

AFFILIATED INSTITUTIONS
ANNA UNIVERSITY, CHENNAI
REGULATIONS - 2009
M.Sc. (ELECTRONIC MEDIA)
FIVE YEARS INTEGRATED PROGRAMME
SEMESTER I

CODE	COURSE TITLE	L	T	P	C
THEORY					
EN 9311	Communicative English	3	0	0	3
XM 9311	Evolution of Media	3	0	0	3
XM 9312	Drawing and Visual Design	2	0	3	4
XM 9313	Computer Fundamentals	3	0	0	3
XM 9314	Electronics Fundamentals	3	0	0	3
PRACTICAL					
XM 9317	Communication Skills Lab-I	0	0	4	2
XM 9318	Computer Lab - I	0	0	4	2
XM 9319	Electronics Lab-I	0	0	4	2
TOTAL		14	0	15	22

SEMESTER II

CODE	COURSE TITLE	L	T	P	C
THEORY					
EN 9321	Professional English	3	0	0	3
XM 9321	Principles of Journalism	3	0	0	3
XM 9322	Mass Communication	3	0	0	3
XM 9323	Principles of Advertising	3	0	2	4
XM 9324	Electronic Media and Instrumentation	3	0	0	3
PRACTICAL					
XM 9326	Communication Skills Lab-II	0	0	4	2
XM 9327	Creative Design Lab	0	0	4	2
XM 9328	Electronics Lab-II	0	0	4	2
TOTAL		15	0	14	22

SEMESTER III

CODE	COURSE TITLE	L	T	P	C
THEORY					
EN 9331	Communication Skills for Media	3	0	0	3
XM 9331	News Reporting	3	1	0	4
XM 9332	Basics of Photography	3	0	0	3
XM 9333	Sound and Acoustic Techniques	3	1	0	4
XM 9334	Programming Languages -I	3	0	0	3
PRACTICAL					
XM 9336	Photography Lab	0	0	4	2
XM 9337	Programming Lab	0	0	4	2
PROJECT					
XM 9338	Lab Journal Production	0	0	6	3
TOTAL		15	2	14	24

SEMESTER IV

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9341	Public Relations and Event Management	3	0	0	3
XM 9342	2D Graphics and Animation	3	0	0	3
XM 9343	ICT for Development	3	0	2	4
XM 9344	Radio Programme Production	3	0	0	3
XM 9345	Programming Languages-II	2	0	3	4
PRACTICAL					
XM 9346	Radio Programme Production Lab	0	0	4	2
XM 9347	2D Graphics and Animation Lab	0	0	4	2
PROJECT					
XM 9348	Campaign Planning Project	0	0	6	3
TOTAL		14	0	19	24

SEMESTER V

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9351	Electronic Journalism	3	0	0	3
XM 9352	Video Production	3	0	0	3
XM 9353	Editing Techniques	3	1	0	4
XM 9354	3D Graphics and Animation	3	0	0	3
	Elective-I	3	0	0	3
PRACTICAL					
XM 9355	3D Graphics and Animation Lab	0	0	4	2
XM 9356	Production and Post Production Lab	0	0	4	2
PROJECT					
XM 9357	Video Journalism Project	0	0	6	3
TOTAL		15	1	14	23

SEMESTER VI

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM9361	E-Content Development	3	0	0	3
XM9362	Media Laws and Ethics	3	0	0	3
XM9363	TV Programme Production	3	0	0	3
XM9364	Web Designing	3	1	0	4
	Elective-II	3	0	0	3
PRACTICAL					
XM9365	Web Designing Lab	0	0	4	2
XM9366	E-Content Development Lab	0	0	4	2
PROJECT					
XM9367	TV Programme Production Project	0	0	6	3
TOTAL		15	1	14	23

SEMESTER VII

CODE	COURSE TITLE				
PROJECT					
XM 9371	Industrial Project			32	16

SEMESTER VIII

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9381	Media, Society and Culture	3	0	0	3
XM 9382	Media Management	3	0	0	3
XM 9383	Educational Media	3	0	0	3
	Elective-III	3	0	0	3
	Elective-IV	3	0	0	3
PRACTICAL					
	Elective-III Lab	0	0	4	2
	Elective-IV Lab	0	0	4	2
PROJECT					
XM 9384	Media Marketing Project	0	0	6	3
TOTAL		15	0	14	22

SEMESTER IX

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9391	Media Research	3	0	0	3
XM 9392	Film Appreciation	3	0	2	4
XM9393	Science and Technology Communication	3	0	2	4
	Elective - V	3	0	0	3
	Elective - VI	3	0	0	3
PRACTICAL					
	Elective-V Lab	0	0	4	2
	Elective-VI Lab	0	0	4	2
PROJECT					
XM 9394	Research Project	0	0	6	3
TOTAL		15	0	18	24

SEMESTER X

CODE	COURSE TITLE	L	T	P	C
PROJECT					
XM 9396	Project	0	0	32	16

TOTAL CREDITS FOR THE PROGRAMME: 216

ELECTRONIC MEDIA

LIST OF ELECTIVES

THEORY					
XM 9001	Peace Journalism	3	0	0	3
XM 9002	Online Journalism	3	0	0	3
XM 9003	Social Psychology	3	0	0	3
XM 9004	Multimedia Authoring tools	3	0	0	3
XM 9005	Media and Sustainable Development	3	0	0	3
XM 9006	Health Communication	3	0	0	3
XM 9007	Communication Media	3	0	0	3
XM 9008	Media and Disaster Management	3	0	0	3
XM 9009	Media Aesthetics	3	0	0	3
XM 9010	Folk Media	3	0	0	3
XM 9011	Advanced Web Technologies	3	0	0	3
XM 9012	XML and Web Services	3	0	0	3
XM 9013	Documentary and Short Film Production	3	0	0	3
XM 9014	Integrated Marketing Communication	3	0	0	3
XM 9015	Digital Compositing	3	0	0	3
XM 9016	Game Design and Development	3	0	0	3
XM 9017	Media Commercials	3	0	0	3
XM 9018	Media Planning	3	0	0	3
XM 9019	Graphic Production	3	0	0	3
XM 9020	Photography	3	0	0	3
XM 9021	Environment And Media	3	0	0	3
PRACTICALS					
XM 9022	Advanced Web Technologies Lab	0	0	4	2
XM 9023	XML and Web Services Lab	0	0	4	2
XM 9024	Documentary and Short Film Production Lab	0	0	4	2
XM 9025	Integrated Marketing Communication Lab	0	0	4	2
XM 9026	Advanced 3D Graphics and Animation Lab	0	0	4	2
XM 9027	Photography Lab	0	0	4	2
XM 9028	Game Design and Development lab	0	0	4	2

OBJECTIVES

- To develop the four basic skills of language (reading, writing, speaking and listening) in order to acquire a creative and analytical mind that would fit into this new age of technological and global communication.
- To explore the various ways language is used effectively in media.
- To learn the appropriate form and structure essential for effective communication

UNIT I**9**

Verbal forms – Descriptive Language– Meanings – Affixes – Prefixes – Vocabulary building for places and people - Importance of Listening Skills – Difference between Listening & Hearing – Active Listening – Barriers to Listening – Listening comprehension focusing on varying elements of vocabulary & structure - Pronunciation –Self Introduction – Reading Skills – Sub skills of Reading – Skimming & Scanning – Descriptive writing – People description –Letter Writing – Personal: To family – Social conversation – Introducing & Greeting.

UNIT II**9**

Tense forms – Suffix – Comparative Language – Adverbs – Suffix forms – Listening for general understanding – Listening Comprehension – Conversation: One to one – Introducing Others – Social Conversation – Initiating, carrying on and concluding a conversation – Understanding prose & poetry – Reading short stories – Place Description – Definition – Letter Writing: To friends – asking for information/advice/giving suggestions

UNIT III**9**

Conversion from noun to adjectives – Superlative Adjectives – Grammar in context – Subject-verb adjective – Listening to specific information – Listening to talks & description – Conversation One to many- Discussion Activities – Social Conversation – Politeness strategies – Reading a narrative – Reading for general information – Intensive reading exercises - Reading a one act play – Object description – Descriptive language development of equipment use and functions - Comparing & Contrasting in writing – Letter writing – official letter: Letter of Enquiry.

UNIT IV**9**

Development of basic writing skills applying studied grammatical structures - Conversion of verb to nouns – Perfect Tense forms – Prepositions – Abbreviations – Listening to Casual Conversation – Listening for grammatical points – Strategies adopted for speaking – social conversation – striking a conversation with strangers – Reading for Specific information – Reference skills – books – Scene description – Cause & effect in writing – Official letter – Answering a query.

UNIT V**9**

Use of suffixes to convert verb-noun-adjective – use of pronouns – Conditionals – Acronyms – Listening to collect information for discussion – Making short speeches – Whole class discussion – Extensive reading – reading between lines –Letter writing – Paragraph writing – developing the hints – Letter writing – to higher officials – Inviting, Making a complaint – Communication structure for expression of opinion.

TOTAL : 45 PERIODS

REFERENCES

1. Sood S.C. et al, Developing Communication Skills: Oral Communication and Reading Comprehension, Writing Skills and Workbook. New Delhi: Manohar, 2007.
2. S.P.Dhanavel, Communication Skills, New Delhi: Macmillan, 2008.
3. Dept. of Humanities & Social Sciences, Anna University, English for Engineers and Technologists. Chennai: Orient Longman, 2006
4. Sasikumar V., P.Kiranmayi Dutt & Geetha Rajeevan, Listening & Speaking II New Delhi: Foundation Books, 2007.
5. Murphy, Raymond, Intermediate English Grammar. Cambridge: Cambridge University Press, 1994.

XM 9311

EVOLUTION OF MEDIA

L T P C
3 0 0 3

AIM

To introduce the facts, history and theories about the various forms of mass media.

OBJECTIVES

- To know how different types of media evolved from the ancient period.
- To know the facts, history, developments about important media like print, radio, TV and new media.
- To understand the importance of the mass media.

UNIT I TRADITIONAL MEDIA

9

Definitions of Media and Mass Media; Traditional Forms of Media – signs, wood carving, Sound, drawings, sculptures; Folk Media – Songs, Drama, Puppet Shows, Story Telling etc.

UNIT II PRINT MEDIA

9

History of the print media and evolution and development of printing technology in India and World; various types of print media, nature, concepts, scope; Content making for print media, reach, advantages and importance.

UNIT III RADIO

9

Invention and Development of Radio medium, Radio Broadcasting since its inception in world and India, Radio Technology, Establishment of radio stations, growth and development of the medium, AM and FM transmission, Satellite Radio, Programmes, Audience and reach, role in the development.

UNIT IV TELEVISION

9

Television – origin and development, nature, scope, audience, genre, functions of television; Ownership pattern, debate on autonomy; BBC model of ownership, control and programming – commercial and public service, state and private sectors' expansion; potential for future development, Prasar Bharati Broadcasting Corporation; Satellite television, DTH, Video on Demand, latest developments.

UNIT V NEW MEDIA

9

New Media – origin and development of Internet and web, Growth and development of Internet communication , Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e - Publishing.

TOTAL: 45 PERIODS

TEXT BOOKS:

1. R.K. Ravindran, "Media in Development Arena", Indian Pub. & Distributors (2000).
2. Straubhar, Larose, "Media Now", Thomson Wordsworth, 4th Edition, (2004)
3. Keval J. Kumar, "Mass Communication in India", Jaico Publishing Co.(2003)

REFERENCES:

1. J.K. Sharma, "Print Media and Electronic Media – Implications for the future", Authors Press, New Delhi(2003)
2. M.S. Sharma, "Hand Book of Journalism", Mohit Publications, New Delh1.(2002)
3. Barun Roy, "Modern Student Journalism", Pointer Publishers, Jaipur (2004)

XM 9312

DRAWING AND VISUAL DESIGN

**LT P C
2 0 3 4**

AIM

To expand students' creativity in ideas, relation to behaviours, values expressed in works of Human imagination and thought.

OBJECTIVES:

- To engage in the creative process or interpretive performance required for the visual artist.
- To articulate an informed personal reaction to works in the arts and Humanities
- To develop an appreciating quality for the aesthetic principles in creative works.
- To identify and represent in drawing the basic elements of form and the fundamental geometrical shapes.

UNIT I STRUCTURAL LINES and GEOMETRICAL SHAPES

15

Lines and different strokes using different pencils and brushes, Cartoons, Caricature, Scale drawing. Practice of Birds, Animals and Human forms, Portraits and Self portrait.

UNIT II LETTERING AND LOGO DESIGNING

15

Lettering and Logo styles, Communication symbols with pencil, Indian ink, paint and stencil cutting, Story Boarding and Public service communication through art work and paintings.

UNIT III COLOUR

15

Definition, Hue, Saturation and Brightness, Historical background, Additive and Subtractive colours, Theory of Colours, Colour wheel, Warm and Cool colours, Primary, Secondary and Tertiary Colours and the right combination of these colours for various purpose. Colour Symbolism and Psychology. Use of Colours in Painting, Printing, Creative Production and Electronic signals. Practice in different colour mediums and air brush.

UNIT IV COMPOSITION AND PERSPECTIVE **15**
Composition, Light and shade drawing, Introduction to Chiaroscuro. Principle of perspectives- Linear Perspective, Vanishing Point Perspective, One, two and three point perspective

UNIT V MINIATURE SET DESIGNING AND CLAY MODELLING **15**
Creating different miniature models through waste materials, Fundamentals of Sculpture through study on anatomy of Human body. Through standing posture, Construction, Scale, Proportion, Material, Techniques, Mass, Volume, Shapes, Contour, Direction, Fade, Plasticity and Expression. Introduction to various basic techniques of forming clay through simple shapes and to understand the characteristics of clay material.

TOTAL: 75 PERIODS

TEXT BOOKS

1. Luca Botturi, Todd Stubbs, Hand book of Visual Languages for Instructional Design: Theories and Practices, Idea Group, 2008
2. Wilbert Verhest, Sculpture Tool Materials and Techniques, Prentice Hall, 2006

REFERENCES

1. Edouard Lanteri, Modeling and Sculpting the Human Figure, Dover Publications, New York

XM 9313

COMPUTER FUNDAMENTALS

L T P C
3 0 0 3

AIM : To create an awareness of Computers and Internet.

OBJECTIVES:

- To understand the various components of a computer system.
- To familiarize students with different concept of networking.
- To make students acquainted with the latest tools available in internet.
- To help students acquire the ability to use office automation tools effectively.

UNIT I INTRODUCTION TO COMPUTERS **9**

Introduction to computers, Computer Applications and Characteristics, Evolution, Generations of Computers, Different classification of computers, Basic Computer Organisation – Input unit, Memory Unit, CPU, Output unit, Number Systems and its conversion.

UNIT II COMPUTER HARDWARE AND SOFTWARE **9**

Different types of Operating Systems: Windows, MAC, Linux, Computer Hardware – Different parts of Computer systems - Motherboard, RAM, Storage Devices, Input and Output devices, Computer Software – Types of Softwares – Application and System Software, Software Development stage, Algorithms and Flowcharts.

UNIT III COMPUTER NETWORKS **9**

Introduction to computer networks, Benefits of networking, Classifications of Network based on Geographical Locations and Topology, ISO Reference Model, Circuit Switching and Voice network, Packet Switching and Data network, Communication devices – Hub, Switches, Bridges, Routers and Gateway.

UNIT IV APPLICATIONS OF INTERNET 9

Basic Internet Terminologies, Evolution of Internet, Intranet and Internet Architectures, Computer and Network Security, Blogs, Podcasts, Wikis and other powerful web tools.

UNIT V OFFICE AUTOMATION 9

Introduction to Office packages, Word – Creating and formatting documents, mail merge, Creating Macros, Spreadsheets – Entering data in a worksheet, Basic functions in Excel, Adding Charts, Pivot table reports and pivot chart reports, Powerpoint – Format slides and presentation, Using templates and masters, Importing Multimedia Contents, Animation effects and transition, RDBMS Package – Files and Data management, Database Design, Forms and Reports.

TOTAL 45 PERIODS

TEXT BOOKS

1. E. Balagurusamy, “Fundamentals of Computing and Programming”, Tata McGraw Hill Education Pvt. Ltd., 2009. (unit 1 & 2)
2. Douglas.E. Comer, “Computer Networks and Internet”, 5th Edition.

REFERENCES

1. John Walkenbach, Herb Tyson, Faithe Wempen, and Cary N. Prague, “Office 2007 Bible”
2. Preston Gralla, “How Internet Works” - 8th Edition

XM 9314

ELECTRONIC FUNDAMENTALS

**L T P C
3 0 0 3**

AIM

To provide an exposure to various electronic devices used in the Electronic Circuitry and Equipments.

UNIT I DC CIRCUIT ANALYSIS 9

Basic Components and Electric Circuits, Charge, Current, Voltage and Power, Voltage and Current Sources, Ohms Laws, Voltage and Current laws, Kirchoff’s Current Law, Kirchoff’s voltage law, The Single Node - Pair Circuit, Series and Parallel connected independent sources, Resistors in series and parallel, Voltage and Current division, Basic nodal and mesh analysis, Nodal analysis, mesh analysis.

UNIT II FUNDAMENTALS CONCEPTS IN DIGITAL ELECTRONICS 9

Number systems – Binary, Octal, Decimal, Hexadecimal conversion from one to another, complement arithmetic, Boolean theorems of Boolean algebra, sum of products and product of sums, Minterms and Maxterms, Karnaugh map, Tabulation and computer aided minimization procedures.

UNIT III INTRODUCTION TO SEMICONDUCTOR PHYSICS & DIODE 9

Charge carriers in semiconductors, intrinsic and extrinsic semiconductors, donors and acceptors, charge neutrality Fermi level, carrier drift, carrier diffusion, graded impurity distribution, Hall Effect, PN junction, built in potential, Electrical field, space charge region and

width, reverse bias characteristics, non-uniformly doped junction, PN junction diode, I-V relationship, minority carrier distribution, temperature effects, diffusion resistance.

UNIT IV AMPLIFIERS BJT & FET

9

Concept of transistor – Characteristics, Ideal voltage and current amplifier. Amplifiers in cascade. Voltage and power gain. Gain dB; Feedback concept. Operational amplifier in summing amplifier configuration. Voltage follower. An AF amplifier using operational amplifier. Frequency response of an audio amplifier. Fundamentals of FET.

UNIT V APPLICATIONS

9

Typical characteristics and use of an IC power amplifier. Frequency Bands Principles and function of UPS, inverters, Grounding. Principles of Modulation FM & AM. Concept of IC, VLSI etc, Block diagram of a Radio. Electronic components and assembly using a printed circuit board.

