DEPARTMENT OF MEDIA SCIENCES
ANNA UNIVERSITY, CHENNAI

VISION OF THE DEPARTMENT

- To offer quality media studies and research, using state-of-the-art images for building an inter-disciplinary 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 OF THE DEPARTMENT

- 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.
I. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

| I. | To produce multi-skilled media content producers for ever changing media landscape. |
| II. | Learn a broad range of digital media skills, concepts, terminologies, formats, trends, and infrastructure requirements. |
| III. | Find gainful employment in media and entertainment industry |
| IV. | Get elevated to managerial position and lead the organization completely. |
| V. | Become a media entrepreneur and own successful media outlets. |

2. PROGRAMME OUTCOMES (POs):

| PO's | Programme Outcomes |
| 1 | An ability to independently carry out research/investigation and development work to solve societal problems. |
| 2 | An ability to write and present a substantial technical report/document. |
| 3 | 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. |
| 4 | Students should be able to learn and apply various creative techniques & critical thinking methods in media production and problem solving. |
| 5 | 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. |
| 6 | 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. |

3. PEO/PO Mapping

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| Media Psychology | 2.2 | - | 3 | - | - | 3 |
| E-Content | 3 | 2 | - | 2 | 2.3 | 2 |
| Game Design and Development | 2.5 | 2 | 2 | 2.5 | 2 | - |
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| Game design and development lab | 2 | 3 | 3 | 3 | 2.6 | 3 |
| Motion graphics lab | 3 | - | 1 | 3 | 2 | 1.5 |

| SEMESTER 9 | Communication Research Methods | 2 | 2 | 1.5 | 3 | - | - |
| Content Writing | 1.8 | 2 | 2 | 2 | 1.8 | 1.6 |
| Statistics and Data Visualization Techniques | 2 | 2 | 1 | 1.7 | 1 | 2 |
| Mini Project | 2 | 2 | 1.5 | - | - | - |

| SEMESTER 10 | Artificial Intelligence for Media | 3 | 3 | 2 | 2 | 2.3 | 2 |
| Media Entrepreneurship | 3 | - | 2.5 | - | - | - |
| Project Work | 3 | 2.66 | 1.5 | 1 | 1 | 2 |

<p>| PROFESSIONAL ELECTIVES | Art direction and production design | 3 | 3 | 2 | 2 | 2.3 | 2 |
| Big Data Analytics | 2.5 | 2.5 | 2.5 | 2 | 2 | - |
| Brand Management | 2.5 | 2.5 | 2.5 | 2 | - | 2 |
| Business Communication | 2.5 | 2.5 | 2.5 | - | - | 2 |
| Climate Journalism | 2.5 | 2.5 | 2 | 2 | 2 | - |
| Community Media | 3 | 2 | 2 | 2 | 2.5 | 2 |
| Compering Techniques | 3 | 2 | 2 | 2 | 2.5 | 2 |
| Conflict and Peace Journalism | 3 | 2 | 2 | 2 | 2.5 | - |
| Copywriting | 3 | 1 | 2.5 | 2.5 | 3 | 2 |
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ANNA UNIVERSITY, CHENNAI
UNIVERSITY DEPARTMENTS
M.Sc. ELECTRONIC MEDIA (FIVE YEARS INTEGRATED)
REGULATIONS 2023
CHOICE-BASED CREDIT SYSTEM

I to X SEMESTERS of CURRICULA AND SYLLABI

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2. XM3802 Media Psychology                   PCC 3 0 0 3 3
3. XM3803 E-Content                         PCC 3 0 0 3 3
4. XM3804 Game Design and Development       PCC 3 0 0 3 3
5. Professional Elective – II               PEC 3 0 0 3 3

**PRACTICAL**

6. XM3811 E-Content Lab                      PCC 0 0 4 4 2
7. XM3812 Game design and development Lab    PCC 0 0 4 4 2
8. XM3813 Motion graphics Lab                PCC 0 0 4 4 2
9. Professional Elective- II Lab             PEC 0 0 4 4 2

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3. XM3903 Statistics and Data Visualization Techniques PCC 3 0 0 3 3
4. Professional Elective – III               PEC 3 0 0 3 3
5. Professional Elective – IV                PEC 3 0 0 3 3

**PRACTICAL**

6. XM3911 Mini Project                        EEC 0 0 4 4 2
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8. Professional Elective – IV Lab             PEC 0 0 4 4 2

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**SEMESTER VI**

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**SEMESTER VIII, IX**

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SUMMARY

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TOTAL CREDIT: 222
COURSE DESCRIPTION
- English for Media is a comprehensive course designed to enhance communication skills specifically in the field of media. The course aims to improve proficiency in English language usage and develop understanding of media-related terminology and concepts. Through a variety of engaging activities and exercises, students will acquire the necessary skills to effectively communicate in various media contexts, including journalism, broadcasting, advertising and public relations.

OBJECTIVES
- To familiarize the language used in different types of media.
- To develop reading, listening, speaking and writing skills in media contexts.
- To ask questions, research and get information for writing news reports.
- To comprehend underlying messages in visual material and interpret them in verbal mode.
- To learn about different perspectives from excerpts of literature and popular media.

UNIT I INTRODUCTION TO MEDIA LANGUAGE
- Reading – Social Media posts, News articles; Writing – Writing news headlines, Social media posts; Grammar – Simple Present and Simple Past Tense forms, Preposition; Vocabulary – One word substitution, Vocabulary in media context.

UNIT II RESEARCH AND INTERVIEWING SKILLS
- Reading – Print Interviews and summarising, Biographies of the famous personalities; Writing – Dialogue writing, Bio-note; Grammar – Wh-questions, Question Tags, Reported Speech; Vocabulary – Synonyms, Sequence words.

UNIT III READING BETWEEN LINES
- Reading – Picture comprehension, Graphical content (Tables / graphs / charts); Writing – Picture description, Channel conversion – Interpreting data from tables / graphs / charts; Grammar – Subject-Verb Agreement, Adjectives; Vocabulary – Antonyms, Transition words.

UNIT IV ENTERTAINMENT MEDIA
- Reading – short stories, poems, opinion columns, blogs; Writing – Creative writing, short stories / poems, Narrative paragraphs; Grammar - Perfect Tense forms, Degrees of Comparison; Vocabulary – Word forms (Prefix and Suffix), British / American vocabulary.

UNIT V REPORTING
- Reading – Articles on social media issues, Letters to Editor; Writing – Letter writing / Email writing (official letters asking information/ permission/clarification); Grammar – Future Tense forms, Indirect questions; Vocabulary – Cause and effect expressions, conjunctions.

TOTAL: 45 PERIODS

OUTCOMES
By the end of the course, students will be able to
- CO1: Understand and use media-specific vocabulary and terminologies.
- CO2: Write clear and concise news articles and other media related documents.
- CO3: Develop effective interviewing and research skills.
- CO4: Analyze and critically evaluate media texts that includes literature content.
- CO5: Interpret visual content and comprehend the underlying meanings.
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XM3101  AUDIOGRAPHY  

OBJECTIVES
- To make students aware of the basic principles of sound.
- To learn about sound designing.
- To impart knowledge on acoustics and psycho-acoustics.
- To get to know various functions of sound.
- To understand the basics of studio management.

UNIT I  BASIC PRINCIPLES OF SOUND AND ACCoustics  
The Human Ear; Acoustics & Psycho Acoustics of Sound: Binaural HearingCharacteristics of Sound: Compression & Rarefaction -Velocity, Amplitude and Acoustical Phase - Loudness, Frequency and Human Hearing - Timbre and Sound Envelope – Physical types of microphones – microphone selection and use, Studio Management, Mono and stereo, Basic Studio Equipments

UNIT II  ELEMENTS OF AUDIO IN A PRODUCTION  
Workflow of Sound Production - Dubbing, Sound Design, Music, Final mix Function of Sound with respect to Picture - Functions of Sound with respect to Special Effects, Folley, Studio workflow

UNIT III  SOUND DESIGN  
The roles & responsibilities of a sound designer - Elements of Sound - Perception of various sounds. The steps involved in designing sound - Functions of Sound with respect to Dialogue — Sound aesthetics
UNIT IV   DUBBING AND MUSIC PRODUCTION  
Art of Dubbing , Process , Softwares used , Sync Sound , Nagara , Music Production Process - Composing to Music Mixing . Function of Sound with respect to Picture - Functions of Sound with respect to Special Effects - Functions of Sound with respect to Music — Special effects and its functions; dubbing; creative usage of sound

UNIT V   BASICS OF MIXING
Workflow , Stereo Mixing , Basic Principles of mixing , Theatrical Mixing , Advance Sound Mixing techniques , Surround Sound, Dolby Atmos, Immersive Audio , creative usage of sound in films – Trends and innovations in sound technology

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will be able to make use of sound in different dimensions.
CO2: The students will be designing innovative special effects and music.
CO3: The students will be able to have control over the sound recorded inside the studio.
CO4: The students will get introduced to various functions of sound
CO5: The students will understand the basics of studio management

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XM3102   DEVELOPMENT OF MEDIA

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OBJECTIVES
• To know how different types of media evolved from the ancient period.
• To know the history and development of traditional media such as print, radio, TV and films.
• To understand the importance of the mass media.
• To understand the nature of New Media.
• To know the latest trends and developments in Mass Media
UNIT I TRADITIONAL MEDIA
Difference between Media and Mass Media; Conventional Forms of Folk Media – Signs, wood carving, Sound, drawings, sculptures; Folk Media in India & Tamil Nadu – Songs, Street Drama, Puppet Shows etc

UNIT II PRINT MEDIA

UNIT III RADIO

UNIT IV TELEVISION AND FILMS
Television — origin and development in India, nature, scope, audience and functions of television; Satellite, Cable television and DTH – Commercial (Private) and public service broadcasting; potential for future development, Prasar Bharati Broadcasting Corporation, Formats of television programmes- Growth and development of Films in India and Tamil Nadu – Film as propoganda

UNIT V NEW MEDIA
New Media — origin and development of Internet, Online media and mobile media, Growth and development of Internet communication in India , Nature and Scope of the new media, reach of online journalism, web TV, Podcasting, e - Publishing. Evolution of Social Media – Characteristics and Benefits – Online Communities - Evolution of OTT platform worldwide and India

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will acquire a thorough understanding of the history of mass media around the world.
CO2: An in-depth knowledge of the development of mass media in India will be obtained.
CO3: The students will understand the importance of the mass media.
CO4: The students will understand the nature and developments of New Media.
CO5: The students will get to know the latest trends and developments in Mass Media

REFERENCES
2. Poe MT. A History of Communications: Media and Society from the Evolution of Speech to the Internet. Cambridge University Press; 2010
XM3103  INTRODUCTION TO COMMUNICATION

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 and to learn the evaluation of communication theories

UNIT I  COMMUNICATION

Communication: Definition, Meaning, elements, nature, kinds, purpose, process and barriers of communication, functions of communication; Modes of Communication- Evolution of Language, Oral, Verbal, Non-verbal and Written communication, Different levels of communication- Inter, Intra, Group & Public, Mass Communication. Ancient Communication Styles

UNIT II  UNDERSTANDING HUMAN COMMUNICATION


UNIT III  MODELS OF COMMUNICATION

Models of communication; Aristotle’s definition of rhetoric, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbener and Newcomb; Ecological Models Need of communication models and their importance

UNIT IV  THEORIES OF COMMUNICATION

Theories of communication: Magic bullet theory, Spiral of silence theory, Cultivation theory, Uses and gratifications theory, Agenda setting theory, Information, Communication and Entertainment/Education (ICE) and the resultant implications, gate keepers. Social learning theory-Uncertainty reduction theory-Social cognitive theory- Protection motivation theory- Health belief model
UNIT V COMPARATIVE THEORIES
Indian Concept of Communication - Indian communication theories; Western and Eastern Perspectives – Differences – Western Theories in the Indian Context — Asian and Indian Models — Concept of Sadaranikaran — Sahridayas. Evolution of Communication Theories in developing countries – Alternative Communications – A Comparison of Latin American and Indian Experiences – Participatory

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students would be provided a sound knowledge in theories of media and theories of press.
CO2: An in-depth understanding of the models of communication would be acquired.
CO3: This course enriches them to nature and process of communication and students will understand the responsibility of media
CO4: Students will learn the responsibility of media theories in the society.
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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Total: 45 Periods
XM3104  PRINCIPLES OF JOURNALISM  L  T  P  C
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OBJECTIVES
- To be familiar with the various principles of journalism
- To make the students understand the different issues in journalism field
- To understand the journalism and its practices in India and International context
- To educate the different forms and genres of journalism
- To familiarize the trends in the journalism

UNIT I  HISTORY OF PRINT JOURNALISM  9
Definition of Journalism; Origin of Journalism and its earlier history – International, National and Regional level; Chronological developments in the journalism; Famous quotations; Leaders and Philosophers opinions

UNIT II  PRINCIPLES AND FUNCTIONS OF JOURNALISM  9
Principles of journalism – Truth, Verification, credibility, balanced - Editorial judgement, Exercise their personal conscience; accuracy and fairness; Functions – Inform, Educate, Interpret, Mold opinion, Enable decision making, Agent of change, Entertain; Purposes - Informed Citizenry

UNIT III  DIFFERENT FORMS & GENRES  9
Forms of Journalism – News Reports, Reviews, Columns, Features, Editorial, Advertorial, Profile, Trend, Analysis, Long form journalism, Tabloid journalism; Genres of Journalism - Developmental Journalism, Community Journalism, Data Journalism, Citizen Journalism, Business journalism, Investigative Journalism, Celebrity Journalism, Sports Journalism, Environmental Journalism

UNIT IV  THEORETICAL APPROACHES & ETHICS  9
Duties and responsibilities of journalists; objectivity and subjectivity; Code of Conduct in Journalism; Ethical philosophies; Freedom of speech and expression with reasonable restrictions; press council guidelines; Defamation, Hate speech, Libel, Slander; Social responsibility theory, Agenda setting theory

UNIT V  CONTEMPORARY TRENDS IN JOURNALISM  9
Press ownership, Journalism as a business, Corporatization of journalism Political Ownership; Changes in Journalism Audiences; New technologies in Print journalism; Social Media and Newspapers, Journalism Apps

TOTAL: 45 PERIODS

OUTCOMES
After this course the students will be able to
CO1: Understand the basic principles of journalism
CO2: Students can write and make news articles for different media platform
CO3: Students can understand the trends in journalism
CO4: They can practice the journalism with ethical and legal binding
CO5: Students will understand structure of news organization

REFERENCES
1. Barun Roy, “Modern Student Journalism”, Pointer Publisher, 2004
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HS3111 ENGLISH LAB I

COURSE DESCRIPTION
- English Lab I focus on listening and speaking skills in various media contexts. This course also includes media-related language functions like interviewing, reporting, listening, and presenting information. The course aims to improve the speaking competence of the learners.

OBJECTIVES
- To familiarize the language used in different types of media.
- To develop listening and speaking skills in media contexts.
- To apply reading, writing, and speaking strategies for various media formats.

UNIT I NEWS AND PODCASTS
Listening - Radio News, podcasts for general and specific information;  Speaking - Creating a news podcast – Preparing and presenting campus news in broadcast media.

UNIT II RESEARCH AND INTERVIEWING SKILLS
Listening – Media interviews (Broadcast and Digital Media) for getting specific information;  Speaking - Asking questions, conducting an interview for Radio and Digital medium.

UNIT III INTERPRETING GRAPHICAL DATA
Listening – Picture / Place description, News reports with data and completing a table;  Speaking - Describing a picture, presenting the findings based on the inferences from the data in tables / graphs / charts.
UNIT IV ENTERTAINMENT MEDIA
Listening – Audio story and writing a review for campus newspaper, Oral reviews of movies; Speaking - Narrating a story / poem, Taking part in discussion about book / movie

UNIT V REPORTING
Listening - Broadcast and Digital Media reports for information and comprehension; Speaking – Presenting campus events as a news report for radio / TV /Online media using appropriate vocabulary

TOTAL: 60 PERIODS

OUTCOMES
By the end of the course, students will be able to
CO1: Use English language effectively in different types of media.
CO2: Listen and speak appropriately in media context.
CO3: Read, write and speak with suitable strategies for various media formats.

Assessment:
Internals
(1) Interviews
(2) Listening Test
(3) Creating a podcast

Externals
Speaking Test – Short Talk (Picture description)

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OBJECTIVES
- To engage in the creative process or interpretive performance required for the visual artist.
- Understanding of how line can be used to describe, model, or translate all of visual reality and understand the principles of art
- To introduce them the basics of logo designing and make them aware of different styles of painting

UNIT I INTRODUCTION
The elements of art - Line — Horizontal, Vertical, Diagonal/Slanting, Zigzag, and curve
Shape & Form – Geometric (Square, Circle, Triangle, Rectangle, and oval); and Organic (Free form), Space Distance between, around, above, below and within things

UNIT II THE PRINCIPLES OF ART
Balance – Formal, Informal and Radial, Variety – Combining one or more elements to create interest by adding slight changes, Harmony – Blending elements, Emphasis – Stand out, Contrast, Proportion - Relationship between two or more objects, Movement – Viewer’s eye throughout the work, Rhythm – Repeating an element to suggest vibration, pattern, Unity – Completeness

UNIT III COLOUR LETTERING AND LOGO DESIGNING
Definition, Hue, Saturation and Brightness, Historical background, Additive and Subtractive colours, Theory of Colours, Colour wheel, Warm and Cool colours, Primary, Secondary and Tertiary Colours and the right combination of these colours for various purpose. Colour Symbolism and Psychology. Use of Colours in Painting, Printing, Creative Production - Practice in different colour mediums and air brush. Lettering and Logo styles, Communication symbols - Story Boarding and Public service communication through art work and paintings

UNIT IV COMPOSITION, PERSPECTIVE AND STRUCTURAL LINES
Composition, Light and shade drawing, Introduction to Chiaroscuro. Principle of perspectives- Linear Perspective, Vanishing Point Perspective, One, two and three point perspective, Lines and different strokes using different pencils and brushes, Cartoons, Caricature, Scale drawing. Practice of Birds, Animals and Human forms, Portraits and Self-portrait

UNIT V PAINTING

LIST OF EXERCISES
1. Lines to express emotions
2. Forms and structure of basic geometrical shapes.
3. Patterns and Structures in day to day life.
5. Birds/Animals /Human forms.
6. Pencil sketching.
7. Illustrations.
8. Lettering.
9. Logo design.
10. Symbols.
11. Scale Drawing.
12. Cartoons.
13. Poster/Water colour.
15. Colour wheel

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will complete drawings that work the basic principles of one and 2-point perspective or linear perspective.
CO2: Students will understand the vocabulary which relates to each of the major Elements of Art, line, shape, value, color, and texture.
CO3: The students will understand the principles of art and basics of logo designing and visualize and try landscape drawing and painting

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XM3112 VISUAL DESIGN LAB L T P C
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OBJECTIVES
- To introduce the basic concepts of working with the software and understand the info graphics
- To learn about image manipulation, web graphics and basic 2D animation.
- To understand concept of logo design and to design the report for newspaper

UNIT I BASICS OF GRAPHICS
UNIT II  IMAGE EDITING  

UNIT III  LAYOUT AND COMPOSITION  

UNIT IV  INFOGRAPHICS  
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 V  PRACTICALS  

TOTAL: 75 Periods

OUTCOMES
CO1: Students will be trained in order to work with multimedia software and create the layout of logos, webpages on their own in different software
CO2: Students will work with multiple platforms to create design understand the importance of color through color correcting multiple number of images
CO3: Students will understand the importance of structural creation of logo and create infographics, newsletter design

REFERENCES
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XM3113 MEDIA AESTHETICS LAB

OBJECTIVES
- To understand the fundamental concepts of media aesthetics and its complexities
- To critically analyze media from business, technology and cultural perspective
- Demonstrate the ability to critically analyze, interpret, and write about the media
- To recognize how specific techniques such as lighting, audio, and editing can develop a unique aesthetic style and to prepare analytical reports regarding the technical, aesthetic, and cultural aspects of media

UNIT I MEDIA NARRATIVE 12
Principles of media aesthetics, Students should analyze creativity, a business and technology in media, describing various genres, screening theatrical films, screening television series, identifying interruption, sequence, segmentation and flow

UNIT II EDITING AND SOUND IN MEDIA 12
Student should identify stages of editing including techniques, Recognize aesthetic value of editing, screening of trans media content using different editing styles and techniques, identify the physical characteristic of sound, source of sound and sound technology
Prepare a report by identifying editing techniques and importance of sound in media

UNIT III EVALUATING THE IMAGE, CAMERA AND LIGHTING 12
Recognize the differences between shot, scene, and sequence, Mise-en-scene, Recognize framing, angles, and movement, the role of the camera crew and the various types of cameras, Identifying concepts of Lighting design in tone and mood, Identify various lighting sources and direction, variation between lighting intensity and color temperature, aesthetic value in lighting direction

UNIT IV AESTHETICS STORYTELLING 12
Mapping the concept or issues for the tabloid, selection of different news items for the tabloid, finding sources, interviewing, Designing the tabloid, logo for tabloid, understanding the date line, byline in tabloid, Photo caption writing, Editing and Proof reading, Publishing Tabloid

UNIT V METHOD OF EVALUATION 12
Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate): Classroom discussion, Quiz, Report, discussions on film and television
sequences reflecting various lighting moods. guest speaker, Assignment
Generating ideas or themes for the journal, mapping the story angles, contacting sources and conducting interviews, Understanding the function of design, deciding the publication style, production process, Designing logo, name, designing pages, master pages, templates, typography, words in type, using pictures and color, capturing event-photography, Editing and Proof reading, publishing Journal

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will produce campus newspapers and cover the campus events
CO2: Students will learn the importance of team work and adhere to the policy of organization and produce the journals, magazines as a part of team.
CO3: Students will be exposed to field reporting and practice the newsroom techniques as in organization

REFERENCES
2. Barun Roy, “Modern Student Journalism”, Pointer Publisher, 2004

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HS3201 ENGLISH FOR MEDIA-II

COURSE DESCRIPTION
- English for Media II course is for students who have completed the first course of English for Media.
- This continues with the media related language functions in this course. The course focuses not just on using language skills but extends to 21st century skills like critical thinking and analytical skills in the media context. Students will also explore the writing for different media formats and learn about media ethics and their role in society

OBJECTIVES
- To familiarize the language used in advertising media.
- To develop reading, listening, speaking and writing skills in media contexts.
- To ask questions, research and get information for writing investigative news reports.
- To comprehend the power of language in media and learn to use it appropriately.
- To apply critical thinking skills while reading / listening to media news reports.
UNIT I VISUAL MEDIA
Reading – Taglines, Slogans, Print advertisements, Digital advertisements and analysing; Writing -Writing for Advertisements, Designing an advertisement, Social media content writing about the product; Grammar – If conditionals; Vocabulary – Compound words

UNIT II ADAPTING TO EVOLVING MEDIA PLATFORMS
Reading – Online news articles; Social media posts on news items; Writing – Developing cohesive digital content for diverse platforms(expository articles), social media engagement and community building; Grammar – Reported speech; Vocabulary – Homonyms and Homophones

UNIT III POWER OF LANGUAGE IN MEDIA
Reading – Editorials, Opinion articles, blogs and analyse the underlying bias, Memes; Writing – Blogs (opinion article), Using unbiased language in writing, Use of hashtags/memes/emojis; Grammar – Active and passive voice, Editing and punctuation; Vocabulary – Idioms

UNIT IV CRITICAL THINKING IN MEDIA
Reading – Articles to differentiate between opinion and facts, Tweet posts and analyse the truth; Writing – Tweets about news or opinions, Writing a news article based on evidences, Use of politically correct language; Grammar – Modal verbs, Comparative and Superlative forms of Adjectives; Vocabulary – Idioms

UNIT V MEDIA ETHICS
Reading – Short stories, Case study articles about media ethics; Writing – Analytical essays on the role of media in society, Letter to Editor about ethical challenges in media and their responsibility to society; Grammar - Relative pronoun; Vocabulary – Transition / Sequence words, Prepositional phrases

TOTAL: 45 PERIODS

OUTCOMES
By the end of the course, students will be able to
CO1: Understand and use appropriate vocabulary and terminologies in advertising media
CO2: Write clear and concise news articles and other media related documents
CO3: Develop effective research skills and analytical skills to write news articles.
CO4: Analyze and critically evaluate media texts that includes literature content
CO5: Think critically and analyse the media related news articles to identify the manipulative language

REFERENCES

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XM3201 CRITICAL THINKING AND CREATIVITY

OBJECTIVES

- To help students understand key concepts in critical thinking and creativity.
- To improve students’ metacognitive understanding of creativity.
- To enhance the creative skills & abilities of students by introducing various creativity techniques.
- To develop an ability to look at a problem critically and use creative thinking to determine themethods for solving the problem.
- To learn the application of various thinking techniques for developing media strategy

UNIT I FUNDAMENTALS OF CRITICAL THINKING

Critical Thinking Definition - The value of paying attention – Perception & the brain – Building strong arguments- Constructing Knowledge – Deciphering Truth- Issues & Evidence – Media & its Influence

UNIT II CRITICAL THINKING APPROACHES

The Six Types of Socratic Questions - Phases of Critical Thinking - Critical Thinking Skills- Six hats - critical thinking and cognitive development, logic, and emotionality, role of cognitive dissonance in fostering critical thought – Solving problems with applied critical though processes - Critical Thinking in Globalized World

UNIT III INTRODUCTION TO CREATIVITY

Creativity Definition –The concept of creativity – Historical Background –An introduction to the psychological study of creativity - theories of creativity - the processes of creativity - characteristics of creative people - blocks to creativity - the motivation to create - Promoting and inhibiting creativity – socio-cultural influences on creativity - Creativity & Innovation – disruptive innovations- open innovations

UNIT IV LEARNING AND ENHANCING CREATIVITY SKILLS

UNIT V  CRITICAL THINKING & CREATIVITY IN PRACTICE

Creativity in media organizational settings - Cross Cultural Issues in Creativity and Critical Thinking Applying critical and creative principles in effective communication design for various media - Case studies of effective media campaigns-best practices

TOTAL: 45 PERIODS

OUTCOMES

CO1: Students will gain knowledge on the usage of creative thinking methods, tools and techniques to generate ideas and solve problems.

CO2: Students will be able to design multiple divergent solutions to a problem, develop and explore risky or controversial ideas

CO3: Students will understand the roles of skills, experience, motivation and culture in a creative way.

CO4: Students will be exposed to barriers to creativity and various approaches for overcoming these and able to understand the importance of creativity and innovations at work.

