



PERIYAR E.V.R.COLLEGE,(AUTONOMOUS),TRICHY

Department of Visual Communication

SYLLABUS

**UNDERGRADUATE PROGRAMME
2015-2018**



PERIYAR E.V.R COLLEGE (AUTONOMOUS), TRICHIRAPPALLI-23							
MCBCS – GENERAL COURSE PATTERN FOR UG – SCIENCE – 2015-2016							
SL. NO	COURSE TITLE			Hrs.	Credits	Internal exam	External exam

I SEMESTER

1	P - I	TAMIL I		6	3	25	75
2	P - II	ENGLISH I		6	3	25	75
3	P – III	CORE I	Introduction to Visual Communication	6	5	25	75
		CORE – P II*	Communication Skills	2	-	-	-
4		ALLIED – I	Communication Theories	4	4	25	75
		ALLIED – P II*	Visual Literacy	2	-	-	-
5	P – II	VE	Value Education	2	2	25	75
6		SBE I	Journalism and Mass Media	2	4	25	75
TOTAL				30	21	150	450

II SEMESTER

7	P - I	TAMIL II		6	3	25	75
8	P - II	ENGLISH II		6	3	25	75
9	P – III	CORE III	Advertising	6	4	25	75
10		CORE – P II*	Communication Skills	4	4	25	75
11		ALLIED –P II*	Visual Literacy	2	3	25	75
12		ALLIED III	Art Appreciation	4	4	25	75
13	P – IV	ES	Environmental Studies	2	2	25	75
TOTAL				30	23	175	525

PERIYAR E.V.R COLLEGE (AUTONOMOUS), TRICHIRAPPALLI-23							
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SL. NO	COURSE TITLE			Hrs.	Credits	Internal exam	External exam

III SEMESTER

14	P – I	TAMIL III		6	3	25	75
15	P – II	ENGLISH III		6	3	25	75
16	P – III	CORE IV	Graphic Design	4	4	25	75
		CORE – P V*	Computer Graphics	2	-	-	-
17		ALLIED – IV	Basic Photography	4	3	25	75
		ALLIED – P V*	Photography	2	-	-	-
18		ME I	New Media Technologies	4	5	25	75
19		SBE II	Reporting and Editing	2	4	25	75
TOTAL				30	22	150	450

IV SEMESTER

20	P – I	TAMIL IV		6	3	25	75
21	P – II	ENGLISH IV		6	3	25	75
22	P – III	CORE VI	Elements of Film	6	4	25	75
23		CORE – P V*	Computer Graphics	4	4	25	75
24		ALLIED – P V*	Photography	2	3	25	75
25		ALLIED VI	Media for society	4	3	25	75
26	P – IV	NME I	Basics of Communication	2	2	25	75
TOTAL				30	22	175	525

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SL. NO	COURSE TITLE	Hrs.	Credits	Internal exam	External exam

V SEMESTER

27	P - III	CORE VII	Visual Analysis Techniques	6	5	25	75
28		CORE VIII (P)	Participatory Media	6	5	25	75
29		CORE IX	Basics of Television Production	6	4	25	75
30		CORE – P X	Television Production	4	4	25	75
31		ME II	Media Laws and Ethics	5	5	25	75
32	P – IV	NME II	Communication and Personality Development	2	2	25	75
33	P – V	EA	Extension Activities	1	1	25	75
TOTAL				30	26	175	525

VI SEMESTER

34	P - III	CORE XI	Communication Research Methodology	6	5	25	75
35		CORE XII	Development Communication	6	4	25	75
36		CORE XIII(P)	Film Appreciation	5	4	25	75
37		CORE – P XIV	Portfolio	5	4	25	75
38		ME III	Media Management	5	4	25	75
39	P – IV	SBE III	Public Relations	2	4	25	75
40	P – V	GE	Gender Equality	1	1	25	75
TOTAL				30	26	175	525
GROUND TOTAL				180	140	1000	3000

INTRODUCTION TO VISUAL COMMUNICATION (T)

Sub: Code:

Credits: 5

Core I

Hours: 6

Objective: To help students understand communication and its process, and to introduce students to the concept of Visual Communication and its application

UNIT-1

Communication: Definition, meaning, nature and scope. Need for communication, Functions of communication, History of human communication. Communication process: Berlo's SMCR model, Barriers of communication, 7C's of Communication.

UNIT-2

Types of communication: Interpersonal, Intrapersonal, Group, Mass communication, Forms of communication: Verbal, Non-verbal communication- appearance and artifacts, Kinesics, Facial Expressions, Paralanguage, Proxemics, Haptics, Chronemics, Alfacitics, Eye behavior.

UNIT-3

Communication- Meaning and message, connotation & denotation, use of signs & symbols in communication, Levels of communication- technical, pragmatic and semantic. Importance of culture in communication, cross cultural communication, cultural shock, cultural imperialism.

UNIT-4

Visual process, sensation, perception, creativity, visual and optical illusion, colour psychology. Selection of visual, visual in context, factors influencing the reading of visuals.

