

**ST. XAVIER'S COLLEGE (AUTONOMOUS)  
PALAYAMKOTTAI**



**Syllabus for**

**B.Sc Visual Communication**

**(Under Choice-Based Credit System)**

**(w.e.f. June 2021)**



## SCOPE OF THE COURSE

- To impart an understanding of current media technologies, capabilities from multiple perspectives.
- To generate a creative, innovative and socially responsible student community.
- The students will come out with overall knowledge of software and creative skills on par with the media industry
- The job opportunities available in the media industry are very diverse as given below.
  - Journalism
  - Animator
  - Public Relation
  - Character Artist
  - Art Director, Graphic Designer
  - Studio Artist
  - Layout Designer
  - Set Designer
  - Graphic Designer
  - 2D & 3D Animator
  - Modeler
  - Image Editor
  - Print Designer
  - Web Page Developer
  - Copywriter
  - Screenplay Writer
  - Photographer / News Photographer / Wildlife Photographer / Cine Photographer /
  - Film Editor / Production Manager
  - Script Writer / VFX creative director, etc

Syllabus 2021 - 2024							
		Status	Code	Title of Subject		Hrs.	Crts.
1	I	Lang.I	21UGT 11	Tamil	T	6	3
2		Lang.II	21UGE 11	English	T	6	3
3		Core	21UVC 11	Human Communication	T	6	5
4		Allied	21UVCA11	Visual Literacy & Graphic Design	P	6	5
5		SBE1	21USB11	Integrated Personality Development	T	2	2
6		VE	21UVE 11	Religion/Ethics	T	2	2
7		NME1	21UNM11	Basics of Visual Design	P	2	2
							30
8	II	Lang.I	21UGT 21	Tamil	T	6	3
9		Lang.II	21UGE 21	English	T	6	3
10		Core	21UVC 21	Writing for Media	T	6	5
11		Allied	21UVCA 21	Photography	P	6	5
12		NME2	21UNM21	Basics of photography	P	2	2
13		SBE 2	21USB21	Life Issues and Coping Skill Development	T	2	2
14		SBE 3	21USB 22	Professional English for Visual Communication	P	2	2
						30	22
15	III	Lang.I	21UGT 31	Tamil / Media Tamil	T	6	3
16		Lang.II	21UGE 31	English / Media English	T	6	3
17		Core	21UVC 31	Journalism	T	5	4
18		Allied	21UVCA31	Campus News Cast (Field Work)	P	4	3
19		ES	21UES 31	Environmental Studies	T	2	2
20		SBE 4	21USB 31	Human Rights and Social Analysis	T	2	2
21		Elective	21UVCE31	Performing Arts	P	3	3
22		SBE 5	21USB 32	Public Relation	T	2	2
						30	22
23	IV	Lang.I	21UGT 41	Tamil / Media Tamil	T	6	3
24		Lang.II	21UGE 41	English//Media English	T	6	3
25		Core	21UVC 41	Art & Visual Aesthetics	T	6	5
26		Allied	21UVCA41	Web designing	P	5	5
27		Elective	21UVCE41	Film Studies	P	5	4
28		SBE 6	21USB 41	Online journalism	P	2	2
						30	22

29	V	Core	21UVC51	Media Culture & Society	T	5	4
30		Allied	21UVCA51	Advertising	P	5	4
31		Elective	21UVCE 51	2D Animation	P	5	4
32		Elective	21UVC E 52	Television Production	p	5	3
33		Core	21UVC52	Mass Communication Theories	T	5	5
34		Core	21UVC53	Media Research Methods	P	5	5
						30	25
35		Core	21UVC 61	Media Laws and Ethics	T	5	5
36	VI	Elective	21UVC E61	Radio Production	P	5	4
37		Core	21UVC 62	Media Presentation Skills	P	5	4
38		Core	21UVC 63	Media Project	P	5	4
39		Core	21UVC 64	Internship	P	5	5
40		Allied	21UVCA61	Development Communication	T	5	3
						30	25
				Total		180	140
				STAND/NSS/		2	2

## 1. STRUCTURE OF PROGRAMME

1.1 Every Programme will have a curriculum with syllabi consisting theory and practical such as:

- (i) Core courses.
- (ii) Elective, Allied, Non Major courses, Value based foundation courses for specialization in related fields.
- (iii) Computer Practice, Laboratory Work, Industrial Training, Seminar Presentation, Project Work, Internship, Educational Tours, Camps etc.

1.2 Each semester curriculum shall normally have a blend of lecture course and practical course.

1.3 The medium of instruction, examinations and project report will be English.

## 2. DURATION OF THE PROGRAMME

A student is normally expected to complete the B.Sc. Programme in 6 semesters but in any case, not more than 10 consecutive semesters from the time of commencement of the course.

## 3. REQUIREMENTS FOR COMPLETION OF A SEMESTER

- A candidate who has fulfilled the following conditions shall be deemed to have satisfied the requirement for completion of a semester.

- He/ She want to secure not less than 60% of overall attendance in that semester.
- Candidates who do not have the requisite attendance for the semester will not be permitted to write the University Exams.

#### **4. EXAMINATIONS**

- The examinations shall normally be conducted between November and April
- The maximum marks for each theory and practical course (including the project work and Viva Voce examination in the sixth Semester).

Theory Courses

Internal Assessment: 30 marks for assignment 70 Marks for written test

University Exams: Written/ Practical test 100 Marks

#### **6. ELIGIBILITY FOR THE AWARD OF DEGREE**

##### **PASSING REQUIREMENTS:**

Internal Assessment : 30 marks for assignment 70 Marks for written test

University Exams : Project Submission, Viva 100 Marks

A candidate who secures not less than 40% of total marks prescribed for the course  
(For all courses including Theory, Practical and Project work)

**HUMAN COMMUNICATION**  
**21UVC 11**

**Semester : I**  
**Category : Core/Theory**

**Credit : 5**  
**No. of Hrs /Week : 6**

**Outcome of Subject:**

- Provides a broad approach to human communication skills
- Demonstrate proficiency in various communication techniques
- Develop awareness of appropriate communication strategies.
- Enhance critical listening skills.
- Understand the role of communication in personal & professional success.

Content:

**UNIT I:** Human Communication: Definitions, types, Process- Components - Principles-'The self' in Human communication -Human communication models

**UNIT II:** Form of Human Communication: Intra personal-Interpersonal Communication- Relationship development and deterioration in Interpersonal communication - Elements- Feature

**UNIT III:** Nonverbal Communication -Importance - Types of Non-Verbal Communication- Function

**UNIT IV:** Public Communication -Public speech-kinds of Speech-How to prepare for Public Speech-Avoid stage fright

**UNIT V:** Listening styles -Listening Skills - Types of Listening - Barriers to Listening - Effective Listening Skills

Methodology: Theoretical inputs coupled with discussions, field visit and assignments.

**Evaluation:**

Internal 50%: CA I &II Tests 70marks and Assignments 30marks

External 50%: Semester Examination - Written 100 marks

**Key Text:**

1. DeVito Joseph A [2000], Human communication – The basic course, Harper & Row, London.
2. Stephen W. Littlejohn, [2010]Theories of Human Communication Waveland Press, Inc.
3. Parthipa Raja, 2008 KayathaKanakathe, Ragas publications, Chennai 600014



**VISUAL LITERACY & GRAPHIC DESIGN**  
**21UVCA11**

**Semester: I**

**Credit : 5**

**Category: Allied/Practical**

**Number of Hours per Week : 6**

**Outcome**

- To understand the elements of visual communication.
- To Study of the bases of graphic design as a language to devise, and use of typography and image in their textual and iconic aspects.
- To apply the techniques in Visual Media

**CONTENT:**

**UNIT I:** Visual Literacy - Design Process-Design Principle- Scale And Proportion -Rhythm And Line -Shape And Volume -Pattern And Texture - Illusion Of Space, Motion, Value &Color)

**UNIT II:** Communicating with Colours -Aspects Of Colours- Meaning And Emotion Of Colours - Functions Of Colours -Organizing With Colours-Rules For Working With Colours

**UNIT III:** Design definition -Visual Organization -Content and Form -Sources- History and Culture -Thinking with Material-Comparison and Contrast-Chaos and Control -Figurative and Nonobjective-Optical and Psychological-

**UNIT IV:** Typography- Types of Fonts- Paragraphs and Special Characters- Choosing a Font - Avoiding a Font -Hierarchy - Character and Word Spacing - Leading - Tracking- Kerning-Paragraph Alignment - Paragraph Rules - Illustrator -Working with in design.

**UNIT V:** Visual Building Vocabulary by Exaggeration - Distortion - Stylization & Abstraction -Picture & Typography - Human Anatomy - Heads, Hands, Feet- Structures & Postures - Facial Expressions -Movement in Drawing. Cartoon Creation & Execution.

Methodology: Theory and Practical sessions with exhaustive lab work on various assignments.

Requirements: Students maintain two workbooks (class work and homework) Class work book should contain all exercises done during the course.

Homework book: Should contain assignments done at home with different medium on all the visual elements, color theory, perspective, still life and landscape.