CO5: Students will gain knowledge on the theories of creativity and able to develop an effective media message strategy for solving problems and issues in society

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Attested

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

- To recognize the fundamental role of media in shaping the public's perception of politicians, the government, and the political structure.
- To familiarize political theories and the various socio-cultural, political challenges and transformations.
- To get insights on the salient features of Indian politics

UNIT I  POLITICAL THOUGHTS – AN OVERVIEW


UNIT II  CLASSICAL AND CONTEMPORARY IDEOLOGIES

Concept of power, hegemony, ideology and legitimacy - Democracy: Classical and contemporary theories; different models of democracy representative, participatory and deliberative - Direct democracy, Representative democracy, Presidential democracy, Parliamentary democracy, Authoritarian democracy, Participatory democracy & Social democracy

UNIT III  POLITICS AND PARTICIPATION

Political Strategies of India’s Freedom Struggle: Constitutionalism to mass Satyagraha, Non-cooperation, Civil Disobedience; Militant and revolutionary movements, Peasant and workers movements - Perspectives on Indian National Movement: Liberal, Socialist and Marxist; Radical humanist and Dalit – Social Movements: Civil liberties; women’s movements; environmentalist movements. Manufacturing Consent, Media bias, Media imperialism

UNIT IV  POLITICAL SYSTEM AND STRUCTURE


UNIT V  MEDIA AND PUBLIC AFFAIRS

Party System: National and regional political parties, ideological and social bases of parties; patterns of coalition politics; Pressure groups, trends in electoral behavior; changing socio-economic profile of Legislators - History, Ownership and Media Regulation Mass media: Political culture and perceptions, complexity of political issues in media - Role of cinema in politics – Media, Public Opinion and Consequences - The Roles of Media in Democracies and Authoritarian Regimes - Internet and social media in the modern information age and the profound effect it has on media coverage, campaigns, and privacy. Media Relation, PR and Media Relation, and Building Relationship

TOTAL: 45 PERIODS
OUTCOMES
At the end of the course students will be able to
CO1: Understand the importance of political communication
CO2: Get insights on the political strategies of Indian freedoms struggle
CO3: Explore the salient features of the Indian Constitution
CO4: Get to know about the political party system and its role in India
CO5: Understand the role of media in shaping political opinion among the students

REFERENCES
1. Understand the importance of PR and media relations for effective political communication and Get familiarized with the political theories Alfarid Hussain Rishikesh Kumar Gautam ,“Political Communication in the Digital Age: Contemporary Issues and Perspectives from India” , Bharti Publications, New Delhi, 2023,
4. Narendra Nigam “Mass media and Political perceptions” 2004

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XM3203 PHOTOGRAPHY

OBJECTIVES
- To create opportunities for professional and creative expression through the practice and art of photography.
- To understand the concept of lighting
- To educate the importance of photo journalism
- To inculcate aesthetic sense involved in creativity
- To educate the student about different genres of photography
UNIT I  
INTRODUCTION TO PHOTOGRAPHY  

UNIT II  
PHOTOGRAPHIC COMPOSITION  
Different type of Lenses - Basic Shots and Camera Angles, Photographic Composition - View point and Camera angle-Eye Level, Low and High, Balance- Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast- and Colour, Framing, various Perspectives

UNIT III  
LIGHTS AND LIGHTING FOR PHOTOGRAPHY  
Colour Theory, Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Different lighting patterns, Light equipments, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light measurement Units. Uses of various Filters

UNIT IV  
PHOTOJOURNALISM  

UNIT V  
GENRES OF PHOTOGRAPHY  
Basic shooting and Lighting Techniques and Equipments required for different genres of Photography like Black and White, Landscape, Cityscape, Architecture, Advertising, Fashion, Food, Automobile, Sports, Travel, Children, Portrait, Still Life, Event, Silhouette, Festival and Themes

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will learn the principles of good composition in photography.
CO2: Students will develop an individual style in representing the society through photographs.
CO3: Student will understand the leading line of photography
CO4: Students will create theory of creating a photo and understand the function of camera.
CO5: Students will develop an individual style in representing the society through photographs and understand the advanced camera operations

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### XM3204  RADIO PROGRAMME PRODUCTION

**OBJECTIVES**
- To make students aware of the characteristics of the radio medium.
- To learn about radio programming formats and its production.
- To impart knowledge on radio production management.
- To provide a clear understanding of the radio studio set-up.
- To make the students aware of the innovative developments in radio communication.

**UNIT I  INTRODUCTION TO RADIO MEDIUM**

**UNIT II  RADIO PROGRAMMING FORMATS**

**UNIT III  RADIO STUDIO SET-UP FUNCTIONARIES OF RADIO**

**UNIT IV  PRODUCTION MANAGEMENT**
- Three phases of production: Pre-production, Production and Post-production- Qualities of a Radio Producer, Qualities of a Radio Jockey - Financial and Technical resources; Budgetary planning – control - Direct and Indirect costs; Radio advertising: tariff.
UNIT V  INNOVATIVE DEVELOPMENTS IN RADIO COMMUNICATION  
Developments in Field Programme Production and Live Programme Production - Podcasting- Radio and popular culture - Interactive broadcasting - educational broadcasting – Media convergence – FM Revolution in India, Campus Radio, Amateur Radio/Ham Radio, Community Radio: Concept, guidelines and Importance  
TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will come to know the difference between the features of radio and other media  
CO2: The students will be able to write scripts for radio programmes  
CO3: The students will have an understanding on presentation techniques and radio production Management.  
CO4: The students will understand the set-up of radio studio and aware of the innovative developments in radio communication  
CO5: The students will understand the principles involved in producing various formats

REFERENCES
7. Sue Teddern and Nick Warburton ,"Writing for TV and Radio: A Writers' and Artists' Companion (Writers’ and Artists’ Companions)” Bloomsbury Academic India, 2018

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HS3211 ENGLISH LAB -II  
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COURSE DESCRIPTION
• English Lab II is course that acts as a complement to English for Media II theory course. It focuses  
• on listening and speaking skills in various media context. The second semester lab course  
• focuses on language functions needed for advertising, reporting and presenting in media. It also

39
- explores the ethical dilemmas in media industry and tries to inculcate critical thinking among learners

**OBJECTIVES**
- To use persuasive language in advertising and in short talks.
- To enable learners to confidently take part in group discussions
- To teach speaking strategies that will help in making formal presentations

**UNIT I**  
**ADVERTISING**  
12  
Listening – Television and Digital Advertisements and gap-fill exercises, Analysing the advertising language; Speaking – Creating an advertisement for Television / Digital medium (Adzap activity)

**UNIT II**  
**DISCUSSING**  
12  
Listening – Podcasts, Discussions, Inferring the underlying message from the tonal variations; Speaking – Making conversations about news reports, Taking part in small group discussions

**UNIT III**  
**PERSUASIVE TALKS**  
12  
Listening – Debates in broadcast media, Persuasive talks; Speaking – Taking part in debates, Persuasive talks (Mock courtroom discussion Role play), Understanding the effect of formal language

**UNIT IV**  
**ANALYSING MEDIA**  
12  
Listening – Short Talks and identifying the underlying objectives, Watching Youtube videos on news reporting and analysing their credibility (YouTube influencers’ videos); Speaking – Giving a talk on trending news, Content writing - News report for online media

**UNIT V**  
**ETHICS AND MEDIA**  
12  
Listening – TED Talks on Media related topics, Stories on moral dilemma; Speaking – Case study scenarios with ethical dilemmas, Retelling of a story from different perspective, Making a presentation on major social issues

**TOTAL: 60 PERIODS**

**OUTCOMES**
By the end of the course, students will be able to
- CO1: Use persuasive language in short talks and advertisements
- CO2: Speak confidently in group discussions.
- CO3: Make effective presentations with relevant data

**Assessment:**
**Internals**
- (1) Making an advertisement (audio/video/print)
- (2) Group discussion
- (3) Campus newspaper

**Externals**
- Speaking Test – Formal presentation

**REFERENCES**

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XM3211 DRAWING LAB-II L T P C 0 0 4 2

OBJECTIVES
- Understanding of the major tenants of good composition and how line can be used to describe, model, or translate all of visual reality for studio and commercial applications
- To make them aware of human and animal form of drawing and introduce them the drawing materials and techniques
- To enhance their knowledge on art criticism and aesthetics

UNIT I DRAWING MATERIALS AND TECHNIQUES 12
Application of materials, Priming of Canvas, techniques - Traditional Art, Non Traditional Art, Pastel / Acrylic over canvas / Pen drawing

UNIT II HUMAN AND ANIMAL FORMS 12
General form and Gesture- Drawing from cast & figure — light and shade, Basic Proportions, Balance — Standing still or motion — gravity and perspective, shape making- Basic Shapes and procedures, Study of Eye, Study of Nose, Study of Ear and body

UNIT III MINIATURE SET DESIGNING AND CLAY MODELLING 12
Creating different miniature models through waste materials, Life drawing: Fundamentals of Sculpture through study on anatomy of Human body. Introduction to various basic techniques of forming clay through simple shapes and to understand the characteristics of clay material

UNIT IV DRAWING AND VISUALIZATION 12
Calling on Visual Memories –From thought to Image — Perception, Imagination and explore, Dimensional Views — Orthographic views/ plan views/ section views/ elevation views/ 3 dimensional views, Building on Geometry, Refining the image and Seeing light.

UNIT V ART CRITICISM AND AESTHETICS 12
Art Criticism — Studying, Understanding and Judging works of Art — Describing, analyzing, Interpreting and Judging, Aesthetics and Art — Subject view, The composition View, and the Content view
PRACTICALS
1. Composition with light and shadow
2. Perspective drawing
3. Face mask making
4. one and 2-point perspective drawing
5. Pastel / Acrylic over canvas
6. Pen drawing
7. Human forms.
9. Gestural drawing
Non-dominant hand drawing

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will be familiar with various techniques of shading in an attempt to add form and volume to the structural framework of a composition.
CO2: The students will learn human and animal form of drawing and will be exposed to drawing materials and techniques
CO3: The students will be having enhanced knowledge on art criticism and aesthetics and visualize and draw human and animal forms

REFERENCES
2. Edouard Lanteri, “Modeling and Sculpting the Human Figure”, Dover Publications, New York. 1985

CO-PO MAPPING

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OBJECTIVES

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

UNIT I  INTRODUCTION
Practice in Fully Manual SLR and DSLR Cameras to learn focusing.
Practice in semi manual modes like shutter and aperture priority mode, assignments to practice exposure, Depth of Field and Focal Length

UNIT II  COMPOSITION
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
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, self portrait and other genres

UNIT IV  PHOTOJOURNALISM
Covering selected News Events based on various news elements and practice inside the campus events for news

UNIT V  GENRES OF PHOTOGRAPHY
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.

TOTAL: 60 PERIODS

OUTCOMES

CO1: Students will recognize the principles of good composition in photography, new lighting strategies, perfect shot for photography
CO2: Students will develop an individual style in representing the society through photographs.
CO3: Student will create all genre of photography and create their own photography portfolio

REFERENCES

43
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 production.
- To provide a clear understanding of radio studio set-up.
- To make the students aware of the developments in radio programme production

UNIT I
Practical exposure to the radio station’s organizational structure, functions and management — Hands-on training: microphones, console, recording and editing software

UNIT II
Developing the concept - Script writing for various programme genres — Production of different radio formats such as Radio Jingles, Radio Plays, Radio Vox-Pops, Radio Actualities, Radio Documentaries, Radio Features, Radio Interviews, Radio News, Radio Discussion, Radio Drama,— Recording using audio software — The mix down — Editing — The final master

UNIT III
Practising innovative presentation techniques – Application of infotainment/edutainment content in the existing formats — Production of special audience programmes — Working with musical instruments

UNIT IV
Practising 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 of interactive radio programmes – Application of different radio genres in educational and informational programmes – Field visit to community – Research on need based content - Producing campus/community based programmes

TOTAL: 60 PERIODS

OUTCOMES
CO1: The students will be able to write the scripts for various radio programmes and able to produce programmes for radio
CO2: The students will come to know the techniques of radio production management and radio studio set-up
CO3: The students will be aware of the latest developments in radio programme production and will come to know different presentation styles

REFERENCES
7. Teddern S and Warburton N- “Writing for TV and Radio: A Writers’ and Artists’ Companion” (Writers’ and Artists’ Companions) Bloomsbury Academic India, 2018

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XM3301 SCRIPT WRITING L T P C
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OBJECTIVES
- To introduce students to writing techniques for various media.
- To educate the students with the software for scripting
- To educate the students with the scripting for the media
- To understand the difference between fictional and non-fictional stories
- To understand the importance of writing and the role of script in media

UNIT I BASIC 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 work Scripting for print media- elements and structure of news writing- Featurwriting

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  SCRIPTING FOR FICTIONAL PROGRAMMES  
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 IV  SCRIPTING 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

PRACTICAL EXERCISES  
1 Writing News Articles  
2 Writing Editorials  
3 Writing news features  
4 Profile writing  
5 Writing human interest stories  
6 Scripting for TV news shows  
7 Scripting for TV reality shows  
8 TV Pilot Episode Development  
9 Development of Script for Gaming  
10 Writing for Animated Content  
11 Scripting For Instructional Videos  
12 Scripting for Webseries  
13 Storyboarding  
14 Scripting for documentaries Screenplay formatting  

TOTAL: 45+30:75 PERIODS

OUTCOMES
CO1: Students will be able to understand the nuances of writing for various media  
CO2: Students will efficiently develop and write scripts for fictional programmes.  
CO3: Students will efficiently develop and write scripts for non-fictional programmes.  
CO4: Students will be create their own script that can be produced in the media  
CO5: Students will learn how to use various commercial software for script and screenplay

REFERENCES
3. Loren, Paul Caplin - Writing Compelling Dialogue for Film and TV, Rutledge, 2020  
XM3302 MEDIA, CULTURE AND SOCIETY

OBJECTIVES
- Read and critically analyze research specific to media studies.
- Understand and explain why culture and society are central to media analysis.
- Define terms, concepts, and theories fundamental to the study of media.
- Connect these terms, concepts, and theories to everyday engagements with media.
- Identify various contexts that structure our engagements with media and influence how they are studied.

UNIT I INTRODUCTION
Media and society – contemporary importance of media in modern society – Introduction Concept of Culture–meaning, dimensions--the basic theoretical framework. Counter cultures, women, youth, minorities. Culture as communication, fashions, fads and rituals. Culture industries

UNIT II MEDIA AND SOCIETY
Media and Society Interplay between media and society - Cultural implications of mass media. Popular and elite culture. Multiculturalism and sub cultures. Media in democratic society – Media and social process – Mediated role and social conferment, status conferral, socialization

UNIT III MEDIA, POLITICS AND IDEOLOGY
Media, Politics and ideology — Market oriented media and social dilemma culture and communication - mass mediated culture — communication and social conflicts — religion and communication — contemporary relevance of Gandhian model of communication- Mass Communication: characteristics-Social norm, status conferral, privatization, monopolization,canalization inoculation

UNIT IV AUDIENCE
The changing audience - media commodities, google, ebooks, free downloads, open source. Mass media and mass culture — Dysfunction: stereotyping, cultural alienation, impact on children — regulatory mechanism: government, professional bodies and citizen groups
UNIT V OTHER HORIZONS


TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will understand the perception of changing attitude of audiences.
CO2: Student will understand the issues through feminist angle
CO3: Students will understand the cultural aspect need for the media
CO4: Student will evaluate the mass mediated culture
CO5: Student will understand the trends in mass communication

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XM3303 NEWS REPORTING

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

UNIT I GATEKEEPING, BEATS AND NEWS VALUES
Importance of news, Types of news – hard news and soft news; Nose for News; News Values, Gate keeping process – Proximity, Timeliness, Impact, Prominence, Human Interest, Conflict; Beats - Types of Beats, Skills required for the Political Beat, Crime Beat, Court Beat, Sports Beat, Business Beat
UNIT II  NEWS GATHERING AND RELATED TECHNIQUES  9
Sources – Primary and Secondary, Importance of Sources, Types of Sources, Identifying, Establishing and Maintaining Contacts, Confidentiality, News gathering – Interviews, Types of Interviews- Voxpops, telephone, email and mobile interviews, Background research, CAR, Framing questions for interviews, Conducting the interviews, Reporters - Roles, functions, Qualities; of reporters and personnel in newsroom

UNIT III  NEWS WRITING  9
News Ideas – Brainstorming, Story Mapping, Deciding Story angle and Approach, Idea generation Techniques, News research techniques, Computer assisted research, Basics of News Writing; Elements of news; Structures - Inverted Pyramid, Diamond, Hourglass; News Formats; Introduction and Leads, Types of Lead, Writing Headlines, Writing Photo captions, Telling the Story, Placing the Key Words, Developing the Story, Ending the Story, Nut graph, importance of beginning and the end

UNIT IV  NEWS EDITING  9
Usage of style books; News editing - Role of Editors, Sub Editors, How to Edit a news copy, Picture Editing, Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Adjectives Editing techniques, Editing Software, Proof reading, Roles of Sub editors and proof readers

UNIT V  ETHICS AND LEGAL ISSUES  9
Ethics dilemmas in news reporting and writing; Handling women issues, child related issues, in reporting, Right to Information, Privacy issues, Plagiarism, How to avoid fake news, mis/dis-information

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will understand the different news gathering techniques.
CO2: Students will efficiently report and write the news for different genres.
CO3: Students will understand the importance of news values.
CO4: Students will learn the importance of sources and beats.
CO5: Students will learn the ethical and legal issues to be followed in reporting news

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OBJECTIVES

- To know the basics of problem solving.
- To develop python programs with for simple operations, conditions and loops.
- To define and call functions, modules and use different packages
- To work with strings in Python.
- To work with files from python and to use different data structures

UNIT I INTRODUCTION TO PROBLEM SOLVING AND PYTHON


UNIT II DECISION CONTROL STATEMENTS AND LOOPING STATEMENTS

Introduction to decision control statements – variations of If-elif-else constructs – Loop structures/iterative statements – While loop – For loop – Definite – Infinite loops - Nested Loops – Break – continue - pass statements – Else used with loop statements

UNIT III FUNCTIONS, MODULES AND PACKAGES


UNIT IV STRINGS

Strings: Introduction, Immutable string formatting operators - indexing, traversing, concatenating, appending, multiplying, formatting, slicing, comparing, iterating strings – Basic Built-In String Methods Modules and Functions Regular expressions – Metacharacters in Regular Expressions

UNIT V FILE HANDLING AND DATA STRUCTURES

Introduction to Files – Opening and closing files – Reading and writing files – Searching through files – Renaming and Deleting Files - File positions, Sequence – List, Tuples, Sets, Dictionaries

TOTAL: 45 PERIODS

OUTCOMES

On completion of the course, students will be able to:
- CO1: Develop algorithmic solutions to simple computational problems.
- CO2: Develop and execute simple Python programs.
- CO3: Decompose a Python program into functions or modules.
- 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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XM3305  
VIDEO PRODUCTION  
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**OBJECTIVES**
- To understand the basic and evaluation of videography
- To understand the audio recording knowledge for various production techniques
- To inculcate the production aesthetic sense in terms of lighting, composition, sound and usage of equipment
- To understand the various equipment available for production and selection of equipment for different production.
- To gain knowledge of studio equipment usage and benefits and create opportunities for creative expression through the practice and production of programmes

**UNIT I  CAMERA**  
History of Video Cameras, Different camera formats, working of an Video Camera. Features and functions video cameras, Shots and Camera angles used in various production process

**UNIT II  SOUND IN VIDEO RECORDING**  
Basics of sound recording. Different types of microphones and factors governing their selection. In built microphones in cameras, Mixing of Sound. Audio sweetening practical. Sound manipulation. Outdoor sound recording vs Studio recording

**UNIT III  LIGHTING, BACKGROUNDS AND SETS**  
Lighting patterns, light equipment’s and accessories, reflectors, light measurement, control of light. Lighting for different programs, Design considerations, Economical Sets, Virtual Sets, Make-ups and costumes

**UNIT IV  STUDIO TECHNIQUES**  
Lighting in the studio, Different camera mounting equipment’s, Single and Multi-camera production, Production control room, Use of Video mixer, Chromo keying and other visual effects. Editing the production — The Art and techniques of Editing
UNIT V  VIDEO PROGRAMMES, PRODUCTION AND DISTRIBUTION

Different genres of Video programmes, Talk shows, Interviews, short film making, Public service announcements and Corporate films. Broadcast distribution, Online distribution, Festivals and Competitions

ASSIGNMENT

- Student will practice with handling professional video camera
- Practice with different types of shots, angles and composition
- Student may practice with different type of following shots
- Practice with studio equipment’s like Teleprompter, Video switcher, studio lights, etc.,
- Student should create video on the concept and submit to the course instructor for evaluation.

TOTAL: 45 PERIODS

OUTCOMES

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

CO1: recognize the principles of production techniques.
CO2: practice various genre of production.
CO3: expertise in both indoor and outdoor production.
CO4: produce social responsible programmes to create change in the society.
CO5: Students become experts in handling camera and related equipment’s.

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DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
OBJECTIVES
- To make the students to learn the aspects of news writing
- To develop their interview skills
- To develop more experience in the field work
- To publish their work in a lab journal
- To be aware of journalist responsibility and function

UNIT I  CAMPUS STORY ASSIGNMENT  12
Generating ideas for the news items in campus, identifying sources, handling sources, developing the story idea, conducting interviews with sources, writing news stories-finalizing news structures inverted pyramid, Leads, headlines, photo captions, preparing the draft and final copy of the campus news story

UNIT II  EVENT COVERAGE ASSIGNMENT  12
Student should identify the relevant events happening in the city related to their interested beat and go for reporting. After reporting, the report must be submitted to the course instructor. Totally three events should be covered by the students in a semester

UNIT III  NEWS LETTER PRODUCTION  12
Identifying concepts for the newsletter, generating information’s, finding sources, arranging interviews, conducting interviews, recording interviews, writing articles, proof reading articles, designing according to the theme, publishing the newsletter

UNIT IV  TABLOID PRODUCTION  12
Mapping the concept or issues for the tabloid, selection of different news items for the tabloid, finding sources, interviewing, Designing the tabloid, logo for tabloid, understanding the date line, byline in tabloid, Photo caption writing, Editing and Proof reading, Publishing Tabloid

UNIT V  NEWS MAGAZINE PRODUCTION  12
Generating ideas or themes for the journal, mapping the story angles, contacting sources and conducting interviews, Understanding the function of design, deciding the publication style, production process, Designing logo, name, designing pages, master pages, templates, typography, words in type, using pictures and color, capturing event-photography, Editing and Proof reading, publishing Journal

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will learn to cover and report campus stories
CO2: Students will learn the importance of team work and adhere to the policy of organization.
CO3: Students will be exposed to field reporting and writing while covering events

REFERENCES
2. Barun Roy, Modern Student Journalism, Pointer Publisher, 2004
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XM3312 PYTHON PROGRAMMING LAB

OBJECTIVES

- To learn the different problem solving approaches and gain knowledge on performing the basic operation in Python Programming.
- To work with strings and to carry out various operations related to file handling in Python.
- To use python data structures – lists, tuples, dictionaries and to explore Python Standard Libraries (pandas, numpy, Matplotlib, scipy) and Pygame tool.

UNIT I INTRODUCTION TO PROBLEM SOLVING AND PYTHON 12

1. Write algorithms to solve various scientific and technical problems
2. Draw Flowcharts for solving various problems
3. Write various python programs using simple statements, expressions and to perform different mathematical operations

UNIT II DECISION CONTROL STATEMENTS AND LOOPING STATEMENTS 12

1. Write various python programs to solve problems using conditional statements
2. Write various python programs to write programs using iterative loops.
3. Write various python programs by including exception handling

UNIT III FUNCTIONS, MODULES AND PACKAGES 12

1. Write various python programs to create new module
2. Write programs using user-defined functions.
3. Using a numpy module create an array
4. Write various python programs using Python Standard Libraries (pandas, numpy, Matplotlib, scipy)

UNIT IV STRINGS AND FILE HANDLING 12

1. Write various python programs using strings and string methods.
2. Using turtle module to work with graphics in Python
3. Write programs related to File handling

UNIT V DATA STRUCTURES 12

1. To implement real-world applications using Lists and Tuples.
2. To implement real-world applications using Sets and Dictionaries.
3. Exploring Pygame tool

TOTAL: 60 PERIODS
OUTCOMES
On completion of the course, students will be able to:
CO1: Develop algorithmic solutions to simple computational problems.
CO2: Write simple Python programs for solving problems and decompose a Python program into functions.
CO3: Represent compound data using Python lists, tuples, dictionaries etc., read and write data from/to files in Python programs.

REFERENCES

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XM3313 VIDEO PRODUCTION LAB

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

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

UNIT II  TRAILOR PRODUCTION
Students need to create teaser, promos, trailer, and montage as asked by the faculty. They have to develop scripts for PSA for television based on some of the burning issues or enriching the public needs. Single anchor shoot and POV shots to be implemented in production.
UNIT III  FORMATS PRODUCTION  12
At least any two of the mentioned formats like Magazine, Testimony, Game shows, Discussion, Interviews, Actuality and Demonstration should be practiced by the students and even wrap-up formats can be suggested by the faculty. Feature on current topic, Quiz programme as essential and discussed in class

UNIT IV  GENRES PRODUCTION  12
Few of the following genres of TV programmes like comical, Horror, Travelogues, Historical, Supernatural, suspense, thriller, crime stories, Cookery, children enrichment programmes, personality development and counseling programmes to be attempted by the students from scripting to production

UNIT V  SPECIAL PROGRAMMES  12
TV Programmes catering for women empowerment, youth, entrepreneurial programmes, health and fitness programmes and Thematic videos, sports coverage, quiz - Live and Deferred Live programmes coverage for award functions, marathon or cultural importance and folk art or Short film, Documentry to be produced

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will be creating video programmes for television, web and mobile phones practically.
CO2: Students will have full-fledged knowledge in shooting, editing and finishing on video.
CO3: This lab will enable the students to record and shoot audios/videos in various genres and then edit the same on the nonlinear editing systems.
CO4: Student may have the knowledge work on various video production platform
CO5: They have a very good idea to construct script and shots for all television genres Students might have the knowledge in all formats of production

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OBJECTIVES

- To understand contemporary environmental issues and approaches to their management and to examine the relationship between media, culture and society in a globalized world and the intricacies involved in media coverage of environmental issues.
- To analyze in detail the issues in the production and consumption of global environmental imagery and narratives.
- To recognize the importance of sustainable development and examine the role of UN sustainable development goals in regional development.
- To analyze the steps involved in creating a communication strategy for sustainable development.
- To understand the importance of interdisciplinary approach to solve complex environmental problems involving multiple stakeholders and agendas.

UNIT I  INTRODUCTION TO ENVIRONMENT


UNIT II  STATE OF ENVIRONMENT IN TAMIL NADU

Environmental history of Tamil Nadu, Situating environment in the socio economic cultural and political spheres, development economics & environment, Understanding the regional, local & contextualized environmental issues and challenges of the state, environmental movements in Tamil Nadu.

UNIT III  ENVIRONMENT & MEDIA


UNIT IV  ENVIRONMENTAL EDUCATION & COMMUNICATION

Need for Public Awareness & Understanding of nature, biodiversity, conservation, climate change & other Environmental Issues, steps in Planning Environmental Communication Campaign, characteristics of effective messages, multimedia content for environmental issues. Crisis and Risk communication, Environmental Conflict Resolution, Negotiation and lobbying.

UNIT V  ENVIRONMENTAL COMMUNICATION IN ACTION

Urban ecology, interdisciplinary field exercises for analysis of urban environmental issues, Framing & testing a communication strategy through an atlier for a local environmental challenge for a community.

TOTAL: 45 PERIODS

OUTCOMES

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

CO1:  Students will be able to appreciate the ethical, cultural, social, political and historical

CO2:  The student will understand global environmental challenges from a multidisciplinary perspective.

CO3:  The student will be able to examine the state environment in Tamil Nadu through the socio ecological lens.
CO4: The student will be able to understand the role of media in environmental communication and critically evaluate media narratives and discourses on the environment.

CO5: To introduce theories, concepts and skills for environmental communication and the student will be able to apply the knowledge, skills gained in a hands-on environment project for the local

REFERENCES
5. Harris S Usha “Participatory Media in Environmental Communication: Engaging Communities in the Periphery” Routledge, U.K. 2018
6. Robertson Margaret, “Communicating Sustainability”, Routledge U.K 2018

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XM3402 ADVERTISING

OBJECTIVES
- To understand the importance of advertising
- To learn the various techniques of advertising
- To know the role of advertising agency in production
- To learn the importance of creative concepts in advertising

UNIT I ADVERTISING INTRODUCTION
What is advertising, Evolution, Definition, Advertising as a Business process, Advertising as a Communication process, Audience categories and geographical factors, Types of advertising, Industrial products advertising, Product review

UNIT II ADVERTISING AND CAMPAIGN PLANNING
How and when advertising works, Advertising- effective ads, Market effects and intensity of advertising, Effects of advertising, Brand management, Advertising Campaigns and Marketing
UNIT III  ADVERTISING AGENCY  9
Consumer behavior, Market behavior, Advertising Agencies role, function and structure, client agency relationship, New Advertising techniques, Integrating Advertising with other elements, IMC, appeals in advertising, Modern advertising

UNIT IV  ADVERTISING ETHICS  9
Ethics in advertising, Copy Writing, Responsibilities of Copy writer, Advertorial, Infomercial, Media planning and Buying, Ethics in debates in modern advertising, Do’s and Don’ts of advertising, Effective use of new media tools, Executing advertising process

UNIT V  CREATIVITY  9
Creativity in Advertising, Writing for print, Radio, Digital, Advertising in ICT age, Branding, Media research, Advertising and marketing research

TOTAL: 45 PERIODS

OUTCOMES
Students will be able to
CO1: Learn the basic concepts in advertising
CO2: Understand the importance of advertisement production and campaign planning
CO3: Learn the functioning of advertising agency
CO4: Know the ethical guidelines in producing the advertisements
CO5: Understand the importance of creativity in advertisement production

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Attested

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

- Students will increase their understanding of the importance of multimedia reporting and its effects on journalism.
- They will learn how to cover news assignments and develop storytelling skills using photojournalism, audio reportage and video journalism techniques.
- The course will help student recognize ethical dilemmas across different news platforms.

