DEPARTMENT OF MEDIA SCIENCES
ANNA UNIVERSITY, CHENNAI

VISION
• To offer quality media studies and research, using state-of-the-art images for building an interdisciplinary knowledge base, so as to contribute to development and democracy.
• To produce creative and technically apt professionals for the media industry.
• The theoretical and practical media courses taught in the PG programme will improve, explore, innovate and implement core media techniques by “learn by doing” philosophy.
• The PG programme will continue to prepare students for professional and personal success in today’s exciting and innovative media landscape.

MISSION
• To create an enabling environment to nurture ideas, freedom of expression, creativity and scholarship, and develop leaders in the arena of media and mass communication.
• The mission of the PG programme is to excel in media education on fundamental media concepts, values and skills in various platforms that focus on problem solving, critical thinking, innovation and communications.
• To promote the understanding of ethical and legal implication of all forms of media and the importance of cultural and intellectual diversity, techno-savvy, civic engagement and social responsibility in preparing the students for leadership role in media industry.
• To enable students to understand the role of media in nation building.
• To instill a sense by creating and innovation among journal minds for better societal contribution.
1. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):
   1. To produce multi-skilled media content producers for ever changing media landscape.
   2. Learn a broad range of digital media skills, concepts, terminologies, formats, trends, and infrastructure requirements.
   3. Find gainful employment in media and entertainment industry.
   4. Get elevated to managerial position and lead the organization completely.
   5. Become a media entrepreneur and own successful media outlets.

2. PROGRAMME OUTCOMES (POs):

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<td>1.</td>
<td>An ability to independently carry out research/investigation and development work to solve societal problems.</td>
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<td>2.</td>
<td>An ability to write and present a substantial technical report/document.</td>
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<td>3.</td>
<td>Students should be able to demonstrate a degree of mastery over the area as per the specialization of the program. The mastery should be at a level higher than the requirements in the appropriate bachelor program.</td>
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<td>Students should be able to learn and apply various creative techniques &amp; critical thinking methods in media production and problem solving.</td>
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<td>Students will be able to learn necessary skills required to produce various aspects of media content such as scripting, writing, direction, cinematography, graphics, animation etc. for different mediums.</td>
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<td>Students will gain understanding of public policies and issues to pursue successful media interventions. This will help the students to learn various media techniques and groom themselves as responsible media person.</td>
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3. PEO/PO MAPPING

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## MAPPING COURSE OUTCOMES AND PROGRAMME OUTCOMES

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**M.Sc. ELECTRONIC MEDIA (2 YEARS)**

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## MAPPING OF ELECTIVES AND PROGRAMME OUTCOMES

**PROGRAM ARTICULATION MATRIX OF PG M.Sc. ELECTRONIC MEDIA (2 YEARS)**

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**RESEARCH METHODOLOGY AND IPR COURSE (RMC)**

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**SUMMARY**

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OBJECTIVES
- To throw light on the theories of communication
- To deal in depth the models of communication
- To provide an account of the theories of the press
- To ascertain the functions and state of media in India
- To understand the western and eastern perspectives of the communication theories
- To learn the evaluation of communication theories

UNIT I INTRODUCTION

UNIT II COMMUNICATION THEORIES
World Systems, Dependency, Structural Imperialism, Cultural Imperialism, Globalization, Social Constructivist, Persuasion theories, Media Dependency, Cognitive Dissonance theories, Reinforcement, Symbolic Interaction, Banton’s Social categories theory, Bandura’s Social Learning theory, Reception theory, Ackerman’s Individual Differences, Smith’s Selectivity Process, Tichenor-Knowledge Gap theory, Berkowitz’s Aggressive Cues, Freud’s Catharsis, Davison’s Third Person Effect, Vygotsky-Piaget’s Constructivism, Social Penetration Theory

UNIT III GENDER AND FILM THEORIES
Media and Gender Theories – Patriarchy, Role theory, Symbolic Annihilation, Muted Group, Feminist theory, Queer, Media Representation, Film Theories – Auteur, Symbolic Annihilation, Feminist Film theories, Reception, Play, Meaning Theory of Portrayal, Film Criticism (Realist and formalist, Psychoanalytic, Ideological, New historicist)

UNIT IV THEORIES AND RESPONSIBILITY OF MEDIA

UNIT V NEW MEDIA / TECHNOLOGY THEORIES

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. This course enriches them to nature and process of communication
CO2. An in-depth understanding of the models of communication would be acquired.
CO3. Students will learn the responsibility of media theories in the society.
CO4. Students would be provided a sound knowledge in theories of media and theories of press.
CO5. Students will learn and compare the communication theories and its implications across the world in different perspectives.
REFERENCES
5. Watson, James, ‘Media Communication-An Introduction to theory and process, Palgrave, 2006

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EA3102 JOURNALISM AND NEWS WRITING L T P C
3 0 0 3

OBJECTIVES
- To know the basic principles & characteristics of journalism.
- To understand the news gathering process and the importance of sources.
- To develop story ideas for beat and off beat stories.
- To learn the writing techniques in news writing
- To aware of ethical issues in journalism.

UNIT I PRINCIPLES AND CHARACTERISTICS
Definition - Meaning and scope of journalism - Fundamental values and principles of journalism, such as truth-telling, watchdog, accuracy, credibility - Functions - Different Forms and Genres - Role of Journalism in society, popular theories related to Journalism.

UNIT II NEWS GATHERING PROCESS
UNIT III  DEVELOPING THE NEWS AND NEWS VALUES  9

UNIT IV  NEWS WRITING AND EDITING  9

UNIT V  NEWS ETHICS, LAW AND SOCIETY  9

TOTAL: 45 PERIODS

OUTCOMES
After this course the students will able to -
CO1. Understand the basic principles of journalism.
CO2. Write news articles for different beats.
CO3. Will develop the own story ideas through various creative techniques.
CO4. Will understand the hierarchy in news organization and work process.
CO5. Learn the importance of news ethics in society.

REFERENCES
6. Tony Harcup, Journalism Principles and Practice, Vistar publication, New Delhi, 2005.

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OBJECTIVES

- To make students aware of the characteristics of audio medium.
- To learn about radio programming formats and its presentation.
- To impart knowledge on radio production management.
- To make them aware about the nuances of sound designing
- To introduce the innovative developments in radio communication

UNIT I INTRODUCTION OF THE MEDIUM

UNIT II SOUND DESIGNING AND ACOUSTICS
Radio for information, education and entertainment - principles of sound – educated ear

UNIT III PROGRAMMING FORMATS AND PRESENTATION TECHNIQUES

UNIT IV PRODUCTION MANAGEMENT
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.

UNIT V INNOVATIVE DEVELOPMENTS IN RADIO COMMUNICATION

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Know the difference between the characteristics of radio and other mediums.
CO2. Write scripts for radio programmes
CO3. Understand the principles involved in producing various programming formats.
CO4. Understanding on presentation techniques
CO5. Practice radio production management techniques and innovative developments in audio production
REFERENCES
1. All India Radio, Audience Research Unit, Prasar Bharat, 2002
2. Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.

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EA3104

OBJECTIVES
- To introduce the concept and process of advertising and its role in marketing.
- To educate the uses of digital advertising
- To educate the student about the advertising campaign
- To introduce the students media planning process and its functioning.
- To prepare professionals interested in careers in advertising, marketing, promotions.

UNIT I

ADVERTISING ENVIRONMENT

Concept, Nature, Definitions, History-Role, Objectives, Functions, and Significance, Advertising as a tool of communication, Role of advertising in Marketing mix, PR, Types of Advertising and Classification of Advertising, Factors determining advertising opportunity of a product/service/idea, Types of Appeals and Advertising Messages, Advertising Theories and Models- AIDA Model, DAGMAR Model, Maslow’s Hierarchy Model, Communication theories applied to advertising.

UNIT II

AGENCY STRUCTURE: ROLES AND RESPONSIBILITIES


Attachment

Director
UNIT III CREATIVITY AND PRODUCTION FOR VARIOUS MEDIA

Copywriting, Responsibility Of Copy Writer, Phases Of Campaign Creation - Brief - The Big Idea - Advertorial - Infomercial – Print, Radio, Television and Digital advertising. Mobile advertising and location based targeting - Augmented Reality (AR) and Virtual Reality (VR) and interactive advertising.

UNIT IV STRATEGIC PLANNING AND BRAND MANAGEMENT


UNIT V ADVERTISING AND SOCIETY


TOTAL: 45 PERIODS

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

CO1. Students will be able to understand the concepts and principles of Advertising, Ad Agency Management and Brand Management.
CO2. Students will understand the media planning process, tools and functioning.
CO3. Students will understand the creative process and the role of creativity in brand building.
CO4. Students will learn to integrate the learning of various courses while conceptualizing, planning and producing campaigns in groups.
CO5. Students will learn and use tools for positioning and advertising strategies that sell products and build brands.

REFERENCES

1. JoAnn Sciarrino, Advertising Intelligence: The science behind the art of the world's best campaigns, Routledge; 2023
2. Paul O’ Mahony & Sam Druce, RETHINK Social Media Advertising, Rethink academy Ltd, 2023
EA3105 TRANSMEDIA STORYTELLING L T P C
3 0 0 3

OBJECTIVES
- To groom the student as competent transmedia programme producer.
- To provide a strong background in media effects theory and principles of programme production.
- To make the student well verse in all aspects of indoor and outdoor production.
- To develop writing and creative skills for television concepts and production.
- To understand the knowledge of types of genre and programmes, how to write script and composite shots for each one.

UNIT I TRANSMEDIA STORYTELLING

UNIT II OVER THE TOP (OTT) SERVICES AS TRANSMEDIA STORYTELLING

UNIT III TRANSMEDIA STRATEGIES

[Signature]
DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

16
UNIT IV TRANSMEDIA PRODUCTION

UNIT V TRANSMEDIA EFFECTS STUDIES
Understanding the effects of Transmedia to make better programmes for the benefit of society. Understanding contemporary content and user generated content. 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

OUTCOMES
At the end of the course, the student will be able to:
CO1. Critically evaluate popular, on-going transmedia projects.
CO2. Prepare a strategic plan and budget for transmedia storytelling for OTT platform on entertainment or strategic communication content.
CO3. Demonstrate an ability to prepare a script and storyboard for transmedia project and a web series for OTT
CO4. Apply multimedia skills to produce a short project for transmedia distribution
CO5. The very important knowledge they will gain is how to work with team and how to solve the production problem effectively.

REFERENCES
5. Zeiser, Anne. 2015. Transmedia Marketing: From Film and TV to Games and Digital Media. CRC Press.

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OBJECTIVES

- To train students with a sound understanding of multimedia
- To apply the theoretical knowledge and demonstrate the skills acquired in professional manner to create an animation.
- To apply principles of mechanics and physics to animation
- To familiarize with animation techniques and production process.
- To acquaint the Scripting language for creating interactive animations, website and games.

