PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

- To make effective content producers for different news and entertainment media.
- To craft the use of information, communication, technology for development.
- To impart specialized skills in dissemination of information and messages through diverse media and to serve as agents of change.
- To develop critical thinking about the media and its processes.
- To practice how to undertake media research for various purposes.
- To accelerate social development effectively through communication methods.
- To inculcate scientific temper through communication.

PROGRAMME OUTCOMES (POs):

- The student can use different communication and media tools in an effective manner.
- The students can create / produce different format of news and entertainment content for different media.
- The Students can apply their creative skills in various communication and related sectors.
- The students can enter into the media teaching and research areas.
- The students equipped with lots of soft skills required for managerial and high-profile jobs.
- The students can plan, develop and implement communication and development projects at local, regional and global levels.
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| 2      | EA7202      | Electronic Journalism                 | PC       | 3              | 3  | 0  | 0  | 3  |
| 3      | EA7203      | Statistical Techniques                | PC       | 3              | 3  | 0  | 0  | 3  |
| 4      | EA7204      | TV Programme Production               | PC       | 3              | 3  | 0  | 0  | 3  |
| 5      | EA7205      | Web Designing                         | PC       | 3              | 3  | 0  | 0  | 3  |
|        |             | **PRACTICAL**                         |          |                |    |    |    |    |
| 6      | EA7211      | TV Program Production and Editing Lab | PC       | 4              | 0  | 0  | 4  | 2  |
| 7      | EA7212      | Web Designing Labs                    | PC       | 4              | 0  | 0  | 4  | 2  |
| 8      | EA7213      | Media Seminar                         | EEC      | 4              | 0  | 0  | 4  | 2  |
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OBJECTIVES

- To create opportunities for professional and creative expression through Digital cameras.
- To inculcate aesthetic sense involved in creativity.

UNIT I  CAMERA

UNIT II  COMPOSITION
Basic Shots and Camera Angles, FIVE C’S of Cinematography, Composition - View point and Camera angle-Eye Level, Low and High, Balance- Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast- and Colour, Framing, various Perspectives.

UNIT III  COLOUR AND LIGHTING

UNIT IV  LENSES AND FILTERS

UNIT V  PRODUCTION TECHNIQUES
Feature, Documentary and Short film through still and video, Digital Manipulation and Digital Printing essentials - Video recording in DSLR Cameras, practice in single and multicamera production, use of video cameras and mixer and other necessary things for production.

TOTAL (45 + 30): 75 PERIODS

OUTCOMES

- To recognise the principles of good composition
- To develop an individual style in representing the society through creativity.

TEXTBOOKS

REFERENCES
EA7102

CONTEMPORARY MEDIA

OBJECTIVES

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

UNIT I TRADITIONAL MEDIA

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

History of the print media; various types of print media, history of newspapers in India, reach, advantages and importance of print media.

UNIT III RADIO

Invention and Development of Radio medium, Radio Broadcasting since its inception in world and India, Radio Technology, AM and FM transmission, audience and reach.

UNIT IV TELEVISION

Television – origin and development, nature, scope, audience, genre, functions of television; commercial and public service, state and private sectors’ expansion; potential for future development, PrasarBharati Broadcasting Corporation

UNIT V NEW MEDIA

New Media – origin and development of Internet and mobile media, 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

OUTCOMES

- A thorough understanding of the history of mass media around the world would be acquired.
- An in-depth knowledge of the development of mass media in India would be obtained.

TEXTBOOKS


REFERENCES

2. Roy, Barun,“Modern Student Journalism”, Pointer Publishers, Jaipur, 2004
UNIT I PRINCIPLES AND CHARACTERISTICS
Definition - Meaning and scope of journalism - Fundamental values and principles of journalism, such as truth-telling, watchdog reporting, accuracy, courage, tolerance, minimizing harm, and justice - Functions - Different Forms and Genres - Western and Eastern approaches - Various characteristics - Role of Journalism in democratic society, popular theories related to Journalism.

UNIT II NEWS GATHERING PROCESS
News gathering techniques - Importance of sources - Types of sources - Credibility - Identifying, establishing and maintaining contacts - Confidentiality – Beat: Types of beats, Skills required for the various beats - Follow-up the stories.

UNIT III DEVELOPING THE NEWS AND NEWS VALUES

UNIT IV NEWS WRITING AND EDITING

UNIT V NEWS ETHICS, LAW AND SOCIETY

OUTCOMES
• After this course the students will able to understand the principles involved in journalism
• Students can write and make news articles for different media
• They can practice the journalism with ethical and legal binding

TEXTBOOKS
1. Tony Harcup, Journalism Principles and Practice, Vistaaar, New Delhi, 2005.
2. Barun Roy, Modern Student Journalism, Pointer Publisher, 2004

REFERENCES
10. Shahzad Ahmad, “Journalism news coverage “, Anmol, 2005
OBJECTIVES
- To make students aware of the characteristics of radio medium.
- To learn about radio programming formats and its presentation.
- To impart knowledge on radio production management.

UNIT I INTRODUCTION OF RADIO MEDIUM

UNIT II RADIO PROGRAMMINGFORMATS

UNIT III PRESENTATIONTECHNIQUES

UNIT IV PRODUCTIONMANAGEMENT
Three phases of production management: 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; Radio advertising: tariff; Subject research; Feedback and Analysis of existing formats, its form and content as a distinctive characteristic of certain radio styles.

UNITV INNOVATIVEDEVELOPMENTSINRADIOCOMMUNICATION

TOTAL (45 + 30): 75 PERIODS

OUTCOMES
- The students will come to know the difference between the features of radio and other mediums.
- The students will be able to write scripts for radio programmes and understand the principles involved in producing various programming formats.
- The students will have an understanding on presentation techniques and radio production management.
TEXTBOOKS
1. How to do community radio – Louie Tabing and UNESCO 2002

REFERENCES
1. Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
2. All India Radio, Audience Research Unit, Prasar Bharat, 2002

EA7105 THEORIES OF COMMUNICATION L T P C
3 0 0 3

OBJECTIVES
- To understand the importance of the communication theories.
- To understand the importance of the communication models.
- To gain knowledge of traditional and folk media

UNIT I COMMUNICATION
Communication: Definition, elements – Nature and process of human communication – functions and types of communication – barriers to communication - Kinds of mass communication; types of mass media – trends in communication down the ages.

UNIT II APPROACHES TO COMMUNICATION THEORIES
Power of the media and approaches to media – Mass society, propaganda model, cybernetic tradition, functional approach – technological determinism – political economy approach – powerful media Vs limited effects tradition

UNIT III THEORIES AND MODELS OF COMMUNICATION

UNIT IV COMMUNITY AND FOLK MEDIA
Folk media: puppetry, street plays, folk songs, folk dance etc. – community media – Interpersonal and small group approaches: Large group approaches – Traditional media for development – Traditional and modern media as vehicles of inter-cultural communication.

UNIT V PRESS THEORIES

TOTAL: 45 PERIODS

[signature]
DIRECTOR
Centre For Academic Courses
Anna University, Chennai-600 025
OUTCOMES
- To familiarize the students with the theories and models of communication.
- To make students understand the role and importance of communication.
- To get students introduced to community media and folk media.