### **LIST OF EXPERIMENTS:**

- |   |   |
|---|---|
| I. Exercise on Geometrical Shapes                                   | IX. Exercise on logo design   |
| II. Exercise on Perspectives  | Logos (Visiting Card),  |
| III. Exercise on Light and shade                                    | Envelopes, Letter Head, Hand  |
| IV. Photo collage based on any theme                                | Bills, Greeting Card with envelope, Invitation with envelope, Wedding Card with envelope, Banner, Broachers, Package, Poster, Calendar monthly) |
| V. Exercise on Landscape Painting                                   | X. Newspaper (4pages),)   |
| VI. Exercise on Postures Drawing                                    |   |
| VII. Exercise on Story Board  |   |
| VIII. Exercise on Patterns, colour schemes, shapes etc. from nature |   |

### **Evaluation:**

Internal 50% :CIA I & II Tests-70, Assignments-30

External 50%: Semester Practical Exam-30, Project- 20

### **Key Texts:**

1. Berger Arthur Asa, [2008]Seeing is Believing, McGraw Hill, New York
2. Judith WildeWatson, [2000]Visual literacy: a conceptual approach to graphic problem solving,-Guptill.
3. Palmer, Frederic: Visual Elements of Art and Design,1989, Longman
4. Porter, Tom and Goodman, Sue: Manual of Graphic Technique,

### **Books for Reference:**

1. Paul Rand , A Designer's Art, 1995 Publisher: Phaidon Press; New edition edition 29 August 2000),Language: English,ISBN-10: 0714839949.
2. Paul Sahre Two-Dimensional Man , Publisher: Harry N. Abrams; edition, 19 September 2017,Language: English,ISBN-10: 1419724150

1.

## BASICS OF VISUAL DESIGN

21UNM11

Semester: I

Credit : 2

Category: NMEI/Practical

No. of Hrs./Week : 2

### OUTCOME:

- To provide special training in graphic design for the student
- To understand the basics of Visual Art
- To apply the techniques in Design

**UNIT I** Basics of Principles of design- Dot, lines, shapes, forms, texture, perspective and Colour.-

**UNIT II** Types of Designs- Elements of the design of the art-

**UNIT III** Design Elements- Design Elements-Color-Line-Point-Shape-Texture-Space-Form-Unity/harmony.

**UNIT IV** Style and Themes-Principles-Unity -Gestalt -Hierarchy -Balance -Contrast - Scale -Dominance - style and Themes-Visual Design is Aesthetic- Strategic Design

**UNIT V** Structural Elements in Design-Structural Elements in Design- Cubes with Geometrical • Texture on Pattern - Composition with Light and Shadow - Perspective Drawing - Landscapes and Composition -Live Models (Portraits) - Still Life - Logo Style - Visiting Card - Fonts - Alphabets and Number

### EXERCISE FOR BASIC VISUAL DESIGN

1. LINE STUDY IN DIFFERENT THICKNESS
2. CURVES AND CIRCLE
3. SHAPES
4. PATERNS AND DISTRACTION FONTS
5. ALPHABETS AND NUMBERS

### Methodology:

Theoretical inputs coupled with intensive studio and Lab work on layouts for simulated publishing jobs.

### Evaluation :

Internal Assessment: Assignments 15% Test 35%

External Examination: Practical 50% Viva 50%

**Key Texts:**

1. Bryony Gomez-Palacio, *Graphic Design, Reference: A Visual Guide to the Language, Applications, and History of Graphic Design*, Rockport Publisher(2010)
2. Paul Rand, *A Designer's Art*, 1995 Publisher: Phaidon Press; New edition edition 29 August 2000),Language: English,ISBN-10: 0714839949.
3. Paul Sahre *Two-Dimensional Man* , Publisher: Harry N. Abrams; edition, 19 September 2017,Language: English,ISBN-10: 1419724150

## WRITING FOR MEDIA

21UVC 21

Semester : II

Credit : 5

Category : Core/Theory

No. of Hrs /Week : 6

### Objectives:

- i. To expose students to the Art of Writing media.

**UNIT 1:** THE ART OF WRITING: Understanding the audience, context for writing, categories and characteristics of writing- Kinds of Media Writing: Inform- Describe & Persuade - The ABCD of Media Writing: Accuracy, Brevity, Clarity & Discernment- Basics of Writing in Media Meaning- Definition and Nature of Writing in Media - Objectives of Writing in Media-Qualities of good writing- Techniques and Artistic approach of Writing in Media

**UNIT 2:** WRITING FOR PRINT MEDIUM. Basic principles of writing for print- Elements and Importance of News writing Steps elements of writing - Public Relations and Press Releases- News stories and Features- Steps & elements of writing - editorial-features & reviews- News writing- news angle, multi-angled stories, news formula and structure. - Writing Press Releases- Writing For New Media-Writing For Websites, Blog And Social Media Platforms- DIFFERENT TYPES OF LEAD WRITINGS

**UNIT 3:** WRITING FOR ELECTRONIC MEDIA AND RADIO: Basic Principles Of Writing For Electronic Media And Radio - Elements And Importance Of News Writing For Radio & TV - The Fiction And Nonfiction Writing For Radio & TV - Radio And Television Drama Writing- Writing For Various Genres Of Television I.E., Game Shows, Reality Shows- Writing For Radio Headline Writing -Role And Importance Of Headlines -Different Types Of Headlines - Checking Language, Spelling And Grammar - Following Style Book Writing For Radio Programmes - Radio Features/Documentaries - Radio Commentaries - Spotlight/Talks, E

**UNIT 4:** VARIOUS TYPES OF WRITING FOR NEW MEDIA -Creative Writing- Literary and Cultural Writing -Documentary Writing-Feature Writing. - Interview Writing- WRITING FOR WEB

**UNIT 5:** CONCEPT & DEFINITION OF TRANSLATION. Nature & Norms of Translation. - Types of Translation - Word to Word Translation -Literal

Translation - Summarized Translation -. The need and importance of Translation in Journalism - Guidelines for Translation-

**Methodology:**

Exercises in writing for different media and using it in the concerned media.

Evaluation: Internal 50%: CA I & II = 35marks and Assignments 15marks.

External 50%: Semester examination Viva 30 and Project 20 marks.

**SUGGESTED READINGS:**

1. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
2. Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
3. Wren & Martin High School English Grammar & Composition, S.Chand
4. Thomas S. Kane Oxford Essentials Guide To Writing
5. George.A.Hough News Writing , Kanishka 6. Robert Mc. Lesh Radio Production , Focal Press
7. Dr. K.K. Rattu Translation through media in New Millennium, Surubhi Publication, Jaipur 8. Jitendra Gupt and Priyadarshan Patrakarita Mein Anuvaad

**Key Texts:**

1. Robert Hilliard, [1982] Writing for Television and Radio, Hasting House, New York.

2. Timothy Gerard, [1997] Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Focal Press, Oxford.

Books for Reference:

1. Rosemary Horstmann, [1991] Writing for Radio, A and C Black, London.

2. Gerald Kelsey, [1990] Writing for Television, A and C Black, London.

3. J. Michael Stracynski, [1982] The Complete Book of Script writing: Television, Radio, Motio

# PHOTOGRAPHY

21UVA 22

Semester : III  
Category : Allied /Practical

Credit : 5  
No. of Hrs /Week : 6

## OUTCOME

- To acquire knowledge and skills in photography
- To make the best use of photos in visual communication.
- To apply the techniques in Photo Industry

## CONTENT:

- UNIT 1** Photography- Definition & Concept; Historical Development of Photography; Evolution of Camera-Introduction to Digital Camera: Parts & Functions Of Camera- Aperture, Shutter, F-Stop and ISO-Film Photography vs Digital Photography- Sensor- Basics - Types Film to Digital- Digital Storage & Digital Storage Process; Types Of Digital Storage (compact Flash (CF) -Secure Digital Card (SD), Mini SD Card, Micro SD &Etc)
- UNIT 2** Lens- definition- Characteristics of Lens - Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish Eye & Macro Lens; Focal Length- basics & types
- UNIT 3** Exposure - Depth of Field, Aperture Priority & Shutter Priority; Digital Filters- definition & types; Automatic Mode- basics & types
- UNIT 4** Lighting- Definition - Characteristics of Light -Understanding Light- Indoor & Outdoor - Types Of Light- Natural & Artificial - Standard Lighting- Key, Fill & Back Light - Types Of Lighting Equipment's- Pro-Lit, Soft Box, Flash & Etc.
- UNIT 5** Advanced Photography - Documentary / Editorial Photography- Photo essays- -Montage- Digital compositing- Photography as a Personal Language- Reflexive approaches- Photography and Art- Reading and writing about the image- A study of masters of photography

## Methodology:

Theoretical inputs combined with practical sessions and the execution of various assignments like making of Portfolios, Photo features.

**Evaluation:**

Internal Assessment	:	Assignments	15%,	Test	35%
External Examination	:	Project	30%,	Viva Voce	20%

**Practical Exercises****Key Texts:**

1. Don Giannotti (2013). Professional Photography, First Edition, Amherst Media, USA
2. Martin Evening (2012). Adobe Photoshop CS6 for Photographers, First Edition, Focal Press, UK
3. George Haines, Learning Photography, Hamlyn publishing Group, London, 1992.
4. Anne McKinnell ,Types Of Natural Light That Will Add Drama To Your Photo, Product details, Language: English, ASIN: B0089FISB6
5. Al Judge ,Understanding DSLR Lenses: AnIllustrated Guidebook, Publisher: Subtle Visions Media (8 January 2014), Language: English, ASIN: B00C4CF03E



**BASIC PHOTOGRAPHY**  
**(21UNM21)**

**Semester : II**

**Credit : 2**

**Category: NME 2/Practical**

**Hours Per Week: 2**

**OUTCOME :**

- To understand the basics of Photography
- Get know the techniques in Photography
- Imparting the use of photography for journalistic purposes both in print and electronic media.

**CONTENT:**

**UNIT I:** History of Photography-Definition and Origin of Photography

**UNIT II:** Understanding the camera - Types of Camera, Lens, Films And Filters- Focusing - Shutter Speed - Aperture - Depth Of Field - Rule Of Thirds - Exposure -Composition.