UNIT I IMAGE CORRECTION


UNIT II PAGE DESIGN


UNIT III INFORGRAPHICS

Preparing illustrations for news reports in newspapers starting from simple graphs such as bar diagram, pie charts. Illustrations particularly when photographs of an event is not available or photographs do not give the details clearly.

UNIT IV 2D ANIMATION

Animation involving basic principles like Bouncing Ball, falling balloon, ball rolling on wooden ramp/coming to halt. Character and Background Design Animation involving anatomy: Character walk, run, posing, Weighted object lifting, pushing and pulling • Static Mask: Text and Image Masking Dynamic Mask: Text and Image Masking

UNIT V SCRIPTING


TOTAL: 60 PERIODS

OUTCOMES

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

CO1. Students will perform to create the new design using the existing design principles

CO2. Students will create a layout design for web as well as print

CO3. Students will create the interactive animation video.

REFERENCES


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EA3112 AUDIO PRODUCTION LABORATORY

OBJECTIVES
- To make students aware of the script writing.
- To learn about radio production by producing different radio genres.
- To impart practical knowledge on radio programme presentation.
- To make them understand sound designing
- To introduce the innovations in this field

UNIT I BASICS OF AUDIO 12
Practical exposure to the station’s organizational structure, functions and management – Case study of private FM radio stations, All India Radio, Community Radio - a critical review of programming content and style for various genres.

UNIT II PROGRAMME GENRES 12

UNIT III PRESENTATION SKILLS 12
Practicing innovative presentation techniques – Application of infotainment/edutainment content in the existing formats – New radio genres – Production of special audience programmes – Working with musical instruments.

UNIT IV PRODUCTION STAGES 12
Practicing the managerial techniques in three phases of production: Pre production, production, post production – Budget planning and execution – Team work and personnel management – Analysis of existing formats - Promotion of radio programmes.

UNIT V PRODUCTION 12
Production of interactive radio programmes – Application of different radio genres in educational and informational programmes – Research on need based content - Producing campus/community based programmes.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. The students will be writing scripts for various radio programmes.
CO2. The students will practically learn and produce radio programmes and attempt different presentation styles.
CO3. The students will be learning the techniques of radio production management while they produce radio programmes.

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

[Signature]
DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025

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OBJECTIVES
- To create opportunities for professional and creative expression through the practice and art of photography.
- To educate the photojournalism
- To understand the genres of photography
- To equip students with different types of lighting techniques
- To inculcate aesthetic sense involved in creativity

UNIT I  INTRODUCTION
12

UNIT II  COMPOSITION
12
Practice in Monochromes and Colour to practice contrast, texture, pattern, shapes and Practice in Monochromes and Colour to practice contrast, texture, pattern, shapes and Perspectives. Framing and Composition with different shots and Camera Angles in DSLR.

UNIT III  LIGHTING
12
Practicing in available light on selected themes. Use of different metering modes, Manipulation of light to create different moods. Concentrating on assignments based on use of colours in photography. Use of Reflectors and diffusers, Practice in various patterns of lighting for portraits in indoor and outdoor, self-portrait and other genres.

UNIT IV  PHOTO JOURNALISM
12
Covering selected News Events based on various news elements and practice inside the campus events for news.

UNIT V  GENRES OF PHOTOGRAPHY
12
Practice in fully manual and semi manual modes for capturing sports and moving objects. Practice in social themes and selected genres of Photography like Product Photography, Pets, Events, Automobile.

TOTAL: 60 PERIODS
OUTCOMES
By the end of the course, students will be able to
CO1. Recognize the principles of good composition in photography.
CO2. Create the new lighting strategies
CO3. Develop an individual style in representing the society through photographs.

REFERENCES

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HS3112 COMMUNICATION SKILLS LABORATORY L T P C
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OBJECTIVES
- To explore the language used in different types of media.
- To teach different types of writing for media that includes news reporting, online content writing etc.
- To analyze media content for underlying messages and respond appropriately.
- To enhance required listening and speaking skills in media context.
- To study the various aspects of popular media and its impact on people.

UNIT I POWER OF LANGUAGE IN PRINT MEDIA
Listening – News reports and completing information gap; Speaking – Producing a radio programme; Reading – Newspaper articles and having a short group discussion; Writing – Newspaper articles.

UNIT II LANGUAGE IN BROADCAST MEDIA
Listening – Interviews and summarising; Speaking – Interviewing a local celebrity (real-time); Reading – Print interviews to identify the use of appropriate language; Writing – Dialogue writing.

UNIT III INFLUENCE OF TELEVISION
UNIT IV IMPACT OF ONLINE MEDIA
Listening – Inspiring talks, TED Talks; Speaking – Dramatising, Role-play; Reading – Short stories, One-act plays; Writing – Converting a short story to a skit.

UNIT V POPULAR MEDIA
Listening – Watching movie clippings/ web series / TV programme for information and comprehension; Speaking – Making presentations about interesting topic / book / movie; Reading – Book/Movie reviews and responding; Writing – Movie reviews.

TOTAL: 60 PERIODS

OUTCOMES
By the end of the course, students will be able to
1. Use appropriate language for different types of media.
2. Write reports, online content and other such media related writing.
3. Analyze media content to infer the underlying messages.

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EA3201 INDIAN CONSTITUTION, MEDIA LAWS AND ETHICS

OBJECTIVES
• To provide a basic knowledge of the Indian constitution.
• To analyze the responsibilities and ethics of media towards the society.
• To familiarize the students with various acts relevant to media.
• To provide the students an overview of the intellectual property rights.
• To provide a thorough knowledge of the cyber law.

UNIT I INDIAN CONSTITUTION
UNIT II MEDIA LAWS IN INDIA 9

UNIT III CODE OF ETHICS FOR MEDIA IN INDIA 9
Press Council’s code of ethics for journalists, AINEC code of ethics, ethics of broadcasting, ethics of telecasting, ethics of advertising.

UNIT IV OVERVIEW OF THE INTELLECTUAL PROPERTY RIGHTS 9

UNIT V CYBER LAW 9

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. The students will acquire a basic knowledge of the Indian constitution.
CO2. The students will gain knowledge regarding the responsibilities of media.
CO3. The students will acquire knowledge on media ethics.
CO4. The students will acquire a thorough understanding of various Acts relevant to media.
CO5. The students will be able to understand the issues relevant to intellectual property right.

REFERENCES
1. TCrook. Comparative Media Law and Ethics, Routledge, 2010
3. J H Lipschultz, Social Media Law and Ethics, Routledge, 2021
5. R L. Moore et al, Media Law and Ethics, Routledge, 2021

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23
OBJECTIVES

- To equip students with the necessary Knowledge and skills to effectively plan, execute, and refine the production and post-production processes in various media projects.
- The syllabus aims to provide a comprehensive understanding of the principles, techniques, and tools used in production and post-production.
- To enabling students to create high quality audiovisual content.
- To provide knowledge on the technical aspects of video editing and complete postproduction.
- To acquire skills to perform edit for a range of storytelling for multimedia platforms.

UNIT I    INTRODUCTION TO PRODUCTION AND POST PRODUCTION


UNIT II    VISUAL GRAMMER AND LIGHT


UNIT III    VISUALISATION

Visualisation-Looking at an event – Preproduction activities: Scripting, Screenplay, Storyboard, Ethics, Selecting the Location, Checking the Feasibility, Budgeting, Proposal Writing Form story line to Final output, getting sponsors – Critical analysis of the television genres to produce effective programs – Different formats of cine based programmes – Enrichment Programmes.

UNIT IV    COLOR, LIGHTING AND FILTERS


UNIT V    EDITING DIFFERENT GENRES


TOTAL: 45 PERIODS
OUTCOMES
At the end of the course, the student will be able to:
CO1. Grasp the fundamental concepts and stages involved in production
CO2. Proficient in handling various production equipment, such as cameras, lighting, sound recording devices, and video editing applications.
CO3. Apply composition techniques, proper lighting setups, and sound recording techniques to capture high-quality audiovisual content.
CO4. Capable of performing post-production tasks, including video editing, audio editing, color correction, visual effects, and motion graphics.
CO5. analyze their own work and that of others objectively

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EA3203 COMMUNICATION FOR DEVELOPMENT

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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 fieldwork with a foundational knowledge involved in communication task.
- To familiarize with the principles and strategies of development communications.
- To highlight the importance of participatory communication in development contexts.
- To explore the role of media and technology in development communication.

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UNIT I DEVELOPMENT COMMUNICATION: AN INTRODUCTION


UNIT II DEVELOPMENT COMMUNICATION THEORIES AND MODEL


UNIT III ROLE OF MEDIA IN DEVELOPMENT COMMUNICATION

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, Applying Communication Strategies to initiate behavior change and acceptance of social ideas, Mobilizing people in development programmes.

UNIT IV COMMUNITY DEVELOPMENT AND ISSUES IN DEVELOPMENT COMMUNICATION


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 NewMedia, Use of ICT in development programmes.

TOTAL: 45 PERIODS

OUTCOMES

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

CO1. Gather knowledge on different communication strategies for development issues
CO2. Understand the importance of community development.
CO3. Understand the role of media in development communication
CO4. Produce materials for development communication programs
CO5. Produce the different development communication strategies for various media platforms.
REFERENCES
3. Development communication, Nora Cruz Quebral, College of Agriculture, University of the Philippines at Los Baños College, 1988.

### CO-PO MAPPING

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### EA3204 USER EXPERIENCE

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

### UNIT I INTRODUCTION TO UX, UI

Introduction to UI, UX, it’s importance and future, Elements of UX, Fundamental of User Experience (UX), Customer Experience (CX), Customer Digital Touch Points, User Interface Design (UI), Interaction Design (IxD), Human computer interaction (HCI), Design Process. The UXD Ecosystem: Identify the project parameters, Brand presence, Marketing campaign, Content source, ecommerce applications, Social networking applications, Responsive considerations. UXD Design Principles: Visual design, Unity and variety, Focal point, Economy of elements, Balance and proportion Interaction, Association and affordance, Economy of motion, Responsive design, Psychology, The effects of good UXD design, Flow and Interaction, Guiding principles.
UNIT II USER RESEARCH METHODS

UNIT III WIRE FRAMING AND PROTOTYPING
Wireframe & Prototyping: Low fidelity wireframes, Hi fidelity wireframes, Wireframes tool (Balsamiq/Sketch), Prototype tool (Adobe XD, InvisionApp), Annotating essentials, Wireframing essentials, Toolkits, Wireframing 101, Sample processing, Sketching, Digital wireframes, Visual design, Responsive design, Wireframes vsPrototypes.

