

Manonmaniam Sundaranar University
Tirunelveli – 12
B.Sc. Visual Communication (CBCS)
(Effective from the academic year (2020-2021))

Eligibility:

10+2 pass in any group from the Board of Higher Secondary Examination, Government of Tamil Nadu. Those candidates who have studied through any other State Board of Examination other than Board of Higher Secondary School Examination, Government of Tamil Nadu need to get an Eligibility Certificate if they wish to join in this University or its affiliated institutions. The Eligibility Certificate needs to be submitted to the institutions at the time of joining the course.

Scheme of Examinations

Sem.	Pt. I/ II/III/ IV / V	Sub No.	Subject Status	Subject Title	Contact Hrs./Week	L Hrs./Week	T Hrs./Week	P Hrs./Week	C Credits
III	I	17	Language	Tamil/Other Language	6	6	0	0	4
	II	18	Language	English	6	6	0	0	4
	III	19	Core-5	Photography	4	4	0	0	4
	III	20	Major Practical -III	Photography	4	0	0	3	2
	III	21	Allied- III	Advertising & Public Relations	3	3	0	0	3
	III	22	Allied Practical -III	Advertisement & PR Writing	4	0	0	2	2
	III	23	Skilled Based Core-I	Audiography	4	4	0	0	4
	IV	24	Non-Major Elective	Journalism Skills	2	2	0	0	2
	IV	25	Common	Yoga	2	2	0	0	2

IV	I	26	Language	Tamil/OtherLanguage	6	6	0	0	4
	II	27	Language	English	6	6	0	0	4
	III	28	Core-6	TelevisionProduction	5	5	0	0	4
	III	29	MajorPractical -IV	TelevisionProduction	4	0	0	4	2
	III	30	AlliedIV	Video Editing	3	3	0	0	3
	III	31	AlliedPractical -IV	Documentary Writing	4	0	0	3	2
	IV	32	Non- MajorElecti	Photo Journalism	2	2	0	0	2
	IV	33	Common	ComputersforDigital Era	2	2	0	0	2
	V	34	Extension Activity	NCC,NSS,YRC,YWC	0	0	0	0	1
V	III	35	Core-7	FilmStudies	4	4	0	0	4
	III	36	Core-8	Constitution&Media Laws	4	4	0	0	4
	III	37	Elective-I	WebJournalism	4	4	0	0	4
	III	38	Elective-II	MediaCulture& Society	4	4	0	0	4
	III	39	Practical-V	2D Animation	4	0	0	4	2
	III	40	Practical-VI	Multimedia	4	0	0	4	2
	III	41	Practical-VII	FilmAppreciation	4	0	0	4	2

	III	42	SkilledBased– (Common)	PersonalityDevelopmen t/EffectiveCommunicat ion/YouthLeadership	4	4	0	0	4
VI	III	43	Core–9	BasicsofMedia Research	4	4	0	0	4
	III	44	Core–10	Communication Theories	4	4	0	0	4
	III	45	Core–11	MediaManagement	4	4	0	0	4
	III	46	Practical–VIII	3d Animation	4	0	0	4	2
	III	47	Practical–IX	TelevisionCommercial Production	4	0	0	4	2
	III	48	Practical–X	Documentary Production	4	0	0	4	2
		49	Project	Project(Group)	7	0	0	7	7
Total					180				152

*10hoursofpracticals.

L:Lectures;

T:Tutorials;

P:Practical;

Note:

- | | | | | |
|--------------|----------|---------|----------|---------|
| 1. Theory | Internal | 25marks | External | 75marks |
| 2. Practical | ” | 50marks | ” | 50marks |

3. Separate passing minimum is prescribed for Internal and External

The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks) the passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)

B.Sc. Visual Communication

List of required basic laboratory equipment's

Drawing

1. Drawing table for each student

Desktop Publishing

1. Computer with DTP software list below
 - a) Adobe In design
 - b) Coral Draw
 - c) Adobe Photoshop

Art Appreciation

1. Screening facility (Projector)

Photography

1. DSLR camera with Accessories
2. Photo Studio facility

Television Production

1. HD Video camera with Accessories
2. Production Studio

Audio Production

1. Computer with Professional Sound Card
2. Audio Video editing software

Graphics & Animation

1. 2D, 3D Animation software

Film Studies

1. Collection of Classical movies (Indian & Foreign)

Adequate books for learning the software

For Digital Books Download Visit - www.pdfdrive.com

**SEMESTER III PA
RT III
PHOTOGRAPHY – CORE**

L	T	P	C
4	0	0	4

Objective:

The objective of this course is to provide students with an understanding of the technical processes of photography, learn how to use digital processes to make pictures. Learn to see with a camera.

UNIT I

Camera - Camera Vs Eye - Components of Camera - Types of Camera - Lens - Meaning - Types of lens - Prime lens - Normal lens - Wide angle lens - Telephoto Lens - Types of Special lens - Fish eye lens - perspective control lens - Micro lens - Macro lens..

