographer	PSO-5	Ap
	Explicate the importance of functions of Sound Engineer	PSO-4	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course	H	H	M	L	H	L	M	M	L

provides the students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.									

Semester IV
24. CULTURE & ENTERTAINMENT MEDIA
Course Specific Objective
To prepare the students to create and analyze Culture and media

Hours Per Week						**Credits**
Lecture	2	**Theory**	2	**Practical**	0	3

Unit I Definition and Concept of Culture
Culture- Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion-Major & Minorities; Castes-Dalit & Tribal Culture in India; Challenges of Indian Culture; Statues of Women in India.
Unit II Definition and Concept of Music
Music-Definition & Concept; History of Indian Music; Types of Indian Music-Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.
Unit III Definition and Concept of Theatre
Theatre-Definition & Concept; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama-Definition & Concept; Different forms of Drama; Difference between Theatre & Drama; Introduction to English & Persian Theatres;

Traditional & Modern Theatres.

Unit IV Definition and Concept of Newspaper Industry
Newspaper Industry-Definition & Concept; Growth of Newspaper Industry in India-Freedom movement, Post Independence, Emergency & Post Emergency; Growth of Regional Newspapers; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional; Publication Industry-Novel & Education.

Unit V Definition and Concept of Radio Industry
Radio Industry-Definition & Concept; Growth of Radio Industry in India-All India Radio-National & Regional; Arrival of FM & its impact; Community Radio & Society Development; Television Industry-Definition & Concept; Growth of Television in India-Doordarshan-National & Regional; Emergence of Cable Television & Satellite Television-Private & Pay Channel; Recent Growth-DTH & CAS System; Television & Cinema.

Course Specific Skills				
Define the concepts of Culture	Traceout the origin and development of Culture and Music	Analyse and understand the concept of film	Understanding Film Language and essential characteristics of film	Identify the need for analysing and concept of Radio and Newspaper Industry

Reference Books
1. AshishRajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi. 2. History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009 3. David Bordwell and Kristin Thompson (2010), Film Art: An Introduction, McGraw Hill. 4. Baskaran, Theodore (1981)The Message Bearers: The Nationalist Politics and the Entertainment Media in South India.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
To prepare the students to create and analyze moving images, to produce research, and to make art.	Define the concepts of Culture	PSO-1	R
	Traceout the origin and development of Culture and Music	PSO-1	U
	Analyse and understand the concept of film	PSO-1	An
	Understanding Film Language and essential characteristics of film	PSO-5	Ap
	Identify the need for analysing and concept of Radio and Newspaper Industry	PSO-3	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
To prepare the students to create and analyze moving images, to produce research, and to make art.	H	M	H	L	H	L	M	M	L

Semester IV					
25. SHORT FILM MAKING					
Course Specific Objective					
This course provides both the conceptual and practical knowledge in Short Film Making.					
Hours Per Week					**Credits**
Lecture	0	**Theory**	0	**Practical**	4	2

CLASS EXERCISE

(Students has to practices all FIVEexercises)(Each exercise carries 8 marks)(Five exercises x 8 marks = 40 marks & 10 marks for Regularity & Discipline-Total-50 Marks)

1. Students should write original script for Short film (Five excises)
2. Students should prepare Production Team & Budget
3. Student should get trained in handling camera and shoot scene and shot.
4. Students should handle non-linear editingwith AVID/ FCP Software
5. Students should handle dubbing, Sound Effects & Mixing using the Audio Software

RECORD WORK

1. Short Film on any concept(maximum 10 mins)

2. Documentary on any social issues (maximum 10 mins)

(The Students have to submit any one exercise in the digital form for Practical exam, which will be evaluated by the External Examiner)

Course Specific Skills

Creative skills	Writing skills	Programming skills	Editing Skills	Software skills

Reference Books

1. Nicholas George (2010). Film Crew: Fundamentals of Professional Film and Video Production,First Edition, Platinum Eagle Publishing, USA
2. Clifford Thurlow(2008). Making Short Films: The Complete Guide from Script to Screen,First Edition, Berg, USA
3. Patricia Aufderheide(2007). Documentary Film: A Very Short Introduction, First Edition, Oxford University Press, UK

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides both the conceptual and practical knowledge in digital media production.	Creative skills	PSO-3	U
	Writing skills	PSO-5	An
	Programming skills	PSO-5	AP
	Editing Skills	PSO-6	C
	Software skills	PSO-7	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides both the conceptual and practical knowledge in digital	L	L	M	L	H	H	H	M	L

media production.									

Semester IV						
25. Project Work						
Hours Per Week						**Credits**
Lecture	0	**Theory**	**0**	**Practical**	8	5