UNIT IV USER TESTING
Design User Testing: Preparation for Usability test (Screeners, Scenario), How to create a Test Plan, Testing Tools, Usability Testing, Remote Usability Testing, Usability Metrics, How to capture data & Prepare Test Report, Visual design mockups exploration, Choosing a design testing approach, Qualitative and quantitative research, In-person and remote research, Moderated and automated techniques, Usability testing, Research, Logistics, Facilitation, Analyzing results, Crafting recommendations.

UNIT V UX FOR MOBILE AND WEB

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Understand the UX and differentiate between business-centered design and user-centered design.
CO2. The prototyping for mobile and small screen devices.
CO3. Design and develop content for multiple mobile resolutions.
CO4. Require to create an Information Architecture document for a website.
CO5. Establish requirements for User Experience design concepts using creative techniques.

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EA3211 PRODUCTION AND POST PRODUCTION LABORATORY

OBJECTIVES
- To improve the overall quality of the media content through processes like color grading, sound editing, visual effects, and other post-production techniques.
- To enable editors and post-production teams to work collaboratively and effectively to create a coherent and engaging final product.
- To encourage creativity and provide a space for artistic expression.
- Adherence to technical guidelines, and compatibility across various platforms and distribution channels.
- To facilitate knowledge sharing, cross-pollination of ideas, and potential partnerships.

UNIT I PRACTICING EQUIPMENTS AND SOFTWARE UI
Video Camera Functions – Camera Operation – Practicing with other accessories of production tools – user Interface of the Editing software – Importing (AAF and XML project) – Tools – Types of Functions of Edit and Trim Options

UNIT II SCRIPTED AND UNSCRIPTED PRODUCTION
Shooting Interviews: Testimony shoots, one person interview, three or more person interview with multiple camera and edit in Multicam setup in editing software. Practicing Unplanned productions: sports, corporate overview.

UNIT III AUDIO, MASKING, TRACKING AND TEXT
Rendering and Previewing Sequences – Key Frames – Masking and Tracking – Blending Modes – Modifying Audio Channels – Audio Balancing and Panning – Audio Effects and Transitions – Create a title, essential graphics, working with captions – Text Effects.

UNIT IV COLOR CORRECTION

UNIT V PRODUCTION, MASTERING AND PUBLISHING
Finishing, Mastering and delivery - preparation for various medium distribution technique is behind it – Ad film production – Short Film Production – PSA – Corporate Films – Talk Shows.

TOTAL: 60 PERIODS
OUTCOMES
At the end of the course, the student will be able to:

CO1. Gain a comprehensive understanding of the various stages involved in production, including pre-production planning, production techniques, and post-production workflows.

CO2. Learn the principles of visual storytelling and how editing choices can influence the narrative flow and emotional impact of a film or video.

CO3. Production and post-production are collaborative processes, and students will develop skills in working effectively within a team.

CO4. Develop critical thinking skills to analyze and evaluate the effectiveness of editing choices, post-production techniques, and overall production quality.

CO5. Students will have a portfolio of completed projects that showcase their technical skills, creativity, and ability to apply the knowledge gained during the course.

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OBJECTIVES
- To develop skills in analysing the usability of a website.
- To impart the skills required to create an Information Architecture document for a website.
- To establish requirements for User Experience design concepts using techniques such as personality development, task description, and use cases.

UNIT I UNDERSTANDING EVERYDAY THINGS- AN ANALYSIS
Identifying and analyzing the everyday things using design principles, Critical Analysis of the websites using design principles, Critical Analysis of the mobile applications using design principles.
UNIT II  DEVELOPMENT OF THE CONCEPT  12
Developing the new concept (only product or mobile application) to create the user centered design, Planning for field visits, understanding users, preparing the questionnaire, task list and designing for users, creating User Personas and Scenarios, Creating user stories, red routes and user journey maps.

UNIT III  INFORMATION ARCHITECTURE AND PROTOTYPE  12
Designing Structure: Interaction design and Information Architecture, Design for Network Effects, pattern libraries and social patterns, Designing Interfaces and Wireframes UX Prototyping.

UNIT IV  DEVELOPMENT AND USABILITY TESTING  12
Use Cases and Tasks, Conceptual Designs, Usability Testing and Heuristic analysis of the concept.

UNIT V  DEVELOPMENT OF PRODUCT  12
Students should create a new website/mobile application using HTML and CSS by implementing all the principles learnt in the previous units. That should be submitted to the course instructor for evaluation along with other projects.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1. Identify the users and learn the entire user experience lifecycle.
   CO2. Develop a deep understanding of business-centred design.
   CO3. Create efficient prototype to communicate and validate the design definition.

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OBJECTIVES

- The fundamentals of storytelling, including the three-act structure, character development, and narrative arcs.
- To explore techniques for creating well-rounded and relatable characters.
- To learn the art of writing effective and realistic dialogue that advances the plot, reveals character traits, and engages the audience.
- To delve into the nuances of different genres and tones, understanding how to effectively create mood and atmosphere in their scripts.
- To become proficient in script formatting and industry standards, ensuring their scripts are presented professionally and are easy to read for producers, directors, and actors.

UNIT I PRINT MEDIA
Writing News Articles-Inverted Pyramid-Writing Editorials-Identifying different types of news features-Writing news features-Profile writing-Writing human interest stories

UNIT II BROADCAST MEDIA
Scripting for radio and television news shows-Different news formats-Understanding the nature of reality shows-Scripting for reality shows

UNIT III SCRIPTING FOR FICTIONAL PROGRAMMES
Scripting for television series-Pilot episode development- Scripting for episodes-Scripting for web series and web episodes

UNIT IV SCRIPTING FOR NON FICTIONAL PROGRAMMES
Scripting for documentaries-Doing research-Scripting for instructional videos and educational programmes

UNIT V WRITING SCREENPLAY
Splitting the script into scenes-Writing slug line-Dialogue writing-Formatting as per the standard guidelines

TOTAL: 60 PERIODS

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

CO1. Understand the nuances of writing for various media and its types
CO2. Efficiently develop and write scripts for fictional and non-fictional programmes.
CO3. Create their own script that can be produced in the media

REFERENCES
EA3301 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.
- To educate the research methodology.
- To understand the different type of statistical tools.

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

Research Hypothesis – Objective and subjective – Triangulation. Sampling techniques. Quantitative research methods – Goal / aim of the research, usage, type of data and approach; - Data collection techniques – Survey, Interviews. Qualitative research methods - Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Discourse analysis – Cultural studies. 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 IV DATA COLLECTION AND ANALYSIS

Measurement Principles-Data gathering instruments – Questionnaire, Schedules – Construction of tools – Analysis of data – Statistics: scales of measurement; central tendencies; range; correlation co-efficient, t-test, chi-square, ANOVA, MANOVA, regression – SPSS.
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

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

CO1. Understand the scope and techniques of media research, their utility and limitations.
CO2. Develop practical knowledge on quantitative and qualitative methods of research.
CO3. Do research in the field of advertising, social media, journalism, communication etc.
CO4. Apply statistics for their research.
CO5. Apply quantitative method for their research.

REFERENCES


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EA3302  WEB DESIGNING

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, JavaScript, jQuery, Angular JS.

Attested

Director

Centre for Academic Courses
Anna University, Chennai-600 025
UNIT I  HYPER TEXT MARK-UP LANGUAGE (HTML)  9

UNIT II  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, Colors, Gradients, Shadows, 2D Transforms, 3D Transforms, Navigation Bar, Dropdowns, Tooltips, Counters, Animations, Buttons, Pagination, Multiple Columns, User Interface, Box Sizing, CSS3 Responsive.

UNIT III  JAVA SCRIPT  9

UNIT IV  JQUERY  9
Introduction to jQuery, Syntax, Selectors, Events, Effects, HTML Traversing, AJAX, Introduction to jQuery Mobile, Mobile pages, Transitions, Buttons, Icons, Popups, Toolbars, Navbars, Panels, Collapsible, Tables, Grids, Lists, Forms, Themes, Events.

UNIT V  BOOTSTRAP  9
Introduction to Bootstrap - Basics, typography, tables, buttons, icons, pagination, list, panels, dropdown, navbar, form, inputs, media objects, filters, Bootstrap Grids- Grid System, Bootstrap Themes, Bootstrap CSS, Bootstrap JS references.

OUTCOMES
At the end of the course, the student will be able to:
CO1. Define the fundamental terms and concepts related to web development.
CO2. Logically separate the content from style.
CO3. Develop a full-fledged website using HTML5, CSS and JavaScript.
CO4. Expose to the programs related to jQuery.
CO5. Understand and implement the bootstrap in website.

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EA3303 FILM APPRECIATION

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, narrative conventions, visual 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.
- To impart knowledge on the historical development and cultural impact of film as an art form.
- To analyse the ideologies on ethics and social justice through representations of culture on film.

UNIT I INTRODUCTION TO FILMS
- History and development of cinema – Film as an art form and cultural artifact – key concepts and terminology in film studies – Approaches to analyzing and interpreting films – Film genres and their characteristics. Visual story telling techniques – Cinematography- mise-en-scene- sound- editing and its impact in story telling. Film and Technology.

UNIT II FILM THEORIES AND CRITICISM
- Major Film theories and Theorists- Auteur, Formalism, Realism, structuralism, Marxist Feminist Film theory, Postcolonial theory. The role of ideology in film and its representation of social political and cultural issues, Analysis of film narratives, structures, and styles, Interpretation of film symbolism, motifs, and themes.

UNIT III GLOBAL CINEMA
- Comparative study of different national cinemas (e.g., Hollywood, European cinema, Asian Cinema, African Cinema) – Exploration of cultural, historical and social contexts in international films – case studies of influential filmmakers and their works from various regions. Transnational
cinema and the impact of globalization on film production, distribution and consumption. Film festivals and their significance in promoting international cinema.

UNIT IV NATIONAL AND REGIONAL CINEMA
Introduction to Indian cinema, 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.

UNIT V FILM DISTRIBUTION AND OTT PLATFORMS

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Students will understand, analyse, and critically evaluate films using various theories for its aesthetic as well as cultural constructs.
CO2. Students will recognize the social, economic, and technological factors that shape films from different historical periods, ideological perspectives and cultural contexts.
CO3. Students can apply critical thinking and aesthetic judgment in the analysis of fiction and nonfiction film, experimental and mainstream cinema, feature and short form narratives.
CO4. Students will demonstrate their understanding of the critical and technical language associated with film studies.
CO5. Students will understand how films as a cultural force, intersect with religion, politics, race, gender, values, and globalization.

REFERENCES
2. Syd Field, Screenplay: The Foundations of Screenwriting –Random House Publishing group 2022,
7. Grieveson Lee, Film &amp; Media Studies, University of California Press, 2018

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OBJECTIVES

- To make the students acquire a sound knowledge in statistical techniques.
- The Students will have a fundamental knowledge of the concepts of probability.
- The students will get to know the types of variables

UNIT I INTRODUCTION TO STATISTICS 9


UNIT II PROBABILITY 9

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 9


UNIT IV INFERENTIAL STATISTICS 9


UNIT V WORKING WITH DATA’S USING SOFTWARES 9

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. Introduction to Structural Equation Modeling (SEM) - Drawing SEM Model- Interpreting SEM results.

