ANNA UNIVERSITY, CHENNAI
UNIVERSITY DEPARTMENTS

M. Sc. ELECTRONIC MEDIA (2 YEARS)

REGULATIONS – 2015
CHOICE BASED CREDIT SYSTEM

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

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

PROGRAMME OUTCOMES (POs):

- The student can use different communication and media tools in an effective manner.
- The students can create / produce different format of news and entertainment content for different media.
- The Students can apply their creative skills in various communication and related sectors.
- The students can enter into the media teaching and research areas.
- The students equipped with lots of soft skills required for managerial and high-profile jobs.
- The students can plan, develop and implement communication and development projects at local, regional and global levels.

ANNA UNIVERSITY, CHENNAI

UNIVERSITY DEPARTMENTS

M. Sc. ELECTRONIC MEDIA (2 YEARS)

REGULATIONS – 2015

CHOICE BASED CREDIT SYSTEM

CURRICULA AND SYLLABI

SEMESTER I

SL. No.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	EA7101	Camera Techniques	PC	5	3	0	2	4
2	EA7102	Contemporary Media	PC	3	3	0	0	3
3	EA7103	Journalism and News Writing	PC	3	3	0	0	3
4	EA7104	Radio Programme Production	PC	5	3	0	2	4
5	EA7105	Theories of Communication	PC	3	3	0	0	3
PRACTICAL								
6	EA7111	Computer graphics	PC	4	0	0	4	2
7	EA7112	Writing for Media (news, reviews, etc.)	PC	4	0	0	4	2
			TOTAL	27	15	0	12	21

SEMESTER II

SL. No.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	EA7201	Advertisement Production	PC	3	3	0	0	3
2	EA7202	Electronic Journalism	PC	3	3	0	0	3
3	EA7203	Statistical Techniques	PC	3	3	0	0	3
4	EA7204	TV Programme Production	PC	3	3	0	0	3
5	EA7205	Web Designing	PC	3	3	0	0	3
PRACTICAL								
6	EA7211	TV Program Production and Editing Lab	PC	4	0	0	4	2
7	EA7212	Web Designing Lab	PC	4	0	0	4	2
8	EA7213	Media Seminar	EEC	4	0	0	4	2
			TOTAL	27	15	0	12	21

SEMESTER III

SL. No.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	EA7301	Communication for Development	PC	3	3	0	0	3
2	EA7302	Film Studies	PC	3	3	0	0	3
3	EA7303	Media Laws and Human Rights	PC	3	3	0	0	3
4	EA7304	Research Methodology	PC	3	3	0	0	3
5		Elective I	PE	3	3	0	0	3
6		Elective II	PE	3	3	0	0	3
PRACTICAL								
7	EA7311	Summer Internship (4 weeks)	EEC	0	0	0	0	2
8	EA7312	Media Production Project	EEC	2	0	0	2	1
			TOTAL	**20**	**18**	**0**	**2**	**21**

SEMESTER IV

SL. No.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	EA7401	Media Management	PC	3	3	0	0	3
2		Elective III	PE	3	3	0	0	3
3		Elective IV	PE	3	3	0	0	3
PRACTICAL								
4	EA7411	Research Project	EEC	24	0	0	24	12
			TOTAL	**33**	**9**	**0**	**24**	**21**

TOTAL CREDITS: 84

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PROFESSIONAL CORE (PC)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1		Contemporary Media	PC	3	3	0	0	3
2		Theories of Communication	PC	3	3	0	0	3
3		Journalism and News Writing	PC	3	3	0	0	3
4		Radio Programme Production	PC	3	3	0	0	3
5		Camera Techniques	PC	3	3	0	0	3
6		Writing for Media (news, reviews, etc.)	PC	3	3	0	0	3
7		Computer graphics	PC	3	3	0	0	3
8		Electronic Journalism	PC	3	3	0	0	3
9		Media Laws and Human Rights	PC	3	3	0	0	3
10		TV Programme Production	PC	3	3	0	0	3
11		Web designing	PC	3	3	0	0	3
12		Advertisement Production	PC	3	3	0	0	3
13		TV Program Production & Editing lab	PC	3	3	0	0	3
14		Web designing LAB	PC	3	3	0	0	3
15		Research Methodology	PC	3	3	0	0	3
16		Film Studies	PC	3	3	0	0	3
17		Statistical Techniques	PC	3	3	0	0	3
18		Communication for Development	PC	3	3	0	0	3
19		Media Management	PC	3	3	0	0	3

EMPLOYABILITY ENHANCEMENT COURSES (EEC)

SL. No	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1		Media Seminar	EEC	2	0	0	2	1
2		Summer Internship	EEC		0	0	0	2
3		Media Production Project	EEC	1	0	0	0	1
4		Research Project	EEC	24	0	0	24	12

PROFESSIONAL ELECTIVES (PE)

SL. No.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1	EA7001	2D Graphics and Animation	PE	3	3	0	0	3
2	EA7002	3D Graphics and Animation	PE	3	3	0	0	3
3	EA7003	Character Animation	PE	3	3	0	0	3
4	EA7004	Community Media	PE	3	3	0	0	3
5	EA7005	Conflict Studies and Peace Journalism	PE	3	3	0	0	3
6	EA7006	Critical Media Studies	PE	3	3	0	0	3
7	EA7007	Development Reporting	PE	3	3	0	0	3
8	EA7008	Digital Film Making	PE	3	3	0	0	3
9	EA7009	Documentary Production	PE	3	3	0	0	3
10	EA7010	E-Content creation	PE	3	3	0	0	3
11	EA7011	Editing Techniques	PE	3	3	0	0	3
12	EA7012	Environment and Media	PE	3	3	0	0	3
13	EA7013	International Communication	PE	3	3	0	0	3
14	EA7014	Media and Sustainable Development	PE	3	3	0	0	3
15	EA7015	Media Psychology	PE	3	3	0	0	3
16	EA7016	Media Soaps and Society	PE	3	3	0	0	3
17	EA7017	Media, Society and Culture	PE	3	3	0	0	3
18	EA7018	Public Relations and Event Management	PE	3	3	0	0	3
19	EA7019	TV Commercials	PE	3	3	0	0	3
20	EA7020	User Experience Design	PE	3	3	0	0	3

EA7101   **CAMERA TECHNIQUES**   **L T P C**
                                                                             3 0 2 4

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

UNIT I   CAMERA   9
Different camera formats, working of an SLR and DSLR Cameras. Features and functions of SLR and DSLR Cameras, SD and HD Video Cameras. Various camera controls. Ansel Adams Zone system.Exposure.Image sensors. Different storage formats. Camera Mountingequipments.

UNIT II   COMPOSITION   9
Basic Shots and Camera Angles, FIVE C'S of Cinematography, Composition - View point and Camera angle-Eye Level, Low and High, Balance- Aspects of Balancing,Shapes and Lines, Pattern, Volume, Lighting, Texture, Tone, Contrast- and Colour, Framing, various Perspectives.

UNIT III   COLOUR AND LIGHTING   9
Colour Theory, Colour Temperature, Electromagnetic spectrum, Lighting Philosophies –Natural Lighting - Basic styles of Lighting- Indoor, Outdoor – Properties of Light – Additive and Subtractive Light – Contrast and Lighting Ratios – Direct and Indirect Light – Three point and Five Point Lighting – Light Sources, Light meters.

UNIT IV   LENSES AND FILTERS   9
Qualities, Functions, advantages and disadvantages of different types of Lenses – Wide Angle, Tele Photo, Prime Lenses, Macro lenses, advantages of zoom function in different types of lenses, use of lenses in various fields.Properties and uses of various filters -Clear and ultraviolet– Colour Correction – Infrared – Neutral Density – Polariser – Neutral Density – Special Effect Filters.

UNIT V   PRODUCTION TECHNIQUES   9
Feature, Documentary and Short film through still and video, Digital Manipulation and Digital Printing essentials -Video recording in DSLR Cameras, practice in single and multicamera production, use of video cameras and mixer and other necessary things for production.

TOTAL (45 + 30): 75 PERIODS

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

TEXTBOOKS
1. BelavadiVasuki, 'Video Production,' Oxford University Press, 2012.
2. Jim Owens & Gerald Millerson, Video ProductionHandbook,Focal Press, 2012
3. Scott Kelby, The Digital Photography Book, Peachpit Press,2009
4. BalakrishnaAiyer, Digital Photojournalism, Authors press,2005
5. Ansel Adams, The Negative, Bulfinch press, Fourteenth Edition, 2008.

REFERENCES
1. Robert Musburger& Michael Ogden Single-camera video production focal press 2014.
2. Ben long, Complete Digital Photography, Charles River Media, Third Edition, 2005
3. Fil Hunter, Steven Biver, Paul Fuqua,Light-Science & Magic: an Introduction to Photographic Lighting, Focal Press,2007
4. Langford Bilissi,Langford's Advanced Photography, focal press, Seventh Edition, 2008.
5. John Hedgecoe, The Art of Digital Photography , First American Edition, 2006.
6. JosephV.Mascelli, The Five C's of Cinematography, Silman – James Press, LosAngels,1998.
7. Gerald Millerson, Lighting for Video, CRC Press, 2013.

EA7102   **CONTEMPORARY MEDIA**   **L T P C**
                                                                        3 0 0 3

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

UNIT I   TRADITIONAL MEDIA   9
Definitions ofMedia 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; various types of print media, history of newspapers in India, reach, advantages and importance of print media.

UNIT III   RADIO   9
Invention and Development of Radio medium, Radio Broadcasting since its inception in world and India, Radio Technology, AM and FM transmission, audience and reach.

UNIT IV   TELEVISION   9
Television – origin and development, nature, scope, audience, genre, functions of television; commercial and public service, state and private sectors' expansion; potential for future development, PrasarBharati Broadcasting Corporation

UNITV   NEW MEDIA   9
New Media – origin and development of Internet and mobile media, Growth and development of Internet communication , Nature and Scope of the new media, content generation, reach, online journalism, web TV, Podcasting, e - Publishing.

                                                        TOTAL: 45 PERIODS
OUTCOMES
- A thorough understanding of the history of mass media around the world would be acquired.
- An in-depth knowledge of the development of mass media in India would be obtained.

TEXTBOOKS
1. Ravindran, R.K. "Media in Development Arena", Indian Publishers & Distributors, 2000
2. Kumar, Keval J, "Mass Communication in India", Jaico Publishing Co., 2003
3. Roy, Barun,"Modern Student Journalism", Pointer Publishers, Jaipur , 2004

REFERENCES
1. Sharma, J.K, 'Media and Electronic Media – Implications for the future", Authors Press, New Delhi, 2003
2. Roy, Barun,"Modern Student Journalism", Pointer Publishers, Jaipur , 2004
3. Straubhar, Larose, "Media Now", Thomson Wordsworth, 4th Edition, 2004

EA7103   **JOURNALISM AND NEWS WRITING**   **L T P C**
                                                                        3 0 0 3
OBJECTIVES
- To know the basic principles, characteristics of journalism and writing the news accordingly.
- To develop news concept and the critical thinking skills to recognize when news lacks fairness and credibility.
- To develop an understanding on the ethics in news reporting.
- To understand the concept of social development through journalism.