UNIT-5

Strategies for effective communication: language skills, coding skills, cognitive skills, interpretive skills, presence of mind, listening skills, feedback.

Methodology: Theoretical classes with regular group discussions and activities

Reference:

Paul Martin, *Visual Communication*, Global Vision Publishing House 2008

Pradeep Mandau, *Visual Media Communication*, Authors Press, 2008

Faris Belt, *The elements of Photography*, Focal Press, 2008

COMMUNICATION SKILLS

(P)

Sub: Code:

Credits: -

CORE- P II

Hours : 2

Objective: To help students enhance their communication skills and use non- verbal communication effectively.

The students will be taught on the following communication skills:

- Facial expression
- Voice modulation
- Body language
- Interview skills

Evaluation will be based on the student's performance on the above communication skills.

Methodology: Extensive practical work based on various individual and group performances.

Reference: Ronald B.Adler Vieorge Rooman “ *Understanding Human Communication*” Oxford 2009.11

Anshuman Sharma “ *Principles of communication*” Random Publication 2014.

D.R.R.S.Agarwal “ *Verbal & non verbal Reasoning*” S.Chand 2010.

D.r. S.K.Mondal “ *Group Discussion & Personal intervicios*” Jaico publications 2010.

Canol A.Angell “ *LanguageDevelopment & Disorders A case study approch*” Jones & Bartlett 2010.

COMMUNICATION THEORIES

(T)
Credits: 4

Sub: Code:

Allied I

Hours : 4

Objective: To help students understand the various communication theories and understand their relevance and application.

UNIT- I

Communication Theories: Definition, need for communication theories, Basic Model of Communication- Berlo's SMCR model, Elements of communication- sender, message, channel, receiver, feedback.

UNIT -II

Harold D. Lasswell's model, Shannon and Weaver's model, Osgood and Schramm's model, Bolton and Cleaver's model, George Gerbner's model, Theodore M. Newcombs model, Berlo's model, Dance's Helical Model, Kite Co-orientation Model.

UNIT- III

Sociological Theories: Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory, Theories of persuasion: Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory.

UNIT- IV

Normative theories: Authoritarian theory (Gulf), Libertarian theory (America, U.K.), Social responsibility theory (India), Soviet media theory (Russia), Democratic participant media theory (Third World Countries).

UNIT -V

Indian Communication Theories: Shadarnikaran, Sahridayas, Sthaibava, Vibhavas and Anubhavas, Rasas.

Methodology: Theory and practical sessions with exhaustive lab work on various assignments.

Reference:

Armand Mattelart & Michale Mattelart " *Theories of communication*" Sage Publication 2004.

Uma Narula " *communication models*" Atlantic 2006.

Sandeep Deshmukh " *Group communication theory&methods*" Ane Books 2009.

Denis Mc Quail " *Mass communication thory*" Sage Publication 2000.

Dakid M.Klein, James M.white " *Family Thories*" Sage Publication 1996.

VISUAL LITERACY

(P)

Sub: Code:

Credits: -

ALLIED-P II

Hours : 2

Objective: To understand the elements of visual construction and its application

The students are required to submit 5 works each on the following in the form of work record-

1. Light and shade
2. Elements of design
-dots, line, shapes, texture, colour
3. Perspective
4. Still life
5. Mixed Media

Methodology: Theory and practical sessions with exhaustive lab work on various assignments.

Reference:

Marlyin Stokstad, Art History, Pearson, 2009

John Walford, Great Themes in Art, Pearson, 2002

Dennis.J.Sporre, Reality through the arts, Pearson, 2010

Richard Paul Jannaro, Thelma.C.Altshuler, The art of being human, Pearson, 2009

JOURNALISM AND MASS MEDIA

(T)

Sub: Code:

Credits: 4

SBE I

Hours : 2

Objective: To introduce students to the field of journalism and mass media in India.

UNIT-1

Journalism: Concept, definition, growth and history: world, national, and regional (area specific), newspapers and magazines, introduction to reporting, editing and layout and design magazines as a medium of mass communication

UNIT-2

Radio: Introduction to recording, transmission and receiving technologies, types of television programmes, private channels-local, national and international.

UNIT-3

Television: As a medium of mass communication, types of television programme, TV channels-local, national and international.

UNIT- 4

Films: Growth of films, brief introduction to the process of cinema production and exhibition, effects of cinema, current trends

UNIT- 5

Internet: Concept, application and potential of internet

Methodology: Theory and practical sessions with various assignments.

Reference:

MU Kamath, *The journalists Handbook*, Vikas publication 2009

Bob Franklin Martin Hamer, *Key concepts in Journalism Studies*, vistaur Publication 2008

K.B.Datta, *Encyclopedia Guide For Mass Media, Communication and Journalism*, Swastik 2010

ADVERTISING

(T)

Sub: Code:

Credits: 4

CORE III

Hours : 6

Objective: To introduce students to the field of advertising and help them create and conceptualize advertisements

UNIT- 1

Advertising- definition need and scope of advertising, functions of advertising, the AIDA process. The economic, cultural and social impact of advertising. Status of advertising industry in India.