TOTAL: 45 PERIODS
OUTCOMES
At the end of the course, the student will be able to:

CO1. Students will learn the basics of probability and statistical analysis
CO2. Students can do small projects, data interpretation on their own
CO3. Students are able to produce more in-depth data outputs
CO4. Students will be able to understand the types of variables
CO5. Students will explore the different ways of presenting data

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

UNIT I HYPERTEXT MARKUP LANGUAGES
- Create a basic webpage using different presentation tags
- Insert Images and tables
- Create different types of Lists.
- Create external and internal hyperlinks, Image Mapping, Mail Links
- Create registration forms using all the form elements
- Include Multimedia Elements in the website
UNIT II  CASCADING STYLE SHEETS  12
- Create a CSS template for the website created above.
- Create a box model using CSS
- Skin a menu with CSS : Styling Navigational Links
- Create a drop down menu, image gallery, responsive designs

UNIT III  INTRODUCTION TO JAVA SCRIPT  12
- Validate the website using Javascript objects
- Creating dynamic Calendar, TimeStamp and Banner
- Programs related to Event handling, Events, and Error handlings
- Programs related to Window and Document objects.
- Programs related to javascripts objects and methods.
- Design and develop a professional interactive and dynamic website

UNIT IV  INTRODUCTION TO J Query  12
- Programs related to jQuery Selectors, jQuery Events, jQuery Effects, jQuery HTML, jQuery Traversing, jQuery AJAX, jQuery Misc.
- Programs related to jQuery-Mobile Pages, Mobile Transitions, Buttons, Mobile Icons, Mobile Popups, Toolbars, Navbars, Panels, Collapsibles, Tables, Mobile Grids, Mobile Lists, Mobile Forms, Mobile Themes, Mobile Events.

UNIT V  BOOTSTRAP  12
- Programs demonstrating Bootstrap Basics, Bootstrap Grids, Bootstrap Themes, Bootstrap CSS, JS.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Develop a full-functional website using HTML5, CSS and JavaScript.
CO2. Expose to the programs related to jQuery.
CO3. Implement the bootstrap in website and create responsive design websites.

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TOTAL: 60 PERIODS
EA3312  INTERNSHIP  L  T  P  C
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OBJECTIVES
- The core objective of the Summer Internship is to give an opportunity to the students, industry exposure in a media organization of their choice, 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-coordinator.
- **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

EA3313  MINI RESEARCH PROJECT  L  T  P  C
0  0  4  2

OBJECTIVES
- The main objective of Research Project and seminar is to make the students understand the nuances of doing a media research, and give them an opportunity to present the findings of their research in a seminar conducted by the subject teacher.

Guidelines for choosing the topic for research project:
The students have to choose a topic for the research project that is relevant to communication and media studies. They will be doing the research project under the supervision of a faculty member. Though the topic should be in the field of communication and media studies, interdisciplinary studies are also allowed but communication and/or media element is a major requirement in the topic chosen.

Attested

[Signature]

DIRECTOR

Centre for Academic Courses
Anna University, Chennai-600 025

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Research Project Reviews:
The progress of the research work of students will be monitored by the subject teacher and/or supervisor in review meetings. Finally, students will have to take a seminar on their research, which will be assessed by the subject teacher and/or supervisor.

Final Viva-Voce Examination and Thesis Submission:
The final evaluation will be conducted by the subject teacher and/or supervisor, where the students have to present their research findings in the seminar conducted by the subject teacher. They have to submit a thesis on the same. The students have to follow Anna University guidelines for Thesis preparation. 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.

TOTAL: 60 PERIODS

OUTCOME
- At the end of the semester the students will be able to attain the skills required for conducting media research. Also, they will be getting the confidence to present their work, with enhanced presentation skills. This will give them the experience and a thorough understanding on taking up their major research project in the final semester.

OBJECTIVES
- To create experiences that hold users' attention, spark their curiosity, and leave a lasting impact.
- To leverage immersive technologies to communicate information, emotions, or concepts in a compelling manner.
- To ensure that the design is visually appealing, intuitive to use, and enhances the overall user experience.
- To stay at the forefront of these technologies, pushing their boundaries, and exploring their potential to create innovative and groundbreaking experiences.
- The objective is to prioritize the needs, preferences, and behaviors of the target audience throughout the design process.

UNIT I IMMERSIVE MEDIA DESIGN

UNIT II VIRTUAL REALITY
The history of VR – types of VR technology and terminology – interface overview and navigation – sensory influence, GHOST and virtual environments.
UNIT III  AUGMENTED REALITY  6

UNIT IV  MIXED REALITY AND METAVERSE  6
Applications of mixed reality – Simultaneous localization and mapping – Dense tracking and mapping – PTAM and Metaverse environment

UNIT V  GAME DESIGN  6
Game idea and Visualisation – Mobile/Social Game Design and Game Interface Design – Introducing Unity and Unity Interface – Real time rendering and future development in technology

TOTAL: 30 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Adapt the use of immersive technology.
CO2. Applied the technology of virtual reality
CO3. Compare the mobile technology usage combined with augmented reality
CO4. Evaluate the different immersive technology of mixed reality
CO5. Plan to organize the game design

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OBJECTIVES
- To understand the new marketing principles.
- To learn the new trends in digital marketing.
- To teach the impact of marketing 4.0 on customers.
- To understand the role of digital marketing in the digital economy.

UNIT I  FUNDAMENTAL TRENDS SHAPING MARKETING  9
Power shifts to the connected customers – Exclusive to Inclusive, Vertical to Horizontal, Individual to social. Digital Marketing Theories and Models.

UNIT II  MARKETING TO CONNECTED CUSTOMERS  9
Breaking the myths of connectivity – The influential Digital subcultures, Youth: Acquiring the mind share, Women: Growing the market share. Netizens: Expanding the Heart share.

UNIT III  MARKETING 4.0 IN THE DIGITAL ECONOMY  9

UNIT IV  THE NEW CUSTOMER PATH  9

UNIT V  TACTICAL MARKETING APP IN THE DIGITAL ECONOMY  9
Human centric marketing for Brand Attraction – Content Marketing for Brand curiosity – Omni channel Marketing for Brand commitment – Engagement marketing for Brand affinity

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Students will be able to develop a digital marketing plan.
CO2. Students will be able to identify the importance of digital marketing for marketing success.
CO3. Students will manage customer relationships across all channels.
CO4. Students will integrate different Digital Media.
CO5. Students will understand and do optimization of website and SEO.

REFERENCES
### OBJECTIVES
- 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 to present before the Review committee to finalise the topic. Three reviews will be conducted to assess the progress in research. 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.

**TOTAL: 360 PERIODS**

### 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.
OBJECTIVES

- To understand the fundamental of Indian Economic System and Policies
- To understand the basic function of financial markets
- To explore the financial system in India
- To put in practice the business language and writing
- To learn the sector wise growth and region of India

UNIT I  FUNDAMENTAL OF BUSINESS AND FINANCIAL NEWS  9
Introduction to business and financial news — basic skills of a Business Journalist - new trends in business journalism; new information technology; commercial database, ethics in business reporting, concept of social audit - Basics of economic reporting and the importance of the census - Understanding financial markets and privatization - Reading and interpreting company accounts – getting the best from press conferences.

UNIT II  FINANCE SYSTEM IN INDIA  9
Basic knowledge of the Finance system in India; gathering, distribution and allocation of revenue vis-à-vis the Central and State Governments; Finance and Planning commission - Central and State budgets; budget-making exercise - Key concepts in economics - Introduction to tax laws, Industrial relations acts, companies act.

UNIT III  INDIAN ECONOMY AND INDUSTRIES  9
Introduction to major industries and their role in the economy - Companies: Public vs. private vs. non-profit - differences and similarities between private and public companies – Enterprise stories, Company meetings, industrial developments, industrial production, exports, imports, financial companies, foreign capital investment, stock markets - investigating the tie-up agreements, bureaucracy and business tie-ups, census data to enterprise stories.

UNIT IV  WRITING FOR BUSINESS  9

UNIT V  FINANCIAL JOURNALISM  9
History of corporate disclosure rules, corporate financial statement - Analysis of decisions, company reports and statements, AGMs, Investigating company accounts- Listed companies and how exchange-based stock trading has evolved economic fundamentals and the role of a central bank - Covering financial markets – How financial markets operate – Covering daily activity in stock, bond & currency markets - Making it personal: writing about investing, personal finance, consumer issues.

TOTAL: 45 PERIODS
OUTCOMES
At the end of the course, the student will be able to:
  CO1. Obtain an overview of world business and role of financial markets in India
  CO2. Become familiar with the basic principle of financial and business reporting
  CO3. To understand strength of business sector and region in India
  CO4. To understand the role of business and government relationship
  CO5. To conceive stories relates to stock market and budget analysis

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EA3002 CRITICAL ISSUES IN MEDIA

OBJECTIVES
• The key objective is to introduce students to critical perspectives on global media.
• The Student will be exposed to major concepts, theories, models related to Critical Issues in Media.
• To analyse the conundrum of media discourses of eastern and western traditions, and to identify the counter narratives of media discourses especially in the third world countries.
• To give the sort of general acquaintance with the history of media and issues it covers.
• The students will be exposed to gender, society and its relationship with the media

UNIT I INTERNATIONAL MEDIA LANDSCAPE
International media and political nexus, globalization, socialist and capitalist ideologies. How media thrives in capitalist countries vs. how media thrives in communist countries, Countries in which the government regulates media, media in conflict zones- Afghanistan, Syria, Iraq and other Middle eastern countries.
UNIT II DECONSTRUCTING THE MEDIA TEXTS
Derrida’s theory of deconstruction, Hall’s theory of encoding/decoding, media representations and expression of identities, denotation and connotation, image analysis, realism and mythology, postmodernism, genre conventions, discourse analysis

UNIT III GENDER AND MEDIA
Underrepresentation and lack of diversity of different genders in mainstream media, gender disparity in media careers, reduction, objectification and domestication of women in the media, promotion of gender based stereotypes, toxic masculinity, portrayal of gender non-binary characters, recommendations for healthy representations of sexual minorities in the media.

UNIT IV MEDIA AND CULTURE
Media hegemony theory, Gramsci’s ideology, media’s influence on social norms, media and rape culture, media consumption and identity formation, Indian media and the different fabrics of caste, how media builds up the caste aggression, religious minorities in the digital age.