UNIT I  INTRODUCTION TO MULTIMEDIA STORY TELLING  9
What is Multimedia storytelling- story ideas – idea generation techniques – researching the story idea /angles – planning for the story – off beat story ideas - event based story ideas - visual stories.

UNIT II  RADIO JOURNALISM  9

UNIT III  TELEVISION JOURNALISM  9

UNIT IV  ONLINE JOURNALISM  9
Understanding difference between online and other types of journalism, emergence of social media- Development of the Online news media, Principles of Writing and editing for online media, e-magazines, Integration of text, video and graphics, Role of social media tools in news gathering, Search Engine Optimization (SEO) techniques- User centered design, Social media optimization- Live blogging and Mobile Journalism – cyber laws, copyright law, database rights, libel risks, privacy issues.

UNIT V  TECHNOLOGY ADVANCEMENT IN MMJ  9
van and its functions, Mobile technology and its role in aiding news coverage, Bi-media reporting, convergence newsroom, solo journalist and technology, broadcasting software, Chat GPT, Artificial Intelligence in Journalism.

Assignment (Marks to be included in Assessment): 30
1. At the end of Unit 2, 3, and 4, students will be asked to produce a news story for radio, television and online medium individually and submit for evaluation.
2. At the end of the semester the students will be assigned group assignment.
3. They will produce either a half an hour news feature / issue based - radio news story or produce a half an hour news bulletin incorporating various issues.
4. The students should write script, shoot and edit the news bulletin on their own (Which will be called news day assignment’) and submit for evaluation, at the end of the semester.

TOTAL: 45+30=75 PERIODS
OUTCOMES
At the end of the course, students will be able to
CO1: Impart skills of news writing for radio, television and web media.
CO2: Expose to the latest technology in multimedia Journalism.
CO3: Build audiences and research by using social media
CO4: Research, report and promote your work via Twitter, mobile platforms and the web.
CO5: Learn how to tell news stories via mobile devices

REFERENCES
4. Janet Jones “Digital Journalism” 2010

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XM3404 PRINCIPLES OF ANIMATION L T P C 3 0 0 3

OBJECTIVES
- To explore the history of animation films and different animation techniques.
- To elucidate the different principles and to explain how to apply them in an animation.
- To explain the concepts of physics and anatomy that is required to create an animation.
- To describe the various stages in the process of animation film making.
- To develop the technical skills required to create animations

UNIT I INTRODUCTION TO ANIMATION 9
Introduction to graphics and Animation, Important Terminologies, Basic factors affecting the illusion of motion, Application of Graphics and Animation, Future trends of computer animation, Different types of Animation, Animation Techniques, History of Animation Films (Timeline), Stop Motion Animation, Different types of Stop Motion, History of Stop Motion Films, Introduction to interface of 2D animation software, Different Panels in the workspace, Understanding Strokes and Fills, Creating Shapes, curves, Text, Symbols, Managing instances, Applying Filters and Transparency
UNIT II PRINCIPLES AND STYLES IN ANIMATION


UNIT III ANIMATION FILM MAKING PROCESS

Pre-production phase: Finding Inspiration, Developing the idea, Writing the Script, Plot, Production Plan, Designing: Character and main location designing, Shot description based on length, angle and movement, Concept Art and Camera Map, Different stages of Storyboard, Recording the dialogues, Building a Story Reel / Animatic, Pre-Visualization, Executive Screening, Slugging, Exposure Sheets. Production Phase: Character Modeling and Rigging, Prop Modeling, Environment Modeling, Animation, Inking and Coloring and Final Layout. Post Production: Sound and Effects. Basics of Human and animal anatomy for animators, Animating character, Its articulation and Balance, Natural Motion and Character Animation with Inverse Kinematics, Animating 3D Motions, Working with Camera.

UNIT IV PHYSICS IN ANIMATION

Understanding dynamics and the Laws of Motion, Animation of inanimate objects: Solids (Bowling ball, Soccer Ball, Balloon, water filled balloon), Liquids (Drip, Splash, Object falling into water), Facial expressions, Lip Sync, Simulating Physics with Springiness, Working with sound and video, Publishing.

UNIT V INTERACTIVE ANIMATIONS AND NAVIGATIONS

Action Scripting: variables, data types, statements and expressions, operators, decisions making statements, looping statements, functions, user interaction, text, styles and fonts, events and eventhandlers: Interactivity with the mouse and keyboard, Timers and Time Driven Programming, Multi touch and Accelerometer Input. Error Handling.

TOTAL: 45 PERIODS

OUTCOMES

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

CO1: Describe the history of animation films and different animation techniques.

CO2: Define and apply design principles, styles and theories to animation production.

CO3: Plan and create an animation film starting from developing a script to final output.

CO4: Able to include the concept of physics and anatomy in their animation.

CO5: Incorporate interactivity using scripting language in their animation.

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 post production.
- To acquire skills to perform edit for a range of storytelling for multimedia platforms.

UNIT I  INTRODUCTION

Defining edit, the historical development of the art of editing, editing theory and practices, understanding the trends in the editing industry, and new technologies in post production.

Activity: Screening and analysis of clips

UNIT II  EDITOR

The Invisible Art & Role of the Editor, responsibilities of editors, skills required for a successful editor, Working Principles and Practices- Considering Script as an Architecture, Understanding directional intent, camera angles and movement, reading light, reading the actor, understanding stories and their purpose. Copyright and ethical issues in editing. Activity: presentation of editors works in various genres

UNIT III  THE GRAMMAR OF EDIT

Pudovkin’s 5 principles of editing. Ordering of shots, duration of shots, editing for story order, editing for dramatic emphasis, rules of editing. The Kuleshov Effect Stages of Post Production, Editing Decisions, Editing Opportunities, Six Elements of Edit, Five Types of Edit, Importance of tone, pace and rhythm. Components in sound design, Stylistic uses of sound. Stages of editing process. Activity: Film Clip Analysis
UNIT IV EDITING TECHNIQUES
Styles in editing, Techniques in editing, Editing to Manipulate Time, Editing Transitions, Graphics, Animation and Plug-Ins Continuity Editing and Complexity Editing, Dynamics of Sound – discovering the beat, sound as a character, invisible sound, tone and pitch and creative usage of sound in editing. Usage of Colours, Planning the nonlinear editing process: Budgeting time, personnel and space. Dimension of edit

UNIT V EDITING FOR GENRES
Editing styles for genres and platforms, styles and techniques- factual programming: News, features, bulletins, documentaries, reality shows; fictional Programming: Short Films, Serials, feature Films; PSAs, Advertisements and Music Videos; online content, social media & OTT platforms

TOTAL: 45 PERIODS

OUTCOMES
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

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XM3411 2D ANIMATION LAB L T P C

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OBJECTIVES
- To learn 2D animation software applications and skills
- To acquire basic 2D ideas and principles of animation techniques and to formulate the mechanics of animation to create various animation concepts and stories.
- To gain skills in developing interactive Web advertisements

UNIT I
INTRODUCTION TO 2D ANIMATION CONCEPTS 12
Introduction to 2D animation concepts-developing scripts-making storyboards-animation techniques-Basic tools for creating animation-understanding layers and timeline

UNIT II
ANIMATION DESIGN 12
Understanding principles of animation-classic tween, motion tween,shape tween-creating symbols-creating graphics-creating movieclips

UNIT III
PHYSICS AND ANATOMY IN ANIMATION 12
Frame by frame action-designing character-understanding anatomy of character-poses for characters-creating complete walk cycle

UNIT IV
ANIMATION PRODUCTION 12
Understanding library concepts-creating scenes-animatic-Facial expressions-dubbing, Lip synchronisation-adding sounds-editing-animation effects-pipeline techniques

UNIT V
INTERACTIVE ANIMATIONS 12
Creating interactive animation-buttons-scripts-quiz-gaming concepts-E content-presentation-Advertisements/PSAs, Web banners and animated infographics

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to
CO1: Apply the technical and aesthetical knowledge and demonstrate the skills acquired in professional manner to create an animation.
CO2: Apply principles of mechanics and physics to create 2D animation stories and identify and demonstrate the fundamental skills acquired by creating various effects of animations.
CO3: Create a portfolio that meets industry expectations that showcases their imaginative and technical achievements and create interactive animated content using scripts

EVALUATION
Internals will be evaluated for 100 marks and converted to 75 marks. Students have to create each of the following starting from script to final output. Each of which will be evaluated for 25 marks.
- Principles of Animation
- Character design and Animation
- Interactive animation
- 2D showreel

External will be evaluated for 25 marks. Students have to create an animation within 3 hours based on the topics given on spot.
Exercises
1. Script
2. Storyboard
3. Stop motion animation
4. Motion tween
5. Classic tween
6. Symbols
7. Shape tween
8. Text animation
9. Movieclip symbol
10. Character design
11. Character animation
12. Walk cycle
13. Button concepts
14. Advertisements
15. PSA
16. Web banners
17. Quiz
18. Econtent material
19. Web ads

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XM3412 ADVERTISING LAB L T P C
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OBJECTIVES
- To learn to prepare Print Advertisements.
- To learn to produce Radio Commercials.
- To produce Advertisements for visual medium.
UNIT I  PRINT ADVERTISEMENTS  12
Creating Logos with shapes and effects, Creating different Print collaterals using computer
graphics tools(Visiting card, Letter Head, Brochure, Pamphlets, Danglers, Leaflets,
Posters, Book Cover, CD cover, greeting card and other printing materials etc.),Product
cover design, Package cover Designing.

UNIT II  RADIO COMMERCIALS  12
Creating Jingle,time check for Promotion , Radio Sponsorship,RJ Mentions and Testimonials.

UNIT III  TELEVISION COMMERCIALS  12
Preparing television commercials like Product Placement, brand integration, Infomercials
and Overlay.

UNIT IV  WEB ADVERTISING  12
Social Media Advertising, Paid Search Advertising, Print Advertising, Broadcast

UNIT V  SOCIAL MEDIA MARKETING  12
Display Advertising, Video Advertising, Mobile Advertising, Native Advertising.

TOTAL: 60 PERIODS

OUTCOMES
CO1: The Student will be able to prepare pamphlet and display advertisement
CO2: The Student will be able to produce radio commercials
CO3: The student will be able to do TVC, product placement and brand integration.

REFERENCES
2. McDonough, John, and Egolf, Karen, eds. The Advertising Age Encyclopedia of
Advertising .Fitzroy Dearborn, 2003
1995.

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OBJECTIVES
- To understand both aesthetical and technical aspects of post-production and to introduce students to the basics of professional video editing software.
- To introduce fundamental concept of screen craft & screen grammar and to familiarise students with styles and techniques involved in editing various genres.
- To disseminate knowledge on the entire post production process from input till mastering output.

UNIT I INTRODUCTION
Editing software introduction — User interface, formats and codecs, Events and browser windows, browser appearance, various views of windows, workspaces management, clip ratings. Importing, referencing and transcoding media, keywords, capturing from tape. Mapping keyboard shortcuts

Activity
The faculty member will provide stock footage for the practice
- Students have to write the editing script with all the required components.
- Students have to create their own workspace in editing tool.
- Students have to log, capture the footage and transcode into corresponding file.
- Students have to learn & practice with keyboard shortcuts

UNIT II BASIC EDITING
Append Edit, Insert editing, usage of select and position tool in editing, rolling trim, ripple edit, replace edit, connecting clips, slip edit. Picture in picture, video filters, key framing a graphic, adding a dissolve, transitions and sound effects

Activity
- Students will understand the concept of various editing tools and work with it.
- Students will practice with types of edit and cut, for the various genres of video with it.
- Students will apply various video transitions & filters in their videos effectively

UNIT III AUDIO AND KEY
Audio levels, Audio key frames and Fixing audio problems. Creating a title - Text animation, adding effect markers to title templates, Keyframing and D text. Colour masks, chroma keying, chroma key, drop shadow, gradients, multiple camera editing

Activity
- Stock sound will be provided to student to remove noise and hiss to present a quality audio
- Students have to match the audio with image size on the video.
- They have to produce a video with recording dialogue, sfx, Foley and music.
- They have to produce title card and end credit text animation using key framing and colourmasking.
- Student have to do a live editing for multi camera studio setup using Video sw

UNIT IV COLOUR CORRECTION, EFFECTS AND EXPORT
Colour correction. Basic compositing, Pleasantville effect, censor effect, ken burns effect, draw mask effect and ramping effect. Export and sharing
Activity
- Students will change the colour tone of given video in order to bring out the essence of the story.
- In this activity, students will composite two or more clip using transition, keying, Alpha channels and compositing.
- Students have to mask and remove a particular portion of a video or background with the help of masking tool.

UNIT V  MASTERING & COPYRIGHT ISSUES AND PUBLISHING
Royalty free stock pictures, videos, censorship. Copyright, broadcasting rights, copyright infringements. Finishing, mastering and delivery preparation for various medium distribution technique’s behind it.

Activity
- Students will use royalty free stock pictures, videos or music from sources in Internet to create stories for social media.
- Students will script, shoot and edit a 2 minute video and master their video and publish their output on an online platform.

TOTAL: 75 PERIODS

OUTCOMES
CO1: Students will have the knowledge on the workflow of post-production process and edit video projects using different editing styles and layout.
CO2: Student will master the art of editing professional quality video projects for various platforms.
CO3: Students will understand the ways to edit videos without the copyright issues. Student will master an editing software which will help them get employment in the industry.

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69
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 latest digital PR
- 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

- Historical Perspective-Industrial revolution-the beginnings of PR, PR role in the Indian Setting-
- 6 PR Trends (Where the Profession is Headed).

UNIT II STRATEGIC PUBLIC RELATIONS

- Government public relations: concept and scope, Government and Public Affairs, Corporate Public relations: Internal communication, Theories and models, corporate identity, corporate social responsibility, Stakeholder Public Relations: Public sector public relations, Consumer public relations, Business to business public relations, Role of top management categories, PR ethics and values, PR ethics in judging an organization.

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 EVENT MANAGEMENT


TOTAL: 45 PERIODS
OUTCOMES
CO1: The student will be able to Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and provide budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organization objectives.
CO2: The student will be able to Coordinate and contribute to and adapt the implementation of strategies and tactics and the management of budgets and resources to achieve communication objectives and meet activity guidelines and requirements.
CO3: The student will be able to Produce effective, accessible, and timely print, digital and multimedia communications, independently and collaboratively, to manage specific stakeholder relations and/or issues and achieve organizational objectives.
CO4: The student will be able to 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.
CO5: The student will be able to Engage stakeholders by adapting language, tone and presentation style to the public relations purpose, situation, audience and channel(s).

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

UNIT I  OVERVIEW OF THE INDIAN CONSTITUTION
9
Fundamental rights in the Indian Constitution, Directive principles of state policy, Powers
and privileges of parliament, provisions for declaring Emergency, provision for amending
the constitution, Freedom of press and restrictions.

UNIT II  MEDIA LAW IN INDIA
9
Official Secrets Act, Working Journalists Act, Drugs and Magic Remedies Act, Press
Council Act, Cinematograph Act, Prasar Bharati Act, Cable TV Networks (Regulation) Act,
Laws of defamation relevant to media in India.

UNIT III  INTELLECTUAL PROPERTY RIGHTS
9
Indian Knowledge System and Intellectual Property Rights – A brief history, Forms of
Intellectual Property, The Designs Act, Trade and Merchandise Marks Act, The Patents
Act, The Copyright Act, Case studies on IPR.

UNIT IV  CODE OF ETHICS
9
Press council’s code of ethics for journalists, AINEC code of ethics, Ethics of
broadcasting, ethics of telecasting, codes for radio and Television, ethics of advertising.

UNIT V  CYBER LAW IN INDIA
9
Nature and scope of cyber law, nature of cybercrimes in India, digital signature, Digital
Rights Management, Information Technology Act.

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will acquire a basic knowledge of the Indian constitution.
CO2: The Students will be equipped with a thorough knowledge of laws related to media
in India.
CO3: The students will get a clear understanding of the Intellectual Property Rights in
India.
CO4: The students will acquire knowledge on Cybercrimes and cyber law in India.
CO5: The Students would be well-versed in the ethical codes existing for various media in
India.

REFERENCES
6. Stewart D. Social media and the law: A guidebook for communication students and
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 analyze the ideologies on ethics and social justice through representations of culture on film.

UNIT I  INTRODUCTION TO FILMS
Origins and Evolution of cinema, nature of cinema, critical and technical terms used in film production and practice, industrial and economic basis of commercial cinema, Production, Distribution and Exhibition of Cinema, Film genres, Story archetypes, structure of a narrative - narrative forms, Mise-en-scene, Film techniques, film form and conventions, mainstream and alternative narratives and film forms. Film Analysis techniques.

UNIT II  FILM THEORIES
Ideology in films, Authorship in Films, Auteurs film theory, Director as “Author”, structuralism film theory, Marxist Film Theories, Feminist Film Theories, Genre Theory, Psychoanalytical film theory, Formalist film theory and other theories.

UNIT III  WORLD CINEMA
Introduction to world cinema, Film Movements from soviet, France, Germany, Italy, Korean etc., Hollywood and its history. Convergence and films production, distribution and consumption in digital era.

UNIT IV  INDIAN CINEMA
Introduction to Indian cinema, Cinema as a source material for History, Nationalism and Indian cinema, Rise of the Indian Film industry, Hindi films Versus other regional language films, structure of Indian Films, Popular and award winning Directors and their works, National award winning movies-role of archives, film festivals and other institutions in the field of cinema - Trends in the film industry.
UNIT V TAMIL CINEMA
History of Tamil cinema- Cinema as popular culture -Influence of cinema on social, cultural economic, political milieu in India and Tamil Nadu– Understanding audiences –Censorship and regulation of films - Need for media literacy in society.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will demonstrate a broad knowledge on film history, world cinemas, national cinemas
CO2: Students will understand, analyze, and critically evaluate films using various theories for it aesthetic as well as cultural constructs.
CO3: Students will recognize the social, economic, and technological factors that shape films from different historical periods, ideological perspectives and cultural contexts.
CO4: 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.
CO5: Students will demonstrate their understanding of the critical and technical language associated with film studies.

REFERENCES
1. Andrew Dix, Beginning Film Studies, Atlantic Publishers, U.S.A, 2010
5. Grieveson Lee, Film & Media Studies, University of California Press, 2018

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XM3504 MULTIMEDIA CONTENT CREATION

OBJECTIVES
- To groom the student as competent Multimedia programme producer.
- To provide a strong background in media effects theory.
- To provide a strong background about principles of programme production.
- To make the student well verse in all aspects of Indoor and outdoor production.
- To Understand the effects of Transmedia.
UNIT I  TRANSMEDIA STORYTELLING
Introduction to Transmedia-Traditional Narrative Texts Vs Transmedia Storytelling. Over the Top (OTT) as Transmedia Storytelling. Influnce of Internet and Social Media in Visual Storytelling. The Four Creative Purposes for Transmedia Storytelling, Basics of Traditional Storytelling Transmedia Storytelling in Entertainment, Journalism, Marketing, and Strategic Communications, Writing for Transmedia Is Different-Covering Actions Multiple Platforms.

UNIT II  OVER THE TOP (OTT) SERVICES AS TRANSMEDIA STORYTELLING
Over The Top (OTT) Services as Transmedia Storytelling Netflix, Amazon, and Other OTT Streaming Services. Access, Popularity and Audience Reception. SWOT Analysis of Netflix, Analyzing Transmedia Storytelling Strategies in Web Series and Online Television. Web Documentaries (e.g., Social Dilemma) Understanding the Complexity of OTT Production Process. People, Resources and Strategies Employed in Production of Web Series. Mediations of Hashtags Within Transmedia OTT Programming

UNIT III  TRANSMEDIA STRATEGIES

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.

OUTCOMES
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
CO4: Ability to prepare script and storyboard for OTT platforms.
CO5: Apply multimedia skills to produce a short project for transmedia

REFERENCES
5. Zeiser, Anne, Transmedia Marketing: From Film and TV to Games and Digital Media, CRC Press, 2015.
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XM3505 USER INTERFACE AND EXPERIENCE DESIGN

OBJECTIVES
- To identify the users and learn various methods to collect user behavior data.
- To develop a deep understanding of business-centered 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 analyzing 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, UXD Design Principles: Scale, Visual hierarchy, Balance, Contrast, Gestalt.

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 vs Prototypes

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.

Attested

[Signature]

DIRECTOR
Centre for Academic Courses
Anna University, Chennai 600 025
UNIT V  UX FOR MOBILE AND WEB


TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will understand the UX and differentiate between business-centered design and user-centered design.
CO2: Students will learn the prototyping for mobile and small screen devices.
CO3: Students will be able to design and develop content for multiple mobile resolutions.
CO4: Students will gain skills to create an Information Architecture document for a website and establish requirements for User Experience design concepts using creative techniques.
CO5: Students will learn about the importance of UX design, task description, wire framing, prototyping, use cases, user testing and various approaches of user experience design.

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XM3511  FILM APPRECIATION LAB  L T P C
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OBJECTIVES
- To watch the critically acclaimed films and understand the aesthetics of films in different genres
UNIT I  THE ART OF WATCHING FILMS
Watch a critically acclaimed film without any preconceived notion – Identify the uniqueness of the film – Identify the Genre and its characteristics.

UNIT II  THEMATIC ELEMENTS
Theme and focus, Focus on Plot, Focus on Emotional Effect or Mood, Focus on Character, Focus on Style or Texture or Structure, Focus on Ideas.

UNIT III  FILM ANALYSIS AND LITERARY ANALYSIS

UNIT IV  THE SIGNIFICANCE OF THE TITLE

UNIT V  BIOPICTURES AND HISTORICAL MOVIES
Watching biopictures of Regional, National and International Importance – Watching Historical movies.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course students will be able to
CO1: Demonstrate a broad knowledge on film history, world cinemas, national cinemas
CO2: Understand, analye, and critically evaluate films using various theories for its aesthetic as well as cultural constructs.
CO3: Recognize the social, economic, and technological factors that shape films from different historical periods, ideological perspectives and cultural contexts.
CO4: Apply critical thinking and aesthetic judgment in the analysis of fiction and nonfiction film, experimental and mainstream cinema, feature and short form narratives.
CO5: Understand how films as a cultural force, intersect with religion, politics, race, gender, values, and globalization.

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XM3512 MULTIMEDIA CONTENT CREATION LAB

OBJECTIVES
- To identify and analyze the various multimedia platforms for effective storytelling
- To develop technical proficiency to capture and process an image, video and audio and present it effectively for multimedia platforms.
- To learn effective time management and project management skills to complete digital content within production deadlines
- To collaborate with different individuals and professionals of a team to create and develop effective transmedia strategies

UNIT I TRANSMEDIA STORYTELLING
- Identify Storytelling techniques of a particular brand.
- Develop a storyboard for an animated short film with images from Creative Commons.
- Write and design an online newsletter for your class using designing software
- Edit a collection of photos to create a visual narrative or story.

UNIT II OVER THE TOP (OTT) SERVICES AS TRANSMEDIA STORYTELLING
- Create a short video showcasing your favorite hobby or activity as a youtube vlog.
- Produce a photo documentary for any social issue.
- Design a logo/poster for a fictional brand using graphic design software considering color psychology and branding principles.

UNIT III TRANSMEDIA STRATEGIES
- Design a digital poster promoting an upcoming event with relevant hashtags
- Develop a social media marketing campaign for a photo exhibition
- Produce a documentary-style video highlighting the process of creating handicraft materials

UNIT IV TRANSMEDIA PRODUCTION
- Create a 3D model of a famous landmark using modeling software
- Create a short video montage highlighting different aspects of any public space
- Write a script for a web series exploring the theme of cultural diversity
- Produce a music video for a song of your choice using stop-motion animation.
UNIT V | TRANSMEDIA EFFECTS STUDIES
---|---
- Produce a podcast episode discussing the impact of social media on society.
- Create a series of animated GIFs illustrating different emotions or actions.
- Create a digital art piece using various multimedia elements (images, text, and audio) to express a specific emotion.
- Design an interactive website showcasing a portfolio of your multimedia work.

TOTAL: 60 PERIODS

OUTCOMES
Students will be able to,
CO1: Demonstrate nuanced understanding of digital storytelling
CO2: Collate images and information using relevant tools to create digital stories
CO3: Design and develop digital content for transmedia projects

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

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XM3513 | USER INTERFACE AND EXPERIENCE DESIGN | L | T | P | C |
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OBJECTIVES
- To develop skills in analyzing the usability of a website.
- To understand the concept generation and field of study
- To impart the skills required to create an Information Architecture document for a website
- To educate the website and mobile application analysis
- To establish requirements for User Experience design concepts using techniques such as personality development, task description, and use cases

UNIT I | WEBSITE AND MOBILE APPLICATION ANALYSIS
---|---
The student should select different types of websites and analyze it critically using the design principles. The report has to be generated for each of the websites and the analysis of result should be made. It delivers the understanding of the important features
present in the website. In the same way the mobile applications to be chosen in different
categories and the results should be summarized. At the end, students learn how to
implement and use the design principles in websites and mobile applications.

UNIT II CONCEPT GENERATION & FIELD STUDY 12
Generating the new concept for the project. It can be a product/website/mobile
application. After generating the concepts student should do the wire framing work only
based on preliminary research and presented to the course instructor. Identifying user
research methods, planning for field visits, understanding users, preparing the
questionnaire, task list and designing for users.

UNIT III PERSONA CREATION AND DATA ANALYSIS 12
Creating personas and scenarios, Creating user stories, red routes and user journey
maps, Applying interaction design principles.