**UNIT III:** Lighting-The Different Types of Lighting-Natural Lighting-Artificial Lighting -Flash Photography.

**UNIT IV:** Types of Photography -News Photography- Sports Photography- Nature Photography-- Portrait, Candid Shot, News Photo, Photo Feature, Landscape, Advertisement, Fashion Wildlife, And Sport.

**UNIT V:** Digital Camera - Digital Technology - Digital Effects and Techniques-Cell Phone Photography-Photo Journalism

**METHODOLOGY:**

Practice: Each student shall submit a theme-based photo essay in digital format.

**Books for Reference**

1. Ashok Diwali, All about Photography by, National Book trust, Year of Publication:2010 New Delhi.
2. Practical photography by O.P. SHARMA HPB/FC ,14 March 2003.
3. Freeman John Collins & Brown, The Photographer's Guide to Light by, 2005.

# PROFESSIONAL ENGLISH FOR VISUAL COMMUNICATION

(21USB22)

**SEMESTER II**

**Credit: 2**

**Category: SBE-3**

**No.of Hrs/Week: 2**

## **LEARNING OBJECTIVES:**

To enhance students' proficiency in English language. Demonstrate effective word choice, vocabulary, idioms, grammar and sentence structure allowing error-free writing by being well-versed in rules of English grammar. • To enable the students to think in English. • To become aware of the world literature and the writers for media.

**LEARNING OUTCOMES:** Speaking and writing style for Media will become sharper. Reading; Skimming; Scanning; Churning & Assimilation; Writing: Methods: Inductive; Deductive; Exposition; Linear; Interrupted; Spatial & Chronological. Students will be able to understand and discuss ideas delivered through various media. Students will apply it in Presentation/official drafting/administrative communication and use it for document/project/report/research paper writing and writing for media.

**UNIT I: LISTENING SKILL** Listening to a short Conversations, telephone conversations and monologues – Listening to prose and poetry reading – Listening to sounds and silent letters in English – Listening to movies – Listening for the gist of the text – Listening for general meaning and specific information – Listening for multiple choice questions – listening for positive and negative comments – Listening for interpretation

**UNIT II: SPEAKING SKILLS** Speaking with confidence; Kinesics; Paralinguistic features of Voice-Dynamics: Pitch; Intonation; Stress & Rhythm; Conversation & dialogues; Communication at work place; etc. Self – introduction – Right Pronunciation, Giving information about one-self – Expressing personal opinion – Simple oral interaction – Dialogue – Conversation – Participating in group discussions, role plays and interviews – Generating talks based on visual or written prompts, Modulating Style & Content. **SPEECH PRACTICE: 1. Tryst with Destiny by Jawaharlal Nehru 2. I have a Dream by Martin Luther King 3. Farewell Speech by Mark Antony**

**UNIT III: READING SKILL** Reading comprehension, Reading for skimming – Reading for scanning – Reading for the gist of a text – Reading Novels made films – Reading and interpretation of anecdotes, short stories, poems – Reading prose passages for comments – Reading and explaining a fish bone diagram for pros and cons. **PLAY AND SHORT STORY: 1. Monkey's Paw by W.W.Jacobs 2. Bear by Anton Chekhov.**

**UNIT IV: WRITING SKILL** Common Grammatical Errors, Tone and audience, Writing emails, messages, notices, agendas – leaflets and brochures –Writing paragraphs— comparisons and contrasts – Letter Writing – Letter to the editor – Letter inviting, letter accepting or declining the invitation – Arranging appointments – Asking for permission – Apologizing and offering compensation—Dealing with requests – Writing presentation with a plan – Introduction, body and Conclusion. **BOOK REVIEW: 1. To kill a Mocking Bird (Excerpts) 2. Merchant of Venice (Excerpts)**

**UNIT V: THINKING SKILL** Critical analysis of movies, Analyses of different media content, Eliciting and imparting the knowledge of English using thinking Blocks – Developing thinking Skills along with critical interpretation side by side with the acquisition of English – Decoding diagrams and pictorial representations into English words, phrases and expressions.

**METHOD OF TEACHING:**

Each lesson contains videos, both tutor-based and from real-life situations. Exercises that will improve students' reading, writing, speaking, thinking and listening skills.

**REFERENCES:** 1. Oxford University Press, 2, publishes writing for the media by Usha Raman. Norman Whit by: Business Benchmark: Pre – Intermediate-to-Intermediate – BEC Preliminary. New Delhi: Cambridge University Press, 2008 (Latest South Asian Edition) 3. Devika Reddy & Suresh Chaudhary. Technical English. New Delhi: Macmillan, 2009

**TEXT BOOKS:** Cambridge University Press, Raymond Murphy, Essential Grammar in Use 3rd Edition 2010

# JOURNALISM

21UVC 31

Semester : III

Credit : 5

Category :Core/Theory

No. of Hrs/Week : 6

## Outcome:

- To study the history and development of journalism in India
- Put together a portfolio of journalism work

## Content:

**UNIT I** JOURNALISM: Definitions, Nature, Scope, Functions. Principles Of Journalism. Glossary Of Print Media - History Of Indian Journalism- Press In India: A Brief Review Of The Evolution Of Indian Press, With Reference To J A Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M K Gandhi,

**UNIT II** NEWS REPORTING- Definition, Types, News Value- Techniques Of Newsgathering- Introduction To News Writing Styles - Inverted Pyramid Style, Hour Glass Style And Nut Graph- Structure Of A News Report Interviewing Skills- Attribution - Sources Of News- Traditional Sources-Media Sources-Cross Media Sources - Ethical Issues Regarding Sources, Gate-Keeping And Validation Of News Sources- Types Of Leads- Types Of Headlines - Covering Beats- Press Conferences- Speech Reports Seminars-Press Releases - Cartoons. News Agencies. Professional Press Organizations

**UNIT III** EDITING - Editing- Meaning, Purpose. Principles of Editing. Rewriting: Purpose, Principles-Translation: - Style sheet - Qualifications and responsibilities of Editor- news editor - Chief sub editor - Sub Editor - Editorial Writing .

**UNIT IV** KINDS OF JOURNALISM: Print, broadcast, electronic Journalism- Development Journalism, Community Journalism, Tabloid Journalism - Business Journalism - Film Journalism-Photo Journalism - Community Journalism - Development Journalism- Online Journalism- Citizen Journalism- Agricultural journalism -Arts journalism-Investigative journalism - Cultural journalism- Mobile journalism

**UNIT V** INTERNATIONAL RELATIONS AND WORLD JOURNALISM -Meaning, Definition and Objective of World Journalism- World Journalism and its Role in International Relations- Changing World Information and its distribution system- World Journalism and its Laws.

**Internal Assessment:** Assignments: (1) Photography related activities (2) Editorial page discussion (3) Documenting issue-related newspaper clippings (4) Review of newspaper and periodicals contents-Analysis of broadcast news content

Theoretical inputs coupled with intensive studio work on layouts for simulated publishing jobs.

**Evaluation:**

Internal Assessment: Assignments 15%, Test 35%

External Examination: Written Exam 50%

**KEY TEXT :**

1. SumitNarula, R.K Jain, An Introduction to Journalism, Principles and Techniques, Regal Publications, New Delhi-110027
2. Kumar.J, Keval, Mass communication in India, Jaico Publishing House, Mumbai 2002.
3. Journalism Studies A critical introduction Andrew Calcutta and Philip Hammond. published in 2011 by Routledge, 270 Madison Avenue, New York, NY 10016
4. Global Journalism Education In the 21st Century: Challenges and Innovations Edited by Robyn S. Goodman &ElanieSteyn, First published 2017 by Knight Center for Journalism in the Americas, University of Texas at Austin-ISBN 13: 978-1-58790-388-

**CAMPUS NEWS CAST**  
**21UVCA61**

**Semester : VI**  
**Category :Allied/Practical**

**Credit : 2**  
**No. of Hrs /Week : 4**

**Course Outcome**

- To promote the development of campus journalism
- To equip VisCom students with appropriate knowledge and skills in campus journalism
- Identify areas of development in various aspects of journalism/broadcast media;
- Enhance skills and competencies in journalism/broadcast media.

**UNIT I :** Reporting -Creative News Article around the campus

**UNIT II :** Editing -News Promo- Layout- Composition-

**UNIT III :** Field Visit- Interview -Question Pattern- 360 ° Research

**UNIT IV :** Presentation- News Reading - News Scroll(Voice Over)

**UNIT V :** Assignment Work -10 news story - Work in Text and Video

**Methodology:**

Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work of professional quality.

Work will be monitored stage by stage:

Pre production stage

Production stage

Post production stage

**PERFORMING ARTS**  
**(21UVCE31)**

**Semester : IV**  
**Category: Elective/Practical**

**Credit : 3**  
**No. of Hours/Week : 3**

**OUTCOME**

- To give a strong base in the areas theatre
- To expose them to the terms and practice in the field.