14L

UNIT II

Photography - Definition - image - Pixels - Resolution - Composition - Rule of Third – Elements & Principles of Photography - Camera Controls - White balance - Shutter - Aperture - Light meter - Depth of field - Depth of focus - Focal length - ISO - Color in photography - RGB Color - CMYK Color.

12L

UNIT III

Lighting - Types of lighting - Three-point Lighting – Exposure - Under exposure - Over exposure - Sources to control the exposure - Filters - Usage of filters in camera - Types of filters - Polarizing filters - UV filters - ND Filters

12L

UNIT IV

Photography in various fields - Product photography - Lighting for product photography - Landscape photography - Wild life photography - Photo journalism - Candid photography - Night light photography - Street photography. **12L**

UNIT V

Digital photography – Imaging Techniques - Photo Manipulation – Usage of Adobe Photoshop for editing **10L**

References:

1. James Curran, The Photography Handbook, Routledge, USA, 2013
2. Ben Long, Complete Digital Photography, Course Technology PTR, USA, 2010
3. Scott Kelby, 2013, The Digital Photography, Second Edition, Peach pit Press, USA

PART III

PHOTOGRAPY- Practical

L	T	P	C
0	0	3	2

At the beginning of the practical's, the students are to be taught and trained to handle the photography camera with the basic elements of photography like Aperture, Shutter Speed, ISO, shots, angles, view, exposures, effects, Composition etc.

Besides, exercises on the listed topics below have to be practiced and submitted as a part of their work record.

1. Styles of Photography
 - a. Landscape
 - b. Portrait
 - c. Documentary
2. Perspective
 - a. Linear
 - b. Forced
3. Photo Language
 - a. Working
 - b. Action
 - c. Silhouette
4. Advertising Photography
 - a. Product ads
 - b. Food
 - c. Jewellery
 - d. Styles/Garments
5. Social Photographs
 - a. Street photography
 - b. PSA
6. Sports Photography
7. Indoor Photography
8. Photostory

The student must submit a Photography Record Note of the above topics with Technical Descriptions (Photo Description, Aperture, ISO, Shutter Speed & Composition Principles adopted) on left page and 12 x 8 output at Right Page

PART III

ADVERTISING & PUBLIC RELATIONS –Allied3

L	T	P	C
3	0	0	3

Objective:

To understand the basics of Advertising to apply the techniques in Advertising Industry, to solve practical problems in the real-life situations.

UNIT I

Definition, Origin & Growth – Nature & Scope of Advertising, Types of advertising, Roles of advertising, Social, Communication, Marketing & Economic – functions of advertising.
10L

UNIT II

Product - Types of product - Product life cycle - Target audience - Types of audience - Branding - Brand image - Brand positioning - Market segmentation - Appeals - Sales promotion.
10L

UNIT III

Latest trends in advertising (India & abroad) – Ad agency & its types, Structure of small, medium & big agencies, functions, services – legal aspects & ethical issues.
09L

UNIT IV

Public Relations - History - Role and meaning - Qualities of Public Relations Officer - Procedure to conduct Public Relations Campaign - Importance of Public Relations - Codes of ethics of Public Relations - Role of photography in Public Relations – PR Management
08L

UNIT V

Principles of Public Relations - Methods of Public Relations (Tools) - Press Release - Press Conferences - Public Relations in Government sector - Public Relations in Private sector - Public Opinion - Propaganda - Publicity
08L

References:

1. Chaunawalla, 2000, Advertising Theory and Practice, Himalaya Publishing House, India
2. Ruchi Gupta, 2012, Advertising Principles and Practice, Chand & Company Ltd, India
3. Shelly Rodgers & Esther Tharson, 2017, Digital Advertising, Routledge, UK
4. Kruti Shah, 2014, Advertising and Integrated Marketing Communications, Mc Graw hill, India

PART III

Advertisement & PR Writing – Allied Practical 3

L	T	P	C
0	0	2	2

Objective:

Students have to enhance the knowledge on the basics of Ad Writing; critically assess the use of the media in an array of advertising. Compose ad copy in a variety of media. Critical evaluation of visuals, graphics and the written word designing a best practices ad kit. Evaluation will be based on record on class works/completed assignments, copywriting advertisements of their own choice; logo, headlines, positionings slogan, body text etc.

Exercise 1 : Print Advertisement Writing

Students must be familiar and exposed to Copywriting Elements of Print Advertisement – Display Copy (Headline (Types), Caption, Subheads (Overline & Underline), Tagline & Slogan) – Body Copy (Lead Paragraphs & Closing Paragraphs)- Contact Information – Logo Types – Signature – Extras. Features, Benefits, Urgency & Offer. Anatomy of Print Ad – Text, Illustration & Image. Before the Practical class students must be made aware of Different Print Ads from original Examples.

Exercise 2 : Radio Advertisement Writing

Students must be familiar and exposed to Copywriting Elements of Radio Advertisement – Straight Announcer Ad, Product or Service with Dialogue, Attention with a Vignette, Testimonial Ads. Radio Scripts, Features, Benefits, Urgency & Offer. Before the Practical class students must be made aware of Different Radio Ads from original Examples.

