



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

Department of Visual Communication

SYLLABUS

**UNDERGRADUATE PROGRAMME
2018 - 2021**



PERIYAR EVR COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI - 23

GENERAL COURSE PATTERN FOR UG – SCIENCE – 2018 - 2019 ONWARDS

S.NO	PART	COURSE	COURSE TITLE	Exam Hrs.	Hrs.	Credits	Internal Exam.	External Exam.	Total
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I SEMESTER

1	P – I	TAMIL I	Tamil		6	3	25	75	100
2	P – II	ENGLISH I	English		6	3	25	75	100
3	P – III	CORE I	Introduction to Visual Communication		6	6	25	75	100
		CORE II* - P	Communication Skills		2	-	-	-	-
4		FIRST ALLIED I	Communication Theories		4	4	25	75	100
5	P - II	FIRST ALLIED II* -P	Visual Literacy		2	-	-	-	-
6		VE	Value Education		2	2	25	75	100
		SBE I	Journalism and Mass Media		2	2	25	75	100
TOTAL					30	20	150	450	600

II SEMESTER

7	P – I	TAMIL II	Tamil		6	3	25	75	100
8	P – II	ENGLISH II	English		6	3	25	75	100
9	P – III	CORE II* -P	Communication Skills		4	4	40	60	100
10		CORE III	Advertising		6	6	25	75	100
11		FIRST ALLIED II* -P	Visual Literacy		2	2	40	60	100
12		FIRST ALLIED III	Art Appreciation		4	4	25	75	100
13	P - IV	ES	Environmental Studies		2	2	25	75	100
TOTAL					30	24	205	495	700

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III SEMESTER

14	P – I	TAMIL III	Tamil		6	3	25	75	100
15	P – II	ENGLISH III	English		6	3	25	75	100
16	P – III	CORE IV	Graphic Design		4	4	25	75	100
17		CORE V* -P	Computer Graphics		2	-	-	-	-
		SECOND ALLIED I	Folk Media		4	4	25	75	100
		SECOND ALLIED II*-P	Photography		2	-	-	-	-
18		ME I	New Media Technologies		4	4	25	75	100
19	P - IV	SBE II	Reporting and Editing		2	2	25	75	100
TOTAL					30	20	150	450	600

IV SEMESTER

20	P – I	TAMIL IV	Tamil		6	3	25	75	100
21	P – II	ENGLISH IV	English		6	3	25	75	100
22	P – III	CORE V*-P	Computer Graphics		4	4	40	60	100
23		CORE VI	Elements of Film		6	6	25	75	100
24		SECOND ALLIED II*-P	Photography		2	2	40	60	100
25		SECOND ALLIED III	Media for Society		4	4	25	75	100
26	P - IV	NME I	Media Literacy		2	2	25	75	100
TOTAL					30	24	205	495	700

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V SEMESTER

27	P –III	CORE VII	Visual analysis Techniques		6	5	25	75	100	
28		CORE VIII (P)	Participatory Media		6	4	40	60	100	
29		CORE IX	Film Production		6	4	25	75	100	
30		CORE X-P	Television Production		4	4	40	60	100	
31		ME II	Media Laws and Ethics		4	4	25	75	100	
32	P –IV	NME II	Mass Media and Society		2	2	25	75	100	
33		SSD	Soft Skill Development		2	2	25	75	100	
34	P –V	EA	Extension Activities		-	1	25	75	100	
TOTAL						30	26	230	570	800

VI SEMESTER

35	P –III	CORE XI	Broadcast Media		6	5	25	75	100	
36		CORE XII	Media and Representation		6	6	25	75	100	
37		CORE XIII (P)	Film Appreciation		5	4	40	60	100	
38		CORE XIV- P	Portfolio		5	4	40	60	100	
39		ME III	Media Management		5	4	25	75	100	
40	P –IV	SBE III	Public Relations		2	2	25	75	100	
41	P –V	GE	Gender Equality		1	1	25	75	100	
TOTAL						30	26	205	495	700
GRAND TOTAL						180	140	1145	2955	4100

INTRODUCTION TO VISUAL COMMUNICATION (T)

Sub: Code:

Credits: 6

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, Alfacics, 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 – II P

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.Aggarval “ *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 approach*” Jones & Bartlett 2010.