**CONTENT**

- UNIT I HISTORY OF THEATRE :** Origin Of Theatre - World Theatre - Indian Theatre - -Concept Of Acting In Indian Classical Theatre. - All Elements Of Theatre - Difference Between Drama, Theatre And Film
- UNIT-II GENRES OF THEATRE:** Traditional Theatre -- Folk Theatre Forms - Therukoothu - Puppetry - Proscenium Theatre - Modern Theatre - Boys Company- Post Modern Theatre - Street Theatre- Forum Theatre - Children Theatre- Dalit Theatre- Political Theatres - Feminist Theatre- Different Theatre Groups -Puraana Naadakam-- Special Naadakam .
- UNIT-III THEATRE IN EDUCATION:** Theatre Games - Theatre And Society - Role In Contemporary Society - Theatre Therapy- Modern Theatre- Difference Between Theatre And Camera Acting, Yoga, Meditation- Auditions, Acting Exercises. Art Of Dubbing.
- UNIT-IV THEATRE SCENARIO IN TAMILNADU :** Working Styles - Performance Spaces-Indian Theatre Personalities- Tamil Play Writers.
- UNIT-V ACTING/ DIRECTION:** Different Schools Of Acting - Greek To Godowsky- Internationally Known Important Contemporary Actors- Theories Of Modern Stage- Performance - Performer To Audience- Stylized And Realistic Acting- Theatre Games And Exercise- Modern Concept Of Actor Training- Voice Modulation And Clarity, Speech, Dictation And Body Language

**Practical:** Rhythmic movements and improvisation; exercises in mime

**Evaluation:**

Internal 50%: CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

- Gelb, Michael J. Body Learning: An Introduction to the Alexander Technique.
- Performance Tradition in India - SurseshAwasthi, Ed, Year 2009, ISBN 978-81-237-3618-1
- A dictionary of theatre anthropology, Taylor & Francis, 2011 5.
- Ilankovadiikal ,Shilappadikaram: (The Ankle Bracelet), Allen &Unwin, 1965 6. Bharathiar, Natiyasasthira .

Reference Books:

1. What we do - Working in the Theatre - Bo Metzler - Publishers - Infinity Publishing. Com
2. Directing Drama - by John Miles Brown - Publishers - Peter Owen Ltd, London



## PUBLIC RELATION

21USB 32

Semester: III

Credit : 2

Category: SBE 5/Practical

No.Of Hours/Week : 2

### Outcome :

To understand the essence of PR as a practical discipline ; be aware of its functions, strategies and particular techniques.

2. To understand how public relations is practiced.

3. To understand, recognize, and examine the phenomenon of media application for the public relations profession and practice.

4. To examine global public relations CODE AND ETHICS

### CONTENT:

- UNIT I INTRODUCTION TO PUBLIC RELATIONS:** Meaning, Definition & Concept, Role & Function, Growth & Development- Objective of Public Relations - Need, nature and scope of Public Relations- - Roles and Objectives -History and growth of PR in India - How PR is different from advertising, publicity and propaganda - The Challenge of Public Relations- Pioneers of Public Relations
- UNIT II PUBLIC RELATIONS PROCESS:** -R.A.C.E - Importance And Need- Research -Action And Planning- Communication And Relationship Building- Evaluation.
- UNIT III PUBLIC RELATIONS TOOLS:** Newsletter- Special Events- Speaking Engagements- Sponsorship - Community Relations- Social Media- Communication With Investors - Employee Relations- Media Relations Relation & Its Principles Press Release- Press Conference- Op-Ed And Letter To The Editor- Backgrounder- Media Interview- Press Briefings- Press Tours- Press Event & Organizing -House Journal - Annual Report- Corporate Film - Speech Writing, Minutes And Official Memo
- UNIT IV PUBLIC RELATION IN INDIA:** All India Radio- Television In India-Film Festivals-Press Council Of India-Press Information Bureau
- UNIT V : PUBLIC RELATIONS & ETHICS:** Public Relations And Law- Legal Issues Related To Public Relations - Different Laws And Code Of Ethics Related To Public Relation- PRSI Code Of Ethics- Global Protocol On Ethics In Public Relations

**PRACTICE:** Students are asked to submit fictional non-profits to address a particular social issue or problem.

**METHODOLOGY:**

Theoretical inputs and extensive practical assignments in Video production.

**EVALUATION:**

Internal 50%: CA I & II Tests-35, Assignments-15

External 50%: Semester Practical Exam-30, Project- 20

**Key Texts:**

- 1) The PR Masterclass: How to develop a public relations strategy- Publisher: Wiley; 1st edition (February 10, 2014), ISBN-10 : 1118756231, ISBN-13 : 978-1118756232.
- 2) A Modern Guide to Public Relations: Unveiling the Mystery of PR: Including: Content Marketing, SEO, Social Media & PR Best Practices Paperback - January 21, 2021, Publisher: Veracity Marketing (January 21, 2021), ISBN-10: 1736514008, ISBN-13 : 978-1736514009

**Books for Reference:**

1. Strategic Planning for Public Relations 6th Edition, by Ronald D. Smith, ASIN: B08MVCLGTD, publisher, Routledge, 6th edition (November 11, 2020)
2. Cutlip and Center's Effective Public Relations eBook: Glen M. Broom International Edition, ASIN, B00IZ0B9KW, Publisher: Pearson; 11th edition (November 6, 2013)

## ART & VISUAL AESTHETICS (T)

21UVC 41

Semester :IV

Credit : 5

Category: Core

No.Of Hours/Week :6

OUTCOME:

- To acquire knowledge of the principles art and aesthetics
- To appreciate the forms art in the west and in India.

- UNIT I** General characteristics of Visual art / Fundamentals of visual art - design and aesthetic organization of visual elements in art object ( composition ) - The uses of two and three dimensions in visual art - Tactile quality in art.Environment and art - Perceptual and conceptual aspects in art.
- UNIT II** Interrelationship Of Various Arts : Rhythm, Structure, Use Of Space- Visual Properties, Materials, Techniques ( Traditional And Modern ), Ideas, Themes ( Narrative And Non - Narrative ) Conceptual - Abstract Elements Between Performing, Cinematic - Literary And Plastic Art.
- UNIT III** Aesthetics and Art Critical History -General Principles Of Indian Art - Art And Beauty, Principles Of Image Making (Iconometry And Other Canons )- Six Limbs Of Indian Painting ( Shadanga ) and Six Chinese Canons Of Painting- Theories Of Rasa, Dhvani, Alankara, AuchityaAnd Riti, and Their Relevance In Understanding Art Making and Viewing. Visible and Invisible Aspects of Art ( Drishyam/ Adrishyam), Rekha( Line ) and Linear Rhythm ( Chanda) Compositional Aspects of Art, Perspective, Form And Content.
- UNIT IV** Modern Indian Art Company School, Bazar Painting, British Art Schools, Kalighat Painting, Raja Ravi Varma and followers. Neo - Bengal School ( 'Revivalism' and early modernists ) : Abanindranath Tagore and disciples, Nandalal Bose, BenodeBehariMukhejee, RamkinkarBaij, Rabindranath Tagore, Gaganendranath Tagore, Jamini Roy and others. Role of Santiniketan in art education.Art in 1960's and 70's Indigenist trends in painting, sculpture, mural and print
- UNIT V** Western approaches to art and aesthetics : Plato, Aristotle, Alberti, Vasari, Bellori, Reynolds, Diderot, Wincklemann, Croce, Tolstoy, etc. Writing by artists and manifestos of modern art movements. Theory of Avant - Garde. Implication of theories of Semiotics, Structuralism, Post - structuralism, Post - modernism and Feminism on Art thinking and writing..

## **Methodology:**

Theoretical inputs through classroom lectures, presentations, discussions, and exercises in art appreciation coupled with field visits.

## **Evaluation:**

Internal Assessment: Assignments 20%, Test 30%`  
External Examination: Written Exam 50%

## **Key Texts:**

1. Gardner Helen, [2012] Art through the Ages: A Global History, Volume I and II, Wadsworth Publishing.
2. Robert Stecker, [2010] Aesthetics and the Philosophy of Art: An Introduction (Elements of Philosophy) Rowman & Littlefield Publishers.
3. Yuri Borev, [1985] Aesthetics, Progress Publications, Moscow.
4. Rama Coomaraswamy (Editor), [2003] The essential Ananda K Coomaraswamy, World wisdom Publisher.
5. Zettl Herbert, [2011] Sight Sound and Light: Applied Media Aesthetics, Wadsworth publishing.

## **Books for Reference:**

6. Arnold Hanser, [1982] Social History of Art, Routledge and Kegan Paul, London.
7. Ernst Fischer, [1963] The necessity of Art, penguin Books, U.K.

## TELEVISION PRODUCTION (21UVCA41)

Semester :IV

Credit : 5

Category : Allied/Practical

No. of Hrs / Week : 5

### OUTCOME

- To understand the basics of Television production
- Explain the salient features of TV as a medium
- List the different formats of TV
- Describe the process of gathering news and report for TV.

### UNIT-I :

**UNDERSTANDING THE MEDIUM** - Nature & Importance- Characteristics of the Medium- characteristics of TV as compared to other Media - Mode of transmission(Terrestrial, Satellite Television & Cable TV- Analogue and Digital technology)- Frame And Field-Scanning Process, Interlaced And Progressive Scanning-Component Video Signal-Resolution-Aspect Ratio-CCU, Colour Bars, Vectorscope, Waveform Monitor, Broadcast Standards- NTSC, PAL, SECAM And HDTV, Telecine.

