


HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)
COIMBATORE – 641 028
M.Sc., VISUAL COMMUNICATION
SCHEME OF EXAMINATIONS – CBCS PATTERN
(For the students admitted from the Academic year 2016 – 2017 and onwards)

CODE NO.	SUBJECT	LECTURE HRS. / WEEK	EXAM DURATION HRS	MAXIMUM MARKS			CREDIT POINTS
				IE	EE	TOTAL	
First Semester							
16VCP01	Dynamics of Visual communication	6	3	25	75	100	4
16VCP02	Media, Culture and Communication	6	3	25	75	100	4
16VCP03	Advertising and Marketing	6	3	25	75	100	4
16VCP04	Practical-I Advertising	6	6	40	60	100	4
16VCP05	Practical –II Multimedia Applications	6	6	40	60	100	4
Second Semester							
16VCP06	Digital Photography	5	3	25	75	100	4
16VCP07	Media Laws and Ethics	5	3	25	75	100	4
16VCP08	Communication Theories and Models	6	3	25	75	100	4
16VCP09	Media Writing	6	3	25	75	100	4
16VCP10	Practical– III Photography	6	6	40	60	100	4
16GSP01	Skill based: Cyber security	2	-	100	-	100	2
	Internship –I	-	-	-	-	-	-
Third Semester							
16VCP11	Film studies	5	3	25	75	100	4
16VCP12	Media Research	5	3	25	75	100	4
16VCP13	New Media Studies	5	3	25	75	100	4
16VCP14	Practical IV - Television Production	5	6	40	60	100	4
16VCP15	Practical– V Film Production	5	6	40	60	100	4
16VCP16	Core Elective I : (a) Media & Event Management (or)(b) Printing Technology	5	3	25	75	100	4
	Internship –II	-	-	-	-	-	-
Fourth Semester							
16VCP17	Public Relations and Corporate Communication	6	3	25	75	100	4
16VCP18	Environmental Communication	6	3	25	75	100	4
16VCP19	Core Elective II*: (a) Event / Campaign Planning (or)(b)In house magazine	6	-	40	60	100	6
16VCP20	Internship *	-	-	100	-	100	4
16VCP21	Project work	6	-	50	150	200	6
							90


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***INTERNSHIP**

The student is required to undertake an internship of 35 days at the end of the second semester in Advertising / Public Relations/ Visual Design and Packaging. Also, 25 days internship at the end of the third semester in Audio Visual Production is compulsory. The student should submit the report within 15 working days from the class commencement of the subsequent semesters. Moreover, the reports are to be evaluated internally and marks awarded at the end of the fourth semester.

***Core Elective –II**


(a) Event / Campaign Planning:

A group comprising five students should identify an event / campaign, select the place of event and submit a proposal with all planning strategies. 40 marks will be awarded for Internal Examination for the proposal. Five days will be provided for organizing and conducting the event and submit a report at the end of the semester. This will be evaluated by the department as an External of 60 marks.

(OR)

(b) In house Magazine:

A group comprising five students should identify a theme and submit a proposal for creating an in house journal. For the proposal, 40 marks will be awarded as Internal Examination. They should also go for reporting and collect the news with photographs. The edited copies of the magazine should abide with the principles of printing and publishing technology. This will be evaluated by the department as an External of 60 marks.


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REGULATIONS

1. Breakup Marks for IE (Theory Papers)

One Test	-	5 Marks
Model Exam	-	10 Marks
Assignments	-	5 Marks
Seminar	-	5 Marks
Total	-	25 Marks

Question Paper Pattern for IE Test I (for 50 Marks) (2 hours)

Section-A (18 Marks) 3 x 6=18 Marks

Answer **ALL** Questions

Either or Type

ALL questions carry **EQUAL** Marks

Section-B (32 Marks) 2 x 16=32 Marks

Answer any **TWO** Questions out of three questions.

ALL questions carry **EQUAL** Marks

Total 50 Marks

Question Paper Pattern for IE Model Exam (for 75 Marks) (3 hours)

Section-A (30 Marks) 5 x 6=30 Marks

Answer **ALL** Questions

One Question from each unit with **Either or Type**

ALL questions carry **EQUAL** Marks

Section-B (45 Marks) 3 x 15=45 Marks

Answer any **THREE** Questions out of five questions.

ALL questions carry **EQUAL** Marks

Total 75 Marks

2 a) Components for Practical I. E.

Components	Marks
Test –I	20
Test – II	20
Total	40

2 b) Components for Practical E. E.

Components	Marks
Completion of Experiments	50
Record	5
Viva	5
Total	60

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3. Institutional/ Industrial Training, Mini and Major Project Work:

Institutional / Industrial Training		Mini Project	Project Work	
Components	Marks		Components	Marks
<i>I.E</i>			<i>I. E</i>	
Work Diary	25	-	a) Attendance Marks 20	50
Report	50	50	b) Review Marks 30	
Viva –voce Examination	25	50	<i>E.E</i> * ¹	
			a) Final Report Marks 120	150
			b) Viva-voce Marks 30	
Total	100	100	Total	200

*¹Evaluation of report and conduct of viva voce will be done jointly by Internal & External Examiners.

4. Components for Cyber Security Paper

Components	Marks
Two tests (2x40)	80
Two Assignments (2 x 10)	20
Total	100

The question paper pattern is as follows:

- a) Test I – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40Marks
b) Test II – 2 hours [4 out of 7 essay type questions] 4 x 10 = 40 Marks
Total = 80 Marks

- The passing minimum for Cyber Security is 50
- In case the candidate fails to secure 50 marks which is the passing minimum, he/she may have to reappear for the same in the subsequent semesters.