UNIT -2

Types of advertising-, life cycle of a product, stages of advertising. Advertising agency: structure of an advertising agency, functions of an advertising agency, types of agencies.

UNIT -3

Brand: process involved in branding, client brief, the creative brief, marketing strategy, advertising strategy, media strategy. Importance of research in advertising.

UNIT- 4

Advertising campaign: Dynamics of creating and executing the complete campaign, budgeting, execution, testing, evaluation.

UNIT- 5

Conceptualization of ideation, translation of ideas into campaigns, designing a layout, copy writing: headline writing, slogan, body copy. Techniques used in print, radio and television advertisements.

Methodology: Theory and practical sessions with exhaustive lab work on various assignments

Reference:

Williams “*Advertising principles of pr*” Oxford, 2004.

A.K.Varghese “*Advertising basic*” Response Books 2004.

Dell Oennison “*The advertising hand book*” Jaico Publishing, 2006.

COMMUNICATION SKILLS

(P)

Sub: Code:

Credits: 4

CORE- P II

Hours : 4

Objective: To help students enhance their communication skills and use non- verbal communication effectively.

The students will be taught on the following communication skills:

- Group discussion
- Public speaking
- Role play
- Street theatre

Evaluation will be based on the student's performance on the above communication skills.

Methodology: Extensive practical work based on various individual and group performances.

Reference: Ronald B.Adler Vieorge Rooman “ *Understanding Human Communication*” Oxford 2009.11

Anshuman Sharma “ *Principles of communication*” Random Publication 2014.

D.R.R.S.Agarwal “ *Verbal & non verbal Reasoning*” S.Chand 2010.

D.r. S.K.Mondal “ *Group Discussion & Personal intervicios*” Jaico publications 2010.

Canol A.Angell “ *LanguageDevelopment & Disorders A case study approch*” Jones & Bartlett 2010.

VISUAL LITERACY

(P)

Sub: Code:

Credits: 3

ALLIED –P II

Hours : 2

Objective: To help students apply Indian motifs to their design and improvise and create new motifs.

Students will be required to study the following motifs and improvise and redesign them. 5 recreated designs each, will have to be produced in the form of work record.

1. Border and corner design motifs
2. Geometrical pattern motifs
3. Floral design motifs
4. Animal design motifs

Methodology: The students will be given complete practical exposure and will be given intensive training in recreating the Indian motifs

Reference:

Marlyin Stokstad, *Art History*, Pearson, 2009

John Walford, *Great Themes in Art*, Pearson, 2002

Dennis.J.Sporre, *Reality through the arts*, Pearson, 2010

Richard Paul Jannaro, Thelma.C.Altshuler, *The art of being human*, Pearson, 2009

ART APPRECIATION

(T)

Sub: Code:

Credits: 4

ALLIED III

Hours : 4

Objective: To introduce students to Indian and western art, and to understand the role of Indian and western abstract art.

UNIT- 1

Indian art- proto historic period, Harappa civilization, Historic periods- its architecture, sculpture, painting

UNIT -2

Indian religions and their contributions to Indian architecture- Buddhism, Hinduism, Jainism, Islam, Sikhism, Christianity

UNIT- 3

Indian architecture: Ajanta, Ellora, Mughal architecture, Tamilnadu architecture: contributions of Cholas, pallavas, pandavas (with special mention on Tanjore temple, Mahaballipuram temple)

UNIT- 4

Indian paintings: works of Abanindranath Tagore, Jatin Das, M.F.Hussain, Raja Ravi Verma,

UNIT -5

Western art: Egyptian art, Greek art, Roman art (its architecture, sculpture and paintings)

Methodology: The students will be given theoretical and practical exposure to Indian and western art with regular field visits.

Reference:

Marlyin Stokstad, *Art History*, Pearson, 2009

John Walford, *Great Themes in Art*, Pearson, 2002

Dennis.J.Sporre, *Reality through the arts*, Pearson, 2010

Richard Paul Jannaro, Thelma.C.Altshuler, *The art of being human*, Pearson, 2009

GRAPHIC DESIGN

(T)

Sub: Code:

Credits: 4

CORE IV

Hours : 4

Objective: To introduce students to the concept of graphic designing, and help them understand the elements of designs and their principles.

UNIT-1

Elements of design-line; Application of geometrical forms-2 dimensional and 3 dimensional, volume and mass, texture, pattern, black and white colour, space, movement, colour and space ,form and space, visual structure

UNIT-2

Principles of design-balance, contrast, harmony, rhythm, proportion, emphasis, scale and unity, visual center of design; space; formal and in formal balance; scale- size, shape contrast; rhythm & movement

UNIT-3

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

UNIT-4

Layout- definition, concept , types of layout- thumbnails-roughs-comprehensives, print designs, creating effective design- logo design, stationery design, package design. Layout principles: rule of thirds grids; proportion- the golden mean and the unity of layout elements; basic design applications .