Exercise 3 : Television Advertisement Writing

Students must be familiar and exposed to Copywriting Elements of Television Advertisement – Television Advertisement Various Formats, Anatomy – Video, Audio, Graphics & Animation. Features, Benefits, Urgency & Offer - TV Ad Script Format - Before the Practical class students must be made aware of Different Radio Ads from original Examples.

Exercise 4 : Public Relations Writing

Students must be familiar and exposed to writing for a variety of media outlets, such as television, social media, and radio. Organizing campaign is part of this practical and submitting the report on the same will be evaluated at the end of the semester along with the record on class works/completed assignments, campaign strategy of their choice

Practical:

The Practical Record should contain Copywrites of Print, Radio & TV (Three) and one Campaign Report for PR

The Television Advertisement Writing can be developed into a script and can be used for
Page 8 of 40

the Sixth Semester Practical Paper – Television Commercial Production

PARTIV

AUDIOGRAPHY-Skillbasedsubject

L	T	P	C
4	0	0	4

Objective:

This paper enables students to the fundamentals of Sound Design for media, through lectures and practical workshops. Students will be introduced to key principles of Audio Techniques, and to the specific requirements of Sound for TV, News, Advertisement, Documentary & Film.

UNIT I

Sound Introduction - Sine Wave – Frequency – Amplitude – Timbre. Hearing Vs Listening. Sound in Cinema (Dialogue – Music – Sound Effects – Silence) Importance of Sound (Sound Creates Place, Sound Creates Mood, Sound Moves Stories, Sound Enhances Picture)

14L

UNIT II

Sound Classification – Diegetic & Non-Diegetic, On Screen & Off Screen, Music, Establishing Sound & SFX - Major Function of Sound – Information (Dialogue, Direct Address) – Outer Orientation (Space & Time) Inner Orientation (Mood, Internal Condition, Energy & Structure) Metaphoric Sound – Segue – Foley – Ambience & Room Tone

12L

UNIT III

Dialogue – Text & Subtext – On Screen Dialogue – Off Screen Dialogue – Voice Over (Scripting Voice Over [Narration & Casting] & Voice Over [Voice Over] - Walla – Dialogue Sources (Production Sound & ADR) - Narration (Direct, Indirect, Contrapuntal)

12L

UNIT IV

Sound Effects & Music – Hard Effect & Soft Effect- Function of Sound Effects (Contextual & Narrative) – Building BG – Building Effects - Matching Perspective – Cause & Effect. Spotting Sound Effects & Music (Sound Maps & Sound Notes) – Music Types – Production Source (Live) – Source – Underscore - Sound Aesthetics (Figure/Ground – Sound Perspective – Sound Continuity)

12 L

UNIT V

Adobe Audition Workstation – Files Panel – Media Browser, Effect Rack – Levels Panel – Selection/View Panel-Playback Control & Various Tools-Editor Area (Wave Form & Spectral Display)- Navigator Area

10L

References:

1. Kahra Scott-James, 2018, Sound Design for Moving Image, Bloomsbury Academic, New York, USA
2. Jay Rose, Producing Great Sound for Film and Video: Expert Tips from Preproduction to Final Mix 4th Edition, 2014, Routledge, United Kingdom.

PARTIV

JOURNALISM SKILLS – Non-Major elective

L	T	P	C
2	0	0	2

Objective:

Journalism Skills for Engaged Citizens from The University of Melbourne. This is a course in basic journalism skills, designed for the many people who are now taking advantage of new media to publish news, views and information.

UNIT I

Media and Democracy: the Fourth Estate, Freedom of Expression, Article 19 of the Constitution of India - Media Consumption and News Production; Audience, Readerships, Markets - Forms of Journalism: news, features, opinions, yellow, tabloid, penny press, - Changing Practices: new/alternative media, speed, circulation. **08L**

UNIT II

Social Responsibility and Ethics - Positioning, Accuracy, Objectivity, Verification, Balance and Fairness - Defining Spot/Action, Statement/Opinion, Identification/Attribution - News vs Opinion, Hoaxes **08L**

UNIT III

News: meaning, definition, nature - Space, Time, Brevity, Deadlines - Five Ws and H, Inverted pyramid - Sources of news, use of archives, use of internet etc. **08L**

UNIT IV

Covering a Beat More Beats, Alternative Leads. Writing for Radio and Television, Writing for the New Media **08L**

UNIT V

Constructing the story: selecting for news, quoting in context, positioning denials, transitions, credit line, byline, and dateline **06L**

References:

1. Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
2. Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
3. Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.
4. Flemming, Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.

SEMESTER IV

PART III

Television Production – Core

L	T	P	C
4	0	0	4

Objective:

This paper is an introduction to the basic principles, procedures, and techniques of television production. The Television Elective course includes video control, special effects, operation of cameras and editing machines, composition, lighting, staging, and directing, on-camera announcing and interviewing.

UNIT I

Television Standards - NTSC - PAL - SECAM - Television technology - Standard - HD - - Analog and Digital forms of television - Genres in Television - - Television production process - single camera process - Multi-camera process

14L

UNIT II

Television scripting - Story board - Key Professional Involved in Production - Equipment layout in TV studio - chromakey - Microphones its type and placement - Vision mixers - Role of sound in TV.

