

UNIVERSITY DEPARTMENTS
REGULATIONS 2010
M.Sc. (ELECTRONIC MEDIA)
FIVE YEAR INTEGRATED PROGRAMME

SEMESTER I

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9111	<u>Communicative English</u>	3	0	0	3
XM 9101	<u>Evolution of Media</u>	3	0	0	3
XM 9102	<u>Drawing and Visual Design</u>	2	0	3	4
XM 9103	<u>Computer Fundamentals</u>	3	0	0	3
XM 9104	<u>Electronics Fundamentals</u>	3	0	0	3
PRACTICAL					
XM 9112	<u>Communication Skills Lab-I</u>	0	0	4	2
XM 9105	<u>Computer Lab</u>	0	0	4	2
XM 9106	<u>Electronics Lab-I</u>	0	0	4	2
TOTAL					22

SEMESTER II

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9161	<u>Professional English</u>	3	0	0	3
XM 9151	<u>Principles of Journalism</u>	3	0	0	3
XM 9152	<u>Mass Communication</u>	3	0	0	3
XM 9153	<u>Principles of Advertising</u>	3	0	2	4
XM 9154	<u>Electronic Media and Instrumentation</u>	3	0	0	3
PRACTICAL					
XM 9162	<u>Communication Skills Lab-II</u>	0	0	4	2
XM 9155	<u>Creative Design Lab</u>	0	0	4	2
XM 9156	<u>Electronics Lab-II</u>	0	0	4	2
TOTAL					22

SEMESTER III

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9211	<u>Communication Skills for Media</u>	3	0	0	3
XM 9201	<u>News Reporting</u>	3	1	0	4
XM 9202	<u>Basics of Photography</u>	3	0	0	3
XM 9203	<u>Sound and Acoustic Techniques</u>	3	1	0	4
XM 9204	<u>Programming Languages -I</u>	3	0	0	3
PRACTICAL					
XM 9205	<u>Photography Lab</u>	0	0	4	2
XM 9206	<u>Programming Lab</u>	0	0	4	2
PROJECT					
XM 9207	<u>Lab Journal Production</u>	0	0	6	3
TOTAL					24

Attested

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SEMESTER IV

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9251	<u>Public Relations and Event Management</u>	3	0	0	3
XM 9252	<u>2D Graphics and Animation</u>	3	0	0	3
XM 9253	<u>ICT for Development</u>	3	0	2	4
XM 9254	<u>Radio Programme Production</u>	3	0	0	3
XM 9255	<u>Programming Languages-II</u>	2	0	3	4
PRACTICAL					
XM 9257	<u>Radio Programme Production Lab</u>	0	0	4	2
XM 9258	<u>2D Graphics and Animation Lab</u>	0	0	4	2
PROJECT					
XM 9259	<u>Campaign Planning Project</u>	0	0	6	3
	TOTAL				24

SEMESTER V

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9301	<u>Electronic Journalism</u>	3	0	0	3
XM 9302	<u>Video Production</u>	3	0	0	3
XM 9303	<u>Editing Techniques</u>	3	1	0	4
XM 9304	<u>3D Graphics and Animation</u>	3	0	0	3
	Elective-I	3	0	0	3
PRACTICAL					
XM 9305	<u>3D Graphics and Animation Lab</u>	0	0	4	2
XM 9306	<u>Production and Post Production Lab</u>	0	0	4	2
PROJECT					
XM 9307	<u>Video Journalism Project</u>	0	0	6	3
	TOTAL				23

SEMESTER VI

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9351	<u>E-Content Development</u>	3	0	0	3
XM 9352	<u>Media Laws and Ethics</u>	3	0	0	3
XM 9353	<u>TV Programme Production</u>	3	0	0	3
XM 9354	<u>Web Designing</u>	3	1	0	4
	Elective-II	3	0	0	3
PRACTICAL					
XM 9355	<u>Web Designing Lab</u>	0	0	4	2
XM 9356	<u>E-Content Development Lab</u>	0	0	4	2
PROJECT					
XM 9357	<u>TV Programme Production Project</u>	0	0	6	3
	TOTAL				23

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SEMESTER VII

CODE	COURSE TITLE				
PROJECT					
XM 9401	<u>Industrial Project</u>			32	16

SEMESTER VIII

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9451	<u>Media, Society and Culture</u>	3	0	0	3
XM 9452	<u>Media Management</u>	3	0	0	3
XM 9453	<u>Educational Media</u>	3	0	0	3
	Elective-III	3	0	0	3
	Elective-IV	3	0	0	3
PRACTICAL					
	Elective-III Lab	0	0	4	2
	Elective-IV Lab	0	0	4	2
PROJECT					
XM 9454	<u>Media Marketing Project</u>	0	0	6	3
TOTAL					22

SEMESTER IX

CODE	COURSE TITLE	L	T	P	C
THEORY					
XM 9501	<u>Media Research</u>	3	0	0	3
XM 9502	<u>Film Appreciation</u>	3	0	2	4
XM9503	<u>Science and Technology Communication</u>	3	0	2	4
	Elective - V	3	0	0	3
	Elective - VI	3	0	0	3
PRACTICAL					
	Elective-V Lab	0	0	4	2
	Elective-VI Lab	0	0	4	2
PROJECT					
XM 9504	<u>Research Project</u>	0	0	6	3
TOTAL					24

SEMESTER X

CODE	COURSE TITLE	L	T	P	C
PROJECT					
XM 9551	<u>Project</u>	0	0	32	16

Total Credits for the Programme: 216

ELECTIVES

FOR ELECTIVES I AND II

THEORY					
XM 9021	<u>Peace Journalism</u>	3	0	0	3
XM 9022	<u>Online Journalism</u>	3	0	0	3
XM 9023	Social Psychology	3	0	0	3
XM 9024	Multimedia Authoring Tools	3	0	0	3
XM 9025	Media and Sustainable Development	3	0	0	3
XM 9026	Health Communication	3	0	0	3
XM 9027	Community Media	3	0	0	3
XM 9028	<u>Media and Disaster Management</u>	3	0	0	3
XM 9029	Media Aesthetics	3	0	0	3
XM 9030	Tamil Journalism	3	0	0	3
XM 9031	New Media	3	0	0	3
XM 9032	Media Convergence	3	0	0	3
XM 9033	Folk Media	3	0	0	3
XM 9034	Environmental Science and Engineering	3	0	0	3

FOR ELECTIVES III, IV, V AND VI

THEORY					
XM 9071	Advanced Web Technologies	3	0	0	3
XM 9073	XML and Web Services	3	0	0	3
XM 9075	Documentary and Short Film Production	3	0	0	3
XM 9077	<u>Integrated Marketing Communication</u>	3	0	0	3
XM 9079	Advanced 3D Graphics and Animation	3	0	0	3
XM 9081	Digital Compositing	3	0	0	3
XM 9083	Photography	3	0	0	3
XM 9085	Game Design and Development	3	0	0	3
XM 9087	Media Commercials	3	0	0	3
XM 9089	Motion Graphics	3	0	0	3
PRACTICALS					
XM 9072	Advanced Web Technologies Lab	0	0	4	2
XM 9074	XML and Web Services Lab	0	0	4	2
XM 9076	Documentary and Short Film Production Lab	0	0	4	2
XM 9078	<u>Integrated Marketing Communication Lab</u>	0	0	4	2
XM 9080	Advanced 3D Graphics and Animation Lab	0	0	4	2
XM 9082	Digital Compositing Lab	0	0	4	2
XM 9084	Photography Lab	0	0	4	2
XM 9086	Game Design and Development Lab	0	0	4	2
XM 9088	Media Commercials Lab	0	0	4	2
XM 9090	Motion Graphics Lab	0	0	4	2

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OBJECTIVES

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

UNIT 1**9**

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

UNIT 2**9**

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

UNIT 3**9**

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

UNIT 4**9**

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

UNIT 5**9**

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

TOTAL: 45 PERIODS

Attested

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REFERENCES

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

XM 9101

EVOLUTION OF MEDIA

LT P C
3 0 0 3

AIM

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

OBJECTIVES

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

UNIT I TRADITIONAL MEDIA

9

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

UNIT II PRINT MEDIA

9

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

UNIT III RADIO

9

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

UNIT IV TELEVISION

9

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

UNIT V NEW MEDIA

9

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

TOTAL: 45 PERIODS

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TEXT BOOK:

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

REFERENCES:

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

XM 9102**DRAWING AND VISUAL DESIGN****L T P C****2 0 3 4****AIM**

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

OBJECTIVES:

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

UNIT I STRUCTURAL LINES and GEOMETRICAL SHAPES 9
 Lines and different strokes using different pencils and brushes, Cartoons, Caricature, Scale drawing. Practice of Birds, Animals and Human forms, Portraits and Self portrait.

UNIT II LETTERING AND LOGO DESIGNING 9
 Lettering and Logo styles, Communication symbols with pencil, Indian ink, paint and stencil cutting, Story Boarding and Public service communication through art work and paintings.

UNIT III COLOUR 9
 Definition, Hue, Saturation and Brightness, Historical background, Additive and Subtractive colours, Theory of Colours, Colour wheel, Warm and Cool colours, Primary, Secondary and Tertiary Colours and the right combination of these colours for various purpose. Colour Symbolism and Psychology. Use of Colours in Painting, Printing, Creative Production and Electronic signals. Practice in different colour mediums and air brush.

UNIT IV COMPOSITION AND PERSPECTIVE 9
 Composition, Light and shade drawing, Introduction to Chiaroscuro. Principle of perspectives-Linear Perspective, Vanishing Point Perspective, One, two and three point perspective

UNIT V MINIATURE SET DESIGNING AND CLAY MODELLING 9
 Creating different miniature models through waste materials, Fundamentals of Sculpture through study on anatomy of Human body. Through standing posture, Construction, Scale, Proportion, Material, Techniques, Mass, Volume, Shapes, Contour, Direction, Fade, Plasticity and Expression. Introduction to various basic techniques of forming clay through simple shapes and to understand the characteristics of clay material.

TOTAL: 45 PERIODS*Attested*

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TEXT BOOKS

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

REFERENCES

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

XM 9103

COMPUTER FUNDAMENTALS

L T P C
3 0 0 3

AIM : To create an awareness of Computers and Internet.

OBJECTIVES:

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

UNIT I INTRODUCTION TO COMPUTERS 9

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

UNIT II COMPUTER HARDWARE AND SOFTWARE 9

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

UNIT III COMPUTER NETWORKS 9

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

UNIT IV APPLICATIONS OF INTERNET 9

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

UNIT V OFFICE AUTOMATION 9

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

TOTAL: 45 PERIODS

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TEXT BOOKS

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

REFERENCES

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

XM 9104

ELECTRONICS FUNDAMENTALS

L T P C
3 0 0 3

AIM

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

UNIT I DC CIRCUIT ANALYSIS

9

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

UNIT II FUNDAMENTALS CONCEPTS IN DIGITAL ELECTRONICS

9

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

UNIT III INTRODUCTION TO SEMICONDUCTOR PHYSICS & DIODE

9

Charge carriers in semiconductors, intrinsic and extrinsic semiconductors, donors and acceptors, charge neutrality Fermi level, carrier drift, carrier diffusion, graded impurity distribution, Hall Effect, PN junction, built in potential, Electrical field, space charge region and width, reverse bias characteristics, non-uniformly doped junction, PN junction diode, I-V relationship, minority carrier distribution, temperature effects, diffusion resistance.

UNIT IV AMPLIFIERS BJT & FET

9

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

UNIT V APPLICATIONS

9

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

TOTAL: 45 PERIODS

TEXT BOOKS

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

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REFERENCES

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

XM 9112

COMMUNICATION SKILLS LAB – 1

L T P C
0 0 4 2

OBJECTIVES

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

Course Description

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

1. Discourse Functions in Media context – Describing, Narrating, Comparing & Contrasting. Explaining, Analyzing, Evaluating – Role Play based on given situations – Persuading, Convincing, Negotiating, Apologising, Clarifying etc. – Group Discussion
2. Listening Activities – Talks, Narratives, Scenes from Plays, Conversation, Excerpts from Literature – Pronunciation Activities – Different Tones in Speaking – Self-instruction CD-ROMs using various English learning software packages
3. Seminar skills - agreeing and disagreeing, clarifying, questioning, persuading, emphasizing, concluding, interrupting; evaluating ideas and actions, presenting solutions, recommending action, comparing and contrasting, probability and possibility, cause and effect, criticizing - Group Discussion Activities on current issues – Presenting your viewpoints
4. Non-verbal Communication – Interpreting charts, figures, images, maps, tables, body language, eye contact – Making short speeches – Poster making on social issues – Anchoring a programme – Live or in Electronic Media – Writing Media Notes – Self-instruction using listening and video materials from the self access language laboratory with comprehension exercises.
5. Video Comprehension developing combined audio-visual receptive skills to deduce meaning from context - Scenes taken from Movies, Television series, Advertisements – Creating Advertisements to market a product - Use of online resources – Making short speeches – Developing a story and enacting it

TOTAL: 60 PERIODS

REFERENCES

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

XM 9105

COMPUTER LAB – 1

L T P C
0 0 4 2

AIM

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

OBJECTIVES

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

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EXERCISES

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

Word Processing

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

Spreadsheets

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

Presentations

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

Relational Database Management Software

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

Internet Applications

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

TOTAL: 60 PERIODS

XM 9106

ELECTRONICS LAB – 1

L T P C
0 0 4 2

1. Verification of Kirchoff's Laws
2. Verification of Thevenin's Theorem
3. Characteristics of PN diode
4. Characteristics of Zener diode
5. Verification of Logic Gates.
6. Characteristics of Transistors.