TOTAL 45 PERIODS

TEXT BOOKS

1. Bernad Grob, “Basic Electronics”, McGraw-Hill Publishing Co. Ltd, Eighth edition, 2000.
2. William H.Kayl, Jr.Jack E. Kemmerly, Steven M.Durbin, “Engineering Circuit Analysis”, Sixth Edition, Tata McGraw-Hill Edition, 2002.

REFERENCES

1. Fundamentals of ‘Electric Circuit’, Second Edition. Charles K. Alexander, Mathew N.O. Sadiku.
2. Tokheim R.L., “Digital Electronics – Principles and Applications”, Tata McGraw Hill, 1999.

XM 9317

COMMUNICATION SKILLS LAB – I

L T P C
0 0 4 2

OBJECTIVES

- To enable learners to communicate confidently, fluently and effectively in English
- To make students communicate appropriately, with a clear awareness of purpose, audience and register.

COURSE DESCRIPTION

This course employs thematic Activities using different media. The language need of the activities decide on the appropriate media to be used for implementing it.

1. Discourse Functions in Media context – Describing, Narrating, Comparing & Contrasting. Explaining, Analyzing, Evaluating – Role Play based on given situations – Persuading, Convincing, Negotiating, Apologising, Clarifying etc. – Group Discussion
2. Listening Activities – Talks, Narratives, Scenes from Plays, Conversation, Excerpts from Literature – Pronunciation Activities – Different Tones in Speaking – Self-instruction CD-ROMs using various English learning software packages
3. Seminar skills - agreeing and disagreeing, clarifying, questioning, persuading, emphasizing, concluding, interrupting; evaluating ideas and actions, presenting solutions, recommending action, comparing and contrasting, probability and possibility, cause and effect, criticizing - Group Discussion Activities on current issues – Presenting your viewpoints

4. Non-verbal Communication – Interpreting charts, figures, images, maps, tables, body language, eye contact – Making short speeches – Poster making on social issues – Anchoring a programme – Live or in Electronic Media – Writing Media Notes – Self-instruction using listening and video materials from the self access language laboratory with comprehension exercises.
5. Video Comprehension developing combined audio-visual receptive skills to deduce meaning from context - Scenes taken from Movies, Television series, Advertisements – Creating Advertisements to market a product - Use of online resources – Making short speeches – Developing a story and enacting it

TOTAL 60 PERIODS

REFERENCES

1. McRae, John & McCarthy, Reading Between Lines. Cambridge University Press, 1990.
2. McRae, Sound, Sounds Intriguing, Cambridge University Press, 1993.

XM 9318

COMPUTER LAB – I

**L T P C
0 0 4 2**

AIM

To provide hands on experience with computer hardware and Office Packages.

OBJECTIVES

- To understand the various components of a computer system.
- To familiarize the students with office automation.
- Develop an understanding on how various electronic media are used in real life situations.

EXERCISES

1. Assembling the entire computer system.
2. Formatting and Installing the Windows Operating System.
3. Formatting and Installing MAC OS
4. Formatting and Installing Linux OS
5. Installing Application Softwares.

WORD PROCESSING

6. Working with Word – Formatting, Presenting, adding headers and footers, page layouts.
7. Working with Tables, Inserting Cliparts and Pictures, shapes, symbols, charts, smartarts, input fields.
8. Creating bookmarks, hyperlinks and cross-reference.
9. Working with Mail merge and Macros.
10. Protecting the document, providing passwords for opening and modifying the document.

SPREADSHEETS

11. Working with Excel – Entering and formatting different datas, sorting and filtering.
12. Working with different types of Charts – Column, Line, Pie, Bar, Area, Scatter and others
13. Working with formulas – Text, Math, Logical, Date & Time and other formulas and functions.
14. Pivot tables and Pivot charts.
15. Creating Macros.

PRESENTATIONS

16. Working with Powerpoint – Creating a slide presentation.
17. Using templates and Creating master slide.
18. Importing Multimedia Contents.
19. Adding Animation effects and transition, Creating Macros.

RELATIONAL DATABASE MANAGEMENT SOFTWARE

20. Creating the database and tables, Designing the table structure, Entering data.
21. Working with Queries.
22. Working with Forms.
23. Generating Reports.

INTERNET APPLICATIONS

24. Creating and working with Blogs.
25. Podcasts – uploading audio and video files in internet.
26. Creating a Wiki.

TOTAL 60 PERIODS

XM 9319

ELECTRONICS LAB – I

L T P C
0 0 4 2

1. Verification of Kirchoff's Laws
2. Verification of Thevenin's Theorem
3. Characteristics of PN diode
4. Characteristics of Zener diode
5. Verification of Logic Gates.
6. Characteristics of Transistors.
7. Frequency response of Series and Parallel resonance circuits.
8. Transient analysis of RL & RC circuits.
9. Operational Amplifier Applications
10. Study of CRO & Radio Receivers

TOTAL 60 PERIODS

EN 9321

PROFESSIONAL ENGLISH

L T P C
3 0 0 3

OBJECTIVES

- To orient professionals with integrated skills for communication in Radio and Television – Anchoring, Presenting, Reporting, Interviewing, Producing, Writing and Speaking
- To utilize variety of media for teaching English

UNIT I

9

Synonyms – progressive tense forms – Compound Nouns – Listening to authentic Radio broadcasts & analysing it – Language for instructions – Role play Exercises – Reading Comprehension – Inferred understanding of the text – Process description – Instruction flow writing skills - Narrative written structures to express past events - Futuristic Writing: Based on science fiction books and movies.

UNIT II **9**
Antonyms – Editing – Focus on Spelling – Numerical Expressions – Time, Quantity, Cost & Numbering Vocabulary - Listening to announcements & instructions – Narrating personal experiences – Analysing problems and offering solutions – Interpreting tables, charts & maps – Letter to the Editor – Offering Complains and Offering Suggestions

UNIT III **9**
Collocations – Strong & Weak collocations – One word substitution – Modals – Error correction – Listening to telephone messages – Telephone Etiquette – Expressing likes & dislikes - Reference Skills – Thesaurus, journals & articles, Reading telephone messages – Email language – Writing a telephone message

UNIT IV **9**
Idioms – negative prefixes – Question & Auxiliary verbs – Question tags – Listening for understanding – Note taking – Discourse functions – arguing, agreeing, disagreeing, apologising etc – Extensive reading – fiction – Reading Book Review – Dialogue writing – Poster making – Communicative & Decision making activities based on authentic reading materials.

UNIT V **9**
Illustrated meaning – Integrated interrogative and discourse use with targeted vocabulary and functions - Reported speech – Listening Comprehension of authentic TV broadcasts in British, American & Indian English – Presentation Skills - Body Language – Reading and interpreting non verbal language – Reading a Report – Essay writing – Evaluative Essays – Official letter in different contexts.

TOTAL 45 PERIODS

REFERENCES

1. Sood S.C.et al, Developing Communication Skills: Oral Communication and Reading Comprehension, Writing Skills and Workbook. Manohar, 2007.
2. Ceramella, Nick & Elizabeth Lee, Cambridge English for the Media. Cambridge University Press, 2008.
3. Murphy, Raymond, Intermediate English Grammar. Cambridge University Press, 1994.

XM 9321

PRINCIPLES OF JOURNALISM

L T P C

3 0 0 3

AIM

The aim of this course is to make the students to understand the importance of print journalism and to learn the importance of handling sources and writing the inverted pyramid

OBJECTIVES

- To develop news idea and critical thinking skills to recognize fairness and credibility.
- To understand the basics of news gathering process and get to know the importance of Inverted Pyramid structure and also the importance of ethics to be followed in the profession.

UNIT I NEWS BASICS 9

News definition, Elements of news, News sources, Contacts book, anonymous sources, News value, News judgment, difference between news and views, Fairness, Proximity, Timeliness, Scoop, check calls, hard and soft news, nose for news.

UNIT II TYPES OF BEATS 9

Beat definition, Types of beats, beat development plan, Introduction to political beat, education beat, court beat, sports beat, business beat, environment beat.

UNIT III CONCEPT AND STORY IDEA 9

Brainstorming, story idea, story mapping, deciding story angle approach, Research, Computer assisted research, Ideas for features, creative ideas for features

UNIT IV NEWS STRUCTURE 9

5Ws IH, Inverted pyramid structure, hour-glass structure, language of news, precision, clarity, lead& intro , types of leads, attribution , proof reading , sub –editing , writing headlines, captions.

UNIT V ROLES & RESPONSIBILITY 9

Duties and responsibility of journalist, objectivity and subjectivity, ethics in reporting, ethical philosophies, freedom of speech and expression with reasonable restrictions, press council guidelines.

TOTAL 45 PERIODS

TEXT BOOKS

1. Paul Manning, News and News Sources , Sage Publications , 2004
2. N.C.Pant, "Modern Journalism" Kanishka Publishers, 2002
3. B.N.Ahuja – S.S.Chhabra, 'Reporting ' , Surjeet Publication, 1995

REFERENCES

1. D'Souza, " Hand book of Journalism", Anmol Publications, 2000.
2. Jan Johnson Yopp and Kathrine C. McAdams , Reaching Audiences: A Guide to Media Writing, Focal Press, 2002
3. H.M.Aggarwal, "Journalism in Practice", Reference press, 2005
4. Shahzad Ahmad, "Journalism news coverage " , Anmol, 2005

XM 9322

MASS COMUNICATION

**L T P C
3 0 0 3**

AIM

To provide the students a sound knowledge in principles of Mass Communication

OBJECTIVES

- To throw light on the theories of communication
- To deal in deep the models of communication
- To provide an account of the theories of the press

- To ascertain the functions and state of media in India

UNIT I COMMUNICATION 9

Nature and process of communication, functions of communication, kinds of mass communication; history of communication and communication today

UNIT II MODELS OF COMMUNICATION 9

Models of communication; SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener and Newcomb; Need of communication models and their importance.

UNIT III THEORIES OF COMMUNICATION 9

Theories of communication: Magic bullet theory, Spiral of silence theory, Cultivation theory, Uses and gratifications theory, Agenda setting theory, Information, Communication and Entertainment/Education (ICE) and the resultant implications, gate keepers.

UNIT IV THEORIES AND RESPONSIBILITY OF MEDIA 9

Theories of press: Authoritarian, Libertarian, Social responsibility & Soviet Communist theories, Social systems and media responsibility, Issues of monopoly and ownership patterns of mass media in India

UNIT V COMPARATIVE THEORIES 9

Indian communication theories; Eastern and Western theories; comparison and critique.

TOTAL 45 PERIODS

TEXT BOOKS

1. J.Kumar, Keval, 'Mass Communication in India', Jaico, New Delhi, 2000
2. Mcquail, Dennis, "Mass Communication Theories" 4th edition. Sage Publication, 2000

REFERENCES

1. Berger, Arthur Asa, "Essentials of Mass Communication" Sage Publication, 2000
2. Watson, James, 'Media Communication-An Introduction to theory and process, Palgrave, 2006
3. Agarwal, Vir Bala, 'Handbook of Journalism and Mass Communication', Concept Publishing company, 2002

XM 9323

PRINCIPLES OF ADVERTISING

L T P C

3 0 2 4

AIM

To give overall concepts about Advertising.

OBJECTIVES

- To introduce the concept and process of advertising and its role in marketing.
- To develop an understanding of the ethical lapses and ethical dilemmas in advertising.
- To prepare professionals interested in careers in advertising, marketing, promotions, public relations or sales managerial jobs, or for individuals in the field.

UNIT I ADVERTISING: AN INTRODUCTION 15

Introduction, Definition, the need, role and its key components. The roles and functions of advertising within society and business. Propaganda Publicity, Salesmanship, Sales Promotion, Marketing & Public Relations. Types of Advertising .Advertising, Industrial Products advertising, Advertising for service institutional. The characteristics of effective advertising.

UNIT II ADVERTISING CAMPAIGN PLANNING 15

How Advertising works as Communication, The Communication Model Adding Interaction to Advertising, The effects behind advertising effectiveness, The Facets Model of Effective Advertising, The Components of Cognition: Needs, Information, Learning, Differentiation, Recall. psychographic profile. Segmentation and targetring; Understanding the Media; media creative coordination with other Market function; Evaluation. Components of Brand Communication.Persuasion, behavioral response.

UNIT III ADVERTISING CREATIVITY 15

Types of print media; electronic; films; outdoor; transit; internal; traditional; Determining the message; copy writing; script writing for radio commercials. Audio & television; spot or film for cinema creating the advertisement for print media. Principles of good layout, heading subhead and visuals, slogans and photograph, preparation of art work, Execution of advertising Campaigns, Scheduling and Monitoring Control.

UNIT IV ADVERTISING AGENCY 15

History in brief, Advertising Agency system. Types of Agencies, Structure of advertising Agency, Account Executive, Creative copy and studio, Media Production and Servicing administration, Media Production, Billing & Accounts Department. Selection of Advertising Agency, Media relationship, Advertising Agencies in India.

UNIT V INTEGRATION AND EVALUATION 15

Direct marketing, Tools of direct marketing, integrated direct marketing, sales promotion, events and sponsorship, public relations,Retail advertising, business to business advertising, social marketing, international marketing and marketing communication. Evaluating effectiveness, media evaluation, campaign and IMC evaluation.

TOTAL 75 PERIODS

TEXT BOOKS

1. Wells Moriarty Burnett, Advertising principles, and practice, Pearson prentice hall, seventh edition.
2. Burton, Philip Ward - Advertising Copywriting, NTC business books, seventh edition
3. Bovee & Arens - Contemporary Advertising , McGraw-Hill Inc., US; 5th edition (October 1, 1993)
4. Ogilvy, David - Ogilvy on Advertising, Random house .inc, New york.
5. Aaker & John G. Myers - Advertising Management Prentice Hall; 4th edition (January 1992)

REFERENCES

1. V.L. Leymore - The Hidden Myth, Heinemann, New Delhi

2. G. Dyer - Advertising as Communication, Methuen, UK
3. Thakur - Advertising Management, Himalaya, New Delhi
4. Chunawala and Sethia - Advertising Principles and Practices, Himalaya, New Delhi

XM 9324

ELECTRONIC MEDIA INSTRUMENTATION

L T P C

3 0 0 3

AIM

To provide the exposure of Emergent trends in Communication and Media technology.

UNIT I ACOUSTICS 9

Classification of sound – Characteristics of musical sound, Loudness – Weber Fechner law – decibel, Phon Sone – Reverberation – Reverberation time – Derivation of Sabine’s formula for reverberation time (Rate of Growth and Rate of Decay) Absorption coefficient and its determination – Factors affecting acoustics of buildings(Optimum reverberation time, Loudness, Focusing, Echo, Echelon effect, Resonance and Noise) and their remedies.

UNIT II BROADCASTING BASICS 9

Analog radio, Digital radio, Satellite radio, Audio blogging – RSS – Pod safe music – Analog television, Digital television. Working principle of Video Camera, Consoles, Video hosting/Download services, Internet radio and television, Digital media production, Sound and Vision, Image Capture techniques, Web-based social interaction.

UNIT III BASIC PRINCIPLES OF COMMUNICATION 9

Basic communication systems, Modulation and Demodulation in communication systems, Electromagnetic Waves: The Carriers of Electric Signals, Analog Communication, Digital Communication, Communication Channel, Baseband and Pass band Transmission, Multiplexing Techniques and Principles of AM & FM.

UNIT IV FUNDAMENTALS OF RADIATION ANTENNA 9

Definition of antenna parameters – Gain, Directivity, Effective aperture, Radiation Resistance, Bandwidth, Beam width, Input Impedance. Matching - Baluns, Polarization mismatch, Antenna noise temperature, Radiation from oscillating dipole, Half wave dipole. Folded dipole, Yagi array.

UNIT V NEW TRENDS IN INSTRUMENTATIONS 9

Scope of development and fabrications of required equipment indigenously in electronic media – Trend of technology development in the area of the course and in indigenous development.

TOTAL 45 PERIODS

TEXT BOOKS

1. Graham Jones, A Broadcast Engineering Tutorial for Non-Engineers, Focal Press, 2005.

2. Gaur R.K . and Gupta S.L., Engineering Physics, 8th edition, Dhanpat Rai Publications (P) Ltd., New Delhi, 2003.

REFERENCES

1. John D Kraus Antennas McGraw Hill, 2002.
2. Simon Haykin, 'Communication Systems', 4th Edition, McMaster University

XM 9326

COMMUNICATION SKILLS LAB – II

L T P C
0 0 4 2

OBJECTIVES

- To speak, write and make presentations in internationally acceptable English that is grammatical, fluent and appropriate for purpose, audience, context and culture.
- To communicate creatively, using a varied range of vocabulary, sentence structures and linguistic devices
- To equip students with communication skills for content creation for e-learning, synchronous/asynchronous learning.
- To provide academic skills in organizing and taking part in a video conferencing sessions involving public and private organizations

Course Description

This course employs thematic Activities using different media. The language need of the activities decide on the appropriate media to be used for implementing it.

1. Interviewing activities to enhance instruction and explanation processes with specific focus - audio based / video based format interviews - Role play Activities based on complex situations – Discussion Games on different topics – Language games in Class room – Information gathering activities
2. Production of News paper or Magazine in Groups – Co-ordinating in groups to produce a newspaper or magazine – Writing, Editing, Layout, Computer Skills, Headline Writing, Use of appropriate visuals, Importance of fillers, Writing Print advertisements, Social Awareness Messages - Project development in groups and pair work to increase communication practice.
3. Content Production for a radio programme – Production of a variety programme for a radio in groups - Use of drama – Performing Arts – Excerpts from Literature - Enquiry / Conversing over the telephone – Telephone Etiquette — Listening Activities – Lectures, Casual Conversation, Telephone Conversations – Video Conferencing – Organising and Moderating
4. Book Reviews – Popular fiction / short stories - Movie Reviews – Debating various points of view to strengthen the ability to express points of view – Activities for Thinking Critically – Dialogue writing for a short story / play – Creative Writing Skills – Group generated narrative writing production.
5. Presentation skills - introductions and stating the purpose, signposting, creating interest and involving audience, using rhetorical questions, emphasizing and highlighting key points, preparing the audience for visuals, integrating audio visual (OHP/Multimedia Projector/audio equipment) summaries, conclusions and closing courtesies; body language and non-verbal communication.

REFERENCES

1. McRae, John & McCarthy, Reading Between Lines. Cambridge University Press, 1990.
2. McRae, Sound, Sounds Intriguing, Cambridge University Press, 1993.

XM 9327

CREATIVE DESIGN LAB

L T P C
0 0 4 2

AIM

This subject is designed to learn technical knowledge with specialized skills, attitude to work in computer graphics tools to design visual effects and digital effects.