COMMUNICATION THEORIES

(T)

Sub: Code:

Credits: 4

First Allied I

Hours : 4

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

UNIT 1

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

UNIT 2

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 3

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 4

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 5

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: -

First Allied - II P

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: 2

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”*, Vistaar Publication 2008

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

COMMUNICATION SKILLS

(P)

Sub: Code:

Credits: 4

CORE – II P

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.Aggarval “ *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.

ADVERTISING

(T)

Sub: Code:

Credits: 6

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.

VISUAL LITERACY

(P)

Sub: Code:

Credits: 2

First Allied - II P

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

First 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

Indian Art: Warli Art, Gond Art, Kalamkari Art, madhubani Art.

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 – V P

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*,

FOLK MEDIA

(T)

Sub: Code:

Credits: 4

Second Allied - I

Hours : 4

Objectives: To introduce students to the concept of folk media and its use as a medium for communication

UNIT 1

Origin and Meaning of the concept 'folk media', Characteristics of folk media, relevance of folk media in modern society, historical background of folk media study.

UNIT 2

Classification of folk media forms- folk theatre, folk songs, folk dance, folk games, folk tales, folk proverbs and idioms.

UNIT 3

Use of folk art forms for meaningful communication, Use of folk media in cinema, television, internet and advertising, impact of mass media on folk media, possibility of communicating development messages through folk theatre, folk songs and folk dances.

UNIT 4

Popular folk arts in Tamilnadu and their use in development communication: Karkattam, Oyilattam, Kummi, Kavadiattam, Mayilattam, Parai Attam, Poikal Kuthirai Attam, Puli Attam, Therukoothu.

UNIT 5

Integrated use of folk media and mass media, role of government agencies like DFP, Song and Drama Division, Department of Information and Public Relations in use of folk media.

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

Reference:

Edith Tomory, "*A History of Fine Arts in India and the west*", Orient Blackswan, 2015

P. Thailambal, "*A Study of Indian Theatre*", N.S. Publications", 2010

Kenneth M. Cameron, "*Theodore J. C. Hoffman, A Guide to theatre study*", Macmillan Publication, 1974

PHOTOGRAPHY

(P)

Sub: Code:

Credits: -

Second Allied II P

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: 4

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: 2

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

COMPUTER GRAPHICS

(P)

Sub: Code:

Credits: 4

CORE –V P

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*",

ELEMENTS OF FILM

(T)

Sub: Code:

Credits: 6

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 1

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 2

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

UNIT 3

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 4

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 5

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

PHOTOGRAPHY

(P)

Sub: Code:

Credits: 2

Second Allied II P

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: 4

Second Allied III

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.

MEDIA LITERACY

(T)

Sub: Code:

Credits: 2

NME I

Hours : 2

Objectives: To help students understand the use of media, its effects and to be literate towards media

UNIT 1

Mass Media: Understanding Media, definition, characteristics, functions of media.

UNIT 2

Media in the Indian context, effects of mass media on individuals, community, youth and children. Growth of media in India, New media and its effects on youth.

UNIT 3

Social construction of reality by media. Rhetoric of the images, Media myths -representation, stereotypes. Difference between real and reel.

UNIT 4

Media Literacy, definition, need. Approaches of media literacy. including media literacy in school and college curriculum.

UNIT 5

General case studies and campaigns on how media has influenced the society and the effects created by it. Discussions on student’s access and exposure to mass media.

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

Reference:

Keval.J.Kumar, “*Media Education Communication and Public Policy*”, Himalaya Publishing House, 1995

B.K.Chaturvedi, Dr. S.K. Mittal, “*Mass Communication, Principles and Practices*”, Global Vision Publishing House, 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 1

Semiotic Analysis: The problem of meaning-Signs and symbols, Codes, Connotation and denotation, Iconography, Syntagmatic analysis, Pragmatic analysis, Metaphor and metonymy.