UNIT-5

Students maintain design workbook for class line, exercise. Originals designs to be created on basis elements line, shapes, texture and colour 2 dimensional and 3 dimensional forms typographical signs and logos basic shapes and package select stationery items

Methodology: Theory and practical sessions with exhaustive lab work on various assignments

Reference:

N.N.Sarkar, *Art and Print Production*, Oxford University press, 2008

A.Alaudeen et.al *Principles of CAD & Computer Graphics*, Dhanpat Rai Publishing company, 2005

Malay K. Pakira *Computer graphics multimedia and animation PHI (p)ltd*, 2010

COMPUTER GRAPHICS

(P)

Sub: Code:

Credits: -

CORE-P V

Hours : 2

Objective: To help students create designs with Photoshop and apply the theoretical inputs acquired in graphic design.

The students are required to design 5 each on the following and submit it as work record

1. Logo
2. Visiting card
3. Invitation / card design
4. Poster
5. Advertisement-product / PSA
6. Banner
7. Package
8. Dangler-pop
9. Front and back book cover
10. Front and back magazine cover
11. Broucher/Folder/Caaelogue

Methodology: The students will be given complete practical exposure to Photoshop, and will be asked to design on various themes using the software.

Reference:

Donald Saff, Deli Sacillotto, *Print making*,

BASIC PHOTOGRAPHY

(T)

Sub: Code:

Credits: 3

ALLIED -IV

Hours : 4

Objective: To introduce the students to the field of photography and to give them theoretical inputs on basic photography.

UNIT- 1

Photography; history and development, definition, functions, SLR, DSLR, scope of digitalization, advantages and disadvantages of digital photography

UNIT- 2

Parts of camera, types of camera, types of lens, mounting devices and accessories. Shutter speed, Aperture, ISO, file formats

UNIT- 3

Types of Shots, angle, view, depth of field, relationship between depth of focus and depth of field, perspective, exposure, focal length, , difference of optical and mathematical center.

UNIT- 4

Lighting: approaches to lighting, kinds of lighting, 3 point lighting, indoor and outdoor lighting, filters. Sources of light, three grounds, special lighting techniques

UNIT- 5

Composition: Focusing, framing, rule of third, composing movements in the picture: freeze, motion, solution of speed –control and visual significance of blur. Modeling and portrait techniques.

Methodology: Students will be give theoretical exposure to photography principles and techniques along with practical exposure to using a camera.

Reference:

Faris Belt, *The Elements of Photography*, Focal press, 2008

O.P. Sharma, *Practical photography*, HIND Pocket Books, 2010

Kavel J.Kumar, *Mass communicatioin India*, JAICO, 2012

PHOTOGRAPHY

(P)

Sub: Code:

Credits: -

ALLIED P V

Hours : 2

Objective: To help students operate a camera and take effective indoor and outdoor photographs

The students are required to photograph the following and submit as part of their work record

1. Elements of composition
 - Line ,Shape, Colour, Texture, Pattern, Form
2. Basic style
 - Portrait, Landscape, Documentary, News, Street photography
3. Techniques
 - Freeze, Blur, Infrared, Monochrome, High speed

Methodology: Students will be practically taught to handle camera with the help of various camera accessories. Regular shoots will be involved

Reference:

Faris Belt, *The Elements of Photography*, Focal press, 2008

O.P. Sharma, *Practical photography*, HINDU Pocket Books, 2010

Kavel. J.Kumar, *Mass communication in India*, JAICO, 2012

NEW MEDIA TECHNOLOGIES

(T)

Sub: Code:

Credits: 5

ME I

Hours : 4

Objective: To help students understand new media and its applications

UNIT- 1

New Media: concept of new media, evolution of new media, definition, types, advantages and disadvantages of new media, Mobile applications and its uses.

UNIT- 2

Digital Communication: Evolution of digital communication, application of digital communication in media, its uses.

UNIT- 3

Internet: definition, uses and functions of internet, advantages and disadvantages of internet, Finding and evaluating online information, e-mails, blogs, search engines, social networking, media and the internet.

UNIT- 4

Social networking sites: what is SNS?, social networking and its use, impact of SNS on the youth, Personal learning networks.

UNIT- 5

E-governance, importance and advantages of e-governance for a developing society, e- commerce: online shopping, online banking, online marketplace, access to internet and digital divide.

Methodology: The students will be given both theoretical and practical exposure to new media

Reference:

Leah A Lievrouw, Sonia Livingstone, *Hand book of new media*, Sage publication 2006

Davinder Singh Minna, *Dynamic Memory Internet*, Adarash Printers 2007

REPORTING AND EDITING

(T)

Sub: Code:

Credits: 4

SBE II

Hours : 2

Objective: To introduce students to the field of reporting and editing and to understand journalistic qualities.

UNIT- 1

Reporting: Principles of reporting, functions and responsibilities, writing news- types of leads; body- techniques of re-writing copy, news agency.