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7. Frequency response of Series and Parallel resonance circuits.
8. Transient analysis of RL & RC circuits.
9. Operational Amplifier Applications
10. Study of CRO & Radio Receivers

TOTAL: 60 PERIODS

XM 9161

PROFESSIONAL ENGLISH

L T P C
3 0 0 3

OBJECTIVES

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

UNIT I

9

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

UNIT II

9

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

UNIT III

9

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

UNIT IV

9

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

UNIT V

9

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

TOTAL: 45 PERIODS

Attested

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REFERENCES

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

XM 9151

PRINCIPLES OF JOURNALISM

L T P C

3 0 0 3

AIM

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

OBJECTIVES

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

UNIT I NEWS BASICS

9

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

UNIT II TYPES OF BEATS

9

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

UNIT III CONCEPT AND STORY IDEA

9

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

UNIT IV NEWS STRUCTURE

9

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

UNIT V ROLES & RESPONSIBILITY

9

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

TOTAL: 45 PERIODS

TEXT BOOKS

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

REFERENCES

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

Attested

13
Sahin
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Aim

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

Objectives

- To throw light on the theories of communication
- To deal in deep the models of communication
- To provide an account of the theories of the press
- To ascertain the functions and state of media in India

UNIT I COMMUNICATION

9

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

UNIT II MODELS OF COMMUNICATION

9

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

UNIT III THEORIES OF COMMUNICATION

9

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

UNIT IV THEORIES AND RESPONSIBILITY OF MEDIA

9

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

UNIT V COMPARATIVE THEORIES

9

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

TOTAL: 45 PERIODS**TEXT BOOKS**

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

REFERENCES

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

AIM

To give overall concepts about Advertising.

OBJECTIVES

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

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UNIT I ADVERTISING: AN INTRODUCTION 9

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

UNIT II ADVERTISING CAMPAIGN PLANNING 9

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

UNIT III ADVERTISING CREATIVITY 9

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

UNIT IV ADVERTISING AGENCY 9

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

UNIT V INTEGRATION AND EVALUATION 9

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

TOTAL : 45 PERIODS

TEXT BOOKS

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

REFERENCES

1. V.L. Leymore - The Hidden Myth, Heinemann, New Delhi
2. G. Dyer - Advertising as Communication, Methuen, UK
3. Thakur - Advertising Management, Himalaya, New Delhi
4. Chunawala and Sethia - Advertising Principles and Pratices, Himalaya,New Delhi

XM 9154

ELECTRONIC MEDIA INSTRUMENTATION

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

AIM

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

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UNIT I ACOUSTICS 9

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

UNIT II BROADCASTING BASICS 9

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

UNIT III BASIC PRINCIPLES OF COMMUNICATION 9

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

UNIT IV FUNDAMENTALS OF RADIATION ANTENNA 9

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

UNIT V NEW TRENDS IN INSTRUMENTATIONS 9

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

TOTAL: 45 PERIODS

TEXT BOOKS

1. Graham Jones, A Broadcast Engineering Tutorial for Non-Engineers, Focal Press, 2005.
2. Gaur R.K . and Gupta S.L., Engineering Physics, 8th edition, Dhanpat Rai Publications (P) Ltd., New Delhi, 2003.

REFERENCES

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



XM 9162

COMMUNICATION SKILLS LAB – II

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

OBJECTIVES

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

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Course Description

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

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

TOTAL: 60 PERIODS

REFERENCES

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

XM 9155

CREATIVE DESIGN LAB

L T P C
0 0 4 2

AIM

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

OBJECTIVE

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

1. Creating Logos with shapes and effects
2. Creating different Print collaterals using computer graphics tools (Visiting card, Letter Head, Brochure, Pamphlets, Dangers, Leaflets, Posters, Book Cover, CD cover, greeting card and other printing materials etc.)
3. Product cover design
4. Package cover Designing
5. Designing an Invitation
6. Editing Photographs with effects and color correction

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7. Collage works with photographs
8. Developing graphic Backgrounds and Layouts
9. Designing 3D buttons, Menus
10. Designing a Web Page
11. Creating and designing Newsletter
12. Designing a Calendar
13. Designing a Print Advertisement for Newspapers and Magazine
14. Designing a supplement

TOTAL: 60 PERIODS

XM 9156

ELECTRONICS LAB II

L T P C
0 0 4 2

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

TOTAL: 60 PERIODS

XM 9211

COMMUNICATION SKILLS FOR MEDIA

L T P C
3 0 0 3

LEARNING OBJECTS

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

UNIT I

9

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

UNIT II

9

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

Attested

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UNIT III **9**
British/American English – Media related Vocabulary – Understanding Schedules – Listening to interviews & Dialogues – Role plays in various authentic situations – Conducting interviews – Organizing a programme – Job Application with CV (with Cover letter)

UNIT IV **9**
Lexis development and extension in appropriate areas - Phrasal Verbs – Reading and Analysing an Advertisement – Reading Press Releases – Interpreting Images – Listening to tonal inflections – Radio Programme – Anchoring an event – Profile writing – Slogan Writing – Written communication tasks for authentic task oriented goals.

UNIT V **9**
Prepositional phrases – Active & Passive – Extensive Reading – Novels & Plays – Listening for data collection – Evaluating problems and giving suggestions – Giving Directions – Oral & Written - Creative Writing – Using online resources to extract authentic materials on specific areas of interest.

TOTAL :45 PERIODS

REFERENCES

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

XM 9201

NEWS REPORTING

L T P C
3 1 0 4

AIM

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

OBJECTIVE

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

UNIT I **NEWS, SOURCES AND CONTACTS** **9**

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

UNIT II **BEATS AND NEWS SELECTION TECHNIQUES** **9**

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

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UNIT III CONCEPT AND STORY IDEA 9
Brainstorming, Story Idea, Story Mapping , Deciding Story angle and Approach, Research, Plus - Minus - Interesting Techniques, Story Board, Idea for Features, News Documentary,

UNIT IV WRITING NEWS SCRIPT 9
Basics of News Writing, 5Ws 1H, Inverted Pyramid ,Intro and Leads, Types of Lead, Writing Headlines, Sub - Editing , Feature Writing , Hour - Glass Structure, Telling the Story ,Placing the Key Words ,Developing the Story, Signposting , Ending the Story, Last line and the last word.

UNIT V NEWS EDITING TECHNIQUES 9
Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Hyperbole, Adjectives Editing techniques, Editing Softwares, Proof reading.

TOTAL: 45 PERIODS

TEXT BOOKS

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

REFERENCES

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

XM 9202

BASICS OF PHOTOGRAPHY

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

AIM

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

OBJECTIVES

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

UNIT I INTRODUCTION TO PHOTOGRAPHY 9
History of Photography, History of camera, Different types of camera, Types of Lens, Filters, Aperture, Shutter speed, Depth of Field. Digital Photography – Different Types of Cameras, Image sensors, Pixels, Sensitivity, Image Quality. Image Compression and File formats, Digital image storage devices , Editing digital photographs, Ethics of image editing.

UNIT II BASIC PHOTOGRAPHIC TECHNIQUES 9
Photographic Composition, Centre of interest, Subject placement-Rule of third, Diagonal Symmetry and Simplicity, View point and Camera angle-Eye Level, Low and High, Balance-Symmetrical, Asymmetrical, Aspects of Balancing, Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast-Tonal and Colour, Framing, Foreground, Background Perspective- Linear, Rectilinear, Vanishing point, Height, Overlap, Dwindling size, Volume and Atmospheric perspectives.

UNIT III LIGHTS AND LIGHTING FOR PHOTOGRAPHY 9
Colour Temperature, Electromagnetic spectrum, Different types of Lights based on Manufacturing and photography purpose, Softlight, Hardlight, Available Light, Key-Low, High, Side, Fill Light, Kicker, Back and Background Light. Three point Lighting, Five Point Lighting. Lights, Light Reflectors and Diffusers for Portraits and other genres of photography, Light Meters and Light measurement Units.

UNIT IV PHOTOJOURNALISM 9
Basics of News Photography-Essential elements of News, Importance of News photographs, Types of News photographs Spot News, Feature, Planning for News Photography-Planning of shooting script, Shooting script techniques, Layout design, Qualities for a Photojournalist, Picture stories and Lens required for News Photography.

UNIT V DIFFERENT GENRES OF PHOTOGRAPHY 9
Basic Techniques and Equipments required for different genres of Photography like Black and White, Landscape, Cityscape, Architecture, Advertising, Fashion, Food, Automobile, Sports, Travel, Children, Portrait, Still Life, Event, Silhouette, Festival and Themes.

TOTAL: 45 PERIODS

TEXT BOOKS

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

REFERENCES

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

XM 9203 SOUND AND ACOUSTIC TECHNIQUES L T P C
3 1 0 4

AIM

To impart knowledge of sound aesthetics

OBJECTIVE

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

UNIT I PRINCIPLES OF SOUND 9
The Human Ear; Characteristics of Sound: Compression & Rarefaction -Velocity, Amplitude and Acoustical Phase - Loudness, Frequency and Human Hearing - Timbre and Sound Envelope – Physical types of microphones – microphone selection and use.

UNIT II LISTENING SOUND 9
Educated Ear: Cognitive & Affective Information - Analytical & Critical Listening; Sound's Dynamic Range; Acoustics & Psycho Acoustics of Sound: Binaural Hearing - Mono & Stereo effects - Direct & Reflected Sound - Reverberation & Echo.

UNIT III DESIGNING SOUND 9
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 FUNCTIONS OF SOUND 9
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.

Attested

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UNIT V STUDIO MANAGEMENT**9**

Studio and live mixing speech - Studio Management: Equipment Management - Transmission & Reception - Studio Operations - Studio Layout & Design - The Sound Control Room - The Sound Recording Room; Station Management

TOTAL : 45 PERIODS**TEXT BOOKS**

1. Jan Maes and March Vereammen "Digital Audio Technology", 4th Edition Focal Press, 2001
2. Randy Thom, Audiocraft: An Introduction to the Tools and Techniques of Audio Production, 2nd edition (National Federation of Community Broadcasters, 1989).
3. Carl Hausmanm and Philip Benoit "Announcing, Broadcasting, Communicating Today, Thomson, 2004.

REFERENCES

1. David Miles Huber "Modern Recording Techniques" 5th Edition Focal Press, 2001
2. Carole Fleming "The Radio Handbook" 2nd Edition Routledge, 2002

XM 9204**PROGRAMMING LANGUAGES I****L T P C
3 0 0 3****AIM:**

To impart knowledge on C Programming

UNIT I INTRODUCTION TO PROGRAMMING**9**

Introduction to programming; Stage involved in software development, Algorithms and Flowcharts, History of C Language; Data Types; Operators and Expressions; Managing Inputs and Output, Decision Making -Branching and Looping.

UNIT II ARRAYS**9**

Single Dimension Array, Two Dimension Array, and Multi-dimension Array, Handling of Character Strings, String Functions and other Library Functions

UNIT III FUNCTIONS**9**

User-defined Functions – Definitions, Declarations and Calling - by reference and by value. Recursion, Passing Arrays to String, Passing Strings to functions.

UNIT IV STRUCTURES AND UNIONS**9**

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

UNIT V POINTERS AND GRAPHICS**9**

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

TOTAL : 45 PERIODS**TEXT BOOKS**

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

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REFERENCES

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

XM 9205

PHOTOGRAPHY LAB

L T P C
0 0 4 2

1. Demonstration of working of a SLR Camera.
2. Demonstration of working of a DSLR Camera and familiarise the students with different settings.
3. Black and White Pictures in Film to practice contrast, texture, pattern and shapes.
4. Colour film with different speeds to practice in capturing sports and moving objects.
5. Practice in film for variable shutter speed.
6. Framing and Composition with different shots and Camera Angle in DSLR.
7. Practicing in available light on selected themes.
8. Manipulation of light to create different moods.
9. Single source indoor lighting for portraits, self portrait and other genres.
10. Multiple sources lighting with reflectors and diffusers for different genres in indoor.