UNIT IV DESIGNING INTERFACE AND PROTOTYPING 12
Designing the information architecture, Design for Network Effects, pattern libraries and
social patterns, Designing Interfaces and Wireframes, UX Prototyping

UNIT V USABILITY TESTING & EVALUATION 12
Student will do the Usability Testing/ Heuristic analysis for the project they have done and
after the necessary corrections made, the project/website/mobile application will be
submitted to the course instructor.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the students will be able to
CO1: Identify the users and learn the entire user experience lifecycle.
CO2: Create efficient prototype to communicate and validate the design definition.
CO3: Develop a prototype & Test the usability of the developed design

REFERENCES
5. Ted Roden, Building the Realtime User Experience: Creating Immersive and
Interactive Websites, Shroff/O'Reilly, 2010.
6. Tom Tullis and Bill Albert, Measuring the User Experience: Collecting, Analyzing,

CO-PO MAPPING

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81
### OBJECTIVES
- Understand fundamental properties of animation
- Basic awareness of animation history, both technical and aesthetic
- Engage various techniques involved in movements
- To understand the different type of 3D software
- To work with different 3D interface

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<thead>
<tr>
<th>UNIT I</th>
<th>SOFTWARE INTERFACE</th>
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<tbody>
<tr>
<td>• Create Wireframe of model</td>
<td>15</td>
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<tr>
<td>• Sketching the model</td>
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<td>• Understanding the software interface</td>
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<td>• Understanding menu and tearing off menu</td>
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<td>• Working with shelves</td>
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<td>• Using channel box and attribute editor</td>
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<td>• Customize the layouts</td>
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<td>• Working with tools</td>
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<td>• Working with transform, rotate and scale</td>
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<td>• Create a simple object using the standard objects</td>
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<tr>
<th>UNIT II</th>
<th>EDITING OBJECTS</th>
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<tr>
<td>• Selecting multiple objects</td>
<td>15</td>
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<td>• Snapping the object</td>
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<td>• Create and modify the standard objects</td>
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<td>• Working with vertex, edge, face</td>
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<td>• Using extrude, bridge, chamfer, cut face tool.</td>
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<td>• Create arc, line, square</td>
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<td>• Smooth, curl and bending curves</td>
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<td>• Create different objects using the standard objects,</td>
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<td>• Working with key frame animation</td>
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<tr>
<th>UNIT III</th>
<th>TEXTURING</th>
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<tbody>
<tr>
<td>• Apply materials and 2D textures</td>
<td>15</td>
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<td>• Mastering extra map options</td>
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<tr>
<td>• Layering materials and textures</td>
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<td>• Using 3D textures</td>
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<td>• 2D and UV texture projection formats</td>
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<td>• Working with Bump, Normal and Displacement map</td>
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<td>• Texture node and customization</td>
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<td>• Working with utilities</td>
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<td>• Using paint effects</td>
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<tr>
<th>UNIT IV</th>
<th>LIGHTS AND CAMERA</th>
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<tr>
<td>• Understanding color</td>
<td>15</td>
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<td>• Linking and unlinking lights</td>
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<td>• Using depth maps</td>
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<td>• Understanding Raytracing shadows</td>
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<td>• Using 1, 2 and 3 Point lighting</td>
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<tr>
<td>• Applying the different light for the scene,</td>
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<td>• Create motion for camera</td>
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<td>• Create walkthrough for the camera</td>
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82
UNIT V  PARTICLES AND RIGGING

- Create the particles for the scene
- Modifying the particles, gravity, push and other particles,
- Create human models, birds, and animal characters.
- Placing the bones for the character,
- Understanding character weightage
- Create the motion animation with rigging formats,
- Working with character motion

TOTAL: 60 + 15 = 75 PERIODS

OUTCOMES
CO1: Student will give a walkthrough for a scene
CO2: Students will create 3D models and simulate the light for the scene
CO3: Students will rig a character and provide the walkthrough for a set

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XM3601  COMMUNICATION FOR SOCIAL CHANGE  L  T  P  C
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OBJECTIVES
- To introduce students to key concepts of development communication.
- To provide an in-depth understanding of the concept and process of development
- To introduce the new paradigms, theories of development & strategies for participatory process for social change
- To develop skills for effective, small and large scale C4D strategies and interventions for behavior change and social transformation that promotes human rights, social inclusion and accountability.
- Understand the dynamic connection between theoretical and practical aspects of the creative process involved in C4D.
UNIT I  DEVELOPMENT& SOCIAL CHANGE:AN INTRODUCTION  9

UNIT II  DEVELOPMENT COMMUNICATION& SOCIAL CHANGE THEORIES  9

UNIT III  APPROACHES TO DEVELOPMENT  9
Paradigms - Modernization, Dependency theory, Participatory approach – Levels, types, tools, and theories of participatory model, social, cultural and political perspectives in development, sustainable development, need based approach, human development approach, right based approach, participatory approach, development as freedom, Millennium and SDGs. C4D Practices and Policies in India, Need of alternative communication. Community Development - Resources, Community Planning Process, Community Capacity Building, Community Assets and Capacity Assessment, Process of Community Development

UNIT IV  ISSUES AND CHALLENGES  9

UNIT V  TOOLS AND PRACTICES  9
Interpersonal communication, Role of Media in Development: Folk Media, Printed & electronic media, new media/multimedia, use of social media for C4D, development Communication strategies, Importance of Social Marketing, Designing a holistic C4D project, Best Practices in C4D, success stories, case studies, role of international agencies, government, UN, universities & academia in development sector, employment opportunities for media professionals in C4D sector.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will be able to critically assess the needs for C4D interventions initiatives to achieve development goals
CO2: Students will be able to understand from historical perspective the role of communication in development.
CO3: Students will be familiar with various social and behaviour change models of communication
CO4: Students will be able to apply this knowledge to analyse root, structural and direct causes of a social issue and generate insights related to behavior and social change for communication interventions.
CO5: Students will gain insights into the need for using participatory approach in development initiatives

REFERENCES
4. Freire, Paulo, Pedagogy of the Oppressed, Bloomsbery, New York, 2018

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XM3602 DIGITAL MARKETING COMMUNICATION

OBJECTIVES
• Provide a deeper understanding of how proliferation of digital technology gives businesses diverse new set of tools to reach, engage, monitor and respond to consumers.
• To develop student understanding of the difference between traditional and digital marketing strategies.
• Understand key trends in the digital marketing landscape that can be used to optimize marketing
• Understand how to reach a wider target audience through digital marketing channels
• To keep customers engaged through effective communication strategies

UNIT I INTRODUCTION TO DIGITAL MARKETING
Digital Marketing Theories and Models- Search Engine Optimization- Paid Search- Email Marketing- Social Marketing- Mobile Marketing- Display Advertising- Careers in Digital Marketing

UNIT II MARKETING TO CONNECTED CUSTOMERS
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 IN THE DIGITAL ECONOMY
Analyzing Markets & Customers- Branding- Marketing Communications- Understand the playbook of direct-to-consumer (DTC) brands- Know how to respond to the threat of new DTC entrants- Drive integrated, customer-centric marketing strategies- Effectively analyze markets, customer needs, and buying behaviors

UNIT IV  THE NEW CUSTOMER PATH
Understanding how people buy: Driving from Awareness, Appeal, Ask, Act to advocacy. Marketing Productivity Metrics – Introducing and Decomposing Purchase Action Ratio and Brand Advocacy Ratio. Driving up productivity- Determine strengths and weaknesses of competitors and substitutes- Identify business shifts related to technological, regulatory, and customer change

UNIT V  STRATEGIES IN THE DIGITAL MARKETING
Marketing strategies with business objectives- Synchronizing marketing activities- brand management strategies- Human centric marketing for Brand Attraction – Content Marketing for Brand curiosity – Omni channel Marketing for Brand commitment – Engagement marketing for Brand affinity

OUTCOMES
CO1: The student will be able To know the importance of digital content marketing
CO2: The student will be able to know the key elements of a digital content marketing strategies
CO3: The student will know to measure the effectiveness of a digital marketing campaign
CO4: The student knows about various common digital marketing tools such as SEO, SEM, social media and Blogs
CO5: The student will be able to develop a Digital Content Marketing strategy for a brand.

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OBJECTIVES
- Students will learn to write visually for film/television/animation.
- Students will evolve their approach to filmmaking through storyboarding, shot composition, and visual design.
- Students will produce animatics and animated storyboards to express their cinematic ideas.
- Students will be prepared to produce an original film using their ideas developed in this course.
- Students will learn the nuances of various aspects of preproduction.

UNIT I VISUALISATION
Visualisation - Exploring the art of Short film – Definition and Characteristics of shortfilms – Importance of storytelling and concise narratives – Elements of Visual story telling – Exploring various film genres and their adaptation to short films- story board, preproduction activities-scripting-copyrights, ethics, selecting the location, checking the feasibility, budgeting, proposal writing-from story line to final output, getting sponsors.

UNIT II PREPRODUCTION FOR SHORT FILMS
Idea generation and script writing – Story boarding and shot planning – casting and auditions – Location scouting and set design – Budgeting and scheduling - proposal writing-from story line to final output, getting sponsors–crowd funding.

UNIT III ELEMENTS OF STORY TELLING
Fundamental elements of storytelling such as plot, characters, conflict, and theme. The creation of Character- Character biography- Interior Exterior aspects of Character- Professional life, Personal Life. Setting up the story- Two Incidents – Plot Points – The Scene – The Sequence – Adaptation: The visual language of short films, exploring cinematography techniques, shot composition, art design - framing, lighting and visual aesthetics and metaphors.

UNIT IV SHORT FILM ANALYSIS AND CRITIQUE
Developing critical thinking skills by analyzing and critiquing short films from various perspectives. Editing and sound design in creating a cohesive and engaging short film.

UNIT V DISTRIBUTION AND PROMOTION
Various distribution channels and Promotional strategies for short films – Film festivals and submission process – Online platforms and streaming services – marketing and audience engagement – Building a filmmakers’s portfolio – Networking and collaboration opportunities.

TOTAL: 60 PERIODS

OUTCOMES
CO1: write an original screenplay
CO2: Do storyboarding and animatic with necessary preproduction requirements.
CO3: understand planning setting up shots and scenes to match their vision of the film.
CO4: Students will be prepared to launch production of an original film project.
CO5: Produce social responsible programmes for the betterment of society.

Attested

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
REFERENCES
3. Dan Rahmel, Nuts and Bolts Filmmaking, Focal Press, 2018

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XM3604 WEB DEVELOPMENT

OBJECTIVES
- To inculcate the guidelines for creating an dynamic webpage
- To impart the necessary skills for designing and developing a Website.
- To learn the language of the web: HTML, CSS, Java Script, jQuery, Bootstrap.
- To develop the skill to create dynamic and static web page
- To learn professional designing skills with coding

UNIT I INTRODUCTION TO HYPERTEXTMARK-Up LANGUAGE (HTML) 9

UNIT II INTRODUCTION TO CASCADING STYLESHEETS 9
Introduction to CSS, Different ways to incorporate Styles, Syntax, Background, Text, Font, Link, Lists, Tables, Border, CSS Pseudo Elements, Properties, separate style sheets for print and screen, Print Media: controlling line breaks, The box model: Styling with content, padding, borders and margin. Layout, 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  INTRODUCTION TO JAVASCRIPT

UNIT IV  JQUERY
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
Introduction to Bootstrap, Bootstrap Grids, Themes, Bootstrap CSS, Style sheets, Forms, Dropdown, Nav Bars, Bootstrap JS.

TOTAL: 45 PERIODS

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 and learn the programs related to AngularJS.

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OBJECTIVES

- Students will learn the language of documentaries and the application of creative concepts in production of factual program.
- Students will learn the fundamentals of developing, producing and directing a short documentary.
- Research, shoot and edit a documentary
- Investigate relevant funding and distribution channels for a documentary
- Effectively develop a proposal and pitch it for funding for their documentary project

Students will be guided by the Course Instructor, in step by step procedures in making a documentary on a topic of their choice. The class will be divided into small teams and each team will create a complete documentary film by the end of the semester. This group authored documentary film will be submitted along with the periodical dossier containing the entire production process, working stills, research record, a proposal, a treatment, and a script. The students will also ensure the exhibition of their films for reviews.

Throughout the semester, students will devote time to developing and pre-producing his/her final documentary in and outside the classroom. Substantial Production and Post-production hours outside of class time are necessary to successfully complete the documentary project. Students will be guided through the fundamental concepts of documentary production like research, ideation, treatment, story, pitching, negotiating access, proposal writing, budgeting, scheduling, documentary ethics, structuring the story, selecting the crew and equipment, shooting, editors role, narrative styles, developing websites & finding distributors, working out a festival strategy. Labs will concentrate on hands-on technical instruction and critiques of student work.

EXERCISES

1. Research, ideation & treatment
2. Scripting the story – Point of view & evidence
3. Proposal writing & Pitching
4. Budgeting & scheduling
5. Team & crew
6. Filming 7. Post production
8. Online or public/festival screening

TOTAL: 60 PERIODS

OUTCOMES

At the end of the course,
CO1: Students will be able to gain adequate skills to produce a documentary for either broadcast or social media.
CO2: Research and develop a proposal for a film project Gain adequate field experience in factual programme production
CO3: Students will be able to handle equipments in the field and also learn post production techniques for documentaries.
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XM3612 VISUAL EFFECTS LAB

OBJECTIVES
- To learn and develop the knowledge of visual effects
- To understand the various methods and VFX tools
- To develop VFX skills and ideating techniques to create special effects
- To know the interface used in creating visual effects.
- To understand the image process techniques.

UNIT I LEANING THE BASIC VISUAL ELEMENTS – NUKE 15
Understanding the UI of software, viewer, metadata, import footage, export footage, versioning, rendering-Understanding the transformations-translation and rotations duration, resspeed, repositioning-Creating animations - ball bounce with footage using keyframes, motion blur, dope sheet-Working with tracking – single, double, four point tracking-rotation and scaling, stabilizing footage-Understand color correction tools and match colors, day for night, tonal look and style

UNIT II INTRODUCTION TO ROTO AND PREP 15
Understanding and working with rotoscoping, Bezier, B-Splines, shapes, feathering-Compositing with multiple footage using roto-Creating clean plates using Photoshop, clone, denoise, degrain- Retouching with the Rotopaint-Working with wire removal shots
UNIT III  KEYING, MATTE GENERATION AND SPILL SUPPRESSION  15
Working with blue/green matte footage, Using different keyers, IBK color, Key light, Chroma key, Alpha key, Create a garbage mask-Matching light space and adjusting for brightness and colour-Copying channel and working with shuffle channel options-Understand spill supression and techniques-Create composite of blue and green screen footages on backgrounds

UNIT IV  WORKING WITH EFFECTS FILTERS AND PARTICLES  15
Working with types of emittors and particles space-Undestanding particle forces, gravity, bounces, collision.. etc-Creating rain, snow, leaves, dust and smoke-Compositing particles into footages-Understanding fx filters, blurs, defocus kernels, fx tools-Creating fx on footages and compositing-Create gizmos and groups

UNIT V  WORKING WITH 2.5D  15
Create 2.5D space-Create objects with model builder, apply texture-Understand lighting and shadows, types of light-Create 3D ball bounce with lighting setup-Create an set extension of the footage-Animate using python script

Exercises
1. Multilayered composite
2. Matte painting
3. Rig removal
4. Tracking and Roto
5. Color grading
6. Blur and Matching film grain
7. Green screen removal
8. Color correction

TOTAL: 60 + 15=75 PERIODS

OUTCOMES
At the end of this course, Student will be able to
CO1: Create the visual effects for their production
CO2: Develop the 2.5D Environment
CO3: Merge a live action Footage with the visual effects and stimulate particle items

REFERENCES

CO-PO MAPPING

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OBJECTIVES

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

UNIT I  HYPERTEXT MARKUP LANGUAGES  12
1. Create a basic webpage using different presentation tags
2. Insert Images and tables
3. Create different types of Lists.
4. Create external and internal hyperlinks, Image Mapping, Mail Links
5. Create registration forms using all the form elements
6. Include Multimedia Elements in the website

UNIT II  CASCADING STYLE SHEETS  12
1. Create a CSS template for the website created above.
2. Create a box model using CSS
3. Skin a menu with CSS : Styling Navigational Links
4. Print Media : Style for Print
5. Developing Landing page

UNIT III  INTRODUCTION TO JAVA SCRIPT  12
1. Validate the website using Javascript objects
2. Creating dynamic Calendar, TimeStamp and Banner
3. Programs related to Event handling, Events, and Error handlings
4. Programs related to Window and Document objects.
5. Programs related to javascripts objects, Classes and methods.
6. 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, Collapsible, Tables, Mobile Grids, Mobile Lists, Mobile Forms, Mobile Themes, Mobile Events

UNIT V  BOOTSTRAP  12
Programs demonstrating Bootstrap Basics, Bootstrap Grids, Bootstrap Themes, Drop down, Nav Bars, Bootstrap CSS, JS.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to
CO1: Develop a full-fledged website using HTML5, CSS and JavaScript
CO2: Expose to the programs related to jQuery
CO3: Understand and implement the bootstrap in website

REFERENCES

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XM3614 PORTFOLIO AND PRESENTATION SKILLS L T P C 0 0 4 2

OBJECTIVES
The core objective of this project is to encourage the student to come up with an innovative portfolio work in their area of specialization.

INNOVATIVE PROJECT GUIDELINES
The students in the final year are expected to specialize in area of their interest such as
1. Advertising
2. Public Relations / Event Management
3. Photography
5. Journalism
6. Video Production
7. Audio Production
8. E-Content
9. Development Communication
10. Gaming
11. Web Designing
12. Mobile App Development and etc.
and prepare an innovative project in the form of Portfolio by choosing mentors, one from the Department and one from the related industry.
The innovative project work should be an extension of what they have learnt in the previous semesters and should produce portfolio work of industrial standard. The innovative project can be a real time project for an industry / client also.
At the end of the semester the students are expected to present their work before the panel of faculties in the department and also exhibit their works in an “open day”. Evaluation is based on periodic reviews, final presentation and feedback from the exhibition.

TOTAL: 60 PERIODS
OUTCOMES
At the end of the semester the student will:
CO1: Produce an innovative work in his/her area of specialization under the mentorship of a faculty member and industry expert.
CO2: Produce a portfolio work of industrial standard
CO3: Produce an innovative project in real time for an industry / client.

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XM3711  INTERNSHIP  L  T  P  C
0  0  32  16

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 and learn about its structure, functions and work process for a month.

GUIDELINES FOR STUDENTS CHOOSING MEDIA ORGANIZATION:
In this semester the student has to do an internship in the media/related organizations for the entire semester based on the academic schedule of the university. The students will approach a reputed media organization of their choice anywhere in India. They have to get an acceptance letter from the organization. Internship with independent media professionals / experts will be approved only on the basis of the merit of the professionals by the Internship Faculty Co-ordinator. The student can work in maximum of two organizations during the entire internship period

INTERNSHIP REVIEWS
Three Internal Reviews will be conducted. 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 Internal members and the Co-ordinator. The students will present their work carried out in the organization before the panel. 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 during every review.

FINAL EVALUATION
The final evaluation will be internal/external 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/external reviewer panel marks and the evaluation sheet marks from the supervisor / manager from the organization are
considered equally, and Marked for 100. The Internal/external review panel will be constituted by the Internship Co-ordinator after getting the approval from the Head of the department/Faculty Chairman.

TOTAL: 480 PERIODS

OUTCOMES
At the end of the semester, the students will be able to
CO1: Understand and experience the actual function of media organization, 
CO2: Its work process, roles of professionals, importance of meeting deadlines,
CO3: Work culture and ethics in organization set-up.

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XM3801 COMMUNICATION THEORIES

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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 and to learn the evaluation of communication theories

UNIT I INTRODUCTION
Definition and Importance of Theory - Mutuality of Research and Theory- Functions of theories
Historical development of theory - Origin of mass communication theories - Paradigm shifts in Mass communication theories – Goals of Mass Communication theories – Alternative tradition of theoretical analysis – Mass Society theory

UNIT II COMMUNICATION THEORIES
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

Technological Determinism - Technology Acceptance Model – Domestication – Mediation - Social Shaping of Technology – Cyber Communication Theories - Digital Divide – Future of Media Theory and Research : New Media theory and Research – Computer Mediated Communication theories – New Media literacy

TOTAL: 45 PERIODS

OUTCOMES

CO1: Students would be provided a sound knowledge in theories of media and theories of press.
CO2: An in-depth understanding of the models of communication would be acquired.
CO3: Students will understand the responsibility of media
CO4: This course enriches them to nature and process of communication
CO5: Students will learn the responsibility of media theories in the society.

REFERENCES

5. Watson, James, ‘Media Communication-An Introduction to theory and process, Palgrave, 2006

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OBJECTIVES
- To understand the fundamentals of psychological theories and practices for application in the field of media.
- To introduce social psychology theories & concepts for better understanding of how people perceive, think about and feel about the social world.
- To understand the influence of media on human behavior, culture and society.
- To demonstrate the application of social, cognitive, developmental and positive psychologies in media & communication field.
- To identify and critically analyze the ethical issues in the media with special reference to psychological well-being, identity, social engagement, individual and universal rights, ethnicities and culture.

UNIT I INTRODUCTION TO SOCIAL AND MEDIA PSYCHOLOGY

UNIT II MEDIA AND SOCIAL PERCEPTION
Social perception: Basic channels of nonverbal communication and social perceptions - Self and Social representation - Social Beliefs - Social Influence - Social Perception - Cultural Influences - Parasocial interaction, psychology of fandom.

UNIT III MEDIA INFLUENCE ON BEHAVIOUR & RELATIONSHIPS

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

UNIT V NEW MEDIA
Understanding Psychology and Internet - psychological issues in new media, media literacy: Interactive & emerging technologies, social influence in virtual world. Social connection & social capital, personal media and psychological impact—mobile, wearable smart technologies - Audience Engagement - Positive Psychology applied to media.

TOTAL: 45 PERIODS
OUTCOMES
CO1: Students will be able to apply the appropriate psychological concepts and analyse the complex media environment.
CO2: Students will understand the social behaviour and would be able to identify the forces that create differences in patterns of social behavior.
CO3: Students will understand the behavior of people from diverse cultures, social groups and categories.
CO4: Students will develop critical thinking attitude and skills and will evaluate media messages based on evidence.
CO5: Students will understand the power of psychology in enabling social change.

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XM3803 E-CONTENT

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  

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 andmarket trends. 

TOTAL: 45 PERIODS 

OUTCOMES
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 and to gain adequate skills to produce e-content programmes

REFERENCES
5. Karl M. Kapp , The gamification of learning and instruction, , 2012
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XM3804 GAME DESIGN AND DEVELOPMENT L T P C
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OBJECTIVES
- To explore the history of games and the gaming industry.
- To describe the technological developments that contributed to the video game industry.
- To familiarize students with issues, types, and techniques of computer game design.
- To understand the fundamentals of game design and development.
- To create a 2D game using game engine and design game mechanics that create engaging gameplay.

UNIT I INTRODUCTION TO COMPUTER GAMES
9

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

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: Create engaging experiences 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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XM3811  E-CONTENT LAB  L T P C
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OBJECTIVES
- To understand the basics, concepts and need of the educational media.
- To practice the production process and techniques of the educational programmes.
- To produce effective educational programmes for different field.
- To understand the basic production concept for the e-content
- To understand the post production for the e-content creation

Attested

[Signature]  DIRECTOR
Centre for Academic Courses
Anna University, Chennai 600 025
UNIT I EDUCATIONAL PROGRAMME FORMATS 12
Types and Formats of Educational Programmes, Instructional Programmes, Social Education Programmes, Edutainment Programmes; Research — Pre-Production, Prototype Production, Feedback

UNIT II EDUCATIONAL PROGRAMME SCRIPT 12
Script writing for various educational programmes – various platforms

UNIT III PRE PRODUCTION 12
Research, Planning, Schedule preparation, Budget preparation, Man and Machines

UNIT IV PRODUCTION 12
Production of education programme for radio, TV, online/social media

UNIT V EVALUATION 12
Conduct evaluation for educational programmes — after production and students should conduct evaluation for radio, TV and internet based educational programmes.

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will gather knowledge on different media for educational programme production.
CO2: Students will develop a script for the e-content
CO3: Student will produce e-content for various genres.

REFERENCES

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Attested

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
OBJECTIVES
- To understand the 2D game design and development process.
- To understand the physics and mechanisms involved in the 2D game development process.
- To plan and create a 2D game using a game-engine.
- To implement game physics and player controls using Unity's physics engine and C# scripting.
- To design engaging game mechanics and levels that challenge players.
- To integrate audio and visual effects to create immersive game experiences using Unity's scripting language C#.

UNIT I INTRODUCTION TO 2D GAMES ART
- Introduction to 2D game art
- Preparing a concept document.
- Developing game story, setting and characters.
- Developing key assets for games.
- Creating sprites

UNIT II GAMEPLAY
- Developing gameplay.
- Design and create a traditional board game.
- Design and create a maze game.
- Design and create a puzzle game

UNIT III INTRODUCTION TO UNITY AND 2D GAME DEVELOPMENT
- Overview of Unity Interface
- Introduction to 2D game development
- Creating a simple 2D game
- Design and develop an Egg Catcher game.
- Design and develop shooting game

UNIT IV GAME MECHANICS AND PLAYER CONTROLS
- Designing game mechanics and player controls
- Implementing movement, jumping, and shooting using Unity's physics engine and C# scripting
- Adding obstacles and challenge
- Adding sound effects and background music
- Implementing particle systems and visual effects

UNIT V LEVEL DESIGN AND GAME ENVIRONMENTS
- Creating a 2D game world
- Designing game AI and enemy behavior
- Implementing enemy movement and attack behavior using Unity’s scripting language, C#
- Publishing for Desktop, Android, and iOS.
- Preparing a game design document.

TOTAL: 60 PERIODS
OUTCOMES
At the end of the course, the student will be able to:
CO1: Create, Plan and develop the game.
CO2: Design and implement basic levels, models, and scripts for games.
CO3: Design and build fully functional games using game-engine,

SOFTWARE
• Unity, Adobe Animate.

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OBJECTIVES
• To understand the concepts of motion graphics
• To acquire skills on techniques of motion graphics
• To develop skills on using various tools
• To create graphics on images
• To learn the effects and process of operations

UNIT I INTRODUCTION TO AFTER EFFECTS 12
Workspace, Menus, Panels, New composition, Import and export- Animation tools in AFX - keyframes, graphs and graph editor, creating simple animation - ball bounce- Shape animation - parameters, pucker and repeater, wiggle paths and transforms- Text Animation - Text capabilities, types of selectors, sample text animation, lettering animation

UNIT II ANIMATION IN AFX 12
Principles of animation- Logo animation - tools and methods of logo animation- Loop Animation - designing character, rigging, making poses, details to animation- Morph animation - warping and morphing sequential footages
UNIT III INTRODUCTION TO C4D 12
The motion graphics pipeline, interface, concepts of 3D motion graphics- Animation tools in C4D - text and splines, type tools, spline modelling tools- Working with Cameras, camera animation, morph between cameras

UNIT IV PROCEDURAL MODELLING, TEXTURING AND LIGHTING 12
Create primitive objects, combine primitives with de Former s- Use mograph as modelling tool- Apply materials and textures- create plastic and liquid materials- Create bumpy surfaces

UNIT V LIGHTING AND RENDERING IN C4D 12
How light works in C4D, create basic setup- Lighting tools and methods- Compositing in C4D, common render settings, render previews, work with takes- Setup multi pass renders- Make a 3D text and Logo animation

Exercises
1. Creating Logo
2. Animating Logo with effects
3. Text effects
4. Title animation
5. Motion poster
6. Sound with visual effects
7. Mask effects
8. Tracking works
9. Scene recreating
10. Special effect

TOTAL: 60 PERIODS

OUTCOMES
At the end of this course, the Student will be able to
CO1: Create basic layer of animation from photoshop images
CO2: Learn the process of different type of mode and mask operations
CO3: Create an animation with effects

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TOTAL: 60 PERIODS
OBJECTIVES

- Understand the nature and purpose of research in the media industry.
- Be able to apply a range of research methods and techniques.
- Be able to present results of research.
- To understand the different type of statistical tools.

UNIT I
INTRODUCTION TO RESEARCH CONCEPTS


UNIT II
REVIEW OF LITERATURE

Role of research in the media - Writing review of literature – Meaning – Need and scope – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Primary Sources – Secondary Sources – Need of critical thinking – Referencing styles: APA, Chicago Manual, Harvard etc.

UNIT III
QUANTITATIVE RESEARCH

Quantitative research methods – aim of the research, usage, type of data and approach; Data collection techniques – Survey, Interviews – Data gathering instruments – Questionnaire, Schedules – Construction of tools – Analysis of data – Statistics: scales of measurement; central tendencies; range; correlation coefficient, t-test, chi-square, ANOVA, MANOVA, regression – Structural Equation Model.

UNIT IV
QUALITATIVE RESEARCH

Qualitative research – Definition – Types of Methods – Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Framing – Discourse analysis – Cultural studies, Formative research – Processes and stages, problems grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

UNIT V
MONITORING AND EVALUATION

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 – Methods of evaluation – Scope of evaluation in policy change.

