SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE
(An Autonomous Institution)
(Approved by AICTE, New Delhi & Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi, ISO 9001:2000 Certified Institution &
Accredited by NAAC with "A" Grade)
Madagadipet, Puducherry - 605 107

23 years of ACADEMIC EXCELLENCE

26.02.2022   **Department of Media Studies**

B.Sc. Visual Communication

Minutes of 4th Meeting of Board of Studies

The fourth meeting of the Board of Studies in the Department of Media Studies for the UG Programme B.Sc. Visual Communication was held on 26th February 2022 at 10:00 A.M in the Department of Media Studies, School of Arts and Science, Sri Manakula Vinayagar Engineering College.

The following members were present for the BoS meeting

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms
Chairman		
1	**Mr. S. SATISH KUMAR** Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman
Expert Nominated by the Vice-Chancellor		
2	**Dr. S.TAMILARASI** HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee
Subject Experts		
3	**Mr. VELAYUTHAM. K** HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert
4	**Mr. P. NAGARAJAN** HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert

R. Rajeswari

	Internal Members	
5	**Mrs. R. Rajeswari** Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
6	**Mr. C. Seshathri** Assistant Professor Department of Media Studies School of Arts and Science Sri Manakula vinayagar Engineering college Puducherry – 605107	Member
	Co – Opted Members	
7	**Dr. M.A. Ishrath Jahan** Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member
	Industry Expert	
8	**Mr. SURIYA** Camera Man News 7 Tamil Chennai - 600 034	Industry Expert

Agenda of the meeting

Item No.: BoS/UG/B.Sc. Visual Communication 4.1
Welcome address, Introduction about the Institution, Department and BoS Members.

Item No.: BoS/UG/B.Sc. Visual Communication 4.2
To discuss the Minutes of third meeting of BoS and Compliance report based on the third meeting of BoS.

Item No.: BoS/UG/B.Sc. Visual Communication 4.3
To discuss and approve the Curriculum Structure of the B.Sc. Visual Communication programme from the AY 2020-21

Item No.: BoS/UG/B.Sc. Visual Communication 4.4
To discuss the modifications in the syllabi for fifth and sixth semester Courses under R-20 Regulations for the B.Sc. Visual Communication programme.

Item No.: BoS/UG/B.Sc. Visual Communication 4.5
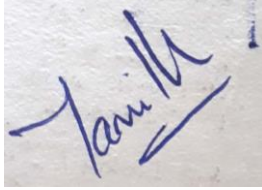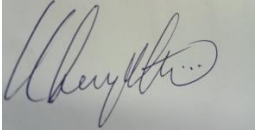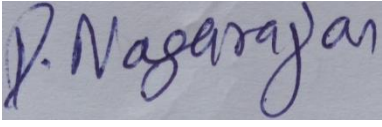Any other item with the permission of chair.

Minutes of the Meeting

Item 4**.1**	Mr. S. Satish Kumar, Chairman, BoS opened the meeting by welcoming and introducing the external members, to the internal members. The attainments and awards of the Institution have been briefed for the benefit of the members of the Board. The meeting thereafter deliberated on agenda items that had been approved by the Chairman.
Item **4.2**	Chairman, BoS, appraised the minutes of 3rd BoS, its implementation and was approved by the BoS members.
Item **4.3**	The BoS Members approved the Curriculum Structure of the B.Sc. Visual Communication programme from the AY 2020-21and recommended the same to academic council.

(Given in Annexure- I) |
| Item **4.4** | The modified syllabi for V to VI semesters for B.Sc. Visual Communication Programme was presented by the Chairman. Their suggestions in this regard are given below: |

Sl.No.	Regulation	Semester	Couse Title with Course Code	Unit No.	Particulars
1	2020	V	Visual Media Research methods / A20VCT520	I	E.M. Roger's theory of communication and Marxism theory of communication was suggested to be included in unit I
2	2020	V	3D Animation / A20VCL522	Practical	Basics of Maya was suggested to be included in the syllabus
3	2020	VI	Media Management / A20VCT624	IV	Government media sectors – AIR, DD, PIB was suggested to be included in the syllabus

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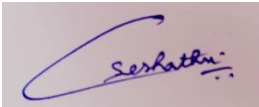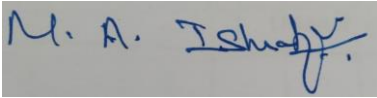
	The above corrections are incorporated and the Syllabi are approved by the BOS members.(Given in Annexure- II)
Item **4.5**	No specific item was discussed.
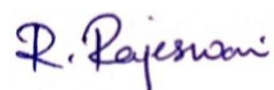
The meeting was concluded at 11.00 A.M with the vote of thanks by Mr. Satish Kumar S, Assistant Professor, and Department of Visual Communication.

Sl. No.	Name of the Member with designation and official Address	Members as per UGC norms	Signature
Head of the Department (Chairman)			
1	**Mr. S. SATISH KUMAR** Assistant Professor Department of Visual Communication Sri Manakula vinayagar Engineering college Puducherry – 605107	Chairman	Sahah Kr S.S
Expert Nominated by the Vice-Chancellor			
2	**Dr. TAMILARASI** HOD, Department of Visual Communication St. Joseph College of Arts and Science Trichy – 620002	Subject Expert University Nominee	
Subject Experts			
3	**Mr. VELAYUTHAM. K** HOD Department of Visual Communication Mohamed Sathak College of Arts and Science Chennai – 600100	Subject Expert	
4	**Mr. NAGARAJAN** HOD Prof. Dhanapalan College of Arts and Science Chennai – 603103	Subject Expert	P. Nagarajan

R. Rajeswari

	Internal Members		
5	**Mrs. R. Rajeswari** Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	R. Rajeswari
6	**Mr. C. Seshathri** Assistant Professor Department of Media Studies Sri Manakula vinayagar Engineering college Puducherry – 605107	Member	C seshathri
	Co – Opted Members		
7	**Dr. M.A. Ishrath Jahan** Associate Professor Department of English Sri Manakula vinayagar Engineering college Puducherry – 605107	Co-Opted Member	M. A. Ishath
	Industry Expert		
8	**Mr. SURIYADEEPAN** Camera Man News 7 Tamil Chennai - 600 034	Industry Expert	
Note : Mr. Suriyadeepan From News 7 Tamil was not reachable through any mode since Bos till date.			

R. Rajeswari

Satish. K. ~.S.S

Mr.Satish Kumar S
Assistant Professor/ B.Sc.Visual Communication
Chairman –BoS (B.Sc.Visual Communication)

R. Rajeswari

Head of the Department
(R.Rajeswari)

Dean SAS
(S. Muthulakshmi)

R. Rajeswari

ANNEXURE I

A20VCT520	Visual Media Research Methods	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To place prominence on the basic features of Media Research.
- To understand the nature of research methods used in analyzing media.
- To provide theoretical knowledge of Media Research Methods and Tools.
- To impart applied Media Research Methods and Tools.
- To orient students in depth towards the concepts of research.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand nature and basic concepts of Media Research.
CO2 - Development of critical thinking with respect to research in Communication
CO3 - Development of research approaches to Media
CO4 - Better analytical and exploratory skills
CO5 - Inculcation of lifelong learning.

UNIT I Introduction to Media Research Methods   (12 Hrs)

Research Method: Nature and Concept, Media Research Approaches, E.M. Roger's theory of communication, Marxism theory of communication, Research Tools, Nature and Concept, Types of Media Research Tools, Data: Meaning and Types, Reliability and Validity of Data

UNIT II Research Procedure   (12 Hrs)

Steps in doing Research; Media Research Problems; Review of Media Studies; Sources of Secondary Data; Research Questions & Hypothesis; Types of Hypothesis; Sampling Procedure, Sample Size & Sampling Error.