All these assignment photographs with emphasis on each student's specialisation in specific genre a soft copy will be submitted for Internal Assessments .

TOTAL: 60 PERIODS

XM 9206

PROGRAMMING LAB

L T P C
0 0 4 2

C Programs on

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

TOTAL : 60 PERIODS

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XM 9207

LAB JOURNAL PRODUCTION

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

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

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

TOTAL: 90 PERIODS

XM 9251

PUBLIC RELATIONS AND EVENT MANGEMENT

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

AIM

To learn the developments of public relations industries and practices.

OBJECTIVES

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

UNIT I PR ROLES & SPECIALTIES

9

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

UNIT III PUBLICS & PUBLIC OPINION

9

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

Attested

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UNIT III CAMPAIGNS**9**

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

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

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

UNIT V EVENT PRODUCTION AND STAGE MANAGEMENT**9**

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

TOTAL: 60 PERIODS**TEXT BOOKS**

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

REFERENCES

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

XM 9252**2D GRAPHICS AND ANIMATION****L T P C**
3 0 0 3**UNIT I****9**

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

UNIT II**9**

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

UNIT III**9**

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

Attested

25

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UNIT IV

9

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

UNIT V

9

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

TOTAL: 45 PERIODS

TEXT BOOKS

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

REFERENCES

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

XM 9253

ICT FOR DEVELOPMENT

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

AIM

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

OBJECTIVES

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

UNIT I INTRODUCTION

9

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

UNIT II ICT IN HEALTH

9

Telemedicine: ICT techniques adopted, Advanced Computer methods for patients safety, (Patient Care information systems) – Health awareness through ICT: Nutrition, Diseases, Preventive methods, Health Management Information System – Community based Health Access to Health Information.

Attested

26

Sobhan
DIRECTOR

UNIT III ICT IN AGRICULTURE

9

Kisan call centres – Gyandoot, Bhoomi Project – Village Knowledge Centres, AGMARKNET – Feasibility of ICT in Rural Areas, ICTs, Critical information Flow – Agricultural Knowledge System – FAO – Knowledge Management and Agriculture, Agricultural Development Strategies and the Value of ICT – ICT in market facilitation and trade.

UNIT IV ICT IN HOLISTIC DEVELOPMENT

9

Knowledge sharing in Innovative Business Transformation - Creation of Internet Business Solutions - Strategies for Emerging Markets Economic Development -- Analysis of Sustainable Community Development – Planning Non-Profit Organization – Non-Government Organization – Management and Funding Strategy – International Digital Community Network Development – Information & Communication Technology and Community-based Economy Social Network Tools – Internet Activism – Global Culture Convergence Facilitation.

UNIT V ICT IN SUSTAINABLE DEVELOPMENT

9

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: 75 PERIODS

TEXTBOOKS

1. Rohan Samarajiva and Ayesha Zainudeen. ICT Infrastructure in Emerging Asia, Sage Publications, New Delhi, 2008.
2. Akhtar Badshah, Sarbuland Khan and Maria Garrido, Connected for Development, UN ICT Task Forces.
3. Sharmila Majumdar and Asis Kumar Pain, ICT for Development: Prospects and Problems, ICFAI University Press, Delhi, 2009.

REFERENCES

1. Ashwani Saith, M. Vijaya Baskar and V. Gayathri, ICTs and Indian Social Change, Sage Publications, New Delhi, 2008.
2. Ashwani Saith and M. Vijaya Baskar, ICTs and Indian Economic Development, Sage Publications, New Delhi, 2005.
3. Subhash Bhatnagar and Robert Schware, Information and Communication Technology in Development Cases from India, Sage Publications, New Delhi, 2000.

XM 9254

RADIO PROGRAMME PRODUCTION

L T P C

3 0 0 3

AIM

To impart knowledge of audio programming.

OBJECTIVES

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

UNIT I HISTORY OF RADIO

9

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

Attested

27

Sahana
DIRECTOR

Centre For Academic Courses
Anna University, Chennai-600 025.

- UNIT II RADIO FORMATS 9**
Scripting for radio – types of scripts; Radiobroadcast styles - Production of Radio jingles – Radio Interviews – Radio plays – Radio discussion programmes - Radio Features & Documentaries - Radio News – Radio vox-pops – Radio actualities.
- UNIT III SPECIAL AUDIENCE PROGRAMMING 9**
Music on Radio / Radio commercials, Special Audience programmes on Radio – Programme for Children, Women, Youth, Senior citizens, Rural Folk, Industrial workers, Defense personnel; Develop competences in areas such as script materialization, approach angles, quality and variety of magnetic records.
- UNIT IV PRODUCTION MANAGEMENT 9**
Three phases of production: Pre-production, Production and Post-production; Management of personnel - Improve work team leadership ability in studio environment; Financial and Technical resources; Budgetary planning – control - Direct and Indirect costs; Subject – research; Analysis of existing formats, its form and contents as a distinctive characteristic of certain radio styles: news, interview, reportage, debate, open line, entertainment, opinion – characteristics and goals.
- UNIT V INNOVATIVE DEVELOPMENTS IN RADIO COMMUNICATION 9**
Field Programme Production, Live Programme Production, final editing and mastering; Producing Edutainment and Infotainment Programmes for Radio - Disaster coverage News Bulletins – Emergency Management; Community Radio; satellite radio; Local Radio; Campus Radio; Ham Radio, PAS, Private FM Radio stations.

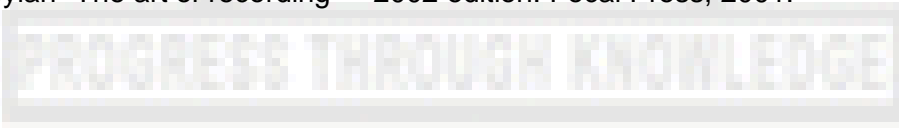
TOTAL: 45 PERIODS

TEXT BOOKS

1. How to do community radio – Louie Tabing and UNESCO 2002
2. The Radio Handbook – Carole Fleming 2nd edition, Routledge , 2002
3. Michele Hilmes and Jason Loviglio, eds., Radio Reader: Essays in the Cultural History of Radio (Routledge, 2002).
4. Marcus D. Rosenbaum & John Dinges, eds., Sound Reporting: The National Public Radio Guide to Radio Journalism and Production (Kendall/Hunt Publishing Company, 1992).

REFERENCES

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



XM 9255

PROGRAMMING LANGUAGES - II

L T P C
2 0 3 4

- UNIT I INTRODUCTION TO OBJECT ORIENTED PROGRAMMING 15**
Different Programming Approaches; Origin and History of Object Oriented Programming; Basic concepts of OOP, Advantages of OOP, C++ fundamentals, Classes and objects – Constructors and Destructors, Operator Overloading – Inheritance, Virtual functions and Polymorphism.
- UNIT II FILE HANDLING 15**
C++ streams – Console Streams – Console Stream Classes - Formatted and Unformatted Console I/O operations, Manipulators - File streams - Classes file modes, file pointers and manipulations file I/O – Exception handling.

Attested

28
Sobhan
DIRECTOR
Centre For Academic Courses
Anna University, Chennai-600 025.

UNIT III INTRODUCTION TO JAVA**15**

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

UNIT IV STRINGS AND ARRAYS**15**

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

UNIT V APPLETS AND SWINGS**15**

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

TOTAL: 75 PERIODS**TEXT BOOKS**

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

REFERENCES

1. Ira Pohl, "Object oriented programming using C++", Pearson Education Asia, 2003.
2. KS Easwarakumar, "Object Oriented Data Structure using C++", Vikas Publishing Pvt. Ltd., New Delhi 2000
3. Ken Arnold, James Gosling, "The Java Language", II Edition, Addison Wesley, 1998.
4. Patrick NAughton, Herbert Schildt, "Java 2: The Complete Reference", Tata Mc Graw-Hill Publishing Company Limited, Third Edition, 1999.

XM 9257**RADIO PROGRAMME PRODUCTION LAB****L T P C
0 0 4 2****AIM**

To impart knowledge of audio programming practically.

OBJECTIVES

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

EXERCISES

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

TOTAL: 60 PERIODS

29

EXERCISES

1. Animated Logo
2. Title Animation with effects
3. Gag Animation
4. Character development with different facial expression
5. Creating animated character with walk cycle.
6. Web Banner advertisement
7. Lip synchronization
8. Compositing
9. Animated buttons and Menus
10. Different User interface designs
11. Dynamic flash web page
12. Game with simple techniques.
13. CBT-Interactive presentation

TOTAL: 60 PERIODS

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

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

TOTAL: 90 PERIODS

Attested

30

Sobhan
DIRECTOR

AIM:

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

OBJECTIVES:

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

UNIT I INTRODUCTION TO ELECTRONIC JOURNALISM 9

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

UNIT II RADIO JOURNALISM 9

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

UNIT III TELEVISION JOURNALISM 9

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

UNIT VI ONLINE JOURNALISM 9

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

UNIT V NEW TECHNOLOGIES FOR ELECTRONIC JOURNALISM 9

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

TOTAL: 45 PERIODS**TEXT BOOKS**

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

REFERENCES

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

Attested

31

Sobhan
DIRECTOR

AIM

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

OBJECTIVES

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

UNIT I VIDEO CAMERA**9**

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

UNIT II VIDEO RECORDING**9**

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

UNIT III LIGHTS and LIGHTING TECHNIQUES**9**

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

UNIT IV VIDEO STUDIO**9**

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

UNIT V SINGLE AND MULTICAMERA PRODUCTION**9**

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

TOTAL: 45 PERIODS**TEXT BOOKS**

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

Attested

32

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DIRECTOR

REFERENCES

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

XM 9304

3D GRAPHICS AND ANIMATION

L T P C

3 0 0 3

UNIT I INTRODUCTION TO 3D ANIMATION

9

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

UNIT II ANIMATION CONCEPTS AND STYLES

9

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

UNIT III MODELING

9

Object Modeling – Character Modeling – Backgrounds – Walk Through

UNIT IV SCRIPTING

9

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

UNIT V APPLICATION

9

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

TOTAL: 45 PERIODS

TEXTBOOK

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

REFERENCES

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

XM 9305

3D GRAPHICS AND ANIMATION LAB

L T P C

0 0 4 2

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

TOTAL: 60 PERIODS

Attested
33

Sobhan
DIRECTOR
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AIM

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

UNIT I INTRODUCTION**9**

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

UNIT II EDITOR**9**

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

UNIT III THE VISUAL GRAMMAR**9**

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

UNIT IV EDITING TECHNIQUES**9**

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

UNIT V EDITING DIFFERENT GENRES**9**

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

TOTAL: 60 PERIODS**TEXT BOOKS**

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

OBJECTIVES

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

Attested

34

Sobhan
DIRECTOR

UNIT I	INTRODUCTION TO EDITING SYSTEMS	12
Film and video formats, Difference between linear and non linear editing, the principles of digital video, types of video signals, Hardware and software requirements for non linear editing, introduction to various operating systems, overview of software available for editing. Importance of time codes, records and information.		
UNIT II	PRODUCTION	12
Shooting, editing and finishing on video. Stages in production - Preproduction, production and post production. Production of various genres features, documentaries, short film, music videos, commercials, trailers and event Coverage.		
UNIT III	PLANNING	12
Planning the non linear editing process: Budgeting time, personnel and space. The four steps in the post production process: acquisition, editorial, effects and distribution.		
UNIT IV	EDITING INTERFACE	12
Editing Interface: Clips, Sequences, Projects, logging and suggested bin structures, initial assembly, first rough cut, breaks and reviews, fine cut, using transistions, effects, titling and graphics. Basics of online and offline editing. Efficient use of insert and assemble modes of edit, shortcut keys.		
UNIT V	OUTPUT	12
Choosing an Output method for final distribution. Video compression and EDLs.		

TOTAL: 60 PERIODS

XM 9307	VIDEO JOURNALISM PROJECT	L T P C
		0 0 6 3

OBJECTIVES

The aim of this project is to practice those skills and knowledge learnt during the theory sessions. The practice include information gathering, news writing, camera operations and editing techniques to produce a two minutes news feature individually and a half an hour news programme (Which will be called **news day**) as group assignment at the end of the semester.