5. Question Paper Pattern for EE Theory (for 75 Marks) (3 hours)

Section-A (30 Marks)

5 x 6=30 Marks

Answer ALL Questions

One Question from each unit with **Either or Type**

ALL questions carry EQUAL Marks

Section-B (45 Marks)

3 x15=45 Marks

Answer any **THREE** Questions out of five questions.

ALL questions carry EQUAL Marks

Total 75 Marks


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Code No.	Subject	Semester No.
16VCP01	DYNAMICS OF VISUAL COMMUNICATION	I
Objectives	To impart knowledge on fundamentals of visual communication. To create awareness on the power of mass media	
Unit No.	Topics	Hours
I	Visual cues – Visualization process – Visual image – Principles of Colour: Psychology of colour, Colour theory and meanings – Sensual and perceptual theories – Attributes of visuals: Colour, Form, Depth and Movement.	15
II	Visual language and culture – World culture, society and ethics, Understanding Popular Culture and Sub culture – Abstract thinking, Linear and lateral thinking – Holistic visual thinking.	15
III	Visual media – Principles – Image and Imagination - Perspectives of visual images – Visual perception – Communication design, Graphic design and informational designs – Visual persuasion in various fields.	14
IV	Introduction semiotics – Analysis - Aspects of signs and symbols – Sign and meanings – Description of signs, – Denotations and connotations – Paradigmatic and syntagmatic aspects of signs – Codes and its concepts – reference systems – Audience interpretations.	14
V	Visual perspectives and its special features: photography, motion picture, television, computer graphics, new media, World Wide Web. Feministic approach to visual media – Postmodern and postcolonial approach to visuals – Marxist approach to visual texts.	14

Text Book :

1. Paul Martin Lester, *Visual Communication–Images with messages* 3rd Edn., Thomson Wadsworth, USA 2003.

2. *Introduction to Communication Studies*, 3rd Edn., John Fiske, Routledge 2011.

Reference Books:

1. Palmer, Frederic: *Visual Elements of Art and Design*, 1989, Longman.
2. Luin Annette, *Power of the images*, Rutledge and Kegan Paul, London 1985.
3. Nick Lacy, *Images and Representation*, Macmillan, London 1998.
4. John Fiske, *Understanding Popular Culture*, Unwin Hyman, London 1989.
5. Pradeep Manda. *Visual Media Communication*. Authors Press, New Delhi 2001.


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Code No.	Subject	Semester No.
16VCP02	MEDIA, CULTURE AND COMMUNICATION	I
Objectives	<p><i>To make students aware of contemporary media development and challenges in India.</i></p> <p><i>To help students develop the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.</i></p>	
Unit No.	Topics	Hours
I	Contemporary Media and society – Importance of media -Media’s influence on audience thinking and social behaviour – Media dependency – Pluralistic media and Indian society.	14
II	Media in democratic society – Media and social process – Mediated role and social conferment, status conferral, socialization – Politics and Industrial power – Political economy and policy perspectives.	14
III	Media, Politics and ideology – Market oriented media and social dilemma culture and communication - mass mediated culture – communication and social conflicts – religion and communication – contemporary relevance of Gandhian model of communication	14
IV	Communication across culture – New communication technologies – change and challenges – trends in mass communication in the Internet era – Knowledge society – Information rich and information poor .	15
V	Mass media and its Growth - New media context, access, control and use - Functions - Social norm, Status conferral, Privatization, monopolization, canalization, inoculation, Mass media and mass culture – Dysfunction: stereotyping, cultural alienation, impact on children – regulatory mechanism: government, professional bodies and citizen groups.	15

Reference Books:

1. K.S.Seetharam, *Communication & culture – a World view McGraw Hill Publisher, Delhi 1991.*
2. Richard Butney, *Social accounting in communication, Sage Publications, 1993.*
3. Hamid mowlana, *Global information and world communication, Sage publications, 1997.*
4. France Webstar, *Theory of information society, Routledge, 1997*
5. Micheal R. Real, *Mass mediated Culture Prentice hall, 1977.*
6. George N Gorden, *Communication & Media: Constructing a cross discipline Hasting House, 1975*
7. Richard Dimpleby & Greema Buton, *Morethan world: Anintroduction to Communication, Routledge, 1998.*


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Code No.	Subject	Semester No.
16VCP03	ADVERTISING AND MARKETING	I
Objectives	a) To make the students aware of media advertisements b) Introduce students to importance of marketing communication in the context of the market-driven economy	
Unit No.	Topics	Hours
I	Nature and Scope of Advertising: Advertising concepts, Role of advertising in modern society; Socio and economic impact of advertising, types of advertising agencies, Advertising appeals, Branding.	15
II	Classification of Advertising - Writing Advertisement Copy: Writing advertisement copy for print media, Radio and Television; Visualization, Layout, Illustration, Color, Elements of advertisement copy: Headline, Sub-headline, Text, Slogan, Logo, Trade Mark - Media of Advertising.	14
III	Advertising management – Departments – Functions – Duties and responsibilities – Advertising Production and studio management- Advertising research	14
IV	Planning advertising campaigns - media planning strategies –developing the media plan – Market analysis and target market identification – establishing media objectives – developing and Planning advertising campaigns - developing and implementing media strategies.	14
V	Marketing communication process; The importance of marketing to advertising; The key participants in the marketing process: Consumers, Markets, Marketers; Consumer behavior from advertiser's perspectives; Marketing research - Globalization of the media and worldwide advertising.	15

Reference books:

1. Philip Kotler: *Marketing Manageme*, William Stanton and others; *Fundamental Marketing*.
2. David Ogilvy 2000. *Ogilvy on advertising*, London Prion Books Ltd.
3. Meena Pondey, 1989. *Foundation of Advertising Theory & Practice*, Himalaya Publishing House.
4. Larry Percy 2002, *.Strategic Advertisement Management*. Europe Prentice Hall ISBN.
5. William F Arens 2000 *Contemporary Advertisement*. USA Times Mirror Education Group.
6. William Wells 2001. *Advertising, Principles and Practice*, London Prion Books Ltd.
7. Marla R Staffer 2001. *Advertising Promotion and New Media*, Times Mirror Co, USA.
8. Wells, Burfert Morlaty 2003. *Advertising: Principle & Practice*, New Delhi Prentice Hall.
9. S A Choonawala, K C Sethia 2005. *Foundations of Advertising theory & Practice*, Bangalore Himalaya Publishing.
10. George E. Belch 2004 *Advertising and Promotion an Integrating Marketing Communication Perspective*, New Delhi, Tata McGraw Hills.