UNIT V ROLE OF INTERNATIONAL MEDIA FORUMS

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Students will understand media as a system of interrelated forces, including historical, technological, economic, regulatory, and ethical concerns.
CO2. Students will be able to grasp the complex relationship between media theories and a diverse set of individual, social, and professional practices.
CO3. Students will understand the underlying philosophical assumptions of, and be able to apply, to address a range of media texts and audiences, production and technological practices, and relevant social issues.
CO4. Students will comprehend the foundations, process, and practices of discussing for and about the media and its issues.
CO5. Students will be able to understand the role of international media organization and its role in media freedom.

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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 – The Dominant Paradigm - Third World Countries - Development communication: meaning and concept – Approaches to Development Communication.

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 – International Collaborative Reporting.

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

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

CO1. Students can obtain knowledge in development journalism.
CO2. Students can write and produce news reports on development related issues
CO3. Students can produce development electronic news items for radio and television
CO4. They should be able to identify and analyze the root causes of these issues and the various factors contributing to development.
CO5. Conduct interviews, use data and statistics effectively, and employ journalistic techniques to produce accurate and reliable reports.
REFERENCES
3. Handbook of Journalism Studies edited by Karin Wahl-Jorgensen, Thomas Hanitzsch

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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  9
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  9
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  9
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.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Impart skills of news writing for radio, television and online media.
CO2. Understanding the structure of news room and its functioning
CO3. Expose to the latest technology in Electronic Journalism.
CO4. Comprehensive understanding of the digital news production process
CO5. Familiar with the ethical challenges and considerations specific to electronic journalism.

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

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OBJECTIVES

- To impart fundamental journalism skills of reporting, writing, critical thinking and ethics
- To create stories combine text, images, sound, and other features of digital journalism including Mobile devices.
- To understand the use of digital platforms for the dissemination of news.
- To expose the multimedia tools for online stories
- To learn the art of making online news stories viral.

UNIT I INTRODUCTION TO INTERNET

Internet as a medium of communication - Features of the Internet - World Wide Web and other services - History of the Internet - Why did the dotcom bubble burst - Features of online media: multimediality, interactivity and hyper-textuality. Emergence of social media, news portals, online edition of newspapers, e- archives.

UNIT II MULTIMEDIA JOURNALISM

Different between web journalism and journalism of other media – online storytelling –Language of news, Grammar, Punctuation, Spelling Importance,- Writing and editing for online newspapers, e- magazines, newsletters - Presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative - Identification of relative stories for hyper-linking , Citizen Journalism.

UNIT III WEB ANALYTICS

Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors. Introduction to online media law, Contempt of court, ethical guidelines, copyright law, database rights, libel risks, privacy issues

UNIT IV SOCIAL MEDIA TOOLS

Use of Twitter, Facebook, YouTube, Flickr, LinkedIn, blog, Google maps etc. students will set up their own Twitter accounts and get to know how it works: following Course instructor, following each other, following a journalist, etc. Case studies to be discussed of how social media can be used as reporting tools: for finding source and story idea / topic, research, engaging audience, content curation, etc.

UNIT V LIVEBLOGGING AND MOBILE JOURNALISM

Live blogging, Types of Live blogging, Ingredients of Live blog, ideas for live blogging, Understanding the features of Smartphone’s, How to tell compelling stories / photo stories using Mobile devices, rich Multi-media enable apps, storytelling methods for mobile consumers, Tools and best practices for editing and posting video’s, Ethics of accuracy, Online audio, audio formats for online, podcasting, publishing and optimizing audio for web. Creating online videos, different video formats, Drone Journalism, Virtual Reality, Shooting and Editing video.

TOTAL: 45 PERIODS
OUTCOMES
At the end of the course, the student will be able to:

CO1. Write web articles following professional standards for style, linking, and search optimization.
CO2. Build audiences and research by using social media
CO3. Research, report and promote your work via Twitter, mobile platforms and the web.
CO4. Learn how to tell news stories via mobile devices.
CO5. Learn the ethical risks involved in online journalism

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OBJECTIVES
- To understand techniques for mapping conflict.
- To understand the role of media in post-conflict reconstruction.
- To analyze the role of media in war and conflict situation and its role in bringing peace.

UNIT I INTRODUCTION
Peace journalism: Definition – fundamental principles- The role played by the news media in violent conflicts and peace processes - Difference between war journalism and peace journalism – Techniques for practical peace journalism - Role of Media in Conflict - Reporting Conflict: Impact of the global/national/Local Press - News Media in National and International conflict - Legal conditions and mandates for media interventions - Public information, media, and the ordinance.
UNIT II CONFLICT ANALYSIS

UNIT III PROPAGANDA

UNIT IV APPLICATION OF PEACE JOURNALISM

UNIT V THEORIES AND MODELS OF NEWS

TOTAL:45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. To get students introduced to different types of conflict.
CO2. To make the students understand conflict theories and terminologies.
CO3. To equip students to practice conflict-sensitive journalism.
CO4. Familiar with the theoretical foundations and ethical considerations of peace journalism as a distinct approach to reporting conflicts and promoting peace.
CO5. Students should develop critical thinking skills to analyze and evaluate media coverage of conflicts.

REFERENCES
EA3007 SPORTS REPORTING  L  T  P  C
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OBJECTIVES
- This course will inculcate the technology-aided sports reporting and writing.
- The students will demonstrate the good practices of sports reporting through case studies

UNIT I MAJOR SPORTS EVENTS AND STATISTICS 9

UNIT II SPORTS NEWS AND DIGITAL AGE 9
Concept of Sports Bulletin - Journalism and sports education -Structure of sports bulletin - Types of bulletin – Structure, content and style - The rise of sports channels such as ESPN, Star sports, Sony Max and Ten Sports – Radio and T.V. Commentary - Sports presenter/studio host - Live phone-in programmes - Running commentary on the radio - Sports expert’s comments – Sports blog writing.

UNIT III UNDERSTANDING AUDIENCE AND CROWD PSYCHOLOGY 9
Interacting with the audience - Audience Interest – Audience base – Audience motivation and home ground advantage – audience emotion and drama – mob psychology – live audience and TV viewing audience – creativity among sporting fans – Advertising and business promotion to attract audience – Sponsorship and Clubs.

UNIT IV SPORTS REPORTING AND WRITING 9
Writing for magazines and online media Law related to sports and important decisions, ruling and guidelines in sports - sports photography –equipments, editing and publishing - Importance of collecting archives – importance of collecting life events through lens – reviewing biography of sports legends – Interviewing techniques.

UNIT V SPORTS ADMINISTRATION AND GOVERNANCE 9
related to sports and important decisions, ruling and guidelines in sports – Sports politics and controversies.

OUTCOMES
At the end of the course, the student will be able to:
- CO1. Learn to report and write about sports/event for print and online platform.
- CO2. Understand the emotion and drama as part of sport stories.
- CO3. Realize the importance of technology role in sports reporting.
- CO4. Provide more in-depth coverage, behind-the-scenes access, and interactive experiences to connect with fans on a deeper level.
- CO5. Understand the ethical challenges in sports journalism.

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EA3008 WRITING FOR MEDIA

OBJECTIVES
- Enhance students’ ability to write effectively for various media platforms, including print, online, broadcast, and social media. Improve their proficiency in crafting clear, concise, and engaging content.
- Familiarize students with the different forms of media, including newspapers, magazines, websites, radio, television, and social media platforms. Explore the unique characteristics and requirements of each medium.
- Teach students how to adapt their writing style and tone according to the target audience, purpose, and medium.
- Introduce students to storytelling techniques and narrative structures that are effective in media writing.
- Emphasize the importance of thorough research and accurate fact-checking in media writing.

[Signature]
Director
Centre for Academic Courses
Anna University, Chennai-600 025
UNIT I  TOOLS OF WRITING
Four characteristics of media writing- accuracy, clarity, efficiency, precision. Importance of the beginning, the middle and the end. Writing for different genres. Writing for fictional and factual works. Scripting for print media- elements and structure of news writing-Feature writing

UNIT II  CREATION OF SCRIPT
Concept creation- Identification of suitable story concept/idea – Anatomy of a Screenplay - Beginning/middle/ end elaborating and breaking up the selected concept into scenes - Elaborating individual scenes – Slug line - Action – Dialogue - Creating a detailed script / screenplay.

UNIT III  WRITING FOR FICTIONAL PROGRAMMES
Understanding the plot of the story- Arch plot, mini plot, Anti-plot, types of scripts for fictional programmes- single and dual column scripts, Dialogues, Voice-over, Narration – Scripting for television series& web series. Understanding and choosing Point of View- Scripting for animated content.

UNIT IV  WRITING FOR NON-FICTIONALS
News writing for broadcast media, 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.

UNIT V  SOFTWARE APPLICATION FOR SCRIPTING
Software for news writing, Uses of various commercial software for scripting and pagination, formatting the screenplay, organizing related documents-Storyboarding, software for storyboarding.

OUTCOMES
At the end of the course, the student will be able to:
   CO1. Understand the nuances of writing for various media
   CO2. Understand the different types of script
   CO3. Efficiently develop and write scripts for fictional programmes.
   CO4. Efficiently develop and write scripts for non-fictional programmes.
   CO5. Create their own script that can be produced in the media

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EA3009

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OBJECTIVES

- To understand the fundamental concepts of content writing.
- To be exposed to blogging.
- To critically analyze and understand Search Engine Optimization.
- To generate graphics for content.
- To demonstrate the ability of creating engaging content for social media platforms.

UNIT I  CONTENT WRITING PRINCIPLES AND PROCESSES

Building confidence and technique for writing – Process and principles of writing – Storytelling techniques – Copywriting types – Researching competitors – Focusing on buyer persona – Finding your passion – Finding your NICHE, selecting a profitable and in-demand NICHE.

UNIT II  WRITING FOR BLOGS

Search topics for blog – Content writing for blogging, its structure and planning – Types of blogs – Adding variety while giving information – Headline strategies – Trust building in online content – Communication method to make your visitor click (CTR) – Register you blog – Write and publish your first post.

UNIT III  SEARCH ENGINE OPTIMIZATION

Keyword Research & Planner – Keyword relevance for content creation – Elements of SEO – Writing meta tags – Title and description tags for Google search engine – Identify long tail keywords – LSI (Latent Semantic Indexing) keywords – Use of LSI keywords in article, blog and website – SEO copywriting – Writing HEAD, Meta tags, Title AND Description tags for search engine.

UNIT IV  CONTENT ON IMAGES


Attested

[Signature]

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
UNIT V  SOCIAL MEDIA CONTENT WRITING

Creating engaging content for social media platforms – Visitor engagement and tactics to maximize interaction – Facebook and Instagram engagement – Pitches and tactics – Strategies to create viral content – Case studies and learning points – Instagram influencer – Writing captions that reflect brand’s voice and personality – Choose the write hashtags.

OUTCOMES
At the end of the course, the student will be able to:
- CO1. Understand the principles and processes of content writing.
- CO2. Write and publish blogs.
- CO4. Create graphic content.
- CO5. Write engaging content for social media platforms.