12L

UNIT III

Camera Introduction – Camera Parts (Electronic Control – Resolution & Frame Rate, White Balance, Gain & ISO, Picture Profile Mode, Program Mode, Picture style – Lens Control – Iris, Shutter Speed, Focus) Mounting devices - ENG and EFP Production - Single Camera Production - Multi-camera Production - Camera for various productions

12L

UNIT IV

Lighting: types of lighting - Directional light, diffused light - Controlling lights - Lighting techniques - Three-pointing lighting - Four-pointing lighting – Lens – Focal Length & Lens Angle, Depth of Field (Deep focus - Shallow Focus - Shift Focus) – Focal Point

12L

UNIT V

Role and responsibilities of TV Producer - Set, scenery, costume, makeup and property as element of aesthetics. News reading and anchoring - Voice modulation - Editing – Transitions – Types of Cuts - Cut In & Cut Away - Television graphics - Titling - Special effects

10L

References:

1. Millerson G.H., Effective TV Production, Focal press, 1993
2. Holland P., The television handbook, Routledge, 1998
3. Zettl, Herbert, Television production handbook, Wardsworth, Thompson learning, 2001
4. Multitasking for TV Production by Peter Ward

PART III

Television Production – Practical

L	T	P	C
0	0	4	2

Students must be familiar and exposed to Live Studio, Taped Studio & Indoor/Outdoor Production. Three types of Television Production – Scripted Entertainment – Unscripted Entertainment – Information Programs – Two Column Script Format

The students are required to produce any two TV Programs of Duration 10 Mins and submit as work record.

1. Talk Show/Chat Show
2. News Program
3. Travelogue
4. Cookery Show
5. Automobile Show
6. Make up & Life Style Show
7. Home Decor

Methodology:

Students will be given practical exposure on handling the camera, and will be detailed on all the aspects of production. Regular assignments on production will be given.

The student must submit a Record Note (Two-Column Script), and Two Television Production Film in DVD

PART III

Video Editing–Allied

L	T	P	C
3	0	0	3

Objectives:

This paper enables students to the fundamentals of Video Editing, through lectures and practical workshops. Students will be introduced to key principles of Editing Techniques, and to the specific requirements of Editing for TV, News, Advertisement, Documentary & Film

UNIT I

What is Video Editing – Tools Vs Skills – Understanding the Footage – Using the Right Shots – Time & Space in Editing – Editing Process (Acquire, Organize, Review & Select, Assemble Rough Cut, Fine Cut, Picture Lock, Master & Deliver). **10L**

UNIT II

Footage Analysis – Focus – Audio Quality – Exposure and Color Temperature -Framing & Composition – Screen Direction – 180-degree Rule – 30-degree Rule – Matching Angles – Matching Eyeline – Continuity of Action – Continuity of Dialogue – Performance **10L**

UNIT III

The Kuleshov Experiment – Montage Editing (Metric – Rhythmic – Tonal – Over Tonal – Intellectual). Relational/Constructive Editing (Contrast – Parallelism – Symbolism – Simultaneity – Leitmotif). Editing Style (Expository – Elliptical – Metaphorical) **09L**

UNIT IV

Editing Factors – Information – Motivation – Shot Composition – Camera Angle – Continuity – Sound. Five Categories of Edit – Action Edit - Screen Position Edit – Form Edit – Concept Edit – Combined Edit **09L**

UNIT V

Adobe Premiere Workspace (Project Panel – Source Monitor – Program Monitor – Timeline Panel – Tools Panel – Audio Meter Panel – Effects Panel – Marker Panel). Tools Panel (Selection Tool, Track Selection, Ripple Edit, Rolling Edit, Rate Stretch, Razor Tool, Slip Tool, Slide Tool, Pen Tool, Hand Tool & Zoom Tool) **08L**

References:

1. Ken Dancyger [2010], The Technique of Film and Video Editing: History, Theory, and Practice, Focal Press, U.S.
2. Roy Thompson, Christopher J. Bowen [2013], Grammar of the Edit, Focal Press.
3. Gael Chandler [2012], Cut By Cut: Editing Your Film or Video, Michael Weise Productions, U.S

PART III

Documentary Writing–Allied Practical–4

L	T	P	C
0	0	3	2

Objective:

To familiarize the students with various types of Descriptive writing and develop their inherent writing skills to train students to generate, develop and express ideas. The Primary purpose of Documentary writing practical is to develop students writing skills to describe a Person, Place, Thing or Event through the use of Sensory Details (Seeing, Hearing, Smelling, Touching & Tasting)

Students must be exposed and made familiar with different types of descriptive writing details like Sensory Detail, Characterization, Observational Writing, Showing Versus Telling (Adjective Writing), Metaphor Vs Simile & Specific vs Concrete writing. Elements of Descriptive Writing (Sensory Details, Figurative language, Dominant Impression, Precise Language and Careful Organization)

Students must be made to expose original Descriptive Essays based on different subjects to identify its Elements & Structure

The Practical Record should contain Write ups of any Five Descriptive Essays on the following topic (People/Place/Event/Thing)

Any one Documentary Writing can be developed into a Narration script and can be used for the Sixth Semester Practical Paper – Documentary Production.