UNIT III Types of Data   (12 Hrs)

Primary Data; Types of Data- Nominal, Ordinal, Interval & Ratio; Data Collection Methods & Tools; Questionnaire- Types of Questions & Construction of Questionnaire; Interview Schedule & Techniques; Focus Group & Observation Techniques.

UNIT IV Research Design   (12 Hrs)

Experimental & Non- Experimental Research Methods & Procedures; Qualitative & Quantitative Studies; Descriptive & Analytical Research; Content Analysis, Procedure & Methods; Case Study approach.

UNIT V Data Analysis   (12 Hrs)

Data Classification, Graphic Representation of Data; Basic Elements of Statistics; Hypothesis Testing; Ethics in Conducting Research.

Class Exercise –

Each student will develop a short visual project linked to topic of interest for their research agenda. These projects can be based on video or photography, in light of the topics discussed in class. Short documentary films should not be longer than 10 minutes. Photography based essays should not include more than 10 images for analysis.

Text Books

1. Spencer, S. (2011). Visual research methods in the social sciences: Awakening visions. New York, USA: Routledge.
2. Arthur Asa Berger (2011). Media and Communication Research Methods, First Edition, Sage Publications, New Delhi
3. White, Patrick (2017), Developing research questions, 2nd edition. London: Palgrave Macmillan.

Reference Books

1. Salmons, Janet (2014), Qualitative online interviews: Strategies, design, and skills. London: Sage Publications
2. Kothari, CR,(2008), Research Methodology Methods and Techniques, Wishwa Prakashan, New Delhi
3. Krishnaswami, O.R,(1993), Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai

Web Reference

1.https://saylordotorg.github.io/text_understanding-media-and-culture-an-introduction-to-mass-communication/s05-03-methods-of-researching-media-e.html
2.https://research-methodology.net/research-methodology/research-process/
4.https://www.researchgate.net/publication/352055750_6_Type_of_Research_and_Type_Research_Design/link/60b72b1492851cde884a9d6d/download

A20VCL513	3D Animation	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- To train the student to use 3D software
- To create titling, modeling, walkthrough, and product animation
- To learn about basic lighting
- To understand the concept of texturing, rigging
- To learn about key frame animation.

Course Outcomes:
After completion of the course, the students will be able to

CO1: Understanding character modeling

CO2: Understanding texturing and shading

CO3: Understanding lights, camera and materials

CO4: Understanding 3D character animation

CO5: Gain knowledge about rendering and compositing

Practical Work:
Students should be given orientation of multimedia usability issues and interface design basics. (3ds Max and Maya software should be used)

Exercises
1. Creation of text in 2D format and 3-D object with animation.
2. Creation of a walk-through (concept of their own) for 30 seconds
3. Animation for an advertisement or concept for 30 seconds.
At least FIVE concepts should be included in the record.

Text Books:

1. Kelly L. Murdock – "Kelly L. Murdock's Autodesk 3ds Max 2015 Complete Reference Guide"- Perfect Paperback – 8 Oct 2014 2.
2. Kelly L. Murdock – "Autodesk Maya Basics Guide 2015", 21 November 20143.
3. Animation Writing and Development , Jean Wright,Focal Press 2005

REFERENCE BOOKS:
1. Randi L. Derakhshani (Author), Dariush Derakhshani (Author) "Autodesk 3ds Max 2015 Essentials" , Autodesk Official Press 1st Edition – 2015
2. Matt Chandler "3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and Lighting Paperback" , – Import, 1 Mar 2014
3. The Animator Survival Kit , Richards Williams, Faber & Faber 2009.

Web Reference
1. https://youtu.be/LYWEBZR6jYQ
2. https://youtu.be/maoWIdOBDj8
3. https://youtu.be/Or1HtAG9M-s

A20VCT616   **MEDIA MANAGEMENT**   **L T P C Hrs**

3 1 0 4 60

Course Objective:

• To enable the students to be able to describe the principles, need and functions of media management.

• To enable the students to describe the structure and functions of print mediaorganization.

• To understand the economics of media organisation.

• They make the students to get to know the set up and practices of media organizations

• To understand the vital role that media play in the production of news, information,   and entertainment in a democratic society

Course Outcome:

After completion of the course, the students will be able to

CO1 : obtain understanding of media organizations and its types.

CO2 : bring out the differences between media as business and media as a social institution.

CO3 : have an in-depth knowledge of how media organizations are managed.

CO4 : increase clear idea of how print media works, its various functions and departments.

CO5 : have a deeper understanding of the relationship between media and its market, the production and revenue aspects, along with the risks involved with the economics of media.

UNIT I Management and it principles   (12 Hrs)

Management and it principles – Functions –Nature of leadership in Mass Media–Factors influencing good management –Flow of communication in an organization - Bottom step, top down vertical and horizontal – Management decision in media

UNIT II Media Organization and its types   (12 Hrs)

Media Organization and its types - Newspapers, Cinema, Radio, Television, Magazines and Online Media – Ownership & Schedule Patterns of Print and Electronic Media – Measures and Features of Media Industry, Publishing Industry, Interactive Media Industry, Computer Gaming Industry – Media Production-its process

UNIT III Buying and Planning   (12 Hrs)

Buying and Planning – Objectives & Nature of Planning - Economics for Media – News gathering, Processing, Advertising, Printing, and Circulation – Management Problems in planning – Media plan Development and criteria

UNIT IV Electronic Media   (12 Hrs)

Electronic Media – Govt. policies in India – Principles of Television and Radio Management in India – Government owned electronic media (AIR, DD, PIB) and issues in their management – Private Channels –Globalization & its nature - Social Commitment v/s Profit making – Quality Control and Cost Effective Techniques

UNIT V Media Mix and Dimensions   (12 Hrs)

Media Mix and Dimensions - Media Bodies –DAVP, INS and ABC – News agencies and syndicates - ANI, PTI, IANS, Reuters, AFP, etc – Ownership and Organization structures – Various Committees to study the problems of media in India– Global Competition on Indian Media

Text Books

1. Rayudu C S, Media And Communication Management.
2. Mocavatt& Pringle, Electronic Media ManagementMehra, Newspaper Management.
3. Rucker & Williams, Newspaper Organization and Management.

Reference Books

1. Sindhwani, Newspaper Economics and Management.
2. Herbert Williams Newspaper Organization and Management
3. Block et al, "Managing in the Media", Focal Press

Web References

1. https://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0089.xml
2. https://www.mtsu.edu/programs/media-management/
3. https://com.miami.edu/media-management-bsc/

B.Sc. Visual Communication

				Periods				Max. Marks		
SEMESTER – I										
Sl No	Course Code	Course Title	Category	L	T	P	Credits	CAM	ESM	Total
Theory										
1	A20TAT101	Tamil – I	MIL	3	0	0	3	25	75	100
	A20HNT101	Hindi-I								
	A20FRT101	French-I								
2	A20GET101	General English – I	ENG	3	0	0	3	25	75	100
3	A20VCT101	Introduction to Visual Communication	DSC	4	0	0	4	25	75	100
4	A20VCT102	Fundamentals of Computer , Multimedia and Internet	DSC	3	1	0	4	25	75	100
5	A20VCD101	Design Principles	IDC	4	0	0	4	25	75	100
Practical										
6	A20VCL103	Drawing	DSC	0	0	4	2	50	50	100
7	A20VCL104	Graphic Design	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20VCS101	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20VCC101	Adobe Photoshop	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
I Semester Total Credits/Marks							**26**	**525**	**475**	**1000**