EXERCISES

1. Handling various sources
2. News Research (Computer assisted research)
3. Planning (Logistic, equipment etc)
4. Interviewing(sound bites)
5. Piece to camera
6. Hour-glass structure exercise
7. Anchoring
8. Preparing run-order
9. Editing and compiling

TOTAL: 60 PERIODS

Attested

35

Sobhan
DIRECTOR

AIM

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

OBJECTIVE

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

UNIT I NATURE AND SCOPE 9

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

UNIT II E-CONTENT PRODUCTION 9

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

UNIT III E-LEARNING 9

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

UNIT IV ADVANCED TECHNOLOGY LEARNING SYSTEMS 9

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

UNIT V E-CONTENT BUSINESS 9

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

TOTAL: 45 PERIODS**TEXT BOOKS**

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

Attested

36

Sobhan
DIRECTOR

REFERENCES

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

XM 9352

MEDIA LAWS AND ETHICS

L T P C
3 0 0 3

AIM

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

OBJECTIVES

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

UNIT I OVERVIEW OF THE INDIAN CONSTITUTION 9

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

UNIT II MEDIA LAWS IN INDIA 9

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

UNIT III INTELLECTUAL PROPERTY RIGHTS 9

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

UNIT IV CODE OF ETHICS 9

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

UNIT V CYBER LAWS IN INDIA 9

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

TOTAL: 45 PERIODS

TEXT BOOKS

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

Attested

37

Sobhan
DIRECTOR

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REFERENCES

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

XM 9353

TV PROGRAMME PRODUCTION

L T P C
3 0 0 3

AIM:

To groom the student as competent television programme producer.

OBJECTIVES:

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

UNIT I VISUALISATION & PREPRODUCTION

9

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

UNIT II TELEVISION GENRES AND PROGRAMME PRODUCTION

9

Critical analysis of these television genres to produce effective programs- Interviews, Debate, Talk shows, Drama, Serials-different types, Commercials, Public service announcements, Entertainment Programmes -Different formats of Cine based programmes, celebrity programmes, comedy shows, and sitcoms, Special programmes for festivals and calendar day stories, games shows, Reality shows, Globalisation through television programmes.

UNIT III ENRICHMENT PROGRAMMES

9

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

UNIT IV TELEVISION CHANNELS

9

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

UNIT V TELEVISION EFFECTS STUDIES

9

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

TOTAL: 45 PERIODS

TEXTBOOKS

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

REFERENCES

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

Attested

38

Selvan
DIRECTOR

Centre For Academic Courses
Anna University, Chennai-600 025.

AIM

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

UNIT I	HYPertext MARKUP LANGUAGES	12
Introduction to HTML, Benefits of HTML, Structure of an HTML Document, HTML TAGS, Types of Attributes – Element Specific attributes, Global attributes, Event Handler Content Attributes, Custom data attributes, Presentation Tags, Semantic Elements, Inserting Images, Lists, Creating Hyperlinks, Client Side Image Mapping, Table related Tags.		
UNIT II	HTML - FORM ELEMENTS AND MULTIMEDIA ELEMENTS	12
Incorporating form elements, Form Attributes, Inline frame, Adding Multimedia Contents using different media related, Adding Graphics, Head Document Elements.		
UNIT III	CASCADING STYLE SHEETS	12
Introduction to CSS, Different ways to incorporate Styles, Styles - Background, Text, Font, Link, Lists, Tables, Border, CSS Positioning, CSS Floating, CSS Pseudo Elements.		
UNIT IV	INTRODUCTION TO SCRIPTING LANGUAGE	12
Introduction to Scripting Language – Datatypes, Variables, Expressions, Operators, and Statements, Pre-Defined Dialog Boxes, Arrays, User defined functions, Events and Event Handling.		
UNIT V	JAVASCRIPT OBJECTS	12
Pre defined JavaScript Objects – String, Math, Array, Date, Function and Global objects. Browser Objects – Window, Document, Image, Form, Anchor, Location and History objects. Error Handlings		

TOTAL: 60 PERIODS**TEXT BOOKS**

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

REFERENCES

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

EXERCISES

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

Attested

39

TOTAL: 60 PERIODS

XM 9356

E-CONTENT DEVELOPMENT LAB

L T P C
0 0 4 2

EXERCISES

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

TOTAL: 60 PERIODS

XM 9357

TV PROGRAMME PRODUCTION PROJECT

L T P C
0 0 6 3

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

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

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

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

Attested

40

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TOTAL: 60 PERIODS

XM 9401

INDUSTRIAL PROJECT

L T P C
0 0 32 16

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

XM 9451

MEDIA, SOCIETY AND CULTURE

L T P C
3 0 0 3

AIM

To focus on the nexus between media, culture and society

OBJECTIVES

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

UNIT I MEDIA STUDIES

9

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

UNIT II MEDIA AND GLOBALIZATION

9

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

UNIT III MEDIA AND SOCIETY

9

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

UNIT IV MEDIA AND CULTURE

9

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

UNIT V MEDIA AND AUDIENCE

9

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

TOTAL : 45 PERIODS

TEXT BOOKS

1. Grossberg, Lawrence et al, 'Media Making-Mass media in a popular culture'. Sage publication, 2006

Attested

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

REFERENCES

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

XM 9452

MEDIA MANAGEMENT

L T P C

3 0 0 3

AIM

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

OBJECTIVE

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

UNIT I MANAGING THE ELECTRONIC MEDIA 9

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

UNIT II THEORIES OF MANAGEMENT 9

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

UNIT III FINANCIAL MANAGEMENT 9

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

UNIT IV PERSONNEL MANAGEMENT 9

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

UNIT V PROGRAMMING: STRATEGY AND DISTRIBUTION 9

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

TOTAL: 45 PERIODS

TEXTBOOKS

1. Management of Electronic Media, Alan B. Albarran (2nd ed.), Wadsworth, 2002

Attested

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

REFERENCES

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

XM 9453

EDUCATIONAL MEDIA

L T P C
3 0 0 3

AIM

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

OBJECTIVES

- To know the basics, concepts and need of the educational media.
- To learn the production process and techniques of the educational programmes.
- To produce effective educational programmes for different field.

UNIT I EDUCATION AND MEDIA

9

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

UNIT II INDIAN EDUCATIONAL MEDIA

9

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

UNIT III RADIO FOR EDUCATION

9

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

UNIT IV TELEVISION AND SATELLITES FOR EDUCATION

9

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

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UNIT V INTERNET AND WEB FOR EDUCATION

9

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

TOTAL: 45 PERIODS

TEXT BOOKS

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

REFERENCES

1. Nicolas Vluppa, Nicolas Vluppa, A Practical Guide to Interactive Video Design, Knowledge Industry Publications, 1st Edition March (1)
2. Steven Imke, Interactive Video Management and Production, Educational Technology Publications, 1st Edition, May (11)
3. Papers on Educational Sectors for EDUSAT utilization, DECU, ISRO, Ahmedabad, (2003).

XM 9454

MEDIA MARKETING PROJECT

L T P C
0 0 6 3

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

EXERCISES

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

TOTAL: 90 PERIODS

XM 9501

MEDIA RESEARCH

L T P C
3 0 0 3

AIM

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

OBJECTIVES

- To discuss the scope for research in media
- To provide a knowledge of sampling methods

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- To provide a knowledge of research methods
- To educate on the nuances of report writing

UNIT I	RESEARCH	9
Natural and social science research-differences, elements of research, applied VS basic-inductive Vs deductive-Descriptive Vs Explorative, Hypothesis, Variables (dependent, Independent & Intervening), Pilot Study, Nature and scope of communication research, Ethics of research, Review of literature		
UNIT II	SAMPLING AND RESEARCH METHODS	9
Sampling: Probability & Non-probability sampling methods, Quantitative research methods: Survey, Content analysis and Experimental research, Qualitative research methods: In-depth interviews, Focus groups, Discourse analysis, Narrative interviewing, semiotics, case studies, ethnography		
UNIT III	COMMUNICATION THEORIES AND MEDIA RESEARCH	9
Role of theories in research: cognitive dissonance theory, cultivation analysis, Narrative paradigm, Spiral of silence theory, Uses and gratification theory, Media effects: Agenda setting, Conspiracy theory, two-step flow model, Chaos Theory.		
UNIT IV	DATA ANALYSIS	9
Introduction to statistics (Descriptive and inferential), measures of central tendency, measures of dispersion, measures of asymmetry, probability theory, t-test, chi-square, correlation co-efficient		
UNIT V	RESEARCH APPLICATIONS AND REPORT WRITING	9
Research: print media, electronic media, advertising, public relations, mass media research and the Internet. Writing a research project, organization, chapterization, citation, presentation of findings, references		

TOTAL: 45 PERIODS

TEXT BOOKS

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

REFERENCES

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

XM 9502

FILM APPRECIATION

L T P C
3 0 2 4

AIM

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

OBJECTIVES

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

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UNIT I	INTRODUCTION	15
The purpose of a film – to entertain, educate, persuade or inspire – the value and enjoyment of film viewing – History of Film Making – Film Making Process.		
UNIT II	EVOLUTION OF FILM STYLES	15
Film Styles of silent movies – Styles of Tamil Films, South Indian Films – Indian Films – Foreign Films – Art Films – Commercial Films, Animation Films.		
UNIT III	DOCUMENTRY AND SHORT FILMS	15
Different types of documentary and short films –Nature Films – Propaganda Films – Social issues films – Historical Documentation Films.		
UNIT IV	WRITING THE FILM REVIEW	15
Elements of a film to be considered – Plot, Acting, Setting, Script, Special Effects, Editing, Humour, Sound, Music, Direction, and Audience Care.		
UNIT V	TECHNOLOGY AND FILM VIEWING	15
Silent Movies – Talkies – Black and White Movies – Colour Movies – Surround Sound Effects – Digital Films – 3D Films – 4D Virtual Effect Films		

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

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

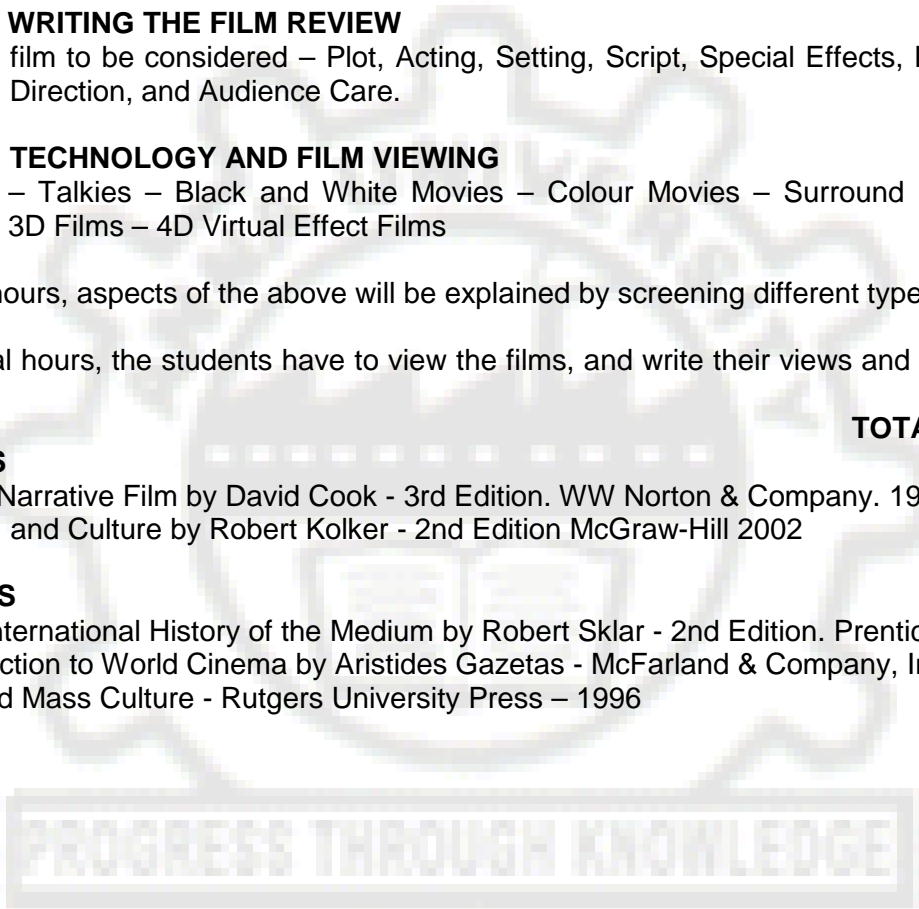
TOTAL: 75 PERIODS

TEXT BOOKS

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

REFERENCES

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




XM9503	SCIENCE AND TECHNOLOGY COMMUNIATION	L T P C
		3 0 2 4

AIM

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

OBJECTIVES

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

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- UNIT I SCIENCE AND COMMUNICATION 15**
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 15**
Approaches to science communication - Community approach - Governmental approach - Approach by government agencies - Policies of government on science and technology - Fund allocations - Technology infrastructure in India - Concentration on rural areas, women and Dalits - Various media that government use for science propagation - Media as a tool for science development - Government's media tools for science communication.
- UNIT III POPULARIZATION OF SCIENCE 15**
Eradication of superstition - Role in improvement of quality of life of masses in rural and urban areas - Improving human development index - Science popularization among children, women, villagers - Role of traditional and modern media – Role of Science movements - Production of media content.
- UNIT IV WEB SURFING AND INTERNET RESOURCES FOR SCIENCE 15**
Science in the mass media - Digital libraries - Virtual libraries - Networked libraries - Authenticated sources - Social media: podcasting, e-groups, e-forums, list serves - Social networking groups - Technology simulation over the Internet - Content sharing over the Internet.
- UNIT V SCIENCE AND CONVERGENCE 15**
Science and convergent media - ICT as a tool for science communication: content sharing, training, etc - Reaching rural masses through ICT - Innovative approaches - Science through community radio - Science exhibitions and modelling - Infographics - Sciencetoons.