UNIT- 2

Reporting: Reporting techniques- qualities of reporter- news- elements, source types, pitfalls and problems in reporting- attribution- off the record- embargo- pool reporting; follow up- advocacy, interpretation, investigation.

UNIT- 3

Reporting- crime, courts, society, culture, politics, commerce and business, education reporting; practical.

UNIT- 4

Editing: Nature and need for editing, Principles of editing, Editorial desk, Functions of editorial desk- copy editing, preparation of copy for press- style sheet- editing symbols, proof reading symbols and their significance.

UNIT- 5

Functions and qualification of a sub-editor and chief- sub editor, copy selection and copy tasting, basic principle of translation.

Methodology: The students will be given both practical and theoretical exposure to the field of journalistic writing.

Reference:

Alasdair Drysolale, *The Report*, Westland 2010

Anil Prakash, *A Text Book of Reporting*, Centrum press 2013

Fred Fedler, John R,Bender, Lucinda Davenport Michael W.Drager, *Reporting For the Media*, Oxford University 2005

ELEMENTS OF FILM

(T)

Sub: Code:

Credits: 4

CORE VI

Hours : 6

Objective: To help students understand the concept of films, film forms and to learn the developments in Indian and world cinema

UNIT- I

Basics of Cinema: film form, narrative form, non-narrative form, principles of film. The Shot: types of shots, The Camera: Movements, Mise-en-scene realism, aspects of mise-en-scene.

UNIT- II

History of world Cinema, Early Cinema, The Pioneers: Lumiere Brothers , Edison, Melies, Griffith , Silent period , the talkies, black and white to colour .

UNIT -III

Development of cinema in Europe and America:Hollywood cinema, Technological development, aesthetic development, Film Genre – Neo-Realism (Italy) – Expressionism(Germany) – New wave (French) – Montage(Soviet).

UNIT- IV

An overview of Indian Cinema: Development of Indian cinema- Silent Era- Talkies- Regional cinema— Development of cinema after Independence – New wave movement (80's and 90's)-Contemporary cinema– cinema and globalization, Cinema censorship.

UNIT- V

History of Tamil Cinema- Silent era, the talkies era, new era, contributions of directors like Bhimsing, Bharathiraja,Dorai,Shankar, and Bala , contributions of actors like M.G.R, Shivaji Ganesan,Padmini, Saroja Devi, Rajnikanth, Kamalhasan,Suhasini, Revathi, Radhika.

Methodology: The students will be given theoretical and practical exposure to film studies. Discussions viewing of films and analysis will be part of the methodology.

Reference:

Jarek Kupsu, *The History of cinema*, Oreintlongman 2006

Chindanand Dasgupta, *The Cinema of Sathyajit Ray* National Book Trust India 200

Donald Richie, *The films of Akira kurusawa* Tranquebar 1998

COMPUTER GRAPHICS

(P)

Sub: Code:

Credits: 4

CORE –P V

Hours : 4

Objective:To help students create ,design a lab journal and apply all the designing and layout skills learned.

The students are required to submit an individual lab journal which will consist of campus news and features

Software: InDesign

No. of pages: 4

Size: A3

Methodology: The students will be given practical sessions on using the designing software, and will be regularly collecting news, editing and designing the layout.

Reference:

Donald Saff, Deli Sacilotto, *Print making*,

PHOTOGRAPHY

(P)

Sub: Code:

Credits: 3

ALLIED P V

Hours : 2

Objective: To help students operate a camera and take effective indoor and outdoor photographs

1. Perspective
Linear, Forced, Arial
2. Advertisement
Food, Jewellery, Cosmetics, Textile, Product, Model
3. Silhouette
4. Architecture
5. Photo story

Methodology: Students will be practically taught to handle camera with the help of various camera accessories. Regular shoots will be part of methodology.

Reference:

FARIS BELT *The Elements of Photography*, Focal press, 2008

O.P. SHARMA *Practical photography*, HIND Pocket Books, 2010

KAVEL J.KUMAR *Mass communicatioin India*, JAICO, 2012

MEDIA FOR SOCIETY

(T)

Sub: Code:

Credits: 3

ALLIED VI

Hours : 4

Objective: To help students understand the interrelationship between media and society, influence of culture, and to be socially responsible media persons.

UNIT- 1

Why study media, understanding media. McLuhan's concept of Global village, hot and cool media, medium as message. Mass media, functions of mass media, development of mass media in India.

UNIT- 2

The definitions of society-Central issues for understanding society-Essential elements of society, understanding the relation between media and society. Definition of Culture: elements and types, pop culture, culture and society

UNIT -3

Media determinants, media ownership patterns. Construction of reality in media, media as a conscience industry. Media representation, media manipulation, need for media literacy.

UNIT- 4

Role of media in shaping youth culture: Media violence and youth, Influence of Advertisements, Role of citizen journalists, Consequences of Globalization, cultural invasion, cyber media technologies and changing culture.

UNIT- 5

Theories of media effects: reinforcement theory, catharsis theory, narcosis theory, manipulation theory, incidental effect theory.

Methodology: Students will be given theoretical and practical inputs with discussions and assignments.