B.Sc. Visual Communication

SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
SEMESTER – II										
Theory										
1	A20TAT202	Tamil – II	MIL	3	0	0	3	25	75	100
	A20HNT202	Hindi - II								
	A20FRT202	French – II								
2	A20GET202	General English – II	ENG	3	0	0	3	25	75	100
3	A20VCT205	Photography	DSC	3	1	0	4	25	75	100
4	A20VCT206	Visual Aesthetics	DSC	3	1	0	4	25	75	100
5	A20VCD202	Communication and Media	IDC	3	1	0	4	25	75	100
Practical										
6	A20VCL207	Visual Arts practical	DSC	0	0	4	2	50	50	100
7	A20VCL208	Photography practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20VCS202	Soft Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20VCC202	Adobe Illustrator	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
11	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							**27**	625	475	**1100**

B.Sc. Visual Communication

SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	**T**	**P**		**CAM**	**ESM**	**Total**
SEMESTER – III										
Theory										
1	A20VCT309	Advertising	DSC	3	1	0	4	25	75	100
2	A20VCT310	Film studies	DSC	3	1	0	4	25	75	100
3	A20VCT311	Printing and Publishing	DSC	3	1	0	4	25	75	100
4	A20VCD303	Copy writing	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective – I**	OE	2	0	0	2	25	75	100
6	A20VCE3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20VCL312	Computer Graphic Design	DSC	0	0	4	2	50	50	100
8	A20VCL313	Advertising Photography Practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20VCS303	Audio Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20VCC303	2D Animation – Flash	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							**27**	450	550	**1000**

B.Sc. Visual Communication

				Periods			Credits	Max. Marks		
SI No.	Course Code	Course Title	Category	L	T	P		CAM	ESM	Total

<div align="center">SEMESTER – IV</div>

SI No.	Course Code	Course Title	Category	L	T	P	Credits	CAM	ESM	Total
Theory										
1	A20VCT414	Writing for Media	DSC	3	1	0	4	25	75	100
2	A20VCT415	Screen writing	DSC	3	1	0	4	25	75	100
3	A20VCT416	Media Law & Ethics	DSC	3	1	0	4	25	75	100
4	A20VCD404	Television Production	IDC	3	1	0	4	25	75	100
5	A20XXO4XX	Open Elective – II**	OE	2	0	0	2	25	75	100
6	A20VCE4XX	DSE II*	DSE	3	0	0	3	25	75	100
Practical										
7	A20VCL417	Cinematography	DSC	0	0	4	2	50	50	100
8	A20VCL418	Web Designing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20VCS404	Radio Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20VCC404	Web designing – Dream Weaver	EEC	0	0	2	-	100	0	100
IV Semester Total Credits/Marks							**27**	450	550	**1000**

B.Sc. Visual Communication

SEMESTER – V

Sl No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT519	Media Culture & Society	DSC	3	1	0	4	25	75	100
2	A20VCT520	Visual Media Research Methods	DSC	3	1	0	4	25	75	100
3	A20VCT521	Development Communication	DSC	3	1	0	4	25	75	100
4	A20VCE5XX	DSE III*	DSE	3	0	0	3	25	75	100
Practical										
5	A20VCL522	3D Animation	DSC	0	0	4	2	50	50	100
6	A20VCL523	Video Editing practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20VCS505	Advertisement Film Making	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20VCC505	3D Animation – 3Ds Max	EEC	0	0	2	-	100	0	100
V Semester Total Credits/Marks							**21**	400	400	**800**

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SEMESTER – VI										
SI No.	**Course Code**	**Course Title**	**Category**	**Periods**			**Credits**	**Max. Marks**		
				L	**T**	**P**		**CAM**	**ESM**	**Total**
Theory										
1	A20VCT624	Media Management	DSC	3	1	0	4	25	75	100
2	A20VCT625	New Media Studies	DSC	3	1	0	4	25	75	100
3	A20VCE6XX	DSE IV*	DSE	3	1	0	4	25	75	100
Practical										
4	A20VCL626	Short film/Documentary Production	DSC	0	0	4	2	50	50	100
5	A20VCP627	Phase I -Project (Media Internship) Phase II – Elective	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
6	A20VCS606	Digital Marketing	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
7	A20VCC606	Video Editing – Premiere Pro	EEC	0	0	2	-	100	0	100
VI Semester Total Credits/Marks							**21**	365	335	**700**

B.Sc. Visual Communication

5th and 6th syllabus

A20VCT519	Media Culture & Society	L	T	P	C	Hrs
		3	1	0	4	60

Course Objective:

- To understand the dynamics of media culture and society.
- To study the core concepts of critical reading of the media
- Identify the technological functions and (dis)advantages of popular media
- Trace the origin and development of mass media
- To understand the new media culture.

Course Outcomes:
After completion of the course, the students will be able to
CO1 - Recognize the ethical principles in social interactions
CO2 - Apply legal knowledge to media practices
CO3 – Understand Socio Cultural structure of Media
CO4 - Understand how media alter the social culture
CO5 - Summarizing the link between Society and Media.

UNIT-I   **(12 Hrs)**
Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Function of mass media

UNIT-II   **(12 Hrs)**
Media Audience analysis (mass, segmentation, product etc, social uses) . Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc. Why, How and How Not to study media.

UNIT-III   **(12 Hrs)**
Media as the consciousness industry. Media ideology. Dominant and subordinate ideologies. Agenda Setting. Media and realism. Media and identity, cultural approach in studying the media

UNIT-IV   **(12 Hrs)**
Alternate media: Indian and global initiatives; social media for social change; Future of mass media: digital technologies, changing media, Globalization and media.

UNIT-V   **(12 Hrs)**
Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industrypersonality as brand name, hero-worship etc. Acquisition and transformation of popular culture.

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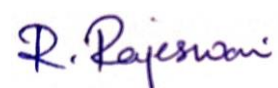
Text Books:
1. Paul Hodkinson,[2010]Media, Culture and Society: An Introduction, SAGE Publications Ltd.
 2. Neil Postman, [2005] Amusing Ourselves to Death: Public Discourse in the Age of Show Business Penguin Books.
 3. Peter L. Berger (1967) the Social Construction of Reality: A Treatise in the Sociology of Knowledge, Anchor.

Reference Books:
1. Grame Burton, [1989] Talking Television, Vikas Publishing House, New Delhi.
2. Sean McBride, [1982] Many Voices, One World, UNESCO, New Delhi.
3. David Barrat, [1986] Media Sociology, Tavi stock Publications, London

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1.http://oms.bdu.ac.in/ec/admin/contents/316_16SACVC4_2020052111144359.pdf
2.http://solr.bccampus.ca:8001/bcc/file/8f2a750a-728d-496a-89c3-6f53dce9a783/1/Media-Society-Culture-and-You-1539701744.pdf
3.https://www.google.com/search?q=media+culture+and+society&oq=media+culture+and+society+&aqs=chrome..69i57j69i61j69i60l2j35i39l2j0i512l2.4421j0j7&client=ms-android-vivo-rvo2&sourceid=chrome-mobile&ie=UTF-8#ip=1

B.Sc. Visual Communication

A20VCT520	Visual Media Research Methods	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To place prominence on the basic features of Media Research.
- To understand the nature of research methods used in analyzing media.
- To provide theoretical knowledge of Media Research Methods and Tools.
- To impart applied Media Research Methods and Tools.
- To orient students in depth towards the concepts of research.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand nature and basic concepts of Media Research.
CO2 - Development of critical thinking with respect to research in Communication
CO3 - Development of research approaches to Media
CO4 - Better analytical and exploratory skills
CO5 - Inculation of lifelong learning.

UNIT I Introduction to Media Research Methods (12 Hrs)

Research Method: Nature and Concept, Media Research Approaches, E.M. Roger's theory of communication, Marxism theory of communication, Research Tools, Nature and Concept, Types of Media Research Tools, Data: Meaning and Types, Reliability and Validity of Data

UNIT II Research Procedure (12 Hrs)

Steps in doing Research; Media Research Problems; Review of Media Studies; Sources of Secondary Data; Research Questions & Hypothesis; Types of Hypothesis; Sampling Procedure, Sample Size & Sampling Error.