UNIT 2

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 3

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

UNIT 4

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

UNIT 5

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

Sub: Code:

Credits: 4

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

FILM PRODUCTION

(T)

Sub: Code:

Credits: 4

CORE IX

Hours : 6

Objectives : Students will be able to understand the different stages of film production

UNIT 1

Film Making: Definition, 5 stages of film production – Development, Preproduction, Production, Post-Production and Distribution. Various departments of film Making, Media Personnel - their role and responsibilities.

UNIT 2

Pre Production: Budgeting, finalizing technical and non- technical crew, cast, location, equipment, sets, properties, transport, special effects, make-up, Script, storyboard and shooting schedule.

UNIT 3

Production: Different crew members of film production, Shooting, Direction and Cinematography. The production crew responsibilities – The production team – The direction team- production design and costume and scheduling organization on the set – script break down – the production design board – the production dope sheets- sequence of events from script to screen.

UNIT 4

Post Production: Log sheet preparation, Editing, sound Recording, Dubbing, Sound re-recording, Special Effects, Graphics & final mixing. Selection of – Editing software, Creative picture Editor, Sound Editor, Work with Foley Artists, Music and Effects, creating your opening and End Credits

UNIT 5

Distribution & Exhibition: Cinema Package: Campaign Image for the Film, Trailer, Promotion, Area wise grade of distribution. Different formats of Release – Standard release (Theatre), Simultaneous release, Straight to Video release, Internet Release.

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

Reference:

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

Michael Rabiger, “*Directing The Documentary*”, Focal press, 2007

Jarek Kupsc, “*The History of Cinema – For Beginner*”s, Orient Longman, 2004.

TELEVISION PRODUCTION

(P)

Sub: Code:

Credits: 4

CORE – X P

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: 4

ME II

Hours : 4

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

MASS MEDIA AND SOCIETY (T)

Sub: Code:

Credits: 2

NME II

Hours : 2

Objective: To help students understand the mass media and its relation and effects on the society

UNIT 1

Mass society, mass communication, characteristics of mass media. Newspapers, Radio, Television and Cinema as mass media. Responsibilities of media.

UNIT 2

Freedom of speech and expression- media and democracy- public sphere. right to information- right to privacy, mass media and social change.

UNIT 3

Media ownership and control- Pressures on media-, media regulation, censorship.

UNIT 4

New communication technologies - the internet, global village, social media,digital divide.

UNIT 5

Social movements and the media. Coverage of issues related to religion, gender and children. Sensationalism, violence and obscenity in media.

Methodology: Theoretical inputs with class room discussions

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.

SOFT SKILLS DEVELOPMENT

Sub: Code:

Credits : 2

SSD

Hours : 2

Objective: Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful Way. This course intends to enable students to achieve excellence in both personal and professional life.

UNIT 1

Know The self/Understanding self. Introduction to soft skills-self discovery-Developing positive attitude-Improving perceptions-Forming values

UNIT 2

Interpersonal skills/Understanding others. Developing interpersonal relationship-Team building-group dynamics-Net working-Improved work relationship

UNIT 3

Communication Skills/Communication with others. Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette

UNIT 4

Corporate Skills/Working with others. Developing body language-Practising etiquette and mannerism-Time management-Stress management

UNIT 5

Selling Self/Job Hunting. Writing resume/cv-interview skills-Group discussion-Mock interview-Mock GD Goal setting-career planning.

TEXTBOOKS:

Meena.K and V.Ayothi(2013) A Book on Development of soft Skills(Soft Skills: A Road Map to success),P.R.Publishers & Distributors,No,B-20& 21, V.M.M Complex,Chatiram Bus Stand,Tiruchirappalli-620 002.

(Phone No: 0431-2702824: Mobile No: 94433 70597, 98430 74472)

Alex K. (2012)Soft Skills-Know Yourself & Know the World,S.Chand&Company LTD,Ram Nagar,New Delhi- 110 055.