UNIT I   PRINCIPLES AND CHARACTERISTICS   9
Definition - Meaning and scope of journalism - Fundamental values and principles of journalism, such as truth-telling, watchdog reporting, accuracy, courage, tolerance, minimizing harm, and justice - Functions - Different Forms and Genres - Western and Eastern approaches - Various characteristics - Role of Journalism in democratic society, popular theories related to Journalism.

UNIT II   NEWS GATHERING PROCESS   9
News gathering techniques **-** Importance of sources - Types of sources - Credibility - Identifying, establishing and maintaining contacts - Confidentiality – Beat: Types of beats, Skills required for the various beats - Follow-up the stories.

UNIT III   DEVELOPING THE NEWS AND NEWS VALUES   9
Brainstorming - Story Idea - Story mapping - Deciding story angle and approach – Research - Interesting techniques - Story board - Idea for Features and News Documentary - News values / Nose for news - Criteria, factors of news worthiness: proximity, immediacy, relevance, timeliness.

UNIT IV   NEWS WRITING AND EDITING   9
Basics of news writing - Elements of news - Structure of news - Formats of news writing - Headlines, byline, dateline, leads, content, ending of news - Types of news: Standard News, Features, Analysis, Column, Editorial - Telling the story - Placing the key words - Developing the story - News editing - Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Hyperbole, Adjectives Editing techniques, Editing Software, Proof reading.

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

TOTAL: 45 PERIODS

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

TEXTBOOKS
1. Tony Harcup, Journalism Principles and Practice, Vistaar, New Delhi, 2005.
2. Barun Roy, Modern Student Journalism, Pointer Publisher, 2004
3. M.V. Kamath, The Journalists Handbook, Vikas Publishing House Pvt. Ltd., New Delhi, 2009.
4. Bill Kovach and Tom Rosenstiel, The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, New York: Crown Publishers, 2001.

REFERENCES
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.
4. Jan Johnson Yopp and Kathrine C. McAdams, Reaching Audiences: A Guide to Media Writing (3rd Edition), Allyn& Bacon, 2002.
5. N.C.Pant, "Modern Journalism" Kanishka Publishers, 2002
6. B.N.Ahuja – S.S.Chhabra, 'Reporting ' ,Surjeet Publication, 1995
7. D'Souza, "Hand book of Journalism", Anmol Publications, 2000.
8. Jan Johnson Yopp and Kathrine C. McAdams , Reaching Audiences: A Guide to Media Writing, Focal Press, 2002
9. H.M.Aggarwal, "Journalism in Practice", Reference press, 2005
10. Shahzad Ahmad, "Journalism news coverage ", Anmol, 2005

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EA7104   **RADIO PROGRAMME PRODUCTION**   **L T P C**
                                                                           3 0 2 4

OBJECTIVES
- To make students aware of the characteristics of radio medium.
- To learn about radio programming formats and its presentation.
- To impart knowledge on radio production management.

UNIT I   INTRODUCTION OF RADIO MEDIUM   10

Introduction to radio as a mass medium – Radio in today's Media Scenario – Types of ownership: Private and Public- Nature and characteristics of Radio medium – Radio Vs Other mediums - Organizational Structure and Management: Administration, Traffic/Continuity, Sales, Production/Programming/ Engineering, IT, Promotions, Webmasters – Narrowcasting - FM broadcasting and the audiences: Programming Content and style - a critical review.

UNIT II   RADIO PROGRAMMINGFORMATS   10

Evolution of radiobroadcast formats; Scripting for radio – types of scripts; script formats; story treatment; summary, treatment, guidelines; Radio for information, education and entertainment – News headlines and highlights – News features - Radio jingles: lyrics, musical logo – Radio Interviews – sound clips,-sound bites- language and grammar- audio cut, cue lay out- executing program - Radio plays – Talk – Radio discussion programmes - Radio Documentaries - Radio vox-pops – Quiz – Game shows - Radio actualities.

UNIT III   PRESENTATIONTECHNIQUES   12

Production elements of Radio programmes: Aural sense appeal, narration, voice over, dialogue, sound effect, noise, music, silence etc. – Signposting – Hooking - Principles of Infotainment/Edutainment/Entertainment – News caster, Commentator, Radio Jockeying, Announcing - Language and Style – Content variety and style - Time and deadline factor – Phone-in programmes - Audience participation –- Special Audience programmes on Radio – Programme for Children, Women, Youth, Rural Folk, etc. - Presentation of Music on Radio / Radio commercials, Interconnection of musical instruments: Samplers and synthesizers.

UNIT IV   PRODUCTIONMANAGEMENT   12

Three phases of production management: Pre-production, Production and Post-production; Management of personnel - Improve work team leadership ability in studio environment; Financial and Technical resources; Budgetary planning – control - Direct and Indirect costs; Radio advertising: tariff; Subject research; Feedback and Analysis of existing formats, its form and content as a distinctive characteristic of certain radio styles.

UNITV   INNOVATIVEDEVELOPMENTSINRADIOCOMMUNICATION   16

Field Programme Production, Live Programme Production - OB Van - final editing and mastering – latest audio recording softwares; Radio as a tool of development – Radio and popular culture - Interactive broadcasting - educational broadcasting – Media convergence - Future of Radio: FM, Online Radio, Visual radio, Satellite radio, Local Radio; Mobile Radio, Campus Radio; Amateur Radio/Ham Radio, PAS, New wave FM Radio - Community Radio: Concept & Importance.

                                                          TOTAL (45 + 30): 75 PERIODS

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

TEXTBOOKS
1. How to do community radio – Louie Tabing and UNESCO 2002
2. The Radio Handbook – Carole Fleming 2nd edition, Routledge , 2002
3. Michele Hilmes and Jason Lovigilio, 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

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

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

UNIT I   COMMUNICATION   9
Communication: Definition, elements – Nature and process of human communication   functions and types of communication –barriers to communication - Kinds of mass communication; types of mass media – trends in communication down the ages.

UNIT II   APPROACHES TO COMMUNICATION THEORIES   9
Power of the media and approaches to media – Mass society, propaganda model, cybernetic tradition, functional approach – technological determinism – political economy approach – powerful media Vs limited effects tradition

UNIT III   THEORIES AND MODELS OF COMMUNICATION   9
Scope of communication theories – Magic bullet theory – Cultivation theory- Agenda setting theory – Spiral of silence theory- Uses and gratifications theory – Limited effects theory - Concepts of selective exposure, selective perception and selective retention. Models of Lasswell , Shannon and Weaver, Dance, Osgood and Wilbur Schramm, Westley and MacLean , Berlo.

UNIT IV   COMMUNITY AND FOLK MEDIA   9
Folk media: puppetry, street plays, folk songs, folk dance etc. –community media – Interpersonal and small group approaches: Large group approaches – Traditional media for development – Traditional and modern media as vehicles of inter-cultural communication.

UNIT V   PRESS THEORIES   9
Normative theories of press: Authoritarian, Libertarian, Social Responsibility, Soviet, Development media and Democratic Participant- social systems and media responsibility – New world information and communication order.

TOTAL: 45 PERIODS

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OUTCOMES

- To familiarize the students with the theories and models of communication.
- To make students understand the role and importance of communication.
- To get students introduced to community media and folk media.

TEXTBOOKS

1. Denis McQuail. Communication Models, Sage Publications Ltd, 2005.
2. Keval J. Kumar. Mass Communication in India, Jaico, New Delhi, 2000.
3. ArvindSinghal and Everett M. Rogers. India's Information Revolution: From Bullock Carts to Cyber Marts, Sage, New Delhi, 2001.

REFERENCES

1. Colin Sparks. Globalization, Development and the Mass Media, Sage Publications, London, 2007.
2. Graeme Burton. Media & Society Critical Perspectives, Tata McGraw-Hill, New Delhi, 2010.

EA7111   **COMPUTER GRAPHICS LABORATORY**   **L T P C**
                                                                                        0 0 4 2

OBJECTIVES

- An introduction to basic concepts and software dealing with image manipulation, web graphics and basic 2D animation.
- Understanding of Multimedia

UNIT I   BASICS OF GRAPHICS   12
Line drawing: straight-line drawing, free-hand drawing – Vector graphics, raster graphics, pixels. Typography: Fonts and Typefaces – Photoshop.

UNIT II   WORK SPACE IN PHOTOSHOP   12
Image Window – Tool bar – Brushes – Transformation tools – Channels- Brushes -Concepts – Tools – Advantages – Designing and Creating different Print collaterals using computer graphics tools - Output for print formats.

UNIT III   MANIPULATION OF IMAGES   12
Editing Photographs with effects – color management - Collage works with photographs- Interpreting an image – Histogram - Correcting shadow and highlight points – blending mode adjustment.Layer mask, Curves and Filter Effects - Digital art.

UNIT IV   INDESIGN   12
InDesign. Layers, scale. Page layout and design – Creating images for print and for web pages: managing file size. Types of Page Layouts for Print Media - Designing a Web Page.

UNIT V   PRACTICE ON GRAPHIC SOFTWARES   12
Training in the computer lab on Photoshop and Indesign to create Logo, Visiting card, Letter Head, Brochure, Pamphlets, Danglers, Leaflets, Posters, Book Cover, CD cover, greeting card and other printing materials. Designing 3D buttons, Menus - Product cover design - Package cover Designing - Designing an Invitation- Developing graphic Backgrounds and Layouts. Creating and designing Newsletter -Designing a Calendar - Designing a Print Advertisement for Newspapers and Magazine.

TOTAL :60 PERIODS

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OUTCOMES
- To train students with a sound understanding of multimedia
- To create a basic web page.
- To train students with sound knowledge of multimedia

TEXTBOOKS
1. Kelbyscott, adobe photoshop CS6 peachpit press 2012
2. Moore Rick, UI Design with Adobe Illustrator, Peachpit press 2013
3. Erin mcguire Lytle, "Career in Graphic Art and Computer Graphic", The rosen publishing, 1999.

REFERENCES
1. John Dimarco, "Computer Graphics and Multimedia" Idea group Inc, 2004.
2. Jonas Gomes, Luiz Velho, " Computer Graphics : Theory and Practice" CRC Press, 2012.
3. EhtiramRaza Khan &HumaAnwar , "Computer Graphics & Multimedia" Laxmi Publications, 2008.

EA7112	WRITING FOR MEDIA	L T P C
		0 0 4 2

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

UNIT I   BASIC TOOLS OF WRITING   12
Four characteristics of media writing- accuracy, clarity, efficiency, precision, Importance of Basics tools for writing – Grammar, Spelling, Punctuation, Following the Style and Stylebook – AP Style book, Libel Manual. Shooting Script and Post –Shoot Script, Importance of the beginning, the middle and the end. Writing for different genres, Writing for fictional and factual.

UNIT II   WRITING MEDIA RELEASES   12
Writing for Corporate films, Promotional films, PSA's, Structure for press release, types of press release, Writing press statements, Advertorials, Writing Rejoinder, Writing product brief, Product features, Proposal writing for funding organization.