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Code No.	Subject	Semester No.
16VCP04	PRACTICAL –I ADVERTISING	I
Topics		Hours
<p>Print</p> <ol style="list-style-type: none"> 1. Designing a logo 2. Solus Advertisement - Magazine / Newspaper 3. Half Page Advertisement - Magazine / Newspaper 4. Brochure (two fold) 5. Menu card <p>Indoor advertisement</p> <ol style="list-style-type: none"> 6. Dangler 7. Table top 8. Slide designing <p>Outdoor advertisements</p> <ol style="list-style-type: none"> 9. Transit advertisement 10. Hoarding Design <p>Radio</p> <ol style="list-style-type: none"> 11. Radio ad for Product sector 12. Radio ad for service sector <p>Television</p> <ol style="list-style-type: none"> 13. Product advertisement 14. Non Product advertisement 15. Public service advertisement 		72


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Code No.	Subject	Semester No.
16VCP05	PRACTICAL – II: MULTIMEDIA APPLICATIONS	I
Topics		Hours
<p>The Multimedia Application Practical comprises of the following softwares:</p> <p>Adobe Page Maker, Photoshop, Corel Draw, In Design, Illustrator, 2D Flash, Basic import and export files using internet.</p> <ol style="list-style-type: none"> 1. Make a PowerPoint presentation with ten slides on any topic. 2. Design an instructional booklet / manual using Page Maker. 3. Design the front page of a newspaper 4. Design few pages (not less than eight sides) of a general magazine. 5. Logo, Letter head designing using Corel Draw and illustrator 6. Design a CD cover for any program. 7. Design a Point of Purchase using Corel Draw. 8. Design a Brochure for any consumer product using Page Maker. 9. Design a package cover for any food item using Page Maker & CorelDraw. 10. Animate a 2D object using Flash. 11. Create a cell animation using Flash. 12. Create a 3D animation using 3D Studio Max. 13. Create a title with special effects in 2D animation. 14. Create a Stop motion advertisement. 15. Create a Web page using HTML 		72


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Code No.	Subject	Semester No.
16VCP06	DIGITAL PHOTOGRAPHY	II
Objectives	To impart the theoretical knowledge on various aspects of digital photography and its contemporary applications.	
Unit No.	Topics	Hours
I	Introduction to Photography: Define photography – Brief history and development of photography –camera ; types, usage – Lens; types, usage – Lights; Types, usage – Filters; types, usage – Film ; types, film speed and size – Tripod ; types and usage; Light meter; usage – Flash; types, usage – Electronic Flash – Selection of Right Flash Mode – Other Useful accessories.	12
II	Photo Composition: Basic techniques for better image – Aperture – usage –Shutter speed – usage – Depth of Field – Focal length – Basic Lighting – Key Light – Fill Light – Low key and high Key picture – Rule of Third – Angle of view – Picture Format.	12
III	Introduction to Digital Photography : Digital still camera – Digital SLR Camera – Types – Working with digital camera – Major components and functions – camera operation – mode – advantages – set up for digital imaging – Windows and Macintosh – Desk top computer components – Data storage and Transfer options – software for digital process (Digital Dark Room) – Image Editor – File formats – Convertors – Working with Scanner – Types – Scanning techniques – Film scanning – Photo Printers – How Printer works – Photo quality – Printing paper – types.	12
IV	Introduction to Digital Imaging: Photoshop& its features – Rule of Thumb – Kerning – leading digital image on various media – New generation of Photography techniques.	12
V	Introduction to Digital Studio: Photography Project – Assignments – Photo PPT – Photo documentary – Photo essay – Types of studio and design – Equipments and Budget – Popular Photography websites – Method of Creating Photography Website – Connecting images of internet use.	12

Reference Books:

1. Tom & Mitchell Beazley, *Digital Photography, A step by step guide & manipulating great images*,
2. O.P Sharma, *Practical Photography, Hind Pocket Books*,
3. Richard Zakia, *Leatie Stroebel, The Focal encyclopedia of Photography 3rd edn. Focal Press, Baston, London (1993)*.
4. Peter K. Burian, *Mastering Digital Photography & Imaging, Sybex Publisher, USA, 2001*.
5. Ralph E Jacobson, Geoffrey G Attridge, Sidney F Ray, *The Manual of Photography, 9th edn. Focal Press, 2000*.
6. John Hedgecoe's Alfred A, *The photographer's Handbook, Knopf Publisher, 1999*.
7. Roger Hicks and Frames Schultz, *Interior shots, Rotovision, Switzerland, 2002*.
8. Joseph A Ippolito, *Understanding Digital Photography, Thomson Delmar Learning, USA 2003*.
9. Catherine Jamieson, Sean McCormick, *Digital Portrait Photography and Lighting: Take Memorable shots every time, Wiley Jamieson and McCormick Publisher, London, 2005*.