Reference:

Nick Couldry “ *Media society wordrd*” Publify press 2012.

Paul Martin & Thomas Erickson “ *Social media usage & impact*” Global kision 2013.

Pilip Shingh Chordia “ *Media,culture & Communication*” ABD Publishing 2013.

Mukul Sahay “ *Communication media & society* ” Wisdom Press, 2013.

Mukul Sahay “ *Communication media & society* ” Wisdom Press, 2013.

J.David “ *Basic elements of news editing*” Cyper Tech 2014.

BASICS OF COMMUNICATION

(T)

Sub: Code:

Credits: 2

NME I

Hours : 2

Objective: To introduce the students to communication and how to make communication effective

UNIT- 1

Communication – History and Development, definition, meaning, need, nature and scope

UNIT -2

Process of communication, levels of communication, functions, importance of communications, communication as a social science, communication and language, communication and information.

UNIT- 3

Types of communication – Intra Personal, Inter Personal – focused and unfocused interactions, three stages of interpersonal communication - Phatic, personal and intimate stage, group communication, and Mass communication – mass – line communication, interactive communication.

UNIT -4

Forms of communication – Verbal and Non-Verbal Communication – 9 characteristics, advantage and disadvantage, difference between verbal and non – verbal communication

UNIT- 5

Basic Models – Lasswell, Shannon and Weaver, Wilbur Schramm, SMCR. Communication barriers – Physical, Psychological, Mechanical, Language and Cultural barriers.

Methodology: Students will be given both theoretical and practical exposure to the process of communication. Role play, discussions and assignments will be part of the methodology.

Reference:

Keval j.kumar *mass communication in india* Jaico publishing 2010

Srinivas R. Melkote Sandhya Rao *Critical Issues in communication* Sage Publications 2001

B.K. Chaturvedi Dr. S.K. Mitall *Mass communication* GLOBAL vision 2011

VISUAL ANALYSIS TECHNIQUES

(T)

Sub: Code:

Credits: 5

CORE VII

Hours : 6

Objective: To introduce students to the aspect of visual reading and visual analysis techniques.

UNIT- I

Semiotic Analysis: The problem of meaning-Signs and symbols, Codes, Connotation and denotation, Iconography, Systematic analysis, Pragmatic analysis, Metaphor and metonymy, Semiotics of the television medium.

UNIT -II

Feminist Analysis: Portrayal of Women in Media – Portrayal of women in News Media – Male gaze, Male domination, Women Marginalization in the Media, the consumer society (Targeting Women as Consumers).

UNIT- III

Psychoanalytic approach to media, Freud and Lacan. Basic concepts. Gaze, repression, desire, construction of subject.

UNIT- IV

Marxist approach to media texts, class nature of media, Ideology, Hegemony, Althusar.

UNIT- V

Postmodern approach: Meta narratives, basic concepts. Latest trends in visual aesthetics

Methodology: Students will be given theoretical and practical exposure to visual analysis, with discussions and assignments.

Reference:

Arthur Asa Berger, *Media analysis Techniques*, Sage Publication 2012

PARTICIPATORY MEDIA

(P)

Sub: Code:

Credits: 5

CORE VIII- P

Hours : 6

Objective: To help students relate media to the society, and understand how effectively media could be used for development of the society.

The students are required to create a community development programme using any media. Students will be evaluated on three main aspects

1. Planning
2. Execution
3. Outcome

The students have to work with a community and develop the programme

Methodology: The students will be taken to villages and will be asked to implement the programme using the media chosen. It will also include a lot of practical preparatory work.

Reference:

David M. Newman, *Sociology of Families*, Pine Forge Press 1999

Ronald B. Adler, *Understanding Human Communication*, Oxford University 2011

Sandeep Deshmukh, *Group Communication*, Ane book Pvt.ltd 2009

Shirley A. White, *Participatory video*, Sage Publication 2003

DR.S.K.Mandal, *How to succeed in group discussions and personal interviews*. JAICO Publishing 2010

BASICS OF TELEVISION PRODUCTION

(T)

Sub: Code:

Credits: 4

CORE IX

Hours : 6

Objective: To introduce students to the field of television production and to understand the basics of television production.

UNIT-1

Understanding TV medium, video formats- VHS, U-matic, beta, etc, characteristics of television medium television genres

UNIT-2

Television production stages: pre production, production, post production

UNIT-3

Camera parts, shots, movements, angle, lenses, indoor-outdoor shooting, studio setup, single camera and multi camera production

UNIT-4

Lighting and sound- natural and artificial , dramatic effect and special effect lighting, three point, high key and low key lighting, basic of sound recording, microphones, sound manipulations.