TOTAL: 45 PERIODS

OUTCOMES

CO1: Students will understand the scope and techniques of media research, their utility and limitations.
CO2: Students will develop practical knowledge on quantitative and qualitative methods of research.
CO3: Students will be able to do research in the field of advertising, social media, journalism, communication, etc.
CO4: Students will be able to apply statistics for their research.
CO5: Students will be able to take up independent research.
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XM3902 CONTENT WRITING

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 your blog – Write and publish your first post
UNIT III  SEARCH ENGINE OPTIMIZATION  9
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  9

UNIT V  SOCIAL MEDIA CONTENT WRITING  9
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

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will understand the principles and processes of content writing.
CO2: Students will write and publish blogs.
CO3: Students will be exposed to Search Engine Optimization.
CO4: Students will create graphic content.
CO5: Students will write engaging content for social media platforms

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Avg. 9/5=1.8 10/5=2 10/5=2 10/5=2 9/5=1.8 8/5=1.6
OBJECTIVES

- To learn the data acquisition, data cleansing, data analytics and visualization techniques
- To learn the method of doing various data analysis techniques
- To understand the various qualitative data analysis techniques
- To understand the importance of statistical models
- To learn the social media analysis and other textual analysis formats

UNIT I  STATISTICS AND DATA ANALYSIS – INTRODUCTION


UNIT II  DESCRIPTIVE ANALYSIS


UNIT III  INFERENTIAL ANALYSIS


UNIT IV  QUALITATIVE DATA ANALYSIS

Understanding Qualitative Data -- Qualitative Analysis -- Managing data, Reading and annotating, creating categories, Splitting and splicing linking data, making connections -- Of maps and matrices, Corroborating evidence, producing an account -- Introduction to Social Media Research – Analyzing Social Media Content using various software -- Retrieving data and doing text analysis, cloud mapping, word art creation, sentiment analysis, network analysis.

UNIT V  DATA VISUALIZATION TECHNIQUES


TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
CO1: Understand the importance of data analysis
CO2: Learn the different types of data analysis techniques
CO3: Learn the descriptive and inferential statistical methods
CO4: Learn the qualitative data and social media analysis
CO5: Understand the importance and implement different data visualization techniques

REFERENCES
1. James, G., Witten, D., Hastie, T., Tibshirani, R. An Introduction to Statistical Learning with Applications in R. Springer, 2013.
5. Hair et al., Multivariate Data Analysis, Cengage Learning

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XM3911 MINI PROJECT L T P C

0 0 4 2

OBJECTIVES
- The main objective of mini project 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, inter-disciplinary studies are also allowed but communication and/or media element is a major requirement in the topic chosen.

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.

OUTCOMES
CO1: At the end of the semester the students will be able to attain the skills required for conducting media research.
CO2: They will be getting the confidence to present their work, with enhanced presentation skills.
CO3: This will give them the experience and a thorough understanding on taking up their major research project in the final semester.

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TOTAL: 60 PERIODS

OBJECTIVES
- To learn the basic use of artificial intelligence in the newsroom
- To learn the journalistic principles and responsibilities when using machine-learning systems.
- To understand the need for content moderation in media platforms.
- Enable to student to understand the commercial unfairness in media sectors.
- To understand the implications of algorithmic governance

UNIT I  INTRODUCTION TO ARTIFICIAL INTELLIGENCE  12
Understanding AI and Machine Learning systems, Generative AI systems: fully autonomous Vs co-creative, Human-AI interaction, machine learning models, data-driven journalism, AI in the newsroom, AI in factchecking, Regulation of AI, opportunities for accountable use of artificial intelligence in the media sector.
UNIT II  JOURNALISTIC PRINCIPLES AND ARTIFICIAL INTELLIGENCE  12
Bias, journalistic endeavours, and the risks of artificial intelligence, Journalistic responsibility when using machine-learning systems, Explain ability, disclosure and transparency, algorithmic journalism, transparency in algorithmic journalism, automation in content production, personal data processing

UNIT III  TRUST, DISINFORMATION AND MEDIA PLATFORMS  12
Misinformation Vs disinformation, Social media platforms as public trustees, user data, digital safety, collective ownership model, content monetization models - power imbalance between social media platforms and content creators – commercial unfairness: recommender systems and brand building

UNIT IV  ALGORITHMIC GOVERNANCE  12
Algorithmic governance: ethical and legal implications: copyright law in the context of AI-generated works, Artificial intelligence and intellectual property rights: from incentive mechanisms to control mechanisms, protection of AI-generated news content: infringement risk assessment, regulation of AI entities and systems

UNIT V  POLICING CONTENT ON SOCIAL MEDIA PLATFORMS  12
Advent and application of artificial intelligence– dilemmas: public trust, freedom of information, liability - policies and practices of content moderation - implications for ethics and law - social media hygiene - relationship between social media platforms, users, and governments - limiting and balancing the powers

TOTAL: 60 PERIODS

OUTCOMES
CO1: Enable students to understand the use of AI in the newsroom
CO2: Students will understand the journalistic principles and responsibilities when using machine-learning systems.
CO3: Students will understand the need for content moderation in media platforms
CO4: Students can understand the commercial unfairness in media sectors
CO5: Students will get to know the implications of algorithmic governance

REFERENCES
5. Stefan H. Vieweg AI for the Good., Springer, 2021

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OBJECTIVES

- To understand different media industries and their management challenges.
- To educate the broadcast promotion.
- To create awareness of the unique and pragmatic aspects of the media management process.
- To understand the marketing strategy
- To gain insight into ethical decision-making and into the human relations aspects of managing people

UNIT I INTRODUCTION TO MEDIA MANAGEMENT

Introduction to Management – Definitions, Skills, roles, and functions – Levels of management, strategic alliances and the electronic media industries – Mergers & acquisition, media management issues including leadership, management, marketing and budget; current issues and trends within media.

UNIT II THEORIES OF MANAGEMENT

Management as process – Classical school of management – Administrative management – Bureaucratic management – Human relations school of management – Maslow’s Hierarchy of Needs – Herzberg’s hygiene and motivator factors’ theory x & theory y, theory z – Modern approaches to management – System approaches to management – Total quality management.

UNIT III HUMAN RESOURCE MANAGEMENT


UNIT IV BROADCAST PROMOTION AND MARKETING

Strategic Planning & Market Analysis, Social Media Strategies & Measurement, Audience Engagement & Metrics, Digital Disruption and Broadcasting, Mobile Strategies (How Online and Mobile Technologies Have Changed Broadcast), Emerging Technologies (Virtual, Augmented and Mixed Reality, Reuters Digital News Report), Diversity, Talent and Development, Market structure, Audience research and analysis, Sources of audience research data, Concentration in the market, Product differentiation.

UNIT V ENTREPRENEURSHIP


TOTAL: 45 PERIODS

OUTCOMES

CO1: The student will be able to Summarize and classify the essential concepts of media management.

CO2: The student will be able to analyze national and international media markets with reference to key parameters.
CO3: The student will be able to Reflect on the impact of digitalization and convergence on strategic markets and business processes.

CO4: The student will be able to Critically evaluate the potential of convergent products and Cross media business models in view of the latest international developments in the media market.

CO5: The student will be able to work Independently conduct and evaluate small-scale empirical research projects, and interpret the generated data with regard to theoretical insights.

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

**FINAL VIVA-VOCE EXAMINATION AND THESIS SUBMISSION**

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

**TOTAL: 480 PERIODS**

**OUTCOMES**

At the end of the semester the students will

CO1: Understand the importance of communication research,

CO2: Employ research techniques and tools, and

CO3: Gain confidence in working on a contemporary research area independently under a guidance

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**OBJECTIVES**

- The main objective of the course is to give an insight into the field of art direction
- To explicitly demark the role of art director in both television and film production.
- Student will understand the different types of budgeting techniques and its benefits
- The programme will teach students to sketch the digital plan for the set design
- Students will visit film set to gain practical knowledge about the techniques

**UNIT I **

**INTRODUCTION TO ART DIRECTION**

History of Art Direction, Design fundamentals, past, present and digital production design, two paths of Art Director. Production design for theatre, Film, Dance, Television and animation. Set design for Realism Set, Stylized Films Set, Period Films, and Period Films with several Decades, Science Fiction and fantasy.
UNIT II  ART DIRECTION AND PRODUCTION SCHEDULE
Four Responsibilities of art director, Art Director’s relationship with other Department, Art Department Setup – Archivist, Digital Artists, the Physical Scenery Process- Interior sets, Exterior sets, Specialty props and Animatronics. Schedule and lists — Script break Down, One liner Schedule, Shooting Schedule, Day out of days, call sheet.

UNIT III  BUDGETING FOR PRODUCTION
Five Budgeting techniques- the 50/30/20 rule, Snow ball budget, Digital Budgeting, Reverse Budgeting. Functions of budget- mapping, controlling, coordinating, communicating, instructing, authorizing, and motivating and performance measurement. Other Techniques- priority based budgeting, Programming budgeting system, performance based budgeting. Adjusting the Budget — Fixed/flexible budgeting, Activity budgeting, limited budgeting.

UNIT IV  SET DESIGN USING 2D & 3D SOFTWARE
Set model, Set Walk through, Set ambiance, Theme based set, Produce beautiful multi-page documents with model views, details, images, notes and other critical information.

UNIT V  SET DESIGN – STUDENT EXERCISE AND SET VISIT
The student will be visiting a television station or Film set in Chennai to observe and understand the practicality of set design on the field. The student will be divided into groups and assigned to sketch a modal set of the choice both virtually by using 2D or 3D software and erect real set in the studio. This exercise will be evaluated by the course instructor as one of their 3 assessment.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will inculcate basic skills that are necessary for a design concept through drawing and other pre-visualization methods.
CO2: Students will understand the importance of budgeting for art/set work in production.
CO3: Students will design an artwork both virtually and real life set.
CO4: Students will get a knowledge to create set model and walk through in digital format
CO5: Student will get knowledge to work in a professional by planning production schedule.

REFERENCES
3. Beverly Heisner. Production Design in the contemporary American Film, 2004

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DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
XM3002  BIG DATA ANALYTICS  L  T  P  C  3  0  0  3

OBJECTIVES
- To handle and processing Big Data
- To know how and when data can be used to make key decisions
- To learn data processing and create Algorithms
- To introduce data mining skills.
- To develop student skills on web mining

UNIT  FUNDAMENTALS OF BIG DATA ANALYSIS  9
Introduction to Big Data and Big Data Analysis, Handling and Processing Big Data, Methodological Challenges and Problems, Example Applications, Big Data Analysis in Practice, Introduction to different big data analytical tools.

UNIT II  DATA SCIENCE  9
Introduction to Data Science, Relational Databases and SQL, Data Cleansing and Preparation, Building a Data Model, Data Summarization and Visualization, Association Analysis and Cluster Analysis.

UNIT III  DATA MINING  9
Preprocessing Data: Filters, Missing Value, Data Mining, Decision Trees, Classification / Regression Algorithms. Normalization, Distance, Correlations, Machine Learning, Compare Items, Predictive Revenue Model, Class Prediction Model

UNIT IV  LANGUAGE R  9

UNIT V  WEB MINING  9
Case Study Session, Preparation of Case Study Report and Presentation and Case Study Presentation.

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will be able to apply the methods of data collection and data analytics to solve business and related problems in support of decision-making.
CO2: The students will develop the skills necessary to use related software tools to perform data collection, cleansing, and analytics
CO3: Students will have deep knowledge about data consumer, recognizing the good and the bad in terms of data collection and applications
CO4: Students will understand how leading companies are using analytics
CO5: Students will explore the Machine Learning Techniques

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XM3003 BRAND MANAGEMENT  L  T  P  C  3 0 0 3

OBJECTIVES

- Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
- Learn how to identify brand meaning and to measure brand strength for any particular market offering.
- Apply branding principles and marketing communication concepts
- To learn frameworks to achieve brand management goals
- To understand and improve marketing performance.

UNIT I INTRODUCTION

UNIT II BRANDING
The Concept of Brand Equity, Identifying and Positioning the Brand, Creating Customer Value, Positioning Guidelines, Planning, Designing and Implementing Brand Marketing Program, Choosing the Brand Elements, Image, Promotion, Corporate Name, Logos, branding a Product, Customer based Brand Equity, Extensions and Co-branding, Packaging, Labels and Product

UNIT III STRATEGIC BRAND MANAGEMENT
Brand Promotion and Strategic Brand Management - Building a Strong Brand: FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch, Media Selection, Trade Promotion and Selling, CRM, Personal Selling, Web Marketing

UNIT IV BRAND PERFORMANCE
UNIT V  CASE STUDIES
CASE STUDIES IN BUSINESS SECTORS: Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will successfully establish and sustain brands and lead to extensions
CO2: Students will explore the Re – Branding and Re-launching of Product
CO3: Students will measure Brand Performance and Equity Management
CO4: Students will explore the Global Branding Strategies
CO5: Student will learn image building and promotion methods for Brand

REFERENCES
1. Kevin Lane Keller, M.G Strategic Brand Management,. Parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.
4. Jenni Romaniuk and Byron Sharp, Building Distinctive Brand Assets, Oxford University Press, 2018
5. Nick Westergaard Brand Now: How to Stand Out in a Crowded, Distracted World" AMACOM, 2018

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XM3004  BUSINESS COMMUNICATION  L T P C
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OBJECTIVES
- To Understand and demonstrate the use of basic and advanced proper writing techniques that today’s technology demands, including anticipating audience reaction, write effective and concise letters and memos.
- To prepare informal and formal reports.
- To Proofread and edit copies of business correspondence. Use career skills that are needed to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts, Plan successfully for and participate in meetings.
- To conduct proper techniques in telephone usage
- To develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships.
UNIT I PERSONAL COMMUNICATION 9
Journal writing, mails/emails, SMS, greeting cards, situation based — accepting/declining invitations, congratulating, consoling, conveying information

UNIT II SOCIAL COMMUNICATION 9
Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

UNIT III WORK PLACE COMMUNICATION 9
e-mails, minutes, reports of different kinds — annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

UNIT IV RESEARCH WRITING 9
Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation

UNIT V WRITING FOR MEDIA AND CREATIVE WRITING 9
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Get into the habit of writing regularly,
CO2: Express themselves in different genres of writing from creative to critical to factual writing,
CO3: Take part in print and online media communication,
CO4: Read quite widely to acquire a style of writing, and
CO5: Identify their areas of strengths and weaknesses in writing.

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OBJECTIVES
- To offer a comprehensive approach to reporting of climate change.
- To impart knowledge about political, economic, and ethical questions raised by the need for transformative change of societies in the wake of climate change.
- To reflect over the development of climate change as a nature and a society issue.
- To synthesize knowledge from different areas related to climate change.
- To reflect on the norms and values of journalism in the context of climate change.

UNIT I  HUMAN INFLUENCES  9

UNIT II  PUBLIC NARRATIVES  9

UNIT III  JOURNALISTIC CHALLENGES  9
Environmental Journalism as a craft - Roles and differences between journalism and communications – Finding the most accurate, credible and timeliest information on science and issues – Essentials of environmental reporting – Discerning uncompromised expert sources – Using human narratives and descriptive storytelling to relate real-world impact – Tapping the databases, records and other tools commonly used by environmental reporters– Climate Change Communication - The importance of climate change reporting – The role of journalists in communicating climate change – Ethics of climate change reporting.

UNIT IV  CLIMATE ISSUES  9
The lack of diversity in environmental journalism – “Junk science” – Battling climate denial - Covering GMOs – The problem of doomsday climate reporting – Digital security for journalists and researchers etc – Adaptation and mitigation strategies towards climate change – The role of journalism in promoting solutions to climate change – Coverage of climate change in national and international news.

UNIT V  JOURNALISTIC SKILLS  9
Hands-on journalistic series – Reporting, developing, funding, crafting and publishing environmental stories – Writing diverse stories on environmental history, a wildlife or ocean story, a clam-aquaculture story, a work of nature writing, etc. – A polished, fact-checked, final story with questions answered and edits made from the first draft and at least two added elements such as photos, audio or video clips, graphics, timelines or others to draw people in - Framing climate change – Trends and developments in climate change reporting – Ethics of climate change reporting – Opportunities and challenges for climate change reporters.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will understand the importance of climate issues.
CO2: Students will understand the various aspects of climate change and its effect in society.
CO3: Students will learn to cover the climate change issues.
CO4: Students will understand the need for journalistic skills for covering climate issues.
CO5: Students will learn the various strategies, approaches on covering climate issues in various media.

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

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

UNIT III MANAGEMENTAL FUNCTIONS

UNIT IV TECHNICAL ASPECTS
Transmitter-Signal reach-broadcast equipment-reliability and maintenance-studio premises- acoustics, layout, installation, studio guidelines, Interactive Phone in programme – Off Studio.

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
CO1: Students will gather knowledge on different communication strategies and media usage for community development.
CO2: The students will understand the managerial functions of community radio
CO3: The students will understand the writing formats and types of scripting for community radio
CO4: The students will have field exposure through the case studies
CO5: Students understand the role of media in community development.

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OBJECTIVES
- To advent of various Video channels exploring as compereer.
- To learn the main job role of the Video Jockey is to introduce music videos and host music related shows on Television.
- To gain the skill theoretically and practically to act as intermediary between the audience and the media
- To learn the presentation skills for various programmes
- To develop the speech skills, dialogues, styles of interaction

UNIT I OFF-CAMERA WORKS
Involving off- camera work like deciding on the theme and choosing the songs to suit the theme of the show. Scheduling the songs according to the theme and concept of the program which is based according to the genre and situation of the songs. Planning for Reality shows like Road show, Celebrity interviews, Movie promotional Interviews, Talk show and for special day Television programs.

UNIT II SCRIPT PREPARATION FOR TELEVISION SHOWS
Writing Dialogue Scripts for Television shows in terms of their differences like Reality show, Game shows and promotional shows and how to participate in promotional videos like road shows, attending theme parties and with experience, even writing script for the show at times

UNIT III PREPARATIONS FOR AUDITION
Knowing the atmosphere and understanding the various interior set up of shooting floor where the audition is conducted. Approach methods and behavior patterns towards the producer and the technical team. The right way of positioning yourself in the shooting floor according to the show. Right kind of Costume knowledge and sense of dressing etiquette. Self grooming and Make over methods for showing yourself presentable as a video jockey.

UNIT IV ON PERFORMANCE
Modes of speech, Styles of talking in accordance with the show script, Dialogue delivery styles adjoining with body gestures. Presence of mind during the interaction with the celebrity and audiences which defines the proper viewing value for the show.

UNIT V UPDATION IN MUSIC GENRES
Teaching how VJs must constantly keep up-to-date on the latest trends in music, all the latest videos and information about music stars and other celebrities. In that sense, they take upon a more journalistic role. They also should have a well-rounded knowledge of all types of music and also should be informed about a bit of everything from films to politics to travel whatever the theme the show demands. Some of them specialize in a particular area or genre of music. They must be able to answer any queries about music and must fulfill their roles as experts. VJ’s interaction with the viewers through telephone, e-mail or fax.

PRACTICAL / ASSIGNMENTS
1. TV news Video Presentation
2. Interview with any field of specialist
3. Anchoring Stage show

TOTAL: 45 PERIODS
OUTCOMES
CO1: Understand the medium of broadcasting and basic of radio jockeying.
CO2: Understanding Sound Studio Jargon & Dubbing.
CO3: Hosting programs including public gatherings, public events and music videos that are further telecasted on-air through television or social media.
CO4: To Know the importance of Voice Modulation, Public Speaking, News Reading and Voice Overs.
CO5: Understanding the importance of major responsibilities, they even handle hosting the road shows, theme parties, etc.

REFERENCES
5. Freddy Quinne, The Quintessential Guide To Compering, Kindle edition, 2018

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XM3008 CONFLICT AND PEACE JOURNALISM

OBJECTIVES
- To understand the different types of conflict
- To explain the nature of armed conflicts
- To learn the steps in peace building
- To comprehend the principles of peace journalism
- To explain the differences between war and peace journalism

UNIT I CONFLICT DYNAMICS AND ANALYSIS
Different types of conflict- Conflict theories and terminologies - Mapping a conflict Manifest and latent conflict , Conflict analysis tools, Violence in conflict , Consequence of violence.

UNIT II TYPES OF CONFLICT AND RESOLUTION
Origins of conflict - war, aggression, human needs and relative deprivation, imperialism, capitalism and class conflict, conflicts due to identity, ethnicity and religion, the social construction of war and violence, Resolving conflict — radical disagreement and dialogue, Resolving conflict, Peacekeeping, humanitarian intervention and nonviolent peace forces.
UNIT III PROPAGANDA AND PEACE JOURNALISM APPROACH
Ways to recognize propaganda - How propaganda works - strategies to resist propaganda - Psychology of propaganda, Understanding the relationship between politics, mass media and war / violence, Different methods and means of influencing and persuading target audience, identifying media biases, Framing of Conflict by different media, war propaganda strategies, applying principles of peace journalism to propaganda

UNIT IV PRACTISING PEACE JOURNALISM
Difference between war journalism and peace journalism — Guidelines for practical peace journalism, Reporting on peace proposals, talks and ‘deals’ - Follow-up stories of conflict, News representation in times of conflict: kidnapping and captivity stories, gender representation, Johan Galtung Model of Peace Journalism, Peace Journalism and commercial media.

UNIT V THEORETICAL PERSPECTIVES
Gate-keeping theory - Feedback loop model - Deconstruction - Public service and media campaigning, Media Activism, Media Sensitization, Diversity and Inclusive Media in Peace Building. Role of Media in Reconciliation, Trust Building, Resilience Building — Case studies.

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will gain theoretical knowledge of the micro and macro origins of violent conflict
CO2: The students will understand how violence is depicted from a range of diverse perspectives
CO3: The students will understand the key challenges of contemporary peace-making.
CO4: The students will know the importance of conflict resolution
CO5: The students will know different approaches to peace journalism.

REFERENCES
6. Richard Keeble, John Tulloch, Florian Zollman, Peter Lang, “Peace Journalism” War and Conflict Resolution 2010

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OBJECTIVES
- To develop skills in visualizing and illustrating potential layout for complex ideas.
- To acquire knowledge and skill to execute design graphics for information
- To develop creative copy for advertisements
- To understand target audience to create messages
- To develop creative writing skill

UNIT I  INTRODUCTION BRAND COMMUNICATION
Introduction to Marketing Communication, Brand communication concepts, Product mix- Marketing identity, Marketing Mix, Creating new Brand, strategy, Brand identity-planning executing, advertising collaboration, understanding market strategy, Target audience, consumer behavior, segmentation, product positioning, Recalling factors, Image building.

UNIT II  INTRODUCTION TO COPYWRITING
Creative strategy, developing new concepts, creative blue print, advertising strategy, creative message, slogan, brand elements, brain storming, Big idea, Copywriting ideas, message writing, copy writer’s role, creative art director’s contribution & collaboration, purpose of copy and Illustration.

UNIT III  ILLUSTRATION DESIGN

UNIT IV  VISUALIZING PROMOTIONAL IDEAS
Introduction to typography & typodesign, publication design, Information design, Evolution of media and advertising, appeal, Information mapping, developing copy for different media, image making, packaging, print design, corporate identity, branding and information & communication systems like signage.

UNIT V  GRAPHICS AND INFORMATION DESIGN
Designing Logo, Brand identities, developing conceptual copy-brochure, pamphlets, danglers, infographics, layout designs, instore branding, outdoor branding, developing copy ads for print, radio, TV and digital media.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students would be able to understand the different Media strategy
CO2: Students would be able to understand the Information design and concepts
CO3: Students would be able to inculcate the knowledge of creative media messages.
CO4: Students would be able to understand branding and packaging
CO5: Students would be able to inculcate the knowledge of copywriting for multimedia

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XM3010 CORPORATE SOCIAL RESPONSIBILITY L T P C 3 0 0 3

OBJECTIVES
- To have grounding on theory through the understanding of real life situations and cases.
- To make the students understand the role of ethical managers.
- To give insights on the strategies for CSR.
- To understand Corporate social responsibility
- To understand environmental ethics

UNIT I INTRODUCTION 9
Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; CSR Definition,Principles of CSR, Sustainability.

UNIT II ETHICS THEORY AND BEYOND 9
context and Management of Ethics - Ethics analysis [ Hosmer model ]; Ethical dilemma; Ethics in practice - ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian case studies.

UNIT III STAKEHOLDERS AND THE SOCIAL CONTRACT 9
Classification of stakeholders, Stakeholder theory, Risk reduction, Regulation and its implication. Political – legal environment; Provisions of the Indian constitution pertaining to Business; Political setup – major characteristics and their implications for business; Prominent features of MRTP & FERA. Social – cultural environment and their impact on business operations, Salient features of Indian culture and values.
UNIT IV   ENVIRONMENTAL ETHICS  9
Economic Environment; Philosophy of economic grow and its implications for business; Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries. Issues concerning sustainability, Sustainability and the cost of capital.

UNIT V   CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE  9
Definition- Evolution- Need for CSR; Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Role of capital market and government; Governance ratings; Future of governance- innovative practices; Case studies with lessons learnt, Performance Evaluation.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Understand ethical issues in workplace and be able to find solution for ‘most good’.  
CO2: Get to know the role and functions of ethical managers.  
CO3: Explore the role of capital market and government.  
CO4: Have insights on the strategies of CSR.  
CO5: Be able to predict the future of governance

REFERENCES
5. Philip Kotler and Nancy Lee, Corporate social responsibility: doing the most good for company and your cause, Wiley, 2005.  

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OBJECTIVES

- To inculcate positive behavior in managing crisis.
- To communicate critically to prevent crisis.
- To learn what constitutes crises.
- To understand social media crisis and communication
- To learn Ethical Behaviour and Legal decision making

UNIT I ORGANISATIONAL THEORY AND CRISIS COMMUNICATION


UNIT II EFFECTIVE CRISIS COMMUNICATION


UNIT III VARIOUS FORMS OF CRISIS


UNIT IV SOCIAL MEDIA AND CRISIS COMMUNICATIONS

Writing Social Media Messages, Social Media in Strategic Organisational Communication – Social Media Etiquette for Organisations and individuals to prevent Social Media Crises — Online Communities and Crisis Communications

UNIT V CRISIS PREPAREDNESS


TOTAL: 45 PERIODS

OUTCOMES

CO1: Understand the importance of crisis communication.
CO2: Differentiate the day to day issues and crisis.
CO3: Develop a crisis preparedness plan.
CO4: Understand various methods of communication strategies in social media era.
CO5: Identify and address the ethical issues

REFERENCES

XM3012 CRITICAL ISSUES IN MEDIA  L  T  P  C
3 0 0 3

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 global south
- The students will be exposed to gender, minority 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? - Media in communist countries, Media in Arab world, Media in transition countries, media in global south, media in conflict zones-Afghanistan, Syria, Iraq, South Sudan and other 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, visual analysis, postmodernism, discourse analysis, framing, priming theories .

UNIT III GENDER AND MEDIA
Under representation 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, masculinity, portrayal of gender non-binary characters, recommendations for healthy representations of sexual minorities in the media.

UNIT IV MEDIA, IDEOLOGY & HEGEMONY
Media hegemony theory, Gramsci’s ideology, media’s influence on social norms, media consumption and identity formation, media and caste, minorities and media

UNIT V ROLE OF INTERNATIONAL MEDIA FORUMS
The Pulitzer prize, Pew research centre for the people Neimen journalism centre, Ramon Magsaysay award, Woodrow Wilson centre, Bill gates foundation, Poynter institute, International media support, Fact checking organization

TOTAL: 45 PERIODS
OUTCOMES
CO1: Students will be able to grasp the complex relationship between media theories and a diverse set of individual, social, and professional practices.
CO2: 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.
CO3: Students will comprehend the foundations, process, and practices of discussing for and about the media and its issues.
CO4: Students will be able to understand the role of international media organization and its role in media freedom.
CO5: Students will learn to deconstruct media text, media discourses on contemporary issues of the society.