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Code No.	Subject	Semester No.
16VCP07	MEDIA LAWS AND ETHICS	II
Objectives	To impart knowledge on various aspects of Media laws and ethics	
Unit No.	Topics	Hours
I	Constitutional Laws and Media - Salient features of Indian Constitution, Preamble, Directive Principles, Fundamental Rights, Reasonable restrictions, Freedom of Speech and Expression in India - Emergency Provisions.	12
II	Civil and Criminal Law of Defamation - IPC with special reference to Sedition, Laws dealing with obscenity, Working Journalists and other NP Employees (Conditions Of Service) Act 1955.	12
III	Press Council of India - Censorship - Press code and ethics – Broadcasting code and ethics; Prasar Bharti Act; The Broadcast Bill; cable television act 1995, Cinematograph Act 1952, ASCI, PRSI code of ethics - Mac Bride Report	12
IV	Right to Information Act, 2005; Right to Privacy; Intellectual Property Rights - The Patents Act, 1957 - Laws of Human Rights- Child labour Acts- Indecent Representation of woman (prohibition) Act, 1986.	12
V	Information Technology Act, 2000; Cyber Laws: Electronic documents, Digital Signatures, Digital certificates Electronic contracts, Issues related to cyber crime ; privacy and cyber crime, TRAI regulations – Net neutrality.	12

Reference Books:

1. B.N.Pandey: *Indian Constitution*, Cental Law Publications.
2. D.D.Basu: *Introduction to Indian constitution & Press Laws*.
3. Durga Das Basu, *Law of the Press*
4. Agarwal S, *Media and Ethics*
5. Yogendra Singh., *Cyber Laws*
6. S Natarajan *History of Press in India*
7. James Curran & Seaton, *The Press and Broadcasting in Britain: Fontana Paper Backs, UK.*
8. 1981. *Press Commission reports. Govt. of India Press.*
9. BM Sankhder, *Press, Politics and Public opinion in India* ,, Deep Pub. New Delhi, 1984
10. BN Ahuja, *History of press, Press laws and Communications- Surjeet Pub. New Delhi. 1989.*
11. Chalapathy Rau, *The press* ,, National Book Trust, New Delhi, 1974.
12. Jagannathan, N.S. *Independence and the Indian Press"*. Konark Pub. New Delhi. 1999.
13. R.C. Mishra; *Cyber crime Impacts in the New Millennium Authors Press; edition; 2005*
14. Krishan Gopal & Sarbjit Sharma; *Proprietary knowledge; politics of Intellectual property rights; Authors press; 2006.*


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Code No.	Subject	Semester No.
16VCP08	COMMUNICATION THEORIES AND MODELS	II
Objectives	a. To expose students to classical and contemporary theories of communication b. To prepare students to examine the validity of theories in this dissertation projects	
Unit No.	Topics	Hours
I	Communication Theory: Introduction – Communication concepts and theory – Media systems and theories; Authoritarian, Libertarian, Social Responsibility and communist theories – Basic communication theories – Two step flow of information – theories of selective influence.	15
II	Defining Communication models; Aristotle’s model – Lasswell’s model – Shannon & Weaver’s mathematical model – Newcomb’s model – Osgood Schramm model – Gerbner’s model – Katz and Lazerfeld’s model – David Berlo’s model – White’s Gatekeeper’s model- westley and maclean’s model of communication.	14
III	Media uses and effects: effects theory – Uses and Gratifications theory – media dependency theory –social learning theory – cultivation analysis – Media Hegemony - agenda setting theory – diffusion of innovation – cultural studies and critical approaches.	15
IV	Cognitive Dissonance Theory - Framing theory- Priming – Social Construction. Modernization theory - Lerner’s Modernization theory- Social marketing theory - Social Comparison – Social identity theory-Domestication- Social identify theory-Social cognitive theory. Social Shaping of Technology.	14
V	Globalization and media – Globalization problems - Post modernism- Information society -Technology and society in the information age - Information and post modernism. Marshal McLuhan - The medium is the message- The knowledge gap theory. Actor Network Theory - Network Society and Social Capital.	14

Reference Books:

1. Denis Mc Quail, *Mass Communication theory(6thedn) South Asia Edn, Sage, New Delhi, 2010*
2. Mattelart et.al, *Theories of Mass Communication, Sage, London 1998.*
3. Asa Berger, *Essentials of Mass Communication, Sage, New Delhi 2000.*
4. Kevin Williams, *Understanding Media Theory, Oxford University Press, New York 2003.*
5. Frank Webster, *Theories of the Information Society (3rd Edition,) Routledge, 2006.*
6. Berger Asa, *Media Analyzing Techniques, Sage Publications, New York 1998.*
7. Butler J. *Gender Trouble, Routledge, London, 1990.*


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Code No.	Subject	Semester No.
16VCP09	MEDIA WRITING	II
Objectives	a. To make the students acquaint with writing for media. b. To make the Students learn writing skills.	
Unit No.	Topics	Hours
I	Print media : Nature and Characteristics –News Values-News story : Elements, deadline, Content – Reader’s perception – inverted pyramid style – headline, lead and its types – principles of news writing – general and specialized newspapers – vernacular newspaper and analysis.	15
II	Editorial policy and style – editorial freedom vs. newspaper policies and objectives – writing style and use of language – general and specialized magazines – vernacular magazines – feature writing: types, characteristics and styles – Special articles – Editorial practice.	15
III	Radio: characteristics of the medium – broadcasting policies and codes – writing for radio: Principles and guidelines, programme formats for general and special audience – Radio genres: News production – Interviews – features – Talk shows – Radio jockeying and commercial aspects.	14
IV	Television: characteristics of the medium – Television for information, education and entertainment – writing television news – language and style of presentation – pre production – programme production – post production – Television formats – Video jockeying – Live programme broadcasting.	14
V	New media – Internet – Nature and characteristics – contents online – users profile – multimedia support – textual and visual impact – online journalism – problems of access – uses and challenges in new media.	14