TEXTBOOKS

REFERENCES

EA7111 COMPUTER GRAPHICS LABORATORY

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
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<tbody>
<tr>
<td>An introduction to basic concepts and software dealing with image manipulation, web graphics and basic 2D animation.</td>
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<tr>
<td>Understanding of Multimedia</td>
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<tr>
<th>UNIT I BASICS OF GRAPHICS</th>
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<tbody>
<tr>
<td>Line drawing: straight-line drawing, free-hand drawing – Vector graphics, raster graphics, pixels.</td>
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<td>Typography: Fonts and Typefaces – Photoshop</td>
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<tr>
<th>UNIT II WORK SPACE IN PHOTOSHOP</th>
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<tr>
<th>UNIT III MANIPULATION OF IMAGES</th>
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<th>UNIT IV INDESIGN</th>
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<th>UNIT V PRACTICE ON GRAPHIC SOFTWARES</th>
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<tbody>
<tr>
<td>Training in the computer lab on Photoshop and Indesign to create Logo, Visiting card, Letter Head, Brochure, Pamphlets, Danglers, Leaflets, Posters, Book Cover, CD cover, greeting card and other printing materials. Designing 3D buttons, Menus - Product cover design - Package cover Designing - Designing an Invitation- Developing graphic Backgrounds and Layouts. Creating and designing Newsletter -Designing a Calendar - Designing a Print Advertisement for Newspapers and Magazine.</td>
</tr>
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TOTAL :60 PERIODS
OUTCOMES
- To train students with a sound understanding of multimedia
- To create a basic web page.
- To train students with sound knowledge of multimedia

TEXTBOOKS

REFERENCES

EA7112 WRITING FOR MEDIA

OBJECTIVES
- To introduce students to writing techniques for various media.
- To understand the importance of writing and the role of script/copy writer in media.

UNIT I BASIC TOOLS OF WRITING

UNIT II WRITING MEDIA RELEASES

UNIT IV SCRIPTING FOR FACTUAL PROGRAMMES
Inverted Pyramid, Writing for Documentaries, Print Research, Field Research and Interview Research, Distinguishing the ‘top’ of the issue and ‘heart’ of the issue and ‘branches’ of the issue. Writing POV, The elements of pacing – Rhythm and tempo, The elements of progression – social progression, Personal progression, Symbolic Ascension, Ironic Ascension

UNIT III SCRIPTING FOR FICTIONAL PROGRAMMES
Understanding the plot of the story - Arch plot, mini plot, Anti-plot, Character age, education and socio-economic background of the characters, types of scripts for fictional – single and dual column scripts, Screenplay, Dialogues, Voice-over scripts, Narration – First person narration and voice of god.

UNIT V SOFTWARE APPLICATION FOR SCRIPTING
Uses of various commercial software’s for scripting and pagination, formatting your screenplay, organizing related documents, storyboarding, saving notes. Software’s to work offline and backup your script online. Plagiarism checker, Grammar, style and punctuation software’s. I-news software’s for calculating time for voice over’s.

TOTAL: 60 PERIODS
OUTCOMES
At the end of the semester the students will be able to:
- Students will be able to understand the nuances of writing for various media & efficiently develop and write scripts for both fictional & factual programmes.
- Students will learn how to use various commercial software’s for script and screenplay etc.,

TEXTBOOKS

REFERENCES

EA7201 ADVERTISING PRODUCTION
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.

UNIT I ADVERTISING ENVIRONMENT
Culture and advertising, Globalisation and localization in advertising, Theoretical framework - AIDDE, SWOT, Media Mix, Audience analysis and buying behavior, Segmentation, targeting and positioning, Ethical and legal issues, Advertising strategy and approaches, Advertising design - Generating ideas - Creativity.

UNIT II PRINT PRODUCTION
Transforming advertising ideas into print, copy writing, Principles of design, layout, appeals, Creating types and visuals, out of home advertising.

UNIT III RADIO AND TELEVISION COMMERCIAL
Radio commercial formats - script-approaches to radio commercials, Television commercial formats - script-story board - TV commercial production style - audio visual elements, measuring radio and television audience - selecting time period

UNIT IV NETVERTISING
Designing for Interactive medium - Banners pop ups and online sponsorship-search engine optimization - pay per click - social media marketing - mobile advertising - measurement and evaluation techniques. Segmenting - evaluating and selecting target audience. Monitoring and evaluation.
UNIT V SELLING YOUR IDEAS
Case Study of Popular brands-Integrated Marketing Communication-Client Pitches, Selling your ideas, Making presentation, Brand Building.

TOTAL : 45 PERIODS

TEXTBOOKS

REFERENCES
1. Chunawala and Sethia - Advertising Principles and Pratices, Himalaya, New Delhi,

EA7202 ELECTRONIC JOURNALISM

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

UNIT I INTRODUCTION TO ELECTRONIC JOURNALISM
Origin and Development of Electronic News Broadcasting, Differences between Print and Electronic Journalism, Consumption pattern of news in Television, Radio and Online, Importance of Sound and visuals, Emergence of electronic news gathering tools and practice.

UNIT II RADIO NEWS PRODUCTION

UNIT III TELEVISION NEWS PRODUCTION
TV News room work process, Basics of TV News, sources and contacts, news research and planning, hour glass structure, TV interviewing techniques, Piece-to-camera, Process of Live inputs, News anchoring.

UNIT IV ONLINE JOURNALISM
Development of the online news media, Features of online media: interactivity and hyper-textuality, online storytelling, Presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative - Identification of relative stories for hyper-linking, Search engine optimization (SEO), user engagement, user generated content, Use of Twitter, Facebook, YouTube, Flickr, LinkedIn, blog.

UNIT V TECHNOLOGIES FOR ELECTRONIC JOURNALISM
Outside Broadcast van and its functions, Mobile technology and its role in aiding news coverage, Bi-media reporting, convergence newsroom, Multi-skilling, broadcasting software’s.

Final Assignment:
At the end of the semester the students will be assigned individually or as group to work on an assignment. They will produce a two minutes news feature– for radio/ television / online individually (Which will be called ‘news day assignment’) and submit for evaluation, at the end of the semester.

TOTAL: 45 PERIODS
OUTCOMES
- Developing aptitude for electronic news gathering and reporting.
- Impart skills of news writing for radio, television and online media.
- Understanding the structure of news room and its functioning
- Expose to the latest technology in Electronic Journalism.

TEXTBOOKS

REFERENCES
1. N.C Pant, Modern Journalism, Kanishka Publishers, 2002
5. Lynette Sheridan Burns, Understanding Journalism, Vistaar Publications, 2006

EAT7203

STATISTICAL TECHNIQUES

OBJECTIVES
- To make the students acquire a sound knowledge in statistical techniques that model engineering problems.
- The Students will have a fundamental knowledge of the concepts of probability.

UNIT I
INTRODUCTION TO STATISTICS

UNIT II
PROBABILITY
Definition, Types. Types of variables – Organizing data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye’s theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT III
DESCRIPTIVE STATISTICS AND STATISTICAL METHODS
UNIT IV STATISTICAL INFERENCE

UNIT V WORKING WITH DATA’S
Applications of Statistics in social sciences research- Classification of different data- Data analysis- Introduction to software’s for statistical analysis- Introduction to Excel- Data conversions, entering data into excel-conducting different tests in excel. Introduction to SPSS- Conducting statistical test for different research studies- Need of the statistical test, Results- Descriptive Analysis with data, Elementary statistical approaches-Mean, Median, Mode. Conducting Inferential Statistical Test using the software’s- Representation and writing of the data’s as Reports.

TOTAL: 45 PERIODS

OUTCOMES
- At the end of the course students can do statistical analyses
- Students can do small projects, data interpretation on their own
- Students are able to produce more in-depth data outputs

TEXTBOOKS
2. Social Research and Statistics by R.N. Mukerjee, VivekPrakashan, Delhi
3. Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage: 1933

REFERENCES

EA7204 TV PROGRAMME PRODUCTION

OBJECTIVES
- To make acquainted with different formats of TV programmes both Fiction &Non-fiction.
- To develop writing and creative skills for television concepts and production.
- To have a critical assessment of the programmes broadcast in various channels.
- To make the student well verse in all aspects of Indoor and outdoor production.

UNIT I IDEATION AND PLANNING
UNIT II VIDEO FORMATS
Types of video programmes - fiction and non-fiction shows - news versus entertainment - educational and enrichment channels and Introduction of Universal formats like Magazine, Reporting, Drama, Testimony, Game shows, Montage, Discussion, Interviews, Actuality and Demonstration - Understanding the effects of television to make better programmes for the benefit of society - Antisocial and pro-social effects of Media content, Uses and Gratifications, Cultivation of Perceptions of Social Reality - Social Impact of Television programmes.