OBJECTIVE

Graphic design in scalar, vector images and text are created using Adobe Photoshop, Adobe Illustrator and Adobe Pagemaker/In Design to compete the latest technology and designs in an industry standards.

1. Creating Logos with shapes and effects
2. Creating different Print collaterals using computer graphics tools
(Visiting card, Letter Head, Brochure, Pamphlets, Danglers, Leaflets, Posters, Book Cover, CD cover, greeting card and other printing materials etc.)
3. Product cover design
4. Package cover Designing
5. Designing an Invitation
6. Editing Photographs with effects and color correction
7. Collage works with photographs
8. Developing graphic Backgrounds and Layouts
9. Designing 3D buttons, Menus
10. Designing a Web Page
11. Creating and designing Newsletter
12. Designing a Calendar
13. Designing a Print Advertisement for Newspapers and Magazine
14. Designing a supplement

XM 9328

ELECTRONICS LAB II

L T P C
0 0 4 2

1. LDR based light sensing circuit
2. Infrared based Optical FIBER voice communication
3. Design of FM Transmitter
4. Design of AM Transmitter
5. Design of FM Radio
6. Design of AM Radio
7. Design of MIC Pre Amplifier
8. Designs of Bass, Treble with Amplifier Circuit
9. Communication based on DTMF
10. Model of Wireless Camera

TOTAL 60 PERIODS

EN 9331

COMMUNICATION SKILLS FOR MEDIA

L T P C
3 0 0 3

LEARNING OBJECTS

- To develop in students, the ability to analyze English language use for diverse career destinations in the Electronic Media sectors such as Editors, on-line information officers, usability analysts, graphic designers etc.
- To select, analyse, evaluate and use appropriate language which is relevant to specific purposes – Media related

UNIT I

9

Connotation, Denotation, Reading Comprehension - Reading between Lines – Listening for cues – Arguing skills – Negotiating skills – Introducing a chief guest- Introducing a Programme – Summarising - Evaluative & Analytical Writing -

UNIT II

9

Foreign words in English – Tense forms – Participle, Perfect – Reading Reviews – Listening to interpret & analyse – Presenting and marketing a product – Scene description – Writing recommendations - Writing a news report – Group created written reports giving instruction on various aspects of target vocabulary.

UNIT III

9

British/American English – Media related Vocabulary – Understanding Schedules – Listening to interviews & Dialogues – Role plays in various authentic situations – Conducting interviews – Organizing a programme – Job Application with CV (with Cover letter)

UNIT IV

9

Lexis development and extension in appropriate areas - Phrasal Verbs – Reading and Analysing an Advertisement – Reading Press Releases – Interpreting Images – Listening to tonal inflections – Radio Programme – Anchoring an event – Profile writing – Slogan Writing – Written communication tasks for authentic task oriented goals.

UNIT V**9**

Prepositional phrases – Active & Passive – Extensive Reading – Novels & Plays – Listening for data collection – Evaluating problems and giving suggestions – Giving Directions – Oral & Written - Creative Writing – Using online resources to extract authentic materials on specific areas of interest.

TOTAL 45 PERIODS**REFERENCES**

1. Ceramella, Nick & Elizabeth Lee, Cambridge English for the Media. Cambridge: Cambridge University Press, 2008.
2. Soundararaj, Francis. Speaking and Writing for Effective Business Communication. New Delhi: Macmillan, 2007.

XM 9331**NEWS REPORTING****L T P C
3 1 0 4****AIM**

To learn to gathering and writing news with special attention to objectivity, accuracy and fairness; the responsible use of sources; and the style and structure of good news writing.

OBJECTIVE

- To know the various news gathering techniques.
- To develop the news concept and the critical thinking skills to recognize when news lacks fairness and credibility.
- To understand the concept of gate keeping and its importance to responsible reporting and publishing.

UNIT I NEWS, SOURCES AND CONTACTS**12**

News – Definitions, Types, functions; Sources - Importance of Sources, Types of Sources, Credibility, Identifying , Establishing and Maintaining Contacts, Contact book, Confidentiality, Paying the sources, Tip-Off, Check calls, Anonymity ,

UNIT II BEATS AND NEWS SELECTION TECHNIQUES**12**

Beat Definition, Types of Beats, Skills required for the - Political Beat , Crime Beat , Court Beat, Sports Beat, Business Beat, News value, Factors of News Worthiness, Local Pulse, Proximity, Immediacy, Relevance, Nose for News, Timeliness, News Sense, Computer Assisted Reporting.

UNIT III CONCEPT AND STORY IDEA**12**

Brainstorming, Story Idea, Story Mapping , Deciding Story angle and Approach, Research, Plus - Minus - Interesting Techniques, Story Board, Idea for Features, News Documentary,

UNIT IV WRITING NEWS SCRIPT**12**

Basics of News Writing, 5Ws 1H, Inverted Pyramid ,Intro and Leads, Types of Lead, Writing Headlines, Sub - Editing , Feature Writing , Hour - Glass Structure, Telling the Story ,Placing

the Key Words ,Developing the Story, Signposting , Ending the Story, Last line and the last word.

UNIT V NEWS EDITING TECHNIQUES

12

Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Hyperbole, Adjectives Editing techniques, Editing Softwares, Proof reading.

TOTAL : 60 PERIODS

TEXT BOOKS

1. Paul Manning, News and News Sources ,Sage Publications, 2004.
2. Robert L.Hilliard, Writing for TV, Radio and News Media, Thomson Learning, 2005.
3. Antony Friedman, Writing for Visual Media, Focal Press , April 2001.

REFERENCES

1. Jan Johnson Yopp and Katharine C. McAdams, Reaching Audiences: A Guide to Media Writing (3rd Edition) - 2002
2. Style Book, News Service Division , AIR Publications , 2004.

XM 9332

BASICS OF PHOTOGRAPHY

L T P C

3 0 0 3

AIM

To foster an awareness of opportunities for professional and creative expression through the practice and art of photography.

OBJECTIVES

- To recognise the principles of good design in photography.
- To develop an individual style in photographic expression.

UNIT I INTRODUCTION TO PHOTOGRAPHY

9

History of Photography, History of camera, Different types of camera, Types of Lens, Filters, Aperture, Shutter speed, Depth of Field. Digital Photography – Different Types of Cameras, Image sensors, Pixels, Sensitivity, Image Quality. Image Compression and File formats, Digital image storage devices , Editing digital photographs, Ethics of image editing.

UNIT II BASIC PHOTOGRAPHIC TECHNIQUES

9

Photographic Composition, Centre of interest, Subject placement-Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle-Eye Level, Low and High, Balance-Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast-Tonal and Colour, Framing, Foreground, Background Perspective- Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives.

UNIT III LIGHTS AND LIGHTING FOR PHOTOGRAPHY

9

Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Softlight, Hardlight, Available Light, Key-Low, High, Side, Fill Light, Kicker, Back and Background Light. Three point Lighting, Five Point Lighting. Lights, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light measurement Units.

UNIT IV PHOTOJOURNALISM**9**

Basics of News Photography-Essential elements of News, Importance of News photographs, Types of News photographs Spot News, Feature, Planning for News Photography-Planning of shooting script, Shooting script techniques, Layout design, Qualities for a Photojournalist, Picture stories and Lens required for News Photography.

UNIT V DIFFERENT GENRES OF PHOTOGRAPHY**9**

Basic Techniques and Equipments required for different genres of Photography like Black and White, Landscape, Cityscape, Architecture, Advertising, Fashion, Food, Automobile, Sports, Travel, Children, Portrait, Still Life, Event, Silhouette, Festival and Themes.

TOTAL : 45 PERIODS**TEXT BOOKS**

1. Scott Kelby, The Digital Photography Book, Peachpit Press,2009
2. Balakrishna Aiyer, Digital Photojournalism, Authors press,2005

REFERENCES

1. Ben long, Complete Digital Photography, Charles River Media, Third Edition, 2005
2. Fil Hunter, Steven Biver, Paul Fuqua,Light-Science & Magic: an Introduction to Photographic Lighting, Focal Press,2007

XM 9333**SOUND AND ACOUSTIC TECHNIQUES****L T P C
3 1 0 4****AIM**

To impart knowledge of sound aesthetics

OBJECTIVES

- To make students aware of the basic principles of sound.
- To learn about sound techniques.
- To impart knowledge on acoustics and psycho-acoustics.

UNIT I PRINCIPLES OF SOUND**12**

The Human Ear; Characteristics of Sound: Compression & Rarefaction -Velocity, Amplitude and Acoustical Phase - Loudness, Frequency and Human Hearing - Timbre and Sound Envelope – Physical types of microphones – microphone selection and use.

UNIT II LISTENING SOUND**12**

Educated Ear: Cognitive & Affective Information - Analytical & Critical Listening; Sound's Dynamic Range; Acoustics & Psycho Acoustics of Sound: Binaural Hearing - Mono & Stereo effects - Direct & Reflected Sound - Reverberation & Echo.

UNIT IV STRUCTURES AND UNIONS

9

Structures – Defining, declaring and accessing, Array of Structures, Arrays within Structures, Structures within Structures, Unions,

UNIT V POINTERS AND GRAPHICS

9

Pointers – accessing and address of a variable, declaring and initialization of pointer variables, accessing a variable through its pointer, pointer to pointer, dynamic memory allocation, preprocessor directives, macro directives, file inclusion, conditional inclusion, graphics in c.

TOTAL : 45 PERIODS

TEXT BOOKS

1. E. Balagurusamy, “Fundamentals of Computing and Programming”, Tata McGraw Hill Education Pvt. Ltd., 2009.
2. Yashavant Kanetkar “ Let Us C” BPB publications (2008)

REFERENCES

1. Pradip Dey, Manas Ghoush, “Programming in C”, Oxford University Press. (2007).
2. Byron Gottfried, “Programming with C”, 2nd Edition, (Indian Adapted Edition), TMH publications, (2006).
3. Stephen G.Kochan, “Programming in C”, Third Edition, Pearson Education India, (2005).
4. Ashok.N.Kamthane, “ Computer Programming”, Pearson Education (India) (2008).

XM 9336

PHOTOGRAPHY LAB

**L T P C
0 0 4 2**

1. Demonstration of working of a SLR Camera.
 2. Demonstration of working of a DSLR Camera and familiarise the students with different settings.
 3. Black and White Pictures in Film to practice contrast, texture, pattern and shapes.
 4. Colour film with different speeds to practice in capturing sports and moving objects.
 5. Practice in film for variable shutter speed.
 6. Framing and Composition with different shots and Camera Angle in DSLR.
 7. Practicing in available light on selected themes.
 8. Manipulation of light to create different moods.
 9. Single source indoor lighting for portraits, self portrait and other genres.
 10. Multiple sources lighting with reflectors and diffusers for different genres in indoor.
- All these assignment photographs with emphasis on each student’s specialization in specific genre a soft copy will be submitted for Internal Assessments .

TOTAL : 60 PERIODS

XM 9337

PROGRAMMING LAB

**L T P C
0 0 4 2**

C Programs on

1. Operators and Expressions
2. Loops and Control Constructs
3. Functions
4. Arrays
5. Pointers
6. Structures
7. Unions
8. File Handlings
9. Stacks, Queues, and Linked Lists
10. Hardware Interaction
11. Graphics

TOTAL : 60 PERIODS

XM 9338

LAB JOURNAL PRODUCTION

**L T P C
0 0 6 3**

During the semester the students will produce a monthly journal / tabloid /newsletter as a group assignment.

1. Handling Sources
2. Campus Story
3. Interviewing
4. Developing Story Idea
5. News Writing – Inverted Pyramid, Leads, Captions
6. Designing Journal
7. Capturing event – Photography
8. Lab Journal editing and Proof reading
9. Theme based journal production

TOTAL : 90 PERIODS

AIM

To learn the developments of public relations industries and practices.

OBJECTIVES

- To give Exposure to the information and PR needs of the professionals in different sectors through theoretical presentations and practical Assignments.
- To study the audio-video channel boom and the Internet revolution the dynamics and paradigm of controlled media.
- To provide in-depth knowledge of all aspects in this sphere of media activity. This course is also placement-oriented.

UNIT I PR ROLES & SPECIALTIES**9**

Definition of PR , Responsibilities of PR Practitioners, PR is an art and social science, Basic principles of PR, art activities of PR, functions of PR in business and society .Obstacles to ideal PR.PR's origins & evolution. Origin of PR term, PR's uses, thought history, five stages of PR,PR outlook for the future, Trends in PR, Need for cultural literacy, Implications of technological transperancy,Relatives of integrated communications, Sensitivity to the Potential for global impact, research, planning, processes and techniques, formal vs. informal research, Research basics, Research sources, research on public, Research on media audiences, Cycle of Pr research, Types of qualitative research, Types of quantitative research.

UNIT III PUBLICS & PUBLIC OPINION**9**

Definition of stakeholders, public and audience, target or priority public, identifying priority publics, issues management, image and perception, probing an image, image and corporate culture, public opinion research and Pr diffusion cycle. Prethics in judging an organization, Role of top management categories ,PR ethics & values, Reputation and ethics, social responsibility, Grey areas of public relations. Crisis and credibility , Anticipating a crisis, characteristics of crisis, categories of crisis, crisis management, crisis public communications climate and crisis, communication plan, crisis evaluating successful crisis handling.

UNIT III CAMPAIGNS**9**

Definition for campaign, types of pr campaigns, characteristics of successful campaigns, successful campaign models, campaign elements, planning a campaign, implementing the campaign, evaluating the campaign, changing behavior with campaigns, government campaigns, global campaigns.

UNIT IV EVENT PLANNING, MANAGEMENT AND COORDINATION**9**

Introduction to event ,event objectives ,design objectives of the event experience, Initial Planning, Type of Events, Visualization, Monitoring the Budget, Event Experience Design Objectives, EVENT PLANNING, Organization and Timing, event location.

UNIT V EVENT PRODUCTION AND STAGE MANAGEMENT

9

Event marketing and event promotions, show production and stage management, media legacies, catering and hospitality management, pre & post event logistics, security management and risk management, event closedown.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Scot M. Cutlip and Centre - Effective Public Relations, Prentice Hall International, London
2. Judy Allen, EVENT PLANNING, John Wiley & Sons Canada, Ltd, Second Edition.

REFERENCES

1. Jethwani Jaishree and Sarkar - Public Relations, Sterling, New Delhi
2. Sailesh Sengupta - Management of Communication and Public Relations, Vikas Publishing, New Delhi
3. Philip Lesley - Handbook of PR and Communication, Jaico Publishing House, Mumbai.
4. Dalmar Fisher - Communication in Organizations (2nd edn). Jaico Publishing House (1999) Mumbai
5. Jaishree Jethwani - Public Relations, Sterling, New-Delhi. 2000

XM 9342

2D GRAPHICS AND ANIMATION

L T P C
3 0 0 3

UNIT I

9

Introduction to Computer graphics. Basic products of graphic technology, materials and designing formats, different elements in computer graphics. Interactivity and user interface. Coordinate systems, pixels, bitmaps, scalar, raster and vector, etc.

UNIT II

9

Animation & Concept. Different types of animation, Evolution of Disney Animation, designing elements, styles and formats, properties of multimedia systems. History of animation, traditional animation, types of animation, different styles of animation. Design Aesthetics.

UNIT III

9

FLASH Interface - Stage, panels, layers, and the timeline. Creating and modifying vector objects Manipulating multiple objects- Shapes, Groups, Digital 2-D Animation Techniques. The principles of 2D Animation. Tweens, Graphic, Button, and Movie Clip, Symbols -Libraries and Instances. Gif Animation- Image optimization for optimal download time, Import, Trace, Break apart, and loading bitmaps in FLASH.

UNIT IV**9**

Animated Cartoons – Character, Conceptualization techniques brainstorming, thumbnails, storyboarding Animation Cycles ,scenes, Lip synchronization, Page Layout for the Internet, The Illusion of Depth – Perspective - Rendering Form, flash Video & Sound, Transitions, Importing, file formats.

UNIT V**9**

Scripting Languages: Action Script and JavaScript Events and event handlers: Mouse, Keyboard, movie clip and time based events, movie Clips and multiple .swf files, components. Advanced techniques, CBT presentation, dynamic web pages, Publishing in internet, user interactions using multimedia systems, advanced animations tools and applications.

TOTAL : 45 PERIODS**TEXT BOOKS**

1. Adobe Flash Guide latest version
2. Adobe action script guide latest version.
3. Mark Simon, Producing Independent 2D Character Animation, Focal Press ,Feb 2003
4. Jayne Pilling, Animation 2D and Beyond, Rotovision, September 2000

REFERENCES

1. G S Baluja, Dhanpat Rai & CO, Computer Graphics & Multimedia, First Edition, Dhanpat Rai & CO (P) Ltd, 2003.
2. Vikas Gubta & Kogent Solutions Inc. : Multimedia and Web Design.A Revolutionary 3-Stage Sub learning System Published by dream tech.
3. Hedley Griffin, The Animator’s Guide to 2D Computer Animation, Focal Press , December 2000.

XM 9343**ICT FOR DEVELOPMENT****L T P C****3 0 2 4****AIM**

To introduce the students to principles and tools of information and communication technology (ICT), and its applications for development .

OBJECTIVES

- To understand the information and communication technology developments in India and their role in creating social change.
- To know the different tools of ICT.
- To know the benefits of the tools of ICT for development.

UNIT I INTRODUCTION**15**

Information and Communication Technology: Principles – limitations – understanding the adoption and implementation of ICT interventions – Development in ICT – Digital Divide: Definition and Causes – Bridging Digital Divide through ICT – ICT Indicators.

AIM

To impart knowledge of audio programming.

OBJECTIVES

- To make students aware of the history of radio.
- To learn about audio production and presentation.
- To impart knowledge on audio programming formats.

UNIT I HISTORY OF RADIO**9**

Radio in today's Media Scenario - Introduction to acoustics – acoustic principles; different kinds of studios; Evolution of radiobroadcast formats; Principles of sound; the broadcast chain; Recording & Transmission systems; Modulation (AM & FM) Antennas, Receivers, Amplifiers, Multi-track recording technique; Mono, Stereo; Recording & Editing Consoles; OB Van.

UNIT II RADIO FORMATS**9**

Scripting for radio – types of scripts; Radiobroadcast styles - Production of Radio jingles – Radio Interviews – Radio plays – Radio discussion programmes - Radio Features & Documentaries - Radio News – Radio vox-pops – Radio actualities.

UNIT III SPECIAL AUDIENCE PROGRAMMING**9**

Music on Radio / Radio commercials, Special Audience programmes on Radio – Programme for Children, Women, Youth, Senior citizens, Rural Folk, Industrial workers, Defense personnel; Develop competences in areas such as script materialization, approach angles, quality and variety of magnetic records.