UNIT III Types of Data (12 Hrs)

Primary Data; Types of Data- Nominal, Ordinal, Interval & Ratio; Data Collection Methods & Tools; Questionnaire- Types of Questions & Construction of Questionnaire; Interview Schedule & Techniques; Focus Group & Observation Techniques.

UNIT IV Research Design (12 Hrs)

Experimental & Non- Experimental Research Methods & Procedures; Qualitative & Quantitative Studies; Descriptive & Analytical Research; Content Analysis, Procedure & Methods; Case Study approach.

UNIT V Data Analysis (12 Hrs)

Data Classification, Graphic Representation of Data; Basic Elements of Statistics; Hypothesis Testing; Ethics in Conducting Research.

B.Sc. Visual Communication

Class Exercise –
Each student will develop a short visual project linked to topic of interest for their research agenda. These projects can be based on video or photography, in light of the topics discussed in class. Short documentary films should not be longer than 10 minutes. Photography based essays should not include more than 10 images for analysis.

Text Books
1. Spencer, S. (2011). Visual research methods in the social sciences: Awakening visions. New York, USA: Routledge.
2. Arthur Asa Berger (2011). Media and Communication Research Methods, First Edition, Sage Publications, New Delhi
3. White, Patrick (2017), Developing research questions, 2nd edition. London: Palgrave Macmillan.

Reference Books

1. Salmons, Janet (2014), Qualitative online interviews: Strategies, design, and skills. London: Sage Publications
2. Kothari, CR,(2008), Research Methodology Methods and Techniques, Wishwa Prakashan, New Delhi
3. Krishnaswami, O.R,(1993), Methodology of Research in Social Sciences, Himalaya Publishing
    House, Mumbai

Web Reference:
1.https://saylordotorg.github.io/text_understanding-media-and-culture-an-introduction-to-mass-communication/s05-03-methods-of-researching-media-e.html
2.https://research-methodology.net/research-methodology/research-process/
3.https://www.guru99.com/what-is-data-analysis.html

B.Sc. Visual Communication

A20VCT521	Development Communication	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- Demonstrate an understanding of the theory and history of the role of communication in development
- Critically assess the strategic use of communication and media tools in development goals
- Generate case studies on contemporary perspectives on development communication
- Apply strategies of communicating social change on various development issues from a local, national, and global perspective
- Work collaboratively, design and present a research project

Course Outcomes

After completion of the course, the students will be able to

CO1 – acquire specialized knowledge and skills on communication for social change.

CO2 - expand the knowledge base of theories around development, and its interrelation to culture, behaviour change, social transformation

CO3 - cater the growing demand for human resources on communication experts to work on development sector

CO4 - impart skills on carrying out research, design, development, implementation, monitoring & evaluation of C4D interventions

CO5 - facilitate on the field exposure to techniques of designing and developing effective C4D strategies.

UNIT I Development Communication-concept and genesis   **(12 Hrs)**
Development Communication- concept and genesis, characteristics, differences between communication and Development Communication, Philosophy & Approaches to Development Communication, Theories and models of development: dominant paradigm, concept of modernization

UNIT II Development Planning in India   **(12 Hrs)**
Planning in India and new government schemes for development, Issues of development in India – health, education, poverty, unemployment, agriculture, corruption etc. Gandhian, Nehruvian and Deendyal Upadhayay thoughts on development

UNIT III Development Journalism   **(12 Hrs)**
Development Journalism: concept & relevance, Use of media in development communication, Traditional media, Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting

B.Sc. Visual Communication

UNIT IV Awareness in Tribal & weaker sections **(12 Hrs)**
Awareness in Tribal & weaker sections, Areas of rural journalism: health, agriculture, Panchayati raj, Population Campaigns and their evaluation.

UNIT V ICTs: scope **(12 Hrs)**
ICTs: scope in development communication, Analysis of media for development communication, Designing media for development communication.

Text Books
1. Narula, Uma (1994) Development Communication, New Delhi, Hariand Publication
2. Servaes, Jan (2008). Communication for Development and Social Change, New Delhi, Sage Publication
3. Mefalopulos. P (2008) Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank.

Reference Books
1. Kiran Prasad, Communication For Development, BR Publishing Corporation, Delhi, 2004
2. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell, 2014
3. Tim Unwin, Information and Communication Technology for Development, Cambridge University Press, 2009

Web Reference:
1. https://www.slideshare.net/TatendaChityori/9-development-communication
2. http://communication.iresearchnet.com/development-communication/development-journalism/
3. https://cbpbu.ac.in/userfiles/file/2020/STUDY_MAT/POL_SC/Planning%20in%20India.%202nd%20SEM.(202)-PB%20(1).pdf

B.Sc. Visual Communication

A20VCL522	3D Animation	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- To train the student to use 3D software
- To create titling, modeling, walkthrough, and product animation
- To learn about basic lighting
- To understand the concept of texturing, rigging
- To learn about key frame animation.

Course Outcomes:

After completion of the course, the students will be able to

CO1: Understanding character modeling

CO2: Understanding texturing and shading

CO3: Understanding lights, camera and materials

CO4: Understanding 3D character animation

CO5: Gain knowledge about rendering and compositing

Practical Work:

Students should be given orientation of multimedia usability issues and interface design basics (3ds Max and Maya software should be used)

Exercises

1. Creation of text in 2D format and 3-D object with animation.
2. Creation of a walk-through (concept of their own) for 30 seconds
3. Animation for an advertisement or concept for 30 seconds.

At least FIVE concepts should be included in the record.

Text Books:

1. Kelly L. Murdock – "Kelly L. Murdock's Autodesk 3ds Max 2015 Complete Reference Guide"- Perfect Paperback – 8 Oct 2014 2.
2. Kelly L. Murdock – "Autodesk Maya Basics Guide 2015", 21 November 20143.
3. Animation Writing and Development , Jean Wright,Focal Press 2005

REFERENCE BOOKS:

1. Randi L. Derakhshani (Author), Dariush Derakhshani (Author) "Autodesk 3ds Max 2015 Essentials" , Autodesk Official Press 1st Edition – 2015
2. Matt Chandler "3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and Lighting Paperback" , – Import, 1 Mar 2014
3. The Animator Survival Kit , Richards Williams, Faber & Faber 2009.

Web Reference:

1. https://youtu.be/LYWEBZR6jYQ
2. https://youtu.be/maoWldOBDj8
3. https://youtu.be/Or1HtAG9M-s

B.Sc. Visual Communication

A20VCL523	Video Editing Practical	L	T	P	C	Hrs
		0	0	4	2	30

Course Objective:

- An introduction to video editing and the process involved in editing of video footage, special effects
- To narrate the audience in visual service of storytelling
- To understand Editing Terminology and concepts
- Learn the technological workflow for picture and sound, vital role of NLE
- To understand the continuity concept in NLE

Course Outcomes:

After completion of the course, the students will be able to

CO1: Having a good knowledge of NLE Editing systems and various file formats and Different Editing tools and how to construct stories and Media presentation.

CO2: Gain knowledge to analyses and organize, Create story order in NLE projects, Moving Edits, Continuity, Cut, Copy, and Paste. Save, Efx edits render, transitions Film, cut away.