Reference Books:

1. *Srivastave, Radio and Tv Journalism, Sterling Publications, 1989.*
2. *John Bittner, Professional Broadcasting – a brief introduction, Prentice hall 1981.*
3. *Mencher, Melvin, Newspaper Reporting and writing, McGraw Hill, NewYork 2003*
4. *Keeble, Richard, Newspaper handbook, Routledge publications, London 2001.*
5. *Belmont , Writing for TV, Radio & New Media 8th Edn, wadsworth Publications, 2004*
6. *Broadcast Newswriting, reporting and production, 4th Edn, Oxford, Focal Press 2006.*
7. *B.N. Ahuja and S. S. Chhabra*
8. *M. V. Kamath News Reporting Professional Journalism*
9. *K. M. Srivastava News Reporting and Editing*


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Code No.	Subject	Semester No.
16VCP10	PRACTICAL – IIPHOTOGRAPHY	II
Topics		Hours
<ol style="list-style-type: none"> 1. Still Life 2. Portrait 3. Action Photography 4. Silhouette 5. Rim Lighting 6. Product – Indoor and Outdoor 7. Architecture – Interior and Exterior 8. Industrial Photography 9. Time Lapse photography 10. Candid Photography 11. Photographs on Human Interest 12. Photographs on Foods and Beverage 13. Nature and Travel Photography 14. Wild Life Photography 15. Multiple Exposures 16. Photo Essay on Developmental activities 17. Colour splash / Colour Pop 18. Edit image using Adobe light room 19. Creation of collage using multiple photographs 20. Create a video (using photographs and sound bits) 		72


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Code No.	Subject	Semester No.
16VCP11	FILM STUDIES	III
Objectives	a. To prepare Students to analyze and appreciate good cinema. b. To make them understand the relationship of film with other mass media	
Unit No.	Topics	Hours
I	History of Indian cinema – Film as a medium of communication and Social change – Growth of Tamil Cinema – contributions of Tamil cinema to social and political awareness – Film Industry status – contemporary trends - Trends of foreign cinema	12
II	Planning, Pre-production: Concept / story development – Scripting, Screen play writing – Budgeting – casting – locations – financing. Production: Shooting – Problems of artists – direction, cinematography. Post-Production: Editing - sound recording – dubbing – special effects – graphics and final mixing – distribution and exhibition.	12
III	Mis-en-scene – space and time – framing – Film culture – Film genres – dividing a feature film into parts and genres (language, style, grammar, syntax), Role of cinematography, Montage -dimensions of film editing – The power of sound, Foley sound, theatrical sound formats. Film deconstruction – Film Analysis-Case studies of Award winning films.	12
IV	Camera Production: the shot, scene, sequence, story board, types of script, location shooting. Single camera Vs. multi camera production – rehearsal – digital Intermediate – video format.	12
V	Documentary genres – Indian documentary forms - World union of documentary film makers – cinema of reality – real life characters – real issues – short film making – story writing – propaganda films and corporate films – films of expression – National film policy.	12

Reference Books;

1. Ashish Rajadhyasha, Paul Wileman, *Encyclopedia of Indian Cinema*, Oxford University Press, New Delhi 2005.
2. Proferes, Nicholas, *Film Directing Fundamentals*, Oxford University Press, 2001.
3. Paul Wheeler, *Digital Cinematography*, Focal Press 2001
4. Monaco, James. *How to read a film*, Routledge, London 2001
5. Thoraval, Yves. *The Cinema of India (1896 -2000)*.
6. Jag Mohan, *Documentary Films & Indian Awakening*, Publications Division, New Delhi 1980.
7. Gaston Roberge, *Another Cinema for Another society*, Seagull Publications Calcutta 1985.
8. Sanjit Narwekar, *Spectrum India 1994*, 3rd Bombay International Film Festival for Documentary, Short and Animation Films.


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Code No.	Subject	Semester No.
16VCP12	MEDIA RESEARCH	III
Objectives	To impart knowledge on various aspects of media research	
Unit No.	Topics	Hours
I	Introduction to mass communication research – steps in research identification and formulation of research problem in communication research – phases of media research – mass communication research in India - Present media context – Evolution of new media and audiences – Need for media analysis – concepts and theories in media studies.	12
II	Basic elements of research: concepts, variables, hypothesis – types; hypothesis testing – Approaches : Survey research , content analysis and historical method. Measurement: meaning - levels and types of measurement– Sampling procedures – Probability and Non-probability sampling techniques – Determinants of sample size – sampling error.	12
III	Data Collection Methods & Tools : Primary data – Secondary data : Types of data– Tools: questionnaire – types ; construction of questionnaire – Interview; Schedules and techniques – focus groups – observation techniques; Measurement of variables: scales – Attitude scales ; Procedure and applications of Thurstone, Likert, Semantic differential scales – methods of testing; Validity and Reliability of measurements.	12
IV	Research Design: Experimental and non-experimental research methods and procedures – qualitative and quantitative studies – Descriptive and Analytical research – Cross sectional and longitudinal research designs – Factorial design – Content analysis procedures and methods – Case study approach.	12
V	Data analysis: Data classification , coding and tabulation – graphic presentation of data – Basic elements of statistics – Applications of parametric and non-parametric statistics in hypothesis testing : chi-square, student 't' test, correlation techniques, ANOVA, Thesis writing methods – use of SPSS – Thesis writing formats and styles – ethics in conducting research.	12

Reference books:

1. Winner & Dominic (2014) *Mass media research, An introduction*. Thomson publishing company.
2. A. Hansen et al (1998). *Mass Communication research Methods* London: Palgrave.
3. S.H. Priest (1996) *Doing Media research: An Introduction*. London: Sage Publications.
4. B. Gunther (2000). *Media Research Methods* London: Sage Publications.
5. Judith M. Buddenbaum, Katherine B. Novak, *Applied Communication Research* Surjeet Publications, New Delhi. 2005
6. Arthur Asa Berger, *Media & Communication Research Methods*, Sage Publications, 2011.
7. Denis Mc Quail, *Audience Analysis*, Sage Publications, New Delhi.
8. Mc Quails *Mass Communication Theory (6th edn)* by Denis Mc Quail, Sage South Asia Edn, 2010
9. Klaus Bruhn Jensen and Nicholas W. Jankowski, *Qualitative methodologies for Mass Communication Research*, Routledge, London (1991).
10. John Fiske, *Introduction to communication studies 2nd Edn*, Routledge (1990)




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Code No.	Subject	Semester No.
16VCP13	NEW MEDIA STUDIES	III
Objectives	To impart knowledge on various aspects of New media and functions.	
Unit No.	Topics	Hours
I	New media: Introduction, Definition, Characteristics – New media technology – Communication revolution – new media versus old media – differences between media – Digital divide: E-Governance – Process, Social and legal frameworks – Policy initiatives.	13
II	New media and mass communication – Theme of new media theory – applying medium theory to new media – new patterns of information traffic – computer –mediated community formation – political formation – new media and democracy – technologies of freedom – Theories of information society – technological determinism – concept of modernism and post modernism	13
III	Global media communication: origin – driving forces – global media structure – International media dependency – Global trade in media culture - hegemony – cultural invasion – cross cultural impact	12
IV	Media structure and governance: Principles and accountability – Mass media governance – The regulations of mass media – media convergence – Diffusion of innovation	12
V	Media self regulation and control – Commodification of news and other media	10

Reference Books:

1. Denis Mcquail, *Mass Communication Theory 6th Edn.* Sage south Asia Edn, New Delhi (2010)
2. Hamid Mowlana, *Global Communication in Transition: The end of diversity*, Sage Publications, Newbury Park, 1996.
3. Subhash Bhatnagar and Robert Schwann, *Information and Communication Technology in Development: Cases from India* Sage Publications, New Delhi, 2000.
4. Mark Hukill et al. *Electronic Communication Convergence: Policy challenges in Asia*, Sage publications, New Delhi, 2000.
5. Barrie Oxford & Richard Huggins, *New media & Politics*, Sage Publications, New Delhi,
6. John DH Downing, *Internationalizing media theory: Transition, Power, Culture* Sage Publications, New York 1997.
7. P. Eric Louw, *The media and cultural production* Sage publications, New Delhi, 2001.
8. Roger Fidler, *Media morphosis*, Sage publications, 1998.
9. Ronald Rice, *New media*, Sage Publications, 1984.
10. Denis McQuail, *Media Policy* Sage Publications, London, 1998
11. Frank Webster, *Theories of Information Society* Routledge Publications, London, 1995.
12. John V. Pavlik, *New Media Technology – Cultural & Commercial Perspectives* Ailyn & Bacon Publications.
13. Pankaj Sharma, *E-Governance*, APH Publishing Corporation, 2004.


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Code No.	Subject	Semester No.
16VCP14	PRACTICAL – IV TELEVISION PRODUCTION	III
	Topics	Hours
<p>The Television production practical comprises the Script, Story board, Camera movements, Multi camera setup, Editing techniques, (Capturing, Rendering, Storage media, Transitions & Edit Design List) and Basic Lighting techniques.</p> <ol style="list-style-type: none"> 1. Anchoring with video jockey 2. Reality show 3. TV commercial (Product and PSA) 4. Montage 5. Interview 6. News Production 7. News Reel / News Features (Social causes) 8. Talk show 9. Compeering with Songs 10. Mash up video making 		60


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Code No.	Subject	Semester No.
16VCP15	PRACTICAL – V FILM PRODUCTION	III
Topics		Hours
<p>(1) Preproduction</p> <p>(a) Script in proper format and length</p> <p>(b) Script breakdown and schedule for shooting</p> <p>(c) Detailed budget</p> <p>(2) Production</p> <p>(a) Shooting principles and pickup photography by deadline</p> <p>(b) Work as crew member on at least one other person's film</p> <p>(3) Post-production</p> <p>(a) Film Editing</p> <p>(b) Synchronization of sound track</p> <p>(c) Mixing all sound into a composite sound track</p> <p>(4) Production book Including all notes, budget and receipts, breakdown, camera reports, editing logs, mixing cue sheets, talent releases, music license, etc.</p> <p>(5) Evaluation of finished film</p> <p>(a) Effectiveness of storytelling</p> <p>(b) Technical considerations: focus, clarity of sound, editing</p> <p>(c) Aesthetic considerations: style, pace, creativity</p>		60



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Code No.	Subject	Semester No.
16VCP16	(a) MEDIA AND EVENT MANAGEMENT	III
Objectives	a. To introduce students to principles of Media business management b. To familiarize students to Indian media organization and their management practices.	
Unit No.	Topics	Hours
I	Principles of management: Definitions and functions, classical and modern approaches to management; management process, management task, essentials of management; Theories and functions of management in the context of media; Economic impact in Indian media; FDI influences on media management.	12
II	Media organisations and structures: Print and electronic media; film and television software production houses and studios; Management of Indian news agencies - Ownership patterns of India media	12
III	Film production- cost and revenue, Royalty and minimum guarantee; Film distribution and commission; Film exhibition, theatre hire and commission, Export market for Indian films, viewership measurement systems-TRP, TAM, INTAY and other rating systems.	12
IV	Organizing Events: Objectives of events; Event Characteristics Demand for Events; Structure of Events, Supply and Suppliers; Distribution; Ancillary Services, Event Process; Budgets ;Schedule of items; Media coverage of events; The Managers and their Celebrities.	12
V	India Trade Promotion Organization (ITPO) ; Main Activities and Services of ITPO. Implications of special events; Types: Leisure Event; Cultural Event; Organizational Event; Personal Event; Sponsorship and Public Funding and Exhibitions Running Events: Safety & Risk Assessment; Ethical Considerations; The Economic Impact of Major Events.	12