UNIT IV PRODUCTION MANAGEMENT**9**

Three phases of production: Pre-production, Production and Post-production; Management of personnel - Improve work team leadership ability in studio environment; Financial and Technical resources; Budgetary planning – control - Direct and Indirect costs; Subject – research; Analysis of existing formats, its form and contents as a distinctive characteristic of certain radio styles: news, interview, reportage, debate, open line, entertainment, opinion – characteristics and goals.

UNIT V INNOVATIVE DEVELOPMENTS IN RADIO COMMUNICATION**9**

Field Programme Production, Live Programme Production, final editing and mastering; Producing Edutainment and Infotainment Programmes for Radio - Disaster coverage News Bulletins – Emergency Management; Community Radio; satellite radio; Local Radio; Campus Radio; Ham Radio, PAS, Private FM Radio stations.

TOTAL : 45 PERIODS**TEXT BOOKS**

1. How to do community radio – Louie Tabing and UNESCO 2002
2. The Radio Handbook – Carole Fleming 2nd edition, Routledge , 2002
3. Michele Hilmes and Jason Loviglio, eds., Radio Reader: Essays in the Cultural History of Radio (Routledge, 2002).

- Marcus D. Rosenbaum & John Dinges, eds., Sound Reporting: The National Public Radio Guide to Radio Journalism and Production (Kendall/Hunt Publishing Company, 1992).

REFERENCES

- Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
- All India Radio, Audience Research Unit, Prasar Bharat, 2002
- William Moylan "The art of recording" – 2002 edition. Focal Press, 2001

XM 9345

PROGRAMMING LANGUAGES - II

L T P C
2 0 3 4

UNIT I INTRODUCTION TO OBJECT ORIENTED PROGRAMMING 15

Different Programming Approaches; Origin and History of Object Oriented Programming; Basic concepts of OOP, Advantages of OOP, C++ fundamentals, Classes and objects – Constructors and Destructors, Operator Overloading – Inheritance, Virtual functions and Polymorphism.

UNIT II FILE HANDLING 15

C++ streams – Console Streams – Console Stream Classes - Formatted and Unformatted Console I/O operations, Manipulators - File streams - Classes file modes, file pointers and manipulations file I/O – Exception handling.

UNIT III INTRODUCTION TO JAVA 15

Introduction to Java, Features of Java, Difference between C++ and Java, Classes and Methods, Java Fundamentals - Data Types; Operators and Expressions; Managing Inputs and Output, Decision Making -Branching and Looping.

UNIT IV STRINGS AND ARRAYS 15

Handling of Characters and Strings, Exception Handling, IO Streams, Arrays – Single and Multi-dimension, Library Functions, User-defined Functions – Definitions, Declarations and Calling - by reference and by value.

UNIT V APPLETS AND SWINGS 15

I/O Applets and Swing. Introduction to Abstract Window, Toolkit, Using AWT controls, layout managers and menus, Images and Additional Packages.

TOTAL : 75 PERIODS

TEXT BOOKS

- K.R.Venugopal, Rajkumar Buyya, T.Ravishankar, "Mastering C++", TMH, 2003.
- Campione, Walrath and Huml, "The Java Tutorial", "Addison Wesley, 1999.

REFERENCES

- Ira Pohl, "Object oriented programming using C++", Pearson Education Asia, 2003.

2. KS Easwarakumar, "Object Oriented Data Structure using C++", Vikas Publishing Pvt. Ltd., New Delhi 2000
3. Ken Arnold, James Gosling, "The Java Language", II Edition, Addison Wesley, 1998.
4. Patrick NAughton, Herbert Schildt, "Java 2: The Complete Reference", Tata Mc Graw-Hill Publishing Company Limited, Third Edition, 1999.

XM 9346

RADIO PROGRAMME PRODUCTION LAB

L T P C
0 0 4 2

AIM

To impart knowledge of audio programming practically.

OBJECTIVES

- To make students aware of the script writing.
- To learn about audio production by producing different programme formats.
- To impart knowledge on audio programme presentation.

EXERCISES

1. Radio Jingles
2. Radio Plays
3. Radio Vox-Pops
4. Radio Actualities
5. Radio Documentaries
6. Radio Features
7. Radio Interviews
8. Radio News
9. Radio Discussion Programmes
10. Radio Speciality Programmes

TOTAL : 60 PERIODS

XM 9347

2D GRAPHICS AND ANIMATION LAB

L T P C
0 0 4 2

EXERCISES

1. Animated Logo
2. Title Animation with effects
3. Gag Animation
4. Character development with different facial expression
5. Creating animated character with walk cycle.
6. Web Banner advertisement
7. Lip synchronization
8. Compositing

9. Animated buttons and Menus
10. Different User interface designs
11. Dynamic flash web page
12. Game with simple techniques.
13. CBT-Interactive presentation

TOTAL : 60 PERIODS

XM 9348	CAMPAIGN PLANNING PROJECT	L T P C
		0 0 6 3

This course is aimed to give practical experience in creating public awareness on any 6 topics from the following issues:

1. Issues related to Agriculture
2. Issues related to health
3. Problems concerned with Natural Disaster
4. Problems concerned with environment.
5. To identify the social issues.
6. To do awareness campaign inside their college premises.
7. To submit a case study on public awareness campaign done by a corporate.
8. To submit a case study on the role of media in creating public awareness with respect to solid waste management.
9. To conduct an awareness campaign on Women Abuse
10. To conduct an awareness campaign on Child Labor
11. To conduct an awareness campaign on Energy Conservation
12. To conduct an awareness campaign on Water Conservation

TOTAL : 90 PERIODS

XM 9351	ELECTRONIC JOURNALISM	L T P C
		3 0 0 3

AIM:

To provide the insight knowledge about the electronic news production and Produce the competent journalists and news producers for the current information world.

OBJECTIVES:

- Developing aptitude for electronic news gathering and reporting.
- Developing skills of news writing for radio, television and web media.
- Understanding the structure of news room and its functioning.

UNIT I INTRODUCTION TO ELECTRONIC JOURNALISM 9

Origin and Development of Electronic News Broadcasting, Nature of Electronic Journalism, Differences between Print and Electronic Journalism, Advantages and restrictions, velocity of news, Electronic News Gathering.

UNIT II RADIO JOURNALISM 9

Basic of Radio News, Sources of News Local, Wire services, Components of News, Radio news room setup, News Reporting for Radio, News writing and presentation, Elements of editing, integrating bytes and voice casts, Radio talks and discussions, radio interviews.

UNIT III TELEVISION JOURNALISM 9

TV News room operation, Basics of TV News, Structuring TV News, News gathering and writing, intro and headline writing, integrating bytes, visualization of News, voice-overs, TV interviews, Process of Live inputs, TV features and News analysis, Gate keeping, News anchoring.

UNIT IV ONLINE JOURNALISM 9

Development of the Online news media, Online news culture, Writing and editing for online media, e-magazines, Page design and Layout for Web pages, New Synergies integration of context and advertisement, webcasting.

UNIT V NEW TECHNOLOGIES FOR ELECTRONIC JOURNALISM 9

New Technologies - Satellites, Outside Broadcasting, Mobile technologies, convergence, latest technologies for news recording and delivery, broadcasting software's.

TOTAL: 45 PERIODS

TEXT BOOKS

1. Mitchell Stephens and Beth M. Olson, Broadcast News, Fourth Edition, Thomson Wordsworth, 2005.
2. Eric K. Gormly, Writing and Producing Television News, 2nd Edition, Surjeet Publications, New Delhi, 2005.
3. Andrew Boyd, Broadcast Journalism, Focal Press, 2007

REFERENCES

1. N.C Pant, Modern Journalism, Kanishka Publishers, 2002
2. R.K. Ravindran, Radio, TV, Broadcast Journalism, Anmol Publications, 2000
3. Robert L. Hilliard, Writing for TV, Radio and New Media, Thomson Publications, 2003
4. Alfred Lawrence Lorenz and John Vivian, News Reporting and Writing, Pearson. 2006
5. Lynette Sheridan Burns, Understanding Journalism, Vistaar Publications, 2006

AIM

To produce and direct quality video productions with a realistic understanding of resources, capabilities and goals.

OBJECTIVES

- To gain experience in the planning and execution of professional video production.
- To function in a crew position contributing as a team member to the completion of projects.
- To understand thoroughly about pre-production and production process in video production.
- To engage in critical self-evaluation as it applies to one's work on one's own project as well as one's work on other projects.

UNIT I VIDEO CAMERA**9**

Video, Television, Digital Video, History of video Camera, Different types of Camera s (online studio camera, Camcorders) Analog-Digital-High Definition film Camera, Image Sensors CCD, CMOS. Production Standards-NTSC, PAL, SECAM, Different Camera Shots, Angles and Movements Camera Lens-Lens Systems, Lens Controls, Focal Length, Lens Angle, Perspective distortion, Narrow Angle Lens, Wide Angle and Zoom Lens. Focussing methods-Auto focus problems, Lens Aperture, Exposure, Automatic iris, Neutral Density Filters, Camera Sensitivity, Video gain adjustment, Shutter speeds and angles, Camera Mountings, different Tripods, Pedestals, Camera Cranes, Special Mountings, Remotely controlled Cameras

UNIT II VIDEO RECORDING**9**

Different video recording formats – Tapes: (Beta, Digi-Beta, HDV, DVCam,) Tapeless: DVD, Optical and Blue ray Disks, Compact Flash Cards and Solid State cards, Hard-disk based recording etc. The Magnetic Tape, Videotape recording Process-Helical Scanning, Longitudinal tracks, The Video Signals: Composite, Component, R.G.B. Signals

UNIT III LIGHTS and LIGHTING TECHNIQUES**9**

Colour Temperature, Electro Magnetic spectrum, Available Light, Artificial Light, Light Dispersion-Soft Light, Hard Light, Light Sources-Tungsten Lamps, Overrun Lamps, Tungsten-halogen, Gas discharge lamps, Fluorescent Lamps, Light Fittings-Soft Lights, Spotlights, Effects projectors, Follow spots, Lighting Control, Lighting Problems, Lighting for Colour, Pictorial Lighting, Atmospheric Lighting, Animated Lighting, Lighting Effects, Lighting on Location, Single source lighting, Three Point and Five Point lighting, Light Measurement methods-Incident, Reflected and Surface brightness method.

UNIT IV VIDEO STUDIO**9**

Studio Floor, Cameras on Pedestals, Microphones, Lighting rigs and the controlling Equipments, the role of Floor Manager, Production Control Room, Vision Control and Sound Control, Video Monitor, Vision Mixer, Audio Mixing console, Character Generator Digital Video Effects, VTR, and Talk Back.

UNIT V SINGLE AND MULTICAMERA PRODUCTION

9

Single-camera shooting, Continuous single –camera shooting, Discontinuous single camera shooting, segmented shooting .Multi-camera treatment –Visual variety, Shot organisation, Subjective and objective approaches, Focussing audience attention, Creating tension, Pace, Timing and Visual clarity. Visual effects-Mirror effects, Electronic effects, Chromo key techniques and Digital video effects. Timecode sync and color sync, remote controlling.

TOTAL: 45 PERIODS

TEXT BOOKS

1. Gerald Millerson, Jim Owens, Video production Handbook,4th Edition, Focal Press,2008
2. Video Herbert Zettl, Video Basics 5thEdition,2006

REFERENCES

1. Gerald Millerson, Television Production,Focal Press, 13th Edition, 2003
2. Robert .B.Musberger Single Camera Video Production, Focal Press, 4thEdition. 2005
3. Tom LeTourneau Lighting techniques for video production: the art of casting shadows, Focal Press, 1996

XM 9353

EDITING TECHNIQUES

L T P C

3 1 0 4

AIM

The course gives in-depth insight into the creative process of post-production. The course will enable students to understand the basic rules in editing which will make a story in a production flow effortlessly across the screen.

UNIT I INTRODUCTION

12

Definition of editing. Historical evolution of editing – silent Period and Talkies, Impact of new technologies on post production, Overview of the trends in the industry.

UNIT II EDITOR

12

Roles and responsibilities of editors, skills required for an successful editor, Working Principles - Considering Script as an Architeure, Understanding directional intent, Camera angles and movement, reading light, reading the actor, understanding stories and their purpose. Copyright and ethical issues in editing.

UNIT III THE VISUAL GRAMMAR

12

Definition of Shot, Scene and Sequence, Five Shot Rule, Editing Decisions, Editing Opportunities, Six Elements of Edit, Five Types of Edit, Working Practices, Importance of tone, pace and rhythm. Establishing Continuity.

UNIT IV EDITING TECHNIQUES **12**

Styles in editing, Techniques in editing, Editing to Manipulate Time, Editing Transitions, Graphics, Animation and Plug-Ins Continuity Editing and Complexity Editing, Dynamics of Sound – discovering the beat, sound as a character, invisible sound, tone and pitch and creative usage of sound in editing. Usage of Colours based on gender, culture and personalities.

UNIT V EDITING DIFFERENT GENRES **12**

Editing styles for reality programs - News, features, bulletins, documentaries, reality shows; Editing styles fictional Narratives –Short Films, Serials, Films; Editing Styles for PSAs, Advertisements and Music Videos. Covering sports and other live and recorded events.

TOTAL: 60 PERIODS

TEXT BOOKS

1. Dancyger Ken, The Technique of Film and Video Editing – History, Theory and Practice. Focal Press, 2005.
2. Steven E.Brown, Video Editing – A Post Production Primer , Focal Press, 2002

XM 9354	3D GRAPHICS AND ANIMATION	L T P C
		3 0 0 3

UNIT I INTRODUCTION TO 3D ANIMATION **9**

Theory – Essentials of 3D Animation – Architecture of 3D Animation Softwares – Graphical User Interface – 3D Animation through 3D Animation Softwares

UNIT II ANIMATION CONCEPTS AND STYLES **9**

Texturing – Texture Effects – lighting – Rendering – theory and tools – Modeling – Advanced Modeling Tools and Techniques – Paint effects.

UNIT III MODELING **9**

Object Modeling – Character Modeling – Backgrounds – Walk Through

UNIT IV SCRIPTING **9**

Key Frame Animation – Motion Capture Technology – tips and Tools in Key Frame Animation – Advanced tools in Rendering.

UNIT V APPLICATION **9**

Development of application using 3D Animation Softwares – Design and Development Issues

TOTAL: 45 PERIODS

TEXTBOOK

1. Peter Lord, "Creating 3D Animation", Pearson Education, October 1998.

REFERENCES

1. Paul Steeda, "Modeling a Character in 3Ds Max", Wordware Publishing, July 2001.
2. Mark Giambruno, "3D Graphics and Animation", Pearson Education, 2003.

XM 9355

3D GRAPHICS AND ANIMATION LAB

L T P C
0 0 4 2

1. Concept, Story and Scripting for 3D Feature
2. Character Designs using 3D Software
3. Design and Layouts of backgrounds using 3D Software
4. Key frame animation of characters using 3D Animation Software
5. Texturing of backgrounds and characters using 3D Package.
6. Application of 3Ds Max Package
7. Application of 3D Titling
8. Uses of Motion Capturing Files
9. 3D Virtual walk through

TOTAL: 60 PERIODS

XM 9356

PRODUCTION AND POST PRODUCTION LAB

L T P C
0 0 4 2

OBJECTIVES

To train students in shooting, editing and finishing on video. This lab will be assignment based where it is mandatory for the students to shoot videos in various genres and then edit the same on the non linear editing systems.

UNIT I INTRODUCTION TO EDITING SYSTEMS

12

Film and video formats, Difference between linear and non linear editing, the principles of digital video, types of video signals, Hardware and software requirements for non linear editing, introduction to various operating systems, overview of software available for editing. Importance of time codes, records and information.

AIM

To make competent e-content developers through a formal practice for the demand drive content market.

OBJECTIVES

- To know the basics, concepts and need of the e-content in the media industry.
- To learn the production process and techniques of the e-content.
- To develop the effective e-content materials for different field.

UNIT I NATURE AND SCOPE**9**

Content production and management, Concepts, Past, Present and Future of Content Industry, Various Media & Contents, New Trends and Opportunities in Content & Technology Enhanced Learning Systems.

UNIT II E-CONTENT PRODUCTION**9**

Definition of E-content, Designing of E-content, Structures, Modules, E-content Planning, Production Techniques, Software's, Life Cycle of E-content, Content Management Systems, Templates, Standard Characteristics and, Delivery, Effectiveness of E-content, case studies, simulations, games, exercises, evaluation, SCORM Model, E-Publishing Processes - E-Author, E-Editing, E-Publishing.

UNIT III E-LEARNING**9**

E-Learning & E-Learners, E-courses, E-learning Ability, Open Educational Resources, Learning Authoring, E-learning Technologies, Learning Authoring Tools, Repository of Educational Content, Problem Based Learning, E-learning Platforms, Production and Re-utilization, Learning processes and context, Management of e-content production (project), Design of e-courses and e-content, Learning objects, Content creation tools, Online learning evaluation, Designing and creating e-courses for a certain learning context, Planning the learning content to be developed, Producing learning content according to international standards; Creating, integrating and exploring the learning content in the LMS, MOODLE, Building/selecting instruments to evaluate the learning content produced.

UNIT IV ADVANCED TECHNOLOGY LEARNING SYSTEMS**9**

Computer & Internet Enabled Learning, IP Learning, Mobile Learning, Videoconferencing, VSAT, Online Learning, Web conferencing, Stand-Alone e-Learning, Assisted e-Learning, e-Cooperative Learning, Blended Learning, info-Learning, small-Learning, Open Source Software's.

Content Business - Present Trends & Future, E-content for different types of Industries – Education, Marketing, Training, Agriculture, etc., economics of E-content Business, Budget and Market Trends.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Lets e-Learning Courses: “Introduction to e-Learning” and “Development of e-Learning Materials for Language Learning: Methodologies and Techniques” (<http://lets.pixel-online.org/> or www.silabo.it).
2. Robin Manston & Frank Rennie, “E-Learning: The Key Concepts, London & New York: Routledge, 2006.
3. Jeong-Baeson, Shirley O’Neil, “Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic&Professional Publishers & Consultancy Services, Queensland, Australia, 2007.

REFERENCES

1. Effective Learning – A Practical Guide for Open & Distance Learners, IGNOU, New Delhi, 2005.
2. Kumar K.L. (1998), ‘Educational technology’ published by Poplai H.S. for New Age International Pvt. Ltd., New Delhi.
3. Raman M. & Sharma S. (2004), ‘Technical Communication – Principles and Practice’ Oxford University Press, New Delhi.
4. Reddi U.V. & Sanjaya Mishra (2005), ‘Educationa Media in Asia’, Commonwealth of Learning, Vancouver.
5. Singhal and Rogers M. (2001), ‘India’s communication revolution’, – from bullock carts to cyber marts. Sage Publications, New Delhi.