### UNIT-II :

**VISUAL LANGUAGE:** Theory of dynamic composition(Guidelines for Composition: Rule of thirds, 30 degree rule, Line of imagination, inserts, cutaways)- the impression of movement, restriction of movement-Safety margins still and moving people(looking room, head room); Visual Patterns: Curved, Straight & Zigzag lines; Framing -Production Methods: Single Camera & Multi Camera Shoots, Master shot method-Camera supports and Mounts- Choosing the support, Hand held cameras, shoulder mounted cameras, fixed cameras; Camera mountings-Collapsible tripod, spider, pneumatic tripod, rolling tripod-Camera Pedestals-Lightweight/field pedestals, studio pedestals: Camera Cranes: Jib arms, Jib mountings, jib movements, small and large cranes, high hat, bean bag, remotely controlled cameras-meras - The Lens System- Lighting- Editing - Evolution Of Editing - Principles - Functions - Basic Transition Devices - Linear And Non Linear Editing - On-Line And Off-Line Editing And Concept Of Continuity Editing:

### UNIT-III :

**TV FORMATS & PROGRAM STRUCTURE** : types of Videotapes-Analogue tape, Digital tape. Video compression, Sampling, Intra and Inter frame compression, TBC, Camera cables, connectors, SMPTE Time Code, Control track, eye balling monitor setup- Fictional programs: soap operas, sitcoms, serial & films - News based programme-Talk, Discussion, Interview etc- TV News, Reports - Panel discussion - Chat Shows, Interviews - Reality Shows - Other creative Programs- -

### UNIT-IV :

**TV NEWSROOM** - Video Editor - Producer of TV News - Structure and working of News room of a Television Production Centre - Duties and Functions of TV Reporter -TV News Writing Styles - TV News Presentation- Definition and elements of TV News - TV News Writing - Sources of TV News - Types of TV News bulletins and their structure - Planning and conducting of various types of interviews: Factual, Opinion and Ideas

### UNIT V:

**VIDEO, AUDIO AND BROADCAST TECHNOLOGY**—Section B ENG equipment and Technology- DSNG Van equipped with PCR and Transmission facilities-transmission through mobile phones and microwave transmitters-EFP; OB Vans. Transmission technologies—Terrestrial transmission; Satellite and Cable broadcasting; Up linking and Down linking, Conditional Access System, DTH; IPTV. Audio - Video systems : PAL- NTSC - SECAM - HD - UHD - Compressed and uncompressed Signals - Codecs and formats - AVI - MOV- MP4 - H264 - WAV - MP3AAC – WMA

### EXERCISE /ASSIGNMENTS

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>I. TV studio interview</li><li>II. TV News studio discussions</li><li>III. Talk shows with audience participation</li><li>IV. TV Studio discussion with live OB inputs</li></ul> | <ul style="list-style-type: none"><li>1. OB with live audience. Presentation on media as brands (Group exercise)</li><li>2. A short 30-60 second scripted PSA. (2 students)</li><li>3. A longer format live TV show 10-20 minutes. (3-4 students)</li></ul> |
|--|---|

### Methodology:

Theoretical inputs through classroom lectures, exercises and practical studio work.

**Evaluation:**

Internal 50%: CA I &II Tests 35 marks and Assignments 15 marks

External 50%: Semester Examination – Viva 20 Marks and Project 30 marks

**BOOKS FOR REFERENCE**

1. Television Production Handbook, 7th Edition – Herbert Zettl.
2. Directing and Producing for Television, A Format Approach – Ivan Cury.
3. Writing for Visual Media, 2nd Edition – Anthony Friedmann.

**FOR FURTHER READING**

1. Video Production Handbook – Gerald Millerson.
2. Fundamentals of Television Production – Ralph Donald and Thomas Spann.
3. The Art of the Storyboard, 2nd Edition – John Hart.

## WEB DESIGNING

21UVCE41

(Interdisciplinary Course with Computer Science Department)

SEMESTER : V

CREDIT : 4

CATEGORY: Elective/Practical

NO.OF HOURS/WEEK :5

### Outcome

1. To understand the aesthetics behind presentation style of web media.
2. To equip with skills in design principles for designing web pages.
3. To apply the techniques in Design industry

### UNIT I

**INTRODUCTION TO WEB DESIGN :Web Site Design Principles** - Design for the Medium, Design for the Whole Site, Design for the User, Design for the Screen-**Planning the Site** - Create a Site Specification, Identify the Content Goal, Analyze your Audience, Build a Web Site Development Team, Filenames and URLs, Directory Structure, Diagram the Site -**Planning Site Navigation** - Creating Usable Navigation, Using Text Based Navigation, Using Graphics-Based Navigation  
**Creating Page Templates** - Understanding Table Basics, Table Pointers, Creating a Page Template -**Web Typography** - Type Design Principles, Controlling Typography with the Element, Controlling Typography with Cascading Style Sheet, Styling with CSS -**Graphics and Color** - File Format Basics, Computer Color Basic, Choosing a Graphics Tool, Using the <IMG> Element, Working with Hexadecimal Colors -**HTML Frames** - Understanding Frames, Frame Syntax, Targeting in Framesets, Planning Frame Content -

### UNIT-II

**BRIEF HTML:** Introduction, Basic Structure of HTML, Head Section and Elements of Head Section, Formatting Tags: Bold, Italic, Underline, Strikethrough, Div, Pre Tag Anchor links and Named Anchors Image Tag, Paragraphs, Comments, Tables: Attributes -(Border, Cellpadding, Cells pacing height , width), TR, TH, TD, Rowspan, Colspan Lists : Ordered List , Unordered List Definition List, Forms, Form Elements, Input types, Input Attributes, Text Input Text Area, Dropdown, Radio buttons , Check boxes, Submit and Reset Buttons Frames: Frameset, nested Frames. HTML 5 Introduction, HTML5 New Elements: Section, Nav, Article, Aside, Audio Tag, Video Tag, HTML5 Form Validations: Require Attribute, Pattern Attribute, Autofocus Attribute, email, number type, date type , Range type, HTML embed multimedia, HTML Layout, HTML Iframe



### **UNIT-III :**

**CSS:** Introduction to CSS, Types of CSS, CSS Selectors: Universal Selector, ID selector, Tag Selector, Class Selector, Sub Selector, Attribute Selector, Group Selector, CSS Properties: Back Ground properties, Block Properties, Box properties, List properties, Border Properties, Positioning Properties, CSS Lists CSS Tables, CSS Menu Design CSS Image Gallery, Web Site Development using BOOTSTRAP Framework, BOOTSTRAP Intro, BOOTSTRAP Colors, BOOTSTRAP Containers, BOOTSTRAP Panels, BOOTSTRAP Borders, BOOTSTRAP Fonts, BOOTSTRAP Text, BOOTSTRAP Tables, BOOTSTRAP List, BOOTSTRAP Images, BOOTSTRAP Grid

### **UNIT-IV**

**UI DESIGN:** Definition of User Centered Design. - Human Psychology: Interaction with Digital Devices - Information Architecture Design. - User mental models. - Understanding UX concepts. - User Accessibility models - Application Brand Strategy. - Application Wire Framing And Planning. - Navigation System. - User Centered Navigation. - Design and Color Principles. - Visual Design Elements. - Visual Design Strategy. - - Visual Design fundamentals for the Web and mobile app. - Typography Hierarchy. - Font Selection & Text Presentation. - Image Selection - Icon Creation.- Assets Creation.- Concept Presentation to client. - Questioning and Visualizing Client Requirement. -

### **UNIT-V**

**PUBLISHING AND MAINTAINING YOUR WEB SITE** - Publishing Your Web Site, Testing Your Web Site, Refining and Updating Your Content, Attracting Notice to Your Web Site-Getting Online with Adobe Portfolio and Behance. - Portfolio Development.

### **ASSIGN THE PRACTICAL WORK OF WEB DESIGNING SUCH AS**

1. Creation of a simple HTML web page with these elements
  - a. show different attributes: italics, bold, underline.
  - b. Design a page having background colour, giving text colour, display links in another colour and using all the attributes of font tab.
  - c. Write an HTML code to create a Web page that contains appropriate content and an image at its center. When user clicks on the image, it should open another page.
  - d. Create a Table to visualize data
2. Develop a single page website with Vanilla CSS

3. Create a multi page Website with HTML and Bootstrap CSS

**Evaluation:**

Internal 50%: CA I & II Tests-35, Assignments-15

External 50%: Semester Practical Exam/Viva-30, Project- 20

**Key Texts:**

1. David A. Crowder and Andrew Bailey, [2004] Creating website bible, Wiley Publishing Inc.
2. Wendy Willard, [2011] Web Design demystified, The McGraw-Hill
3. David Pitt, "Modern Web Essentials Using JavaScript and HTML5, , published May 2014.

**Books For References:**

1. HTML, CSS, JavaScript® , Perl, Python®, and PHP Web Standards Programmer's Reference, Steven M. Schafer, Wiley Publishing Inc., USA (Indian Edition), 2005
2. Tablet Web Design Best Practices, Mobify,2013
3. Spring Into HTML and CSS Author: Molly E. Holzschlag [Emeritus] Publisher: Addison-Wesley Professional
4. PHP and MYSQL Web Development, Welling, L., 4th Ed. New Jersey: Addison-Wesley
5. Javascript the definitive guide, David Flanagan, O Reilly & Associates inc Craig Grannell,The Essential Guide to CSS and HTML Web Design.
6. Jon DuckettBeginning Web Programmingwith HTML, XHTML, and CSS, Wiley Publishing, Inc.

## ON LINE JOURNALISM(21USB 41)

Semester : IV

Credit : 2

Category : NME 3

No. of Hrs / Week : 2

### Outcome

To gain knowledge about the Online Journalism

To give awareness of online media usage

### Content :

#### UNIT 1 :

**ONLINE JOURNALISM** - Forms Of Online Journalism - - History And Evolution Of Internet.

#### UNIT II:

**FEATURES OF ONLINE JOURNALISM** - Hypertext, Multimedia - Online Aesthetics - Content, Design, Colours, Font, Templates, Navigation Bars, And Hyperlinks- Internet And Convergence

#### UNIT III:

**ANNOTATIVE REPORTING AND STRENGTHS AND LIMITATIONS** -Participatory Journalism - Portals; Blogging - Podcasting - Vodcasting - Microblogging-Weblogs- Social Media, Web 2.0 And The News - Twitter - Mobile phone Journalism

#### UNIT IV:

**INTERNET AS A MEDIUM OF COMMUNICATION**- Technical Writing - Definition And Types - Objectives In Technical Writing - Guidelines For Effective Writing - Prewriting, Writing And Re-Writing.