TOTAL: 75 PERIODS

TEXTBOOKS

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

REFERENCES

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

XM 9504

RESEARCH PROJECT

L T P C
0 0 6 3

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

XM 9551

PROJECT

L T P C
0 0 32 16

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

XM 9021

PEACE JOURNALISM

L T P C
3 0 0 3

AIM

To impart knowledge of conflict sensitive journalism.

OBJECTIVES

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

UNIT I INTRODUCTION

9

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

UNIT II CONFLICT ANALYSIS

9

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

UNIT III PROPAGANDA

9

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

UNIT IV DOING PEACE JOURNALISM

9

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

UNIT V THEORIES AND MODELS OF NEWS

9

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

TOTAL: 45 PERIODS

TEXT BOOKS

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

REFERENCES

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

XM 9022

ONLINE JOURNALISM

L T P C
3 0 0 3

AIM

To impart knowledge of online media.

OBJECTIVES

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

UNIT I INTRODUCTION TO INTERNET

9

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

UNIT II ONLINE JOURNALISM

9

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

UNIT III INTERNET TECHNOLOGIES

9

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

UNIT IV OPEN-SOURCE JOURNALISM

9

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

Attested

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UNIT V DIGITAL DETERMINISM

9

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

TOTAL : 45 PERIODS

TEXT BOOKS

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

REFERENCES

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

XM 9023

SOCIAL PSYCHOLOGY

L T P C
3 0 0 3

AIM: To give an overview of key concepts in social psychology

COURSE OBJECTIVES:

- To understand the fundamentals of Social Psychology, the scientific study of social thoughts and behaviour.
- To study the various ways by which people perceive, think about, and feel about the social world, and how these processes shape behaviour towards others.
- To critically assess the influence of media on culture & human social behaviour.
- To study the application of media psychology in all forms of media technologies.

UNIT I INTRODUCTION TO SOCIAL PSYCHOLOGY

9

Definitions - Foundations of Social Psychology -The Science of the Social Side of Life - Social Psychology and Human Values- Social representations- Introduction to Social Norms- Social Cognition- Schemas: Mental frameworks for organizing social information – Schemas & social cognition, priming- modes of social thought – potential sources of error in social cognition-affect cognition-emotions in social cognition.

UNIT II SOCIAL PERCEPTION

9

Social perception: Basic channels of non verbal communication & social perceptions-cultural differences in inferring others emotions - Explaining Behaviour –Social Beliefs -Social Influence - Social Perception- Cultural Influences-Theories of attribution –application of attribution theory- impression management- implicit personality theories.

UNIT III UNDERSTANDING SOCIAL RELATIONSHIPS

9

Prejudice –Stigma -Reducing Intergroup Conflict-- Agression – Attraction – Altruism – Application - Stereotyping, Prejudice, and Discrimination: The Causes, Effects, and Cures, -Friendship and Love- Interpersonal Attraction and Close Relationships.

Attested

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UNIT IV SOCIAL INFLUENCE 9
Conformity, bystander intervention, obedience to authority-Social facilitation -Social Status-Social roles-Social conformity-Interpersonal attraction-Behavioral influences on attitudes-attitude formation-Cognitive dissonance-fine art of persuasion-resisting persuasion attempts-

UNIT V MEDIA PSYCHOLOGY 9
Introduction to media Psychology -Media and Political Psychology: Propaganda & Persuasion - Understanding audience Psychology - Branding and Transmedia Storytelling - Audience Engagement through Profiling - The Psychology of Neuromarketing -Issues and Media Types -Media Violence and Aggression- A Positive Psychology Approach- Media Literacy: History, Progress, and Future Hopes.

TOTAL: 45 PERIODS

TEXT BOOKS

1. **BaronARobert**.Fundamentals of Social Psychology, Pearson Education, New Delhi, 2009.
2. **Kruglanski,WArie.HigginsTory**.Social Psychology: Handbook of Basic Principles, Springer, California, 2008
3. N. Dash, Uday Jain:Perspectives on Psychology and Social Development, Concept Publishing, New Delhi, 2005.

XM 9024 MULTIMEDIA AUTHORIZING TOOLS L T P C
3 0 0 3

UNIT I 9
Introduction to Authoring – Various formats used in the last two Decades – Advantages and Disadvantages of various earlier authoring tools – Need for Authoring – Principles of Authoring.

UNIT II 9
Design concepts of authoring – Script – Instructional Design – Design Standards – End use application – Target audience – Color Selection – Age group and Demography – Hardware consideration for authoring – Hardware formats.

UNIT III 9
Macromedia Director – Tools – Advantages – Reasons for its wide usage – Examples – Case Study.

UNIT IV 9
Authorware – Tools – Advantages – Reasons for its wide usage – Examples – Case Study.

UNIT V 9
Macromedia Flash – Tools – Advantages – Reasons for its wide usage – Examples – Case Study.

TOTAL: 45 PERIODS

REFERENCES:

1. J. Van Leeuwen, Interactive Multimedia Documents, Modeling, Authoring and Implementation, Experiences, Springer Verlag – November 1999.
2. Fisher, Multimedia Authoring, Academic Press – July 1997.
3. William D. Harvel, The Multimedia Authoring Workshop with Director 5, Sybex – August 1996.
4. Robert Reinhardt, Snow Dowd, John Wiley & Sons – July 2002.

Attested

51

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AIM: To impart knowledge and skills required for promoting Sustainable Development through media.

COURSE OBJECTIVES:

- To introduce the concept of Sustainable Development.
- To critically assess current development practices and approaches with Sustainable Development practices.
- To educate students on the potentiality of media to promote Sustainable Development.

UNIT I INTRODUCTION TO ECOLOGY AND ECOLOGICAL ISSUES 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, sustainability sciences, strategies for sustainable development, Key principles for strategies for sustainable development, , Critical Analysis of media coverage of sustainable development.

UNIT III APPROACHES TO COMMUNICATING SUSTAINABLE 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 FOR SUSTAINABLE DEVELOPMENT 9

Situation analysis-Audience and KAP analysis-Communication objectives-Strategy design-Participation of strategic groups-Media selection and mix-Message design-Media production and pretesting-Media use-Monitoring &Evaluation and process documentation, Mainstreaming Sustainable development, Sharing responsibility through alliances.

UNIT V PROJECT COMMUNICATING SUSTAINABLE DEVELOPMENT 9

Do's and Don'ts of Strategic Communication for Sustainable Development. Case studies – best practices from around the world. 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

Attested

52

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BOOKS

1. Balaswamy.B; "Communication for Sustainable Development".Concept Publishing, New Delhi, 2008.
2. GadgilMadhav, Guha Ramachandra; This Fissured Land: An Ecological History of India, Oxford University Press, 2003

REFERENCES

1. Cox Robert; "Environmental Communication and the Public Sphere". Sage Publications, California, 2010.
2. Godemann Jasmin, MichelsenGerd; Sustainability Communication: Interdisciplinary Perspectives and Theoretical Foundations". Springer New York, 2010.
3. Blewitt John; Understanding Sustainable Development". Earth Scan, London, 2008.

XM 9026 HEALTH COMMUNICATION

L T P C
3 0 0 3

AIM:

To impart knowledge of various issues concerning health communication.

OBJECTIVES:

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

UNIT I HEALTH REPORTING 9

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

UNIT II CLINICAL RESEARCH 9

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

UNIT III HIV/AIDS COMMUNICATION 9

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

UNIT IV TELEMEDICINE 9

Familiarizing with technology of telemedicine – Scanner, electro stethoscope - Data reception equipment, etc. - Paramedics with information technology skills – Training of doctors.

UNIT V OCCUPATIONAL HEALTH 9

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

TOTAL: 45 PERIODS

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TEXT BOOKS

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

REFERENCES

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

XM 9027

COMMUNITY MEDIA

L T P C
3 1 0 4

UNIT I	COMMUNITY RADIO	9
Introduction to Community Radio; FM Revolution – World Systems and Format – Community Radio in India – Current Trends – Structure and Organization Three tier broadcasting, Community Participation; Broadcast Ethics in Programming and broadcasting – accountability		
UNIT II	WRITING FOR COMMUNITY RADIO	9
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	9
Financial Planning – Economics of Community Radio – Legal framework – managing community radio stations – non-profit and non-commercial- solicitation for funding advertisements		
UNIT IV	TECHNICAL ASPECTS	9
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	9
Professional Bodies – World Association of Community Broadcasters- Examples of CR in India and abroad and their impact on Development		

TOTAL: 45 PERIODS

TEXT BOOKS

1. Louie Tabing, “How to do Community Radio”, UNESCO (2002)
2. Colin Fraser and Sonia Restrepo Estrada, “Community Radio Handbook”, UNESCO (2001)

REFERENCES

1. Benita Pavlicevic, “Curriculum training for Radio Station Managers” (1999)

Attested

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AIM

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

OBJECTIVES

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

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

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

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

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

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

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

UNIT IV DISASTER MITIGATION**9**

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

UNIT V ROLE OF MEDIA**9**

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

TOTAL: 45 PERIODS**TEXTBOOKS**

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

REFERENCES

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

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UNIT I LIGHT AND LIGHTING TECHNIQUES**9**

Nature of Light, Purposes and function, the nature of shadows, attached and cast shadows, outer orientation function, and Inner orientation function. Standard Lighting techniques, chairoscura lighting, Rembrandt lighting, cameo lighting, flat lighting, silhouette lighting, Media-enhanced and Media generated lighting. Single and Multiple camera lighting, 3 point and 5 point lighting, high key, low key

UNIT II FIVE Cs OF CINEMATOGRAPHY**9**

Camera Angles-objective, subjective, point-of-view, low angle, high angle, dutch angle; continuity-time and space continuity, filming the action, master scene-triple, take technique, directional continuity, screen direction-dynamic, static; cutting-continuity, compilation, cross; composition-moving & static shots, protection shots, dissolves; close-ups-close up, medium close up, choker close up, extreme close ups, cut-in close up and cut away close up-backgrounds for close ups, composition-rules, composition language-lines, forms, masses, movements, balance, formal, informal, unity, perspective, linear, aerial, backgrounds, frames.

UNIT III FILM LANGUAGE**9**

Signs, Icon, Index, Symbol, Metonymy, synecdoche, trope syntax, mise-en-scene, sound, montage, metric, rhythmic, tonal, overtonal, intellectual, realism, neo-realism, expressionism, sur-realism, French-new wave.

UNIT IV SET DESIGNING**9**

Idea, concept, material selection (thermocole, card board, plywood, wood, jute, acrylic sheets, aluminium foils, glass sheets, cloth, mud, clay, lights) Basic shapes, choosing the colour relevant to the theme, sequences, continuity of colour and shape, ergonomic approach, set design for special program, children, women, game show, talk show, folk, traditional.

UNIT V DIGITAL FILM MAKING**9**

An overview of film making, forms and genres, digital technology, choosing the right camcorder, preproduction, budget, script and structure, visualizing a film, storyboards, visual tools, production, shooting, sound recording, lighting, post production, sound montage, timecode, using internet broadcast sites, strategies for promotion, film festivals.

TOTAL: 45 PERIODS**TEXT BOOKS**

1. Russell Evans, Practical DV Film making, Focal Press, 2002.
2. Herbert Zettl, Sight, Sound, Motion-Applied Media Aesthetics, Wadsworth Publications, 3rd edition, 1999.

REFERENCES

1. Michael Freeman, The complete guide to photographic techniques & Materials, Books sales, February 1983.
2. WolfgangFreihen, Modern Photographic Techniques, J. Bartholomew, 1996.