XM 9362**MEDIA LAWS AND ETHICS****L T P C
3 0 0 3****AIM**

To provide the students with sufficient knowledge of laws and ethics related to media

OBJECTIVES

- To provide a basic knowledge of the Indian constitution.
- To focus on various laws related to media in India
- To throw light on Intellectual property rights
- To educate the students on ethics to be possessed by media professionals

UNIT I OVERVIEW OF THE INDIAN CONSTITUTION**9**

Fundamental rights in Indian Constitution, Directive principles of state policy, Powers and privileges of parliament, provisions for declaring Emergency, provision for amending the constitution, Freedom of press and restrictions, centre-state relations

UNIT II MEDIA LAWS IN INDIA 9

Official Secrets Act, Working Journalists Act, Drugs and Magic Remedies Act, Press Council Act, Cinematograph Act, Prasar Bharati Act, Cable TV Networks (Regulation) Act, Broadcast Bill, Laws of defamation relevant to media in India.

UNIT III INTELLECTUAL PROPERTY RIGHTS 9

Forms of Intellectual Property, The Designs Act, Trade and Merchandise Marks Act, The Patents act, The Copyright Act, Case studies on IPR.

UNIT IV CODE OF ETHICS 9

Press council's code of ethics for journalists, AINEC code of ethics, Ethics of broadcasting, ethics of telecasting, codes for radio and Television, ethics of advertising.

UNIT V CYBER LAWS IN INDIA 9

Nature and scope of cyber law, cyber crimes in India, digital signature, Piracy (Audio and Video), domain name registration issues, Information technology act.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Basu, DD, Law of the press in India, Prentice Hall of India, 2003
2. Neelamalar, M, Media law and ethics, Prentice Hall of India, 2009

REFERENCES

1. Harcup, Tony, 'The ethical journalist', Sage, 2007
2. Thomas, Pradip Ninan, 'Intellectual Property Rights and Communication in Asia', Sage, 2006

**XM 9363 TV PROGRAMME PRODUCTION L T P C
3 0 0 3**

AIM:

To groom the student as competent television programme producer.

OBJECTIVES:

- To provide a strong background in television theory and principles of television production.
- To make the student well verse in all aspects of Indoor and outdoor production.

UNIT I VISUALISATION &PREPRODUCTION 9

Visualisation-Looking at an event, looking in to an event, creating an event, story board, preproduction activities- scripting-copyrights, ethics, selecting the location, checking the feasibility, budgeting, proposal writing-from story line to final output, getting sponsors.

UNIT II TELEVISION GENRES AND PROGRAMME PRODUCTION 9

Critical analysis of these television genres to produce effective programs- Interviews, Debate, Talk shows, Drama, Serials-different types, Commercials, Public service announcements, Entertainment Programmes -Different formats of Cine based programmes, celebrity

programmes, comedy shows, and sitcoms, Special programmes for festivals and calendar day stories, games shows, Reality shows, Globalisation through television programmes.

UNIT III ENRICHMENT PROGRAMMES 9

Documentaries, Features, Sports, Health, Agriculture, Development programmes, Audience – different types, Special Audience, Programmes for special audience, Educational Programmes

UNIT IV TELEVISION CHANNELS 9

An introduction to Television channels in Tamil Nadu, India and Transnational television, Existing Ownership pattern of Television channels and its influence in programme producing and political agenda setting.

UNIT V TELEVISION EFFECTS STUDIES 9

Understanding the effects of television to make better programmes for the benefit of society. Bardic Television, Catharsis, Narcosis effect, Different types of Audience- Research, Antisocial and Prosocial effects of Media content, Uses and Gratifications, Cultivation of Perceptions of Social Reality, Social Impact of Television programmes.

TOTAL : 45 PERIODS

TEXTBOOKS

1. Gerald Millerson, Television Production, 13th Edition, Focal Press, 2003.
2. Herbert Zettl, Television Production Handbook, 10th Edition, Wadsworth Publications, 2009.

REFERENCES

1. Caroll O' Meara, Television Program Production, Textbook Publishers, 2003
2. Albert Moran and Michael Keane, Television across Asia: Television Industries, Programme formats & Globalisation, Routledge Curzon, Taylor & Francis Group, 2004.

XM 9364

WEB DESIGNING

L T P C

3 1 0 4

AIM

To impart the necessary skills for designing and developing a Website.

UNIT I HYPERTEXT MARKUP LANGUAGES 12

Introduction to HTML, Benefits of HTML, Structure of an HTML Document, HTML TAGS, Types of Attributes – Element Specific attributes, Global attributes, Event Handler Content Attributes, Custom data attributes, Presentation Tags, Semantic Elements, Inserting Images, Lists, Creating Hyperlinks, Client Side Image Mapping, Table related Tags.

UNIT II HTML - FORM ELEMENTS AND MULTIMEDIA ELEMENTS 12

Incorporating form elements, Form Attributes, Inline frame, Adding Multimedia Contents using different media related, Adding Graphics, Head Document Elements.

UNIT III CASCADING STYLE SHEETS 12

Introduction to CSS, Different ways to incorporate Styles, Styles - Background, Text, Font, Link, Lists, Tables, Border, CSS Positioning, CSS Floating, CSS Pseudo Elements.

UNIT IV INTRODUCTION TO SCRIPTING LANGUAGE 12

Introduction to Scripting Language – Datatypes, Variables, Expressions, Operators, and Statements, Pre-Defined Dialog Boxes, Arrays, User defined functions, Events and Event Handling.

UNIT V JAVASCRIPT OBJECTS 12

Pre defined JavaScript Objects – String, Math, Array, Date, Function and Global objects. Browser Objects – Window, Document, Image, Form, Anchor, Location and History objects. Error Handlings

TOTAL : 60 PERIODS

TEXT BOOKS

1. Danny Goodman, Michael Morrison, Paul Novitski, and Cynthia Gustaff Rayl, “JavaScript Bible” Wiley Publications - 7th Edition.
2. Craig Grannell, “The Essential Guide to CSS and HTML web design(Essentials)”, Friends of ED Publishers.

REFERENCES

1. David Flanagan, “JavaScript – The Definitive Guide” O’Reilly Media Publications .
2. Nicholas C. Zakas, “Professional JavaScript for Web Developer”, Wrox Publications, 2009.
3. Ian Lloyds, “Build your own website the Right Way Using HTML & CSS” Site point publications, 2008.

XM 9365

WEB DESIGNING LAB

L T P C

0 0 4 2

EXERCISES

1. Create a website using HTML
2. Create a website using CSS
3. Validate the website using Javascript
4. Programs related to javascripts objects and methods
5. Programs related to Event handling, Events, and Error handlings
6. Programs related to Window and Document objects

TOTAL : 60 PERIODS

XM 9366

E-CONTENT DEVELOPMENT LAB

L T P C

0 0 4 2

EXERCISES

1. Content Selection
2. Planning
3. Production
4. Scripting
5. Designing
6. Software & Tools
7. Editing
8. Packaging
9. Web Publishing
10. IP Videoconferencing Arrangements
11. Delivery
12. Evaluation

TOTAL : 60 PERIODS

XM 9367

TV PROGRAMME PRODUCTION PROJECT

L T P C

0 0 4 2

1. CAMPUS STORY. Take any aspect of campus life to tell a story and develop a well-thought-out video piece. Edit in the camera. Sound will be from an audiocassette or CD of your choice. Before you start work write out a complete script. This is to be turned in with your video. Don't worry about minor differences between your script and your final video.

2. PERSON AT WORK. Illustrate on tape the relationship between a person and a job (a real vocation or avocation, not a fantasy occupation). Tell a complete story of the person-job interaction through the use of establishing shots, close-ups, ECUs, etc. After finish seeing, one should feel he knows the person, know what they do (their complete job), and know how they relate to their job (including people they work with). Sound will be a selection of music of your choice. Try to relate sound and video in this edited piece.

3. MOOD PIECE. Through subjective video techniques, establish a basic mood (tranquility, anxiety, reverence, anger, patriotism, or whatever) through your selection of subject matter and the use of camera angles and lighting techniques. Communicate this basically subjective feeling or concept. You may use ambient sound, prerecorded music, or a combination of both.

4. MINI-DRAMA. Do a short (approximately two minute) dramatic scene with two or more actors. This piece must include at least six, sequential, A-B dialogue sound edits. Use a variety of shots keeping in mind the techniques of single-camera production described in the text. Particular emphasis will be placed on editing and smooth audio edits. Emphasizing the development of writing skills through pre-production including storyboarding, production charts and shot lists. Analyze stories for their dramatic structure and apply that knowledge to story and script development. Focus on advanced techniques in camera work, set design and audio: framing/composition, tripod/dolly use, backgrounds, lighting, microphone use and audio mixing. Explore higher level editing programs: Adobe Premiere and Final Cut Pro and emphasize more refined editing techniques using special effects, exposure control, transitions, audio mixing, multiple tracks, etc.

TOTAL : 60 PERIODS

XM 9371

INDUSTRIAL PROJECT

L T P C
0 0 32 16

The students have to undergo one semester internship in industries during this semester.

XM 9381

MEDIA, SOCIETY AND CULTURE

L T P C
3 0 0 3

AIM

To focus on the nexus between media, culture and society

OBJECTIVES

- To analyse the impact of media on society
- To discuss the effects of media on culture with special reference to India
- To analyse the impact of globalization on Indian media
- To analyse how the values in society affect the media

UNIT I MEDIA STUDIES

9

An introduction to the media, media industries and media audiences. The demassification of media – the changing paradigm. Dynamics of modern communication: the shaping and impact of new communication technologies

UNIT II MEDIA AND GLOBALIZATION

9

Large Corporation and control of the communication industries. Negotiation of control in media organization and occupation, Cultural dependence and mass media. Dynamics of global culture, Diasporas, circular migration. The effect of globalization on Indian media.

UNIT III MEDIA AND SOCIETY

9

Media and social construction of reality, mediation and representation-texts, meaning and audiences. Rules in society, rules and culture, media and rules, Impact of electronic media-public images and private practices

UNIT IV MEDIA AND CULTURE 9

Defining ideology and culture, emotions and culture, language and culture, race and culture, social class and culture, habits and popular culture, popular reception, popular emotions, mediated feelings, Media and cultural imperialism,

UNIT V MEDIA AND AUDIENCE 9

Media and audience, Direct effects, Limited effects, Uses and gratifications, the mass audience, the mass society, rethinking the mass audience, segmentation, Polarization.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Grossberg, Lawrence et al, 'Media Making-Mass media in a popular culture'. Sage publication, 2006
2. Ganesh, Kalmala & Thakkar, Usha, 'Culture and the making of Identity in Contemporary India ' Sage publication, 2005

REFERENCES

1. Tripathy, Jyotirmaya (Ed.), 'After globalization-Essays in religion, culture and identity', Allied publishers, 2007
2. Oswell,David, 'Culture and society' Sage publications, 2007

**XM 9382 MEDIA MANAGEMENT LT P C
3 0 0 3**

AIM

This course is designed to stimulate the students to manage the newspaper, broadcast station, advertising agency, public relations firm, internet or Communications Company.

OBJECTIVES

- To develop an understanding of the basic functions of management.
- To introduce the concept and process of media management and their role in marketing
- To prepare professionals interested in careers in media management, advertising, marketing, promotions, managerial jobs, or for individuals in the field.

UNIT I MANAGING THE ELECTRONIC MEDIA 9

An Overview Of Electronic Media In Society , Management in the Electronic Media, Levels Of Management ,Management Skills ,Management Functions and management roles .Strategic Alliances And Partnerships, Ethics Of Management ,Ethical Codes And Mission Statement, Ethical Issues In Media Management .

UNIT II THEORIES OF MANAGEMENT 9

Management As Process, Approaches To Management, Classical School Of Management Human Relations School of Management, Modern Approaches to Management, Management and Electronic Media.

UNIT III FINANCIAL MANAGEMENT 9

Meeting financial goals, implementing financial management , budgeting monitoring financial performances, Financial analysis, Ratio analysis, Break-even Analysis, Reporting financial performance.

UNIT IV PERSONNEL MANAGEMENT 9

The hiring process, Interviewing, Orientation, Performance Reviews, Promotion, Termination, Part-time Employees, Legal issues in personnel management ,Labor issues, Working with unions , Structure, Communication and personnel.

UNIT V PROGRAMMING: STRATEGY AND DISTRIBUTION 9

Print Media Management , Radio programming, Television programming, Management issues in programming, Intense competition for audiences, Demand for more research, Brand development and Brand extension. News and News room management. Media ownership.

TOTAL : 45 PERIODS

TEXTBOOKS

1. Management of Electronic Media, Alan B. Albarran (2nd ed.), Wadsworth, 2002
2. Balancing on the Wire: The Art of Managing Media Organizations, James Redmond and Robert Trager (2nd ed., Atomic Dog, 2004)
3. Electronic media management Fifth Edition Peter K. Pringle Michael F. Starr Amsterdam

REFERENCES

1. The Economics and Financing of Media Companies, Robert G. Picard (Fordham University Press, 2002)
2. Breach of Faith: A Crisis of Coverage in the Age of Corporate Newspapering, ed. by Gene Roberts (University of Arkansas Press, 2002)
3. Who Owns the Media? Benjamin M. Compaine, et. al., (3rd ed., Knowledge Industry, 2001)
4. The Elements of Journalism, Bill Kovach and Tom Rosenstiel (Crown Publishers, 2001)
5. The Business of Journalism, edited by William Serrin (The New Press, 2000)
6. The Business of Media, David Croteau and William Hoynes (Pine Forge Press, 2001)

XM 9383

EDUCATIONAL MEDIA

**L T P C
3 0 0 3**

AIM

To make the media as a powerful educational tool for the society through competent and responsible media personals.

OBJECTIVES

- To know the basics, concepts and need of the educational media.
- To learn the production process and techniques of the educational programmes.

- To produce effective educational programmes for different field.

UNIT I EDUCATION AND MEDIA

9

Education - Importance of Education, Indian Education System, Teaching-Learning Process; Formal/Non-formal education, Regular, Distance/Open Education, Social Education, Modes of Education delivery, Synchronous and Asynchronous Learning. Usage of Media in Education, Role and Importance of Media, Personalized and Mass Media for Education, ICT enabled learning, Types and Formats of Educational Programmes, Instructional Programmes, Social Education Programmes, Edutainment Programmes; Research – Pre Production, Prototype Production, Feedback.

UNIT II INDIAN EDUCATIONAL MEDIA

9

AIR, Doordarshan, UGC's Efforts – CWCR, AVRC's and EMRC's, Talkback Experiment, Training and Technology Development Communication Channels, NCERT Schemes, IGNOU's Projects, EDUSAT, NPTEL, Central and State Educational Media Centres.

UNIT III RADIO FOR EDUCATION

9

Earlier Experiments in Radio, Educational Programmes through Radio, UK Projects, US Projects, Canadian Efforts, Indian Projects, Gyanvani, Campus Radio, Audio Programmes, Short Programmes, Audio-Radio Programme Production, Planning; Scripting; Production; Visual Posting; Execution, Feedback, Audio-Conferencing.

UNIT IV TELEVISION AND SATELLITES FOR EDUCATION

9

Experiments in TV, International and Indian Experiences, Projects, SITE, Gyandarshan, Vyas, Ekalyva, Video Programmes for Education, Video/TV Programme Production – Planning, Scripting, Production, Execution, Feedback, Video-Conferencing, Multicast, Simulcast, Video streaming, Video On Demand. Various Satellite used for Education, Indian and International Issues, EDUSAT – Network configuration – space and ground segments, Implementation, EDUSAT Usage in Educational Institutes and Universities.

UNIT V INTERNET AND WEB FOR EDUCATION

9

Internet and Web media for Education, Technologies, Connectivity, ERNET, Web Content Production, VOIP, Webinars, Interactivity, Internet TV, Video conferencing, Web-based Instruction, Social Web.

TOTAL: 45 PERIODS

TEXT BOOKS

1. August E. Grant and Jennifer H. Meadows, Communication Technology Update and Fundamentals, Focal Press, 11th Editions, India 2009.
2. Penelope Semrau, Barbara Boyer, Using Interactive Video in Education, Pearson Allyn & Bacon, 1st Edition – December (13)
3. Interactive Video (Educational Technology Anthology Series, Vol I), Educational Technology Publication, 1st Edition, January (18)

REFERENCES

1. Nicolas Vluppa, Nicolas Vluppa, A Practical Guide to Interactive Video Design, Knowledge Industry Publications, 1st Edition March (1)

2. StevenImke, Interactive Video Management and Production, Educational Technology Publications, 1st Edition,May (11)
3. Papers on Educational Sectors for EDUSAT utilization, DECU, ISRO, Ahmedabad, (2003)

XM 9384

MEDIA MARKETING PROJECT

L T P C
0 0 6 3

This course will help them to understand the various marketing strategies opted by media industries.

EXERCISES

- To submit a report on print media by comparing two leading newspapers
- To prepare a report on broadcast industry in detail by doing a case study.
- To report on challenges faced by television channels in case of competition, audience erosion and reaching target audiences.
- To account on the need of media planning by taking an advertising agency.
- To prepare a comprehensive report on the usage of internet in various media organization.
- To prepare a detail report on network companies (star group, sun network, zee network) and the global market.

TOTAL: 90 PERIODS

XM 9391

MEDIA RESEARCH

L T P C
3 0 0 3

AIM

To provide a thorough knowledge of various research methodologies applicable in media studies.

OBJECTIVES

- To discuss the scope for research in media
- To provide a knowledge of sampling methods
- To provide a knowledge of research methods
- To educate on the nuances of report writing

UNIT I RESEARCH

9

Natural and social science research-differences, elements of research, applied VS basic-inductive Vs deductive-Descriptive Vs Explorative, Hypothesis, Variables (dependent, Independent & Intervening), Pilot Study, Nature and scope of communication research, Ethics of research, Review of literature

UNIT II SAMPLING AND RESEARCH METHODS 9

Sampling: Probability & Non-probability sampling methods, Quantitative research methods: Survey, Content analysis and Experimental research, Qualitative research methods: In-depth interviews, Focus groups, Discourse analysis, Narrative interviewing, semiotics, case studies, ethnography

UNIT III COMMUNICATION THEORIES AND MEDIA RESEARCH 9

Role of theories in research: cognitive dissonance theory, cultivation analysis, Narrative paradigm, Spiral of silence theory, Uses and gratification theory, Media effects: Agenda setting, Conspiracy theory, two-step flow model, Chaos Theory.