UNIT III TV GENRES
Essence of various promos, medley, trailer, countdown, teaser - television genres - Debate, Talk shows, Commercials, Public service announcements, celebrity programmes, comedy shows, and sitcoms – difference in production styles for Sci-fi, Horror, Action, Fantasy, Animated, Travelogues, Mythological, historical, supernatural, suspense, thriller, crime stories, cookery, children enrichment programmes, personality development and counseling, programme for women empowerment, youth, entrepreneurial, traffic & weather information, agriculture, health and fitness programmes – film based programmes, reviews –

UNIT IV EDITING TECHNIQUES

UNIT V PACKAGING AND LIVE SHOWS
Packaging style of television programmes adapted by different channels - Hot Switching, Tent polling, Block, Cross, Bridging, Counter, Day parting, Hammocking, Stacking and Theming styles - Thematic videos, sports coverage, sports quiz - Live and Deferred Live programmes coverage for award functions, marathon or cultural importance and folk art - Special programmes for festivals. Critical analysis of relevant case studies, character development – catharsis - Social Impact

TOTAL: 45 PERIODS

OUTCOMES
- Thorough understanding about pre-production and production process in video production.
- The students will gain knowledge on copywriting and production techniques involved for television, web and films.
- The students will be able to distinguish and produce different genres of video programmes for media industry.

TEXTBOOKS

REFERENCES
OBJECTIVES

- To divulge the guidelines for creating an effective web page
- To impart the necessary skills for designing and developing a Website.
- To learn the language of the web: HTML, CSS and JavaScript.

UNIT I  HYPERTEXT MARKUP LANGUAGES  9
Internet, Basic Terminologies, Website: information architecture, user interface, site structure, navigation, layout, colors, fonts and imagery. Elements of a good website design: design principles and design elements. Steps involved in creating a website: user needs, mock design, functional design, testing and implementation. 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.

UNIT II  HYPERLINKS, FORMS, MULTIMEDIA CONTENTS  9

UNIT III  CASCADING STYLE SHEETS  9
Introduction to CSS, Different ways to incorporate Styles, Styles - Background, Text, Font, Link, Lists, Tables, Border, CSS Pseudo Elements, separate style sheets for print and screen, Print Media: controlling line breaks, The box model: Styling with content, padding, borders and margin. using margins to separate and position, CSS Positioning: static, relative and absolute. CSS Floating: Floated elements and their margin, Transparency Effects: CSS transparency and "see-through" effects.

UNIT IV  INTRODUCTION TO SCRIPTING LANGUAGE  9

UNIT V  JAVASCRIPT OBJECTS  9

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to

- Define the fundamental terms and concepts related to web development
- Logically separate the content from style.
- Develop a full-fledged website using HTML5, CSS and JavaScript

TEXTBOOKS
REFERENCES
1. Jon Duckett, “HTML and CSS”, John Wiley & Sons

EA7211    TELEVISION PROGRAM PRODUCTION AND EDITING LAB

L T P C
0 0 4 2

OBJECTIVES
- To make students aware of the script writing for video formats.
- To learn about video production with single and multi-camera shoot.
- Developing skills of writing proposals, storyboard and budget before creating a video programme.
- To impart knowledge on creating unique programmes and concepts.

EXERCISES
The following video formats to be created after developing the script for individual assignment. The faculty can assign further creative assignments to suit the video practices.

UNIT I    SCRIPT & EDIT
Multiple TV jingles will be created by the students which will give an overall idea and to create CG based titles and punch lines to define the programmes. They will be also working on use of fonts and colours for credits, super and title cards based on the genres of the programmes.

UNIT II    TRAILOR PRODUCTION
Students need to create teaser, promos, trailer, and montage as asked by the faculty. They have to develop scripts for PSA for television based on some of the burning issues or enriching the public needs. Single anchor shoot and POV shots to be implemented in production.

UNIT III   FORMATS PRODUCTION
At least any two of the mentioned formats like Magazine, Testimony, Game shows, Discussion, Interviews, Actuality and Demonstration should be practiced by the students and even wrap-up formats can be suggested by the faculty. Feature on current topic, Quiz programme as essential and discussed in class.

UNIT IV    GENRES PRODUCTION
Few of the following genres of TV programmes like comical, Horror, Travelogues, Historical, Supernatural, suspense, thriller, crime stories, Cookery, children enrichment programmes, personality development and counseling programmes to be attempted by the students from scripting to production. Special programme (Thematic videos, sports coverage, Award function, Documentary, etc).

UNIT V    EDITING TECHNIQUES
Working with tolls, a brief introduction about interface, importing the footage with the correct codec settings. Working with Short cut key, media management customizing the hot keys, 3 and 4 point editing. Working with audio. Insert the clip, overlap the clips scale the footage. Working with freeze frame. Rotation and animation. Trimming with different tools, grouping the projects and working with multiple sequence under different projects, applying filters. Key frame animation. Working with Alpha Values Color Grading, Masking, Sound editing, Adjusting Audio levels, wave form Editing, Audio Filters, Rendering, Export setting, Codecs, Export for various media.

TOTAL: 60 PERIODS
OUTCOMES
- Students will be creating video programmes for television, web and mobile phones practically.
- Students will have full-fledged knowledge in shooting, editing and finishing on video.
- This lab will enable the students to record and shoot audios/videos in various genres and then edit the same on the non linear editing systems.

TEXTBOOKS

REFERENCES

EA7212 WEB DESIGNING LABORATORY

L T P C
0 0 4 2

OBJECTIVES
- To Acquire the knowledge and skills to design and develop a website
- To acquaint with HTML, CSS and JavaScript
- To impart the skills required to construct a web site that conforms to the web standards'

UNIT I HYPERTEXT MARKUP LANGUAGES
1. Create a basic webpage using different presentation tags
2. Insert Images and tables
3. Create different types of Lists.

UNIT II HYPERLINKS, FORMS, MULTIMEDIA CONTENTS
1. Create external and internal hyperlinks, Image Mapping, Mail Links
2. Create registration forms using all the form elements
3. Include Multimedia Elements in the website

UNIT III CASCADING STYLE SHEETS
1. Create a CSS template for the website created above.
2. Create a box model using CSS
3. Skin a menu with CSS: Styling Navigational Links
4. Print Media: Style for Print

UNIT IV INTRODUCTION TO SCRIPTING LANGUAGE
1. Validate the website using Javascript objects
2. Creating dynamic Calendar, TimeStamp and Banner
3. Programs related to Event handling, Events, and Error handlings

UNIT V JAVASCRIPT OBJECTS
1. Programs related to Window and Document objects
2. Programs related to javascripts objects and methods
3. Design and Develop a professional interactive and dynamic website

TOTAL: 60 PERIODS
OUTCOMES
- Understand the importance of learning web designing.
- Demonstrate how to separate design from content using CSS.
- Design and develop a professional website using HTML, CSS and JavaScript.

TEXTBOOKS

REFERENCES
1. Jon Duckett, “HTML and CSS”, John Wiley & Sons

EA7213 MEDIA SEMINAR

OBJECTIVES
- To understand how news media, entertainment media, Films and social media contribute to public knowledge and attitudes regarding various issues of national and international importance.
- To understand the constraints under which various media operates in reporting and explaining issues it covers.
- To understand the theoretical explanations for how audience perceive and process issues discussed in media.

Description of Course:
This Media seminar will examine how and why media construct various issues in the ways they do, and how audience process those messages as constructed by the media. The students will be attentive of news and current affairs in various news media every day. The student will be asked to follow various issues in media, analyze and present of the in their class seminars either individually or in groups every week.

Co-ordinator and Staff Mentors role:
The Co-ordinator of the Media Seminar will brief the student at the beginning of the semester and help them in identifying staff mentors according to the student final topic and staff member specialization. He / She will conduct the weekly class seminars as well as the final seminar presentation. The student’s individual topic of the seminar should be purely academic with strong theoretical background, chosen with the consent of the staff mentor and approved by the Co-ordinator.