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XM 9030

TAMIL JOURNALISM

L T P C
3 0 0 3

AIM:

To learn to gathering, writing and presenting the news for the Tamil mass media with special attention to the regional importance, culture and development.

OBJECTIVE:

- 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 Tamilnadu, 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 III 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.

TOTAL: 45 PERIODS

TEXT BOOKS

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

REFERENCES

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

XM 9031

NEW MEDIA

L T P C
3 0 0 3

AIM:

This course serves as an introduction to the critical study of digital media and culture.

The course will also provides a foundation for digital culture and media studies more generally by close reading their central texts and discursive acts.

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OBJECTIVES

Upon the completion of this course, students should be able to:

- define new media
- review the history of new media
- understand how new media affects communication and information behaviors and outcomes

UNIT I INTRODUCTION TO NEW MEDIA 9

Emergence of New Media and its Technologies, Its impact on other Media forms, Digital divide, information society, global village, knowledge management, Historical aspect of computer based communication.

UNIT II SOCIAL NETWORKING AND CULTURE 9

Interpersonal communication and relationships, social media and physical space, changes in public sphere, convergence, mobile technology and its impact on culture and social norms , Theories of technological change.

UNIT III ETHICAL ISSUES AND NEW MEDIA 9

Privacy and identity, Crowd sourcing, data ownerships, Defamation, government in socially mediated world, socially mediated activism, cyber crime, plagiarism.

UNIT IV NEW MEDIA FOR BUSINESS 9

Social media marketing, blogs and twitter for business, online business, Corporate social media strategy, Digital economics, new media strategy for corporate.

UNIT V SOCIAL MEDIA AND ITS IMPACT ON SOCIETY 9

Social Media in elections, Online polls, online research, new media and civil society organization, new media and education, new media literacy, new media for social campaigns.

TOTAL : 45 PERIODS

REFERENCES

1. The New Media Book , Edited by Dan Harries, Published by British Film Institute, UK, 2008.
2. The Language of New Media Edited by Lev Manovich, MIT Press, 2009.
3. Handbook of New Media by Leah A lievrouw & Sonia Livingstone, Sage Publication, 2006.

XM 9032

MEDIA CONVERGENCE

L T P C
3 0 0 3

UNIT I INTRODUCTION TO CONVERGENCE IN MULTIMEDIA 9

Developments in broadcasting, telecommunications and information technology - access to entertainment, voice and information services – downloading 'on demand' to fixed or mobile terminals - ubiquitous access to Number of channels

UNIT II PROTOCOLS AND STANDARDS 9

Multiplexing a single data stream - emergence of Internet protocols as de facto standards for multimedia transmission - conventional PSTN for voice conveyance – modem - bandwidths

UNIT III BROADBAND NETWORK 9

Broadband - Upgrading the existing copper network - wire line alternatives by providing wide area coverage for minimal infrastructure investment - Broadband Fixed Wireless Access (BFWA) - single base station.

UNIT IV WIRELESS NETWORK OPERATORS**9**

Wireless network operators - introduction of cellular telephones. BFWA systems in the 28 & 42 GHz bands - fixed wireless access systems and other services - including satellites - radio local area networks - ISM equipment.

UNIT V SPECTRUM AVAILABILITY**9**

Spectrum availability, standards, performance and service capabilities for all RFA systems. eMWS – Animation and Programming in Cellular phones – PDA – Technology and advancements in color and higher bandwidth for Palm tops

TOTAL: 45 PERIODS**TEXT BOOK:**

1. Daniel Hardy, Guy Malleus, Jean-Noel, Networks: Internet, Telephony, Multimedia: Convergence and Complimentaries , Springer Verlag, May 2003.
2. Andy Covell, Fredrick Whyte, Digital Convergence: How the merging of
3. Computers, Communications and Multimedia is transforming our lives, Aegis Publication Group, 1st Edition, December 1999.

XM 9033**FOLK MEDIA****L T P C
3 0 0 3****AIM:**

To understand and practice folk media for communication and social development

OBJECTIVE:

- To understand the folk media
- To know various forms of folk
- To use folk media for communication.
- To develop an understanding of the skills necessary for folk.

UNIT I INTRODUCTION TO FOLKLORE**9**

Origin and meaning of the concept folk media- Characteristic of folk media, relevance of folk media in modern society, Use of folk media for literacy campaign, Nature and Scope of Folklore, Definitions: Folk, Folklore, Folk life, Folkloristic, Characteristics and Functions of Folklore. The Pioneers of folk.

UNIT II THEORIES OF FOLKLORE**9**

Folklore Theories: An Introduction, Polygenesis, Anthropological Theory, Functional Theory, Psychoanalytical Theory, Freudian Theory, Jungian Theory, Comparative and Culture theories, Contextual and Performance Theories. Classification of folk media forms, important folk media forms in India - folk songs, folk dances, folk theatre, folk tales, folk games and street play. Popular folks arts in and their use in developmental communication. Popular folk media forms. Diachronic, Synchronic, Panchronic

UNIT III FOLK COMMUNICATION AND MASS MEDIA**9**

Integrated use of folk and mass media – role of government agencies like song and drama division, information and publicity department books. Advantages of folk media- folk Media for community development – Folk vs electronic media- Participative nature of folk. The phenomena of mass culture, the influence of mass communication and culture. As tool for development in radically promoting literacy, social change, creating political awareness

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UNIT IV FOLKLORE RESEARCH

9

Folklore research: definition of folklore - history of folklore research, Western, India - theories of folklore - folklore research: Data collection, analysis, interpretation. Classification of Folklore, Macro, Micro, Genres of Folklore, Oral Literature, Material Culture, Social Folk Customs, Performing Folk Arts, Folklore and other disciplines, Folklore and Anthropology,

UNIT V FOLKLORISTICS

9

Folk description: Structuralism in folklore- linguistic forms, style, functions of folk materials- analysis of folk conception of mind. Traditional Art or Folk Art as a mass media instrument - Nature of Folk Media. Current status of Folk Media and its potential. Folklore and Communication

TOTAL: 45 PERIODS

REFERENCE BOOKS

1. 'Folk theatre in india' - Gargi Balawant
2. The Indian theatre – Mulk Raj Anand
3. Complete book on puppetry in India – Curre D
4. The passing of traditional society – Daniel Lerner

TEXT BOOKS

1. Traditional folk media in India – Shyamparmar
2. History of Indian press – Growth of newspaper in India, Surjith Publications, New Delhi (1998) – Ahuja B. N.
3. Role of press in the freedom movement, reliance, New Delhi (1987) – Motilal Bhargava
4. The Press in India, National Book trust, New Delhi (1974) – Chalapati Rao M.

XM 9034

ENVIRONMENTAL SCIENCE AND ENGINEERING

L T P C
3 0 0 3

AIM

- The aim of this course is to create awareness among every student about the importance of environment, the effect of technology on the environment and ecological balance and make them sensitive to the environment problems in every professional Endeavour that they participates.

OBJECTIVE

- At the end of this course the student is expected to understand what constitutes the environment, what are precious and infinite resources, how to conserve these resources, what is the role of a human being in maintaining a clean environment and useful environment for the future generations and how to maintain ecological balance and
- preserve bio-diversity. The role of government and civil society organization in managing environment.

UNIT I BASICS OF ENVIRONMENT, ECOSYSTEMS AND BIODIVERSITY

9

Definition, scope and importance of environment – need for public awareness - concept of an ecosystem – structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem – ecological succession – food chains, food webs and ecological pyramids – Introduction, types, characteristic features, structure and function of the (a) forest ecosystem (b) grassland ecosystem (c) desert ecosystem (d) aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) – Introduction to biodiversity definition: genetic, species and

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ecosystem diversity – biogeographical classification of India – value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values – Biodiversity at global, national and local levels – hot-spots of biodiversity – threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts – endangered and endemic species of India – conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.

UNIT II TYPES OF ENVIRONMENTAL POLLUTION 9

Definition – causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards – solid waste management: causes, effects and control measures of municipal solid wastes – role of an individual in prevention of pollution – pollution case studies – disaster management: floods, earthquake, cyclone and landslides.

UNIT III NATURAL RESOURCES AND CASE STUDIES 9

Forest resources: Use and over-exploitation, deforestation, case studies – Water resources: Use and overutilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems – Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies – Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies – Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. case studies – Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification – role of an individual in conservation of natural resources – Equitable use of resources for sustainable lifestyles.

UNIT IV SOCIAL ISSUES AND THE ENVIRONMENT 9

From unsustainable to sustainable development – urban problems related to energy – water conservation, rain water harvesting, watershed management – resettlement and rehabilitation of people; its problems and concerns, case studies – role of non-governmental organization environmental ethics: Issues and possible solutions – climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies. – wasteland reclamation – consumerism and waste products – environment protection act – Air (Prevention and Control of Pollution) act – Water (Prevention and control of Pollution) act – Wildlife protection act – Forest conservation act – enforcement machinery involved in environmental legislation- central and state pollution control boards- Public awareness.

UNIT V ENVIRONMENTAL IMPACT ON HUMAN POPULATION 9

Population growth, variation among nations – population explosion – family welfare programme – environment and human health – human rights – value education – HIV / AIDS – women and child welfare – role of information technology in environment and human health – Case studies.

TOTAL: 45 PERIODS

TEXT BOOKS:

1. Gilbert M.Masters, 'Introduction to Environmental Engineering and Science', 2nd edition, Pearson Education (2004).
2. Benny Joseph, 'Environmental Science and Engineering', Tata McGraw- Hill, NewDelhi, (2006).

REFERENCES BOOKS:

1. R.K. Trivedi, 'Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards', Vol. I and II, Enviro Media.
2. Cunningham, W.P. Cooper, T.H. Gorhani, 'Environmental Encyclopedia', Jaico Publ., House, Mumbai, 2001.
3. Dharmendra S. Sengar, 'Environmental law', Prentice hall of India PVT LTD, New Delhi, 2007.

Attested

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XM 9071

ADVANCED WEB TECHNOLOGIES

L T P C
3 0 0 3

UNIT I DATABASE CONCEPTS 9

Introduction to Fundamental data and database concepts, Relational Database Models. Elements of SQL: Data Definition Language, Data Manipulation Language, Data Control Language and Transactional Control Languages, Data Retrieval. Operators, Filtering: Vertical and Horizontal Filtering of data, wild card characters, Order by, Group by, having Clause.

UNIT II SQL 9

Aggregate Functions, Character /String Functions, Numeric Functions, Date Functions, Conversion Functions, General Functions, Conditional Expression, Case Expression, Decode function, Querying Multiple Tables : Union, Sub queries and Joins. Different types of Constraints, Indexes, Views, Sequences, PL/SQL Block : Control structures, Iterative Control, Sequential control, Exceptions: Pre-defined Exceptions and User Exception, Procedures and Functions.

UNIT III SERVER SIDE SCRIPTING LANGUAGE 9

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

UNIT IV DOT NET CONCEPTS 9

Basics of ASP DOT NET platform, Namespaces, ASP Server Controls: Server side processing in ASP.NET, HTML Server Controls, Basic Web Controls, validation Controls, Databound List Controls, Creating ASP.NET Applications, , Objects of ASP DOT NET, Method, Properties and collections of ASP.NET Objects, Global.asax: Application and Session State and events.

UNIT V INTEGRATING WITH DATABASE 9

Connection Strings, Connecting to a Database, Browsing and Adding to a Database, Updating data in the Database, Deleting from the Database, Searching a data from the database. Debugging ASP.NET, Handling Errors, Creating Master Template.

TOTAL: 45 PERIODS

TEXT BOOKS

1. Mesbah Ahmed et. Al., ASP.NET Web Developer's Guide, Syngress Publishing Inc., 2002.
2. Ivan Bayross, SQL, PL/SQL: The Programming Language Of Oracle, BPB Publications.
3. Matt Childs, VBScript Pocket Reference, O'Reilly.

REFERENCES

1. RamezElmasri, Shamkant B. Navathe, "Fundamentals of Database Systems", Sixth Edition, Pearson / Addisonwesley, 2010
2. Robert W. Sebesta, "Programming the World Wide Web", Addison-Wesley, Sixth Edition, 2010

XM 9073

XML AND WEB SERVICES

L T P C
3 0 0 3

UNIT I XML TECHNOLOGY FAMILY 9

XML – benefits – Advantages of XML over HTML – EDL –Databases – XML based standards – DTD –XML Schemas – X- Files – XML processing – DOM –SAX- presentation technologies – XSL – XFORMS – XHTML – voice XML – Transformation – XSLT – XLINK – XPATH –XQ

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UNIT II ARCHITECTING WEB SERVICES 9

Business motivations for web services – B2B – B2C- Technical motivations – limitations of CORBA and DCOM – Service – oriented Architecture (SOA) – Architecting web services – Implementation view – web services technology stack – logical view – composition of web services – deployment view – from application server to peer to peer – process view – life in the runtime

UNIT III WEB SERVICES BUILDING BLOCK 9

Transport protocols for web services – messaging with web services – protocols – SOAP – describing web services – WSDL – Anatomy of WSDL – manipulating WSDL – web service policy – Discovering web services – UDDI – Anatomy of UDDI- Web service inspection – Ad- Hoc Discovery – Securing web services.