UNIT IV DATA ANALYSIS 9

Introduction to statistics (Descriptive and inferential), measures of central tendency, measures of dispersion, measures of asymmetry, probability theory, t-test, chi-square, correlation co-efficient

UNIT V RESEARCH APPLICATIONS AND REPORT WRITING 9

Research: print media, electronic media, advertising, public relations, mass media research and the Internet. Writing a research project, organization, chapterization, citation, presentation of findings, references

TOTAL: 45 PERIODS

TEXT BOOKS

1. Priest, Susanna Horig, 'Doing media research: An introduction, Sage, 1996
2. Wimmer, Roger D & Dominic, Joseph R, 'Mass Media Research-An introduction', Thomson, 2003

REFERENCES

1. Kothari, C.R. 'Research Methodology methods and techniques' New age international Publishers, 2004
2. Rapley, Tim, 'Doing conversation, discourse and document analysis', Sage, 2008
3. Arthur Asa *Berger*, Media Research Techniques, Sage Publication, 1998.

XM 9392

FILM APPRECIATION

**L T P C
3 0 2 4**

AIM

To develop interest in appreciating the Films and to write Film Reviews.

OBJECTIVES

- To create awareness about Films and to Critically analyse the films.
- To develop skills of Writing Film Reviews

UNIT I INTRODUCTION 15

The purpose of a film – to entertain, educate, persuade or inspire – the value and enjoyment of film viewing – History of Film Making – Film Making Process.

UNIT II EVOLUTION OF FILM STYLES 15

Film Styles of silent movies – Styles of Tamil Films, South Indian Films – Indian Films – Foreign Films – Art Films – Commercial Films, Animation Films.

UNIT III DOCUMENTRY AND SHORT FILMS 15

Different types of documentary and short films –Nature Films – Propaganda Films – Social issues films – Historical Documentation Films.

UNIT IV WRITING THE FILM REVIEW 15

Elements of a film to be considered – Plot, Acting, Setting, Script, Special Effects, Editing, Humour, Sound, Music, Direction, and Audience Care.

UNIT V TECHNOLOGY AND FILM VIEWING 15

Silent Movies – Talkies – Black and White Movies – Colour Movies – Surround Sound Effects – Digital Films – 3D Films – 4D Virtual Effect Films

In the theory hours, aspects of the above will be explained by screening different types of films.

In the Practical hours, the students have to view the films, and write their views and highlight aspects of each film.

TOTAL: 75 PERIODS

TEXTBOOKS

1. History of Narrative Film by David Cook - 3rd Edition. WW Norton & Company. 1981
2. Film, form, and Culture by Robert Kolker - 2nd Edition McGraw-Hill 2002

REFERENCES

1. Film, An International History of the Medium by Robert Sklar - 2nd Edition. Prentice Hall 2002
2. An Introduction to World Cinema by Aristides Gazetas - McFarland & Company, Inc 2000
3. Movies and Mass Culture - Rutgers University Press – 1996

AIM

To introduce the students to principles of communication, method of science, and how to communicate science.

OBJECTIVES

- To understand the scientific developments in India and the media's role in disseminating them.
- To know how to communicate different scientific information.
- To know innovative methods of science and technology communication.

UNIT I SCIENCE AND COMMUNICATION**15**

Public spaces for science - Science experienced in the world outside - History of science, Methods of Science, Scientific temper, Sprit of Enquiry. Science, communication and culture - Contextualizing knowledge of science - Science and culture - Models of science communication - Public understanding of science (PUS) - Empowering individuals and groups within society through science - Issues in science communication.

UNIT II INDIAN SCIENCE POLICY AND S&T INFRASTRUCTURE**15**

Approaches to science communication - Community approach - Governmental approach - Approach by government agencies - Policies of government on science and technology - Fund allocations - Technology infrastructure in India - Concentration on rural areas, women and Dalits - Various media that government use for science propagation - Media as a tool for science development - Government's media tools for science communication.

UNIT III POPULARIZAION OF SCIENCE**15**

Eradication of superstition - Role in improvement of quality of life of masses in rural and urban areas - Improving human development index - Science popularization among children, women, villagers - Role of traditional and modern media – Role of Science movements - Production of media content.

UNIT IV WEB SURFING AND INTERNET RESOURCES FOR SCIENCE**15**

Science in the mass media - Digital libraries - Virtual libraries - Networked libraries - Authenticated sources - Social media: podcasting, e-groups, e-forums, list serves - Social networking groups - Technology simulation over the Internet - Content sharing over the Internet.

UNIT V SCIENCE AND CONVERGENCE**15**

Science and convergent media - ICT as a tool for science communication: content sharing, training, etc - Reaching rural masses through ICT - Innovative approaches - Science through community radio - Science exhibitions and modelling - Infographis - Sciotoons.

TOTAL: 75 PERIODS

TEXTBOOKS

1. Joan van Emden. Effective Communication for Science and Technology. London: Palgrave Macmillan. 2001.
2. Biswajeet Guha. Science and Technology in Mass Communication. New Delhi: Kanishka Publishers Distributors, 2009.
3. Manohar Bhardwaj. History of Science and Technology in Ancient India. New Delhi: Cyber Tech Publications. 2009.

REFERENCES

1. Stuart Allan. Science Journalism: Media, Risk and Science. London: Open University Press, 2002.
2. Jane Gregory and Steve Miller. Science in Public: Communication, Culture, and Credibility. New York: Plenum, 1998.

XM 9394

RESEARCH PROJECT

L T P C
0 0 6 3

The students have to form a group of three or four and choose a media research topic of their choice and submit a thesis report.

TOTAL: 90 PERIODS

XM 9396

PROJECT

L T P C
0 0 32 16

The students have to do a one semester project (research / local industry) individually and submit a thesis report.

XM 9001

PEACE JOURNALISM

L T P C
3 0 0 3

AIM

To impart knowledge of conflict sensitive journalism.

OBJECTIVES

- To know the special features of peace journalism.
- To know different approaches to peace journalism.
- To bring out stories with peace journalism perspective.
- To know the models and theories related to peace journalism.

UNIT I INTRODUCTION 9

Peace journalism - definition - Case studies on conflict - Difference between war journalism and peace journalism - Tips for practical peace journalism.

UNIT II CONFLICT ANALYSIS 9

What is conflict? - Conflict theories and terminologies - Mapping a conflict - Manifest and latent conflict - A topology of violence: direct, structural and cultural - Consequence of reporting.

UNIT III PROPAGANDA 9

Ways to recognize propaganda - Why propaganda works - Development strategies to resist propaganda - Psychology of propaganda.

UNIT IV DOING PEACE JOURNALISM 9

Reconceptualizing, re-sourcing, re-framing, re-writing - Reporting on peace proposals, talks and 'deals' - Follow-up stories of conflict.

UNIT V THEORIES AND MODELS OF NEWS 9

Gate-keeping theory - Propaganda model - Feedback loop model - Liberal theory of press freedom - Objectivity versus reflexivity - Deconstruction - Public service and media campaigning.

TOTAL: 45 PERIODS

TEXTBOOKS

1. Lynch, Jake, and Annabel McGoldrick. Peace Journalism. Gloucestershire, UK: Hawthorn Press, 2005.

REFERENCES

1. Cottle, Simon. Mediatized Conflict: Developments in Media and Conflict Studies. New York: Open University Press, 2006.
2. Howard, Ross. Conflict Sensitive Journalism. Colombo: Centre for Policy Alternatives, 2004.

AIM

To impart knowledge of online media.

OBJECTIVES

- To know the special features of online media.
- To know the difference between web journalism and journalism of other media.
- To know the impact of converging technologies on traditional media.
- To understand the role played by open source journalism.

UNIT I INTRODUCTION TO INTERNET 9

Net as a medium of communication - Features of the Net - World Wide Web and other services - History of the Internet - Why did the dotcom bubble burst - Factors favouring online advertising - Basics of HTML - Features of online media: multimediality, interactivity and hyper-textuality.

UNIT II ONLINE JOURNALISM 9

Different between web journalism and journalism of other media - Formats and styles of writing - Language of news, specialized reports, features, profiles - Writing and editing for online newspapers, e-magazines, newsletters - Presentation with audio, video, animation and digital images - Identification of relative stories for hyper-linking. Synergies between content and advertising – Developing web content on science.

UNIT III INTERNET TECHNOLOGIES 9

Web cameras - Bandwidth - Browser progressions - Interactive television - Architecture tools - Process of web development - Converging technologies impact on traditional mass media - Trends, strategies of news media such as Internet chat (Yahoo messenger, Google talk, Skype) and podcasting - Website designing concepts - Basics of HTML and scripting language - Deciding the information architecture - Working with templates - Page design and layout for web pages - Free web spaces for building and maintaining a website such as geocities.com - Ensuring visibility - Graphics and photographs for hyper media.

UNIT IV OPEN-SOURCE JOURNALISM 9

Annotative reporting - Open-source journalism - Participatory / alternative journalism – Hyper-adaptive news - Linking web pages with other related web pages - Blogs (text and visual).

UNIT V DIGITAL DETERMINISM 9

Determinism - Access and barrier - Convergence in technology, ownership, organizational structure, storytelling, media - Broadband - Network paradigm.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Tapas Ray, Online Journalism: A Basic Text, Foundation Books, Delhi, 2006.
2. Sunil Saxena, Breaking News: The Craft and Technology of Online Journalism, Tata McGraw-Hill, New Delhi, 2004.

REFERENCES

1. Andy Dickinson, Web Design for Journalism, Butterworth-Heinemann, 2003.
2. Mike Ward, Journalism Online, Focal Press, 2002.
3. Roland De Wolk, Introduction to Online Journalism: Publishing News and Information, Pearson Allyn and Bacon, 2001.
4. James Glen Stovall, Journalism on the Web, Pearson Allyn & Bacon, 2003.

XM 9003

SOCIAL PSYCHOLOGY

**L T P C
3 0 0 3**

UNIT I

9

The Nature and Scope of Social Psychology. The Methods of Social Psychology. The Development of Social Psychology : Early Beginnings – the Contributions of Sociologists and Psychologists : Comte; Le Bon; Durkheim; Cooley; G h Mead; Mc Doughall;

UNIT II

9

Specialization : Social Learning Process. Socialization and Motivation; dependency; Aggression; Need Achievement; affiliation; etc. Social Factors in perception. Society and Personality.

UNIT III

9

Attitudes and Opinions The Nature and Dimensions of Attitudes. The Formation and Change of Attitudes. Communication and Persuasion. Public opinion – Nature, measurement, formation and change. Role of Mass communication in Public Opinion Formation and change.

UNIT IV

9

Groups and group Processes; Nature and Types of groups; Conditions Conclusive to Development of Groups; group Dynamics; Group norms and conformity; Social Facilitation. Group structure and group performance; Cooperation and competition.

UNIT V

9

Mass Psychology; Audiences and Collective Behaviour. Classification of Collective masses. Casual Audiences, Intentional Audiences and Audiences and Mass Media. Collective Behaviour – the mobs and the Different kinds of Mobs. The Psychology of Mass

TOTAL = 45 PERIODS

REFERENCE BOOKS

1. Mc David and Harris ; "An Introduction to Social Psychology" . Harper & Row, 1968
2. D Crytchfold, RS and Ballachey, E L "Individual in Society". McGraw Hill. New York
3. Sherif, N and Sherif C.W. "An Outline of Social Psychology" Harper & Row. New

UNIT I**9**

Basics of 2D and 3D Animations - Warping - Morphing - Tweening - Timeline - scanning for animation - onion skinning - project planning - execution - delivering the project. Macromedia Flash Basics - Drawing - working with colors - using imported artworks - adding sound - working with objects - layers - symbols and instances - creating animation and interactivity - publishing and exporting.

UNIT II**9**

Digitization of audio - electronic music and synthesizer - architecture of sound card - video compression - video conversions - 3D animation - model building - lighting - materials - dynamic particles - character modeling and animation techniques - inverse kinematics

UNIT III**9**

Multimedia Authoring tools and Metaphors - Introduction, definition and functions of Metaphors, basic categories-Slide show metaphor, book metaphor, Windowing metaphor, Icon Metaphor and network metaphor.

UNIT IV**9**

Consideration for selecting the authoring tool (Hardware, Software, utilities etc..) Authoring approaches (Programming, Screen based, information centered) - features of authoring systems-cross platform features, cost, technical support, ease of user interface design

UNIT V**9**

Authoring Packages - Asymetrix Tool book - Macromedia Authorware-features and overview of macromedia Authorware - Macromedia Director - Cast members - sprites - Stage - Score - Behavior - Xtras - Lingo.

TOTAL : 45 PERIODS**REFERENCES**

1. Animating with Flash MX: Professional Creative Animation Techniques by Alex Michael, focal press, 2002
2. Multimedia at Work, Tata Mc Graw Hill
3. Authorware: An Introduction to Multimedia for Use With Authorware 3 and Higher by Simon Hooper (Paperback - Feb 1997)
4. 3-D Human Modeling and Animation, Second Edition by Peter Ratner ,April 18, 2003)

XM 9005	MEDIA AND SUSTAINABLE DEVELOPMENT	L T P C
		3 0 0 3

UNIT I **9**
 Early History of Radio In world and India-from wire to wireless. Radio during World War II
 Emergence and early growth of TV.

UNIT II **9**
 Growth and Development of radio since 1947 in India and the world.

UNIT III **9**
 Growth and Development of TV in India: SEIT

UNIT IV **9**
 Growth of Cable TV and Satellite channels India

UNIT V **9**
 Broadcasting Regulation-key Issues, Future of Broadcasting in India. Media convergence
 and Its implications for traditional electronic media.

TOTAL : 45 PERIODS

REFERENCE

1. Chatrerjee, P.C: Broadcasting In India. Sage Publications Craft, John: Leigh, Frederic A.
 and Godfrey, Donald G. Electronic Media. Wadsworth. Thmmpson Learning

XM 9006	HEALTH COMMUNICATION	L T P C
		3 0 0 3

AIM:

To impart knowledge of various issues concerning health communication.

OBJECTIVES:

- To gain skills to campaign for creating public awareness against an epidemic.
- To gain skills in using a multi-pronged strategy towards AIDS communication.
- To understand the capabilities of telemedicine application.
- To know about intricacies related to occupational health.

UNIT I HEALTH REPORTING **9**
 Public understanding of health issues – Malnutrition - Malaria - Hygiene - Contagious diseases -
 Chronic diseases - Checking epidemic – Public awareness about epidemics - Reproductive
 rights including birth control - Advancement in health sciences - Use of optical fibre in surgery -
 Implication of nanotechnology in medical field - Problems of the terminally-ill patients - Patient
 groups acting as pressure groups - Professional associations – Vaccination campaigns including
 Plus Polio – Community health.

UNIT II CLINICAL RESEARCH 9
Issues related to clinical researches - Manipulation in conducting trials and reporting - Consent of voluntaries - Pharmaceutical companies influencing research, policies - Conflict of interests – Bio-medical waste management.

UNIT III HIV/AIDS COMMUNICATION 9
HIV/AIDS prevention and treatment - Stigma - Reporting with sensitivity – Strategies: abstention, no sex outside marriage, safe sex - Multi-pronged approach – Creating public awareness of issues.

UNIT IV TELEMEDICINE 9
Familiarizing with technology of telemedicine – scanner, electro stethoscope - data reception equipment, etc. - Paramedics with information technology skills – Training of doctors.

UNIT V OCCUPATIONAL HEALTH 9
Physical hazards: noise and vibration - Chemical hazards: TLV for air, gas and chemical contaminants - Equipment for the assessment physical and chemical hazards - Industrial toxicology: definitions, hazard, toxicity - Optimization: shift work - Job and personal risk factors - Selection and training - Fatigue and vigilance – Hygiene.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Richard K. Thomas, Health Communication, Springer, 2005.
2. Nova Corcoran, Communicating Health, Sage, New Delhi, 2007.

REFERENCES

1. Health Communication journal. LEA Online. <http://www.leaonline.com/loi/hc>
2. Encyclopedia of Occupational Health and Safety, Vol. I & II, International Labour Organization, Geneva, 1985.
3. Handbook of Occupational Health and Safety, NSC, Chicago, 1982.
4. Arving Singh and Everett M. Rogers, Combating AIDS: Communication Strategies in Action, Sage, New Delhi, 2006.

UNIT I**9**

Print medium: Newspapers and Magazines – types of newspapers and magazines: general and specialised – structure and functioning of newspapers and magazines technological developments – competition, content and style of English and Tamil language newspapers and magazines- an overview.

UNIT II**9**

Radio as a medium of mass communication – types of ownership: Private and Public- Organisational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review.

UNIT III**9**

Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati- an introduction.

UNIT IV**9**

Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films future of film as a medium of entertainment – film audiences - critical review of noted regional/national films.

UNIT V**9**

New Media: Information age, knowledge society and global media and audiences; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and future challenges.

TOTAL : 45 PERIODS**REFERENCES :**

1. Arvind Kumar. "The Mass Media". Anmol Pub. New Delhi. 1999.
2. Parthasarathy, Rangasamy."Journalism in India". Sterling Pub. New Delhi.1995.
3. Keval J Kumar "Mass Communication in India " Jaico pub. Bombay. 1998.
4. Chatterji. P.C. " Broadcasting in India". Sage, New Delhi. 1997.
5. Shrivastava, KM. 'Radio and TV Journalism' Sterling Pub., New Delhi.1989.
6. Arandhai Narayanan. "Tamizh Cinemavin Kadhai". New Century Pub., Chennai. 1981.
7. Ashish Rajadhyaksha and Paul Wileman "Encyclopedia of Indian Cinema" Oxford Univ. Press. New Delhi, 1995.
8. Fidler, Roger. "Mediamorphosis-Understanding New Media". Pine Forge Press. 1997.
9. *Anx.48.A -BSc Visual Comn (Elect.Media) - 2007-08 - Colleges Page 10 of 73*
10. Singhal and Rogers , "India's Information Revolution". Sage, New Delhi. 1989.
11. 'Mass media in India' .Publication Division, I&B Ministry, Govt. of India.
12. Srinivas Melkote, "Communication for development in the Third World (Theory and Practice). Sage, New Delhi, 1991.
13. 'Media towards 21st Century ', KM. Srivastava, Sterling Pub. New Delhi. 1998

AIM

To understand the crucial role the media can play in disaster management.

OBJECTIVES

- To know about various natural and man-made disasters.
- To stress the importance of disaster mitigation and the media's role in it.
- To know the means to sensitize journalists on disaster management.