Reference books:

1. Vanita Kohli: Khandekar 2006: *The Indian media Business*, New Delhi- Sage Publication.
2. James Redmind & Robert 2004: *Trager 2004. Media Organization Management*, London response books, Biztantra.
3. Cabera, E.F & Bonache 1999. *An expert H R System for Aligning organizational cultural & Strategy*, New York Academic Press
4. W.J.Stantton & Charles Futrell 2003. *Fundamental & marketing*, New Delhi MC Graw Hill
5. Thons Gouldon, 1997. *News Management*, London, Willian Heiremamm Ltd.
6. Kawathekar, Parag *Attributes of PR in the multiplex industry*; (2004)
7. Niyogi, Ishani *Event production : lights and sound*; (2004)
8. Parikh, Sejal *Celebrity political endorsement* ; (2004)
9. Singh, Shruti *Role of public relation in social marketing* (2004)


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Code No.	Subject	Semester No.
16VCP16	(b) PRINTING TECHNOLOGY	III
Objectives	To highlight the current trends in Printing technology	
Unit No.	Topics	Hours
I	Introduction to Printing Technology: Size and scope of Printing Industry- Development of Pictographs and Ideographs. Major printing process; Relief Printing, Intaglio printing, Screen Printing and Electrostatic Printing. Printing cycle; Need- Design- Reproducing Design- Distributing printing material.	12
II	Design- Alphabets, Art Copy - Layout and Paste-Up, Working with Photographs- Rough Layout, Single Color and Multi Color Paste Up, Line photography, Half-Tone Photography, Tone, Density, and Contrast. Basic color theory- Color spaces-Terminology-Color separation and color correction, Half tone dots and color. Letter Press- Rotary-Block Making. Offset plate making. Lithographic Printing Plates.	12
III	Digital Image, Types, File Formats, Digital Inputs, Digital Workflow -Digital Press, Digital color Process. Page Lay Out-Fonts, Body, Measurements, Spacing, Point systems, and families. Essentials of Typography -Type style, Usage, Bit Mapped Fonts, Post Script fonts. Illustrations and Images. Editing Softwares. -Software for Image Solutions and Page Layouts, Printing accuracy, Image assembly. Digital half tones. Computer to Plates.	12
IV	Offset Press operations- Sheetfed - Webfed- Rollar and blanket, Trouble Shooting Check list. Screen printing process- Concept of Stencils-Frame-Masking -Squeegee and Ink- High Speed Presses Machine. Gravure-Concepts-Cylinder preparations-Printing Process -Flexographic printing-Concept-Printing Process	12
V	Paper and Ink for Printing Industry: Paper- Types - Properties of Inks- Ink Specifications and Standards - Ink for Lithography, Screen, Letter Press, Flexography and Gravure. Ultra Violet Curing. Finishing- Cutting, Folding, Assembling, Binding and Packaging. Job estimation, Production Planning, Structure of Small Printing units, Corporate Printing House, System of Administration. Plan of starting a Medium Level Printing Units.	12

Reference Books:

1. Aruthur Turnbull. *Graphic Communication* (1999) Sage publications.
2. Harlod Evans. *Newspaper Design* (2000) Sage publications. London, First edition.
3. Adrian Shaughnessy *How to be a Graphic Designer Without Losing Your Soul* (1997) Princeton Architectural Press, Fock land. 2nd Edition.
4. Jorge Frascara, *Designing Effective Communications: Creating Contexts for Clarity&Meaning*, Allworth Press, U.S.A,
- 5 Nigel French, *In Design Type : Professional Typography with Adobe In Design CS2* (1995) Adobe Press. Netherland. Second edition.
6. V S Krishnamurthy, *Golden trends in Printing Technology* (1996); Sage Publications.



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Code No.	Subject	Semester No.
16VCP17	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	IV
Objectives	<i>a) To make students aware of the importance of public relations and its critical role in corporate organizations.</i> <i>b) To prepare students for corporate communication challenges.</i>	
Unit No.	Topics	Hours
I	Nature and scope of PR: Definition of PR, relevance of PR in modern societies; Principles of PR; role of PR in corporate organizations; Attributes of PR practitioner. Differentiating PR from propaganda, advertising and publicity: Code of conduct for PR professionals.	15
II	PR Process, Organizational structure of PR and its functions. In-house Dept. and PR counselling firms: advantages & limitations. Tools of PR: Institutional publications: House journals; House Ads; Print & electronic media, Social media; Corporate advertising; Photographs, films, Audio-visual displays, New media. News releases and press conferences; Media tours, PSA, Special events: exhibitions, open houses, award ceremony.	15
III	Types of PR Publics: Internal publics and external publics: Employees relations; Stockholder relations; Customer relations; Community relations; Supplier relations; Distributor and dealers relations; Government relations; Investors relations; Media relations; Educational institutions relations; NGO's. PR –campaign and sponsorship – PR Research.	14
IV	Fundamentals of Corporate Communication: Concept, Nature, Scope and functions of Corporate Communication, qualifications and Responsibilities of Corporate Communicators, Corporate PR; Corporate culture; Corporate credibility; Challenges of corporate PR; Corporate Communication in Public and Private Sector Organization.	14
V	Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, CSR; Crisis and Disaster management; Professional organisations in India and abroad. Corporate Communication strategies in the context of Globalization; Recent trends and developments in Corporate Communication.	14