CO3: Types and concepts in style -cutting for genre, , three-point edit, shot compositing , match Frame, Split Edits, Transitions Effects, Colour correction & Colour grading, ,Montage making,

CO4: Seamless editing and alpha channel, titling techniques, parallel, Intercut, cross cuts. News and Programmed Editing, Voice dubbing, Background music, Audio Edits for video

CO5: Pleasing colour with 3 way colour correction, Visual Effects motion title graphics & graphics and animation Final export with Basic Encoding to final Delivery for Screening

Practical Work:

Each student should practice the following techniques

1. basic cuts
2. working in the time-line
3. transitions
4. key framing
5. applying filters
6. colour correction & colour grading
7. working on audio
8. **titling and sub titling**

Student are requested to do editing for a project (Short Film or Documentary) using the above techniques. (5-10 mins)

B.Sc. Visual Communication

Text Books:
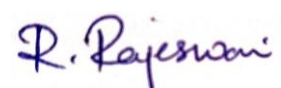
1. Ken Dancyger, "The Technique of Film and Video Editing", Focal Press, 2010
2. Roy Thompson, Christopher J. Bowen ,"Grammar of the Edit", Focal Press, 2013.

REFERENCE BOOKS:
1. Bobbie O'Steen, "The Invisible Cut: How Editors Make Movie Magic", Michael Wiese
Productions, 1st edition, 2009
 2.Gael Chandler, "Film Editing: Great Cuts Every Filmmaker Should Know", Michael Wiese
Productions 2009

Web Reference:
1. https://youtu.be/-wpFSpNbDW0
2. https://youtu.be/jTCxUXGM6tc
3. https://youtu.be/ZQDGJn89uNk

B.Sc. Visual Communication

A20VCS505   **Advertisement Film Making**   L T P C Hrs
                                                             0 0 4 2 30

Course Objective:

- To understand the process of an Advertisement Film Making
- To learn the essence of creating action demanding
- To gain knowledge of equipment's and techniques for an ad film making.
- To understand the various elements of advertising like Copy Writing, Design and Technical.
- To understand the post production process of Ad-Film Making.

Course Outcomes:
After completion of the course, the students will be able to
CO1: Gain knowledge in audiovisual commercials
CO2: Know the latest trends in advertising
CO3: Plan and implement creative strategy, media strategy, and budgeting
CO4: Gain knowledge about production process of Ad film Making
CO5: Perceiving Visualization process.

Practical Work:
Shoot a complete ad film of any brand with duration of minimum 30 sec (PSA or a

Commercial advertisement of their choice)

Text Books:

1 Altstiel, Tom & Grow, Jean.(2016) Advertising Creative Strategy, Copy & Design, 3rdedition. India:Sage.
2. Bovee & Arens. Contemporary Advertising. USA: Irwin.
3. Chunawala & Sethia. Foundations of Advertising , 8th edition .India: Himalaya Publishing.

Reference books:
1. Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books.
2. Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage.
3. Jones, P J. How Advertising Works. India: Sage

Web Reference
1. www.afaqs.com
2. www.exchange4media.com
3. www.ourmedia.org

B.Sc. Visual Communication

A20VCT624	MEDIA MANAGEMENT	L T P C Hrs
		3 1 0 4 60

Course Objective:
 • To enable the students to be able to describe the principles, need and functions of media management.
• To enable the students to describe the structure and functions of print mediaorganization.
• To understand the economics of media organisation.
• They make the students to get to know the set up and practices of media organizations
• To understand the vital role that media play in the production of news, information, and entertainment in a democratic society

Course Outcome:
After completion of the course, the students will be able to
CO1 : obtain understanding of media organizations and its types.
CO2 : bring out the differences between media as business and media as a social institution.
CO3 : have an in-depth knowledge of how media organizations are managed.
CO4 : increase clear idea of how print media works, its various functions and departments.
CO5 : have a deeper understanding of the relationship between media and its market, the production and revenue aspects, along with the risks involved with the economics of media.

UNIT I   **(12 Hrs)**
Management and it principles – Functions –Nature of leadership in Mass Media–Factors influencing good management –Flow of communication in an organization - Bottom step, top down vertical and horizontal – Management decision in media

UNIT II   **(12 Hrs)**
Media Organization and its types - Newspapers, Cinema, Radio, Television, Magazines and Online Media – Ownership & Schedule Patterns of Print and Electronic Media – Measures and Features of Media Industry, Publishing Industry, Interactive Media Industry, Computer Gaming Industry – Media Production-its process

UNIT III   **(12 Hrs)**
Media Buying and Planning – Objectives & Nature of Planning - Economics for Media – News gathering, Processing, Advertising, Printing, and Circulation – Management Problems in planning – Media plan Development and criteria

UNIT IV   **(12 Hrs)**
Electronic Media – Govt. policies in India – Principles of Television and Radio Management in India – Government owned electronic media (AIR, DD, PIB) and issues in their management – Private Channels –Globalization & its nature - Social Commitment v/s Profit making – Quality Control and Cost Effective Techniques

UNIT V   **(12 Hrs)**
Media Mix and Dimensions - Media Bodies –DAVP, INS and ABC – News agencies and syndicates - ANI, PTI, IANS, Reuters, AFP, etc – Ownership and Organization structures – Various Committees to study the problems of media in India– Global Competition on Indian Media

B.Sc. Visual Communication

Text Books

1.Rayudu C S, Media And Communication Management.

2. Mocavatt& Pringle, Electronic Media Management Mehra, Newspaper Management.

3. Rucker & Williams, Newspaper Organization and Management.

Reference Books

1. Sindhwani, Newspaper Economics and Management.

2. Herbert Williams Newspaper Organization and Management

3. Block et al, "Managing in the Media", Focal Press

Web References

1. https://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0089.xml

2. https://www.mtsu.edu/programs/media-management/

3. https://com.miami.edu/media-management-bsc/

B.Sc. Visual Communication

A20VCT625	New Media Studies	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To apprise the students of growing importance of new media technology for communication purposes
- To encourage them to write and develop contents for new media
- To make the students understand the importance of the mobile phones as tools of convergence
- To give the students an understanding of writing for the cyber media
- To expose the students to the world of internet and its extensive use for interactivity

Course Outcomes

After completion of the course, the students will be able to

CO1 – explain the implication of new concepts, products and services within the area of Internet and new media.

CO2 - understand and account for the impact of social, political, economical and cultural phenomena for Internet and new media development

CO3 - describe, analyse and discuss the current development of Internet and new media industry today.

CO4 - impart skills on writing for the cyber media

CO5 - critically report, review and discuss research around new media and Internet phenomena.

UNIT I Internet and Convergence   (12 Hrs)

New Media – Definition and Concept, Understanding the internet, its applications in media, Computer network fundamentals – cable, NIC, router, hub, bridge gateway, types of network, LAN, MAN, WAN 3. Static and dynamic websites and portals, Convergence of technologies, Convergence and contemporary media

UNIT II Content Development on Internet   (12 Hrs)

Writing for news websites and portals, E-features and stories, Writing for different groups and e-magazines, Advertising on internet – branding & presentation, Writing as per audience demand, E-scripting for web TV and web radio.

UNIT III Mobile Communication Technology – Media Perspective   (12 Hrs)

Mobile technology as new media in communication, Advertising concepts using mobile, Journalism through mobile phones, Generating various alerts, Mobile ethics and its intrusion in society.

UNIT IV New Tools   (12 Hrs)

Blogs, vlogs and blog aggregator, Ethical issues in blogging and other internet writings, E-Commerce applications, MIS (Manage information system) tools for internet management.

UNIT V New Media Advocacy   (12 Hrs)

Mobile as a powerful tool for political, business and social campaigns, E-privacy, rules and regulations and government norms. Design and develop web journal with self-written stories and features / articles or Develop advertising jingles/news/social campaign for web radio.