UNIT IV   SCRIPTING FOR FACTUAL PROGRAMMES   12
Inverted Pyramid, Writing for Documentaries, , Print Research, Field Research and Interview Research, Distinguishing the 'top' of the issue and 'heart' of the issue and 'branches' of the issue. , Writing POV, The elements of pacing – Rhythm and tempo, The elements of progression – social progression, Personal progression, Symbolic Ascension, Ironic Ascension

UNIT III   SCRIPTING FOR FICTIONAL PROGRAMMES   12
Understanding the plot of the story- Arch plot, mini plot, Anti-plot, Character age, education and socio-economic background of the characters, types of scripts for fictional – single and dual column scripts, Screenplay, Dialogues, Voice-over scripts, Narration – First person narration and voice of god,.

UNIT V   SOFTWARE APPLICATION FOR SCRIPTING   12
Uses of various commercial software's for scripting and pagination, formatting your screenplay, organizing related documents, storyboarding, saving notes.Software's to work offline and backup your script online. Plagiarism checker, Grammar, style and punctuation software's.I-news software's for calculating time for voice over's.

TOTAL: 60 PERIODS

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OUTCOMES

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

TEXTBOOKS

- Das, Trisha, "How to Write a Documentary Script" Public Service Broadcasting Trust, New Delhi, 2007.
- Friedman, Anthony, "Writing for Visual Media", 3RD Edition, Focal Press, USA, 2010.
- Musburger, B. Robert, An Introduction to Writing for Electronic Media", Taylor and Francis, UK, 2007.

REFERENCES

- Monaco, James. *"How to read a film: Movies, Media, Multimedia"* Oxford University Press (2000) 3rd Edition. USA.
- Sheila, Bernard. *"Documentary Storytelling for Video and Filmmakers"* Focal Press Publications (2004). USA
- Field, Sydney *"Screenplay: The Foundations of Screenwriting"* Dell Publishing (1994) 3rd Edition. USA
- Dwight V. Swain with Joye R. Swain. *"Scriptwriting; A Practical Manual"* Focal Press Publications (1988). USA

EA7201	ADVERTISING PRODUCTION	L T P C
		3 0 0 3

OBJECTIVES

- To introduce the concept and process of advertising and its role in marketing.
- To develop an understanding of the ethical lapses and ethical dilemmas in advertising.
- To prepare professionals interested in careers in advertising, marketing, promotions.

UNIT I ADVERTISING ENVIRONMENT 9

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

UNIT II PRINT PRODUCTION 9

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

UNIT III RADIO AND TELEVISION COMMERCIAL 9

Radio commercial formats- script-approaches to radio commercials-.Television commercial formats-script-story board –TV commercial production style- audio visual elements.measuring radio and television audience- selecting time period

UNIT IV NETVERTISING 9

Designing for Interactive medium- Banners pop ups and online sponsorship-search engine optimization- pay per click- social media marketing - mobile advertising-measurement and evaluation techniques. Segmenting - evaluating and selecting target audience. Monitoring and evaluation.

13

UNIT V   SELLING YOUR IDEAS   9
Case Study of Popular brands-Integrated Marketing Communication-Client Pitches, Selling your ideas, Making presentation, Brand Building.

TOTAL :45 PERIODS

TEXTBOOKS
1. Jewler and Drewniany, Creative strategy in advertising, Thomson and Wadsworth, 2005.
2. Kenneth E. Clow and Donald E. Baack, Integrated advertising, promotion and marketing communications, Pearson, 2014.
3. Stafford and Faber, Advertising promotion and new media, Prentice- Hall of India Pvt., Limited, New Delhi, 2005.

REFERENCES
1. Chunawala and Sethia - Advertising Principles and Pratices, Himalaya,New Delhi,
2. Lee Kotler, Social Marketing, 4th Edition, Sage, 2011.
3. Wells Moriarty Burnett, Advertising principles, and practice, Pearson prentice hall, seventh edition, 2005

EA7202   ELECTRONIC JOURNALISM   L T P C
3 0 0 3

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

UNIT I   INTRODUCTION TO ELECTRONIC JOURNALISM   9
Origin and Development of Electronic News Broadcasting, Differences between Print and Electronic Journalism, Consumption pattern of news in Television, Radio and Online, Importance of Sound and visuals, Emergence of electronic news gathering tools and practice.

UNIT II   RADIO NEWS PRODUCTION   9
Basics of Radio News, Components of News, Radio news room set-up, Radio News Reporting, News writing and presentation, Elements of editing, integrating audio bytes, Radio talks and discussions, radio interviews.

UNIT III   TELEVISION NEWS PRODUCTION   9
TV News room work process, Basics of TV News, sources and contacts, news research and planning, hour glass structure, TV interviewing techniques, Piece-to –camera, Process of Live inputs, News anchoring.

UNIT IV   ONLINE JOURNALISM   9
Development of the online news media, Features of online media: interactivity and hyper-textuality, online storytelling, - Presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative - Identification of relative stories for hyper-linking ,Search engine optimization (SEO), user engagement, user generated content, Use of Twitter, Facebook, YouTube, Flickr, LinkedIn, blog

UNIT V   TECHNOLOGIES FOR ELECTRONIC JOURNALISM   9
Outside Broadcast van and its functions, Mobile technology and its role in aiding news coverage, Bi-media reporting, convergence newsroom, Multi-skilling, broadcasting software's.

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

TOTAL: 45 PERIODS

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

TEXTBOOKS
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. Singh PP., Jonge De., Hakemulder, Jan 'Broadcast Journalism' – Anmol Publication, New Delhi, India, 2005.
4. 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

EA7203	STATISTICAL TECHNIQUES	L T P C
		3 0 0 3

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

UNIT I   INTRODUCTION TO STATISTICS   9
Introduction : Definition of statistics, Nature of Statistics, Uses of Statistics, Types of statistics-Descriptive and Inferential, Statistics in relation to social sciences, Fundamental of statistical method – Law of statistical regularity, Law of inertia and large numbers.

UNIT II   PROBABILITY   9
Definition, Types. Types of variables – Organizing data - Descriptive Measures. Basic definitions and rules for probability, conditional probability independence of events, Baye's theorem, and random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT III   DESCRIPTIVE STATISTICS AND STATISTICAL METHODS   9
Presentation of data – Editing, coding and tabulating data – Diagrammatic and Graphic representation of data. Mean, Median, Mode and Weighted average – Benefits and Usage- Dispersion : Range, Standard deviation, Co-efficient of variation and Gini Ratio – Skewness, Peason's and Bowley's coefficient of skewness. Correlation – Simple, Partial and Multiple – Pearson's co-efficient of correlation and Rank correlation- Regression : Simple, Linear and Non-linear regression – Multiple regression – Probit model and logit model-Time – Series Analysis – Components and Uses – Methods of estimating trend and seasonal variations - Scaling techniques – Types – Rehability and validity – doctometry

UNIT IV STATISTICAL INFERENCE 9

Steps in testing of hypothesis – Z-Test – Uses and Simple problems- T-Test : Assumptions, Properties and Applications and Simple problems- F-Test: Assumptions, Properties and Applications Simple problems- Chi-square Test : Assumptions, Properties and Applications, ANOVA Test (one way and two way classification) and non-parametric tests – U test and H test.

UNIT V WORKING WITH DATA'S 9

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

TOTAL: 45 PERIODS

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

TEXTBOOKS
1. Elhance, D.N. [2000]. Fundamentals of Statistics. Allahabad: KitabMahal.
2. Social Research and Statistics by R.N. Mukerjee, VivekPrakashan, Delhi
3. Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage: 1933
4. Statistical Methods by S P Gupta, Sultan Chand & Sons, 2011.

REFERENCES
1. Milton, J. S. and Arnold, J.C., "Introduction to Probability and Statistics", 4th Edition, 3rd Reprint, TataMcGraw Hill, New Delhi, 2008.
2. Johnson, R.A. and Gupta, C.B.,"Miller and Freund's Probability and Statistics for Engineers", 8th Edition, Pearson Education, Asia, 2011.
3. Spiegel, M.R., Schiller, J. and Srinivasan, R.A., "Schaum's Outline of Theory and Problems of Probability and Statistics", Tata McGraw Hill, New Delhi, 2004.

EA7204   **TV PROGRAMME PRODUCTION**   **L T P C**
                                                      3 0 0 3

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

UNIT I IDEATION AND PLANNING 9

Concept, Ideation, proposal writing for television – Visualization and storyboard – research: planning, execution, ethical aspects, emerging trends - Mechanics of TV programme Production-Creative thinking and analysis- preproduction activities – Script: Time, Space, Character, Creating tension, Pace, Juxtaposition: Frame, Sequence, Scene, Mise-en-scène, montage, Script writing – Script writing techniques –Types of script (documentary, short film, advertisement film, corporate film, etc.)- Visual variety, subjective and objective approaches -Scouting, budgeting-.direction-significance of research in AV production process and major equipments and prosthetics used in production

UNIT II   VIDEO FORMATS   9
Types of video programmes- fiction and non-fiction shows-news versus entertainment -educational and enrichment channels and Introduction of Universal formats like Magazine, Reporting, Drama, Testimony, Game shows, Montage, Discussion, Interviews, Actuality and Demonstration-Understanding the effects of television to make better programmes for the benefit of society-Antisocial and pro-social effects of Media content, Uses and Gratifications, Cultivation of Perceptions of Social Reality - Social Impact of Television programmes.

UNIT III   TV GENRES   9
Essence of various promos, medley, trailer, countdown, teaser- television genres- Debate, Talk shows, Commercials, Public service announcements, celebrity programmes, comedy shows, and sitcoms – difference in production styles for Sci-fi, Horror, Action, Fantasy, Animated, Travelogues, Mythological, historical, supernatural, suspense, thriller, crime stories, cookery, children enrichment programmes, personality development and counseling, programme for women empowerment, youth, entrepreneurial, traffic & weather information, agriculture, health and fitness programmes – film based programmes, reviews –

UNIT IV   EDITING TECHNIQUES   9
Definition of editing,Understanding the trends in the editing industry, Video formats, Roles and responsibilities of editors, skills required for an successful editor, Working Principles,EditingDecisions, Editing Opportunities, Six Elements of Edit, Five types of Edit, Importance of tone, pace and rhythm. Establishing continuity. Styles in Editing(News, features, bulletins, documentaries, reality shows and fictional narratives- short films, serials, films) , Techniques in Editing, Editing Transitions. Continuity Editing and complexity editing.

UNIT V   PACKAGING AND LIVE SHOWS   9
Packaging style of television programmes adapted by different channels - Hot Switching, Tent polling, Block, Cross, Bridging, Counter, Day parting, Hammocking, Stacking and Theming styles - Thematic videos, sports coverage, sports quiz - Live and Deferred Live programmes coverage for award functions, marathon or cultural importance and folk art -Special programmes for festivals. Critical analysis of relevant case studies, character development–catharsis -Social Impact

TOTAL: 45 PERIODS
OUTCOMES
- Thorough understanding about pre-production and production process in video production.
- The students will gain knowledge on copywriting and production techniques involved for television, web and films.
- The students will be able to distinguish and produce different genres of video programmes for media industry.