Mobile No: 94425 14814 (Dr.K.Alexi)

REFERENCE BOOKS:

- (i) Developing the leader within you John c Maxwell
- (ii) Good to Great by Jim Collins
- (iii) The seven habits of highly effective people Stephen Covey
- (iv) Emotional intelligence Daniel Goleman
- (v) You can win Shive Khera
- (vi) Principle centred leadership Stephen Covey

BROADCAST MEDIA (T)

Sub: Code:

Credits: 5

CORE XI

Hours : 6

Objectives: To help students understand the various aspects of radio and television medium, their formats and development.

UNIT 1

Development of radio. Radio in India. Characteristics of radio broadcasting. print media Vs. radio medium FM radio- state and private initiatives; Community Radio. Types of radio programmes – home service, external service and commercial service.

UNIT 2

Principles of writing for radio– news writing techniques- broadcast journalist structure and types of news and current affairs programmes – interview techniques and its types – principles of translation, reporting for radio.

UNIT 3

Formats of radio programmes – Talks, interviews, group discussions and dramas programmes for specialised audience – Labour, Children, Women, Youth, Health, Agriculture – Radio lessons – Radio serials- Phone in programmes.

UNIT 4

Development of television as a mass medium. Characteristics of television. Evolution of Doordarshan. Prasara Bharathi, programme pattern in television channels. Satellite and cable television.

UNIT 5

Types of programmes, news, current affairs, educational and other programmes. Writing and presentation of television news. Ethical issues in television broadcasting. Commercialization of television. Audience research.

Methodology: Theoretical inputs with class room discussions

Reference:

B.K. Chaturvedi, Dr. S.K. Mittal, “*Mass Communication Principles and Practices*”, Global Vision Publishing House, 2011.

Paul Chantler, Peter Stewart, ” *Basic Radio Journalism*”, Focal Press,2003.

Jitendra kumar Sharma, “*Digital Broadcasting Journalism*”, Authors Press, 2005.

MEDIA AND REPRESENTATION

(T)

Sub: Code:

Credits: 6

CORE XII

Hours : 6

Objectives: To help students analysis how different groups of people are represented by media.

UNIT 1

Mass media: agenda setting, rhetoric through images, selective exposure, representation- stereotype and archetype

UNIT 2

Gender Representation: Analysis of the relationship between gender and media - representation, discourse and ideology. Media representations of women and men - Portrayal of women and men in film, television, news and magazines. Representation of transgender in media. Representation of Indian Society in Western Media

UNIT 3

Political representation: Political issues representation in Indian media – Developed and developing nations. Indian political issues in traditional and new media. Portrayal of Indian politics in Tamil media. Presentation of regional news in media.

UNIT 4

Representation of Education: Relationship between media and education – Influence of western educational institutions, news coverage of students based issues – social, economic, political and cultural issues. Value based content in media – talkshows, debate, phone – in, feedback through new media.

UNIT 5

Family, Youth and Children: Western media's stereotypes of Indian culture. Representations of family , youth and Children, in Indian media – Soap operas, news, Advertisements, reality shows, films, facebook, whatsapp. Portrayal of social and cultural issues – positive and negative impact.

Methodology: Theoretical inputs with class room discussions

Reference:

Thomas M. Magstadt, “*Understanding Politics – Ideas, Institutions and Issues*”, Thomson Wordsworth, 2006.

Dilip Singh Chordia, “*Media, Culture and Communication*”, ABD Publishers, 2013.

Vivek Tyagi, “*Global Comparative Media*”, Random Publication, 2015.

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 kurasawa”*, Tranquebar 1998

PORTFOLIO

(P)

Sub: Code:

Credits: 4

CORE - XIV P

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 1

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

UNIT 2

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

UNIT 3

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

UNIT 4

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

UNIT 5

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: 2

SBE III

Hours : 2

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

UNIT 1

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

UNIT 2

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

UNIT 3

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

UNIT 4

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

UNIT 5

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