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XM3013 CYBER LAWS L T P C 3 0 0 3

OBJECTIVES
- To introduce the origin of cyber space
- To give insights on the issues of jurisdiction
- To explore the international perspectives of cyber laws.
- To get insights on human rights issue in cyber space
- Understand the need for cyber law in cyber space

UNIT I INTRODUCTION
Origin of Cyber Space - Need for Cyber law in cyber Space - Jurisprudence of Indian Cyber law in cyber Space - Cyber Jurisprudence at International and Indian Level Concept of privacy, Threat to privacy on internet - Misuse of technology

133
UNIT II  JURISDICTIONAL ASPECTS IN CYBER LAW  

UNIT III  CYBER CRIMES  
Classification of Cyber Crimes - Cyber pornography, Cyber stalking, Cyber terrorism, Cyber Defamation, Breach of sensitive personal information and confidentiality under IT Act, hacking, virus and contaminants, Phishing, Vishing, Smishing and Pharming - Denial of service Attack, Digital Forgery, Data theft, Data diddling, salami attacks, E-mail bombing, E-mail spoofing, Logic bombs, Internet Time theft.

UNIT IV  CONSTITUTIONAL AND HUMAN RIGHTS ISSUES IN CYBERSPACE  
Freedom of Speech and Expression in Cyberspace - Right to Access Cyberspace — Access to Internet - Right to Privacy - Right to Data Protection

UNIT V  CYBER LAW - INTERNATIONAL PERSPECTIVES  

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course students will able to
CO1: Understand the need for cyber law in cyber space
CO2: Get to know the issues of jurisdiction in cyber space
CO3: Understand the importance of IPR in cyber space
CO4: Get insights on human rights issue in cyber space
CO5: Be able to classify cyber crimes

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134
OBJECTIVES

- To develop an integrated digital advertising plan.
- To develop the strategy for consumer satisfaction
- To make the student well verse in understanding the consumer behavior of various segments.
- To understand the Advertising Theory and application
- To develop creative solutions to address digital advertising and communications challenges

UNIT I  DIGITAL ADVERTISING MODELS

Interactive advertising model – Network advertising model – Trends and opportunities for Digital Advertising

UNIT II  ADVERTISING THEORY


UNIT III  DIGITAL MEDIA IN NEW AGE


UNIT IV  CONSUMER CHARACTERISTICS


UNIT V  RESEARCH AND EVALUATION IN DIGITAL ADVERTISING

International Digital Advertising – Internet and Social Network Advertising Formats – Efficiency of Digital advertising – Culture in Electronic word of mouth communication – Responses to Advertisements – virtual direct experience in Video Games – Understanding affect in Social Media Computational social science research

TOTAL: 45 PERIODS

OUTCOMES

CO1: The students will be able to develop a digital advertising plan.
CO2: The students will be able to develop the strategy for consumer satisfaction.
CO3: The students will be able to contribute to planning, implementing, monitoring and evaluating.
CO4: The student will be able to develop creative solutions to address digital advertising and communications challenges.
CO5: Students will do analysis and evaluate digital advertising techniques

REFERENCES

4. Philip Kotler, Hermawan Kartajaya, Iwan Setiyawan, Marketing 4.0 Moving from traditional to Digital, Wiley, New Jersey, 2017

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XM3015 HEALTH COMMUNICATION

OBJECTIVES
- To gain skills to campaign for creating public awareness against an epidemic.
- To gain skills in using a multi-pronged strategy towards health communication campaigns.
- To understand the capabilities of healthcare technologies.
- To know about intricacies related to occupational health.
- To define the role of social support in maintaining health and coping with illness

UNIT I HEALTH REPORTING

UNIT II PUBLIC HEALTH AND SOCIAL MEDIA
Social Media and Health – A History. Ethics, policy, privacy and social media in healthcare, Consumer Health - Misinformation, fake news, Health information seeking, self-representation and e-patients

UNIT III COMMUNICATION CAMPAIGNS
UNIT IV HEALTH CARE AND TECHNOLOGIES
Artificial Intelligence, Block chain, Virtual reality in healthcare, personalized mobile apps, Gadgets and Healthcare - e-health – Health 2.0 – types of web 2.0 in Healthcare, Health 3.0. familiarizing with technology of telemedicines

UNIT V OCCUPATIONAL HEALTH

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will familiarize themselves with health reporting.
CO2: Students will familiarize themselves with the technologies used in the health sector.
CO3: Students will develop an understanding about the occupation hazards faced by the public and to report the same in the media.
CO4: Students will become knowledgeable and discuss current issues in healthcare.
CO5: Students will identify the key steps in planning, implementing and assessing health promotion campaigns.

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Director
Centre for Academic Courses
Anna University, Chennai-600 025
OBJECTIVES
- To understand the information and communication technology developments in India and their role in creating social change.
- To know the different tools of ICT.
- To know the benefits of the tools of ICT for development.
- Explore the application of ICT in holistic development and sustainable development.

UNIT I INTRODUCTION

UNIT II ICT IN HEALTH

UNIT III ICT IN AGRICULTURE

UNIT IV ICT IN HOLISTIC DEVELOPMENT

UNIT V ICT IN SUSTAINABLE DEVELOPMENT
Sustainable Development: Definition – economic, environmental, social and human sustainability – Brundtland report – Improving public awareness – Monitoring – Response systems – Facilitating environmental activism – Enabling more efficient resource use through ICT.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, students will
CO1: Understand and adopt the interventions of ICT
CO2: Understand and implement the ICT interventions
CO3: Explore the application of ICT in health
CO4: Explore the application of ICT in agriculture
CO5: Explore the application of ICT in holistic and sustainable development
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XM3017 MEDIA ACTIVISM AND ADVOCACY

OBJECTIVES
- To analyse activist, alternative, and community based media practices within the context of globalization and social change.
- To be able to respond respectfully to divergent views.
- To demonstrate their knowledge and critical thinking skills in written form.
- Possess a basic knowledge regarding activism and advocacy.
- Be familiar with how to utilize social media tools to effect social or political change.

UNIT I TRADITIONAL MEDIA AND TOOLS FOR ADVOCACY
What is traditional media?, When to use it? Why engage with the media? What does traditional media advocacy include? Getting the public attention using traditional media, the know-hows to setup a traditional media campaign, selecting a target audience.

UNIT II RESOURCES FOR SUCCESSFUL MEDIA ADVOCACY
Why is media advocacy important?, Types of media used in advocacy campaigns (Paid media, earned media and owned media), developing key media messages, selection of appropriate media for message, PR campaign and different types, Ad campaign and different types.
UNIT III  AUDIENCES ARE NO MORE MERE AUDIENCES  9
History of social media, birth of social networking, Types of activism on social media, how to use social media for advocacy, creating impactful campaigns, developing a digital activism plan, conducting media mapping, reaching beyond digital divide, slacktivism, hacktivism.

UNIT IV  SOCIAL MEDIA FOR SOCIAL CHANGE  9
Landscaping analysis and connecting grassroots, effective partner coordination, monitoring the media, collective social consciousness during disaster times, crowdfunding platforms, Different forms of social media, digital movement of opinion, virtual protest, dangers of digital activism, dataveillance.

UNIT V  CASE STUDIES OF HASHTAG JOURNALISM AND DIGITAL MOVEMENTS  9
The social media advocacy tactics used during movements like Arab spring, occupy wall street, #MeToo campaign, save Jallikattu protests, Black lives matter protest, #bring back our girls, #SmashBrahminical patriarchy, and others, censorship, Twitterati.

OUTCOMES
CO1: Demonstrate thorough understanding of the objectives, stakes, and tactics of media activism in digital culture;
CO2: Demonstrate knowledge of the history of digital and networked media activism with casestudies from around the world.
CO3: Demonstrate a strong theoretical grasp of the political-economic and social contexts intowhich media activism intervenes and their relation to activist practices;
CO4: Evaluate rigorously the configurations in which media activism intersects with politics and governance.
CO5: Demonstrate an appreciation of media activism as an object of multi-disciplinary inquiry and draw critically on variety of methodologies to study its conditions and effects;

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TOTAL: 45 PERIODS
### OBJECTIVES
- To know about various natural and man-made disasters.
- To learn how to undertake risk assessment.
- To stress the importance of disaster mitigation and the media’s role in it.
- To know the means to sensitize journalists on disaster management.
- To introduce the policy initiatives and future prospects in the field of media and disaster management

### UNIT I  NATURAL AND MAN-MADE DISASTERS  9
Natural forces and life, Development as causes of disasters - Fundamentals of disasters - Causal factors: poverty, population growth, rapid urbanization, transitions in cultural practices, environmental degradation, lack of awareness, war and civil strife - Characteristics of hazards and disasters: earthquakes, tsunamis, tropical cyclones, floods, landslides, droughts, environmental pollution, deforestation, desertification, epidemics, chemical and industrial accidents - Loss of resources - Impact on climate.

### UNIT II  RISK ASSESSMENT AND DISASTER MANAGEMENT  9
Objectives of assessment - Disaster due to hydrological and meteorological phenomena - Environmental health risks - Risk adjustment - Disaster aid - Insurance - Risk management - Stocktaking and vulnerability analysis (SWOT analysis) - The UN disaster management team - Preparedness for slow onset and sudden onset of disasters - Checklist of basic information required by a UN-DMT - National policies - Government structures for warning and emergency response - Emergency and post-disaster assistance - Forecasting and warning - Land use planning - Management of epidemics, casualties - Importance of coordination and information, rehabilitation and reconstruction.

### UNIT III  POLICY INITIATIVES AND FUTURE PROSPECTS  9
The International Decade for Natural Disaster Reduction - Policy for reduction of disaster consequences - Role of the civil defence during disasters - Training of emergency management personnel, UN Draft Resolution on strengthening of coordination of humanitarian emergency assistance: prevention, early warning, standby capacity, coordination - Continuum from relief to rehabilitation and development.

### UNIT IV  DISASTER MITIGATION  9
Disaster risk appraisal of projects in hazardous area - Disaster risk reduction planning checklist - Targeting mitigation: where it has most effect - Mitigation through capacity building - Legislative responsibilities of disaster management - Disaster mapping, Pre-disaster risk & vulnerability reduction — Post-disaster recovery & rehabilitation — Quick reconstruction technologies — Metrological and Remote Sensing satellites: real-time monitoring, prevention and rehabilitation – GIS and GPS applications - Use of information technology in disaster management - Wireless emergency communication.

### UNIT V  ROLE OF MEDIA  9
Media coverage of disasters - Role of media in disaster mitigation, management and relief - Linkage between disaster warning systems and media — Media in reconstruction process - Coverage of disaster-related trauma - Coverage of grassroots initiatives in disaster management - Media and NGOs / donors — Sensitizing journalists on disaster management - Case studies on media and disaster – The Disaster Management Act, 2005.

**TOTAL: 45 PERIODS**
OUTCOMES
CO1: Students will understand the fundamentals of disasters and climate change.
CO2: Students will familiarize with the policy initiatives on disaster management and climate change.
CO3: Student will develop an understanding on the role of media in disaster management.
CO4: Student will understand the role of a journalist during all the phases of disaster management.
CO5: Student will get to know the future prospects of media and disaster management.

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OBJECTIVES
- Introduce the concept of Sustainable Development and its importance
- Critically assess current development practices and approaches and issues and problems associated with it.
- Educate students on the potentiality of media to promote Sustainable Development.
- Introduce the steps involved in creating a strategic communication for sustainable development interventions.
- Critically examine the importance of sustainable development agendas and goals with national & international development.
UNIT I  INTRODUCTION TO ECOLOGY  9
Definitions - Environment, Ecology and Development, Differentiating scientific and cultural
definitions of environment and ecology, Nature as a social construct and nature in
different cultures (indigenous people, women, children, religious groups). Scientific
privilege to nature, Introduction to concepts of ecosystems, Understanding the importance
of Bio-diversity, Key ecological challenges and solutions — Global, National and Local.
Environment in crisis, threats to ecosystems - natural and man made.

UNIT II  INTRODUCTION TO SUSTAINABLE DEVELOPMENT  9
Definitions — Historical Background to Sustainable Development, International Summits-
Bruntland Commission, Rio to Johannesburg, Kyoto Protocol, Agenda 21, International
conventions, summits and Agreements. Components of sustainable development, social
economic cultural and ecological dimensions of sustainable development, strategies for
sustainable development, Key principles for strategies for sustainable development,
Critical Analysis of media coverage of sustainable development.

UNIT III  APPROACHES IN COMMUNICATING DEVELOPMENT  9
Definitions –Communications, & Development, Communication problems, Myths and
realities about communication, Strategic Communication for sustainable development, the
branches of Strategic Communication for Sustainable Development –Development and
environmental communication, Social marketing, Non-formal and environmental education,
Civil society mobilization, Conflict management and negotiation.

UNIT IV  STRATEGIC COMMUNICATION IN SUSTAINABLE DEVELOPMENT  9
Situation analysis-Audience and KAP analysis-Communication objectives-Strategy design-

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

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

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will become environmentally conscious professionals and will apply
concepts of sustainable development in professional work.
CO2: Students will be able to independently develop communication strategies for
sustainable development across media.
CO3: Understand the historical development sustainable development field.
CO4: Critically assess current development practices with sustainable development
approach.
CO5: Exposed to best practices in sustainable development through case studies.

REFERENCES
NewDelhi, 2008.
4. Gadgil Madhav, Guha Ramachandra; This Fissured Land: An Ecological History of India, Oxford University Press, 2003
5. Godemann Jasmin, Michelsen Gerd; Sustainability Communication: Interdisciplinary Perspectives and Theoretical Foundations”. Springer New York, 2010

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XM3020 MEDIA AND WOMEN

**OBJECTIVES**

- To explain the politics of gender in the Indian society
- To comprehend the status of women in the Indian media
- To understand the influence of media coverage on women
- To analyze the legal safeguarding measures available for women in India.
- To analyze the opportunities and challenges for women in media

**UNIT I** WOMEN AND INDIAN SOCIETY

Status of women in the Indian society, the politics of gender, Commodification of women, Women’s movements and feminist theories.

**UNIT II** WOMEN AND MASS MEDIA

Role of media in development of women, Women and Mass Media technologies, women in various media industries, Portrayal of women in Indian media, status of women working in media, Community media and women, women as news makers, Impact of media on women.

**UNIT III** OPPORTUNITIES AND CHALLENGES

Women Media professionals in media institutions, Content and coverage of value systems related to women, Double standards, Perception of media professionals, Women in media: opportunities and challenges.

**UNIT IV** WOMEN AND MEDIA LAW

Provisions of Indian penal code and criminal procedure code relevant to women in India, Media Acts related to women in India, Policies and programs supporting women, Legal changes required to achieve real empowerment, Legal remedies for women, case studies.
UNIT V  WOMEN, DEMOCRACY AND THE MEDIA

Contextualizing Women in the Democratic Media, Coverage of women’s issues in News Media, The Gendered Democracy, Media and cultural consensus, Policy implications, Importance of media literacy for Indian women.

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will gain knowledge on gender equality
CO2: The students will understand the gender gap in media
CO3: The students will be able to explain the role of media in women’s empowerment
CO4: The students will understand the impact of media coverage on women
CO5: The students will come to know the opportunities and challenges for women in media

REFERENCES
2. Lloyd J. Gender and Media in the Broadcast Age Women’s Radio Programming at the BBC, CBC, and ABC 2021
6. Sari G. Gender and Diversity Representation in Mass Media. IGI Global, 2020

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XM3021  MEDIA PRACTICES IN RESETTLEMENT  L  T  P  C
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OBJECTIVES
- To introduce students the complexity of resettlement in urban areas.
- To highlight the contemporary issues pertaining to migration.
- To understand the role of communication in resettlement.
- To introduce the theories related to migration.
- To understand the digital media role in the empowerment of resettled communities

UNIT I  KEY ISSUES AND REASONS FOR RESETTLEMENT

Definition — activities leading to resettlement — man made reasons — natural reasons — environmental issues in resettlement — social issues in resettlement — marginalization, Increased Morbidity and Mortality — food insecurity, Increased Morbidity and Mortality, Social disarticulation.
UNIT II MEDIA AND DISPLACEMENT 9
Use of media in pre departure preparation – importance of visualization in orientation – media as a means to develop, standardize and ensure fulfillment – framing the practice - Media framing and media priming - strategies for rehabilitation – development induced displacement – role of civil society.

UNIT III THEORIES OF RESETTLEMENT 9
Chamber’s Three Stage Model - Unbalanced Growth Strategy - Scudder-Colson Theory - Impoverishment Risks and Reestablishment Model — Reconstruction measures — Grounded theory

UNIT IV REHABILITATION AND RESETTLEMENT 9
Resettlement and Rehabilitation of people - Problems and concerns - connection between rehabilitation and resettlement - laws that govern resettlement and rehabilitation — Indian Laws, International laws.

UNIT V REFUGEE INTEGRATION AND SOCIAL MEDIA 9
One way process - Cultural and social diversities – two way process - minority and dominant groups – acculturation - sociopolitical, economic and cultural integration – emotional support - Internet-based applications – social media platforms, online chats.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course the student will be able to
CO1: Aware of the dynamics of urban growth and resettlement.
CO2: Identify the holistic ways to solve resettlement issues through case studies.
CO3: Understand the importance of sustainable solution.
CO4: List the Media best practices in covering resettlement and migration issue.
CO5: Understand the importance of digital media intervention in resettlement

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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 introduce the students to live blogging and mobile journalism
- To write web articles following professional standards for style, linking, and search optimization
- To Enhance information gathering with web tools

UNIT I INTRODUCTION TO INTERNET JOURNALISM


UNIT II REPORTING & WRITING ONLINE JOURNALISM

Different between web journalism and journalism of other media – online storytelling – Finding leads and sources online - Search tools- Importance of content strategy- Principles of Web writing- Writing for social media and chat applications, 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), Social media optimization, non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data journalism, data visualization techniques, types and tools, importance of statistical literacy, RSS feeds, Mobile platforms, User-centred design, social media management, Understanding search behaviours.

UNIT IV 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 Multimedia enable apps, storytelling methods for mobile consumers, Tools and best practices for editing and posting videos, 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.
UNIT V  SOCIAL MEDIA TOOLS & ONLINE MEDIA LAWS

Using 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 on how social media can be used as reporting tools: for finding source and story idea / topic, research, engaging audience, content curation, etc. Introduction to online media law, Contempt of court, ethical guidelines, copyright law, database rights, libel risks, privacy issues

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, students will be expertise to
CO1: Write web articles following professional standards for style, linking, and search optimization,
CO2: Enhance information gathering with web tools
CO3: Tell stories with digital tools, such as Google Maps and timelines
CO4: Build audiences and research by using social media
CO5: Research, report and promote your work via Twitter, mobile platforms and the web.

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OBJECTIVES
- To provide knowledge and training in using optimization techniques under limited resources for the engineering and business problems.
- To understand the different network models.
- To learn the inventory, queuing and decision models.
- To produce more in-depth data outputs
- To learn various research models

UNIT I LINEAR MODELS

UNIT II TRANSPORTATION MODELS AND NETWORK MODELS

UNIT III INVENTORY MODELS
Inventory models – Economic order quantity models – Quantity discount models – Stochastic inventory models – Multi product models – Inventory control models in practice.

UNIT IV QUEUING MODELS

UNIT V DECISION MODELS

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course students
CO1: Will do analyses of various business models
CO2: Will do small projects, data interpretation on their own
CO3: Will be able to produce more in-depth data outputs
CO4: Will learn various research models
CO5: Will be exposed and try different model approaches in decision making

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XM3024 SCIENCE COMMUNICATION  L T P C
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OBJECTIVES
- To understand the scientific developments in India and the media’s role in disseminating them.
- To know how to communicate different scientific information.
- To know innovative methods of science and technology communication.
- To make the students aware about the approaches to science communication.
- To introduce various tools used for science popularization.

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

UNIT II INDIAN SCIENCE POLICY AND S&T INFRASTRUCTURE
Approaches to science communication - Community approach - Governmental approach - Approach by government agencies - Policies of government on science and technology - Fund allocations – Technology infrastructure in India - Concentration on rural areas, women and children – Various media that government use for science propagation - Media as a tool for science development.

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

UNIT IV WEB SURFING AND INTERNET RESOURCES FOR SCIENCE
Science in the mass media - Digital libraries - Virtual libraries - Networked libraries - Authenticated sources –Social media: podcasting, e-groups, e-forums, list serves - Social networking groups – Technology simulation over the Internet - Content sharing over the Internet.
Science and convergent media - ICT as a tool for science communication: content sharing, training, etc – Reaching rural masses through ICT - Innovative approaches - Science through community radio – Science exhibitions and modelling - Infographics - Scientoons.

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will understand the scientific developments in India and the media’s role in disseminating them.
CO2: The students will know how to communicate different scientific information.
CO3: The students will know innovative methods of science and technology communication.
CO4: The students will be aware about the approaches to science communication.
CO5: The students will understand various tools used for science popularization

REFERENCES
6. Siri Carpenter. The Craft of Science Writing: Selections from The Open Notebook. The Open Notebook, 2020

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SM3025 SOCIAL MEDIA

OBJECTIVES
- Understand social media fundamentals
- Create a social media campaign
- Publish social media updates and engage with a community
- Understand social media advertising
- Manage and measure social media accounts
- Create and follow a social media policy
UNIT I  INTRODUCTION TO SOCIAL MEDIA
Evolution of online communities - History and Evolution of Social Media- Social Media vs. traditional media - Social Media Audience and Goals for using Social Media - Understanding Social Media: Strong and weak ties — Influencers - How ideas travel — Viralness - Social theory and social media - technological determinism in popular discourse on social media technologies.

UNIT II  SOCIAL MEDIA TOOLS
Overview of current social media tools and the history of its use — 4 zones of social media: Social Community: Activities and Multimedia Applications; Sites: Ello, Google+, Facebook, LinkedIn, Twitter, Reddit, Path, Mylife - Social Publishing: Activities; Multimedia Applications; Sites: Tumblr, Instagram, Pinterest, Wikipedia, Vine, Orkut, StumbleUpon - Social Entertainment: Activities and Multimedia Applications; Sites: Friendster, MySpace, Second Life, YouTube, Flickr, Tagged - Social Commerce: Activities and Multimedia Marketing Applications; Sites: Yelp! Groupon, 4Square, TripAdvisor, MeetUp, Banjo

UNIT III  SOCIAL MEDIA CONTENT PLANNING AND TACTICS
Social Media Engagement-Social Media Editorial Calendar- Writing for Social Media: Knowing & Reaching Your Audience - Location-based Tools and the mobile social web - Text messaging/mobile/ experimental applications - Photos in Social Media-Video in Social Media- Social Media for Business -Social Media’s impact on crisis communication

UNIT IV  COMMUNITY BUILDING AND MANAGEMENT
Science of Social Media - Keys to Community Building - Promoting Social Media Pages-Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

UNIT V  SOCIAL MEDIA POLICIES AND MEASUREMENTS
Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained through Social Media- Customized Campaign Performance Reports - Observations of social media use

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will be able to enhance the social media skills.
CO2: The students will get introduced to Digital PR, Social Media Promotion and Content planningtactics.
CO3: The students will be able to develop a mass communication strategy and guide campaigns
CO4: Critically evaluate the potential for social media technologies to facilitate the formation of identities, communities, activist movements, and consumer markets.
CO5: Students will be able to know about the social media policies and measurements.

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4. The Connected Company, O'Reilly, Dave Gray & Thomas Vander Wal, 2012
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XM3026  STATISTICS FOR MEDIA RESEARCH          L  T  P  C
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OBJECTIVES
- To make the students acquire a sound knowledge in statistical techniques that model problems.
- The Students will have a fundamental knowledge of the concepts of probability.
- To do statistical analyses
- To do small projects, data interpretation on their own
- To develop the application of statistical techniques in social sciences research.

UNIT I  INTRODUCTION TO STATISTICS  9

UNIT II  SAMPLING AND DATA COLLECTION  9
Definition and scope, Introduction to Sampling- Definition- Different methods of sampling- Different types of data collection methods- Collection, organization and classification of data- Presentation of data – Editing, coding and tabulating data – Frequency distribution- Diagrammatic and Graphic representation of data.

UNIT III  DESCRIPTIVE STATISTICS  9

UNIT IV  INFERENTIAL STATISTICS  9
UNIT V  WORKING WITH DATA’S USING SOFTWARES

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
CO1: Students will do statistical analyses
CO2: Students will do small projects, data interpretation on their own
CO3: Students will be able to produce more in-depth data outputs
CO4: Students will learn to classify the data for analysis.
CO5: Students will learn to work data using different software’s

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XM3027 VISUAL LITERACY

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OBJECTIVES

- This course will give a brief knowledge about the communication features and intrapersonal communication.
- This course will help to understand verbal & non-verbal communication
- To understand Media and its role in public communication through various communication concepts students will be able to understand how communication skills enhance the life standard.
To develop the skills to analyse the visuals  
To Gain knowledge in visual techniques

UNIT I  INTRODUCTION TO VISUAL LITERACY  9  
Definition, Introduction to visual Literacy, conceptual framework, ideologies, Approaches to visual literacy-Visual Elements, Visual Culture, Visual Readings

UNIT II  VISUAL DESIGN  9  
Visual Cues: Colour, Form, dot, lines, shapes, 2D and 3D forms, texture; Depth, perspective, size and proportion, movement; Composition and visual-balance; visual/verbal relationships; design considerations for visuals

UNIT III  PRINCIPLES OF VISUAL COMMUNICATION  9  
Importance of Colour in Communication, Colour theory Principles of visual, design and other sensory perceptions - Color Psychology and theory (some aspects) Definition, Optical / Visual illusion etc. Sensation and perception

UNIT IV  VISUAL TECHNIQUES  9  

UNIT V  ANALYSIS OF VISUALS  9  
Analysis of Visuals: The Personal, Social, Cultural, Political, Technical, Ethical, Critical perspectives; Deconstruction, cultural and Technical coding, mass media, semiotic, and post structural thoughts and concepts. Moral and Ethical issues

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, learners will be able to:
CO1:Understand the basics of Visual literacy  
CO2:Know the usage of visual cues. Perceive colour theory which gives a depth understanding about the functions of visual communication.  
CO3:Understanding use of visuals business and industry.  
CO4:To understand the principles of visual analysis techniques  
CO5:To gain knowledge in visual analysis

REFERENCES
4. Pauline S. Schmidt (Author), Matthew J. Kruger-Ross, Reimagining Literacies in the Digital Age: Multimodal Strategies to Teach with Technology, Publisher  
5. National Council of Teachers of English (NCTE), 2022  

Attested

DIRECTOR
Centre for Academic Courses
Anna University, Chennai-600 025
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XM3028 3D GAME DEVELOPMENT

OBJECTIVES
- To inculcate the knowledge of programming so as to use effectively in gaming.
- To divulge the overall game design and development process.
- To explain the various concepts of Game Engineering.
- To inculcate building and sharing 3D Game.
- To understand Game play Elements.

UNIT I INTRODUCTION TO GAME ENGINEERING
History of Games, History of 3D Games, 3D Games Taxonomy, Gameplay, Gamification, Game Development, Game Developers, Game Development Tool, Game Development Lifecycle Models, Architecture of a Game, Game Genres, Project Management Triangle, UML Diagrams for Game Development, Game Design Document (GDD), Anatomy of a game engine, Developer kit.

UNIT II UNDERSTANDING 3D GAME ENGINE
3D Game Engine Interface, Creating and Destroying Game Objects, Access the Components, Events for Game Objects, Dealing with Vector variables and Timing Variables, Physics Oriented Events, Coroutine and ReturnTypes. Physics Components: Coordinates, Vectors, Rigid Bodies and Forces, Colliders and Collisions.

UNIT III INTRODUCTION TO C# SCRIPT

UNIT IV GAME BEHAVIOUR
Behaviour, RigidBody 2D, Gravity, Making the Game Object move using C# Script, Handling Collisions of Game Object using Collider2D, Creating Game Objects at runtime using Prefabs, Prefab Instantiation, making it move and setting speed, Parent and Child Game Objects. Detecting Collisions with OnCollisionEnter, Destroy Game Objects, Controlling Game Objects using Components: Mode, Add Velocity, force.
UNIT V BUILDING AND SHARING 3D GAME

Introduction to 3D Canvas, Adding and Updating UI Elements to Game Canvas, Adding Sound Effects to Game, Build settings, Adapting for Web build, Texture compression and debug stripping, Quality settings, Player input settings, Sharing the game, Testing and Finalizing.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the Course, the Students should be able to
CO1: Understand the concept of a game development
CO2: Implement the concept of programming in Gaming.
CO3: Demonstrate knowledge on using game engine to create 3d games.
CO4: Use the skills to write C# scripting language to give actions to game objects.
CO5: Explain the different gameplay elements.