Evaluation:
The final seminar presentation will be for 20 minutes each for individual student before all the faculty members and senior students of the department compulsorily. The seminar should be followed by a discussion and question and answers session.

The Evaluation will be similar to the laboratory, with one internal and one external. The internal marks will be provided by the Mentor of the student and External marks will be based on the final seminar presentation which will be marked by the external examiner. The attendance will be calculated and maintained by the Coordinator.
OUTCOMES

- Students able to follow news and current affairs on day-to-day basis in order to have better insight on various issues with respect to both national and international.
- To demonstrate their understanding of the overall field of media studies—its major debates, schools of thought, methodologies, and
- To be able to articulate in their oral presentations how their in-depth knowledge in news and current affairs contributes better understanding within the field of media studies.

EA7301 COMMUNICATION FOR DEVELOPMENT L T P C 3 0 0 3

OBJECTIVES

- The objective is to provide the students with a theoretical overview of the concept of the development and how it relates to the empirical experience in developing countries.
- The students are expected to learn the key concepts in development and development communication with a substantial component of field work with a foundational knowledge involved in communication task.

UNIT I DEVELOPMENT COMMUNICATION: AN INTRODUCTION 9
Definition, concept of development, Meaning of Development in context of developing countries (Emphasis upon India). Introduction to Development Communication- An overview, Key issues about development communication, understanding the scopes and uses of development communication, development journalism, community development.

UNIT II DEVELOPMENT COMMUNICATION THEORIES AND MODEL 9
Introduction to development models, theories, Diffusion of innovation, Agenda Setting, Health Belief Model, Theory of Reasoned Action/Theory of Planned Behaviour, Social Cognitive Theory, Magic Multiplier, Empathy, ACADA Model of Development Communication, P-Process Model, Participatory Development Communication, Development Communication paradigms- Dominant paradigm, alternative paradigm,

UNIT III ROLE OF MEDIA IN DEVELOPMENT COMMUNICATION 9
Role of Print, Radio, Television, New Media in Development communication. Their performances, structure and distribution of development communication programs in media, Role of internet in developing the communication, Role of development agencies, NGOs and RTI in Development Communication, Social interventions in Development Programmes, , Government schemes in India such as SITE, Kheda, Jhabua projects and AdharYojana.

UNIT IV COMMUNITY DEVELOPMENT AND ISSUES IN DEVELOPMENT COMMUNICATION 9
UNIT V PRACTISE OF DEVELOPMENT COMMUNICATION STRATEGIES IN MEDIA

Finding issues on development communication, Strategies for designing the message for print, Development Programme production for Community radio, find the issue, field work, interviewing sources, recording and publishing the program. Television programme production for development issues like health, poverty, education, civic issues, gathering information, shooting, developing the development communication program. Designing communicative materials to publish in New Media.

TOTAL:45 PERIODS

OUTCOMES
- Students can gather knowledge on different communication strategies for development issues
- Students understand the role of media in development communication
- Students can produce materials for development communication programs

TEXTBOOKS

REFERENCES
4. Development communication, Nora Cruz Quebral, College of Agriculture, University of the Philippines at Los Baños College, 1988.

EA7302 FILM STUDIES L T P C
3 0 0 3

OBJECTIVES
- To understand the functions of cinema as an institution for production and distribution of social knowledge and entertainment.
- To expose students to a variety of film styles, genres and analyze the dominant forms of popular cinema.
- To develop a critically informed sense of the history and development of film conventions, both mainstream and alternative.

UNIT I INTRODUCTION TO FILMS
Origins and Evolution of cinema, nature of cinema, critical and technical terms used in film production and practice, industrial and economic basis of commercial cinema, Production, Distribution and Exhibition of Cinema, Film genres, Story archetypes, structure of a narrative - narrative forms, Mise-en-scene , Film techniques, film form and conventions, mainstream and alternative narratives and film forms.
UNIT II  FILM THEORIES  9
Ideology in films, Authorship in Films, Auteurs film theory, Director as “Author”, structuralism film theory, Marxist Film Theories, Feminist Film Theories, Genre Theory, Psychoanalytical film theory, Formalist film theory and other theories.

UNIT III  WORLD CINEMA  9

UNIT IV  INDIAN CINEMA  9
Introduction to Indian cinema, Cinema as a source material for History, Nationalism and Indian cinema, Rise of the Indian Film industry, Hindi films Versus other regional language films, structure of Indian Films, Popular and award winning Directors and their works, National award winning movies-role of archives, film festivals and other institutions in the field of cinema - Trends in the film industry.

UNIT V  TAMIL CINEMA  9
History of Tamil cinema- Cinema as an institution – Cinema as popular culture -Influence of cinema on social, cultural economic, political milieu in India and Tamil Nadu– Understanding audiences – Censorship and regulation of films - Need for Media Literacy in society.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course,
- Students will be able to critically appreciate films from an historical perspective.
- Students will be able to apply various theories of film for studying films
- Students will understand the impact of films on society

TEXTBOOKS

REFERENCES
2. Andrew Dix, Beginning Film Studies, Atlantic Publishers, U.S.A , 2010

EA7303  MEDIA LAWS AND HUMAN RIGHTS  L T P C
3 0 0 3

OBJECTIVES
- To understand the responsibilities and ethics of media towards the Society.
- To familiarize the students with various Acts relevant to media.
- To provide a thorough knowledge of the human rights issues in India.
UNIT I INDIAN CONSTITUTION

UNIT II PRESS LAWS IN INDIA

UNIT III CODE OF ETHICS
Press Council’s code of ethics for journalists, AINEC code of ethics, ethics of broadcasting, ethics of telecasting, ethics of advertising

UNIT IV STATE OF HUMAN RIGHTS IN INDIA
Evolution of Universal Human rights, Universal declaration of Human rights, perspectives of Human rights and Human duties, state responsibility in international law, Indian perspective on Human rights. Genesis of HRs in India, Relevant articles in the Indian constitution.

UNIT V MEDIA AND HUMAN RIGHTS
Role and functions of Amnesty International, National Human Rights Commission, role, duties and functions, Declaration of rights and obligations of journalists, professional rules and practices, violation of privacy, media and human rights education, rights of people in detention, reporting on children, women’s rights, people with disabilities, ethnic minorities and refugees, reporting on war and conflict.

OUTCOMES
- The students would gain knowledge regarding the responsibilities and ethics of media.
- The students would acquire a thorough understanding of various Acts relevant to media.
- The students would be able to appreciate the issues relevant to human rights in India and the Indian media’s coverage of human rights

TEXTBOOKS

REFERENCES

EA7304 RESEARCH METHODOLOGY

OBJECTIVES
- Understand the nature and purpose of research in the creative media industry.
- Be able to apply a range of research methods and techniques.
- Be able to present results of research.
UNIT I APPROACHES TO RESEARCH

UNIT II RESEARCH PROPOSAL AND LITERATURE REVIEW
Research proposal – Research problems and limitation – Elements of research - Writing review of literature – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Abstracting – Plagiarism.

UNIT III RESEARCH METHODOLOGY

UNIT IV DATA COLLECTION
Measurement Principles-Data gathering instruments – Questionnaire, Schedules – Construction of tools – Formative research – Processes and stages, problem grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

UNIT V MONITORING, EVALUATION AND REPORT WRITING
Monitoring: Needs and purposes, types, processes, important stages of monitoring, methods and tools, monitoring to ensure proper application, data coding, data processing, data analysis and reporting findings – Evaluation: Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation in policy change. Report Writing.

TOTAL: 45 PERIODS

OUTCOMES
- To understand the scope and techniques of media research, their utility and limitations.
- The students will develop practical knowledge on quantitative and qualitative methods of research.
- The students will be able to take up independent research.

TEXTBOOKS

REFERENCES
EA7311  SUMMER INTERNSHIP  L T P C  0 0 4 2

OBJECTIVE

- The core objective of the Summer Internship is to give an opportunity to the students, industry exposure in a media organization of their choice and learn about its structure, functions and work process for a month.