UNIT-5

Editing- Types of editing, grammar of editing, transition editing the visual, editing the sound track

Methodology: The students will be given theoretical exposure to television production with regular practical classes

Reference:

Vasuki Belavadi, *Video Production*, Oxford University Press 2008

Ken Pender, *Digital Video for the Desktop*, Focal Press 2002

Esta De Fossard, John Riber, *Writing and Production For TELEVISION & FILM*, Sage Publication 2005

TELEVISION PRODUCTION

(P)

Sub: Code:

Credits: 4

CORE –P X

Hours : 4

Objective: To help students produce television programmes

The students are required to produce the following and submit as work record

1. Any television programme – 3min
2. Short film/ Documentary- 10 min

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.

Reference:

Vasuki Belavadi, *Video Production*, Oxford University Press 2008

Ken Pender, *Digital Video for the Desktop*, Focal Press 2002

Esta De Fossard, John Riber, *Writing and Production For TELEVISION & FILM*, Sage Publication 2005

MEDIA LAWS AND ETHICS

(T)

Sub: Code:

Credits: 5

ME II

Hours : 5

Objective: To help students understand media ethics, media responsibilities and necessity to apply them in the media field.

UNIT-1

Indian constitution- Fundamental Rights, Freedom of press in India, Constitutional privileges and restrictions on media, Rights and Responsibilities of citizens; planning for a world community- the concept of global village.

UNIT-2

Indian penal code; defamation-libel, slander, contempt of court; press registration act, copyright act; official secrets act; working journalist act; indecent representation of women act.

UNIT-3

Regulatory bodies- press council; Rights and responsibilities of the editor, Publisher; advertising council; Film censorship; broadcasting policy- TRAI

UNIT-4

Controlling internet expressions; pornography, governing rules for internet, New media implications- case studies.

UNIT-5

Code of ethics for various media; social responsibility of media; criticisms and defenses, Applying media ethics; balancing conflicting interests; Self- regulation; Measures strengthening for peace & international understanding.

Methodology: Theoretical inputs with class room discussions

References:

Stephen J.A.Ward, *Global Media Ethics, Problems and perspectives*, wiley Blackwell 2013.

Ajay Kumar Sharma, *Journalism laws*, Random Publications 2012

Sanjay Kumar Singh, *Press laws and Ethics of Journalism*, Anmol Publications (p)ltd 2013

COMMUNICATION AND PERSONALITY DEVELOPMENT (T)

Sub: Code:

Credits: 2

NME II

Hours : 2

Objective: To help students improve their personality with giving importance to communication

UNIT- I

Personality Development: concept of personality development, the self: self awareness, self actualization, self esteem and self development.

UNIT- II

Communication: Importance of communication in personality development, Communication skills, Language skills, listening skills, interpretive skills, feedback in communication.

UNIT- III

Group communications: Dynamics of group communication, process and methods, role of individuals in group communication.

UNIT- IV

Interview: types of interviews, preparing for an interview, answering in an interview, importance of body language in an interview.

UNIT- V

Communication activities for students: Role play, one to one communication, use of body language, expressions, group communication, public speaking.

Methodology: The students will have a theoretical and practical orientation on using communication as a tool for personality development.

Reference:

Kaulacharya Jagdish Sharma, *Body Language* Fusion Books 2010

Rajeev Sethi, *Building a Successful Career*, Infinity books 2004

Worchel & Cooper, *Understanding social Psychology* The Dorsey Press 1976

COMMUNICATION RESEARCH METHODOLOGY (T)

Sub: Code:

Credits: 5

CORE XI

Hours : 6

Objective: To introduce students to the concept of research and its application in media and communication field

UNIT- I

Research- definition, what is research? , types of research, research design. Research problem- criteria of a problem, hypothesis, advantage of hypothesis, criteria of a good hypothesis, null hypotheses

UNIT-II

Research approaches: Content analysis, qualitative (field observation, focus group, in depth interviews) quantitative (survey, mail, internet survey).

UNIT-III

Techniques of data collection – questionnaire, interview, observation, projective techniques sociometry.

UNIT-IV

Experimental methods of data collection- laboratory, simulation, field experiment, non-experimental methods of data collection, field method, field study, sample survey, case study, library method- primary and secondary published data, choice of a suitable method.

UNIT-V

Students are required to conduct a research on media effects and submit the result with valid proof.

Methodology: Theoretical inputs with regular classroom discussions and practical exposure.

Reference:

Earl Babbic, “ *The Practice Of Social Research*” THOMSON WADSWORTH, 2004

Earl Babbic, “ *The Practive Of Social Research*” WADSWORTH CENGAGECEARNING, 2007,2010

Wilkinson,Bhandarkar, “*Methodology and Tecnniooes Of Social Reserch*” Himalaya Publishing .
Hovie 2003.

Kenneths,Bordens, “ *Reserch design and methods*” STEPHEN RUTTER 2005.

DEVELOPMENT COMMUNICATION

(T)

Sub: Code:

Credits: 4

CORE XII

Hours : 6

Objective:To introduce students to the concept of development communication and how communication could be used for the development of a nation in Indian context.

UNIT-I

The nature of Development: Meaning, Concept, defining development as a goal, as a process, Key Concepts: Self-reliance, Dependence, Cultural Identity, Decentralization, Participation, Modernization, Industrialization, Problems and issues in Development.