UNIT IV IMPLEMENTING XML IN E-BUSINESS 9

B2B - B2C Applications – Different types of B2B interaction – Components of e-business XML systems – ebXML – Rosetta Net Applied XML in vertical industry – Web services for mobile devices.

UNIT V XML AND CONTENT MANAGEMENT 9

Semantic Web – Role of Meta data in web content – Resource Description Framework – RDF schema – Architecture of semantic web – content management workflow – XLANG –WSFL.

TOTAL: 45 PERIODS

TEXT BOOKS

1. Ron schmelzer et al, "XML and Web Services", Pearson Education, 2002.
2. Sandeep Chatterjee and James Webber, "Developing Enterprise Web Services: An Architect's Guide", Prentice Hall, 2004.

REFERENCES

1. Frank P. Coyle, "XML, Web Services and the Data Revolution", Pearson Education, 2002.
2. Keith Ballinger, ".NET Web Services Architecture and Implementation", Pearson Education, 2003.
3. Henry Bequet and MeerajKunnumpurath, "Beginning Java Web Services", Apress, 2004.
4. Russ Basiura and Mike Batongbacal, "Professional ASP.NET Web Services", Apress, 2.

**XM9075 DOCUMENTARY AND SHORT FILM PRODUCTION L T P C
3 0 0 3**

OBJECTIVES:

- Students will be guided by the faculty, in a step by step procedure in making a documentary of their topic.
- At the end of the course, students will produce a documentary as part of their assessment.

OUTCOMES:

- At the end of the course, students will be able to gain adequate skills to produce a documentary for broadcast.
- Students will be able to understand and apply principles of factual program production in their future productions.

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UNIT I GRAMMAR OF DOCUMENTARIES 9

Origins and History of Documentary Films – Introduction to Narrative and Non-narrative Filmmaking – Elements of documentaries – Aesthetics & Authorship – Documentary theory & Issue of representation, types of documentaries – Approaches in Science – Nature filmmaking – Ethnographic Documentary filmmaking – Creative approaches – Case Studies.

UNIT II DEVELOPING THE STORY – PREPRODUCTION 9

Understanding story, story basics, finding the story – Developing story ideas, story structure, time on screen, researching for documentaries, kinds of information, finding people as sources, information management, choosing a subject – Visual scope and visual evidence, permissions, funding, pitching your ideas – Proposals, elements of proposals, resources for writing proposals, attracting funding – Ethics in documentary filmmaking.

UNIT III SHOOTING THE STORY – PRODUCTION 9

Treatment, unscripted and scripted documentaries, planning, and collecting the material –adapting the script, ways to tell a story – Interviews, recce, use of talents, re enactments, reconstruction & docudrama. Choosing the team, bringing together right people, working together, getting the right camera & equipments, camerawork, producing, directing, directing the crew. Shooting, lighting, location sound, problems & issues.

UNIT IV BUILDING THE STORY – POST PRODUCTION 9

Building the story in the editing table, working with an editor – Crafting the story, Finding your style – The paper edit, reviewing the footage, assembling of rushes, editing the footages, applying effects, transition – Adding sound effects and music, special effects dubbing, rerecording – Narration – Voiceover, using Music, titles and graphics – Colour exposure and colour correction – Credits & acknowledgements.

UNIT V PROJECT – PRACTICE & SCREENING 9

Project involving the production and direction of an individually or group authored documentary film, accompanied by a research dossier, a proposal and a treatment. The students will also ensure the exhibition of their films for reviews.

TOTAL: 45 PERIODS

TEXTBOOKS

1. Genevieve Jolliffe and Andrew Zinnes. The Documentary Film Makers Handbook: A Guerilla Guide, Continuum International Publishing Group, New York, 2006.
2. Louise Spence and Vinicius Navarro. Crafting Truth: Documentary Form and Meaning, Rutgers University Press, New Brunswick, N.J., 2011.
3. Andy Glynn. Documentaries and How to Make Them, Kamera Books, Harpenden, Herts, 2012.

REFERENCES

1. Barry Hampe. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries, Henry Holt and Company, 2007.
2. Alan Rosenthal. Writing, Directing, and Producing Documentary Film, SIU Press, 2007.
3. Clifford Thurlow. Making Short Films: The Complete Guide from Script to Screen (2nd Edition), Oxford International Publishers, 2008.
4. Michael Rabiger. Directing the Documentary, Focal Press, 2004.
5. James R. Martin. Create Documentary Films, Videos, and Multimedia: A Comprehensive Guide to Using Documentary Storytelling Techniques for Film, Video, the Internet and Digital Media Nonfiction Projects (Films Cinema), Real Deal Press, 2010.

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AIM

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

OBJECTIVE

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

UNIT I**9**

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

UNIT II**9**

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

UNIT III**9**

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

UNIT IV**9**

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

UNIT V**9**

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

TOTAL: 45 PERIODS**TEXT BOOKS**

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

REFERENCES

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

Attested

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OBJECTIVES:

- To prepare a storyboard.
- To learn modelling, rigging, lighting, texturing and animating.
- To prepare demo reels in 3D animation using Maya software.

OUTCOMES:

- The students will be able to create a storyboard.
- To familiarize the students with the application of 3D in architecture.
- To get students introduced to advanced modeling tools and techniques

UNIT I INTRODUCTION TO 3D ANIMATION 9

Graphical User Interface – 3D through Maya – X,Y,Z Concepts – Maya Professional 8 – Introduction – Concepts – Tools – Advantages – Storyboard – Polygon, NURBS Objects Modelling – Assigning materials to Objects – Lights – Camera – Animating 3D Models – Using of text, shapes & splines – Extrude, Lofting – Character Modelling – Rigging – Bones – Developing Human characters from photo – Kinematics – Inverted Kinematics – 3D Painting – Using Modifiers – Deformers, constrains.

UNIT II ANIMATION 9

Texture mapping – Texture Effects – Lighting – Concepts and Styles – Rendering – Advanced Modelling Tools & Techniques – Paint Effects – Particles and Emitter using Maya – Particle Effects – Gravity – Fluids – Fields – Modelling Characters: skeleton, skinning the skeleton Planar, UV Mapping – Fur – Hardware Rendering – Software Rendering – Sequence Rendering – Special Digital Effects.

UNIT III APPLICATION OF 3D IN ARCHITECTURE 9

Object Modelling – 2D Texturing, 3D Texturing, Character Design and Setup – Backgrounds – Walk Through – Path Animation – Compositing using Multimedia – Camera Techniques in Maya Basics, Types & Working with cameras – Lighting techniques: Types & placing of Lights & Light settings – Character Setup – Joints – JIC works in Maya – Rigging – Animation – Projects – Applying Bitmap and JPEG material – Creating mirror & Glossiness – Colour concepts texturing with bitmap files – Sound effects.

UNIT IV SCRIPTING 9

Key Frame Animation – Setup keys – Motion Capture Technology – Key Frame Animation – Advanced tools in Rendering – Graph Editor using Maya – Dynamics – How Dynamics work in Maya – Kinematics – Mental Ray Rendering – Hardware and Software Render in Maya.

UNIT V APPLICATIONS 9

3Ds Max – Maya – Softimage – Character Animation – Visual Effects – Computer Gaming – Web 3D – Games in Maya – Special tools – Rendering and Effects – Frame range, files, file size resolution, port selection – Environments and backgrounds – Atmospheric effects: fire, water, fog etc., – Render effects: lens, glow, neon, motion blur, etc. – Produce still images and movies in frame length, create contrast, highlights, glow on objects, and create water bodies – Digital compositing – Software: Combustion or Digital Fusion – Importing Different Types of Files – Mixing – Colour correction – Matte effects – Sound mixing – Digital effects – Final rendering to digital movie.

TOTAL: 45 PERIODS**TEXTBOOKS**

1. Ellery Connell, 3D for Grsphics Designers Serious Skills, John Wiley & Sons, 2011.
2. Mark Giamb Bruno, 3D Graphics & Animation (2nd Edition), New Riders Press, 2002
3. Rogers David, Animation: Master A Complete Guide (Graphics Series), Charles River Media, Rockland, USA, 2006.

Attested

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REFERENCES

1. Dariush Derakhshani, Introducing Autodesk Maya 2013, John Wiley & Sons, 2012.
2. Bill Fleming, 3D Modelling and Surfacing, Academic Press, 1999.
3. Michael O'Rourke, Principles of Three-dimensional Computer Animation: Modelling, Rendering, and Animating with 3D Computer Graphics, Norton, 2003.

XM 9081

DIGITAL COMPOSITING

L T P C

3 0 0 3

AIM:

This course will focus on gathering elements for compositing of different film, video and Computer generated sources to single elements through variety of techniques to manipulate and combine them.

OBJECTIVES:

- Is to learn the basics of good image-making through the study of frame composition, timing, colour theory, and editorial techniques
- Technically, you will attain mastery of compositing tools and techniques found in Final cut pro, Avid, Combustion, After effects and other software tools

UNIT I INTRODUCTION AND TOOLSETS

9

Brief history of compositing and visual effects, Different type of compositing software, Introduction to layer and node based software, Types of footage, Working with HDRI footage, Animatics, Story board and concept, Pipeline Introduction. Colour channels, Colour depth, Colour space, Aspect ratios, Resolution, File formats, Frames and time.

UNIT II ROTOSCOPING AND STABILISING

9

Introduction to roto, Compositing with different footage using roto, Exporting and importing the alpha channel, Rotopaint, Wire removal, Getting a clean plate, Working with clean plate, Tracking the footage, Stabilising the footage using the tracking point, Graph editors, Match moving. Rig removal, Creating a garbage mask.

UNIT III MATTE AND COLOUR CORRECTION

9

Working with blue/green matte footage, Using different keyers, IBK color, Key light, Chroma key, Alpha key, Matching light space and adjusting for brightness and colour, Creating a garbage mask, Working with keyframe, Matte painting, Set extension, Working with titles, Particles in compositing, Digital crowd, Lights and shadows, Colour correction, Grading the footage.

UNIT IV WORKING WITH 3D MATERIALS

9

Camera tracking, Applying the camera movement to footage, Introduction to 3D space in compositing, Working with multiple passes, Z-Depth, Working with 3D object, Compositing 3D object in footage, Introduction to python script.

UNIT V ROLE OF COMPOSITOR

9

Global Animation and visual effects industry, Key players, Production workflow, Role of Project manager, Technical director, Supervisor, and Line producer in Visual effects field, Budgeting and scheduling.

TOTAL: 45 PERIODS

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BOOKS

1. Mitch Mitchells, Visual effects for film & Television, Focal press ,2004.
2. Jeffrey A. Ojun and Susan Zwermans, The VES handbook of visual effects, Elsevier Inc. 2010.
3. Tim Dobberts, Match moving the invisible art of camera tracking, Second edition, Serious skills, Willy Publications, 2012.

XM9083

PHOTOGRAPHY

L T P C
3 0 0 3

AIM

- To foster an awareness of opportunities for Professional and creative expression through the practice and art of Photography.

OBJECTIVES

- To gain basic understanding about grey and colour tones.
- To develop an individual style in Photographic lighting.

UNIT I BLACK & WHITE PHOTOGRAPHY 9

Understanding Grey tones, The Grey scale Image, Lighting for Black and White, Zone System , Black and White at Night, Filters for Black and White, Study on Ansel Adams images and Zone system.

UNIT II EXPOSURE AND DIFFERENT TYPES OF CAMERAS 9

Understanding exposure, Aperture, Shutter speed, ISO, Light Meter, D log E curve, Film vs Digital, Understanding Film Stocks, Understanding the Sensor, Types of Cameras, Spherical vs Anamorphic , Basic & Advanced equipment's , Digital Camera Techniques.

UNIT III COMPOSITION 9

Compositional Asymmetry, 1/3 Composition, Golden Rule of Composition, Aspect Ratios in Photography .

UNIT IV COLORS 9

Color, Color Theory, Color Temperature, Human Eye (A basic understanding & functioning of Human eye), Scientific approach to color, Artistic approach to colour, Application of color in photography.