Reference books:

1. Otis Baskin & Craig Aronoff. *PR- The Profession & The Practice*, USA Times Mirror Co.
2. Pill Quirke (Edt). 1986. *Communication & Public Relations* Columbus Ohio Merrill,
3. Allen H Centre (Edt). 2003. *Public Relations Practices*, New Delhi Prentice Hall Inc of India
4. Scott M Cutlip (Edt). 2000. *Person and Education*, Pvt Ltd. New Delhi Indian Branch.
6. Rene A Henry (Edt) 2001. *Marketing Public Relations* New Delhi, Oxford University Press.
7. Philip Lesly (Rdt). 2000. *Handbook of Public Relations and Communication*. New Delhi, JBS Publishers Rene A Henry (Edt) 2000. *Marketing Public Relations* New Delhi, Suraj Publications
8. Pylee MV 2004 *Industrial Relations and Personnel Management*, New Delhi, Vikas Publishers
9. Singh JK 2004. *Media and Public Relations* New Delhi, APH Publishers
10. Donald Treadwel 2004 *Public Relations Writing*, New Delhi, Sage Publications
11. Stephen P Banks 2004. *Multi Cultural Public Relations*, New Delhi, Suraj Publications.


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Code No.	Subject	Semester No.
16VCP18	ENVIRONMENTAL COMMUNICATION	IV
Objectives	a. To help students keep abreast with environmental issues and concerns. b. To prepare students to effectively communicate on environmental issues.	
Unit No.	Topics	Hours
I	Basic perspective: Definition, nature and importance of environment parameters of Environment; Environmental hazards, Pollution- natural and Man-made.	15
II	Unit -II: Contemporary issues: Local, National, International Environmental issues. Environmental protection programmes and strategies.	15
III	Media & empowerment: Role of media in protecting the Environment and Ecology; Communication strategies for on-going campaigns – A detailed study of specialized environment ecology, Media organization and units.	14
IV	Mevelopment v/s environment debate: International agreement; Earth summits; Protection of environment; Natural resources, Flora- fauna, rivers and eco-system; Laws protecting environment; Problems in safeguarding the system.	14
V	Writing and reporting environmental issues: Environmental reporting, Types of stories-investigative, in-depth and interpretative; writing for different media. Case studies of major environmental movements and media response in India.	14

Reference books:

1. Edward Gold Smith, Nicholas Hildyard, 1988. *The Earth Report*, London Oxford University Press
2. Susan D. Lanier, Graham, *The Ecology of War*, 1993. New York Walker Publishing Co.
3. Kiran B Chhokar, Mamata Pandya and Meena Ragunathan, 1999. *Understanding Environment*, New Delhi Safe Publication,
4. Kanchon Chopra & S C Gulati, 2000, *Migration, Common Property Resources & Environmental Degradation*, 2001. New Delhi. Sage Publication.
5. Katar Singh & Vishwa Ballabh, 2001. *Cooperative Management of Natural Resources*, New Dehli Safe Publication.
6. Jyoti Parikit, 2002. *Sustainable Management of Wetlands*, New Delhi. Sage Publications.
7. Roger Jefferry, Nandini Sundar, 2003. *A New Moral Economy For India's Forests*, New Delhi Sage Publication.
8. Ashok Kotari Neema Pathik, R V Anuradha, Sansuri Taneja, 2004. *Communication & Conservation*, New Delhi. Sage Publication.
9. Udaya Shahay, 2006. *The Indian Media, Illusion, Dellusion & Reality*, New Delhi Roop & Co.


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Code No.	Subject	Semester No.
16VCP19	(a) EVENT / CAMPAIGN PLANNING / (b) IN HOUSE MAGAZINE	IV
	<p>Event / Campaign Planning:</p> <p>A group comprising five students should identify an event / campaign, select the place of event and submit a proposal with all planning strategies. 40 marks will be awarded for Internal Examination for the proposal. Five days will be provided for organizing and conducting the event and submit a report at the end of the semester. This will be evaluated by the department as an External of 60 marks.</p>	
	(or)	
	<p>In house Magazine:</p> <p>A group comprising five students should identify a theme and submit a proposal for creating an in house journal. For the proposal, 40 marks will be awarded as Internal Examination. They should also go for reporting and collect the news with photographs. The edited copies of the magazine should abide with the principles of printing and publishing technology. This will be evaluated by the department as an External of 60 marks.</p>	


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Code No.	Subject	Semester No.
16VCP20	INTERNSHIP	IV
<p>The student is required to undertake an internship of 35 days at the end of the second semester in Advertising / Public Relations/ Visual Design and Packaging and 25 days internship at the end of the third semester in Audio Visual Production and submit the reports within 15 working days from the class commencement of the subsequent semesters. Moreover, the reports to be evaluated internally and marks awarded at the end of the fourth semester.</p>		
Internship -I	Report Evaluation and Viva-Voce	50 Marks
Internship-II	Report Evaluation and Viva-Voce	50 Marks
	Total	100 Marks



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Code No.	Subject	Semester No.
16VCP21	PROJECT WORK	IV
Guidelines for Project Study for Post Graduation:		Hours
i) Conceptualization of Subject and Research Problem	(20marks)	
ii) Analytical Presentation of Review of Literature	(30 marks)	
iii) Presentation of Methodology	(30 marks)	
iv) Data Analysis and Discussion	(30 marks)	
v) Final Draft and Presentation)	(10 marks)	

	Total	120 marks
Chapters		
1. Introduction		60
2. Review of Related Literature		
3. Research Methodology		
4. Analysis and interpretation		
5. Discussion and Conclusion		
Bibliography		
	Viva-voce	30 Marks

		150 Marks


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