#### UNIT V

**ONLINE JOURNALISM ETHICS:** Limits and Possibilities - Cyber Crime and Regulations-'The Information Communication Act-2000'.

### METHODOLOGY:

#### Evaluation:

Internal Assessment : Assignments 15%, Test 35%  
External Examination : Written exam 50%

### Books for Reference

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press.
2. The New Media Handbook - Andrew Dewdney and Peter Ride.
3. The Cyberspace Handbook - Jason Whittaker

**MEDIA CULTURE AND SOCIETY**  
**(21UVC51)**

**Semester** : V  
**Category** : Core/Theory

**Credit** : 4  
**No. of Hrs / Week** : 5

**OUTCOME**

- To equip with students the analytical tools to study diverse media and cultural practices;
- To provide an exposure to various forms of cultural expression, and a hands on experience of media production;.

Content:

**UNIT 1:**

**MEDIA CULTURE** - Culture – Definition – Process – Culture as a Social Institution  
Value Systems - Media As Vehicles of Intercultural Communication - Culture -  
Cultural Imperialism - Media and Popular Culture – Subculture – Impact Of New  
Technology On Culture.

**UNIT 2:**

**SOCIETY** :Origin Of Society, Elements Of Society -Types of Society – Social  
Mobility - Media Industrialization - Social, Political and Cultural Influence -  
Information Society - Media Privatization - Media and Social Change.

**UNIT 3:**

**MEDIA DETERMINANTS** - Globalization, Urbanization, Mobility, Localization,  
Industrialization, Modernization-Concentration Of Ownership - Concentration Of  
Ideas – Content Regulations &Deregulations - Role Of Sponsors –Advertising  
Revenue – Audience Positioning - Audience As Cultural Producers - Media  
&Public Sphere.

**UNIT 4:**

**ALTERNATE MEDIA:** Alternative Media and Their Political Impact - Alternative  
and Participatory Media - Alternative Film, Video, & Television - The Web and  
Interactive Media Technologies. Changing Media- Issues Of Globalization.

**UNIT 5:**

**IDEOLOGY AND CULTURE:** Defining Ideology –Hegemony-Denotation-  
Connotation - Media Audiences Audience Relationship: - Audience Positioning  
And Subjectivity.

**Methodology:**

Theoretical inputs through classroom lectures and exercises in media education.

Evaluation:

Internal Assessment : Assignments 15%, Test 35%  
External Examination : Written exam 50%

**Key texts:**

1. Paul Hodkinson,[2010]Media, Culture and Society: An Introduction, SAGE Publications Ltd.
2. Moral panics and the media - C. Critcher, 2003.
3. Gender and the media - Rosalind Gill, EBL., 2007.

**Books for Reference:**

1. Media and power - James Curran, Taylor & Francis, 2002 Ciaran McCullagh, [2002] Media Power, Palgrave, London.
2. Fred Turner. From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism. Chicago: University of Chicago Press, 2006..
3. David Croteau, William Hoynes [2003] Media /society: Industries, Images and Audiences, Sage publications.

**ADVERTISING**  
**21UVCA51**

**Semester** : V  
**Category** : Allied/Practical

**Credit** : 4  
**No. of Hrs/Week** : 5

**Outcome**

To provide a basic understanding of the nature of the Advertising as a creative industry.

**CONTENT:**

- UNIT 1 ADVERTISING** - Definition, Nature, Scope, Origin And Growth. Roles Of Advertising: Social, Communication, Marketing And Economic- Advertising Agencies.
- UNIT 2 FUNCTIONS OF ADVERTISING.** - Advertising In Marketing Mix - Types Of Advertising - Merits And Demerits - Advertising And Consumers - Buying Systems - Target Plans.
- UNIT 3 ADVERTISING OBJECTIVES** - Advertising Campaign. Conceptualization of Advertising For TV, Radio and Print. Copy - Slogans and Writings.
- Unit 4 MEDIA PLANNING** - Developing Media Objectives - Media Budget - Selection of Media - Implementing Media Plans - Pre-Testing and Launch - Ad Formats -.
- Unit 5 DIGITAL ADVERTISING** - Internet Advertising Cable - Mobile Advertising Copy Writing - Creativity - Various Appeals - Brand Positioning - USP Copy Formats - Style - Production - Code Of Ethics - Advertising Councils Professional Associations- Advertising Ethics. Corporate Social Responsibilities And Advertising Case Studies.

**Methodology:**

Theoretical inputs combined with practical sessions and the execution of various assignments like making of Advertisement in Print, Television Ad, PSA, Ad Campaigns.

**Evaluation:**

Internal Assessment	:	Assignments	15%,	Test	35%
External Examination	:	Project	30%,	Viva Voce	20%

**Key Texts:**

1. Frank Jefkins, Advertising Made Simple, Rupa& Co, New Delhi. 1992.
2. Coutland L. Bovee, John V. Thill, George P. Dovel, Marian Burk Wood, Advertising Excellence, McGraw-Hill, Inc. N.Y. 1995.
3. William F. Arens, Contemporary Advertising, Irwin/McGraw-Hill, 1999.

**Reference:**

1. G.M.Rege.Dr. Advertising Art & Ideas - A Textbook, Kareer Polytechnic Publication, Bombay. 1972.
2. S.A.Chunawalla and K.C.Sethia, Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai, 2000.
3. John Philip Jones (Ed), The Advertising Business, Sage Publications, 1999.
4. Arthur A. Winters & Shirley F. Milton, The Creative Connection - Advertising Copywriting

## 2D ANIMATION (21UVCE 51)

**Semester :V**  
**Category : Elective/Practical**

**Credit : 4**  
**No. of Hrs /Week : 5**

**Outcome:**

- Objectives:
- To provide an overview of the history of Animation
- Introduction to the fundamentals of Animation - Traditional Animation to CGI Animation till date, Types & Principles of Animation.

**Unit-1:**

**INTRODUCTION TO ANIMATION & HISTORY OF ANIMATION:** What is Animation, History of Animation – Starting from Early approaches to motion in art, Animation before film, Traditional Animation – The silent era, Walt Disney & Warner Bros., Snow White & the seven dwarfs, The Television era, Stop-motion, CGI Animation - till date. Different Types of Animation: 1. Traditional Animation - Cel Animation or hand drawn Animation 2. Stop Motion Animation – Puppet Animation, Clay Animation, Cut-out Animation, Silhouette Animation, Model Animation, Object Animation etc. 3. Computer Animation – 2D Animation, 3D Animation

**UNIT-2:**

**BASIC PRINCIPLES OF ANIMATION:** The basic rules of animation including Squash and stretch, Anticipation, Staging, Straight Ahead Action and Pose to Pose, Follow Through and Overlapping Action, Slow In and Slow Out, Arc, Secondary Action, Timing, Exaggeration, Solid drawing, Appeal

**UNIT-3:**

**TIMING FOR ANIMATION:** Ease in & Ease out, X-Sheet handling, Field Chart usage, Camera Panning, Zoom-in & Zoom-out, Cut-shot, Dissolve transform, trick shot, hook-up shot etc. How to create hook-up poses for animation. How to use camera angles to emphasize performance

**UNIT-4:**

**ANIMATION PRODUCTION PROCESS:** Understand Animation Requirements, Basic steps in Pre-Production, Production and Post-Production



## **UNIT-5:**

**BASIC TRADITIONAL ANIMATION SAMPLES:** To apply the principles of animation, Posing and character emotion. How to observe and study human behavior and expressions to help visualize concepts. How to enact and emote. Sample animations - Bouncing Ball Animation, Walk Cycle, Run Cycle, 4 Leg Walk cycle, Fly Cycle

**ASSIGNMENTS: ASSIGNMENTS:** Flip book animation, Cel animation samples - Bouncing Ball, Walk cycle etc. Animation Movie Studies - Analyzing Traditional Animation Movies - Snow White and Seven Dwarfs, Bambi, Pocohontas, Mulan, Prince of Egypt etc.

**Methodology:** Theoretical inputs on the art of 2D Animation and Practice. Workshops & Seminars, Guest Lectures, Industry Experts, Assignments,

### **Evaluation:**

Students will be graded on the basis of maintaining various records and diaries, attendance and class participation, number and originality of the 2D art and Animation, and regular tests / interviews

Internal Assessment: Tests 35% Assignments 15%

External Assessment: Project 30% and viva 20%.

### **Key texts:**

1. The Illusion of Life: Disney Animation - Frank Thomas and Ollie Johnston
2. Cartoon Animation - Preston Blair
3. The Animator's Survival Kit - Richard Williams
4. History of Animation  
[https://en.wikipedia.org/wiki/History\\_of\\_animation](https://en.wikipedia.org/wiki/History_of_animation)
5. Principles of Animation -  
[https://en.wikipedia.org/wiki/12\\_basic\\_principles\\_of\\_animation](https://en.wikipedia.org/wiki/12_basic_principles_of_animation)

### **References:**

1. Canemaker, J. (2003). The Art and Flair of Mary Blair ( 1st edition). Disney Editions.
2. Graham, W. D. (1982). Composing Pictures. Van Nostrand Reinhold.
3. ActionScript 3.0 Bible by Roger Braunstein, Mims H. Wright, Josuha J. Nobl
4. Welles, Paul. Basics Animation: Scriptwriting, Ava Publishing, 2007.
5. White, Tony, How to Make Animated Films, Focal Press, (recent edition)
6. Peaty, Kevin and Kirkpatrick, Glenn, Flash Cartoon Animation, Friendssoft, 2002

**FILM STUDIES**  
**21UVC 52**

**Semester: V**  
**Category: Core/Practical**

**Credit : 4**  
**No. of Hrs./Week: 5**

**OUTCOME**

1. The course exposes the students to a brief theoretical background in order to facilitate film
2. The students are introduced to the techniques and stages of filmmaking.