UNIT -II

Development Communication: Meaning, Concept, Definition, Philosophy, Process- Need for development communication. Models of Development Communication. Differences between Communication and Development Communication. First-Second-Third-Fourth Words-Development and Tradition bound Society.

UNIT -III

Alternative approaches to Development- Modernization and dependency, Non-Marxist approaches, Multiplicity Model, Participatory, Empowerment, Liberation theory, NIEO, NWICO.

UNIT -IV

ICT-The internet, Telephone and mobile for development, E-Governance, Need for National and International regulations.

UNIT -V

Media Development and social change, The Indian context, press & development- Broadcasting as public service, Radio Rural forums, Role of TV in promoting literacy and social change, SITE, kheda, Development support organizations- IIMC, SEWA, FAO etc...

Methodology: The students will be given theoretical inputs on using communication for development, with regular classroom discussions and assignments.

Reference:Avik Ghosh “ *communication technology and human development*” Sage Publication 2006.

V.S.Gupta “ *communication development*” Ashok kumar mittal 2000.

Melkote Steeves. “*communication for develop in the third world*” Sase Publication 2001.

Jamal Shakh “*develop communication and journalism*” CENTROM PRESS 2013.

FILM APPRECIATION

(P)

Sub: Code:

Credits: 4

CORE-XIII-P

Hours : 5

Objective: To help students critically analyze and appreciate the work of world famous directors and understand the following

- Film language
- Narratives and Reality
- Film Genres
- Film Psychology
- Problem of Identification

List of Directors

- Akira kurasawa
- Alfred hitchcock
- Satyajit Ray
- James camaroon
- Stephen Speilbery
- Victoria desica
- Balachandar
- Balumahendran
- Mahendran
- Mani rathnam

Based on the above, the works of any two eminent Directors will be studied and critically analyzed and submitted as work record.

Methodology: Movies of the above directors will be screened and analyzed with the help of discussions and will also be analyzed by guest speakers.

Reference:

Jarek Kupsu, *The Hostory of cinema*, Oreintlongman 2006

Chidananda Dasgupta, *The Cinema of SATHYAJIT RAI* National Book Trust India 200

Donald Richie, *The films of Akira kurusawa* Tranquebar 1998

PORTFOLIO

(P)

Sub: Code:

Credits: 4

CORE- P XIV

Hours : 5

Objective:To help prepare their portfolio by choosing their specialization , before they step into the industry

The student are required to choose any two specialization and submit atleast 20 works each as part of the work record

- Visual literacy
- Advertising campaign
- Computer graphics
- Photography
- Television production.

Methodology: The students will have complete practical sessions and will be regularly monitored and guided on their portfolio works.

MEDIA MANAGEMENT

(T)

Sub: Code:

Credits: 4

ME III

Hours : 5

Objective:To introduce students to the concept of media management and understand the working of media organizations.

UNIT -I

Principles of Management- Management theories, Personal management, Role and functions of personal manager

UNIT -II

Management Media Organization- Planning, Coordination, Motivation, Control, Decision making and departmentation.

UNIT -III

Organizations as Communication System- Nature and Structure of different Media organization (Newspaper, Radio, TV and Cinema), Organizational cultures, Different types of Ownership.

UNIT -IV

Principles of Management- principle of Objective, Principle of Specialization, Authority and responsibility, scalar principle, principle of balance, discipline, equity, Initiative.

UNIT -V

Media Differences- Planning, Marketing and research, Budgeting, New Technology, Legal Issues. Sales Promotion, Audience Rating, marketing trends, selling space and time, sponsored events & campaigns.

Methodology: Students will be given theoretical and practical exposure on media organizations and its working, with the help of regular discussions and assignments.

Reference:

B.S. Sharma A,C, Mittal, *Newspaper Management Strategies*, Ankit Publishing House 2011

Stephen Hagg, Maeve Cummings, Donald J.McCubbery, *Management Information Systems for the Information Age*, McGraw-Hill Irwin 2005

Rajeev Batna et.al, *Advertising management*, Pearson 2009

PUBLIC RELATIONS

(T)

Sub: Code:

Credits: 4

SBE III

Hours : 2

Objective: To introduce students to the field of public relations and its applications.

UNIT -I

Nature and Scope of Public Relations and its definition- History and development of Public relations- PR in management, theory and practice.

UNIT -II

PR policy- objectives and making of a PR man- communication in industry and business- organization of PR department

UNIT -III

PR and the publics- employees relations, customer relations, government relations, community relations

UNIT -IV

PR and the media- Spoken word, printed word animation- PR process- fact- printing and feedback.

UNIT -V

PR process, planning- PR process communicating, evaluating results- PR towards profession- house journals.

Methodology: Theoretical inputs with regular classroom exercises

Reference:

Qubal S. Sachdeva, *Public relations Principles and practice*, Oxford Publication 2001

Cathy Bussey, *Brilliant PR*, Pearson 2011

C.S.Rayudu, K.R.Balan, *Principles of Public Relations*, Himalaya Publishing 2005