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EA3010  TECHNICAL WRITING

OBJECTIVES
- To impart skills for researching for different types of audience.
- To know how to go about writing a technical report.
- To understand issues concerning patenting.

UNIT I  UNIQUENESS OF TECHNICAL WRITING

Unique features of technical writing - Scientific & Technical writing & Creative writing - Technical writing as profession – Audience awareness - Technical vocabulary - Content - punctuation - Unity, coherence and logic in writing.

UNIT II  SIMPLIFYING INFORMATION

Analysing, classification, partition, formal definition, informal definition, expanded definition - Describing and illustrating: General Vs specific description – Communicating technical information to Public.
UNIT III RESEARCHING
Research paper writing - Researching and abstracting - Basic types of research, original research, searching the literature, researching for different audiences – Plagiarism - Documentation - Writing for scientific journals - Thesis writing & assignments.

UNIT IV VISUAL COMMUNICATION
Importance of visual elements in technical documents – Creating effective charts, graphs and tables – Incorporating images and diagrams – Design principles for visual communication- Captioning and labelling visual elements.

UNIT V PROJECT PROPOSALS

OUTCOMES
At the end of the course, the student will be able to:
CO1. develop an understanding of the unique features of technical writing.
CO2. Specialize in various forms of scientific writing.
CO3. communicate technical information to Public.
CO4. Design visual elements aesthetically
CO5. Draft proposals and present it effectively.

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OBJECTIVES

- The objective is to introduce them to the types of community media.
- The students will be exposed to community media revolution in India.
- To make them understand the managerial functions of community radio.
- To introduce the writing formats and types of scripting for community radio.
- To give them the field exposure using case studies.

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 indigenous community media.

UNIT III WORLD AND INDIA’S COMMUNITY MEDIA REVOLUTION


UNIT IV WRITING FOR COMMUNITY MEDIA


UNIT V CASE STUDIES

Professional Bodies – World Association of Community Broadcasters- Examples of CR in India and abroad and their impact on Development.

TOTAL: 45 PERIODS

OUTCOMES

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

- CO1. Know different communication strategies and media usage for community development.
- CO2. Understand the managerial functions of community radio.
- CO3. Understand the writing formats and types of scripting for community radio.
- CO4. Field exposure through the case studies.
- CO5. Understand the role of media in community development.
- CO6. Produce programs for local communities.

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EA3012 MULTIMEDIA STORY TELLING

OBJECTIVES
- To develop the story ideas
- To develop the knowledge Scripting and finalizing with shots.
- To develop the scripts and produce programs for the web medium.

UNIT I DEVELOPING THE IDEA
Creativity-creativity myths- Rule of third, Foreground, Middle and background, Developing drawing, skills, Shot angles, Layout of storyboard, Perceptive.

UNIT II UNDERGOING THE RESEARCH
Research, Brainstorming the ideas, Developing the brain storm idea, Black and white drawing,Drawing human in action, human proportions, Light shadows, light sources, Depth of field,

UNIT III RULE OF DESCRIBING THE STORY
Reader, Way of capturing the ideas, Acton, character, Theme, Structure. Introduction to screen grammer, Shot and scene description, Shot breakdown using different shot. Match and jump cut, 180-degree rule. Different type of lead to introduction, Story plot patterns, Creative dialogue, action scenes

UNIT IV DRAFTING THE STORY
Story – Protagonist, Motivation, Antagonist, Conflict. 8 Steps of writing - Find a small idea, Explore the structure, Define your world, character and problem, Beat it out, Write the first draft, Find a critical friend, Write the second draft, Write the third draft. Goals and rules, communication through story. Positive and negative criticism.

UNIT V FINALIZING WITH SHOTS
Scripting – story board scripting, Different type of story board. Visualization, Montage, Sequence, Editing, special effects, Extreme wide shot, wide shot, full shot, close up, chocker shot, extreme close up, over the shoulder, point of view, reaction shot, insert shots.

TOTAL: 45 PERIODS
OUTCOMES
At the end of the course, the student will be able to:
CO1. Brainstorm the concept and develop the story.
CO2. Various aesthetics of storytelling for digital medium.
CO3. Rules in describing the story.
CO4. Produce the own stories/series for the web medium.
CO5. Create different emotions in the storyboard.

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EA3013 DOCUMENTARY FILM MAKING

OBJECTIVES
- Understand the functions, importance and forms of documentary films.
- Learn structure and story curve in documentary.
- Examine the techniques involved in factual storytelling and its applications.
- Learn the rudiments of creating a documentary.
- Introduced to preproduction (idea conception, research), production (camera work, interview), and postproduction (sound and picture editing) aspects.

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 filmmakers.

TOTAL: 45 PERIODS

OUTCOMES

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

CO1. Appreciate the importance of the documentary film formats
CO2. Explore various documentary formats through viewing and analyses of important documentaries.
CO3. Develop an individual style in representing the society through documentary
CO4. Examine the story structure and story formats
CO5. Develop a proposal & script based on intensive field research for a documentary.

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DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
OBJECTIVES

- To give an overview of the short film genre from scripting to postproduction.
- To study the critical ethical and aesthetic concepts related to short film making.
- To introduce the technical nuances of short film making.
- To understand the narrative patterns and techniques involved in short film making.
- To develop a complete screenplay for production of a short film.

UNIT I UNDERSTANDING THE SHORT FILM GENRE 9
Principles of drama, Difference between short films & features, Elements of good short films, Purpose of short films, films for social change, entertainment & inspiration, Researching story ideas, ideation to film story, Audience Centric Approaches.

UNIT II SCRIPTING 9
Structure of short film narratives, plot & story, three act structure, conflict in a story, establishment, rising action, resolution.

UNIT III SCREENPLAY 9
Narrative styles & formats, creating characters, settings, screen time, construction of a scene, functions of dialogues, elements of good dialogue writing.

UNIT IV PRODUCTION 9
Screenplay Talent, hiring crew & equipment, scheduling, budgeting, production roles- director, camera, producer, editors, music. Managing the shoot on location, costume design, lighting, Shooting ratio, production design. Editing short films, graphics, animation, titling, dubbing, music, subtitling.

UNIT V FILM SCREENING, SHARING & PUBLICITY 9
Using digital media for film promotion & distribution, video sharing websites & social media, film exhibitions, films festivals, competitions, private & public screening, censorship and certification, pitching to production companies, creating show reels, social media sharing & creating your social media channels.

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

CO1. Understand the various trends, formats, techniques & styles involved short film making
CO2. Gain insights into the structure of a short film and its genres.
CO3. Learn the steps involved in scripting, directing, editing and screening of short films.
CO4. Understand the various narrative formats and presentation styles of story telling
CO5. Able to develop a complete screenplay for production

REFERENCES
3. Munroe Marie Roberta, How Not to Make a Short Film: Secrets from a Sundance Programmer, Hyperon publishers, New york, 2015

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Avg. 4/3=1.3 2/1=2 5/2=2.5 7/3=2.3 2/1=2 6/2=3

**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.
- To understand the knowledge on planning and execution of concept into a project.
- To create innovative web commercial

**UNIT I**

**TYPES OF COMMERCIALS**

Commercials: 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

OUTCOMES
At the end of the course, the student will be able to:
CO1. do copywriting and production techniques involved for radio, television, web and films.
CO2. get wider knowledge about planning and execution for television commercials
CO3. create bumper ads for social media
CO4. know about how much a television is important for brand strategies
CO5. script for various media platform and have their own portfolio

REFERENCES
2. Jason Mc Donald, Social Media Marketing Workbook: How to Use Social Media for Business, Independently Published, 2022

TOTAL: 45 PERIODS
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 field.
- The students will be able to understand the new trends and opportunities in technology enhanced learning systems.
- To develop an understanding on the present trends and future of e-content business.

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.

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UNIT IV 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

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

CO1. Students will be able to understand the new trends and opportunities in technology enhanced learning systems.

CO2. Students will familiarize with the management of e-content production.

CO3. Students will develop an understanding on the present trends and future of e-learning business.

CO4. Students will promote generation of e-Content in all subjects.

CO5. Students will be skilled in e-content production in their future endeavors

REFERENCES

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


5. The gamification of learning and instruction, Karl M. Kapp, 2012


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Attested

DIRECTOR

Centre for Academic Courses
Anna University, Chennai-600 025
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


UNIT IV PERSONNEL MANAGEMENT


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

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

- CO1. Gain knowledge of the different components, stakeholders, and business models within the electronic media ecosystem.
- CO2. Understand the roles and responsibilities of media managers, including strategic planning, organizational behavior, decision-making, and leadership.
- CO3. Understand the importance of audience engagement and develop strategies to attract and retain viewers/listeners/users across different electronic media platforms.
- CO4. Gain knowledge of ethical considerations and social responsibility in electronic media management.
- CO5. Learn to create effective promotional campaigns, develop brand strategies, and leverage social media and digital marketing platforms to increase audience reach and engagement.
REFERENCES
1. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU, New Delhi, 2005.
5. The gamification of learning and instruction, Karl M. Kapp, 2012

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EA3018
EVENT MANAGEMENT
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OBJECTIVES
- To Understand the structure of event industry, economy, culture and trends of Market.
- Applying the Concepts and practices of Marketing research on event related issues.

UNIT I INTRODUCTION TO EVENT MARKETING
An overview of event marketing – Types of events – Understanding the structure of event industry, economy, culture and trends – Marketing skills for event marketers, Requirement analysis.

UNIT II DESIGNING EVENT MARKETING
Application of Marketing mix to events – Designing and developing – Adoption of events – Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events.

UNIT III PRICING STRATEGIES
Pricing methods for events – Approach towards sponsorships, funding agencies - types and Choice of sponsorships – Profitability analysis – Negotiations for the best deal.
UNIT IV EVENT PROMOTION
Campaign for sports cultural - Entertainment - Formal functions – Event advertising –
Establishment – Festivals – Conventions – Exhibitions - Public relations – Interpersonal
relationship – Media management – Role of regulatory authorities.

UNIT V EVENT DELIVERY
Dealing with agents, Promoters and event executors – Event Planning Implementation and
evaluation from stake holder’s perspectives - Concepts and practices of Marketing research on
event related issues. Post event steps.

TOTAL: 45 PERIODS

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

CO1. The students acquire an understanding of the role and purpose(s) of special events in
the organizations.

CO2. Students will acquire an understanding of the techniques and strategies required to plan
successful special events.

CO3. Students will acquire the knowledge and competencies required to promote, implement
and conduct special events.

CO4. Acquire the knowledge and competencies required to assess the quality and success
of special events.

CO5. Use research and analytical skills to guide the development of communication
objectives and public relations activities, evaluate their impact, and support
organizational objectives and stakeholder relationships.