PARTIV

PHOTO JOURNALISM-Non-Majorelective

L	T	P	C
2	0	0	2

Objectives:

To understand critically the basic concepts of photography and photojournalism

UNIT I

Introduction to Photojournalism - Elements of Visual news story telling, History of photojournalism. Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing **10L**

UNITII

Developing eye for news photos. Types of News Photographs. Planning for News Photographs- Creating a Good News Photograph (Composition Techniques) – Picture Stories (Illustrated Text, Photo-text Combination-Pure Picture story- Picture story within Text-Single picture story-Abstract Picture-Informal Portrait) **10L**

UNITIII

Digital Photography – Digital Cameras -Image Sensors – Resolution – Aspect Ratios – Color – Sensitivity-Image quality-Frame Rate – Image Compression & File Format – Creative Controls (Automatic controls – Autoexposure-Tone curve control – Focus-White Balance – Preview screens-Viewfinders) - Lenses **09L**

UNITIV

Editing Digital Photography – Process of Photo editing (Photo Editing tools -Phot Genetics – Picture Window – Working formats – output formats -Sharpening images – cropping images – Rotating Images – changing brightness – adjusting color balance using filters – composite imaging – use of Histograms **09L**

UNIT V

Ethics of Image Editing - Principles and Ethics of photojournalism, Media laws and Intellectual Property Rights- Syntax of images **08L**

References:

1. Digital Photojournalism, Balakrishna Aiyer, Authorspress, 2006
2. Real World Digital Photography, Eisman, Dugan, and Grey, Pearson/Prentice Hall , 2010
3. Photojournalism: An Introduction, Fred Parrish, Wadsworth Thomson , 2002

SEMESTER V PAR
T III
Film Studies – Core

L	T	P	C
4	0	0	4

Objectives:

To understand the nature and process of film production, to learn how to read and analyze film as you would a novel, a poem or a short story, to familiarize ourselves with certain theoretical ideas presented by major film theorists.

UNIT I

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics (Sign, Codes & Convention) - formalism and neo-formalism - film and psycho-analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

14L

UNIT II

Introduction to Tamil cinema - First talkie movie in Tamil - Samikannu Vincent - Nataraja Mudhaliyar - Directors of 80's Tamil cinema - K. Balachander - Mahendran - Bharathiraja - Manirathnam - Balumahendra

12L

UNIT III

ISM in cinema - Realism - Surrealism - German Expressionism - soviet montage - Italian neo realism - French new wave - Modernism - Postmodernism - Mise en Scene & Montage - Film audience - Review and appreciation of film - Film genre.

12L

UNIT IV

Film festival - Film awards - Film institute's censorship certification - Cinema theatres and Projections - Narrative structure - Linear narrative structure - Non linear narrative structure - Time and space in cinema

12L

UNIT V

Film business and Industry - Economic - finance and business of film - film distribution - import and export of films - regional cinema with special reference to Tamil cinema. Budgeting and schedules.

10L

References:

1. Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2nd Edition
2. How films are made, Khwaja Ahmad Abbas, National Book Trust, 1977
3. Film as an art and appreciation, Maric Setton, NCERT, New Delhi
4. Cinematography Censorship rules, Govt. of India Press, Nasik, 1969
5. Cultural Heritage of India, A.L. Basham.

PART III

Constitution and Media Laws – Core

L	T	P	C
4	0	0	4

Objectives:

To teach students the ethics and principles of Indian Constitution and Media Laws involved in media and also encourage them to follow ethics in the field of communication.

UNIT I

Indian Constitution – Salient features – Fundamental rights – Article 19(1)(a) – Freedom of the press.

14L

UNIT II

Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955. Press and Publication (Parliamentary proceedings) Act, 1976.

12L

UNIT III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of Court.

12L

UNIT IV

Freedom of the Press – Ramesh Tapan vs State of Madras – Brij Bushan vs State of Delhi – Virendra vs State of Punjab – Ranji Lal Modi vs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Bennett Coleman and Co. vs Union of India – Indian Express vs Union of India (1985). **12L**

UNIT V

Censorship Law and internet – Law and Cyberspace – emerging trends – Laws relating to Cable and Satellite TV.

10L

References:

1. Indian constitution: B.N. Pandey
2. Introduction to Indian constitution: D.D. Basu
3. Press laws: D.D. Basu
4. The truth about Indian press: S. Sahani
5. Historical Perspective of Press Freedom in India: Dr. Rama Krishna Challa.

PART III

WEB JOURNALISM – Major Elective

L	T	P	C
4	0	0	4

Objective:

This course provides insight into the nuances of Online as a medium of communication and enables students to get a firm grasp of how to create online news sites and write for the online medium.

UNIT I

New Media: Use of New Communication Medium (Internet, Mobile), Advantages, Limitation and Risk factor, involve in it. Use of various applications media personal.

14L

UNIT II

Wire service reporting, Blogs and Other "Participatory Journalists", Digital news media, trends and technologies in digital news media.