- **Guidelines for Students choosing Media Organization:**
  The students will approach a reputed media organization of their choice anywhere in India. They have to get an acceptance letter from the organization for not less than a month. Internship with independent media professionals / experts will be approved only on the basis of the merit of the professionals by the Internship Faculty Co-ordinator.

- **Final Evaluation:**
  Field wise evaluation form (prepared by the department) marked signed with the seal by the supervisor/ manager of the media organization to whom the intern is reporting to should be submitted. The final evaluation will be internal evaluation, where the students have to present their learning through a brief presentation and also by submitting a report. The report should contain all their work samples. The internal reviewer panel marks and the evaluation sheet marks from the supervisor / manager from the organization are considered equally, and Marked for 100. The Internal review panel will be constituted by the Internship Co-ordinator after getting the approval from the Head of the department.

TOTAL: 60 PERIODS

OUTCOMES

- At the end of the semester, the students will be able to understand and experience the actual function of media organization, its work process, roles of professionals, importance of meeting deadlines, work culture and ethics in organization set-up.

EA7312  MEDIA PRODUCTION PROJECT  L T P C  0 0 2 1

OBJECTIVE

- The main objective of this project is to encourage the student to come up with an innovative production work in their area of specialization.

Innovative Project Guidelines:
The students in the final year are expected to specialize in an area of their interest such as-

- Advertising
- Photography
- Computer Graphics and Animation
- Journalism
- Television Production
- Audio Production
- E-Content
- Development Communication
- Gaming
- Mobile app Development and etc.

The project can be in the form of work samples / Port folio, under the guidance of a staff mentor of the Department of Media Sciences. External mentor from the industry is additional and optional. The project work should be an extension of what they have learnt in the previous semesters and should
produce work samples/ portfolio work of industry standard. The innovative project can be a real time project for an industry / client also.

**Evaluation:**
At the end of the semester the students are expected to present their work before the panel of faculties nominated by the head of the department. They are also expected to exhibit their work. Evaluation is based on the mentor’s review, innovation of their work and final presentation before the panel.

**OUTCOME**
At the end of the semester the student will:
- Produce an innovative media related production work in his area of specialization under the mentorship of a faculty member.

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**EA7401 MEDIA MANAGEMENT**

**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**

**UNIT II THEORIES OF MANAGEMENT**
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 MARKETING MANAGEMENT**
NEW PRODUCT DEVELOPMENT- Types of new products - Test Marketing a new product –Portfolio analysis, Branding - Definition, Purpose and Significance, Branding decisions -Packaging & Labeling - Purpose, Types and new trends in packaging.

**UNIT IV PERSONNEL MANAGEMENT**
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**
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.

**OUTCOMES**
- The students will manage the newspaper, broadcast station, advertising agency, public relations firm, internet or Communications Company.
TEXTBOOKS

REFERENCES
4. The Elements of Journalism, Bill Kovach and Tom Rosenstiel (Crown Publishers, 2001)

EA7411
RESEARCH PROJECT

OBJECTIVE
• The main objective of Research Project is to inculcate research interest to the students, and give them an opportunity to explore research various research techniques in the field of communication studies, and conduct research under the guidance of a faculty member and submit a thesis.

• Guidelines for Students choosing Research Topic:
The students will be allowed to choose a research topic of their choice under the supervision of a faculty member. The topics should be related communication / media studies. Inter-disciplinary studies are allowed only if there is a communication/ media element in the research topic.

• Research Project Reviews:
The students will have present before the Screening committee to finalise the topic, First-review to present their aim, objectives, scope and need for the study, Second-Review to present the review of literature and methodology, Third- review to present their findings before the research review panel. The review panel will be constituted by the Project Co-ordinator on the approval of the Head of the Department. The review committee consists of the Supervisor, subject expert and the Co-ordinator.

• Final Viva-Voce Examination and Thesis Submission:
The final evaluation will be external evaluation, where the students have to present their research findings through a presentation and also by submitting a thesis. The students have to follow Anna University guidelines for Thesis preparation. The external evaluator will be from other University / College and they will be approved by the HOD and Chairman, Science and Humanities, Anna University. The student’s thesis will be scrutinized for Plagiarism. Plagiarized works will not be considered for evaluation. The students are encouraged to present their research findings in conferences or publish their work in national / international journal with the approval from their supervisor.

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OUTCOME

- At the end of the semester the students will understand the importance of communication research, employ research techniques and tools, and gain confidence in working on a contemporary research area independently under a guidance.

EA7001 2D GRAPHICS AND ANIMATION

OBJECTIVES

- To explore both contemporary and historical animation techniques together with the fundamental principles
- To familiarize with animation production process.
- To acquaint the Scripting language for creating interactive animations, website and games.

UNIT I GRAPHICS AND ANIMATION


UNIT II PRINCIPLES AND FORMATS OF ANIMATIONS

- Introduction to Animation, Principles of Animation, Color Theory, Styles and Formats in Animation, Animation Techniques, Introduction to Stop Motion, History of Stop Motion, Frame - sequencing features: Frame by Frame Animation, Tween Animation, Masking: Static and Dynamic Mask, Text and image mask, Creating human and animal walk cycle.

UNIT III ANIMATION PRODUCTION PROCESS

- Animation Production Pipeline: Pre-Production, Production and Post-Production. Pre-Production Phase: idea, one-liner, synopsis, plot, elements of plot, script, Describing Shots: Framing the shot, angle and movement, Design: characters, background, environment and props, character construction, size relation, Expressions: Face, Hand and other parts of the body, Storyboard, Animatic, Post Production: Dialogues, Sound Design, Special Effects, Compositing Backgrounds, Compositing Cels and Objects.

UNIT IV INTERACTIVE ANIMATIONS

- Action Scripting: variables, datatypes, statements and expressions, operators, decisions making statements, looping statements, functions, user interaction, text, styles and fonts, events and event handlers: Interactivity with the mouse and keyboard, Timers and Time Driven Programming, Multitouch and Accelerometer Input, Error Handling.

UNIT V MATHS AND TRIGNOMETRY

- Calculating Angle, Radians and degrees, Cartesian Coordinate System, Coordinate system for softwares, Triangle Sides, Triangle functions: sine, cosine, tangent, Arcsine, Arccosine, Arctanget, Rotation, Movements.

OUTCOMES

At the end of the course, the student will be able to

- Define and apply design principles to the animation in their production
- Plan and develop the production of animation film starting from concept to final output
- Incorporate interactivity using scripting language.

TOTAL: 45 PERIODS
TEXTBOOKS
1. Cartoon Animation (How to Draw and Paint series) by Preston Blair.

REFERENCES
2. Christopher Finch, “THE ART OF WALT DISNEY”, Published by Abrams Publishers, New York, N.Y.
3. Frank Thomas, Ollie Johnston, The Illusion of Life : Disney Animation.
4. Dobre, Physics for Flash Games, Animation and Simulations, Published by Springer
5. Paez, “ Professional Storyboarding” Published by Focal Press

EA7002 3D GRAPHICS AND ANIMATION

OBJECTIVES
- Understand fundamental properties of animation
- Basic awareness of animation history, both technical and aesthetic
- Engage various techniques involved in movements

UNIT I CONCEPT OF 3D
Introduction 3D axis, History of 3D animation, Different type of video formats. Story – developing story for 3D Script, screen play, animatic, pre visualization, design. Character, conflict, goal, story telling principles, basic shot framing, camera movement in 3D, global surroundings.

UNIT II STUDY OF HUMAN ANATOMY
Creating a basic object, Reading anatomy - human and living organisms, breaking human anatomy into different parts. Face, facial expressions, eye movement, lip movement, Character definition. Basic poses.

UNIT III FORCES ON 3D
Timing movement of object or character, space and scale. Law of inertia, movement laws, newton’s third law, working with gravity, action – reaction, motion weight and gravity, jump, walk and run.