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Text Books
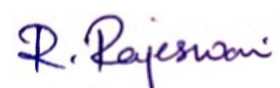
1. John Vernon Pavlik New Media Technology, Allyn & Bacon, 1997
2. Paschal Preston Reshaping Communication, Sage Publication
3. Erwin Kenneth Thomas, Brown H. Carpenter Mass Media in 2025 : Industries, Organisation, People & Nation, Greenwoon Publishing Group

Reference Books

1. Leah A. Lievrouw, Sonia Livingstone The Handbook of New Media, Sage Publications, 2007
2. Steve Jones Encyclopedia of New Media, Sage Publications
3. Jon Samsel Writing for Interactive Media, Allworth Press

Web Reference:

1. http://home.iitk.ac.in/~ynsingh/papers/itedu.pdf
2. https://www.communitycatalyst.org/doc-tore/publications/Media_Advocacy_Tools.pdf
3. https://www.slideshare.net/MohammadAslamShaiekh/media-advocacy-130630028

B.Sc. Visual Communication

A20VCL626   Short film/Documentary Production   L   T   P   C   Hrs
                                                            0   0   4   2   30

Course Objective:

- To understand the theoretical issues in non-fiction filmmaking
- To expose to different modes of documentary/Short Film representation and the appropriate usage for each style
- To gain knowledge of equipment's and techniques for an ad film making.
- To study the roles and responsibilities of a documentary/Short filmmaker.
- To understand the importance of the subjects and audiences played in a
- documentary /Short film

Course Outcomes:
After completion of the course, the students will be able to
CO1 : Have a thorough knowledge of history and growth of film making.
CO2 : Have an in-depth knowledge of various elements and features of documentary/Short filmmaking.
CO3 : To have understood expository, observational, interactive and reflexive modes of representation used in documentary/Short Film.
CO4 : Have a detailed knowledge of the various nuances of realism in documentary from structural and post structural perspective.
CO5 : Have a complete grasp of Short filmmaking with special focus on the themes and its presentation

Practical Work:

- identifying a topic and researching the topic
- writing a documentary/Short Film proposal
- Treatment and writing a script.
- Planning and shooting
- Editing and audio mixing.

Each student has to Plan and Produce a Documentary (10-15 minutes) or short Film (5-10 minutes).

TEXT BOOKS:
1 . Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Inman, Roger. & Smith, Greg.(1981-2006) Television Production Handbook.

REFERENCE BOOKS:
1. Jayshankar, K. P. A Fly in the Curry: Independent Documentary Film in India.
2. Millerson, Gerald. (2009) Television Production. Burlington, MA:Focal Press.
3 Nichols, B. (2010). Introduction to Documentary. Bloomington: Indiana University Press

WEB REFERENCE
1.https://www.mediacollege.com/
2. https://files.eric.ed.gov/fulltext/ED102559.pdf

B.Sc. Visual Communication

A20VCP627   Phase I – Project (Media Internship) Phase II – Elective L   T   P   C   Hrs
                                                                    0   0   4   2   30

Course Objective:
- Allow to apply the skills you've learned in the classroom to a real working environment.
- Helps you build your network of professionals who can help guide you along your career path.
- Offer as much mentorship and guidance as it does opportunity to practice your craft.
- To work as part of a team and be an indispensable part of a newsroom or communications organization.
- Understand a wider range of live process in Media.

Course Outcomes:
After completion of the course, the students will be able to

CO1 - demonstrate the use of communication skills in a professional setting through on-the-job experience.

CO2 - exhibit an understanding of job market expectations and standards of job performance in their respective fields.

CO3 – demonstrate creative approaches to networking through professional and academic contacts.

CO4 - demonstrate clarity, precision, and fluency in written or spoken work for specific audiences as relevant to their internship position.

CO5 – Understand the sense of disciplinary and professional responsibility, and adherence to ethical guidelines for work in the profession.

Internship

- Explain how you obtained the internship.
- Describe the working conditions, working schedule and hours.
- Write a narrative from your diary which chronicles events, issues, tasks and results throughout the internship. This should be a synopsis of the internship which includes examples that bring the experience to life.
- Cite what was appealing and not appealing about the internship.
- Provide five to 10 examples of your internship work (news and press releases, fact sheets, feature stories, film making, Tv shows, tapes, campaigns, ads, newsletters, PSAs, etc.) Show as much diversity in your work as possible.
- Present the portfolio in an easy access form, such as a folder or binder, and include an explanation of what you did.

B.Sc. Visual Communication

A20VCS606	Digital Marketing	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success;
- To develop a digital marketing plan; to define a target group;
- To get introduced to various digital channels, their advantages and ways of integration;
- To optimize a Web site and SEO optimization;
- To create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends,

Course Outcomes

After completion of the course, the students will be able to

CO1 – understand the future development of the digital marketing.

CO2 - identify the importance of the digital marketing for marketing success

CO3- manage customer relationships across all digital channels and build better customer relationships

CO4 – identify digital channels, their advantages and limitations

CO5 - manage a digital marketing performance efficiently.

UNIT I Introduction to Digital Marketing   (12 Hrs)

Digital Marketing - definition and concept, the importance and scope of digital marketing, how digital marketing is different from traditional marketing techniques, Principles of Digital Marketing; Digital Marketing Channels.

UNIT II Website Planning and Content Marketing   (12 Hrs)

Various elements of a website, Website creation to generate leads, deliver marketing messages, create a website from scratch on WordPress. Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content.

UNIT III Social Media Marketing   (12 Hrs)

Introduction; Major Social Media Platforms (Facebook, Twitter, Instagram, Youtube) for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc.

UNIT IV Search Engine Optimization   (12 Hrs)

Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc.

UNIT V New Web Analytics and Digital Marketing Budgeting   (12 Hrs)

Web Analytics - Traffic Reports, Content reports, Daily Traffic and Revenue Generation, and Real-Time Data, Google Analytics Tools. Digital Marketing Budget & Plan; Resource Planning; Cost Estimating; Cost Budgeting; Cost Control.

B.Sc. Visual Communication

Text Books
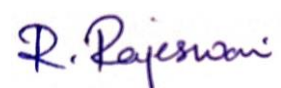
1. The Art of SEO   Eric Enge, Stephan Spencer, Jessie Stricchiola
2. New Rules of Marketing and PR by David Meerman Scott
3. Digital Marketing 2020 by Danny Star

Reference Books

1. Digital Marketing for Dummies by Ryan Deiss & Russ Henneberry
2. Epic Content Marketing by Joe Pulizzi

Web Reference:

1. https://mailchimp.com/marketing-glossary/digital-marketing/
2. https://www.investopedia.com/terms/s/social-media-marketing-smm.asp
3. https://www.optimizely.com/optimization-glossary/search-engine-optimization/

B.Sc. Visual Communication

A20VCE507   **Media Presentation Skills**   L   T   P   C Hrs
                                                             3   0   0   3 45

Course Objectives

▪ To understand private and public service broadcasting and presentation skills
• To Develope the writing ability for various media program formats.
• To build the capabilities of presentation skills and news-reading.
• To Showcase various tools and equipment used in media broadcast.
• To enable students to create programmes for various media formats such as news
  bulletin, talk, interview, magazine, etc.

Course Outcomes

After completion of the course, the students will be able to

CO1 – define various on-air presentation skills for broadcast media
CO2 - associate the various programme presentation formats and job roles in radio and TV
CO3 – articulate the presentation art of anchoring, news reading and reporting
CO4 - understand the techniques with camera, microphone and other recording devices.
CO5 - create presentation ideas and techniques for various media formats

Unit 1 Skills of on air presence   **(9 Hrs)**
Connect with audience, Express appropriate emotion, Confidence, Conversational skills,
Fluency, Ability to improvise, Understanding of ethical issues,

Unit 2 Interviewing skills and presentation   **(9 Hrs)**
Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of
Voice Modulation , command over language, Anchoring skills for various types of shows in
radio and television

Unit 3 News reading and presentation   **(9 Hrs)**
Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic
understanding of news and current affairs, Style of different stations, Making of Voice Over:
Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio
commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of
fake news and cross checking.