TEXTBOOKS
1. BelavadiVasuki, Video Production, Oxford University Press, 2nd edition, 2012.
2. Robert B. Musburger, Single-Camera Video Production, Taylor & Francis, 2010.
3. Gerald Millerson, Television Production, 13th Edition, Focal Press, 2003.
4. Herbert Zettl, Television Production Handbook, Wadsworth Publications, 2009.

REFERENCES
1. Caroll O' Meara, Television Program Production, Textbook Publishers,2003
2. Albert Moran and Michael Keane, Television Programme formats & Globalisation, Taylor & Francis Group, 2004.
3. Donald, Ralph & Spann, Fundamentals of Television Production, Blackwell Publishing, 2010.

Attested

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WEB DESIGNING   **L T P C**
                                                                                3 0 0 3

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

UNIT I   HYPERTEXT MARKUP LANGUAGES   9
Internet, Basic Terminologies, Website: information architecture, user interface, site structure, navigation, layout, colors, fonts and imagery. Elements of a good website design: design principles and design elements. Steps involved in a creating a website: user needs, mock design, functional design, testing and implementation. Introduction to HTML, Benefits of HTML, Structure of an HTML Document, HTML TAGS, Types of Attributes – Element Specific attributes, Global attributes, Event Handler Content Attributes, Custom data attributes, Presentation Tags, Semantic Elements, Inserting Images.

UNIT II   HYPERLINKS, FORMS, MULTIMEDIA CONTENTS   9
Creating Hyperlinks, Client Side Image Mapping, Types of hyperlinks: external links and internal links, Lists and the different types of lists.Table and its related Tags. Incorporating form elements, Form Attributes, Inline frame, Adding Multimedia Contents using different media related, Adding Graphics, Head Document Elements.

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

UNIT IV   INTRODUCTION TO SCRIPTING LANGUAGE   9
Introduction to Scripting Language, Uses of JavaScript, how a scripting language works, different ways to incorporate JavaScript, Datatypes, Variables, Expressions, Operators, and Statements, Pre-Defined Dialog Boxes, Map html elements using Document Object Model,Arrays, User defined functions, Events and Event Handling.

UNIT V   JAVASCRIPT OBJECTS   9
Pre defined JavaScript Objects – String, Math, Array, Date, Function and Global objects. Form Validations, Browser Objects – Window, Document, Image, Form, Anchor, Location and History objects. Error Handlings.
                                                                        TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to
- Define the fundamental terms and concepts related to web development
- Logically separate the content from style.
- Develop a full-fledged website using HTML5, CSS and JavaScript

TEXTBOOKS
1. Deitel & Deitel "Internet & World Wide Web How to Program", Fourth Edition Prentice Hall, 2008
2. Danny Goodman, Michael Morrison, Paul Novitski, and Cynthia GustaffRayl, "JavaScript Bible" Wiley Publications.
3. Craig Grannell, "The Essential Guide to CSS and HTML web design(Essentials)", Friends of ED Publishers.

Attested

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REFERENCES
1. Jon Duckett, "HTML and CSS", John Wiley & Sons
2. David Flanagan, "JavaScript – The Definitive Guide" O'Reilly Media Publications .
3. Nicholas C. Zakas, "Professional JavaScript for Web Developer", Wrox Publications.
4. Lavanya R., HTML 5, Ane Book House, 2010.

EA7211   **TELEVISION PROGRAM PRODUCTION AND EDITING LAB**   **L T P C**
                                                                        0 0 4 2

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

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

UNIT I   SCRIPT & EDIT   12
Multiple TV jingles will be created by the students which will give an overall idea and to create CG based titles and punch lines to define the programmes. They will be also working on use of fonts and colours for credits, super and title cards based on the genres of the programmes.

UNIT II   TRAILOR PRODUCTION   12
Students need to create teaser, promos, trailer, and montage as asked by the faculty. They have to develop scripts for PSA for television based on some of the burning issues or enriching the public needs. Single anchor shoot and POV shots to be implemented in production.

UNIT III   FORMATS PRODUCTION   12
Atleast any two of the mentioned formats like Magazine, Testimony, Game shows, Discussion, Interviews, Actuality and Demonstration should be practiced by the students and even wrap-up formats can be suggested by the faculty. Feature on current topic, Quiz programme as essential and discussed in class.

UNIT IV   GENRES PRODUCTION   12
Few of the following genres of TV programmes like comical, Horror, Travelogues, Historical, Supernatural, suspense, thriller, crime stories, Cookery, children enrichment programmes, personality development and counseling programmes to be attempted by the students from scripting to production. Special programme (Thematic videos, sports coverage, Award function, Documentary, etc;)

UNIT V   EDITING TECHNIQUES   12
Working with tolls,a brief introduction about interface, importing the footage with the correct codec settings. Working with Short cut key, media management customizing the hot keys, 3 and 4 point editing. Working with audio. Insert the clip, overlap the clips scale the footage. Working with freeze frame. Rotation and animation. Trimming with different tools, grouping the projects and working with multiple sequence under different projects, applying filters. Key frame animation. Working with Alpha Values Color Grading, Masking, Sound editing, Adjusting Audio levels, wave form Editing, Audio Filters, Rendering, Export setting, Codecs, Export for various media.

                                                                  TOTAL: 60 PERIODS

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

TEXTBOOKS
1. Smith, Ron F. &O'Connell,Editing Today, Blackwell Publishing, 2003.
2. Mannel; Morris, Patrick, Nonlinear Editing : Media, Focal Press, 2009.
3. Gormly, Eric K, Ames, Writing and Producing Television News, 2012.

REFERENCES
1. Caroll O' Meara, Television Program Production, Textbook Publishers, 2003.
2. Albert Moran and Michael Keane, Television Programme formats & Globalisation, Taylor & Francis Group, 2004.
3. Donald, Ralph & Spann, Fundamentals of Television Production, Blackwell Publishing, 2010.

EA7212	WEB DESIGNING LABORATORY	L T P C
		0 0 4 2

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

UNIT I   HYPERTEXT MARKUP LANGUAGES   12
1. Create a basic webpage using different presentation tags
2. Insert Images and tables
3. Create different types of Lists.

UNIT II   HYPERLINKS, FORMS, MULTIMEDIA CONTENTS   12
1. Create external and internal hyperlinks, Image Mapping, Mail Links
2. Create registration forms using all the form elements
3. Include Multimedia Elements in the website

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

UNIT IV   INTRODUCTION TO SCRIPTING LANGUAGE   12
1. Validate the website using Javascript objects
2. Creating dynamic Calendar, TimeStamp and Banner
3. Programs related to Event handling, Events, and Error handlings

UNIT V   JAVASCRIPT OBJECTS   12
1. Programs related to Window and Document objects
2. Programs related to javascripts objects and methods
3. Design and Develop a professional interactive and dynamic website

TOTAL: 60 PERIODS

OUTCOMES

- Understand the importance of learning web designing.
- Demonstrate how to separate design from content using CSS.
- Design and develop a professionalwebsite using HTML, CSS and JavaScript.

TEXTBOOKS

1. Lavanya R., HTML 5, Ane Book House, 2010.
2. Danny Goodman, Michael Morrison, Paul Novitski, and Cynthia GustaffRayl, "JavaScript Bible" Wiley Publications.
3. Craig Grannell, "The Essential Guide to CSS and HTML web design(Essentials)", Friends of ED Publishers.

REFERENCES

1. Jon Duckett, "HTML and CSS", John Wiley & Sons
2. David Flanagan, "JavaScript – The Definitive Guide" O'Reilly Media Publications .
3. Nicholas C. Zakas, "Professional JavaScript for Web Developer", Wrox Publications.

EA7213	MEDIA SEMINAR	L T P C
		0 0 4 2

OBJECTIVES

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

Description of Course:

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

Co-ordinator and Staff Mentors role:

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

Evaluation:

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

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

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OUTCOMES

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

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

OBJECTIVES

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

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

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

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

UNIT IV   COMMUNITY DEVELOPMENT AND ISSUES IN
                   DEVELOPMENT COMMUNICATION   9
Introduction to community development, Community Development Resources, Community Planning Process, Community Capacity Building, Community Assets and Capacity Assessment, Developing a Process of Community Development. Discussing issues for development communication- The Environment, Population Growth, Poverty, Agriculture and Malnutrition, Women in Development, Child Rights, Health, Economic Program me, Education. Discussing success case studies related to the development communication.

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UNIT V   PRACTISE OF DEVELOPMENT COMMUNICATION STRATEGIES IN MEDIA   9

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

TOTAL:45 PERIODS

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

TEXTBOOKS
1. Naarula, Uma, Development Communication Theory and Practice. Har-Anand Publication, Ltd. New Dehli. 1990.
2. Sharma, Suresh Chandra. Media Communication and Development. Rawat Publication, Jaipur. 1987
3. Anaeto, S.G. & Solomon Anaeto (2010). Development Communciation: Principles and Practice. Ibadan: Stirling - Horden Publishers.
4. Development Communication Sourcebook: Broadening the Boundaries of Communication. By Paolo Mefalopulos

REFERENCES
1. Murthy, D.V.R., Development Journalism, Dominant Publishers. 2001.
2. Cary, L.J. 1970. Community Development as a process. Columbia: University of Missouri Press.
3. Development Communication Sourcebook: Broadening the Boundaries of Communication. By Paolo Mefalopulos
4. Development communication, Nora Cruz Quebral, College of Agriculture, University of the Philippines at Los Baños College, 1988.
5. Arulchelvan, S. (2010), Role and Effectiveness of Electronic Media in Higher Education – A Study on Indian Educational Media Efforts. Published by LAP LAMBERT Academic Publishing GmbH & Co. KG, Germany.

EA7302	FILM STUDIES	L T P C
		3 0 0 3

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

UNIT I   INTRODUCTION TO FILMS   9

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

UNIT II   FILM THEORIES   9
Ideology in films, Authorship in Films, Auteurs film theory, Director as "Author", structuralism film theory, Marxist Film Theories, Feminist Film Theories, Genre Theory, Psychoanalytical film theory, Formalist film theory and other theories.

UNIT III   WORLD CINEMA   9
Introduction to world cinema, Rise of American Films, Predominant films in silent era in Germany, Art and dialectic in Soviet film, French cinema – impressionism, avantgarde, new wave, Italian neorealism, Japanese style, British cinema, recent national movements – Iran, korea, Canada, Australia, New Zealand and digital future, documentary films and its new life in digital era.

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

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

TOTAL: 45 PERIODS

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

TEXTBOOKS
1. Dissanayake, W 2003, 'Rethinking Indian Popular Cinema - Towards newer frames of Understanding', Routledge, London.
2. Baskaran, TS 2009, 'History through Lens-Perspectives on South Indian Cinema', Orient Blackswan Private Limited, Hyderabad.
3. Velayutham, S 2008, Tamil Cinema - The cultural politics of India's other Film Industry, Routledge, New York.