UNIT V LIGHTING 9

Lighting, Daylight, Sunlight, Sky Light, Exterior lighting, Interior lighting, Day Interior & Exterior, Night Interior & Exterior, Incident light , Reflected light, Contrast Lighting, Diffusions & Bounce, Filters. Lighting for Different Genres of photography.

TOTAL: 45 PERIODS

TEXT BOOKS

1. Adams, Ansel, The Negative, Bulfinchpress, Fourteenth Edition, 2008.
2. Ashley la Grange, Basic Critical Theory for Photographers, Focal press, 2006.

REFERENCES:

1. Ansel Adams, The Camera, Bulfinch press, 2008.
2. John Hedgcoe, The Art of Digital Photography, D.K Publishing, 2006
3. Bryan Peterson, Understanding Exposure, Amphoto Books, 2007

Attested

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COURSE OBJECTIVES:

- To understand of game design and development
- To understand the processes, mechanics, issues in game design, game engine development
- To understand modeling, techniques, handling situations, and logic.

UNIT I INTRODUCTION**9**

Fundamentals of Game Design, Gaming Industry & Project Management, Storyboarding / Graphics development.

UNIT II THEORIES AND ELEMENTS**9**

Elements of gameplay, Interface, interactivity. Level's Theory & Environmental Animation, Animation Technique, Audio for Gaming, Character design : templates, buddies, mates, and avatars. Motion and animation. Character development, Story Telling, Narration, Game Balancing, Core mechanics, Principles of level design, Genres of Games, Collision Detection, Game Logic, Game AI, Path Finding

UNIT III GAMING ENGINE DESIGN**9**

Introduction to Game Engine, Script programming, Gameplay and Level Design, Algorithm Design, Game flow and Game Design, Renderers, Software Rendering, Hardware Rendering, and Controller based animation, Spatial Sorting, Level of detail, collision detection, standard objects, and physics

UNIT IV GAMING PLATFORMS AND FRAMEWORKS**9**

Flash, DirectX, OpenGL, Java, Python, XNA with Visual Studio, Mobile Gaming for the Android, iOS, Game engines - Adventure Game Studio, DXStudio, Unity

UNIT V GAME DEVELOPMENT**9**

Developing 2D and 3D interactive games, **Scenario Design:** Story arcs, player/designer authorship, and multilinear narrative. DirectX – Isometric and Tile Based Games, Puzzle games, Single Player games, Multi Player games.

TOTAL: 45 PERIODS**REFERENCE BOOKS:**

1. David H. Eberly, "3D Game Engine Design, Second Edition: A Practical Approach to Real-Time Computer Graphics" Morgan Kaufmann, 2 Edition, 2006.
2. JungHyun Han, "3D Graphics for Game Programming", Chapman and Hall/CRC, 1st edition, 2011.
3. Mike McShaffry, "Game Coding Complete", Third Edition, Charles River Media, 2009.
4. Jonathan S. Harbour, "Beginning Game Programming", Course Technology PTR, 3 edition, 2009.
5. Ernest Adams and Andrew Rollings, "Fundamentals of Game Design", Prentice Hall 1st edition, 2006.
6. Roger E. Pedersen, "Game Design Foundations", Edition 2, Jones & Bartlett Learning, 2009.
7. Scott Rogers, "Level Up!: The Guide to Great Video Game Design", Wiley, 1st edition, 2010.
8. Jason Gregory, "Game Engine Architecture", A K Peters, 2009.
9. Jeannie Novak, "Game Development Essentials", 3rd Edition, Delmar Cengage Learning, 2011.
10. Andy Harris, "Beginning Flash Game Programming For Dummies", For Dummies; Updated edition, 2005.
11. John Hattan, "Beginning Game Programming: A GameDev.net Collection", Course Technology PTR, 1 edition, 2009.
12. Eric Lengyel, "Mathematics for 3D Game Programming and Computer Graphics", Third Edition, Course Technology PTR, 3rd edition, 2011.

Attested

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13. Dino Dini, "Essential 3D Game Programming", Morgan Kaufmann, 1st edition 2012.
14. Jim Thompson, Barnaby Berbank-Green, and NicCusworth, "Game Design: Principles, Practice, and Techniques - The Ultimate Guide for the Aspiring Game Designer", 1st edition, Wiley, 2007.

XM9087

MEDIA COMMERCIALS

L T P C
3 0 0 3

OBJECTIVES:

- To familiarize the students to different formats of TV commercials.
- To develop writing and creative skills for television and web commercials.
- To produce commercials by learning various techniques.

OUTCOMES:

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

UNIT I TYPES OF COMMERCIALS

9

Commercials: Meaning and definition, historical development, social and economic benefits – Elements of a good advertisement – Types and importance of commercials in electronic media – Surrogate – Comparative – Ambient – Seasonal- Commercials and their functions.

UNIT II TARGET GROUPS

9

Commercials for consumer, corporate, Industrial, retail, national, trade, professional and social – Target audience: Brand image, brand positioning and brand equity – Media selection – Radio, television, web and films – Strategy, media budget, campaign planning – Sports commercials and positioning of sports materials- Brand Endorsements and Brand Ambassadors – Commercials for children products, youngsters, women.

UNIT III COPYWRITING

9

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 tv.

UNIT IV PLANNING AND EXECUTION

9

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 and children in TVC.

UNIT V WEB COMMERCIALS

9

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 .

TOTAL: 45 PERIODS

Attested
70
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TEXT BOOKS

1. Namita Unnikrishnan and Shailaja Bajpai. The Impact of Television Advertising on Children, Sage Publications, New Delhi, 2007.
2. Tom Duncan. Principles of Advertising & IMC (International Edition), McGraw-Hill, New Delhi, 2002.
3. John Philip Jones. International Advertisings, Sage, New Delhi, 2009.

REFERENCES

1. Hooper White. How to produce effective TV commercials, McGraw-Hill, 2009.
2. Ivan Cury. TV Commercials – How to Make Them, Focal Press, 2009.
3. Lary Elin and Alan Lapidés. Designing and Producing the Television Commercial, Pearson, 2008

XM 9089

MOTION GRAPHICS

L T P C
3 0 0 3

AIM

This course covers the motion graphics by utilizing digital video and various graphics file formats. Course will cover best practices in animation and visual effects in broadcast design, film titles video design and effects.

OBJECTIVES

- To become visually literate, including competence with the non-verbal languages of art and design
- To develop visual, verbal, and written responses to visual phenomena, and organize perception and conceptualizations both rationally and intuitively
- To learn the basic principles of storyboarding and project mapping

UNIT I INTRODUCTION TO GRAPHICS

9

History of motion graphics, General introduction to Motion, general principles of motion graphics., different software's used for motion graphics, Photoshop, Final cut pro, Premier Pro, After effects, Combustion, Nuke. Story board sketching, Pipeline introduction.

UNIT II KEYING, ROTO AND TRACKING

9

Roto, Tracking and camera tracking in different software's, combining those in graphics, Keying with different keyers.

UNIT III GRADING

9

Working with RGB, Alpha value, compositing with the original footage, colour grading of Computer generated objects, lights, shadow, Matching light space and adjusting for brightness and colour, mask, difference between layer and node based software's.

UNIT IV 3D GRAPHICS

9

Importing 3D materials to various software, titling, compositing 3D title to 2D shot, shifting of projects from one software to other.

UNIT V AUDIO

9

Different type of audio formats, Synchronising the audio with the visuals, exporting the video with the audio in graphics.

TOTAL: 45 PERIODS

71

BOOKS

1. Jon Krasner, Motion Graphic Design: Applied History and Aesthetics Focal press, 2013.
2. Chris Meyer, Trish Meyer, Creating Motion Graphics with After Effects: Essential and Advanced Techniques, Focal Press 2010.
3. Bill Byrne, 3D Motion Graphics for 2D Artists: Conquering the 3rd Dimension, Focal Press, 2010
4. Mark Christiansen, Adobe After Effects CS6 Visual Effects and Compositing Studio Techniques, Peachpit 2013.

XM 9072

ADVANCED WEB TECHNOLOGIES LAB

L T P C
0 0 4 2

EXERCISES

1. SQL Queries: DDL and DML commands
2. SQL Queries using Data Retrieval Commands and Functions
3. Creating a PL/ SQL Blocks
4. Real Calculator as Web Application and Windows Application
5. AdRotator, Validators
6. Calendar with navigating months
7. Sign in Page
8. Sign Up Page
9. Edit Profile, Delete Profile, Forgot Password Screen
10. Search page
11. File Upload
12. Online Examination System
13. Chat Room Application
14. Simulating Forum / Discussion Page
15. Simulating Twitter Application

TOTAL : 60 PERIODS

XM 9074

XML AND WEB SERVICES LAB

L T P C
3 0 0 3

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

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10. Create a web service for currency conversion (at five currencies) with appropriate client program.

TOTAL: 60 PERIODS

XM 9076 DOCUMENTARY AND SHORT FILMS PRODUCTION LAB L T P C
0 0 4 2

AIM

To impart knowledge of creating documentaries and short films for television practically. To train students in shooting, editing and finishing on documentaries, docu-dramas and short films. This lab will be assignment based where it is mandatory for the students to record and shoot videos in various documentaries genres and short films and then edit the same on the non linear editing systems.

OBJECTIVES

- To make students aware of the script writing for documentaries and short films.
- To learn about documentaries and short films production by producing different formats.
- To impart knowledge on creating unique documentaries and short films.

EXERCISES

Documentaries and short films to be created after developing the script for individual assignment as assigned by the faculty.

1. Research
2. Planning
3. Pre-Production
4. Post-Production

TOTAL: 60 PERIODS

XM 9078 INTEGRATED MARKETING COMMUNICATION LAB L T P C
3 0 0 3

EXERCISES

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

Attested

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- Analyse International Media business and Marketing strategy.
- Analyse Cross-Media Ownership.

XM 9080

ADVANCED 3D GRAPHIC AND ANIMATION LAB

1. Texturing
2. Key frame Animation
3. Character Animation
4. Develop a game using character
5. Kinematics

TOTAL: 60 PERIODS

XM 9082

DIGITAL COMPOSITING LAB

L T P C
0 0 4 2

1. Single, Double, Four point tracking
2. March moving
3. Roto
4. Roto Paint
5. Title
6. Particle system
7. Multiple passes
8. Z-Depth
9. 3D Compositing
10. Camera tracking
11. Matte painting
12. Clean plate
13. Set extension
14. Python script
15. Colour correction
16. Lights and shadows

TOTAL: 60 PERIODS

XM9084

PHOTOGRAPHY LAB

L T P C
0 0 4 2

1. Product
2. Landscape
3. Portrait
4. Texture, Shapes & Colors

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5. Dawn & Dusk
6. Architecture
7. Macro Photography
8. Panning
9. Zoom in & Zoom out
10. Perspective
11. Telephoto
12. Long Exposure
13. Cityscape
14. Bird Sanctuaries
15. Time Lapse.

TOTAL: 60 PERIODS

XM 9086

GAME DESIGN AND DEVELOPMENT LAB

L T P C
0 0 4 2

1. Design a Storyboard for a 1min
2. Graphics development
3. Creating Interface, interactivity
4. Create a Character design
5. Develop a Level Design
6. Algorithm Design
7. Game flow and
8. Game Design

TOTAL: 60 PERIODS

XM 9088

MEDIA COMMERCIALS LAB

L T P C
0 0 4 2

AIM

To impart knowledge of creating commercials for television, radio, web, films and mobile phones practically. To train students in shooting, editing and finishing on video. This lab will be assignment based where it is mandatory for the students to record and shoot audios/videos in various genres and then edit the same on the non linear editing systems.

OBJECTIVES

- To make students aware of the script writing for commercials.
- To learn about commercials production by producing different commercial formats.
- Developing skills of commercial writing for radio, television and web media.
- To impart knowledge on creating unique commercials for various media.

EXERCISES

The following commercials to be created after developing the script for individual assignment.

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1. Radio Jingles and commercials
2. PSA for radio and television
3. Product placement and demonstration commercial
4. Slice of life commercial
5. Culture oriented commercial
6. Insurance and Mutual funds commercial
7. Seasonal commercial
8. Surrogate commercial
9. Ambient commercial for a local product /service
10. Comparative commercial
11. Web Banner commercial
12. Dynamic web commercial

TOTAL: 60 PERIODS

XM 9090

MOTION GRAPHICS LAB

L T P C
0 0 4 2

1. Roto
2. Roto Paint
3. Title
4. Particle system
5. Multiple passes
6. Z-Depth
7. 3D Compositing
8. Camera tracking
9. Matte painting
10. Colour correction
11. Lights and shadows

TOTAL: 60 PERIODS

Attested

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