Unit 4 Presentation skills for Radio   **(9 Hrs)**
RJ, compering, commentary, announcement, moderation of group discussion, etc., Art of
interviewing: Knowing the subject, prepare, craft the question, listen, empathizing with &
making the interviewee comfortable, place & equipment, setting ground rules, maintaining
the natural flow. Understanding the techniques of engaging the audience.

Unit 5 Anchoring and Presentation   **(9 Hrs)**
Qualities of an Anchor **,** Voice Modulation and Rundown Production, Using the teleprompter
in Studio, Anchoring techniques: Live shows & Recorded programs, Anchoring according to
Program Formats, Role
of styling (makeup techniques), Discussing Eminent Anchors of the Industry

B.Sc. Visual Communication

Text Books

1. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
2. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
3. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal Press.

Reference Books

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.

Web Reference:

1. https://ctlt.ubc.ca/2012/05/25/effective-media-and-presentation-skills/
2. https://www.sfn.org/~/media/SfN/Documents/Public%20Outreach/baw_General_Techniques_for_Media_Interviews.ashx
3. https://www.rph.org.au/wp-content/uploads/2019/05/3-Presentation-skills-for-radio-readers-RPHA-Radio-Reading-Resources-for-Volunteers-Accessible.pdf

B.Sc. Visual Communication

A20VCE508	Media Aesthetics	L	T	P	C	Hrs
		3	0	0	4	45

Course Objectives
- To highlight how aesthetics influence design in media and vice versa.
- To perform aesthetic experiments in the production and circulation of digital content.
- To learn to theorize and experiment with new aesthetic modalities of Media
- to think critically about the circulation of texts and images in contemporary digital networked platforms
- to uncover through research the historical, contemporary, and emerging aesthetic features

Course Outcomes
After completion of the course, the students will be able to

CO1 – practice communication of design, and the articulation of aesthetics and design thinking.

CO2 - provide the opportunity to wholly own a design, and see it from conception to finished project.

CO3- understand the relationships between art, aesthetics, science and how they apply to our lives and professional aspirations.

CO4 – document their design choices, gaining facility in communication and recognition of their own creative processes.

CO5 - demonstrate teamwork skills in the service of their own and other's creative vision.

UNIT I Media Aesthetics   (9 Hrs)
Media Aesthetics definition and Meaning. Functions and scope of media aesthetics. Importance of media aesthetics, Fundamental elements of media aesthetics.

UNIT II Theories of Media Aesthetics   (9 Hrs)
Aesthetic Theories and the Quality of Art, Imitationalism and Literal Qualities, Formalism and Design Qualities, Emotionalism and Expressive Qualities.

UNIT III Aesthetics of Video- Production   (9 Hrs)
What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, colour. Principles of visual grammar, headroom, noseroom, 180-degree rule, shot, reverse sequence, Depth of field techniques.

UNIT IV Visual Culture   (9 Hrs)
Visual culture definition and concept. How does it differ from art history and cultural studies? 'Images, Power, and Politics', 'Viewers Make Meaning', Iconography. Visual Culture and Everyday Life.

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UNIT V New media aesthetics **(9 Hrs)**

Introduction to new media aesthetics, the influences of new media art on modern art aesthetic, Digital interactive art.

Text Books
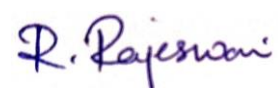
1. "Sight, Sound, Motion: Applied Media Aesthetics (Cengage Series in Communication Arts)" by Herbert Zettl
2. "The Engagement Aesthetic: Experiencing New Media Art Through Critique (International Texts in Critical Media Aesthetics)" by Francisco J Ricardo
3. Chun, Wendy Hui Kyong, and Thomas Keenan, eds. 2015. *New media, old media: A history and theory reader*. 2d ed. New York: Routledge.

Reference Books

1. Hausken, Liv, ed. 2013. *Thinking media aesthetics: Media studies, film studies and the arts*. Frankfurt: Peter Lang.
2. Mitchell, W. J. T., and Mark B. N. Hansen, eds. 2010. *Critical terms for media studies*. Chicago: Univ. of Chicago Press.
3. Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant, and Kieran Kelly. 2009. *New media: A critical introduction*. London and New York: Routledge.

Web Reference:

1. https://library.oapen.org/bitstream/handle/20.500.12657/25882/1004201.pdf?sequence=1&isAllowed=y
2. https://www.tandfonline.com/doi/pdf/10.1080/00335637509383292
3. https://us.sagepub.com/sites/default/files/upm-assets/28934_book_item_28934.pdf

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A20VCE509 **Folk Media** L T P C Hrs
3 0 0 4 45

Course Objectives
- To explain what is folk media and its history.
- To analyse the nature of folk media
- To discuss how communication takes place through folk media
- To learn various forms of folk media
- To explain how traditional media acts as a part of socio-cultural and ritual communication.

Course Outcomes
After completion of the course, the students will be able to

CO1 – understand how folk media reflects societal concerns.
CO2 - describe the scope and characteristics of folk media.
CO3 – know the roots and type of folk art form.
CO4 - understand the role of folk media in social development.
CO5 - familiarize with folk media and rural mass communication

Unit 1 Folk media – an introduction (9 Hrs)
Folk media – an introduction, Nature of traditional folk media, Communication through traditional folk media, Traditional media as part of socio-cultural and ritual communication

Unit 2 Features of folk media (9 Hrs)
Folk media as a mass medium, Features and characteristics of folk media –its advantages and disadvantages, Storytelling as the core of folk media

Unit 3 Folk Media in India (9 Hrs)
History and growth of folk media in India- a brief overview of Folk media in Northeast India, Applications of folk media for development purposes

Unit 4 Different forms of Folk Media (9 Hrs)
Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu and West Bengal.

Unit 5 Folk Media and Social Development (9 Hrs)
Role of Folk Media in social change; challenges and threats to folk media, Strengthening folk media- means and ways. Impact of electronic media on traditional media, Mass communication media vs folk culture.

Text Books
1. Atton, Chris (2002) Alternative Media; Sage, London
2. Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
3. Malik, Madhu Traditional Form of Communication and the Mass Media in India, Paris: Unesco

Reference Books
1. Mukhopadhyay, Durgadas; Lesser known forms of Performing Arts in India New Delhi: Sterling 1978 –
2. Parmar Shyam: Traditional Folk Media in India New Delhi: Geka Books 1975
3. Parmar Shyam: Folk Music Mass Media, New Delhi: Communication Publication

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Web Reference:

1. http://www.igntu.ac.in/eContent/IGNTU-eContent-1024466355943-BJMC-3-Dr.ManishaSharma-FolkmediaandTribalcommunication-4.docx
2. https://www.owlgen.in/discuss-the-various-forms-of-traditional-media-of-india/
3. http://www.ijesrr.org/publication/19/IJESRR%20V-2-2-12%20E.pdf

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A20VCE610	Semiotics and Visual analysis	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To understand the study of signs, how they are used, and how they are interpreted
- To understand Sign and the components of a sign and How do people use signs in social and linguistic practice
- To acquire the connections between objects and social meanings and how do these connections arise and transform
- To learn where the social meanings of signs arise from and transform social and cultural practice more broadly
- To attain the knowledge on the role of semiotics in various disciplines.

Course Outcomes

After completion of the course, the students will be able to

CO1 – interpret semiotics as a discipline, distinct from the generalized use of semiotic terms and principles

CO2 - Recognize and practice the specialized, conceptual vocabulary of semiotics

CO3- recognize how and why the written word came to define and organize public life in Western culture.