REFERENCES
1. Sergei Eisenstein, Film Form– Harvest Book   Harcourt brace & company, U.S.A 1969
2. Andrew Dix, Beginning Film Studies, Atlantic Publishers, U.S.A , 2010

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

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

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UNIT I INDIAN CONSTITUTION 9
Overview of the Indian Constitution, Fundamental rights, Directive Principles of state policy, Fundamental duties, Powers and Privileges of parliament, Provisions for declaring Emergency, Provision for amending the Constitution, Freedom of the Press and restrictions.

UNIT II PRESS LAWS IN INDIA 9
Press and Registration of Books Act, Press Council Act, Cable TV Networks (Regulations) Act, The Cinematograph Act, Drugs and magic remedies Act. Contempt of the Court Act, Intellectual property rights.

UNIT III CODE OF ETHICS 9
Press Council's code of ethics for journalists, AINEC code of ethics, ethics of broadcasting, ethics of telecasting, ethics of advertising

UNIT IV STATE OF HUMAN RIGHTS IN INDIA 9
Evolution of Universal Human rights, Universal declaration of Human rights, perspectives of Human rights and Human duties, state responsibility in international law, Indian perspective on Human rights. Genesis of HRs in India, Relevant articles in the Indian constitution.

UNIT V MEDIA AND HUMAN RIGHTS 9
Role and functions of Amnesty International, National Human Rights Commission, role, duties and functions, Declaration of rights and obligations of journalists, professional rules and practices, violation of privacy, media and human rights education, rights of people in detention, reporting on children, women's rights, people with disabilities, ethnic minorities and refugees, reporting on war and conflict.

TOTAL: 45 PERIODS

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

TEXTBOOKS
1. Basu, DD, Law of the press in India, Prentice Hall of India, New Delhi,2003
2. M. Neelamalar. Media Law and Ethics (3rd Edition), Prentice Hall of India, New Delhi, 2014.
3. S.N. Chaudhary. Human Rights and Poverty in India, New Delhi, 2005.
4. Darren J. O'Bryne. Human Rights: An Introduction , Pearson, 2005.

REFERENCES
1. S. Gurusamy. Human Rights and Gender Justice, APH, 2009.
2. Harcup,Tony, 'The ETHICAL JOURNALIST', sage, 2007
3. UNESCO. Human Rights: Practical Guide for Journalists, 2002.

EA7304   **RESEARCH METHODOLOGY**   **L T P C**
                                                         3 0 0 3

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

UNIT I   APPROACHES TO RESEARCH   9
The PAPA Model of Research – Stages of Research – Types of research– Some actual research projects - Scope of communication research – Ethics in research – Role of theories in research: Socio-Ecological Model (SEM) – Research Accuracy.

UNIT II   RESEARCH PROPOSAL AND LITERATURE REVIEW   9
Research proposal – Research problems and limitation – Elements of research - Writing review of literature – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Abstracting – Plagiarism.

UNIT III   RESEARCH METHODOLOGY   9
Research Hypothesis – Objective and subjective – Triangulation. Sampling techniques. Quantitative research methods – Goal / aim of the research, usage, type of data and approach; - Data collection techniques – Survey, Interviews. Qualitative research methods - Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Discourse analysis – Cultural studies.

UNIT IV   DATA COLLECTION   9
Measurement Principles-Data gathering instruments – Questionnaire, Schedules – Construction of tools – Formative research – Processes and stages, problem grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

UNIT V   MONITORING, EVALUATION AND REPORT WRITING   9
Monitoring: Needs and purposes, types, processes, important stages of monitoring, methods and tools, monitoring to ensure proper application, data coding, data processing, data analysis and reporting findings – Evaluation: Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation in policy change. Report Writing.

TOTAL: 45 PERIODS

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

TEXTBOOKS
1. Gerard Guthrie. Basic Research Methods- An entry to social science research, Sage, New Delhi, 2014.
2. Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction (9th Edition), Thomson Wadsworth Publications, 2011.
3. C.R. Kothari and GauravGarg. Research Methodology Methods and Techniques (3rd edition), New Age International Publishers, New Delhi, 2014.

REFERENCES
1. Ranjit Kumar. Research Methodology – A step by step guide for beginners, Sage, Fourth edition, New Delhi, 2014.
2. Kultar Singh. Quantitative Social Research Methods, Sage, New Delhi, 2007.
3. N. Narayanasamy. Participatory Rural Appraisal: Principles, Methods and Application, Sage Publications, New Delhi, 2009.
4. Arthur Asa Berger. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publication, New Delhi, 2000.
5. Susanna Hornig Priest. Doing Media Research: An Introduction, Sage, New Delhi, 2009.

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| EA7311 | **SUMMER INTERNSHIP** | **L T P C** |
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OBJECTIVE

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

  - **Guidelines for Students choosing Media Organization:**

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

  - **Final Evaluation:**

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

TOTAL: 60 PERIODS

OUTCOMES

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

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

OBJECTIVE

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

Innovative Project Guidelines:

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

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

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

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produce work samples/ portfolio work of industry standard. The innovative project can be a real time project for an industry / client also.

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

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

EA7401   **MEDIA MANAGEMENT**   **L T P C**
                                                                                        3 0 0 3
OBJECTIVES
- To develop an understanding of the basic functions of management.
- To introduce the concept and process of media management and their role in marketing
- To prepare professionals interested in careers in media management, advertising, marketing, promotions, managerial jobs, or for individuals in the field.

UNIT I   MANAGING THE ELECTRONIC MEDIA   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   MARKETING MANAGEMENT   9
NEW PRODUCT DEVELOPMENT- Types of new products - Test Marketing a new product –Portfolio analysis, Branding - Definition, Purpose and Significance, Branding decisions -Packaging & Labeling - Purpose, Types and new trends in packaging.

UNIT IV   PERSONNEL MANAGEMENT   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
OUTCOMES
- The students will manage the newspaper, broadcast station, advertising agency, public relations firm, internet or Communications Company.

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TEXTBOOKS
1. Management of Electronic Media, Alan B. Albarran (2nd ed.), Wadsworth, 2002
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 Amsterdaam
4. Marketing Management - Philip Kotler.

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)

EA7411	RESEARCH PROJECT	L T P C
		0 0 24 12

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

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

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

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

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OUTCOME

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

EA7001   **2D GRAPHICS AND ANIMATION**   **L T P C**
                                                                             3 0 0 3
OBJECTIVES

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

UNIT I   GRAPHICS AND ANIMATION   9
Computer Graphics, Application of Computer Graphics, Interactive Computer Graphics, Coordinate Systems, Basic Terminologies: Pixel, resolution, Screen Size, Aspect Ratio, Raster and Vector graphics, Frame and Frame Rate, Introduction to 2D animation software interface: Basic drawing and painting tools, Shading techniques: Working with colors, strokes and fills, drawing for animation based on observation, memory and imagination, creating and modifying vector objects

UNIT II   PRINCIPLES AND FORMATS OF ANIMATIONS   9
Introduction to Animation, Principles of Animation, Color Theory, Styles and Formats in Animation, Animation Techniques, Introduction to Stop Motion, History of Stop Motion, Frame - sequencing features: Frame by Frame Animation, Tween Animation, Masking: Static and Dynamic Mask, Text and image mask, Creating human and animal walk cycle.

UNIT III   ANIMATION PRODUCTION PROCESS   9
Animation Production Pipeline: Pre-Production, Production and Post-Production. Pre-Production Phase: idea, one-liner, synopsis, plot, elements of plot, script, Describing Shots: Framing the shot, angle and movement, Design: characters, background, environment and props, character construction, size relation, Expressions: Face, Hand and other parts of the body, Storyboard, Animatic, Post Production: Dialogues, Sound Design, Special Effects, Compositing Backgrounds, Compositing Cels and Objects.

UNIT IV   INTERACTIVE ANIMATIONS   9
Action Scripting: variables, datatypes, statements and expressions, operators, decisions making statements, looping statements, functions, user interaction, text, styles and fonts, events and event handlers: Interactivity with the mouse and keyboard, Timers and Time Driven Programming, Multitouch and Accelerometer Input, Error Handling.

UNIT V   MATHS AND TRIGNOMETRY   9
Calculating Angle, Radians and degrees, Cartesian Coordinate System, Coordinate system for softwares, Triangle Sides, Triangle functions: sine, cosine, tangent, Arcsine, Arccosine, Arctanget, Rotation, Movements.

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

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

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TEXTBOOKS
1. Cartoon Animation (How to Draw and Paint series) by Preston Blair.
2. Chris Georgenes, How to Cheat in Flash CC, Focal Press, 2014.
3. Keith Peters, Foundation of ActionScript 3.0 Animation – Making things move, APress Publishers, 2007.
4. Richard Williams, The Animator's Survival Kit, Faber Publishers, 2012.

REFERENCES
1. Adobe Creative Team, Adobe Flash Professional CC Classroom in a Book, 2013.
2. Christopher Finch, "THE ART OF WALT DISNEY", Published by Abrams Publishers, New York, N.Y.
3. Frank Thomas, Ollie Johnston, The Illusion of Life : Disney Animation.
4. Dobre, Physics for Flash Games,Animation and Simulations, Published by Springer
5. Paez, " Professoinal Storyboarding" Published by Focal Press

EA7002	3D GRAPHICS AND ANIMATION	L T P C
		3 0 0 3

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

UNIT I   CONCEPT OF 3D   9
Introduction 3D axis, History of 3D animation, Different type of video formats.Story – developing story for 3D Script, screen play, animatic, pre visualization, design. Character, conflict, goal, story telling principles, basic shot framing, camera movement in 3D, global surroundings.

UNIT II   STUDY OF HUMAN ANATOMY   9
Creating a basic object, Reading anatomy- human and living organisms, breaking human anatomy into different parts. Face, facial expressions, eye movement, lip movement, Character definition. Basic poses.

UNIT III   FORCES ON 3D   9
Timing movement of object or character, space and scale. Law of inertia, movement laws, newton's third law, working with gravity, action – reaction, motion weight and gravity, jump, walk and run.

UNIT IV   INTRODUCTION TO SOFTWARE   9
Introduction to software interface, tools introduction, working with transform, rotate and scale, creating a simple object using the standard objects. Editing objects, modifying the standard objects,Working with key frame animation, Creating the particles for the scene, modifying the particles, gravity, push and other particles, creating the basic human model, birds, animal character.

UNIT V   COMPOSITING THE WORK FLOW   9
Texturing and modifying UV texture, Working with lights, applying the different light for the scene, working with camera, modifying the camera and walkthrough with the camera. Character motion, placing the bones for the character, objects, create the motion animation with rigging formats.

TOTAL: 45 PERIODS

OUTCOMES

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

TEXTBOOKS

1. Nancy beiman, " Prepare to board" (2nd edition), Focal press, 2013.
2. Andy Beane, "3D Animation Essentials", John Wiley & Sons, Inc.
3. Sergio Paez& Anson Jew, " Professional Storyboarding", Focal Press 2013.

REFERENCES

1. Ami Chopine, "3D art essentials" Taylor & Francis" 2012.
2. Adam Watkins, "3D Animation: From models to Movies" Charles River Media, 2000.
3. Peter Ratner, "Mastering 3D Animation" Second edition, skyhorse Publishing Inc, 2004

EA7003	CHARACTER ANIMATION	L T P C
		3 0 0 3

OBJECTIVES

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

UNIT I   3D SURROUNDINGS   9

Weight – Enviorment – Solidity – Force – Construction, Bowling ball, Soccer ball, Ballon, animating 2D bowling ball, Creating a simple object.