UNIT IV INTRODUCTION TO SOFTWARE
Introduction to software interface, tools introduction, working with transform, rotate and scale, creating a simple object using the standard objects. Editing objects, modifying the standard objects, Working with key frame animation, Creating the particles for the scene, modifying the particles, gravity, push and other particles, creating the basic human model, birds, animal character.

UNIT V COMPOSITING THE WORK FLOW
Texturing and modifying UV texture, Working with lights, applying the different light for the scene, working with camera, modifying the camera and walkthrough with the camera. Character motion, placing the bones for the character, objects, create the motion animation with rigging formats.

TOTAL: 45 PERIODS
OUTCOMES
- Students will be able to understand the physics behind the 3D animation.
- Students understand the basic movement of character.
- Can develop the idea for the 3D animation movie.

TEXTBOOKS

REFERENCES

EA7003 CHARACTER ANIMATION

OBJECTIVES
- Working with the poly to develop the character
- Walk cycle and motion of character

UNIT I 3D SURROUNDINGS

UNIT II CHARACTER
Construction of animal character- Pantomime horse construction, Cartoon four legged construction, Four type of animal locomotion – walking, trotting, cantering and galloping, walk cycle or run cycle

UNIT III HUMAN ANATOMY
Basic human anatomy – spine, rib cage, pelvic girdle, skull, shoulders, Joints- Plane joints, Pivot joints, Hingle joints, Ball and socket joints, saddle joints, Constructing the basic character, Skin, Bones, Parent and child relation in bones, child of joint, Naming conveniences of bones

UNIT IV PHYSICS IN 3D
Emotions, Eight basic efforts pressing, flicking, wringing, dabbing, slashing, gilding, thursting, floating. Body language – body postures, basic modes, palm, hand arm and leg guestures

UNIT V EMOTION FOR THE CHARACTER

TOTAL : 45 PERIODS

OUTCOMES
- Students can design the character which they sketched
- Rig the character
- Create a animatics

TEXTBOOKS
REFERENCES

EA7004 COMMUNITY MEDIA

OBJECTIVES
- The objective is to provide the students with a theoretical overview of the concept of the community and media and also how it relates to the empirical experience in the communities.
- The students are expected to learn the key concepts in community media with a substantial component of field work with a foundational knowledge involved in communication task.

UNIT I COMMUNITY MEDIA
Definition of Community and Community media; Differences between community VS commercial media; Campus media; Role of Community media; Functions of community media; Purposes behind the community media

UNIT II TYPES OF COMMUNITY MEDIA
Types of community media – Folk media, newspapers, neighbourgood newspapers – radio – TV – other indigenious community media.

UNIT III WORLD AND INDIA’S COMMUNITY MEDIA REVOLUTION

UNIT IV WRITING FOR COMMUNITY MEDIA
Community Radio – Issues – content development – writing for community radio – types and formats of community radio – Interview Techniques – the art of developing commentary and scripting narration

UNIT V CASE STUDIES
Professional Bodies – World Association of Community Broadcasters- Examples of CR in India and abroad and their impact on Development

OUTCOMES
- Students can gather knowledge on different communication strategies and media usage for community development.
- Students understand the role of media in community development.
- Students can produce programs for local communities.

TEXTBOOKS

REFERENCES
OBJECTIVES

- The main objective of this course is to understand, explain and critique the theoretical debates and empirical findings on violence, armed conflict and peace building, with specific reference to peace journalism.

UNIT I UNDERSTANDING CONFLICT 9

UNIT II TYPES OF CONFLICT 9

UNIT III CONFLICT RESOLUTION 9

UNIT IV PEACE THEORIES AND MODELS 9
Gate-keeping theory - Feedback loop model - Liberal theory of press freedom - Objectivity versus reflexivity - Deconstruction - Public service and media campaigning, Media Activism, Media Sensitization, Gender sensitive and Media, Diversity and Inclusive Media in Peace Building. Media role in Reconciliation, Trust Building, Resilience Building – Case studies.

UNIT V PRACTISING PEACE JOURNALISM 9
Peace journalism - definition - Case studies on conflict - Difference between war journalism and peace journalism - Tips for practical peace journalism, Reporting on peace proposals, talks and ‘deals’ - Follow-up stories of conflict, Johan Gauteng Model of Peace Journalism, Normative concerns and criticism, Peace Journalism and commercial media.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the semester, the students will be able to:

- Theoretical knowledge of the micro and macro origins of violent conflict
- Understand the key challenges of contemporary peace-making and conflict resolution
- 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.

TEXTBOOKS


REFERENCES

OBJECTIVES

- The key objective of this course is to introduce students to critical perspectives on global media.
- The students will also analyze Media Discourses to understand the pressing issues of media in first world and the third world countries.

UNIT I   INTERNATIONAL MEDIA LANDSCAPE

International Media and Political Nexus, Globalization, Socialist and Capitalist ideologies contradictions, Culture and Media, Corruption in Media, Media in Communist Countries such as China, Media in Conflict Zones – Afghanistan, Russia, Iran, Israel and Palestine, Audience in America, Europe and Africa.

UNIT II  CRITICAL MEDIA DISCOURSES

Media Imperialism, Media Hegemony, Diaspora and Media, Portrayal of Islam and Muslims by Western Media, Paid Media and Consequences, Commoditization of media content, Adult content in Entertainment Media – Sex, Crime dominance, Media and Identity. War, Propaganda and Media, Media Manipulation.

UNIT III  MEDIA IN DEVELOPING NATIONS

Representation of class, gender, race, religion, age in Asian media, the nature of the family, individual's values, and culture in developing countries, role of civil society in developing countries and countries in transition, Media and Diversity, Media and Democracy – Myanmar, Tibet, Coverage of Poverty in Africa.

UNIT IV  MEDIA POLICY ON GLOBAL ISSUES

9/11 Coverage by American Media, Terrorism Coverage by American and European Media, Media policy towards West Asia and Middle East, Media Coverage of Comprehensive Test Ban Treaty and Weapon of Mass Destruction, Western Media and GATT agreement, TRIPS and TRIMS, Racism, Dictatorship in North Korea, Drugs and Mafia Regimes in Italy, Mexico and Russian Federation.

UNIT V   ROLE OF INTERNATIONAL MEDIA FORUMS


OUTCOMES

- Familiarize with the richness and diversity of European, Asian and African media.
- Engage in the study of media products, debates and commentaries in a region of their choice.
- Recognize how people respond to the content of media messages and the relationship between media and the public.
- Appreciate the role of international media forums in building democratized media across the world.

TEXTBOOKS

REFERENCES

EA7007 DEVELOPMENT REPORTING

OBJECTIVES
- The objective is to provide the students with an overview of the concept of the development journalism and the different ways of collecting development news.
- The students will learn the different practices followed by the development journalists.

UNIT I DEVELOPMENT JOURNALISM- INTRODUCTION
Introduction to Development: Meaning and concept, Definition, nature and scope of Development.
Development Journalism - Development Communication-Origin and theories of Development – Third World Countries - Development communication: meaning and concept.

UNIT II DEVELOPMENT REPORTING IN INDIA, CONCEPTS & PROCESS

UNIT III WRITING FOR DEVELOPMENT ISSUES
Finding the development issues for reporting, Poverty, unemployment, child labor, government schemes, deciding the source, conducting interviews, field works, Principles followed for development report writing. Proof reading the articles, preparing news reports.

UNIT IV REPORTING FOR ELECTRONIC MEDIA

UNIT V ETHICS IN DEVELOPMENT JOURNALISM
Ethical Perspectives followed in development reporting, Roles, responsibilities and good qualities of development reporter. Discussions on different development report case studies. Analysis on different development news reports and television news published on various media.

TOTAL: 45 PERIODS

OUTCOMES
- Students can obtain knowledge in development journalism.
- Students can write and produce news reports on development related issues
- Students can produce development electronic news items for radio and television
TEXTBOOKS
1. Writing for development, Juan F. Jamias, College of Agriculture, University of the Philippines Los Baños, 1991
2. Modern Journalism Reporting and Writing By D. Sharma

REFERENCES
3. Handbook of Journalism Studies edited by Karin Wahl-Jorgensen, Thomas Hanitzsch

EA7008 DIGITAL FILM MAKING

OBJECTIVES
- To transform the creative ideas into Film
- To inculcate aesthetic sense involved in creativity.