**UNIT 1**

**FILM LANGUAGE:** Visual Language - Film Form: Concept & Principle Colour as storytelling device Signs, Symbols, Physiology of perception, Denotative and Connotative meaning -Cinematography (Cinematography & lighting: Types of shots; Camera angles, placement, movement, types of lenses; basics of lighting)- Mise-en-scene - Materialistic and Realistic Narratives - Film History and Development.

**UNIT 2**

**EDITING:** Editing Components - Transitions, Continuity of time & space, Construction of scene - Continuity Editing, Soviet Montage - Sound: Beginnings of sound, Manifestations in cinema, Music in cinema - Audio components; Diegetic & non-diegetic sound; sync & non-sync sound - Screen Play - Story board

**UNIT 3**

**FILM GENRES AND NATIONAL FILM CULTURES:** Western Film- Anthology Film- Film Noir- Gangster Film-Genre Blending- French New Wave Cinema- Indian New Wave- German Expressionist Films Parallel Cinema-- Parallel Cinema- Decline And Legacy-Liberalization And Indian Cinema- Rise Of Multiplex Cinema- Crossover Films- Various Film Schools and Movements Indian New Wave Directors- Documentary Filmmaking -Short Filmmaking- Independent Feature Film - Digital Filmmaking

**UNIT 4**

**FILM THEORIES:** Realism [Andre Bazin & Siegfried Kracauer ] Montage Theory [Sergei Eisenstein] - Semiotics [Christian Metz] - Auteur Theory - Feminism in cinema - Queer Theory in Film

## UNIT 5

**FILM ANALYSIS:** Appreciation- Criticism and Definitions- Collecting and Analyzing Different Types of Films and Its Reviews- Writing Film Reviews.

### **Methodology:**

Theoretical inputs supported by ample illustrations from films and group/individual exercises in technical analysis. Introduction to Collaborative Filmmaking: It will require a small group of peers to turn one of the screenplays that you have already written into an 8–10-minute short film.

### **Evaluation:**

Internal Assessment: Assignments 15%, Test 35%

External Examination: Project 30%, Viva Voce 20%

### **Key texts:**

1. Bordwell K and Thomson K, Film Art – An Introduction, New York, Knopff, 1990.
2. Turner G. Film as Social Practice, London, Routledge, 1988.
3. Producing and Directing the Short Film and Video, 3rd Edition – David K. Irving and Peter W. Rea-
4. Rajanayagam, S, Dream Screen (Thamizh), Illidam, Chennai, 2002.

### **References:**

1. Schatz, Thomas, Hollywood Genres: Formulas, Film making and the Studio System, New York, McGraw Hill, 1981.
3. Mast S and Cohen M (ed), Film Theory and Criticism, Oxford, OUP, 1985.
4. Nichols, B (ed), Movies and Methods, Vols. I and II, University of California Press, 1985.
5. Barry Hampe, Video Script writing, Plume, Penguin Usa Inc., 1993.

**MASS COMMUNICATION THEORIES (T)**  
**21UVC52**

**Semester : V**

**Credit : 5**

**Category : Core/Theory**

**No.Of Hours/Week : 5**

Outcome

- To provide theoretical understanding of various approaches to communication studies.
- To equip the students with concepts and perspectives in Mass communication.

**Content:**

- UNIT I** COMMUNICATION MODELS: Hypodermic needle model and S-R model; Berlo's S-M-C-R model, Osgood & Schramm's circular model; Schramm's Field of Experience model; the Lasswell formula & Braddock's extension; Mathematical Model of Communication.
- UNIT II** MEDIA EFFECTS THEORIES- Cultural Theories - Exposure and Theory - Social Action Theory- Media Dependency Theory -The Schema theory- . Cognitive Dissonance Theory.
- UNIT III** The two-step flow model- Diffusion of Innovations- Agenda Setting Theory-Propaganda Theory- Media performance theories - Uses and Gratification Theory- Magic Bullet theory - Limited Effects Theories-
- UNIT IV** Social Learning Theory -Cognitive-Behavioral Theory -Social Judgment Theory -Organizational Change Theory - Semiotics in Film Theory - information theory- Auteur Theory -Third Cinema Theory -Social Cognitive Theory -Color theory-Gestalt Theory
- UNIT V** Marshall McLuhan's Theory \_Domestication of media theory - Cognitive Theory of Multimedia -Theories of adaptation -Para-Social Relationship Theory - Crazy Conspiracy Theories-

**Evaluation:**

Internal 50%: CA I & II Tests 40marks and Assignments 10marks

External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. SumithNarula, (2011), Mass Communication Theory and Practice, Regal Publication, New Delhi.
2. Baran, S. & Davis, D,[2009] Mass communication theory: Foundations, ferment, and future, Belmont: Wadsworth Publishing Company.
3. Dennis McQuail, [2001] Mass Communication Theory.

**Books for Reference:**

1. SrinivasMelkote and H. LeslieSteeves, Communication for Development in the Third World.
2. ArvindSinghal and Everett Rogers, India's Communication Revolution.
3. Joseph Klapper, Mass Communication Effects.

## MEDIA RESEARCH

21UVC53

Semester: V

Credit : 5

Category: Core/Practical

No. of Hrs / Week : 5

**Objective:** To provide a general orientation towards basic research methods and media researches

### Content:

- UNIT 1 Introduction to Communication Research** - Definition, Role and Function -Basic and Applied Research -Role of Theory in Research - Ethical Issues and Questions
- UNIT 2 Some Research Methodologies** - Quantitative - Qualitative Methods - Content Analysis - Archival Methods - Ethnographic Methods
- UNIT 3 Data collection methods. Primary data:** Survey method, Readership, Audience and Consumers surveys, Schedule, Sample, Focus Groups, Questionnaire Design, Field work, Telephone Polls, Online Polls. **Secondary data.**
- UNIT 4 Sampling** - Sampling design - Types of sample - **Probability:** Simple Random, Cluster, Stratified, and Systematic. **Non-probability:** Convenience, Judgment, Quota, snowball - Sampling problems, Sample error
- UNIT 5 Presenting Research:** Writing a proposal - research question, thesis statement -Tools of Data Collection- Data Analysis: Statistical-Coding and Tabulation, Non-Statistical Descriptive and Historical - Bibliography and Citation

### Methodology:

Theoretical inputs through classroom lectures, practical exercises in research methods, and case studies using different media texts and contexts.

### Evaluation:

Internal Assessment	:	Assignments	15%	Test	35%
External Examination	:	Project	30%	Viva	20%

**Key Texts:**

1. Hansen, Andres et al., Mass Communication Research Methods, Macmillan Press Ltd, London, 1998
2. Wimmer, D Roger and Dominick R Joseph, Mass Media Research: An Introduction, Wadsworth Publishing Company, California 1991
3. C.R Kothari, Research Methodology: Methods and Techniques (Second revised edition) New age international (P) Limited publishers, New Delhi, 2004

**MEDIA LAWS AND ETHICS**  
**21UVC 61**

**SEMESTER: VI**

**CREDIT : 5**

**CATEGORY: Core/Theory**

**NO.OF HOURS/WEEK :5**

**Outcome:**

- To understand the basics of Media laws and Ethics
- To enable students, understand with various laws governing the media in the Indian context.
- To enable the students to be media literates, which will prepare them to actively participate in various media related activities for strengthening democratic values in the society

**CONTENT:**

- UNIT I      DEFINING ETHICS :** Media Ethics in India –Media Laws-Libel- Privacy – Contempt of Court-Right to Information –Free Speech and the law- Media and Democracy –Free Speech and Law –Invasion of Privacy – Self Regulation
- UNIT II      LEGAL CONTROLS OF INDIAN MEDIA:** Newspaper – Intellectual property act-registration- Regulatory bodies of Indian media. The Press Council of India -Defamation, libel and other laws related to media -Media Contracts-Copyright Act-Consent Forms-Story and title registration- Code of Journalism –Sting Journalism
- UNIT III.    ETHICS IN VISUAL MEDIA:** The ethics of photo and video journalism - Staging photographs - Electronic manipulation -. Selective editing -. Eyewash-Advertising and social issue- Advertising standard council – Plagiarism.
- UNIT IV      ETHICS IN BROADCASTING:** Cinematography Act, 1953-PrasarBharati Act; Cyber Laws, Cable Television Act; Public Interest Litigation- Broadcasting code for Indian Television - Cable TV Act- National Broadcasters Association Indian Cinematograph Act



**UNIT V ETHICS IN CYBERSPACE:** Cyberlaw In India- The Information Technology Act 2000- YouTube Redecorates- It's Copyright Claim Policies- Cookies - Ownership of information - Sources -. Fragmentation of political culture - Online journalism - Online privacy, accuracy, immediacy, reliability, & accessibility- Digital Media Ethics Code Relating to Digital Media and OTT Platforms to Be Administered by Ministry of Information and Broadcasting.

**Methodology:**

Theoretical inputs through classroom lectures, exercises and legal case studies.

**Evaluation:**

Internal 50%: CA I &II Tests 35 marks and Assignments 15 marks

External 50%: Semester Examination - Written 100 marks

**Key Texts:**

1. VrdishaBarua, [2002] Press and Media Laws, Universal Law Publishing, New Delhi.
2. Durga Doss Basu, [2000] Press Laws, Central Law Book Agency, Delhi.
3. Kiran R.N., [2000] Philosophies of Communication and Media Ethics, B.R. Publishing Corporation, New Delhi.