UNIT II   CHARACTER   9

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

UNIT III   HUMAN ANATOMY   9

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

UNIT IV   PHYSICS IN 3D   9

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

UNIT V   EMOTION FOR THE CHARACTER   9

Emotions – happy, sad, smile anger, fear, disgust, pain. Eye movements, eyebrows, head angle, mouth and lip movement – M,B,P,F,V. Vowels - O, AR, A, E, Teeth and tongue movement. Baisc rigging concept IK and FK concept.

TOTAL : 45 PERIODS

OUTCOMES

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

TEXTBOOKS

1. Steve Roberts, " Character animation fundamentals" Focal press, 2011.
2. Doug Kelly, "Character animation in depth" Creative professionals press, 1998.
3. George Maestri, " Digital character animation" New riders, 2006.

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REFERENCES
1. Les Pardew, "Game Character Animation All in One" Thomson course technology, 2007.
2. Andy Beane, "3D Animation Essentials", John Wiley & Sons, Inc. 2012.
3. Adam Watkins, "3D Animation: From models to Movies" Charles River Media, 2000

EA7004	COMMUNITY MEDIA	L T P C
		3 0 0 3

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

UNIT I   COMMUNITY MEDIA   9
Definition of Community and Community media; Differences between community VS commercial media; Campus media; Role of Community media; Functions of community media; Purposes behind the community media

UNIT II   TYPES OF COMMUNITY MEDIA   9
Types of community media – Folk media , newspapers, neighbourgood newspapers – radio – TV – other indigenious community media.

UNIT III   WORLD AND INDIA'S COMMUNITY MEDIA REVOLUTION   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 IV   WRITING FOR COMMUNITY MEDIA   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 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

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

TEXTBOOKS
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)

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EA7005   **CONFLICT STUDIES AND PEACE JOURNALISM**   **L T P C**
                                                                      3 0 0 3

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

UNIT I   UNDERSTANDING CONFLICT   9

Definition of conflict - Conflict theories – conflict mapping - Root cause and Proximate cause of the conflict, Conflict analysis tools, Reasons for intractability, Violence , Types of violence, Consequence of violence.

UNIT II   TYPES OF CONFLICT   9

Origins of conflict - war, aggression, human needs and relative deprivation, Origins of conflict - imperialism, capitalism and class conflict, Origins of conflict - identity, ethnicity and religion the social construction of war and violence.

UNIT III   CONFLICT RESOLUTION   9

Resolving conflict - dialogue, Negotiation, mediation,- third party intermediaries, Peacekeeping, humanitarian intervention and nonviolent peace forces, peace building, peace agreements, reconciliation, The conflict orange – kinds of outcome .

UNIT IV   PEACE THEORIES AND MODELS   9

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

UNIT V   PRACTISING PEACE JOURNALISM   9

Peace journalism - definition - Case studies on conflict - Difference between war journalism and peace journalism - Tips for practical peace journalism, - Reporting on peace proposals, talks and 'deals' - Follow-up stories of conflict, Johan Gauteng Model of Peace Journalism, Normative concerns and criticism, Peace Journalism and commercial media.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the semester, the students will be able to:
- Theoretical knowledge of the micro and macro origins of violent conflict
- Understand the key challenges of contemporary peace-making and conflict resolution
- To know different approaches to peace journalism.
- To bring out stories with peace journalism perspective
- To know the models and theories related to peace journalism.

TEXTBOOKS
1. Lynch, Jake, and Annabel McGoldrick. Peace Journalism. Gloucestershire, UK: Hawthorn Press, 2005.
2. Chandran, Suba and P.R.Chari, Armed Conflicts in South Asia 2013: Transitions, Routledge, New Delhi, 2013.

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.

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OBJECTIVES

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

UNIT I   INTERNATIONAL MEDIA LANDSCAPE   9

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

UNIT II   CRITICAL MEDIA DISCOURSES   9

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

UNIT III   MEDIA IN DEVELOPING NATIONS   9

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

UNIT IV   MEDIA POLICY ON GLOBAL ISSUES   9

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

UNIT V   ROLE OF INTERNATIONA MEDIA FORUMS   9

The Pulitzer Prize, Pew Research Centre for the people and the press, Neiman Journalism center, Roman Magsaysay Award, Woodrow Wilson centre, Bill gates Foundation, Poynter Institute, International Media Support, BBC world service trust, DeutcheWelle, RNW, Fojo, Panos International, Aljazeera.

OUTCOMES

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

TEXTBOOKS

1. Allan, Stuart. Journalism: Critical Issues, McGraw Hill International, USA, 2005.
2. Penny, Simon, Critical Issues in Electronic Media, Suny Series, Film History & Theory, New York Press, 2005.
3. Fuchs, Christian, Social Media : A Critical Introduction, Sage Publication, UK, 2014

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REFERENCES
1. Horton, D. &Wohl, R. R. 1956. "Mass Communication and Para-Social Interaction," *Psychiatry* 19: 215-29.
2. Lang, K. & Lang, G. E. 1953. "The Unique Perspective of Television and Its Effect: A Pilot Study," American Sociological Review. 18: 3-12.
3. Robinson, Laura. 2007. "The Cyberself: The Self-ing Project Goes Online; Symbolic Interaction in the Digital Age." *New Media and Society* 9:93–110.

EA7007   **DEVELOPMENT REPORTING**   **L T P C**
                                                                            3 0 0 3
OBJECTIVES
- The objective is to provide the students with an overview of the concept of the development journalism and the different ways of collecting development news.
- The students will learn the different practices followed by the development journalists.

UNIT I   DEVELOPMENT JOURNALISM- INTRODUCTION   9
Introduction to Development: Meaning and concept, Definition, nature and scope of Development. Development Journalism - Development Communication-Origin and theories of Development – Third World Countries - Development communication: meaning and concept.

UNIT II   DEVELOPMENT REPORTING IN INDIA, CONCEPTS & PROCESS   9
Development Journalism and the Indian Press – Role of Regional Press - Positive media – Noteworthy initiatives, Theories of Development Journalism – Development Reporting – Experiments, problems and Criticisms of Development Journalism- Examples of Development Reporting – Finding Story Ideas – Constraints in Development Reporting – Dos and Don'ts in Development Reporting.

UNIT III   WRITING FOR DEVELOPMENT ISSUES   9
Finding the development issues for reporting, Poverty, unemployment, child labor, government schemes, deciding the source, conducting interviews, field works, Principles followed for development report writing. Proof reading the articles, preparing news reports.

UNIT IV   REPORTING FOR ELECTRONIC MEDIA   9
Producing Development news item for radio.Finding development issues, script writing, recording news bulletin. Coverage of Development issues in Television, Identifying news, Interviewing sources, script writing, Shooting, editing and publishing news. Idea generation for development reports in new media.

UNIT V   ETHICS IN DEVELOPMENT JOURNALISM   9
Ethical Perspectives followed in development reporting, Roles, responsibilities and good qualities of development reporter. Discussions on different development report case studies. Analysis on different development news reports and television news published on various media.
                                                                  TOTAL:45 PERIODS
OUTCOMES
- Students can obtain knowledge in development journalism.
- Students can write and produce news reports on development related issues
- Students can produce development electronic news items for radio and television

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TEXTBOOKS

1. Writing for development, Juan F. Jamias, College of Agriculture, University of the Philippines Los Baños, 1991
2. Modern Journalism Reporting and Writing By D. Sharma
3. Murthy, D.V.R., Development Journalism, Dominant Publishers. 2001.

REFERENCES

1. Development Communication in Practice,J.N.Vilanilam, Sage Publlications.
2. Sustainable development reporting, Bert Heemskerk, Pasquale Pistorio, Martin Scicluna, World Business Council for Sustainable Development, World Business Council for Sustainable Development, 2002
3. Handbook of Journalism Studies edited by Karin Wahl-Jorgensen, Thomas Hanitzsch
4. Arulchelvan, S. (2012), Nuclear Energy Concerns in India – Media Reportage and Public Awareness, Published by LAP LAMBERT Academic Publishing GmbH & Co. KG, Germany.

EA7008	DIGITAL FILM MAKING	L T P C
		3 0 0 3

OBJECTIVES

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

UNIT I   INTRODUCTION TO FILM MAKING   9

Scripting,Research,FeasibilityCheck,   Preproduction   planning,   budgeting,Previsualisation,Script Breakdown, Scheduling, Casting, Production Designer, Location Scouting,Costume Designer, Make up Artist, Production and Postproduction.

UNIT II   SHORT FILM MAKING   9

Elements of Script Writing, Characterisation, Structuring, Camera Script, Screen Grammar, Shootingtechniques, Priniples of Editing, Screening and video streaming.

UNIT III   SOCIAL AWARENESS FILMS   9

Fisher's Narrative Paradigm – Identifying social issues of various importance- Health Environment – Economic – social cultural and political issues. Identification of target audience-background research on the issue – semi script – Identifying the relevant format – production and publicizing through relevant medium – measuring the Impact.

UNIT IV   CORPORATE FILMS   9

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

UNIT V   PLACES AND PERSONS OF HISTORICAL IMPORTANCE   9

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

TOTAL: 45 PERIODS

OUTCOMES

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

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TEXTBOOKS
1. Thomas A.Ohanian& Michael E.Phillips, Digital Film Making, Second Edition, Focal Press,2006.
2. Clifford Thurlow, Making Short Films:The Complete guide from Script to Screen, Second Edition, Berg Publishers, 2008.
3. Bhaskaran, Theodore, Sundararaj ,*Eye of The Serpent: An Introduction to Tamil Cinema* East West Books,1996.
4. Jason J Tomaric , The power film making kit, Focal Press, 2008.

REFERENCES
1. Jason J Tomaric , The power film making kit, Focal Press, 2008.
2. Joseph V.Mascelli, The Five C's of Cinematography, Silman – James Press, LosAngels,1998.
3. Steven D. White,VisionFactory: Adventures in Corporate Screenwriting: A Veteran Producer's Guide to Corporate Video Production from Script to Screen Paperback – Import, CreateSpace Independent Publishing Platform, 2013 .
4. Syd field, Screen play- The foundations of Screen Writing, Bantam dell, 2005.

EA7009   **DOCUMENTARY PRODUCTION**   **L T P C**
                                                                          3 0 0 3
OBJECTIVES
- To transform social issues in to documentary
- To inculcate aesthetic sense involved in creativity.

UNIT I   INTRODUCTION TO DOCUMENTARY   9
History of Documentary, Elements of the Documentary, Evidence and Point of View in the Documentary, Time – development and Structure. Docudrama, Documentary theory and the issue of representation.

UNIT II   DIFFERENT FORMS OF DOCUMENTARY   9
Poetic Documentaries, Expository Documentaries, Observational documentaries, Participatory documentaries, Reflexive DocumentariesandPerformativeDocumentaries.Documentaries of different issues – Wild life – Child Labour – Women trafficking – Gender issues.