UNIT I NATURAL AND MAN-MADE DISASTERS**9**

Natural forces and life, Development as causes of disasters – Fundamentals of disasters – transitions in cultural practices, environmental degradation, lack of awareness; Characteristics of hazards and disasters: earthquakes, tsunamis, tropical cyclones, floods, landslides, droughts, environmental pollution, deforestation, desertification, epidemics, chemical and industrial accidents – Loss of resources – Impact on climate.

UNIT II RISK ASSESSMENT AND DISASTER MANAGEMENT**9**

Objectives of assessment – Disaster due to hydrological and meteorological phenomena – Environmental health risks – Disaster aid – Insurance – Risk management – Vulnerability Assessment – warning and emergency response – land use planning – Importance of coordination and information, rehabilitation and reconstruction.

UNIT III POLICY INITIATIVES AND FUTURE PROSPECTUS**9**

IDNDR – Policy for reduction of disaster consequences – Role of civic defence during disasters – Training of emergency management personnel – Humanitarian emergency assistance: prevention, early warning, standby capacity, coordination.

UNIT IV DISASTER MITIGATION**9**

Disaster risk reduction planning – mitigation through capacity building – disaster mapping – pre-disaster risk and vulnerability reduction – post disaster recovery and rehabilitation – quick reconstruction technologies – metrological and remote sensing satellites: real-time monitoring, prevention and rehabilitation – GIS and GPS applications – Use of information technology – Wireless emergency communication.

UNIT V ROLE OF MEDIA**9**

Media coverage of disasters – Role of media in disaster mitigation, management and relief – Linkage between disaster warning systems and media – Media in reconstruction process – Coverage of disaster related trauma – Media and NGOs / donors – Sensitizing journalists on disaster management – Case studies on media and disaster – The Disaster Management Act, 2005.

TOTAL: 45 PERIODS

TEXTBOOKS

1. Collins, Larry, and Thomas D. Schneid. Disaster Management and Preparedness. Kentucky, USA: Eastern Kentucky University, 2000.
2. Gunn, Angus M. Unnatural Disaster: Case studies of Human induced Environment Catastrophes. US: Greenwood Press, 2003.
3. Mahdy, Galal El. Disaster Management in Telecommunications, Broadcasting and Computer Systems. John Wiley & Sons (Asia) Pvt. Ltd., 2001.

REFERENCES

1. Gosh, G.K. Disaster Management, Vol. 1 to 3, New Delhi: APH Publishing Corporation, 2006.
2. Nick, Carter W. Disaster Management: A Disaster Manager's Handbook. Philippines: Asian Development Bank, 1991.

XM 9009

MEDIA AESTHETICS

**L T P C
3 0 0 3**

UNIT I

9

Media Aesthetics and Contextualism: Contextualistic Aesthetics, Context and perception, Stabilizing the environment, Selective seeing, The power of context Medium as structural agent, Fundamental image elements, Content and responsibility. The First Aesthetic Field : Light-- Nature of light, Lighting purposes and functions, The nature of shadows, Attached and Cast shadows, Outer orientation functions: special orientation, tactile orientation, time orientation, Inner orientation functions: predictive lighting, light and lighting instruments. Structuring the First Aesthetic Field : Lighting: Standard lighting techniques, Chiaroscuro lighting : analysis, functions, types, Flat lighting : functions, Silhouette lighting, Media -Enhanced and Media-Generated lighting, Single and Multiple camera lighting. The Extended First field : Colour: Colour perception, Physiological factor, Psychological factor, Colour Mixing: additive colour mixing, subtractive colour mixing, mixed mixing, Relativity of Colour : light environment, surface reflectance, colour temperature, surrounding colours; colour juxtaposition, colour constancy, Colours and Feelings, Colour Energy. Structuring Colour --Function and Composition- Informational function of Colour, Colour symbolism, Compositional function of colour, Expressive function of colour : Expressing Essential quality of an event, Desaturation Theory, Colourising films.

UNIT II

9

The Two-Dimensional Field : Area: Aspect Ratio, Object size, Knowledge of Object, Image size, Visual Approaches - Deductive approach, Inductive approach. The Two Dimensional Field : Forces Within the Screen Main directions : horizontal, vertical, Magnetism of the frame-headroom, top edge, side edges, Asymmetry of the Frame, Figure and Ground, Psychological Closure, Vectors: type, magnitude, directions. Structuring the Two Dimensional Field: Interplay of Screen Forces: Stabilizing the field, Stages of Balance : stabile balance, neutral balance, labile balance, Object framing, Facilitating Closure, Premature Closure, Illogical Closure, Graphic cues, Natural Dividing Lines, Extending the Field with Multiple Screens, Dividing the Screen, Screens within the screen.

UNIT III

9

The Three Dimensional Field: Depth and Volume : The Z-axis, Graphic Depth Factors, Overlapping Planes, Relative Size, Height in Plane, Linear Perspective, Ariel Perspective, Depth Characteristics of Lenses, Overlapping Planes, Major Graphication Devices, Typological and Structural Changes. Structuring the Three-Dimensional Field: Screen Volume Volume Duality, Dominant Positive Volume, Preponderant Negative volume, Z-axis Articulation, Lens distortion, Z-axis Blocking, Spatial Paradoxes- figure- ground, relative size, Superimposition-- Building Screen Space : Visualization: Storyboard, Field of View, Point of View, Looking Up, Looking Down, Subjective Camera, Over the Shoulder shooting, Cross shooting, Multiple Z-axis Blocking, Angles - vector continuity, multiple viewpoints, point-of- view clarification, event intensification, setting style.

UNIT IV

9

The Four Dimensional Field: Time-- Importance of time, Types of time- objective, subjective, biological, Time Direction: past, present, future, Transcending Time, Time Vectors: in live television, in recorded television and films, in edited videotape and film. The Four-Dimensional Field : Motion-- Motion and Media Structure, Zeno and film, Basic structural unit of film, At-At Motion of film, Bergson's Motion, Basic Structural unit of television, Process image of television, Digital video, Motion paradox, Frames of reference, Z-axis motion, Perceived object speed, Perceived Camera speed, Slow motion, Accelerated motion. Structuring the Four Dimensional Field : Timing and Principal Motions. Types of Objective Time: Timing - clock time, running time, sequence time, scene time, shot time, story time, Types of Subjective time: Pace, Rhythm, Principal motions and their functions. Structuring the Four Dimensional Field: Continuity Editing: Graphic vector continuity, Index vector continuity, Index vector line, Motion vector continuity, Motion vector line, Special continuity factors : action continuity, subject continuity, colour continuity, continuity of environment. Structuring the Four- Dimensional Field- Complexity Editing: Metric Montage, Analytical Montage sequential, sectional, Idea- Associative Montage, Comparison Montage, Collision Montage.

UNIT V

9

The Five-Dimensional Field-Sound: Sound and Noise, Literal sound, Non-literal sound, Functions of sound, Information function of sound, Outer orientation functions of sound: space ,time, situation, external condition, Inner orientation of sound : mood, internal condition, energy, structure, Aesthetic factors. Structuring the Five-dimensional Field Sound Structures and Sound/Picture Combinations.

TOTAL: 45 PERIODS

REFERENCES

1. Zettl, Herbert; Sight, Sound and Motion: Applied Media Aesthetics. Wadsworth. Thompson Learning, 1999.
2. Berger, John. About Looking. New York: Vintage Books, 1992.
3. Dondis, Donis A.A Primer of Visual Literacy. Cambridge, Mass: MIT Press,1973.
4. Gombrich, E. H. The Image of the Eye. Ithaca, N. Y.. Cornell University Press, 1982.
5. Gregory, R.L. ,and J. Harris (eds), The Artful Eye. New York. Oxford University Press, 1995.
6. Knopp, Lisa. Field of Vision. Ames, Iowa: University of Iowa Press,1996.

XM 9010

FOLK MEDIA

**LT P C
3 0 0 3**

UNIT I:

9

Origin and meaning of the concept 'folk media' - characteristics of folk media - relevance of folk media in modern society.

UNIT II

9

Classification of folk media forms, important folk media forms in India - Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and street plays. Popular folk arts in and their use in development communication Popular folk media forms

UNIT III

9

Integrated use of Folk Media and Mass Media - role of government agencies like Song and Drama Division, Information and Publicity Department Books

UNIT IV

9

Folklore Research: Definition of folklore-History of folklore research Western, Indian - Theories of folklore- Folklore Research: Data collection, analysis, interpretation.

UNIT V

9

Folk Description: Structuralism in folklore- Linguistics forms, style, function of folk materials- analysis of folk conception of mind

TOTAL: 45 PERIODS

BOOKS FOR REFERENCE:

1. Folk Theatre In India - Gargi Balawant
2. The Indian Theatre - Mulk Raj Anand
3. Complete Book On Puppetry In India - Curre D.
4. The Passing Of Traditional Society - Daniel Lerner
5. Traditional Folk Media In India - Shyam Parmar
6. History of Indian Press - Growth of Newspaper in India, Surjith Publications, New Delhi (1988) - Ahuja B. N.
7. Role of Press in the Freedom Movement, Reliance, New Delhi (1987) - Motilal Bhargava
8. The Press in India, National Book Trust, New Delhi (1974) - Chalapati Rao M.

UNIT I INTRODUCTION 9

1.1 Why dot Net - Introduction to Microsoft .Net Framework. - Building blocks in .Net - Drawback of previous languages. - Understand what is .Net VB.Net - VB.Net overview. - Difference between VB and VB.Net 1.3 Introduction to .Net - Types of application architecture. - .Net initiative. - .Net framework: components of .Net framework, Advantages, requirement of .Net

UNIT II INTRODUCTION AND IMPLEMENTATION 9

Introduction to VB.Net - Features. - VB.Net IDE. - Data Types, Loops, Control structures, Cases, Operators. - Creating forms. - Procedures and functions. - Form controls. 2.2 Implementation of OOP - Creation of class and objects. - Inheritance. - Constructors. - Exception handling. Component based programming - Working with Private assembly, shared assembly. - Using COM components developed in VB or other language.

UNIT III INTRODUCTION TO ADO.NET AND DATA MANIPULATION 9

Introduction to ADO.Net - What is database? - Writing XML file. - ADO.Net architecture. - Creating connection. - Dataset and Data reader. - Types of Data adapter and ADO controls. - Reading data into dataset and data adapter. - Binding data to controls. - Data table and Data row. 3.2 Accessing and manipulating data - Selecting data. - Insertion, deletion, updation, sorting. - How to fill dataset with multiple tables. Multi-threading - Working with multithreading. - Synchronization of Threads. Migrating from VB 6.0 to VB.Net - Updating the applications developed in VB to VB.net

UNIT IV INTRODUCTIONS TO ASP.NET 9

- Difference between ASP and ASP.Net - Introduction to IIS. - web application- ASP.Net IDE. - Creation of web forms. - Using web form controls. ASP.Net objects and components - Response. - Server. - Application. - Session. - ASP.Net scope, state, view state, post back and configuration. - Object creation: Scripting, Drive, folder, file - Server components : Ad rotator, Content linker, Browser capabilities. - Use and creation of global .asa file.

UNIT ADO.NET 9

ADO.Net in ASP.Net - Connection. - Dataset and data reader. - Data table and Data row. - Web.config introduction. - Binding data with data grid. - Accessing and manipulating data. ADO.Net : Server control templates and Data binding techniques - Understand data access in .Net using ADO.Net - Understand various Server Control Templates available for Data Binding like Repeater. - Data List and Data Grid Controls.

TOTAL: 45 PERIODS**REFERENCE BOOKS:**

- 1 Anita & Bradely Prog. In VB.Net TATA Mc Grow Hill
- 2 Dave Mercer ASP.net TATA Mc Grow Hill
- 3 Anthony Jones .net Framework TATA Mc Grow Hill
- 4 Robert LandLizer Designing Application with Microsoft VB.net TATA Mc Grow Hill
- 5 Operating .net Framework TATA Mc Grow Hill
- 6 Grun grundgier Prog. In VB.net Oerilly
- 7 Thwan ThAl , Hoang Lan .Net Frame Work Essential Oreilly

XM 9012

XML AND WEB SERVICES

L T P C
3 0 0 3

UNIT I	INTRODUCTION	9
Role Of XML – XML and The Web – XML Language Basics – SOAP – Web Services – Revolutions Of XML – Service Oriented Architecture (SOA).		
UNIT II	XML TECHNOLOGY	9
XML – Name Spaces – Structuring With Schemas and DTD – Presentation Techniques – Transformation – XML Infrastructure.		
UNIT III	SOAP	9
Overview Of SOAP – HTTP – XML-RPC – SOAP: Protocol – Message Structure – Intermediaries – Actors – Design Patterns And Faults – SOAP With Attachments.		
UNIT IV	WEB SERVICES	9
Overview – Architecture – Key Technologies - UDDI – WSDL – ebXML – SOAP And Web Services In E-Com – Overview Of .NET And J2EE.		
UNIT V	XML SECURITY	9
Security Overview – Canonicalization – XML Security Framework – XML Encryption – XML Digital Signature – XKMS Structure – Guidelines For Signing XML Documents – XML In Practice.		

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Frank. P. Coyle, XML, Web Services And The Data Revolution, Pearson Education, 2002.

REFERENCES:

1. Ramesh Nagappan , Robert Skoczylas and Rima Patel Sriganesh, “ Developing Java Web Services”, Wiley Publishing Inc., 2004.
2. Sandeep Chatterjee, James Webber, “Developing Enterprise Web Services”, Pearson Education, 2004.
3. McGovern, et al., “Java Web Services Architecture”, Morgan Kaufmann Publishers,2005.

UNIT I**9**

Documentary – meaning, types and structure .-Debate of content and form in documentary-
Appreciation of ten documentaries - Concept and idea formation Research and recce for
documentary.-Writing script for documentary Producing a documentary

UNIT II**9**

Pre-Production Techniques: Ideas, Themes, Concepts, Story Development. Script - Format,
Storyboard. Planning and Budgeting for Production – Talk show. Short Film.Documentary,
Feature Film. Role of Director, Art Director, Cinematographer, Director of Lighting, Floor
Manager, Production Manager. Casting and Location Identification.

UNIT III**9**

Introduction to Digital Video Production: Digital Camera- Movements-Composition -Shots-
Angles. Mise-en-scene. Color Temperature. Multi Camera Setup. Lighting. Basic and Special
Lighting Setup-Atmospheric Lighting. ENG. Anchoring, Compeering. Montage. News
Documentary.

UNIT IV**9**

Introduction to Digital Video Editing: Editing Techniques- Continuity-Sequence -Dynamic.
Linear and Non-Linear Editing. Capturing and Rendering Techniques. Method of Transitions.
EDL Preparations. Storage Devices. Titling- Graphics, Animations.

UNIT V**9**

Digital Video Production Studio: Basic Studio Structure and Equipments. Planning and
Budgeting. Organizational Structure of Television Channels. OB Van and its accessories.
Communication Satellites. Broadcasting – Terrestrial, Satellite, DTH. Planning and Scheduling
Time Slot for Television Channel.

TOTAL : 45 PERIODS**REFERENCES:**

1. Television Production – Gerald Millerson, Focal press,1999.London.
2. The Technique of Television Production 2001 by Gerald Millerson . Focal press. London.
3. Digital Cinematography 2001– Paul Wheeler, Focal Press,. London. First edition.
4. The Essential of TV Director’s Handbook 1996 – Peter Jarvis, Focal Press. III-Edition,
London.
5. An Introduction to Ddigital Video (1994) – John Watkinson, Focal Press, London.
Video Production – Disciplines & Techniques by Thomas D. Burrows, Lynne S.Gross
MC G rawhill.
6. Lighting Techniques For Video Production – Tom Letourneau.1996.Mc will
publications . Tanzania. First edition.
7. Digital Non-Linear Editing 1998.– Second edition, Thomas A. Ohanian, Focal
Press. London . Sixth edition

XM 9014

INTEGRATED MARKETING COMMUNICATION

L T P C
3 0 0 3

AIM

This course is designed for students who will become decision makers in almost any company concerned with consumer/customer communications including: advertising, public relations, promotions, Internet, marketing, media and client organizations.

OBJECTIVE

Students will learn and practice message and touchpoint integration with special attention to effectiveness and measurable results. Communication professionals are now more than ever accountable for their programs and strategies. They also have more power to shape the way in which marketing organizations do business. The important IMC movement that looks forward to an integrated brand experience on the part of the customer.

UNIT I

9

Introduction to advertising, classifying advertising, role, functions and benefits of advertising, branding, brand identity, Advertising research, Marketing definition, Marketing principles and strategy. Marketing Mix and Promotion Mix.

UNIT II

9

Introduction to Marketing communication, Functional areas of marketing communication, Introduction to Integrated marketing communication, concept and process ,benefits of IMC. Consumer behavior, response, hierarchy-of-Effects Models, AIDA concept.

UNIT III

9

Marketing Strategies for building brands, IMC planning process, analyzing market, Segmenting, Targeting and Positioning, SWOT analysis, Creative strategy –planning & Development, Creative strategy – Execution and evaluation. Marketing management

UNIT IV

9

Media planning, Media Classification, Media evaluation, support media, Media Characteristics, Media research, Media buying, Internet and interactivity, online marketing, digital marketing.

UNIT V

9

Introduction to Public relations and brand publicity, forms of public relation, models of PR, public relation activities, brand publicity tools, functions of public relation, role of PR, Crisis communication and Public relation management. Event objective, planning and management.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Principles of Advertising and IMC – Tom Duncan, second edition,Tata McGrawhill publication – Blackwell Publishers, New York, 2005.
2. Public Relations in Practice – A casebook – Danny Moss – Routledge, Chapman and Hall Inc., New York
3. Shimp,T., A. Advertising, Promotion, & Supplemental Aspects of Integrated Marketing
4. Communications, Thomson South-Western, Mason, Ohio, 2003.

REFERENCES

1. Kenneth E.Clow and Donald Baack. Pearson Prentice hall, 2009
2. Handbook of Public Relations in India – D S Mehta – Allied Publishers Ltd., 2001.
3. Management of Public Relations and Communications – Sailesh Sengupta – Cikas Publishing House Pvt. Ltd., 2000.

XM 9015

DIGITAL COMPOSITING

**LT PC
3 0 0 3**

AIM:

This course will focus upon gathering elements for compositing from film, video, and still sources and the variety of techniques used to manipulate and combine them.

OBJECTIVES:

- Is to learn the basics of good image-making through the study of frame composition, timing, color theory and editorial techniques.
- Technically, you will attain mastery of compositing tools and techniques found in Adobe After Effects, AVID and a variety of post-production software tools.