UNIT I INTRODUCTION TO FILM MAKING
9
Scripting, Research, Feasibility Check, Preproduction planning, budgeting, Previsualisation, Script Breakdown, Scheduling, Casting, Production Designer, Location Scouting, Costume Designer, Make up Artist, Production and Postproduction.

UNIT II SHORT FILM MAKING
9
Elements of Script Writing, Characterisation, Structuring, Camera Script, Screen Grammar, Shooting techniques, Principles of Editing, Screening and video streaming.

UNIT III SOCIAL AWARENESS FILMS
9

UNIT IV CORPORATE FILMS
9
To project the profile of the company behind the brand – Identifying the target audience – bridging the relationship between the company and the consumer – showcasing the visual power- focusing the consumer. Production of safety videos, new product launch, promotional videos, testimonial videos.

UNIT V PLACES AND PERSONS OF HISTORICAL IMPORTANCE
9
Identifying of Historically important persons and places – doing background research on the subject – planning for a photo shoot to get an idea for film making – relating the subject with cultural or historical importance- indirectly serve as a tourism promotion.

TOTAL: 45 PERIODS

OUTCOMES
- To recognize rule of third and golden rule.
- To develop an individual style in representing the society through creativity
TEXTBOOKS

REFERENCES

EA7009 DOCUMENTARY PRODUCTION

OBJECTIVES
- To transform social issues into documentary
- To inculcate aesthetic sense involved in creativity.

UNIT I INTRODUCTION TO DOCUMENTARY

UNIT II DIFFERENT FORMS OF DOCUMENTARY

UNIT III DOCUMENTARY RESEARCH
Content research and conceptualizing the appropriate treatment and style, Ethical issues for documentaries, Structural analysis for documentaries. Interview technique of documentaries, Different microphones for different occasions/locations, Sound design in documentary video - Writing proposals.

UNIT IV DOCUMENTARY PRODUCTION

UNIT V APPRECIATION OF DOCUMENTARIES
Screening of world renowned documentaries - BBC Documentaries - Indian Documentaries – Local issue based documentaries, Analysing the documentaries through various media techniques. Interaction with documentary film makers.

TOTAL: 45 PERIODS

OUTCOMES
- To recognize creativity and develop interest for social issue.
- To develop an individual style in representing the society through documentary.
TEXTBOOKS

REFERENCES

EA7010 E-CONTENT CREATION L T P C 3 0 0 3

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

UNIT I NATURE AND SCOPE
Content production and management – Concepts, past, present and future of content industry Various media and contents, new trends and opportunities in Content and Technology Enhanced Learning Systems.

UNIT II E-CONTENT PRODUCTION

UNIT III E-LEARNING
e-Learning and 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 – Building/selecting instruments to evaluate the learning content produced.

UNIT IV ADVANCED TECHNOLOGY LEARNING SYSTEMS
UNIT V  E-CONTENT BUSINESS
Content business – Present trends and 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

OUTCOMES
• The students will be able to understand the new trends and opportunities in technology enhanced learning systems.
• To familiarize the students with the management of e-content production.
• To develop an understanding on the present trends and future of e-content business.

TEXTBOOKS

REFERENCES
1. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU, New Delhi, 2005.

EA7011  EDITING TECHNIQUES

OBJECTIVES
• To appreciate editing as creative element for storytelling
• To understand procedures, techniques, and standard practices in video editing
• To understand the aesthetic principles and concepts of video editing

UNIT I  INTRODUCTION
Definition of editing, the historical development of editing theory, audience manipulation through editing, Understanding the trends in the editing industry- New technologies in post production. Film and video formats, the principles and formats of digital video, Hardware and software requirements for non linear editing, introduction to various operating systems, overview of software available for editing.

UNIT II  EDITOR
Roles and responsibilities of editors, skills required for an successful editor, Working Principles - Considering Script as an Architecture, 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  9

UNIT IV  EDITING TECHNIQUES  9
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. Planning the non linear editing process: Budgeting time, personnel and space.

UNIT V  WORKING WITH EDITING SOFTWARES  9
Editing Software Interface -The basics of professional video editing software - the purpose of everything on your screen - Creating a project from start to finish Project setup –understanding the format of your footage – codecs – Editing and Adding Transitions –Exporting the Edit. Editing styles fictional Narratives –Short Films, Serials, Films; Editing Styles for PSAs, Advertisements and Music Videos. Editing for sports and other live and recorded events.

TOTAL : 45 PERIODS

OUTCOMES
- To edit professional quality video projects.
- Understand the application of various styles and methods of editing in their video projects.
- Understand the aesthetic reason for the edit choices made by film/video makers.

TEXTBOOKS

REFERENCES

EA7012  ENVIRONMENT AND MEDIA  L T P C  3 0 0 3

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

UNIT I  NATURE OF ENVIRONMENTAL STUDIES  9
UNIT II  NATURAL RESOURCES AND ASSOCIATED PROBLEMS

UNIT III  ENVIRONMENTAL POLLUTION
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

UNIT V  ROLE OF MEDIA
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

OUTCOMES
- The students will get familiarized with the interdisciplinary nature of environmental studies.
- The students will gain knowledge on various social issues and environment.
- To make students understand the role of media in communicating environmental messages.

TEXTBOOKS
4. GadgilMadhav, GuhaRamachandra; This Fissured Land: An Ecological History of India, Oxford University Press, 2003

REFERENCES
OBJECTIVES

- To provide the students the thorough knowledge in global issues
- To familiarize students with theories of globalization
- To make the students understand how communication takes place in the international level and the role of media in international communication.

UNIT I  INTRODUCTION TO GLOBALIZATION  9
Globalization: Definition and History- The imagined global community - Political globalization, Economic globalization, cultural globalization.

UNIT II  THEORIES OF GLOBALIZATION  9
Theories of globalization – Theories of social and cultural formation, theories of media effects.

UNIT III  UNDERSTANDING INTERNATIONAL COMMUNICATION  9
International communication : meaning and scope – International communication in the Internet age – Imbalance in International information flow – The new information and communication order - The new world Information and communication order (NWICO) – Towards an international view of balanced information flow.

UNIT IV  INTERNATIONAL MEDIA  9
International news and information networks- Hollywood and the global film market, Global advertising Agencies and campaigns - satellite and international development.

UNIT V  INTERNATIONAL REGULATIONS  9
International regulations of media infrastructures: ethics in international communication, propaganda and public diplomacy.

OUTCOMES

- The students would be able to analyze the global issues
- Knowledge in theories of globalization would be gained
- The role of students would understand the role of media in international communication and international regulation.

TEXTBOOKS


REFERENCES

2. Raboy Marc, Global Media policy in the New millennium, University of Lultanl Press 2015

OBJECTIVES

- To understand the key concepts in sustainable development and critically assess current development practices and approaches with Sustainable Development practices.
- To impart skills for effectively using media to promote Sustainable Development.
UNIT I  INTRODUCTION TO ECOLOGY AND ECOLOGICAL ISSUES  9

UNIT II  INTRODUCTION TO SUSTAINABLE DEVELOPMENT  9

UNIT III  APPROACHES TO COMMUNICATING SUSTAINABLE DEVELOPMENT  9
Current trends, challenges and priorities, Contribution of communication to sustainable Development - Different definitions of and perspectives on sustainable development - Definitions of Communications, & Development, Communication problems, Myths and realities about communication, Strategic Communication for sustainable development, the branches of Strategic Communication for Sustainable Development –Development and environmental communication, Social marketing, Non-formal and environmental education, Civil society mobilization, Conflict management and negotiation.

UNIT IV  STRATEGIC COMMUNICATION FOR SUSTAINABLE DEVELOPMENT  9
Communication for development in research, extension and education, Situation analysis-Audience and KAP analysis - Communication objectives-Strategy design-Participation of strategic groups-Media selection and mix-MESSAGE design-Media production and pretesting- Media use- Monitoring & Evaluation and process documentation.