UNIT III   DOCUMENTARY RESEARCH   9
Content research and conceptualizing the appropriate treatment and style,Ethical issues for documentaries,Structural analysis for documentaries.Interview technique of documentaries,Different microphones for different occasions/locations,Sound design in documentary video - Writing proposals.

UNIT IV   DOCUMENTARY PRODUCTION   9
Preproduction – Research leading up to the shoot –production team, Production –Camera Equipment and shooting Procedure – Lighting Location sound – Interviewing – Directing Participants, Post production – Designing a structure – Narration – using music –Titling.

UNIT V   APPRECIATION OF DOCUMENTARIES   9
Screening of world renowned documentaries - BBC Documentaries- Indian Documentaries – Local issue based documentaries, Analysing the documentaries through various media techniques.Interaction with documentary film makers.

                                                            TOTAL : 45 PERIODS
OUTCOMES
- To recognize creativity and develop interest for social issue.
- To develop an individual style in representing the society through documentary

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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 Glynne. Documentaries and How to Make Them,Kamera Books, Harpenden, Herts, 2012.
4. Michael Rabiger, Directing the Documentary, Focal Press,2007.

REFERENCES

1. Sheila Curran Bernard, Documentary Storytelling for Video and FilmmakersFocal Press Publications, 2004.
2. Bill Nichols, Introduction to Documentary, Indiana University Press, 2001
3. Barry Hampe. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries, Henry Holt and Company, 2007.
4. Alan Rosenthal. Writing, Directing, and Producing Documentary Film, SIU Press, 2007

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

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

UNIT I   NATURE AND SCOPE   9

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

UNIT II   E-CONTENT PRODUCTION   9

Definition of e-content – Designing of e-content, structures, modules, e-content planning –Moodle web application – Production techniques, software, lifecycle of e-content – ContentManagement Systems – Templates, standard characteristics and, delivery, effectiveness of econtent– Case studies, simulations, games, exercises, evaluation – SCORM Model – e-Publishing processes – e- Author, e-Editing, e-Publishing.

UNIT III   E-LEARNING   9

e-Learning and e-learners, e-courses, e-learning ability – Open educational resources – Learning authoring – e-learning technologies – Learning authoring tools, Repository of educational content, Problem Based Learning – e-Learning Platforms, Production and Re-utilization –Learning processes and context, Management of e-content production (project) – Design of ecourses and e-content, Learning objects, Content creation tools, Online learning evaluation – Designing and creating e-courses for a certain learning context – Planning the learning content to be developed – Producing learning content according to international standards – Creating, integrating and exploring the learning content in the LMS – Building/selecting instruments toevaluate the learning content produced.

UNIT IV   ADVANCED TECHNOLOGY LEARNING SYSTEMS   9

Computer and Internet Enabled Learning – IP Learning – Mobile learning – Videoconferencing –VSAT – Online learning – Web conferencing – Standalone e-learning – Assisted e-learning – e-Cooperative learning – Blended learning – Info Learning – Small learning – Open sourceSoftware.

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UNIT V E-CONTENT BUSINESS 9

Content business – Present trends and future – e-Content for different types of industries –Education, marketing, training, agriculture, etc. – Economics of e-content business, budget and market trends.

TOTAL: 45 PERIODS

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

TEXTBOOKS
1. Robin Manston and Frank Rennie.e-Learning: The Key Concepts, Routledge, London & New York, 2006.
2. Jeong-Baeson and Shirley O'Neil. Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic & Professional Publishers & Consultancy Services, Queensland, Australia, 2007.
3. K.L. Kumar. Educational Technology, H.S. Poplai for New Age International Pvt. Ltd., New Delhi. 1998.

REFERENCES
1. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU, New Delhi, 2005.
2. K.L. Kumar. Educational Technology, H.S. Poplai for New Age International Pvt. Ltd., New Delhi. 1998.
3. U.V. Reddi and Sanjaya Mishra. Educational Media in Asia, Commonwealth of Learning, Vancouver, 2005.

EA7011	EDITING TECHNIQUES	L T P C
		3 0 0 3

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

UNIT I INTRODUCTION 9
Definition of editing, the historical development of editing theory, audience manipulation through editing, Understanding the trends in the editing industry- New technologies in post production. Film and video formats, the principles and formats of digital video, Hardware and software requirements for non linear editing, introduction to various operating systems, overview of software available for editing.

UNIT II EDITOR 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.

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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. Planning the non linear editing process: Budgeting time, personnel and space.

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

                                                                 TOTAL : 45 PERIODS

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

TEXTBOOKS
1. Steven E.Brown, Video Editing – A Post Production Primer , Focal Press, 2002.
2. Bryce Button, Nonlinear Editing: Storytelling, Aesthetics, & Craft, Focal Press, 2002

REFERENCES
1. Dancyger Ken, The Technique of Film and Video Editing – History, Theory and Practice. Focal Press, 2005.
2. Koppelman Charles, Behind The Seen - How Walter Murch Edited Cold Mountain on Final Cut Pro - Pearson Publications, 2014.
3. Lumet Sidney, Making Movies, Random House, New York, 1995.
4. Norman Hollyn, The Film Editing Room Handbook:How to Tame the Chaos of the Editing Room (4th Edition) Paperback –, Peach pit Press, C.A, 2009

EA7012   ENVIRONMENT AND MEDIA   L T P C
                                                                         3 0 0 3
OBJECTIVES
- To know the implications of the Environmental (Protection) Act, 1986.
- To know about various natural resources and their associated problems.
- To find ways to tackle the issue of environment versus development in the media.
- To sensitize students about the intricacies concerning environmental coverage in the media.

UNIT I   NATURE OF ENVIRONMENTAL STUDIES   9
Definition – Ecology, environment – Scope and importance – Different eco-systems –Interdisciplinary nature of environmental studies – Need for public awareness – The Environmental (Protection) Act, 1986 – Coastal Regulation Zone, 2011.

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UNIT II   NATURAL RESOURCES AND ASSOCIATED PROBLEMS   9
Forest resources: deforestation, mining, dams and their effects on forests and tribal people –Water resources: use and over-utilization of surface and groundwater, floods, drought, conflictover water – Mineral resources: environmental effects of extracting – Food resources: Foodsecurity, changes caused by agriculture, fertilizer-pesticide problems – Energy resources:renewable and non-renewable energy, alternative energy – Land resources: land degradation,human-induced landslides, soil erosion and desertification – Sustainable lifestyle.

UNIT III   ENVIRONMENTAL POLLUTION   9
Definition – Causes, effects and control measures of air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards – Solid waste management: Causes, effects and control measures of urban and industrial wastes – Zero waste technologies – Role of an individual in prevention of pollution – Pollution case studies.

UNIT IV   SOCIAL ISSUES AND ENVIRONMENT   9
From unsustainable to sustainable development – Urban problems related to energy – Waterconservation, rainwater harvesting, watershed management – Resettlement and rehabilitation of people – Environmental ethics – Climate change, global warming, acid rain, ozone layer depletion, sea level rise – Nuclear accidents and holocaust – Wasteland reclamation

UNIT V   ROLE OF MEDIA   9
Science, technology and environment – Major environmental production bodies and institutions in India and abroad – Development and environment – Designing environmental media programmes – Use of media for environmental 0messages – Moving from peripheral environmental coverage to holistic coverage – Media in environmental management.

TOTAL: 45 PERIODS
OUTCOMES
- The students will get familiarized with the interdisciplinary nature of environmental studies.
- The students will gain knowledge on various social issues and environment.
- To make students understand the role of media in communicating environmental messages.

TEXTBOOKS
1. Jay Withgott and Scott Brennan. Environment: The Science Behind the Stories, Prentice-Hall, Upper Saddle River, 2003.
2. Chris Park. The Environment: Principles and Applications, Routledge, U.K. 2001.
3. Balaswamy. B; "Communication for Sustainable Development".Concept Publishing, New Delhi, 2008.
4. GadgilMadhav, GuhaRamachandra; This Fissured Land: An Ecological History of India, Oxford University Press, 2003

REFERENCES
1. Norman Lee (Ed.). Environmental Assessment in Developing and Transitional Countries: Principles, Methods and Practice. John Wiley and Sons, U.K., 2000.
2. N. Luhmann. Ecological Communication. Chicago University Press, Chicago, 1989.
3. F.I. Woodward (Ed.). Ecological Consequences of Global Climate Change, Vol.22, Academic Press, London, 1992.
4. Cox Robert; "Environmental Communication and the Public Sphere". Sage Publications,California, 2010.
5. GodemannJasmin, MichelsenGerd; Sustainability Communication: Interdisciplinary Perspectives and Theoretical Foundations". Springer New York, 2010.
6. Blewitt John; Understanding Sustainable Development". Earth Scan, London, 2008.

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EA7013   **INTERNATIONAL COMMUNICATION**   **L T P C**
                                                                          3 0 0 3

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

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

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

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

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

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

                                                    TOTAL: 45 PERIODS

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

TEXTBOOKS
1. DayaThussu (2006) International communication : continuality and change toward education, New York, Oxford university Press.
2. ArnandMattelart (1996) Networking the world, University of Minnesota Press.

REFERENCES
1. Ralph Akinfeleye (2008) Contemporary issues in mass media for development and national security, Lagos : Malthouse Press ltd
2. Raboy Marc, Global Media policy in the New millennium, University of Lutanl Press 2015

EA7014   **MEDIA AND SUSTAINABLE DEVELOPMENT**   **L T P C**
                                                                           3 0 0 3
OBJECTIVES
- To understand the key concepts in sustainable development and critically assess current development practices and approaches with Sustainable Development practices.
- To impart skills for effectively using media to promote Sustainable Development.

UNIT I   INTRODUCTION TO ECOLOGY AND ECOLOGICAL ISSUES   9

Definitions - Environment, Ecology and Development, Differentiating scientific and cultural definitions of environment and ecology, Nature as a social construct and nature in different cultures (indigenous people, women, children, religious groups). Scientific privilege to nature, Introduction to concepts of ecosystems, Understanding the importance of Bio-diversity, Key ecological challenges and solutions – Global, National and Local. Environment in crisis, threats to ecosystems - natural and man made.

UNIT II   INTRODUCTION TO SUSTAINABLE DEVELOPMENT   9

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

UNIT III   APPROACHES TO COMMUNICATING SUSTAINABLE DEVELOPMENT   9

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

UNIT IV   STRATEGIC COMMUNICATION FOR SUSTAINABLE DEVELOPMENT   9

Communication for development in research, extension and education, Situation analysis-Audience and KAP analysis - Communication objectives-Strategy design-Participation of strategic groups-Media selection and mix-Message design-Media production and pretesting- Media use- Monitoring & Evaluation and process documentation.

UNIT V   PROJECT COMMUNICATING SUSTAINABLE DEVELOPMENT   9

Mainstreaming Sustainable development, Sharing responsibility through alliances, Do's and Don'ts of Strategic Communication for Sustainable Development. Case studies – best practices from around the world.