REFERENCES
1. Allison Saget, The Event Marketing Handbook : Beyond Logistics & planning, Kaplan
2. Cheryl Mallen, Lorne J. Adams ,Event Management in Sport, Recreation and Tourism:
Theoretical and Practical Dimensions,2016.
3. Glenn Bowdin, Johnny Allen, Rob Harris, Ian McDonnell, William O’Toole, Events
5. Julia Rutherford Silvers and Joe Goldblatt, Professional Event Coordination, John Wiley,
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OBJECTIVES

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

UNIT I INTRODUCTION TO PUBLIC RELATIONS


UNIT II STRATEGIC PUBLIC RELATIONS


UNIT III PUBLICS & PUBLIC OPINION

Public Opinion – Meaning and Definition, Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation-persuasion, Government and Public Affairs, Social Media and PR, Crisis and credibility , Anticipating a crisis, characteristics of crisis, categories of crisis, crisis management, communication plan, crisis evaluating, successful crisis handling.

UNIT IV CAMPAIGN MANAGEMENT

Definition for campaign, types of PR campaigns, successful campaign models, planning a campaign, implementing the campaign, evaluating the campaign, changing behaviour with campaigns, government campaigns, global campaigns, Benefits of digital social media in public relations campaigns, Planning public relations campaigns in digital media : Goals and strategies- Identifying target audiences - Rules of Engagement for social media.

UNIT V CORPORATE SOCIAL RESPONSIBILITY

Concepts of Social Responsibility - The social responsibility of organizations: Historical background. Characteristics of social responsibility, Principles of Social Responsibility Definition of Social Responsibility- Social responsibility toward the environment - Prevention of pollution, Sustainable resource use, Climate change mitigation and adaptation, Protection of the environment, biodiversity and restoration of natural habitats.

TOTAL: 45 PERIODS
OUTCOMES
At the end of the course, the student will be able to:

CO1. Gain knowledge of the history, theories, and principles of public relations practice.

CO2. Learn to identify communication goals, target audiences, key messages, and appropriate communication channels.

CO3. Learn to write press releases, speeches, articles, blog posts, social media content, and other forms of communication materials.

CO4. Learn strategies and techniques for managing crises and protecting organizational reputation.

CO5. Understand the ethical responsibilities of public relations professionals, including truthfulness, transparency, confidentiality, and conflicts of interest. Learn about relevant laws, regulations, and industry codes of ethics.

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EA3020 MEDIA ENTERPRENEURSHIP L T P C
3 0 0 3

OBJECTIVES
- To Understand the dynamic role of entrepreneurship and small businesses
- To develop and strengthen entrepreneurial quality and motivation in students.
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

UNIT I ENTREPRENEURIAL COMPETENCE
Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality – Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

74
UNIT II ENTREPRENEURAL ENVIRONMENT

UNIT III BUSINESS PLAN PREPARATION

UNIT IV FINANCING THE NEW VENTURE
Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks, Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

UNIT V MANAGEMENT OF SMALL BUSINESS
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

TOTAL: 45 PERIODS

OUTCOMES
CO1. Students will gain knowledge and skills needed to run a business.
CO2. Students will be able to know the forms of Ownership for Small Business.
CO3. Students will be able to do Strategic Marketing Planning.
CO4. Students will be able to innovate new product or service development.
CO5. Students will do a business plan creation, Forms of Ownership for Small Business.

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OBJECTIVES

- To know the basics of algorithmic problem solving.
- To develop Python programs with conditionals and loops.
- To define and call Python functions, modules.
- To work with strings and files in Python.
- To use Python data structures – lists, tuples, dictionaries.

UNIT I INTRODUCTION TO PROBLEM SOLVING AND PYTHON

UNIT II DECISION CONTROL STATEMENTS AND LOOPING STATEMENTS

UNIT III FUNCTIONS, MODULES AND PACKAGES

UNIT IV STRINGS AND FILE HANDLING

UNIT V DATA STRUCTURES

TOTAL: 45 PERIODS

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

CO1. Develop algorithmic solutions to simple computational problems.
CO2. Develop and execute simple Python programs for solving problems.
CO3. Decompose a Python program into functions.
CO4. Represent compound data using Python lists, tuples, dictionaries etc.
CO5. Read and write data from/to files in Python programs.
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EA3022 2D GRAPHICS AND ANIMATION

OBJECTIVES
- To explore the basic and fundamentals of 2D Graphics and Animation
- To familiarize with animation techniques and 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, Introduction to 2D animation software interface: 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, storyboarding. Describing Shots: Framing the shot, angle and movement, creating scenes working with symbols. Design: characters, background, environment and props, character construction with poses, size relation,

UNIT IV  INTERACTIVE ANIMATIONS  9
Action Scripting: Programming fundamentals, working with objects, variables, datatypes, statements and expressions, operators, syntax, decisions making statements, looping statements, functions, user interaction, text, styles and fonts, events and event handlers: Interactivity with the mouse and keyboard, Creating buttons, navigations, Building applications with action script.

UNIT V  2D GRAPHICS AND ANIMATION APPLICATIONS  9
Developing Comic stories, Stop motion concepts, Animated Logo, Web advertisements, Title animation, Text Graphics and effects, Web Banners, Character animation, PSA, Product commercials, E Learning material, Interactive quiz, dynamic web pages, Portfolio development.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Students will understand the latest techniques of 2D graphics and animation
CO2. Students will practically utilize the basic animation principles
CO3. Students will animate the scene using the scripting
CO4. Students will understand the production techniques involved in creating the 2D animation
CO5. Students will acquire a knowledge to create an interactive presentation in 2D and Portfolio

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OBJECTIVES

- To explore the history of games and the gaming industry.
- To understand the fundamentals of game design and development.
- To learn the basics of C# game scripting for making a simple game.
- To learn and understand the functions of game engine software.
- To create a 2D game using game engine and design game mechanics that create engaging game play.

UNIT I  INTRODUCTION TO COMPUTER GAMES  9
Introduction to gaming – Game play, Emergent and progressive gameplay – gamification – History of games, Gaming industry - Introduction to Android games and iOS games - Types of games: FPS, role playing games, platform, racing, design elements – game elements: strategies, actions, outcomes.

UNIT II  GAME STORY AND GAME DEVELOPMENT PROCESS  9
Concept of games as stories, narrative in video game presentation – Uses of game theory - Campbell's Monomyth theory – The normal form, pure strategy – Nash equilibrium, dominated strategies and payoffs- Game design and development processes: Game identification, terminology, concepts, level design, and interface design.

UNIT III  GAME SCRIPTING  9

UNIT IV  GAME BEHAVIOUR  9

UNIT V  GAME DEVELOPMENT WITH ENGINE  9
Introduction to Unity Game Engine Tools & navigation, Camera control in Unity, Scene Navigation, Project setting / Player setting, Game publishing using Unity Sprite Editor, Sprite Animation, 2D Physics, 2D Components, UI system, 2D Game Project Gameplay: game worlds, object models - Creating and destroying game objects – Access the components – Events for game objects – Dealing with vector variables and timing variables — Coroutine and return types – Physics components: coordinates, vectors, rigid bodies and forces – Colliders and collisions.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Describe and differentiate between different types of games.
CO2. Demonstrate an understanding of the overall game design process.
CO3. Design and implement basic levels, models, and scripts for games.
CO4. Understand the game design principles and techniques that can be applied to gameplay.
CO5. Design and build their own functional game using game-engine.

REFERENCES
2. Steve Rabin, Introduction to Game Development, 2010
3. Joe Hocking, *Unity in Action: Multiplatform Game Development in C#*, 2018

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**EA3024**

3D GRAPHICS AND ANIMATION

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**OBJECTIVES**

- To understand basic tools and fundamental properties of animation
- To develop the storyboard creation process for the 3D animated film
- To teach the laws of physics in applying an animation for 3D creations.

**UNIT I UNDERSTANDING 3D GRAPHICS**

Animation industry, history and development of 3D animation, understanding the topology, understanding 3 Dimensional concepts, Controlling and Configuring the Viewports- Working with Files- Importing- and Exporting - Customizing the Interface and Setting Preferences. Introduction to the interface, Tools in the software. Different type of video formats, pixels vector and raztor, file formats, colour depth, bit depth, frame rate, timecode. Different view exposure, parameters and properties, working with transform, rotate and scale, creating a simple object using the standard objects.

**UNIT II Basics of Modelling**


**UNIT III CAMERA AND LIGHTING**


**UNIT IV**  
**EFFECTS IN 3D GRAPHICS**  
9  
UseS of 3D motion graphics and effects - Introduction to View Post Effects - Video Post Application and Object Id- Add Scene Event Add Image Filter Event- Add Image Out Put Event -Saving Video Post Effect In Various Formats Executing Sequences -Saving Files -Getting Start With Projects Estimating the Projects. Timing movement of object or character, space and scale. Creating the particles for the scene, modifying the particles, gravity, push and other particles, creating the basic human model, birds, animal character.

**UNIT V**  
**ANIMATION AND RENDERING**  
9  
Rigging – pivot positions, FK and IK, parenting, deformers, scripting, expressions, rigging workflow. Keyframe, Graph editor, dope sheet, animation techniques, motion capture technology. Character motion, placing the bones for the character, creates the motion animation with rigging formats. Reading anatomy- human and living organisms, breaking human anatomy into different parts. Concepts of rendering with V-ray - V-ray Interface- V-ray light rig- V-ray Rendering and Fx - Applying Mental Ray Shaders- Using Final Gather - Fine Tuning Mental Ray Shaders.

**TOTAL: 45 PERIODS**

**OUTCOMES**
At the end of the course, the student will be able to:
- CO1. Students will be able to understand the physics behind the 3D animation.
- CO2. Students will understand the basic movements of 3D character.
- CO3. Students will execute the rigging and animating a character.
- CO4. Students will work with different types of particles system in 3D effects.
- CO5. Students will develop the idea and create a simple animation movie

**REFERENCES**
7. Morr Meroz, Animation for Beginners: Getting Started with Animation Filmmaking, 2021, Bloop Animation studios
OBJECTIVES

- To create the character models digitally
- To create the character action and emotion
- To understand the physics behind the character movements

UNIT I  CHARACTERS

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, understanding the character nature and appearances.

UNIT II  3d SURROUNDINGS


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  EMOTION FOR THE CHARACTER


UNIT V  PHYSICS IN 3D

Emotions, expressions, Eight basic efforts pressing, flicking, wringing, dabbing, slashing, gilding, thrusting, floating. Body language – body postures, basic modes, palm, hand arm and leg gestures, Walk cycle, Lip sync

TOTAL: 45 PERIODS

OUTCOMES

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

CO1. Students will design the imaginative character
CO2. Students will understand to rig the character
CO3. Student will animate the character
CO4. Students will create the environment for the background
CO5. Students will understand the basic emotions for the character

REFERENCES

2. Marin Todorov, iOS Animation by Tutorials, 2022
EA3026 VISUAL EFFECTS AND COMPOSITING

OBJECTIVES
- To provide students with a comprehensive understanding of the principles, techniques, and tools used in creating visual effects.
- To merge a live action footage with the visual effects.
- To stimulate particle items.
- To develop the technical and artistic skills necessary to design and execute high-quality visual effects.
- To foster critical thinking and problem-solving abilities within the context of visual effects production.