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XM3030 ADVANCED WEB TECHNOLOGIES

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OBJECTIVES
- To learn various steps in web designing with advanced technology
- To develop a creative and dynamic website
- To develop advanced programming skill to create effective and customized websites
- To practice the hands-on experience in PHP
- To understand the data administration using MySQL

[Signature]
[Director]
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UNIT I  INTRODUCTION TO WEB TECHNOLOGY  9
Introduction to Hypertext Markup Language and its components, HTML tags and
attributes, Document Object Model (DOM), DOM events, Cascading Style Sheets – Inline
Style, Embedded Style, External Style Sheet, Imported Style Sheet, Ruleset, @ rule,
Contextual Selector, Attribute Selector, CSS Properties, JavaScript - Data types,
Operators, Variables, length, substring, Conditional Statements - if, Loops - for, &
Functions, HTML DOM and JavaScript - Finding HTML Elements, Common Infrastructure,
Semantics, structure, and APIs of HTML documents, Web Application APIs, The XHTML
syntax, User Interaction & Loading web pages.

UNIT II  MYSQL AND PHP  9
Introduction to Software Prerequisites, Installing Apache and PHP, Starting and Testing
Apache, Testing PHP with phpinfo(), Installing MySQL, Starting and Testing MySQL,
Installing the php-mysql Module, Checking the php-mysql Module. Getting Started with
PHP - Basic PHP Syntax, Data Types, Variables, Constants, Operators, Control
Structures, Functions, Connecting to MySQL using PHP, Building a Web Page using PHP.

UNIT III  MYSQL IN WEB DEVELOPMENT  9
Fundamentals of PHP, Storing data, arrays & string manipulation, Re-using code & writing
functions in PFP, Object oriented PHP, Using MySql: designing & creating your web
database, working with mysql database, accessing mysql database from web with PHP,
Advanced mysql administration, Advanced mysql programming, Build your own PHP &
MySQL project website

UNIT IV  XML AND AJAX  9
XML – Declaration, Root Element, Child Elements, Element Attributes, Entity References,
Comments, Ajax – XML HttpRequest Object, Sending Ajax requests, Handling Ajax
Responses, Adding Ajax Functionality in JavaScript, Adding Ajax Functionality to a Web
Page.

UNIT V  SEARCHENGINE AND CONTENT MANAGEMENT  9
Introduction to Search Engine & how does it work, Keywords & Metadata sculpting,
Search Engine development & optimization, SEO Web Design, Effective content writing
plan, Achieving high rankings, SEO analysis intervals. Web Content management System:
Introduction, Wordpress, Drupal, Joomla.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Gained knowledge to Understand the advanced HTML
CO2: Learnt Cascading and Server side scripting.
CO3: Gain ability to explore web database.
CO4: Gain knowledge on developing PHP and Ajax.
CO5: Understand web development and the ability to establish the connection

REFERENCES
4. Laura Thomson and Luke Welling, Php And Mysql Web Development 5Th Edition,
   Pearson, 2015
5. Dr. Menal Dahiya, Getting Started with Web Technologies : HTML, CSS,
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XM3032 BUSINESS JOURNALISM

OBJECTIVES

- To increase the knowledge and understanding of basic economics and business principles
- To get exposed to major issues in business, market and financial journalism in all sectors.
- To improve skills in reporting and writing basic and complex economic/business stories
- Exposer on the merchandising, banking, real estate, labour, manufacturing sector
- Will learn to use internet tools to research and to make virtual contacts

UNIT I  INTRODUCTION TO BUSINESS AND FINANCIAL NEWS

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 POLICIES AND PRACTICES

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

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.

Attested

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UNIT IV  LANGUAGE OF BUSINESS

UNIT V  FINANCIAL JOURNALISM
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.

OUTCOMES
On successful completion of this course, the student should be able to:
CO1: Work in a variety of newsrooms and adequately cover business news stories.
CO2: Understanding basic areas in business journalism and how to write about them creatively.
CO3: Undertake basic analysis on a variety of business sectors.
CO4: Be able to read a company result report and know where to look.
CO5: Understand and write about wider economic issues, government budgets, industrial relations, how firms communicate

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OBJECTIVES
- To educate the basic anatomy of the characters
- To apply the basic physics properties to the scene
- To create the walk cycle for the character
- To create emotion for character
- To understand Body language in animation

UNIT I  3D SURROUNDINGS

UNIT II  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

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

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

UNIT V  EMOTION FOR THE CHARACTER

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will understand the different principles involved in character animation.
CO2: Students will get knowledge about human anatomy in character animation.
CO3: Students will design the character which they sketched
CO4: Students will be able to the character
CO5: Students will create an animatics

REFERENCES
7. Tinwell A. The uncanny valley in games and animation. AK Peters/CRC
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XM3036 DATA JOURNALISM L T P C
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OBJECTIVES
- Developing the aptitude and knowledge in handling the data’s through news articles
- Understanding the structure, format of data interpretation and writing.
- Introduce the students data visualisation tools and techniques.
- Understanding data analysis and visualisation techniques
- Introduce the students writing in the News

UNIT I INTRODUCTION TO DATA JOURNALISM
Define Data journalism, Perspective, Need of the data in news reports, Why journalists use data, Flow of Data’s in the news, Future of Data Journalism, Essentials Kits needed for data journalists, Dealings with data deluge, updating data skills, Providing interpretation for Data information’s. Importance of Computer Assisted Reporting.

UNIT II DATA JOURNALISM IN NEWS ROOM
Understanding data’s, usage of data journalism in the news room, simple tools, mining the data, understanding issue, team overview, data journalism applications, software’s, business models of data journalism. Case studies, find data developers, brainstorming ideas, implement on paper and web, publishing the data’s.

UNIT III GETTING THE DATA
Stream lining search, getting data’s from forum, mailing list, hackers, experts, getting data from web, machine readable data, web as a data source, tools, web pages, emails, trends, Crowd sourcing data at the guardian data blog, using and sharing the data: the black letter, fine print and reality.

UNIT IV UNDERSTANDING AND DELIVERING DATA
Data collection, reliability of data, steps to working with data, starting with the data, Data stories, data journalists discussions, visualization of data, sense of using the data, compiling data. Delivering Data: Presenting data to public, Publishing the data, opening up the data, making a data human, open data, open source, designing data, data visualization tools, serving the data’s, engaging people around the data, representation of data in news reports.
UNIT V  PRACTISING DATA JOURNALISM

Review of previous reports on data journalism, finding the news items for data reporting, taking surveys, entering data, analyze and interpretation of data, Statistical techniques for journalism. Writing news articles with data interpretation.

TOTAL: 45 PERIODS

OUTCOMES
CO1: Student will understand the importance of using data in news reports
CO2: Students will gather knowledge on implementing the data in newsroom.
CO3: Students will develop the ability to use different data usage techniques in news.
CO4: Students will learn the different data generation techniques.
CO5: Students will learn the data analysis and visualisation techniques and writing it in the news.

REFERENCES
1. Alex Howard ,Data for the Public Good, 2012.

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XM3038 DATABASE MANAGEMENT SYSTEMS

OBJECTIVES
- To understand the importance of database management system.
- To learn the various types of database systems, its algorithm and models.
- To learn the importance of SQL in database management system.
- To learn the embedded SQL
- To write solutions for various queries

UNIT I  INTRODUCTION TO DBMS
Database Management System Concepts: Introduction, Significance of Database, Database System Applications; Data Independence; Data Modeling for a Database; Entities and their Attributes, Entities, Attributes, Relationships and Relationships Types, Advantages and Disadvantages of Database Management System, DBMS Vs RDBMS
UNIT II RELATIONAL DATABASES

UNIT III DATABASE DESIGN

UNIT IV SQL
Categories of SQL Commands; Data Definition; Data Manipulation Statements, SELECT - The Basic Form, Subqueries, Functions, GROUP BY Feature, Updating the Database, Data Definition Facilities

UNIT V EMBEDDED SQL
What constraints, types of constrains, Integrity constraints, Views: Introduction to views, data independence, security, updates on views, comparison between tables and views SQL: data definition, aggregate function, Null Values, nested sub queries, Joined relations. Triggers. Views; Embedded SQL *, Declaring Variables and Exceptions, Embedding SQL Statements; Transaction Processing, Consistency and Isolation, Atomicity and Durability

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will learn the importance of database management systems.
CO2: Students will be able to identify and use the different DBMS models in their project.
CO3: Students will design the database management systems for various applications
CO4: Students will be exposed to SQL and Embedded SQL.
CO5: Students will become knowledgeable to write solutions for various queries.

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OBJECTIVES

- To provide the students with an overview of the concept of development journalism and the different ways of collecting development news.
- The students will learn the different practices followed by the development journalists.
- To know the principles followed for development report writing.
- To know the ethics in reporting the development issues in all medium
- To develop script for multimedia platforms

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 labour, 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 a 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

CO1: Students will be able to identify the development issues in society.
CO2: Students will obtain knowledge in development journalism.
CO3: Students will write and produce news reports on development related issues
CO4: Students will produce development electronic news items for radio and television
CO5: Students will gain knowledge on writing practices followed in reporting development issues.
REFERENCES
5. Juan F. Jamias Writing for development, College of Agriculture, University of the Philippines Los Baños, 1991.

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XM3042 DIGITAL STORY TELLING

OBJECTIVES
- Develop the story ideas
- To develop the knowledge Scripting and finalizing with shots.
- To develop the scripts and produce programs for the web medium.
- To learn different shots for scripting
- To create different emotions in storyboard

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
CO1: Students will be able to brainstorm the concept and develop the story.
CO2: Student will understand the various aesthetics of storytelling for digital medium.
CO3: Students will learn the rules in describing the story
CO4: Students will produce the own stories/series for the web medium.
CO5: Students will create different emotions in the storyboard.

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XM3044 EDUCATIONAL CONTENT DEVELOPMENT

OBJECTIVES
- To learn the basic concepts and need of the educational media
- To learn the production process and techniques of the educational programme
- To produce the effective educational programmes for different field
- To learn the various strategies for educational content creation
- To produce programs based on education for multiplatform

UNIT I EDUCATION MEDIA

History and development of UGC, CWCR, AVRC and EMRC. NCERT schemes, EDUSAT Program, NPTEL, Central and State Educational Media Centers, Concepts, past, present, and future of content industry, various media content in education.
UNIT II   CONTENT PRODUCTION  
Content production and management, industry various media and contents, new trends and opportunities in content and technology enhanced learning systems, Research, Pre – Production, Prototype, and Production.

UNIT III   INDIAN EDUCATIONAL MEDIA  
Importance of education, Indian education system, Synchronous and Asynchronous learning, Distance and open education, Problems related to Teaching and Learning Process, Modes of education, Personalized and mass media for education, Information Communication Technology, Types and format of Educational programmes, Role and importance of media in education

UNIT IV   RADIO AND TELEVISION FOR EDUCATION  
Educational Programmes through Radio, Indian Projects, Gyanvani, Campus Radio, Educational experiments through Television, SITE, Gyandarshan, Vyasa, Ekalyva, Video Programmes for Education, Planning, Scripting, Production execution, Video Conferencing.

UNIT V   INTERNET FOR EDUCATION  
Various satellite used for education, Network configuration, space and ground segments, Implementation of EDUSAT usage in Educational Institutes and Universities, Internet and web media for Education, Technologies, Connectivity,ERNET, Web content production, VOIP, Webinars, Interactivity, Internet Television

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will gain the knowledge in importance of educational media production in Indian context.
CO2: Students will understand the importance of the educational media programmes.
CO3: Students will learn the various strategies for educational content creation.
CO4: Students will gather knowledge on different media outlets for educational programme production.
CO5: Students will produce programs based on education for various mediums.

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

- To make students aware of the semiconductor devices and circuits.
- To learn about radio transmission and reception.
- To impart knowledge on troubleshooting, and repair of electronic equipments.
- To introduce them the basic principles of television
- To get to know about the maintenance of electronic equipments

UNIT I SEMICONDUCTOR DEVICES AND CIRCUITS
Semiconductors, ICs, Amplifier: Classification and characteristics – Oscillator – types of oscillators Digital electronics: Analog and digital signals – Power supply sources – basic requirements of a power supply system – power supply regulation – power supply systems – voltage regulators – Switch Model Power Supply (SMPS) – Inverters – Power supply troubles

UNIT II RADIO TRANSMISSION AND RECEPTION

UNIT III MONOCHROME AND COLOUR TELEVISION
Basic principles of television: television bands and channels – fundamentals of colour television:primary colours, properties of colours and colour mixing — TV cameras and picture tubes — TV broadcast techniques - TV studios and control room — Television receivers — Applications of television: CCTV, CATV, SAT TV, HDTV, Digital TV, DTH, Streaming and Video on demand

UNIT IV AUDIO AND VIDEO SYSTEMS
Public address and sound reinforcement – Intercommunication system – Integrated Services Digital Network (ISDN) – Systems of sound recording – Production of stereo signals – Digital sound recording – Video recording – Video tape recording and transport system – Care and maintenance of video recording systems
UNIT V TROUBLESHOOTING, MAINTENANCE AND REPAIR OF ELECTRONIC EQUIPMENT


TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will come to know about the applications of digital electronics.
CO2: The students will understand the basic principles of television
CO3: The students will be able to understand the basic principles of television and radio transmission and reception.
CO4: The students will have be able to troubleshoot, and repair the electronic equipments.
CO5: The students will be able to have an extensive knowledge on the maintenance of electronic equipment’s.

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OBJECTIVES
- To introduce the concept and process of advertising and its role in marketing.
- To know the opportunities available in the field of marketing.
- To prepare professionals interested in careers in advertising, marketing, promotions, public relations or sales managerial jobs, or for individuals in the field.
- To learn how to execute marketing campaigns
- To know the different categories of market research

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UNIT I INTEGRATED MARKETING COMMUNICATION

UNIT II ADVERTISING AND NON - TRADITIONAL MEDIA

UNIT III SALES PROMOTION, DIRECT MARKETING & DIGITAL MARKETING
Print Advertising- Broadcast, Cable and Satellite Media; Television and Radio- Digital Interactive Media- IMC: Direct Marketing, Personal Selling, Packaging and Sales Promotion- Benefits and Limitations of Sales Promotion – Sales Promotion Strategies – Measuring Effectiveness of Sales Promotions - Advantages and Limitations of Direct Marketing

UNIT IV PUBLICITY AND MARKETING PUBLIC RELATIONS

UNIT V MARKETING RESEARCH TECHNIQUES AND CAMPAIGN EXECUTION

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will learn the concepts of marketing strategies.
CO2: Students will know the opportunities available in the field of marketing.
CO3: Students will learn how to effectively utilise the marketing mix.
CO4: Students will learn how to execute marketing campaigns.
CO5: Students will learn how to conduct market research.

REFERENCES
XM3050 INVESTIGATIVE REPORTING  L  T  P  C  3 0 0 3

OBJECTIVES
- To understand the history of investigative reporting and its role in democratic society.
- To make students think critically and grasp the ideas of investigative journalism
- To examine neglected or under reported issues.
- To report investigative news with ethics, fairness, diversity and accuracy, so that they become professionally equipped in any media platform
- To understand human rights issue

UNIT I INTRODUCTION TO INVESTIGATIVE REPORTING  9
What is Investigative Reporting - How is IR different from other beats, scope of investigative reporting, document-driven reporting, source-driven reporting. Getting story ideas – The importance of documents in an investigation – ways of finding and using data in government agencies – Use of RTI and computerized information to find documents

UNIT II SOURCES AND DIGITAL TOOLS  9
Investigating a corporation or a business and their connection with the government - What is a source? – Finding and developing a source- anonymity - Primary sources of information - Secondary sources of information - finding original documents and determining their strengths and flaws - digital and social media tools for investigation

UNIT III ETHICAL CONSIDERATION  9
Understanding ethnic and cultural differences while doing investigations - Ethics in investigative reporting – Official secrets act – Privacy issues – illegal surveillance – importance of authenticity and verification – journalists integrity and professional propriety – Sting operations for public interest – Handling lobbyist and pressure groups

UNIT IV COVERAGE OF INVESTIGATIVE STORIES  9
Using technology in investigation – usage of different microphones and cameras in investigation searching for proof and evidence – Types of evidence- understanding clinical procedures- understanding motives - Preserving details of reporters log book
UNIT V INVESTIGATIVE WRITING & CASE STUDIES

Organizing the information efficiently - including flow charts and multimedia in the report – Different techniques of narration - Writing the report - case studies (various scams, crime against women, environmental violation, human rights, cybercrime cases)

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course the student will be able to
CO1: Think critically about the issue they cover and report
CO2: Grasp and understand the mechanics of investigative stories
CO3: Debate issues of ethics, fairness, and accuracy
CO4: Examine ‘neglected’ or ‘under reported’ stories
CO5: Understand human rights issue

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XM3052 MEDIA COMMERCIALS

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OBJECTIVES

- To make acquainted with different formats of TV commercials.
- To develop writing and creative skills for television, radio and web commercials.
- To have a critical assessment of the commercials broadcast in various media.
- To understand the different marketing techniques to make their commercial viral.
- To have a knowledge about different media strategies
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
Commercials for consumer, corporate, Industrial, retail, national, trade, professional and social – Target audience: Brand image, brand umbrella, rebranding – Media selection – radio, television, web and films – Strategy, media budget, campaign planning – brand endorsements and brand ambassadors – positioning of sports materials in TVC - Commercials for children products, youngsters, women – commercials aimed with branding, sub-branding, re-branding - Copyright, label, trademark involved in commercial production- Surrogate commercials and benefits

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

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

UNIT V  WEB COMMERCIALS

TOTAL: 45 PERIODS

OUTCOMES
CO1: The students will be able to distinguish different types of commercials.
CO2: The students will gain knowledge on copywriting and production techniques involved for radio, television, web.
CO3: The students will be able to generate ideas, create scripts and make story boards for commercials independently.
CO4: The students will be able to produce the Public service advertisements.
CO5: The students will be able to produce the commercials for various products and media.

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XM3054 MEDIA SOAPS AND SOCIETY

OBJECTIVES
- To develop writing, directing and editing effective serial drama for radio and television.
- To make acquainted with different formats of drama and fictions.
- To create serials based on the various cultural contexts.
- To have a critical assessment of the dramas broadcast in various media.
- To understand the production techniques involved in making soap operas.

UNIT I TYPES OF SERIALS
Serials and soap-operas: definition, historical development in radio and television, social and economic benefits for the channels and producers — Elements of a good soap opera — types and importance of serials in electronic media: - new trends help to raise public awareness and change attitudes on issues to do with the development of societies.
UNIT II SOAP OPERAS
Tv soap operas — their influence on society & vice versa with references to gender portrayal, positive and negative characters impact and societal behaviourism, children for the dramatic characters, super heroes and their persuasion, inspiring characters and role models and bringing change in the society

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

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

UNIT V SERIALS EFFECTS STUDIES
Case studies related from Tamil Nadu, India and Transnational television- Existing pattern of Television serials and its influence in programme producing and political agenda setting - Understanding the effects of television to make better programmes for the benefit of society, social Impact of television serials and globalisation and cross-culture impact TOTAL: 45 PERIODS

OUTCOMES
CO1: Familiarity with Drama theory and its application for radio and television.
CO2: Mapping the attitudes of target audiences in relation to specific social issues
CO3: Developing ideas and storylines for broadcast serial drama with an educational aim.
CO4: Create serials based on the various cultural contexts.
CO5: Understand the production techniques involved in making soap operas

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XM3056 MOBILE APPLICATION DEVELOPMENT L T P C 3 0 0 3

OBJECTIVES
- To educate students about the fundamentals of mobile application development
- To understand the importance of UI in mobile app development
- To expose students in components and design aspects in mobile application development.
- To expose various tools associated for the creation of mobile applications
- To train students in creating mobile application for android platforms

UNIT I ANDROID FUNDAMENTALS 9

UNIT II ANDROID COMPONENTS AND ACTIVITIES 9
Android Components – Activities, Services, Broadcast receivers and Content providers, Fragments, Intents and Filters

UNIT III ANDROID UI DESIGN 9
Using Views and ViewGroups – Textview, Button, Imageview, ScrollView, Switch, GridView, Fragments, Display webpage, TimePicker, DatePicker, Layout – Linear, Relative, Frame and Table, UI Controls, Event Handling, Styles and Themes, Custom Components

UNIT IV ANDROID MULTIMEDIA 9
Playing Audio and Video, Recording Audio and Video, Using the Camera to Take and Process Pictures
UNIT V  ANDROID SERVICES

Android – Phone calls, Sending SMS, Sending email, Notifications, Using Google Maps, Using location based data services – GPS, Wi-Fi and Cellular Network, Accessing the hardware – Camera and Flashlight, Publishing Android Application

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1: Students will learn the fundamentals of mobile application development
CO2: Students will learn the principles of mobile application development
CO3: Students will learn the android platform components which is essential for mobile application development
CO4: Students will understand the importance of UI in mobile app development
CO5: Students will be exposed to various tools associated for the creation of mobile applications.

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XM3058  PRESENTATION TECHNIQUES

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OBJECTIVES
- To develop the creative and interpretive performance required for the presentation of audio visuals.
- To understand the basics of audio and video presentation skills
- To get to know the presentation techniques adopted for various programmes
- To provide training on the news presentation techniques
- To introduce the types and formats of audio/video special effects
UNIT I  BASICS OF PROGRAMMING  9
Introduction to Presentation skills, Presentation techniques, Types of audio programmes –
Types of video Programmes - Characteristics of Drama, Music how, Talk show, Interview,
Group Discussion, Documentary, features – Microphones: Characteristics and types,
Directional features

UNIT II  BASICS OF PRESENTATION  9
Who are you talking to? Pace problems, making sense of intonation, Script problem,
Breath Support and resonance, sitting postures, nuances of using microphone, getting
your breath, being conversational, Language and Performance

UNIT III  PROGRAMME PRESENTATION  9
Style of radio announcement, Basics of Radio Jockeying, Video Jockeying, Code of on-air
talents, compereer, moderator, commentator, to understand sign languages and
performances during live events, Good vocabulary, Need for complete neutrality –
presentation of dubbed programmes

UNIT IV  NEWS PRESENTATION  9
Nature of Radio News and Television News – Presentation Techniques: voice-over,
modulation, on air presentation, teleprompter - piece to camera, writing commentary and
presentation - Basics of anchoring, role of anchoring in programme making, live news
interviews (OB) Moderating talk shows and discussions, voiceover and narrations, training
in pronunciation of names, on-air checklist, multi-mode news delivery

UNIT V  SOUND SPECIAL EFFECTS  9
Voice SFX, Fun effects: Echo, chorus, backgrounds etc, Helium Breath, show monster,
fade; Dubbing: Lip sync, sound effects: Voice cloak, voice SFX. Sound effects set 1: set
the mood for your presentation with fanfares, drumbeats, fiddle tunes etc. Sound effects
set 2: scary, annoying and disgusting sounds

TOTAL: 45 PERIODS

OUTCOMES
CO1: Students will understand the creative and interpretive performance required for the
presentation of audio visuals.
CO2: Students will become familiar with the basics of audio and video presentation skills.
CO3: Students will understand the presentation techniques adopted for various
programmes.
CO4: Students will be trained on the news presentation techniques.
CO5: Students will get introduced to the types and formats of audio/video special effects.

REFERENCES
5. R.K. Ravindran, Radio, TV and Broadcast Journalism, Anmol Publications Pvt. Ltd.,
2000.
6. Robert L. Hilliard-Writing for Television, Radio and New Media, Wadsworth
Publications, 2003
OBJECTIVES

- Study the role of sports journalism and its institutions, in print, broadcast and electronic media
- Learn the leading theories and methodologies currently constituting the field of journalism and sports journalism studies
- Acquire the journalistic production skills to write and edit articles
- Develop a critical approach to the practices of sports journalism.
- Learn Theories and concepts of the relations between sports journalism and the public sphere

UNIT I  TRACKING SPORTS EVENTS AND STATISTICS  9

UNIT II  SPORTS MEDIA LANDSCAPE IN 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

Attested

DIRECTOR
Centre for Academic Courses
Annai University, Chennai-600 025
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 –equipment’s, 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  
9
Sports organization and sports journalism - Socio-political significance- Role of ministry of  
Youth welfare and Sports - Indian Olympic Association – International Olympic association  
– BCCI – ICC – WADA – ATP – IPL – Various sporting Federation and Association in India  
- Law related to sports and important decisions, ruling and guidelines in sports – Sports  
politics and controversies

OUTCOMES
At the end of the course the students will be able to:
CO1: To write sports stories, in short form and long form
CO2: To gather sports related information, at games, practice, through social media, and  
interviews.
CO3: To report sports news stories, in all media forms: print, audio, visual, online, social  
media
CO4: To understand the role race, gender and culture play in sports coverage and in  
newsrooms
CO5: To explore Personal branding and entrepreneurial sports journalism

REFERENCES
2017.
4. Scott Reinardy & Wayne Wanta, The Essentials of Sports Reporting, Publisher:  
Routledge, 2021

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TOTAL: 45 PERIODS

CO-PO MAPPING
OBJECTIVES
- To understand the Tamil journalism history and present industry
- To know the news gathering, writing and presenting techniques
- To identify the news, regional importance of the Tamil journalism.
- To develop an understanding of the skills necessary for news reporting;
- To understand the concept of gate keeping and its importance to responsible reporting and publishing

UNIT I  HISTORY AND DEVELOPMENT OF TAMIL JOURNALISM  9
History of Tamil Newspapers, Pre and Post-Independence Tamil Journalism, Its role in the Freedom Struggle, Tamil News Media and Formation of Tamil Nadu, Border Issues and Tamil Media, Politics and Journalism, Political and Social Movements and Tamil Journalism, Emergency time Journalism

UNIT II  NEWS GATHERING AND WRITING FOR TAMIL MEDIA  9
Identifying the News, Regional Importance, News gathering Process, Sources, Credibility, Confidentiality, News Writing for Tamil Media, Writing Styles, Grammar for Tamil news writing

UNIT III  PRESENT TAMIL NEWS INDUSTRY  9
Current Tamil News Industry — Print, Radio, Television, Web Media Groups and Organizations, Their News Policies, News Styles, Marketing Strategies, Circulation and Viewership, Ethics, Case Studies, Journalism Education

UNIT IV  TAMIL JOURNALISM FOR DEVELOPMENT  9
Tamil culture – Various communities and their cultures, customs; Traditions, Literatures – Sangam and other Tamil literatures; Tamil journalism and socio-economic development of Tamilnadu

UNIT V  NEWS ETHICS, LAW AND SOCIETY  9
Ethics in news writing and reporting - Freedom of press - Defamation - Limitations — Media controversies - Indian constitutional provisions and laws - Civil and criminal proceedings against news - Social responsibility of the journalists - News for development – Contemporary Trends

OUTCOMES
CO1: After this course the students will able to understand the context of Tamil journalism
CO2: Students can write and make news articles in Tamil for different media
CO3: They can practice good Tamil journalism with regional importance and development
CO4: Students can understand the News Ethics and Law
CO5: Students can learn the Contemporary Trends in tamil Journalism

REFERENCES
2. Barun Roy, Modern Student Journalism, Pointer Publisher, 2004
6. Robert L.Hilliard, Writing for TV, Radio, and News Media, Thomson Learning, 2005
XM3064  VIRTUAL AND AUGMENTED REALITY  L T P C
3 0 0 3

OBJECTIVES
- To understand the fundamentals Techniques related to VR and AR
- To develop the Geometric Modelling Techniques
- To understand the Virtual Environment and its technologies
- To know the usage of various types of Hardware and Software in Virtual Reality systems
- To familiarize the Virtual/Augmented Reality Applications

UNIT I  INTRODUCTION TO AUGMENTED REALITY AND VIRTUAL REALITY  9
Introduction to Augmented Reality and Virtual Reality fundamentals, Virtual Environment, Computer graphics, Real time computer graphics, Flight Simulation, Virtual environment requirement, benefits of virtual reality, Historical development of VR/AR and process

UNIT II  ESSENTIALS OF COMPUTER GRAPHICS AND MODELLING  9
Introduction to the Virtual world space, positioning the virtual observer, the perspective projection, human vision, stereo perspective projection, Color theory, Conversion From 2D to 3D, 3D space curves, 3D boundary representation, Simple 3D modelling, 3D clipping, Illumination models, Reflection models, Shading algorithms, Geometrical Transformations: Introduction, Frames of reference, Modelling transformations, Instances, Picking, Flying, Scaling the VE, Collision detection

UNIT III  CREATING VIRTUAL ENVIRONMENT  9
UNIT IV  INTRODUCTION TO AUGMENTED REALITY (AR)
Basics of Taxonomy, Technology and Features of Augmented Reality, AR Vs VR, Challenges with AR, AR systems and functionality, Augmented Reality Methods, Visualization Techniques for Augmented Reality, Enhancing interactivity in AR Environments, Evaluating ARsystems

UNIT V  TOOLS AND DEVELOPING FRAMEWORKS
Human factors: Introduction, the eye, the ear, the somatic senses Hardware: Introduction, sensor hardware, Head-coupled displays, Acoustic hardware, Integrated VR systems Software: Introduction, Modelling virtual world, Physical simulation, VR toolkits, Introduction to VRML

EXERCISES
Applications in Engineering, Entertainment, Science, Training, Game Development

TOTAL: 45 PERIODS

OUTCOMES
CO1: Understand the fundamental concepts of AR VR with latest technologies
CO2: Learnt Modelling and Rigging
CO3: Gained knowledge on the Virtual Environment
CO4: Ability to analyse and evaluate VR/AR Technologies
CO5: Learnt to design and Formulate Virtual/Augmented Reality Applications

REFERENCES
1. Glover Jesse, Complete Virtual Reality and Augmented Reality Development with Unity, Packt Publishing Limited, 2018

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OBJECTIVES
- To develop programming skills using software environment of a game engine and its scripting language.
- To inculcate 3D concepts for game play, modeling and programming.
- To divulge the overall game design and development process.