TOTAL : 45 PERIODS

Work Assignment

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

TEXTBOOKS
1. Hansen, A 2010, 'Environment, Media and Communication', Routledge, New York.
2. Corbett, JB 2006, 'Communicating Nature - How We Create and Understand Environmental Messages', Island Press, Washington.
3. Gadgil, M &Guha, R 2010, 'This Fissured Land', Oxford University Press, New Delhi.
4. Cox, Robert. (2010) Environmental Communication and the Public Sphere, Thousand Oaks: Sage Publications.

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

EA7015   **MEDIA PSYCHOLOGY**   **L T P C**
                                                                                  3 0 0 3
OBJECTIVES
- To understand the fundamentals of media & social psychology.
- To critically assess the influence of media on culture & human social behaviour.
- The application of psychological concepts in media communication, persuasion and behaviour change, for the use among different audiences of communication technologies.

UNIT I   INTRODUCTION TO SOCIAL & MEDIA PSYCHOLOGY   9
Definitions - Foundations of Social Psychology -The Science of the Social Side of Life - Social Psychology and Human Values- Social representations- Introduction to Media Psychology - 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 nonverbal 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   MEDIA & SOCIAL RELATIONSHIPS   9
Prejudice –Stigma -Reducing Intergroup Conflict-- Aggression – Attraction – Altruism – Application - Stereotyping, Prejudice, and Discrimination: The Causes, Effects, and Cures, -Friendship and Love- Interpersonal Attraction and Close Relationships- Global Media: media effects on society, individuals, and cultures.

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

UNIT V   MEDIA PSYCHOLOGY IN INTERACTIVE & EMERGING TECHNOLOGIES   9
New media technologies and impact on society, Understanding audience Psychology - Audience Engagement - Branding and TransmediaStorytelling - 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
TEXTBOOKS
1. Baron A Robert. Fundamentals of Social Psychology, Pearson Education, New Delhi, 2009.
2. Kruglanski, W Arie. Higgins Tory. 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.

REFERENCES
1. Dill E.Karen, Handbook of media psychology, Oxford University Press, New York,   2015.
2. Giles David, Media Psychology, Taylor & Francis, New Jersey, 2008.

MEDIA SOAPS AND SOCIETY **L T P C**
3 0 0 3

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

UNIT I   TYPES OF SERIALS   9
Serials and soap-operas : definition, historical development in radio and television, social and economic benefits for the channels and producers – Elements of a good soap opera – types and importance of serials in electronic media: - new trends help to raise public awareness and change attitudes on issues to do with the development of societies.

UNIT II   SOAP OPERAS   9
Tv soap operas – their influence on society & vice versa with references to gender portrayal, positive and negative characters impact and societal behaviourism, fetismof children for the dramatic characters, super heroes and their persuasion, inspiring characters and role models and bringing change in the society.

UNIT III   WORLDWIDE SOAPS   9
A critical look at various popular soaps and serials from radio and television that have created hype in bringing societal development in society through their contents. Educational programmes produced with an aim in serving the society and contributing for public welfare- Regional and local influenced case studies.

UNIT IV   PLANNING AND EXECUTION   9
Understanding the need of the target audiences in relation to relevant social issues; developing ideas, credible characters and storylines; to breaking down storylines into scenes; writing effective dialogues- directing actors and preparing and recording long-running serial drama -visualisation, story board, preproduction activities- scripting-copyrights, ethics.

UNIT V   SERIALS EFFECTS STUDIES   9
Case studies related fromTamil Nadu, India and Transnational television- Existing pattern of Television serials and its influence in programme producing and political agenda setting - Understanding the effects of television to make better programmes for the benefit of society, social Impact of television serials and globalization and cross-culture impact.

TOTAL: 45 PERIODS
OUTCOMES
- Familiarity with Drama theory and its application for radio and television.
- Mapping the attitudes of target audiences in relation to specific social issues
- Developing ideas and storylines for broadcast serial drama with an educational aim.

TEXTBOOKS
1. Mark P. Orbe, Media and Culture:The "Reality" of Media Effects,Western Michigan University, sage publications,2012
2. Mary Desjardins, Gender and Television, The Museum of Broadcast Communications, 2007
3. Meyrowitz, Joshua, Mediating Communication: What Happens?,

REFERENCES
1. Ali Mohammadi and Annabelle Sreberny-Mohammadi (eds) Questioning the Media, Sage, Thousand Oaks, pp. 39–53, 2005
2. Freedman, J, Media violence and its effect on aggression.: Assessing the scientific evidence. University of Toronto Press. 2002
3. Mary Desjardins, "War and Television, the Museum of Broadcast Communications", 2008.

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EA7017   **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

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

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

UNIT I   PUBLIC RELATIONS   9
Definition of PR , Responsibilities of PR Practitioners, PR is an art and social science, Basic principles of PR, art activities of PR,functions of PR in business and society .Obstacles to ideal PR.PR's origins &evoluation.Origin of PR term, PR's uses, thought history, five stages of PR,PR outlook for the future, Trends in PR, Need for cultural literacy, Implications of technological 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 II   PUBLICS & PUBLIC OPINION   9
Definition of stakeholders, public and audience, target or priority public,identifing priority publics, issues management, image and perception, probing an image, image and corporate culture, public opinion research and PR diffusion cycle.PR ethics in judging an organization, Role of top management categories ,PR ethics and values, Reputation and ethics, social responsibility, Grey areas of public relations. Crisis and credibility , Anticipating a crisis,charateristics of crisis, categories of crisis, crisis management, communication plan, crisis evaluating ,successful crisis handling.

UNIT III   CAMPAIGN MANAGEMENT   9
Definition for campaign, types of pr campaigns, characteristics of successful campaigns, successful campaign models, campaign elements, planning a campaign, implementing the campaign,evaluvating the campign,changing behavior with campaigns, government campigns,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 and Post Event Logistics, Security Management and Risk Management, Event Closedown.

                                                                 TOTAL:45 PERIODS
OUTCOMES
- Students will have an understanding of the opportunities available in public relations profession.
- Students will know the dynamics and paradigm of the field.

TEXTBOOKS
1. Scot M. Cutlip and Centre - Effective Public Relations, Prentice Hall International, London
2. Judy Allen,EVENTPLANNING,John Wiley & Sons Canada, Ltd, Second Edition.
3. Dalmar Fisher - Communication in Organisations (2nd edn). Jaico Publishing House (1999) Mumbai

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REFERENCES
1. JethwaniJaishree and Sarkar - Public Relations, Sterling, New Delhi
2. SaileshSengupta - Management of Communication and Public Relations, Vikas Publishing, New Delhi
3. Philip Lesley - Handbook of PR and Communication,Jaico Publishing House, Mumbai.
4. JaishreeJethwani - Public Relations, Sterling, New-Delhi. 2000

EA7019   **TELEVISION COMMERCIALS**   **L T P C**
                                                                              3 0 0 3

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

UNIT I   TYPES OF COMMERCIALS   9
Commercials: Meaning and definition, historical development, social and economic benefits – Elements of a good commercial – types and importance of commercials in electronic media: lifestyle, slice of life, demonstration, product's self promotion - new trends like sequence, colours and teaser usage – Comparative of competing products –Sports and super bowl commercials – Fantasy commercials –political ads and Interactive indoor media TV and their functions.

UNIT II   MEDIA STRATEGIES   9
Commercials for consumer, corporate, Industrial, retail, national, trade, professional and social – Target audience: Brand image, brand umbrella, rebranding – Media selection – radio, television, web and films – Strategy, media budget, campaign planning – brand endorsements and brand ambassadors – positioning of sports materials in TVC - Commercials for children products, youngsters, women – commercials aimed with branding, sub-branding, re-branding - Copyright, label, trademark involved in commercial production- Surrogate commercials and benefits.

UNIT III   CREATING CONCEPTS   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 products.

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, children and animals in TVC – critical analysis of commercials - success stories and failure models – commercials promoting violence and proved as non-sensical and annoying in nature – Comparative ads and case studies pertaining to judicial problems – Seasonal ads and relevance.

UNIT V   WEB COMMERCIALS   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 – spoof, parody and adapted commercials - future and longevity of a web commercial - Ambient ads creation and new trends followed for promotion.

TOTAL: 45 PERIODS

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

TEXTBOOKS
1. NamitaUnnikrishnan and ShailajaBajpai.The Impact of Television Advertising on Children, Sage Publications, New Delhi, 2012.
2. Tom Duncan. Principles of Advertising & IMC (International Edition), McGraw-Hill, New Delhi, 2011.
3. Barrie Gunter; Caroline Oates; Mark Blades. Advertising to Children on TV: Content, Impact, and Regulation, Lawrence Erlbaum Associates, 2012
4. John Philip Jones. International Advertisings, Sage, New Delhi, 2009.

REFERENCES
1. Hooper White. How to produce effective TV commercials, McGraw-Hill, 2010.
2. Ivan Cury. TV Commercials – How to Make Them, Focal Press, 2012.
3. LaryElin and Alan Lapides. Designing and Producing the Television Commercial, Pearson,2013
4. Pete Barry, The Advertising Concept Book: Think Now, Design Later , Thames & Hudson Ltd; 2nd Revised edition edition (14 May 2012)

EA7020   **USER EXPERIENCE DESIGN**   **L T P C**
                                                                              3 0 0 3

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

UNIT I   CONCEPTUALIZING UX   9
Introduction to UX – Understanding UX lifecycle & flow of events – Person creation –Preparing task list – Writing user story, IA & use cases – Fundamentals of business-centreddesign&Usercentred design – Defining Information design and Interaction design.

UNIT II   DATA COLLECTION & PROTOTYPING   9
Need for data collection & prototyping – Different methods of data connection & data analysis –Need for prototyping & different methods of prototyping – Detailed study to wire framing.

UNIT III   VALIDATION   9
Fundamentals of usability testing & heuristic analysis – Fundamentals of field testing – Remote usability testing – Preparing test flow, questionnaire, scenarios with tasks list, recruiting participants.

UNIT IV   UX FOR MOBILE & SMALL SCREENED DEVICE   9
UX for mobile device – Understanding small screen environment – Prototyping for Mobile devices – Usability testing & heuristic for mobile device – Experience definition for multiple platforms & form factor – Designing for small screen.

UNIT V   HTML5 & CSS3   9
Fundamentals of HTML5 & CSS3 – Need & Advantage for HTML5 – HTML for Mobile platform – Developing for Multiple mobile resolutions & Adaptive CSS – Introduction to Cross platform HTML5-JS mobile frameworks.

TOTAL: 45 PERIODS

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

TEXTBOOKS
1. Ted Roden. Building the Real-time User Experience: Creating Immersive and Interactive Websites, Shroff/O'Reilly, 2010.
2. Christian Kraft. User Experience Innovation: User Centred Design that Works, Apress, 2012.
3. Nan Guo, Helmut Degen and Xiaowen Yuan, UX Best Practices: How to Achieve More Impact with User Experience, McGraw-Hill/Osborne Media.

REFERENCES
1. Tom Tullis and Bill Albert. Measuring the User Experience: Collecting, Analyzing, andPresenting Usability Metrics, Morgan Kaufmann Publishers, 2008.
2. Trevor van Gorp and Edie Adams. Design for Emotion, Morgan Kaufmann, San Francisco

Attested

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