UNIT I INTRODUCTION TO VFX

UNIT II ART OF ROTOSCOPING

UNIT III PARTICLES AND TRACKER
UNIT IV  
**CAMERA AND LIGHTING**
9

UNIT V  
**COMPOSITING**
9

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Apply artistic principles, color theory, and visual storytelling techniques to enhance the overall visual impact of a project.
CO2. Demonstrate proficiency in using industry-standard software and hardware tools for visual effects production.
CO3. Understand the technical aspects of visual effects, including compositing.
CO4. Effectively design and execute visually compelling and realistic visual effects.
CO5. Demonstrate their technical proficiency, creative vision, and ability to solve visual effects challenges, thus enhancing their employability in the industry.

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DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
OBJECTIVES

- To deal with the various aspects of climate change.
- To understand the role of media in delivering the climate change information.
- To get to know the components of the earth system

UNIT I  EARTH SYSTEM  9

UNIT II  CLIMATE  9
Difference between weather and climate – Climate system – The energy balance of the earth – Activity: Modelling the greenhouse effect – Climate change 1,00,000 years (glacial cycles) – thousands of years (interglacials, interstadial events) – Natural and anthropogenic causes and Impacts of changing climate – Ozone depletion, Photochemical ozone creation, Acid rain, Ambient air quality.

UNIT III  NATURAL CLIMATE CHANGE  9
Records of climate change: written history, glaciers and their deposits, ice cores, ocean sediments and corals, terrestrial deposits, sea level rise – Climate change and human health – Climate change and water resources: impacts and adaptation – Thermohaline Circulation.

UNIT IV  GREENHOUSE GASES AND GLOBAL WARMING  9

UNIT V  MEDIA AND CLIMATE  9

TOTAL: 45 PERIODS

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

CO1. Students will understand the natural and anthropogenic causes of climate change.
CO2. Students will understand atmospheric and oceanic impacts of climate change.
CO3. Students will be able to explain the media for adaptation and mitigation of climate change.
CO4. Students will understand the concept of greenhouse gases and global warming.
CO5. Students will recognize the role of the media in communicating climate change.
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EA3028 COMMUNICATING HEALTH

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

UNIT I INTRODUCTION TO HEALTH COMMUNICATION
Definition, scope and importance of Health communication, Models and theories of Health communication, Role of Health communication in Public health promotion- Ethical considerations in Health Communication – Health literacy and its impact on communication.

UNIT II HEALTH COMMUNICATION CAMPAIGNS
Planning and Designing Health communication campaigns – Audience segmentation and targeting in Health communication – Message development and Framing techniques – Media selection and Channels for Health communication- Evaluation and assessment of health communication campaigns.

UNIT III HEALTH CARE AND TECHNOLOGIES
Benefits and challenges of Health care technologies – Implementation and Adoption of Health care technologies – Patient centered technologies and Health care. Artificial Intelligence, Block chain and secure health data exchange, Virtual and Augmented Reality in health care, personalized
mobile apps, Gadgets and Health care - e health – Internet of Medical things (IoMT) Health 2.0 – types of web 2.0 in Health care, Health 3.0. Familiarizing with technology of telemedicine.

UNIT IV HEALTH COMMUNICATION AND MEDIA
Health Journalism and media coverage of Health issues – Social media and online health information, Entertainment education and health promotion in popular media – media advocacy and policy communication in public health – Addressing misinformation and promoting health literacy in the digital age.

UNIT V MEDIA EFFECTS AND HEALTH

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Students will familiarize in Health reporting.
CO2. Students will familiarize with the technologies used in health sector.
CO3. Student will become Knowledgeable and discuss current issues in health care.
CO4. Students will identify the key steps in planning, implementing and assessing health promotion campaigns.
CO5. Students will define the role of social support in maintaining health and coping with illness.

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Avg. 4/3=1.3 4/2=1 4/3=1.3 7/3=2.3 7/2=3.5 7/2=3.5
OBJECTIVES

- To know the disaster management acts and laws.
- To know about various natural resources and their associated problems.
- To find ways to tackle the issue of disasters versus development in the media.
- To sensitize students about the intricacies concerning environmental coverage in the media.
- To make them aware about how these environmental degradation leads to disasters and how to manage them.

UNIT I DISASTER CHARACTERISTICS


UNIT II NATURAL RESOURCES AND ASSOCIATED PROBLEMS

Air, Water, Forest resources and it associated problems – increasing the vulnerability to disasters – Energy resources - renewable and non-renewable energy, alternative energy – Land resources: land degradation, human-induced landslides, soil erosion and desertification – Sustainable lifestyle.

UNIT III RISK COMMUNICATION

Definition – risk, vulnerability, hazard, etc. Causes, effects and control measures of natural and man-made hazards – Role of Government, NGOs and the community in the prevention of disasters – Need for preparedness - case studies - Importance of communicating the hazard risk – community based hazard mapping.

UNIT IV SOCIAL ISSUES AND DISASTER MANAGEMENT

From unsustainable to sustainable development – Urban problems related to disasters — Resettlement and rehabilitation of people – Environmental ethics – Climate change, global warming, acid rain, ozone layer depletion, sea level rise, tropical storms, tsunami, earthquake, landslides, etc – Social issues in different phases of disaster management

UNIT V ROLE OF MEDIA

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

TOTAL: 45 PERIODS

OUTCOMES

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

CO1. The students will get familiarized with the interdisciplinary nature of environmental studies.
CO2. The students will gain knowledge on various social issues and environment.
CO3. Students will understand the role of media in communicating environmental messages.
CO4. The students will get introduced to intricacies concerning environmental coverage in the media.
CO5. To students will understand how environmental degradation leads to disasters and become familiar with the ways and means to manage them.
CO6. The students will be aware of the major disaster management bodies and institutions in India and abroad.
REFERENCES

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EA3030 MEDIA AND SOCIAL INCLUSION

OBJECTIVES
- To deeply analyze the concept of social inclusion.
- To discuss the necessity of social inclusion of socially disadvantaged groups.
- To analyze the role of media in social inclusion.
- To analyze the gender bias in social inclusion.
- To discuss the necessity of social affirmation.

UNIT I SOCIAL INCLUSION
Concept and derivatives of social inclusion – Socially excluded groups and the need and necessity of their inclusion – Social inclusion in global context – Social inclusion in Indian context.

UNIT II GENDER ANALYSIS
Discrimination against women and gender bias – A brief study of worldwide women’s Movements – Need for the gender mainstreaming – Social protection and social inclusion of women – Indian women and the importance of their empowerment.

UNIT III CHILDREN’S ISSUES
UNIT IV  SOCIAL AFFIRMATION
Affirmation of socially excluded groups – The global initiatives – The steps and actions of the Indian government for social affirmation of neglected groups – Need for a cohesive policy framework.

UNIT V  MEDIA INTERVENTION
Media and social inclusion – Media’s role and responsibility in bringing back socially excluded groups into the mainstream – Strategies to be adopted by Indian media to eliminate social rejection in India - Role of social media in social inclusion.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. The students will be able to understand the concept and derivatives of social inclusion.
CO2. The students will understand the need of the inclusion of the socially excluded groups.
CO3. The students will gain knowledge on the media’s role in Social Inclusion.
CO4. The students will get to known the responsibility of media in bringing back socially excluded groups into the mainstream.
CO5. The students will understand the gender dimensions of social inclusion.

REFERENCES

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OBJECTIVES
- To explain the role of women in the Indian society.
- To comprehend the status of women in the radio industry.
- To analyze the role of women in television industry.
- To understand the impact of new media on women.
- To analyze the legal safeguarding measures available for women in India.

UNIT I WOMEN AND SOCIETY 9
Status of women in the Indian society, Stereotyped role of women, Commodification of women, Women’s movements and feminist theories, Role of media in development of women, Portrayal of women in Indian media.

UNIT II WOMEN AND RADIO 9
Women’s participation in radio production, Status of women in radio stations, Role of radio in women’s development, Community radio and women, Impact of radio on women.

UNIT III WOMEN AND TELEVISION 9
Women’s participation in Television program production, Status of women in public and private television organizations, coverage of women’s issues in television, Impact of Television on women.

UNIT IV WOMEN AND MEDIA LAW 9
Media Acts and regulations relevant to women in India, Policies and programs supporting women, Legal changes required to achieve real empowerment, Legal remedies for women.

UNIT V WOMEN AND NEW MEDIA 9
Women and New Media technologies, Role and participation of women in new media, Impact of new media on women, opportunities and challenges offered by new media for women

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
- CO1. The students will get to know the status of women in the radio industry.
- CO2. The students will understand the role of women in television industry.
- CO3. The students will come to know the portrayal of Women in Media
- CO4. The students will gain knowledge about the impact of new media on women.
- CO5. The students will get to know the legal safeguarding measures available for women in India.

REFERENCES
OBJECTIVES

- To provide historical perspectives on the developments in the art of editing and storytelling.
- To understand the role of editors in video content creation.
- To help students acquire conceptual knowledge on creative aspects of video editing.
- To provide knowledge on the technical aspects of video editing and complete postproduction.
- To acquire skills to perform edit for a range of storytelling for multimedia platforms.

UNIT I PRINCIPLES OF EDITING

Constructing a lucid continuity – Providing adequate coverage – Matching action - Preserving screen direction – Setting the scene – Matching tone – Matching flow of a cut – Change in location and scene – The picture edit and pace – The sound edit and clarity – The sound edit and creative sound – Importance of tone, pace and rhythm

UNIT II EDITING FOR THE GENRE


UNIT III INTRODUCTION & TRACKING

UNIT IV COLOUR CORRECTION
Image evaluation – Broadcast safe - Log Controls - Three-way colour wheels – custom curves – scopes – automatic colour grading tools – Nodes – Copying colour corrections – Curves – Isolating corrections – Look-up tables – Automatic scene cut detection: Pruning edit, reconstructing timeline -

UNIT V RENDERING AND DELIVERING
Rendering to online streaming platforms and data burn-in – Rendering for other software’s – Managing the render queue – Presets and individual-clip vs. single-clip exports – Digital Cinema Package (DCP) export and playback

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Students will be able to understand the different principles of editing.
CO2. Students will learn the importance of visual elements in editing.
CO3. Students will learn the application of various styles and methods of editing in their video projects.
CO4. Students will understand the aesthetic reason for the edit choices made by film/video makers.
CO5. Students will be able to edit video projects.

REFERENCES
3. Dancyger Ken, The Technique of Film and Video Editing – History, Theory and Practice. Focal Press, 2018
4. Steven E.Brown, Video Editing – A Post Production Primer , Focal Press, 2004

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