UNIT I
- Installing 3D game engine
- Start a new project
- Introduction to user interface
- Create player characters
- Interactions with object in the game

UNIT II
- Understand and implement the law of physics
- Create Ticker-Taker game
- Create ball and hitter
- Add light
- Add physics to the game
- Create a MouseFollow script

UNIT III
- Create Robot Repair game
- Set up two scenes
- Create GUI
- Create button UI control
- Build the card flipping function
- Prepare the clock script
- ID the cards, compare IDs and check for victory

UNIT IV
- Create The Break-up game
- Create spark material, light, camera, apartment
- Add and script the character
- Create particle system
- Add sounds

UNIT V
- Create Shoot the moon game
- Duplicate the game project
- Add and tweak the character
- Add two cameras and lights
- Setup camera rig
- Animate the bouncer
- Animate the runner
- Deploy the game

TOTAL: 60 PERIODS
OUTCOMES
CO1: Students will be able to understand all the concepts behind 3D Games.
CO2: Students will understand the 3D Game environment and 3D Game character development
CO3: Students will learn how to publish and share 3D Game.

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XM3031 ADVANCED WEB TECHNOLOGIES LAB

OBJECTIVES
- To explain the interaction with databases through queries.
- To explain the server side scripting languages and ways to create various web and desktop applications.
- To describe how to design and implement dynamic websites integrating with databases

UNIT I DATABASE CONCEPTS
- Working with commands of Data Definition Language
- Working with Data Manipulation commands
- Working with Data Retrieval Commands

UNIT II SQL
- Working with SQL joins
- Working with Union
- Views and Functions
- Creating a PL/ SQL Blocks
UNIT III SERVER SIDE SCRIPTING LANGUAGE 12
- Design and Develop a Calculator as Web Application and Windows Application
- Creating AdRotator, Validators
- Developing a Calendar with navigating months

UNIT IV DOT NET CONCEPTS 12
Design and Develop
- Sign in Page
- Sign Up Page
- Edit Profile
- Delete Profile
- Forgot Password Screen
- Search page
- File Upload

UNIT V APPLICATIONS 12
- Online Examination System
- Chat Room Application
- Simulating Forum / Discussion Page
- Simulating Twitter Application

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the students will be able to
CO1: Express their understanding on database concepts
CO2: Fetch data from databases through query language.
CO3: Design and implement dynamic websites integrating with databases and develop and debug the real time application using Visual Studio

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OBJECTIVES
- To get familiar with the nuances of following and practising business / corporate trends
- Be able to read a company result report and know where to look.
- To practice hands-on business writing skills

UNIT I
Business Communication Skills – How to do a business correspondence – Review business section of various newspapers and prepare a report

UNIT II
Elements of business news (identify news elements by watching business news) – Business reporting - Detail report of any business organization with all news elements – Summarizing Business letters/reports

UNIT III
Writing a news or feature story or broadcast report for a Business or economic issue in a local, national or international arena - Feature story of a business leader/company of your choice - Performance report for a company or business organization

UNIT IV
Well-researched Business narrative of any renowned business man - Business reporting subjected to legislative acts - Portrayal of small business in newspapers or magazines

UNIT V
Practical knowledge of understanding Company income and financial statements - Identify Financial and business events for writing news story

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will get an exposure to work in business news rooms and to to cover various business news stories
CO2: Student becomes efficient in identifying the basic areas in business journalism and how to write about them creatively.
CO3: Understand and write about wider economic issues, government budgets, industrial relations, how firms communicate.

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OBJECTIVES
- To Focus on the process of creating a character that could be used in the Games Industry and understand the necessary tools required to create a game resolution mesh using Maya
- To Conceptualize and create a base mesh for the character
- To understand sculpting and finish with Retopology and UV layout to Focus on sculpting fundamentals in Zbrush

UNIT I  MODELING CHARACTERS  12
- Modeling concepts
- The Principles Of Animation Applied To 3D
- Applications of animation principles to the 3D environment
- Lighting
- Final Output Rendering and Post-Production.

UNIT II  SCULPTING CHARACTERS  12
- Sculpting
- Common sculpture tools and settings
- Dynamic topology
- Optimizing model for Animation
- Common modelling tools

UNIT III  UV Unwrapping  12
- UV concepts and UV space
- UVW coordinates, map modifier & controls
- Real world mapping sizes
- Using map channels
- Peel mapping tools & Reshape UV elements

UNIT IV  CHARACTER ANIMATION ESSENTIALS  12
- IK and FK combination foot,
- Skeleton set-up Orient constraints
- Bending toes and twisting the knee.
- Advanced Character Animation with Two Leg Animation (walk, run, Jump, Wight lifting etc.).
- Work Flow with Graph, Trax, Dope

UNIT V  KEY FRAME IN CHARACTER ANIMATION  12
- Key frame Animation
- Path Animation, Motion Capture
- Geometry Caching with Animation Layers
- Lip sync Animation. Single Character Animation with Dialogues
- Animation Windows and Editors- Animation Nodes

TOTAL: 60 PERIODS

OUTCOMES
- To understand and improvise the art of 3D work.
- To understand the concepts recreate or manipulate a digital object as if it was a real object.
- To understand and able to identify and utilize various workflows to achieve the desired goal
REFERENCES
2. Tina O’Hailey, Rig it Right! Maya Animation Rigging Concepts, 2nd edition, Routledge, 2018
5. Greg Johnson, Getting Started in ZBrush: An Introduction to Digital Sculpting and Illustration, CRC Press, 2014

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XM3037
DATA JOURNALISM LAB
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OBJECTIVES
- Developing the aptitude and knowledge in handling the data’s through news articles
- Understand the structure, format of data interpretation and writing
- To practice data visualisation tools and techniques

UNIT I
DATA COLLECTION
Identify stories using data analysis and finding data to report stories, Evaluating the strengths and weakness of data sources and methods

UNIT II
SCRAPING AND CLEANING
Acquiring data through public sources and by scraping websites and PDFs, Cleaning (fix mistakes in) data through open refine, Excel and Access

UNIT III
DATA ANALYSIS
Analysing data to find patterns and avoid erroneous conclusions, Basic calculations, summary statistics, and Writing SQL queries in access to evaluate data and join databases

UNIT IV
DATA VISUALIZATION
Creating basic data visualizations using Excel, Data Wrapper, Pictochart, Tableau, Mapping CARTO, Tableau Public and Tableau Public Dashboard

UNIT V
DATA PUBLISH
Joining and analysing geographic data in ArcGIS, Publishing a meaningful story based on acquiring and analysing data
LIST OF EXERCISES
1. Identifying various data
2. Using Spreadsheets
3. Analyzing data based news stories
4. Extracting data from Indian Census
5. Collection news from 10th and 12th class results
6. Make story from Indian Union Budget
7. Tableau – Practicing
8. Verifying data
9. Interview with data journalists
10. Analyzing weather data
11. Comparing data of various decades
12. Agriculture Crop Forecasting based on data
13. Agriculture Market Forecasting based on data
14. Analyzing the national crime data
15. Analyzing cyber crime data

TOTAL: 60 PERIODS

OUTCOMES
CO1: Student will understand the importance of using data in news reports
CO2: Students will gather knowledge on implementing and writing the different data’s in news.
CO3: Students will develop the capacity to use the data in news reports.

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OBJECTIVES

- To understand data definitions and data manipulation commands to learn the use of nested and join queries
- To understand functions, procedures and procedural extensions of data bases
- To be familiar with the use of a front end tool to understand design and implementation of typical database applications

UNIT I

- Data Definition Commands, Data Manipulation Commands for inserting, deleting, updating and retrieving Tables and Transaction Control statements
- Database Querying – Simple queries, Nested queries, Sub queries and Joins

UNIT II

- Views, Sequences, Synonyms
- Database Programming: Implicit and Explicit Cursors

UNIT III

- Procedures and Functions
- Triggers

UNIT IV

- Exception Handling
- Database Design using ER modeling, normalization and Implementation for any application

UNIT V

- Database Connectivity with Front End Tools
- Case Study using real life database applications

TOTAL: 60 PERIODS

OUTCOMES

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

CO1: Use typical data definitions and manipulation commands and analyze the use of Tables, Views, Functions and Procedures

CO2: Design applications to test Nested and Join Queries

CO3: Implement simple applications that use Views and Front-end Tool

REFERENCES

OBJECTIVES

- The main objective is to train students on the art of development reporting by first sensitizing them on its need and impact and by providing them with the tools required to present impactful news stories.
- To train students to improve their investigative and research skills.
- To develop a strong subject knowledge in the areas of economic thought, planning and development

UNIT I DEVELOPMENT REPORTING - GENERATING IDEAS

Purpose, Objectives and Principles of Development Reporting - Finding Story Ideas - Poverty, unemployment, child labor, government schemes — News Values in Development Reporting - Mapping story idea — Research and analysis techniques - Searching for proof, evidence - Case Study Analysis of Development Reporting with investigative analysis

UNIT II WRITING FOR PRINT MEDIA

Finding Sources – Gathering Information – Field Visit - Fact Checking – Proof Reading – Preparing Reports - Collaborative Reporting – Photographs and Infographics - Publish a Newspaper in Groups with Development Articles - Drafting and editing the news copy, Designing the newspaper and testing it with a Target

UNIT III DEVELOPMENT REPORTING FOR RADIO AND NEW MEDIA

Identify case studies of Radio Stations and Online News organizations and Agencies engaging in Development Journalism - Producing Development news item for radio - Focus on use of Community Radio - Finding development issues - Script writing - Recording news bulletin - Idea generation for development reports in new media — Create an e-magazine in groups — Develop articles and photo stories

UNIT IV DEVELOPMENT REPORTING FOR TELEVISION


UNIT V PRACTISING DEVELOPMENT REPORTING
Publish a Magazine with cover story, articles, interviews, investigative reports, infographics, photo story, etc. – Produce an expository documentary on a development news story in your city

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students understand the importance of research, subject knowledge and investigative journalism tools in development reporting
CO2: Students can write and produce news content on different development issues.
CO3: Students will be exposed to use strategies to cover development issues in different medium.

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1. Arulchelvan, S., Nuclear Energy Concerns in India — Media Reportage and Public Awareness, Published by LAP LAMBERT Academic Publishing GmbH & Co. KG, Germany. 2012.
6. Juan F. Jamias, Writing for development, College of Agriculture, University of the Philippines Los Baños, 1991

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OBJECTIVES
- Develop the story ideas
- This course will introduce to the student the skills needed to sketch out the narrative and formal flow of an animation using a storyboard
- To make students understand the rule of describing story

UNIT I DEVELOPMENT 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, Develop 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, A real world animatics. Emotions to your move

OUTCOMES
CO1: Students will be able to develop the story.
CO2: Students will understand the work of different character in a story
CO3: Students will adopt a creative screenplay techniques and write a story on their own
CO4: Students will learn the different production techniques for digital medium.
CO5: Students will be able to write scripts for the production.

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OBJECTIVES
- To learn the basic concepts and need of the educational media
- To learn the production process and techniques of the educational programme
- To produce the effective educational programmes for different field

UNIT I  EDUCATIONAL PROGRAMME FORMATS  12
Prototype building for Educational content program, Type and format of program, Gathering of information, Developing contents with experts.

UNIT II  EDUCATIONAL PROGRAMME SCRIPT  12
Script writing for various educational programmes, platform- Television, Radio, Online.

UNIT III  PRE-PRODUCTION  12
Research, Planning, Budget, Schedule, Hiring of equipment.

UNIT IV  PRODUCTION  12
Production for education program for radio, television and online medium.

UNIT V  EVALUATION  12
Evaluation of educational content, Referring old works, comparing the new work with old.

LIST OF EXERCISES
1. Writing a proposal for Educational Programme Production
2. Preparation of Budget for Educational Programme
3. Creating Story board for Educational Programme
4. Planning for a programme production
5. Arranging for a shooting
6. Floor preparation for shooting
7. Preparation a presentation for an educational module
8. Analyze various formats of educational programmes
9. Prepare a four quadrant for a programme
10. Produce a radio educational programme
11. Prepare an educational TV programme
12. Prepare evaluation tool
13. Prepare Feedback Tool
14. Prepare Assessment Tool
15. Incorporating a Sign Language in an educational programme

TOTAL: 60 PERIODS

OUTCOMES
The students will be
CO1: Familiarize the students with the management of e-content production.
CO2: Get insights by practicing script writing for various educational programmes
CO3: Produce educational programmes for radio, television and online medium.

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**OBJECTIVES**
- To impart knowledge on troubleshooting, and repair of electronic equipment.
- To introduce them the basic principles of television
- To get to know about the maintenance of electronic equipment

**UNIT I**
**SENSOR BASED EXPERIMENT**
Voltage and Current Detection Circuit, Temperature and Pressure Detection Circuit, Water flow and Level detection Circuit, Proximity sensors, Humidity sensor, Rainfall and Soil moisture Sensor, Motion sensor

**UNIT II**
**TRANSMITTER BASED EXPERIMENT**
Design FM Transmitter, Design AM Transmitter

**UNIT III**
**RECEIVER BASED EXPERIMENT**
Design FM Receiver and Design AM Receiver

**UNIT IV**
**MICROPHONE BASED EXPERIMENT**
Design Wireless Micro Phone and its Transponder, Design Wireless Headphone

**UNIT V**
**COMMUNICATION BASED EXPERIMENT**
Design Dual Tone Multi Frequency, IR Wireless Underwater Communication System, Design GSM, Design GPRS

**TOTAL: 60 PERIODS**

**OUTCOMES**
CO1: The students will have be able to troubleshoot, and repair the electronic equipments.
CO2: The students will be able to have an extensive knowledge on the maintenance of electronic equipments.
CO3: The students will be able to design transmitters and receivers

[Signature]
Director
Centre for Academic Courses
Anna University, Chennai-600 025
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XM3049 INTEGRATED MARKETING COMMUNICATION LAB 0 0 4 2

OBJECTIVES
- To equip the students for the marketing communications industry.
- It is targeted to train them for various specialized aspects of event management.
- To know the different categories of market research

UNIT I BUSINESS PLAN 12
Making business plan, marketing plan promotional plan for corporate events and brand or products.

UNIT II PROPOSAL 12
Developing event brief/ concept note and event proposal. Event plan / project plan, activity charts and checklists

UNIT III BUDGET PREPARATION 12
Floor plan/venue design, action plans and budget preparation. Sponsorship proposal/plan, forms and charts.

UNIT IV DESIGN 12
Stand design, stall and stage management, creative designing publicity material, letters and invites

UNIT V MARKETING TECHNIQUES 12
Direct marketing, marketing mix, outdoor promotions, creative advertisement, suspense advertisement, online promotion strategy and mobile advertisement. Writing press release, preparation of media kit and organizing a press conference.

TOTAL: 60 PERIODS
OUTCOMES
CO1: Students will learn the concepts of marketing strategies.
CO2: Students will know the opportunities available in the field of marketing.
CO3: Students will learn how to conduct market research

REFERENCES

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XM3051

OBJECTIVES
- The students will be exposed to various investigative tools which aids investigation.
- The students will also be aware the importance of privacy, and ethical issues.
- The students will also be made to understand the legal and safety precaution while investigating major issues.

UNIT I
- Brainstorming – responding to anonymous letters - What advantages and disadvantages can you see to working with a partner on your investigation?
- What steps could you take to determine whether this information is true and what the fullerstory behind it is?
- What would be the benefits and drawbacks of keeping this information secret while you investigated it further?
- If you shared this information, who would be affected and how?

UNIT II
- What advantages and disadvantages can you see to working with a partner on your investigation?
- Share the tips, Plan for investigation and plan for distributing information.
- Discuss the potential impact of the story.

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• Discuss familiar investigative stories
• Discuss the difference between investigative journalism and other types of journalism

UNIT III
• Watch investigative videos and discuss how political leaders, business people and the wealthy elite around the world se off shore entities to avoid taxes and cover up wrong doing.
• How to make the story interesting among the many other investigative stories.
• After watching the investigative videos work individually or with a partner and create short summary of the report and why it was important.

UNIT IV
• How would you define a story of public interest?
• Work along with a partner and bring out behind the scenes of an investigative report.
• How would you describe the day-to-day work of an investigative journalist, based on what the video showed?
• What are their workplaces like? Did anything surprise you?
• What skills do you think are essential for an investigative journalist to have, and why?
• How does the job differ for journalists in different countries?
• What are some of the dangers of investigative journalism, and how do journalists cope with them?

UNIT V
• Use of cartoons in Investigative reports
• How to give convincing information
• Using photographs in investigative report
• Conceptualize, report and write Investigative news stories in-depth article
• Identifying the target audience.
• Can you identify any audience(s) these stories are unlikely to reach as a result of the ways its currently being told?
• What additional ways would it be possible to tell these stories?
• Each group should share their main takeaway(s) from their conversation with the class.
• Prepare a report for hypothetical examples individually keeping in mind the ethics of investigative reporting.

OUTCOMES
CO1: Think critically about the issue they cover and report
CO2: Grasp and understand the mechanics of investigative stories and debate issues of ethics, fairness, and accuracy
CO3: Examine 'neglected' or 'under reported' stories and produce investigative stories for various media.

TOTAL: 60 PERIODS
REFERENCES
2. Goldstein, Norm Ed The AP Style book and briefing on media law, the associate press, newyork 2005.

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

UNIT I TYPES OF COMMERCIALS 12
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 12
UNIT III CREATING CONCEPTS 12
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 12
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 12
Evolution of Web Commercials — Types — Web portals and commercial revenue — Production process — Online ads, function, types and use — Budget involved- Jingles, Flogos - Webisode- Commercials for social media- animated ads- Indoor media televised ads- commercials for smart phones and games — product placement in films and websites — spoof, parody and adapted commercials - future and longevity of a web commercial - Ambient ads creation and new trends followed for promotion.

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will be able to make web commercials and promote it in the web medium.
CO2: Students will be master in making commercials for creative concepts by doing all production activities.
CO3: Students will learn and understand the importance of team building in making media projects.

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

UNIT I SCRIPT WRITING 12
To prepare script for monologue and multi characters in a serial for broadcast drama. The writing skills should be imparted towards radio and television dramas where listening and visual words and pictorial description is must.

UNIT II GENDER SENSITIVITY 12
Scripting and producing serials where gender sensitization is authored and programme-makers should work to design, write and direct popular radio or television drama serials which can help to raise public awareness and change attitudes on issues to do with the development of their societies.

UNIT III CHARACTER DEVELOPMENT 12
Production of a serial where one or few characters will be role models through their act, dialogues and expressions. Importance will be given in bringing life to the script where the direction will have feel for reality.

UNIT IV APPLYING MEDIA THEORY 12
The script must have adapted with some media theory and at the end of the programme content should be able to be realized with all and persuading in bringing social change and strengthening understanding of drama theory.

UNIT V MESSAGE CONVEYING 12
Attention will be given to mapping target audiences in relation to relevant social issues; to developing ideas, credible characters and storylines; to breaking down storylines into scenes; writing effective dialogue; to directing actors and to preparing and recording long-running serial drama.

TOTAL: 60 PERIODS

OUTCOMES
CO1: Familiarity with Drama theory and its application for radio and television.
CO2: Can identify the concepts and write scripts for different soap operas can learn the team building skills.
CO3: Learn the implication of media theories in practical context and use the soap operas to convey different social message to the audience.

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XM3057 MOBILE APPLICATION DEVELOPMENT LAB

OBJECTIVES
- To educate students about the fundamentals of mobile application development
- To expose students in components and design aspects in mobile application development.
- To train students in creating mobile application for android platforms.

UNIT I

UNIT II
Creating activity, Using view and view group components - Textview, Button, Image view, Scroll view, Switch, Grid view, Fragments, Display webpage, Time Picker, Date Picker, Using Linear Layout, Relative Layout, Frame Layout, Table Layout, Using List View, Linking Activities.

UNIT III
Phone calls from application, Auto-answering incoming call, Displaying Call Log, Sending SMS through built-in message application, Capturing using built-in camera application, Using flashlight, Scanning Barcodes.

UNIT IV
Displaying Google Maps in the app, Google Maps — Zoom in and out, Change Map mode, Navigation to particular location and Adding Markers, Using GPS, Wi-Fi.

UNIT V
Saving Files, Attaching files to the project, Publishing Android Application — Exporting app as an APK file, Deploying app through email, web, SDcard and specifying application installation location

TOTAL: 60 PERIODS

OUTCOMES
- CO1: Students will learn the principles of mobile application development
- CO2: Students will learn the android platform components which is essential for mobile application development
- CO3: Students will be able to create the mobile application independently.

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XM3059 PRESENTATION TECHNIQUES LAB L T P C
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OBJECTIVES
• To impart practical knowledge on radio and television programme presentation.
• To make them understand sound and visual designing
• To introduce the innovations that can be done in presentation for electronic media

UNIT I Practical exposure to the audio and video station’s organizational structure, functions and management – Case study of radio and television stations - a critical review of programming content and style of presentation for various genres.

UNIT II Presentation of the concept - Presentation of some of the radio and video formats such as Jingles, Soap operas, Vox-Pops, Documentaries and Features, Interviews, News, Discussion Programmes, SpecialityProgrammes etc – Recording using audio-video software – The mix down Editing – The final master.

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

UNIT IV 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/video programmes.
UNIT V
Presentation of interactive radio programmes – Application of different radio/video genres
in educational and informational programmes – Field visit to community – Research on
need based content – Presentation of campus/community based programmes.

TOTAL: 60 PERIODS

OUTCOMES
CO1: The students will be writing scripts for various radio and tv programmes.
CO2: The students will practically learn and produce radio and tv programmes and
attempt different presentation styles.
CO3: The students will practice the innovative ways of presenting electronic media
programmes

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1. All India Radio, Audience Research Unit, Prasar Bharat, 2002
2. How to do community radio – Louie Tabing and UNESCO 2002
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4. Michele Hilmes and Jason Lovigilio, eds., Radio Reader: Essays in the Cultural
History of Radio (Routledge, 2002).

CO-PO MAPPING

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XM3061 SPORTS JOURNALISM LAB

OBJECTIVES
- To expose the students about the importance of reporting sports / games
  passionately with accuracy.
- To acquire the journalistic production skills to write and edit articles
- To develop a critical approach to the practices of sports journalism

UNIT I OBSERVING SPORTS COVERAGE IN MEDIA PLATFORMS
Discussion in class every week about sports media and how they cover the news.Content
Analysis of sports writing in newspapers and sports magazines.Comparison of news
stories related to particular sports in various national dailies. Writing a game story.

UNIT II LOCAL FIELD PRACTICE
Profile writing for a sports person of your choice, Live reporting of sports, Report on a
game – what happened, who, how and why, Campus sports coverage.
UNIT III  WRITING SPORTS REPORT  12
Writing sports event report, Photo and caption writing, Catchy Headline writing for sports section of newspaper. How to create filed scenario in writing. Do’s and Don’ts in writing.

UNIT IV  SPORTS COVERAGE IN DIGITAL MEDIA  12
Selection of photos for Sports page - Sports news for Broadcast, online and social media - Covering – reporting, & writing – a story solely through Twitter

UNIT V  WRITING BIOGRAPHY AND PROFILE OF SPORTSPERSON  12
Feature writing for sportsperson, Creating of sports news reports, Techniques of sports reporting

Assignment: Approximately 900-1000 word long form feature, about an athlete, coach, team, event or issue from the community – it can be issue- or topic-oriented, investigative, or a profile.

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students will write sports stories, in short form and long form
CO2: Students will gather the sports information, at games, practice, through social media, and interviews
CO3: Students will learn to report the sports stories, in all media forms: print, audio, visual, online, social media

REFERENCES

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XM3063  TAMIL JOURNALISM LAB  L  T  P  C
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OBJECTIVES
- To understand the Tamil journalism history and present industry
- To know the news gathering, writing and presenting techniques and to identify the news, regional importance of the Tamil journalism.
- To develop an understanding of the skills necessary for news reporting; to understand the concept of gate keeping and its importance to responsible reporting and publishing.
UNIT I  INTRODUCTION  
Read Tamil mainstream newspaper, magazine, Television and Online & analysis the contents, weekly discussion about the new analysis.

UNIT II  SCRIPT WRITING  
Prepare script for various media like, Radio, Print, TV and Online Media

UNIT III  GENRES OF REPORTING  
Provide content for preparing news reports on various topics on crime, sports, art and culture, accidents and politics etc.

UNIT IV  WRITING  
Writing obituary and reporting of day today events, personal profiles, prepare list of questions for interview, interview personalities and prepare reports.

UNIT V  PRODUCTION  
Produce script or report for Journal, Newspaper, Magazine, Radio, Tv Prime Time News reporting, online and Citizen Journalism.

TOTAL: 60 PERIODS

OUTCOMES
CO1: Students can produce report in different layout
CO2: Students can understand the current trending genres of reporting
CO3: Students will understand the value of journalism in development of society.

REFERENCES
2. Barun Roy, Modern Student Journalism, Pointer Publisher, 2004

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XM3065  VIRTUAL AND AUGMENTED REALITY LAB  
L T P C 0 0 4 2

OBJECTIVES
- To understand the tracking processes in VR.
- To understand modeling and rendering objects involved in VR development.
- To create a VR interface with light and sound

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UNIT I
- Interface creation
- Birds-eye view
- Geometric modeling

UNIT II
- Transforming models
- 3D rotations and yaw, pitch and roll
- Eye transforms

UNIT III
- Setting of lights
- Lighthouse approach
- Camera tracking

UNIT IV
- Filtering
- Create Sounds for VR
- Sound perception and localization

UNIT V
- Interaction with environment in VR
- Interaction with objects in VR
- Create locomotion
- Simple VR game

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to
CO1: Understand to work with VR development tool and model objects to create VR.
CO2: Design interface for VR and add lights and sounds for VR.
CO3: Create bird-eye view in VR and design and develop different VR environments

REFERENCES

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