**RADIO PRODUCTION**  
**21UVCE61**

Semester : VI

Credit: 4

Category : Elective/Practical

No. of Hrs /Week: 5

**OUTCOME**

- The course is intended to explore the art of Radio production.
- To understand the basics of Radio Programs
- The students are made familiar with the aesthetics of sound and its application in various radio programmeformats.

**CONTENT:**

- UNIT 1 RADIO BROADCASTING CHARACTERISTICS** - Broadcast spectrum management in India - The Medium: Role of Sound, Characteristics, Strengths & Limits • Radio Broadcasting: Main Characteristics -Different Types of Radio: AM (Medium & short wave), FM, Community Radio, DRM and Internet radio broadcasting- Evolution and Growth of Broadcasting - Airwaves - Public or Private Property - Pre-Independence and Post-Independence broadcasting • Public service broadcasting
- UNIT 2 FORMATS AND STYLES IN RADIO:** Radio Production Basic concepts of Audio production - Microphones - Designs, Categories and Applications. -Digital Studio Mixer. Portable Audio Mixers. - Recording formats. -Understanding sound recording / Perspective of sound - Sound transfer, Editing and post-production- Editing softwares -OB recording equipment - Audio Workstations - Nuendo, Avid Pro tools and others. - Studio recording. - Off air / On air studios and their working.
- UNIT 3 BROADCAST NEWS.** Types of news bulletins - 15-minute bulletin, 5 minute, news-on-phone, headlines - Radio News Magazine -New Format News- Compiling Radio news bulletins
- UNIT 4 BROADCASTING POLICY AND MANAGEMENT OF COMMUNITY RADIO STATIONS** - Broadcasting code and limitations - Roles of AIR and private broadcasters - Commercial broadcasting policy - Community Radio FM Broadcasting - Organization and structure - Various functionaries and their roles - Planning and organizing the content - Music clock - Positioning the

channel - Broadcast laws and ethics for music broadcasting  
Community Radio --Role of Community Radio in Empowerment - Community Radio, Culture and Society - Community Radio and Contemporary Issues - Management of Community Radio stations

**UNIT 5 RADIO PRODUCTION BASIC CONCEPTS OF AUDIO PRODUCTION** - Microphones – Designs, Categories and Applications. -Digital Studio Mixer. Portable Audio Mixers. - Recording Formats. - Understanding Sound Recording / Perspective Of Sound - Sound Transfer, Editing And Post-Production. Editing Softwares - OB Recording Equipment - Audio Workstations – Nuendo, Avid Pro Tools And Others. -- Studio Recording. - Off Air / On Air Studios And Their Working Online Sound Editing -Online Sound Editing Software - Newsroom Software- Dalet, Phone -In & Radio Bridge - FM Broadcast Softwares – RCS, Etc.

For the subject of RADIO PRODUCTION project will be assigned as

- I. produce two 30-second radio PSAs (public service announcements) or Promos. Detailed instructions will be provided.
- II. The first PSA/promo will be a production with a music bed and appropriate sound effects (and may also include a music bed).
- III. Students will produce a 10-15 minute radio “Midnight Special” featuring the songs of a favorite performer.
- IV. Radio jingles
- V. Radio News, Magazine feature, Radio Play or Sports Broadcasting.
- VI. radio play (comedy or drama) lasting a minimum of eight minutes
- VII. Typed script and tapes/minidisks must be submitted.  
Theoretical as well as practical sessions.

**Evaluation:**

Internal Assessment: Assignments 15%, Test 35%  
External Examination: Project 50%

**Key texts:**

1. Boyd, Andrew. (1990). Broadcast journalism. Oxford: Heinemann professional publishing.
2. Wulfemeyer, K. Tim. (1984). Beginning Broadcast Writing. Ames Iowa: Iowa State University Press.
3. Chatterji P C Broadcasting in India,
4. Wilby, Pete (1996). The Radio Handbook. London: Rutledge.

### **Books and Reference**

Thangamani, P. (2000) History of Broadcasting in India, PonniahPathipagam, Chennai.

Baruah U.L. (1983), All India Radio, Government of India Publications, New Delhi.

## MEDIA PRESENTATION SKILLS (P)

21UVC 62

Semester : VI

Credit : 4

Category : Core/Practical

No. of Hrs / Week : 5

### Objectives:

- To understand the power of communication.
- To acquire communication skills to use them effectively for the media.
- Strong presentation skills are essential for today's professional.

Content:

### UNIT I

Structuring a Presentation- Structuring and Planning presentation- Presenting confidently- Brainstorm ideas- Presentation Etiquettes- Team presentations and Individual presentation-Preparing successful presentations, thinking about audience, making effective use of visual aid, delivering presentation, engaging the audience, dealing with questions and interruptions-Mock presentations.

### UNIT II

Using Media in a Presentation- Presenting academically- Preparation and use of visual aids

### UNIT III

Introduction to the Art of Public Speaking & Presentation - Understanding the Audience - Preparation of Subject - Scripting -Presentations.

### UNIT IV

Media presentation basics-Interviewing-Types. Dos and Don'ts. Interviewing for the media. (Print, TV, Radio) Presenting people and events. Conducting press meets. Effective communication methods.

### UNIT V

Understanding self- Strength and weakness; opportunity and threat, SWOT Analysis, goal setting-Portfolio and Show Reel.

**Methodology:** The course will have lectures, demonstrations, assignments, projects in the subject according to the prescribed syllabus and references.

### Evaluation:

Internal 50%: CA I & II Practical Tests -35, Assignments-15

External 50%: Semester Practical Exam: Viva -30, Project-20

**Key texts:**

1. Agee K. Waren et al, [1979] Introduction to Mass Communication, Oxford and IBH publishing Co., New Delhi.
2. Vandermark and Leth, [1977] Interpersonal Communication, Cummings Publishing CO., California.
3. Kincaid Lawrence and Wilbur Schramm, [1982] Fundamentals of Human Communication, East West Communication, Harper and Row, New York.

Books for Reference:

**25. MEDIA PROJECT**  
**21UVC 63**

**Semester : VI**

**Credit : 5**

**Category : Core/Practical**

**No. of Hrs / Week : 4**

**Outcome**

To demonstrate the student's competence in a chosen area of specialization, with a view to gaining a placement in the Media industry with an evaluated portfolio.

**Methodology:** Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio.

**INTERNSHIP**  
**21UVC 64**

**Semester : VI**

**Credit : 5**

**Category : Core/Practical**

**No. of Hrs /Week : 6**

**Outcome**

- To impart practical work experience to students to a particular job and media enterprise in order to strengthen their professional skills and interpersonal relationships in a professional environment.
- Objective of providing an internship to the students is to provide them exposure to the outside world on which their confidence builds.
- To expose students in actual situations and day-to-day functioning of the Media Industry.
- The intern will be exposed to the particular area of specialization chosen.
- To apply the techniques in Professional industry

**Methodology:**

Internship is done in two phases.

**In Phase-1**

Students who have completed the second year of study will work for a month during summer vacation. The emphasis during this phase is on gaining knowledge of the dynamics and work-ethics of a professional media organization.

**In Phase-2**

The student will be attached to the Media Industry on an Internship basis for a period of two months during Semester VI.

Each student is required to undergo internship in a media organization selected by the institution in India. At the end of the internship the student is required to prepare and submit a report in the prescribed format, along with a certificate of performance from his/her supervisor in the organization, proof of work done and diary of events during the internship period. The report will be forwarded to the University for Evaluation by a board of examiners, appointed by the University.



**DEVELOPMENT COMMUNICATION**  
**21UVCA31**

**Semester : III**

**Credit : 3**

**Category : Allied/Theory**

**No of Hours/Week : 4**

**Objectives:**

- To understand the basics of Development Communication
- To understand the nature and potential of communication for holistic social development
- To acquire skills to use development communication for social change
- To apply the techniques in Development Communication

**Content**

**Unit - I      Development Communication** - Definition, History, nature and Scope; Approaches to development communication - modernization model, Dependent model and Alternative Model.

**Unit - II      Indian Development efforts** - Five year plan, Biudgets, Planning Commission / NITHI AYOG, panchayat raj amd NGO; empowerment of the people.

**Unit- III      Effects and Media** - limited, incidental and technological effects, Media in development - print, electronic and new media.

**Unit - IV      Message** - Designing message for different media and strategies; Community radio for development - TV program for development; New media for development.

**Unit - V      Technology and Development** - Its societal implications; ICT for Development; Evolution of ICT in Development endeavor; ICT projects implemented in India and Northeast - Problems and prospects. Democratic and decentralized processes in Development. Gender and Development.

**Methodology**

Classroom lectures and group presentations, Application of the Basic principles of development communication in a campaignon social issues.

## **Evolution**

Internal 50%: CIA I & II Tests 35 marks and Assignment 15 marks

External 50% : Semester Examinations –Written 100 Marks

## **Key Texts:**

1. Manyozo, Linje, Media, Communication and Development - Three Approaches, Sage Publications, 2012.
2. Communication for Development in the Third World - Srinivas R. Melkote and H. Leslie Steeves.
3. Communication for Development and Social Change - Jane Servaes, Editor. Melkote, Srinivas R, (2012).

## **Books for Reference**

4. Chauhan, Meenakshi R., [1995] Advertising - The social Ad Challenge, Anmol Publication Pvt., Ltd., New Delhi.
5. Melkote, Srinivas R., Steeves, H. Leslie [2001] Communication for Development in the Third World Theory and Practice for Empowerment, Sage Publications, New Delhi.