UNIT I BASICS OF COLORS, FORMATS, TRANSITIONS 9

Resolution, color separation, packing it, file formats, video and film, image quality, component separation, sampling, compression, film scanners, channels, mattes, filters, geometric transformations or transforms, digital fusion interface, compositing with alpha channel, luma keying, chroma keying, experimenting with filters, animating a setting, animating and masking a dissolve, flip transform, pan transform and credit scroll and main titles.

UNIT II SCREEN CORRECTION AND ROTOSCOPING 9

4:2:2 YUV sampling correction, screen correction, aura and screen correction, effect and screen correction, shake and screen correction, cleaning up film, digital compositing plug-ins, zbig, rig removal with an effect mask, rotoscoping and time shifting a clean plate.

UNIT III STABILIZATION AND DESTABILIZATION 9

Tracking, track moving object, single point stabilization, stabilize the box footage, two point stabilization, stabilized footage, removal of stabilized footage, destabilizing, motion destabilize, match move, tracking for animation, track motion path for porch model, shake and tracking, motion destabilize and four point destabilizing.

UNIT IV COLOR SAMPLING AND FOOTAGE CREATION 9

Missing in action, Replacing Missing or Damaged frames, Tweaking Colours, Eyeballing, Gamma, CGI Elements, Sampling Colors, Color Space conversion, Colour Gain, Making a simple Matte painting, Compositing a multiple Pan, Reversing Footage, Creating fast motion footage, Creating slow Motion footage, slow motion with interpolation, Fast motion with interpolation, faking Motion Blur, strobe lights, Stretching Time and animating a Speed change.

UNIT V MEMORY MANAGEMENT AND OUTPUT ISSUES 9

Slow motion with interpolation, fast motion with interpolation, faking motion blur, strobe lights, stretching time, animating a speed change. precompositions, uncompressed image sequence, noise and gain removal, mattes, stabilization, network etiquette, memory management, output issues and rtv output.

TOTAL: 45 PERIODS

TEXT BOOKS:

1. Doug Kelly, "Digital Compositing in Depth" Coriolis Publication, (2003)
2. Steve Wright, " Digital Compositing for Film and Video" Focal Press, (2001)
3. Angie Taylor , "Creative After Effects 5.0" Focal Press, (2002)

XM 9016	GAME DESIGN AND DEVELOPMENT	L	T	P	C
		3	0	0	3

UNIT I 9

Game Design Basics Gaming History, Models of Games- The Role of the Game Designer
The Structure of Games Working with Formal Elements Working with Dramatic Elements
Working with System dynamics

UNIT II 9

Designing Games Conceptualization -Prototyping -Digital Prototyping - Playtesting -
Functionality, Completeness and Balance ,Fun and Accessibility

UNIT III 9

Working As a Game Designer -Team Structures -Stages of Development -The Design
Document Understanding the Game Industry -Selling Yourself and Your Ideas to the Game
Industry

UNIT IV 9

Game Design Experience -Creating Game Ideas - Evaluating Games -Software Tools for
Game Development Game Design Terminology Game Technology

UNIT V 9

Computer graphics, collision detection, lighting, and animation, Game scripting and
programming - Game data structures and algorithms -Artificial intelligence -Play testing Mobile
Gaming, On-line Gamig-Social Games.

TOTAL: 45 PERIODS

REFERENCE BOOKS

1. Tracy Fullerton, "Game Design Workshop: A Playcentric Approach to Creating Innovative Games", 2nd Edition, Morgan-Kaufmann,
2. Introduction to Game *Development* Steve Rabin Charles River Media, May 2005

OBJECTIVES:

To make students able to appreciate electronic media advertisement, To give a understanding of ad agency and its functioning, To impart skill of ad making, To make students aware of ad industry and its issues

UNIT I BASIC CONCEPTS OF ADVERTISEMENT 9

Meaning and definition of advertisement, Growth and development of advertisement, Importance of commercials in electronic media, Advertising and society, Elements of a good advertisement,%Ad appeal and types of ad appeals

UNIT II MAKING OF ADVERTISEMENT 9

Creativity in advertisement, Writing for radio advertisement, Production of jingles and spots, importance of visual thinking TV ad, Storyboard for television advertisement,

UNIT III ADVERTISEMENT AND MEDIA PLANNING 9

Concept of media planning, Research inputs - media, product and audience profile, Drawing up the plan and setting objectives, Concept of brand positioning, brand image and brand equity,

UNIT IV AD AGENCY AND ITS STRUCTURE 9

Introduction to major ad agencies in India, Structure and functioning of an ad agency, Role of copy writer and creative director

UNIT V WEB ADVERTISING 9

Internet as a medium of advertising, Evolution of web advertising, Types of web ad, Web portals and ad revenue

TOTAL: 45 PERIODS**REFERENCES :**

1. ASCI code of advertisement
2. Advertisement code of Doordarshan
3. Advertising Copywriting, Philp Warad Burton Grid
4. Creative Advertising- Theory and Practice by Andre E. Mariarty
5. Advertising Management by Dr. MM Varma,
6. Break ke Baad by Sudheesh Pachauri
7. Handbook of Advertising Management by Roger Barton, McGraw Hill Pub.
8. Principles of Marketing, Philip Kotler, Prentice Hall, New Jersey
9. Media Planning by J R Adams, Business Books, 1971
10. Consumer Behavior by Leon G. Schiffman and Leslie Lazar Kanuk, Prentice Hall India
11. Essentials of Management by Harold Koonz and Heinz weihrich, Mac Graw – Hills

XM 9018

MEDIA PLANNING

**L T P C
3 0 0 3**

UNIT I

9

Media planning: Definition- need and importance of media planning in advertising-Aperture concept in media planning- Media Planning department.

UNIT II

9

Media Buying – Media Characteristics- Newspapers – Magazines –Television- Radio-Direct Response – Out door- pros & cons .Media mix.

UNIT III

9

Media planning: Information Sources and analysis-marketing sources, Creative sources& Media sources- Setting Media Objectives: Audience objective & Distribution Objective.

UNIT IV

9

Developing Media strategy – Main components of media strategy –Media Environment – Calculating cost efficiency in media planning –Testing the media plans.

UNIT V

9

Implementation and control of media plan –Use of computers in Media planning –linear programming, Stimulation models, and formula models.

TOTAL: 45 PERIODS

REFERENCES

1. Media planning Work book, WilliamB.Goodrich, Jack.Z.Sissors.5th Edition, 1996, NTC Business Books.
2. Advertising & Media Planning ,Jack Z.Sissors, Lincoln Bumba Third Edition,1991,NTC Business Books

XM 9019

GRAPHIC PRODUCTION

**L T P C
3 0 0 3**

UNIT I

9

Introduction to Printing Technology: Size and scope of Printing Industry- Organization. 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.

UNIT II

9

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.

UNIT III **9**

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. Digital Proofing, Moving and Storing Data.

UNIT IV **9**

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

UNIT V **9**

Paper and Ink for Printing Industry. Paper- Types. Recycled papers. Price of papers. Ink- 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.

TOTAL: 45 PERIODS

REFERENCES:

1. **Graphic Communication (1999)** by Aruthur Turnbull. Sage publications. New Delhi, INDIA. First edition.
2. **Newspaper design (2000)** N Y Harlod Evans. Sage publications. London, First edition
3. **How To Be a Graphic Designer Without Losing Your Soul (1997)** by Adrian Shaughnessy - Publisher: Princeton Architectural Press. Fock land. Second edition.
4. **Designing Effective Communications (2001):** Creating Contexts for Clarity And
5. Meaning .by Jorge Frascara (Editor) Publisher: Allworth Press.U.S.A. First edition
6. **In Design Type : Professional Typography with Adobe InDesign CS2 (1995)** by Nigel French- Publisher: Adobe Press. Netherland. Second edition.
7. **Golden trends in Printing Technology (1996);**by V S Krishnamurthy. Sage publications. New delhi. **First edition.**

AIM:

It is designed to cover a broad view of photography as an Art form and the influence photography has had on our lives. Students will learn about the history and evolution of photography, the study of composition, lighting, portrait work using props in a structured setting and in nature.

OBJECTIVES:

- To recognize the role that the art elements and principles of design play in composing images.
- To learn the craft aesthetically and historically through the study of slides, critiques and readings
- To enable students specialise in any of their interested form of Photography.

UNIT I CONCEPTS & TECHNIQUES 9

Composition, Rule of third, Aperture, Shutter speed, Depth of field, History of Photography, Colour theory and Colour psychology, Exposure, Double exposure, Different Photographic techniques.

UNIT II PHOTOGRAPHIC LIGHTING 9

Characteristics of Light -Source, Intensity, Quality, Colour, Direction & Contrast, Exposure and Light meters. Lighting on location -Fill, Reflectors& Flash. Studio Lighting- Light Sources, Mixed Light sources& Filters

UNIT III PHOTOGRAPHY FORMS 9

Advertising Photography, Fashion Photography, Concept Photography, Food Photography, Black & White Photography, Portrait, Architecture Still Life and Landscape Photography.

UNIT IV DIGITAL PHOTO IMAGING 9

Digital Cameras-Megapixel, Image sensors- CCD, CMOS, Resolution, Aspect Ratios, Colour, Sensitivity, Image Quality, Frame rate. Image Compression and File formats. Different Lenses, Mobile Camera, Digital manipulation -Photoshop

UNIT V PHOTOJOURNALISM 9

History of PhotoJournalism-Essential elements of News photography-Responsibilities of Photojournalists-Different types of news photographs and Picture stories.

TOTAL : 45 PERIODS

TEXT BOOKS

1. John Schaefer. Basic Techniques of Photography. Boston: Little, Brown and Company, 1992.
2. Henry Horenstein. Beyond Basic Photography. Boston: Little, Brown and Company, 1977.

REFERENCES

1. On Photography, Susan Sontag, The Noonday Press, Farrar, Straus and Giroux, New York, 1977.
2. Cape Light, Joel Meyerowitz, New York Graphic Society, Boston, 1978.
3. Photographic Lighting, John Child, Mark Galler, 3rd Edition, Focal Press, 2008.

AIM:

To sensitize students about the intricacies concerning environmental coverage in the media.

OBJECTIVES:

- To know the implications of the Environmental (Protection) Act, 1986.
- To know about various natural resources and their associated problems.
- To find ways to tackle the issue of environment versus development in the media.

UNIT I NATURE OF ENVIRONMENTAL STUDIES 9

Definition – ecology, environment - Scope and importance - Different eco-systems - Interdisciplinary nature of environmental studies - Need for public awareness – The Environmental (Protection) Act, 1986.

UNIT II NATURAL RESOURCES AND ASSOCIATED PROBLEMS 9

Forest resources: use and overexploitation, deforestation, mining, dams and their effects on forests and tribal people - Water resources: use and over-utilization of surface and groundwater, floods, drought, conflict over water, dams (benefits and problems) - Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources - Food resources: world food problem, changes caused by agriculture effects of modern agriculture, fertilizer-pesticide problems - Energy resources: growing energy needs, renewable and non-renewable energy sources, use of alternative energy sources - Land resources: land as a resource, land degradation, man induced landslides, soil erosion and desertification - Equitable use of resources for sustainable lifestyle.

UNIT III ENVIRONMENTAL POLLUTION 9

Definition - Causes, effects and control measures of air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards - Solid waste management: causes, effects and control measures of urban and industrial wastes - Zero waste technologies - Role of an individual in prevention of pollution - Pollution case studies.

UNIT IV SOCIAL ISSUES AND ENVIRONMENT 9

From unsustainable to sustainable development - Urban problems related to energy - Water conservation, rainwater harvesting, watershed management - Resettlement and rehabilitation of people - Environmental ethics - Climate change, global warming, acid rain, ozone layer depletion, sea level rise - nuclear accidents and holocaust - Wasteland reclamation - Consumer and waste products.

UNIT V ROLE OF MEDIA 9

Science, technology and environment - Major environmental production bodies and institutions in India and abroad - Development and environment - Designing environmental media programmes - Use of media for environmental messages - Moving from peripheral environmental coverage to holistic coverage - Media in environmental management.

TOTAL : 45 PERIODS

TEXT BOOKS

1. Brennan, Scott R., and Jay Withgott. Environment: The Science Behind the Stories. 2003.
2. Park, Chris. The Environment: Principles and Applications. UK: Routledge, 2001.

REFERENCES

1. Lee, Norman, ed. Environmental Assessment in Developing and Transitional Countries: Principles, Methods and Practice. UK: John Wiley and Sons, 2000.
2. Luhmann, N. Ecological Communication. Chicago: Chicago University Press, 1989.
3. Woodward, F.I., ed. Ecological Consequences of Global Climate Change. Vol.22, Academic Press, London, 1992.

PRACTICALS

XM 9022

ADVANCED WEB TECHNOLOGIES LABORATORY

**L T P C
0 0 4 2**

LIST OF PRACTICAL:

1. Introduction to .Net framework.
2. a) Design Login form with validation.
b) Design Registration form with validation of email address, date of birth, blank field, telephones and mobile numbers etc.
3. Design form, make it a class, create its object and access it from another form.
4. Design student class, marks class, inherits it in result class and access it using form.
5. Create instance of class using new operator of above example.
6. Design mark sheet of student using XML file and dataset.
7. Design employee details with help of database (back-end) using data adapter, data reader and datasets. Use data grid to display result.
8. Generation of database (data table) of employee or student with help of data tables of .Net.
9. To use multiple table design example of employee and department.
10. Design registration form of college using text box, text area, radio list, check list, button etc. using Autopostback property.
11. Simple application for following function: (1) Login (2) Surfing (3) Logout taking into considerations (Application, Session, Server object, global .asa file and their events, methods and collection) also demonstrates enabling and disabling of session.)
12. Creation of file, entry, reading data from a file.
13. Using components create:
 - (1) Advertisement (using Ad rotator)
 - (2) Book example (using Next function)
 - (3) find capabilities of browser (Browser object capabilities)

TOTAL: 60 PERIODS

XM 9023

XML AND WEB SERVICES LABORATORY

**L T P C
0 0 4 2**

1. Create an XML document to store an address book.
2. Create an XML document to store information about books and create the DTD files.
3. Create an XML schema for the book's XML document from exercise 2.
4. Create an XML document to store resumes for a job web site and create the DTD file
5. Present the book's XML document using cascading style sheets (CSS).
6. Write an XSLT program to extract book titles, authors, publications, book rating from the book's XML document and use formatting.
7. Use Microsoft DOM to navigate and extract information from the book's XML document.
8. Use Microsoft DSO to connect HTML form or VB form to the book's XML document and display the information.
9. Create a web service for temperature conversion with appropriate client program.
10. Create a web service for currency conversion (at five currencies) with appropriate client program.

TOTAL: 60 PERIODS

XM 9024

**DOCUMENTARY AND SHORT FILM PRODUCTION
LABORATORY**

**L T P C
0 0 4 2**

FILM PRODUCTION

LIST OF PRACTICALS

- (1) Preproduction** (a) Script in proper format and length (b) Script breakdown and schedule for shooting (c) Detailed budget
- (2) Production** (a) Shooting principles and pickup photography by deadline (b) Work as crew member on at least one other person's film
- (3) Post-production** (a) Film Editing (b) Synchronization of sound track (c) Mixing all sound into a composite sound track
- (4) Production book** Including all notes, budget and receipts, breakdown, camera reports, editing logs, mixing cue sheets, talent releases, music license, etc.
- (5) Evaluation of finished film** (a) Effectiveness of storytelling (b) Technical considerations: focus, clarity of sound, editing (c) Aesthetic considerations: style,

pace, creativity

TOTAL: 60 PERIODS

REFERENCES:

1. Arijon, Daniel. Grammar of the Film Language. Beverly Hills, CA: Silman-James Pr.,1991.
2. Bernstein, Steven. The Technique of Film Production. Boston: Focal Press, 1988. Bloedow, Jerry. Filmmaking Foundations. Boston: Focal Press, 1991.
3. Box, Harry C. Set Lighting Technician's Handbook: Film Lighting Equipment, Practice and Electrical Distribution. Boston: Focal Press, 1993.
4. Brown, Blain. Motion Picture and Video Lighting. Boston: Focal Press, 1996.
5. Carlson, Verne, & Sylvia Carlson. Professional Lighting Handbook, Boston:Focal Press, 1991 Courter,

XM 9025

INTEGRATED MARKETING COMMUNICATION LAB

**L T P C
0 0 4 2**

EXERCISES

- Case studies focusing on Theories, Models of Advertising, Anthropological, Sociological and Psychological Perspective.
- Case studies on Brands and Branding—Identity, Strategy, Positioning and Management.
- Case studies on Creative Thinking, Ideation, Copy Writing for Press, Radio, Television, Internet and Outdoor Campaigns
- Case studies on Operations Management, Event Marketing, Managing New Media and e-Business.
- Case studies on integrated marketing communication comprising on pr, sales promotion, advertising.
- Creating concepts for 360 degree campaign for a product of the company
- Using IMC strategy create concepts for a service oriented campaign.
- Create and plan innovative Digital Marketing Technology for a product to enhance sales profit
- Analyse International Media business and Marketing strategy. Analyse Cross-Media Ownership

TOTAL: 60 PERIODS

LIST OF PRACTICALS

Create a 2D and 3D Animation for the following items using the appropriate softwares.

1. Create multiple objects using Pen tool and animate the same
2. Create and animate text using Flash
3. Create a human character using lines and animate
4. Create a key frame animation using library and symbols in Flash
5. Create an object and text animation using Tweening methods
6. Create masking animation using Flash
7. Create background using multi-layer techniques in Flash
8. Create animation with sound
9. Create multiple objects using standard Primitives in 3D Studio Max
10. Convert 2D objects into 3D objects
11. Create an animated 3D titling with sound
12. Create an object/ character highlighting texturing using 3D Studio Max
13. Create multiple objects with different lightings using 3D Studio Max
14. Create a human character using Character studio and animate the same
15. Create a walk-through using 3D Studio Max.

TOTAL: 60 PERIODS

The students will have to prepare

1. Black & White Pictures focusing on shapes, patterns and textures
2. Familiarizing with different concepts.
3. Picturising Formal and Informal Portraits.
4. Indoor and outdoor Lighting
5. Pictures on Advertising Photography, Fashion, Food, Architecture, Automobile, Landscape

TOTAL: 60 PERIODS

XM 9028

**GAME DESIGN AND DEVELOPMENT
LABORATORY**

**L T P C
0 0 4 2**

LIST OF PRACTICALS

1. Basic game structure and overall finite-state machine, including loading content, menu system, play start-up and cleanly terminating.
2. Timebox 2: Basic gameplay including 3D sound and interactivity. Packaging, compression and installation packages.
3. Timebox 3: Adding richness through better graphical models, shaders, sound system, AI behaviors and physics.
4. Final Project: Continued development, forecast for the future and game post-mortem

TOTAL: 60 PERIODS