12L

UNIT III

How to Report News for the Web: skills a journalist needs in the digital age, multimedia tools available to report the story immediately, Contextual hyperlinking. **12L**

UNIT IV

Content Planning: Planning, Management and Retiring of Content. Writing for web: Basic Principles, Powers of web Journalism: Information, news and entertainment on web. Web Design Elements – Header – Navigation – Content – Footer (Home Page, About Us, Product or Service, Gallery, Contact Us, Call to Action, Search). Dynamic Content **12L**

UNIT V

Ethics in Web journalism- anonymity, speed, rumour and corrections, impartiality, conflicts of interest, and partisan journalism, Reporters and Social Media, citizen journalists and using citizen content, Ethics of images. **10L**

References:

1. Multimedia: an introduction, Casanova John Villamil
2. Multimedia: illustrated, Singh Vishnu Priya Singh Meenakshi, Asian publishers, Delhi
3. Ess, Charles. Digital Media Ethics. Cambridge: Polity Press, 2009.
4. Ward, Stephen J. A. —Ethics for the New Mainstream. In The New Journalist: Roles, Skills, and Critical Thinking, eds. Paul Benedetti, Tim Currie and

PART III
Media Culture & Society - Major Elective

L	T	P	C
4	0	0	4

Objectives:

Students explore the impact of media on culture and social structure through media systems are integrated and shaped by larger systems of power and cultural understanding and, how in turn, those systems of power and stratification are dependent of communications.

UNIT I

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture - basic issues. Power of mass media. Media in Indian society. Definition, nature and scope. Function of mass media. **14L**

UNIT II

Media Audience analysis (mass, segmentation, product etc, social uses). Audience making. Active Vs Passive audience: Some theories of audience - Uses and Gratification Uses and Effect etc. **12L**

UNIT III

Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, and Psychoanalysis. Media and realism (class, gender, race, age, minorities, children etc.) **12L**

UNIT IV

Media as consciousness Industry. Social construction of reality by media. Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) - Cultural Studies approach to media, audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy **12L**

UNIT V

Media and Popular culture - commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry - personality as brand name, hero-worship etc. Acquisition and transformation of popular culture. **10L**

References:

1. Silverstone, Rogers (1999) Why Study Media?. Sage Publications
2. Potter, James W (1998) Media Literacy. Sage Publications
3. Grossberg, Lawrence et al (1998) Media-Making: Mass Media in a popular culture. Sage Publications
4. Evans, Lewis and Hall, Stuart (2000): Visual culture: The reader. Sage Publications
5. Berger, Asa (1998). Media Analysis Technique. Sage Publication

PART III
Multimedia–Core Practical

L	T	P	C
0	0	3	2

Objective:

This course contains different modules. After completing the modules, a student has to complete project work.

Practical 1:(AVID/FCP)

Introduction to basic video editing tools: – Panels/Windows, Menu/Sub Menu Bars & Tool Bars. Creating Project Folders, Setting Project Format – Workspace (Bin Container, The Bin, The Composer Window, The Timeline Window)- Importing Camera Footage-Working with Audio-Exporting - Synchronizing the sound with video

Exercises: (Any Two)

- Commercial Advertisement (with SFX): 30sec
- Green Matte Editing
- Titling: 30sec
- Use of transitions and SFX: 30sec

Practical 2:(PRO TOOLS)

Introduction to basic audio editing tools: – Panels/Windows, Menu/Sub Menu Bars & Tool Bars. Creating Project Folders, Setting Project Format – Workspace (Edit Window, Mix Window)- Importing Files- Edit -Record- Mixing – Mastering -Exporting

Exercises:(Any Two)

1. Music Production (Jingle/Promo/Song (Album))
2. PSA
3. Radio Features:
4. Ad for Radio (commercial)

Practical 3:(AFTER EFFECTS)

Introduction to basic VFX tools: – Panels/Windows Menu/Sub Menu Bars & Tool Bars. Creating Project Folders, Setting Project Format – Workspace (Composition Panel, Project Panel, Timeline Panel, Effects Control Panel, Flow Chart Panel, Footage Panel & Layer Panels)- Importing -Exporting

Exercises:(Any Two)

1. Title Graphics
2. Title Animation
3. Info Graphics Presentation
4. Compositing

(The students have to submit Two exercises from each Practical's as Record Work in the digital form & Paper Page -Title-Concept-Synopsis-Two-Column Script with Photoboard for Practical exam, which will be evaluated by the External Examiner)

The students must submit a record Note (combined) and six-digital outputs in DVD

PART III

Film Appreciation – Core Practical

L	T	P	C
0	0	3	2

Objectives:

This course is an introduction to film appreciation, film history, film analysis and film production – fiction and documentary.

The students are exposed to filmmakers like Satyajit Ray, A. P. J. Abdul Kalam, Ingmar Bergman etc. and skills are thought to appreciate the great filmmakers by studying their nuances in studying films.

Exercise:

Each film, which is screened, is to be appreciated by the students and that has to be filed and submitted in the record book. This will be evaluated at the end of the semester by viva voce.