CO4 – Apply semiotic principles to your chosen area of interest

CO5 - Design texts that reflect an understanding of signification across media and modes

UNIT I Semiotics and Semiotic analysis (12 Hrs)

Introduction to principles of semiotics and semiotic analysis − Language, culture and creation of meaning from a semiotic perspective − Types of signs − Sign systems.

UNIT II Semiological Analysis (12 Hrs)

Synchronic and the Diachronic – Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes – semiology of the television medium.

UNIT III Analysis of visuals (12 Hrs)

Cultural studies, analysis of visual – semiotics, denotation, connotation and Iconography - Analysis of film and television – six levels of analysis - psychoanalytic understanding of visual images - Different perspectives and methods of visual analysis.

UNIT IV Semiotics in marketing (12 Hrs)

Role of semiotics in marketing, Brand messaging, Influence consumers' subconscious decision-making, How to conduct a semiotic analysis, How to conduct a semiotic analysis.

UNIT V Semiotic analysis of film (12 Hrs)

Introduction to semiotic analysis of film, Indexical Signs, Symbolic Code, Iconic Signs and Code, Enigma Code, convention. Analyze a film using the above codes and prepare a report on the same.

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Text Books

1. Chandler, Daniel. Semiotics: The Basics. 2nd ed. New York: Routledge, 2002.
2. Danesi, Marcel. The Quest for Meaning: A Guide to Semiotic Theory and Practice. Toronto: University of Toronto Press, 2007.
3. Eco, Umberto. A Theory of Semiotics Indiana University Press, 1979.

Reference Books

1. Hoffmeyer, Jesper. Signs of Meaning in the Universe. Trans. Barbara J. Haveland. IUP, 1996.
2. Jappy, Tony. Introduction to Peircean Visual Semiotics. New York: Bloomsbury, 2013.
3. Lakoff, George, and Mark Johnson. Metaphors We Live By. Chicago: The University of Chicago Press

Web Reference :

1. https://www.arch.chula.ac.th/journal/files/article/lJjpgMx2iiSun103202.pdf
2. https://squareholes.com/2019/03/semiotic-decoding-of-categories-and-culture/
3. https://coolerinsights.com/2012/05/the-role-of-semiotics-in-marketing/

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A20VCE611   **Ethnography**   **L T P C Hrs**
                                                        3 1 0 4 60

Course Objective:
- To understand the scope and nature of ethnography
- To Identify research protocols that are effective and ethical for various cultural projects.
- To Reflect on their own purposes, intentions, and frames of analysis
- To Articulate, through academic writing, the usefulness and rational regarding
- To become well versed in research methodology.

Course Outcome:
After completion of the course, the students will be able to
CO1 - Have a thorough understanding of the concept of ethnography
CO2 – familiarise with the goals and objectives of ethnography
CO3 – understand the methods and ethics of ethnographic study
CO4 - Compare ethnography to other forms of cultural representation such as journalism, film, and creative non-fiction.
CO5 – Conduct a basic cultural study using ethnographic methods, objectives, and frames of analysis

UNIT I ETHNOGRAPHY   (12 Hrs)
Ethnography, Definition, Nature and Scope, Ethnographic styles - Deciding among styles of ethnography: Theoretically driven versus grounded theoretical traditions.

UNIT II Different Approaches to Doing Fieldwork   (12 Hrs)
Narrative ethnography, Urban ethnography, Disaster ethnography, Organizational ethnography, Historical ethnography, Virtual ethnography

UNIT III Interviewing Techniques   (12 Hrs)
Sampling ¬ Creating an Interview Protocol ¬ Interviewing techniques and etiquette. The Craft of Observing.

UNIT IV Global Ethnography   (12 Hrs)
Definition - Forces, Connections and Imaginations in a Postmodern World.

UNIT V Ethnographer as Storyteller   (12 Hrs)
Parallels between storytelling ethnography and transdisciplinary enquiry, Stories create change in all of these outcome spaces, Frames and tools, Conclusion

Text Books

1. Palmer, J. (2016). Ethnography as transdisciplinary inquiry: two stories of adaptation and resilience from Aceh, Indonesia.
2. In, D. Fam, J. Palmer, C. Riedy and C. Mitchell (Eds.), Transdisciplinary Research and Practice for Sustainability Outcomes, Routledge: London, United Kingdom.
3. Madison, D.S. (2011). Critical ethnography: Method, ethics, and performance. New York, NY: Sage.
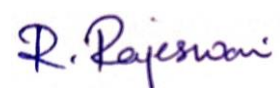
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Reference Books

1. Behar, R. (2014). The vulnerable observer: Anthropology that breaks your heart. New York, NY: Beacon Press.
2. Clifford, J., & Marcus, G. E. (Eds.). (1986). Writing culture: The poetics and politics of ethnography. University of California Press.
3. Cutcher, A. J. (2015). Displacement, identity and belonging: An arts-based, auto/biographical portrayal of ethnicity and experience. New York, NY: Springer.

Web References

1. Advertising – Ahuja and Chhabra
2. https://www.citethisforme.com/topic-ideas/business-marketing/Public%20Relations%20Reference%20List-40548756 3.
3.https://www.researchgate.net/publication/233014914_The_relationship_between_public_relations_and_marketing_in_excellent_organizations_Evidence_from_the_IABC_study

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A20VCE612   ADVERTISING AND PUBLIC RELATIONS   L T P C Hrs
3 1 0 4 60

Course Objective:
- To understand the scope and nature of Advertising
- To know the various of types of Advertising
- To apply basic public relations theories and principles to practice.
- To compose written public relations materials in a logical, coherent, concise, and appropriate format.
- To deliver effective presentations to work teams, clients, and publics.

Course Outcome:
After completion of the course, the students will be able to
CO1 - Have a thorough understanding of execution of advertising processess
CO2 – Get a clear idea of the scope and effectiveness of advertising
CO3 - Blend broader liberal arts knowledge with the principles of public relations
CO4 - Create effective public relations campaigns.
CO5 – Plan and implement basic research projects, read and interpret research data as they apply to public relations campaigns

UNIT I   (12 Hrs)

Advertising, Definition, Nature and Scope, Advertising and Society, Types of Advertising. Advertising and Propaganda, Publicity and PR.

UNIT II   (12 Hrs)
Advertising Agency; History, Structure, Organization, Functions, Commission System.- Ad. Copy, Visualization, Layout, Principles, Characteristics, Types and Strategies, Advertising media

UNIT III   (12 Hrs)
Brand Positioning – Media Planning, USP, Selection of Time and Space in Print and Electronic Media – Scheduling Advertisements

UNIT IV   (12 Hrs)
Definitions -propaganda and publicity-Public relation functions- PR codes of ethics-Organizational setup- Industrial PR- Stages of PR campaign- Govt. Information services and its functions.

UNIT V   (12 Hrs)
PR counseling and consultancy- PR for sales promotion- Media relations. PR tools. House journals and newsletters. Handouts- press conferences- PR campaigns

Text Books
1. Essential of Advertising – Chandan Singh and Malhan
2. Canefield and Moore- Public relations
3. Narasimha Reddy- How to be a good PRO

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Reference Books
1. Advertising basics- J.V.Vilanilam and A.K.Vargheese, Sage publications, New Delhi, 2004.
2. Advertising – Ahuja and Chhabra
3. Philip Lesley- Handbook of Public Relations.

Web References
1. Advertising – Ahuja and Chhabra
2. https://www.citethisforme.com/topic-ideas/business-marketing/Public%20Relations%20Reference%20List-40548756 3.
3.https://www.researchgate.net/publication/233014914_The_relationship_between_public_relations_and_marketing_in_excellent_organizations_Evidence_from_the_IABC_study

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