UNIT V  PROJECT COMMUNICATING SUSTAINABLE DEVELOPMENT  9
Mainstreaming Sustainable development, Sharing responsibility through alliances, Do's and Don’ts of Strategic Communication for Sustainable Development. Case studies – best practices from around the world.

TOTAL : 45 PERIODS

Work Assignment
Students are required to develop and implement a creative project promoting the concept of Sustainable development. The project should involve a community and address a local need and is evaluated based on the innovativeness and management of the sustainable development initiative.

TEXTBOOKS

REFERENCES
OBJECTIVES

- To understand the fundamentals of media & social psychology.
- To critically assess the influence of media on culture & human social behaviour.
- The application of psychological concepts in media communication, persuasion and behaviour change, for the use among different audiences of communication technologies.

UNIT I  INTRODUCTION TO SOCIAL & MEDIA PSYCHOLOGY  9

UNIT II  SOCIAL PERCEPTION  9

UNIT III  MEDIA & SOCIAL RELATIONSHIPS  9

UNIT IV  MEDIA ISSUES  9
Propaganda & Persuasion - fine art of persuasion - Social Influence - Conformity, bystander intervention, obedience to authority - Social facilitation - Social Status - Social roles - Social conformity - Interpersonal attraction - Behavioral influences on attitudes - attitude formation - Cognitive dissonance - resisting persuasion attempts - social media and transformation of society.

UNIT V  MEDIA PSYCHOLOGY IN INTERACTIVE & EMERGING TECHNOLOGIES  9

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
OBJECTIVES

- To develop writing, directing and editing effective serial drama for radio and television.
- To make acquainted with different formats of drama and fictions.
- To have a critical assessment of the dramas broadcast in various media.

UNIT I  TYPES OF SERIALS

Serials and soap-operas: definition, historical development in radio and television, social and economic benefits for the channels and producers – Elements of a good soap opera – types and importance of serials in electronic media: - new trends help to raise public awareness and change attitudes on issues to do with the development of societies.

UNIT II  SOAP OPERAS

Tv soap operas – their influence on society & vice versa with references to gender portrayal, positive and negative characters impact and societal behaviourism, fetisimo of children for the dramatic characters, super heroes and their persuasion, inspiring characters and role models and bringing change in the society.

UNIT III  WORLDWIDE SOAPS

A critical look at various popular soaps and serials from radio and television that have created hype in bringing societal development in society through their contents. Educational programmes produced with an aim in serving the society and contributing for public welfare- Regional and local influenced case studies.

UNIT IV  PLANNING AND EXECUTION

Understanding the need of the target audiences in relation to relevant social issues; developing ideas, credible characters and storylines; to breaking down storylines into scenes; writing effective dialogues- directing actors and preparing and recording long-running serial drama - visualisation, story board, preproduction activities- scripting-copyrights, ethics.

UNIT V  SERIALS EFFECTS STUDIES

Case studies related from Tamil Nadu, India and Transnational television- Existing pattern of Television serials and its influence in programme producing and political agenda setting - Understanding the effects of television to make better programmes for the benefit of society, social Impact of television serials and globalization and cross-culture impact.

TOTAL: 45 PERIODS

OUTCOMES

- Familiarity with Drama theory and its application for radio and television.
- Mapping the attitudes of target audiences in relation to specific social issues
- Developing ideas and storylines for broadcast serial drama with an educational aim.

TEXTBOOKS

1. Mark P. Orbe, Media and Culture: The “Reality” of Media Effects, Western Michigan University, sage publications,2012

REFERENCES

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
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
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
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
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
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

TEXTBOOKS
2. Ganesh, Kalmala&Thakkar, Usha, ‘Culture and the making of Identity in Contemporary India’ Sage publication, 2005

REFERENCES
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  PUBLIC RELATIONS 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 transparency, 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 II  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. PR ethics in judging an organization, Role of top management categories, PR ethics and 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, communication plan, crisis evaluating, successful crisis handling.

UNIT III  CAMPAIGN MANAGEMENT 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

UNIT V  EVENT PRODUCTION AND STAGE MANAGEMENT 9

TOTAL: 45 PERIODS

OUTCOMES
- Students will have an understanding of the opportunities available in public relations profession.
- Students will know the dynamics and paradigm of the field.

TEXTBOOKS
REFERENCES
1. Jethwani Jaishree and Sarkar - Public Relations, Sterling, New Delhi

EA7019 TELEVISION COMMERCIALS

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OBJECTIVES
- To make acquainted with different formats of TV commercials.
- To develop writing and creative skills for television, radio and web commercials.
- To have a critical assessment of the commercials broadcast in various media.

UNIT I TYPES OF COMMERCIALS
Commercial: Meaning and definition, historical development, social and economic benefits – Elements of a good commercial – types and importance of commercials in electronic media: lifestyle, slice of life, demonstration, product’s self promotion - new trends like sequence, colours and teaser usage – Comparative of competing products – Sports and super bowl commercials – Fantasy commercials – political ads and Interactive indoor media TV and their functions.

UNIT II MEDIA STRATEGIES

UNIT III CREATING CONCEPTS
Concept, Ideation, Copywriting and production techniques for radio, television, web and films – Writing for commercials (jingles and spots) – Visualization & storyboard for TV commercials – Precautions to follow while making life insurance or stock market related commercials - Commercial genres - Adventurous, humour, automobile, jewellery, ethnic and cultural, traditional, tourism, apparels, beauty products - case study of international versus regional products.

UNIT IV PLANNING AND EXECUTION
Research: Planning, execution, market research, ethical aspects, emerging trends – Advertising agency – Structure and functions – Creativity Relevance of TVC, infomercials and commotainment- positive and negative portrayal of men, women, children and animals in TVC – critical analysis of commercials - success stories and failure models – commercials promoting violence and proved as non-sensical and annoying in nature – Comparative ads and case studies pertaining to judicial problems – Seasonal ads and relevance.

UNIT V WEB COMMERCIALS

TOTAL: 45 PERIODS

49
OUTCOMES
- The students will be able to distinguish different types of commercials.
- The students will gain knowledge on copywriting and production techniques involved for radio, television, web and films.

TEXTBOOKS

REFERENCES

EA7020 USER EXPERIENCE DESIGN

OBJECTIVES
- To identify the users and learn various methods to collect user behaviour data.
- To develop a deep understanding of business-centred design.
- To create efficient prototype to communicate and validate the design definition.
- To apply UX process to mobile & small screen device.

UNIT I CONCEPTUALIZING UX
Introduction to UX – Understanding UX lifecycle & flow of events – Person creation – Preparing task list – Writing user story, IA & use cases – Fundamentals of business-centred design & User centred design – Defining Information design and Interaction design.

UNIT II DATA COLLECTION & PROTOTYPING
Need for data collection & prototyping – Different methods of data connection & data analysis – Need for prototyping & different methods of prototyping – Detailed study to wire framing.

UNIT III VALIDATION
Fundamentals of usability testing & heuristic analysis – Fundamentals of field testing – Remote usability testing – Preparing test flow, questionnaire, scenarios with tasks list, recruiting participants.

UNIT IV UX FOR MOBILE & SMALL SCREENED DEVICE

UNIT V HTML5 & CSS3
Fundamentals of HTML5 & CSS3 – Need & Advantage for HTML5 – HTML for Mobile platform – Developing for Multiple mobile resolutions & Adaptive CSS – Introduction to Cross platform HTML5-JS mobile frameworks.

TOTAL: 45 PERIODS
OUTCOMES
- To make the students understand the UX and differentiate between business-centred design and user-centred design.
- To acquaint the students with the prototyping for mobile and small screen devices.
- To enable the students to design and develop content for multiple mobile resolutions.

TEXTBOOKS

REFERENCES
2. Trevor van Gorp and Edie Adams. Design for Emotion, Morgan Kaufmann, San Francisco