The students must submit a record Note (Ant Five Film Review)

PART III

2D Animation – Core Practical

L	T	P	C
0	0	3	2

Objectives:

This paper will cover the fundamental theoretical and practical aspects of 2D Animation. Further, the course will impart technical know-how of operating 2D Animation software applications. To provide a well-rounded and comprehensive training on Animation through lectures, exercises and applications

The students are Exposed to:

Introduction to basics of Animation tools: – Panels/Windows Menu/Sub Menu Bars & Tool Bars. Creating Project Folders, Setting Project Format – Workspace (The Stage, Timeline, Panel dock's, Tools, Properties, Library)- MenuBar – Motion Editor -Importing Files - Exporting. Before the Practical class students must be made aware of the following topics from original Examples.

Software – **ADOBE FLASH**

Exercises:

1. Create two “Title Animation” with appropriate audio for 30 seconds
2. Create 2D Character Animation with a concept of social issues for 45 seconds

(Note: Appropriate RR and Voice Over, if necessary, should be Included)

(The students have to submit Two exercises as Record Work in the digital form & Paper Page -Title, Concept -Synopsis-Two column Script with Photoboard for Practical exam, which will be evaluated by the External Examiner)

The students must submit a record Note and Two 2D Output in DVD

PART III

Basics of Media Research – Core

L	T	P	C
4	0	0	4

Objectives:

Students will be exposed to various research methodologies, both quantitative and qualitative, as they affect the changing media landscape and its evaluation. Students will be exposed to different theoretical paradigms of media research. **14L**

UNIT I

The need and relevance of media research. Responsibility and Involvement. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research methods – Historical, Case study, Content analysis etc. **12L**

UNIT II

Types of research design – Exploratory, Descriptive and Experimentation. Merits and demerits of these methods. Opinion polls, and audience research and viewership ratings. Protocol of research methods. **12L**

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. **12L**

UNIT IV

Sampling. Types of sample. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota etc. Sampling problems. Sample error. Choosing a sample design. **12L**

UNIT V

Preparation and tabulation of collected data, Data analysis. Identifying interdependencies. Steps involved in writing a research paper/report. Written research report. Evaluation of the Research procedure. **10L**

References:

1. Hansen, Andres et al., (1998). Mass Communication Research Methods, Macmillan Press Ltd, London.
2. Wimmer, D Roger and Dominick R Joseph, (1991). Mass Media Research – An Introduction, Wadsworth Publishing Company, California.
3. Dr. Mercado, Communication Research Methods, University of Philippines, Manila, 1979.
4. Pamela L. Alreck and Robert B. Settle (1985). The Survey Research Handbook, Irwin Homewood, Illinois.

PART III

Communication Theories – Core

L	T	P	C
4	0	0	4

Objectives:

To introduce concepts, processes and theories of communication, to introduce to communication and media research, its relevance, methods and application, to develop understanding of Development Communication, its theories and practices.

UNIT I

Defining and redefining mass communication, Emergence of scientific perspective on mass communication. **14L**

UNIT II

The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory. **12L**

UNIT III

Paradigm shift in mass communication theory; Two step flow theory, Limited effect theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory. **12L**

UNIT IV

Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality. Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting. **12L**

UNIT V

Meaning of Information Technology. Role of Information Technology in Communication. Latest Trends in Information Technology. Internet, WWW, Social Networking, Future of Communication with Changing Environment of Information Technology. **10L**

References:

1. Mass communication theory: An introduction – Denis Mcquail
2. The process and effects of mass communication – Wilbur Schramm
3. Mean, messages and media – Wilbur Schramm
4. The effects of mass communication – Joseph Klapper
5. Mass communication theory – Stanley J. Baran and Dennis K. Davis

PART III

Media Management–Core

L	T	P	C
4	0	0	4

Objectives:

To give formal instructions and training to students to be future managers of the Event Industry. So that, they have technical proficiency to effectively adjust, grow and excel in the field of Event Management.

UNIT I

Management in Media organization–Structure–nature and process of management–level of management–Skills, functions and management roles. Theories of management–classical, human relationships, modern approaches to management. Societal and organizational environment. **14L**

UNIT II

Production management- preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery. **12L**

UNIT III

Entrepreneurship–Monopoly, oligopoly. Financial management–Media convergence, economics. Future of media business–Employment opportunities and status of media industry. **12L**

UNIT IV

Advertising management- profit, sales and market share objectives, setting the budget, media selection and media scheduling. **12L**

UNIT V

Marketing–management–creativity and innovation–internal communication and external communication. Understanding market and factors–audiences–research and analysis, ratings, trends in marketing and selling. **10L**

References:

1. Block *et al* (2001). *Managing in the Media*. Focal Press.
2. Alan B. Albarran, Sylvie (2006). *A handbook of Media management and Economics*–Lawrence Elbaun Associate Publishers.
3. Andrej vizjak and Max Riglster (2003). *Media management*, Springer,
4. William James Willis and Diane B. Willis (2006). *New Directions in Media Management*, Routledge
5. Alan B. Albarran (2009). *Management of Electronic Media*, Wadsworth.

PART III
3D Animation – Core Practical

L	T	P	C
0	0	3	2

Objectives:

This paper will cover the fundamental theoretical and practical aspects of 3D Animation. Further, the course will impart technical know-how of operating 3D Animation software applications. To provide a well-rounded and comprehensive training on Animation through lectures, exercises and applications

The students are Exposed to:

Introduction to basics of editing tools: – Panels, Tool Bars & Menus. Creating Project Folders, Setting Project Format – Importing Files -Exporting

3Ds Max Interface (User Account menu, Workspace selector, Menu Bar, Main Toolbar, Ribbon, Scene Explorer, Viewport Layouts, Command Panel, Viewports, Status Line and Prompt line, Coordinate display, Animation & Time controls, Viewport navigation controls Project Toolbars)

Maya Interface (Toolbox, Menus & Shelves, Channel Box/Attribute Editor/Tool Settings, Viewport panel, Layers Editor)

Before the Practical class students must be made aware of the following topics from original Examples.

Software – **3Ds Max/ Maya**

Exercises:

1. Animated Logo (15 seconds)
2. i) A walk through with perfect BG for 30 to 40 seconds
Or
ii) A character or model animation with its environment as BG for 30 – 45 seconds

(Note: Appropriate Music/SFX if necessary, should be Included)

(The students have to submit Two exercises as Record Work in the digital form & Paper Page -Title, Concept -Synopsis-Two column Script with Photoboard for Practical exam, which will be evaluated by the External Examiner)

The students must submit a record Note and Two 3D Output in DVD

PART III

Television Commercial Production – Core Practical

L	T	P	C
0	0	4	2

Objective:

Students will gain an understanding of the skills necessary to produce interesting television commercial films. Students will become skilled in executing all aspects of various productions.

Students must be familiar and exposed to basic Video AD Format – Problem Solution Format, Demonstration Format, Slice of Life Format, Testimonial or Endorsement Format, Spokesperson or Presenter Format and Musical or Jingle Format – Two Column Script Format – AD Appeals and Elements (Feature, Benefit, Urgency & Offer) etc. Before the Practical class students must be made aware of the following topics from original Examples.

Students can write Two-Column scripts from 5 existing best television commercials. Concepts may be for a consumer product, a corporate company, for government sectors, and for PSA's

Exercise:

Each student must produce one AD Film as Original Output of Duration 15 – 30 Seconds. Along with the Visual, Dialogue, Music & SFX must be Included

(The students have to submit one exercise as Record Work in the digital form & Paper Page -Title, Concept -Synopsis- Treatment -Two column Script – Shooting Script – Editing Script – Sound Script – Production schedule and Budgeting for Practical exam, which will be evaluated by the External Examiner). In addition, the student has to submit Production Photographs of AD Film Making

The student must submit a Record Note, and a Television Commercial Film in DVD

PART III

Documentary Production – Core Practical

L	T	P	C
0	0	4	2

Objective:

Students will gain an understanding of the skills necessary to produce interesting and creative documentary films. Students will become skilled in executing all aspects of documentary production.

Students must be familiar and exposed to Elements of Documentary – Interviews, Cutaways (Storytelling emotional cutaway & General Coverage cutaway) – Live Action – Process Footage – Archive – Graphics – Animation. Importance of Research. Script Writing Formats – Narration Formats (First Person Narration and Third Person Narration).

During the Practical Class Students can write Two-Column scripts from 3 existing best Documentary Films. Concepts may be about environmental issues, Social Issues, Any particular place etc. Students must be made aware of the following topics from original Examples.

Exercise:

Each student must produce one Documentary Film as Original Output of Duration 10 – 20 Minutes. Along with the Visual, Narration (Voice Over), Music & SFX must be Included

(The students have to submit one exercise as Record Work in the digital form & Paper Page should contain Title -Concept -Synopsis- Treatment -Two column Script – Shooting Script – Editing Script – Narration Script – Production schedule and Budgeting for Practical exam, which will be evaluated by the External Examiner). In addition, the student has to submit Production Photographs of Documentary Film Making

The student must submit a Record Note, and a Documentary Film in DVD

GROUPROJECT

Short Film Production

L	T	P	C
0	0	7	7

Objective:

This course aims at providing hands on experience in short film making. It also aims at providing hands on experience to produce short films.

Exercise:

Short Film Production (50 External +50 Internal)

Students must be familiar and exposed to Elements of Screenplay – Plot, Theme, Character, Language or Dialogue, Music or Rhythm, Curiosity, Suspense and Surprise. More number of short films must be screened for enough exposure and interactions should be done based on various film elements.

During Class Students can write One-Column scripts (Scene headings, Video Description, Character Block) from any 5 existing award-winning Short Films. Concepts may be of any Genre.

(The students have to submit one exercise as Record Work in the digital form & Paper Page should contain Title-Concept -Synopsis- Treatment -One-column Script – Shooting Script – Editing Script – Sound Script – Production schedule and Budgeting for Practical exam, which will be evaluated by the External Examiner). In addition, the student has to submit Production Photographs of Short Film Making

A group of students (5 Max) should come up with a Short-film (5 to 10 minutes). The plans should be presented to the HOD/Faculty In-charge at the beginning of Sixth semester.

The student must submit a Record Note (individually), and a Short Film in DVD