

**PG & RESEARCH DEPARTMENT OF VISUAL
COMMUNICATION**



HOLY CROSS COLLEGE (AUTONOMOUS)

Affiliated to Bharathidasan University Nationally
Accredited (4th Cycle 3.75/4) with 'A++' Grade by NAAC

College with Potential for Excellence.

Tiruchirapalli - 620002.

PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION

Programme: B.Sc. Visual Communication

(2020-2021)

PO No.	Programme Outcomes <i>Upon completion of the B.Sc. Degree Programme, the graduate will be able</i>
PO-1	Obtain a significant knowledge on fundamental and advanced aspects of Visual Communication to focus on the multiple dimensions of layout and designing and identify the ways and means to improve the same for holistic development of the visual production across all media
PO-2	Acquire the knowledge to conceptualize, develop design ideas and potential outcomes, and their skill to interpret signs, graphic designs, films, typography, etc.
PO-3	Learn the most influential, traditional and contemporary mass communication theories and its relevance for today's impact of media on society.
PO-4	Gain proficiency in studio techniques such as photography, audio-grapy and video-grapy to create and execute new ideas to develop their own profession.
PO-5	Learn to follow the Professional ethics in the field of visual communication

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	To prepare visual communication practitioners for society with knowledge about visuals, photographs, pictures, video-graphs and designing.
PSO-2	Develop practical skills in the field of broadcasting and telecasting with cutting-edge soft-wares to inculcate professionalism for appropriate action and evolve them as visual media professionals.
PSO-3	Acquire knowledge to create films, documentaries , animation movies in 2d and 3d
PSO-4	Develop professional expertise, high working standards by collaborating with media houses and leading practitioners.
PSO-5	quire knowledge for higher studies and to meet competitive exams.

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Tiruchirappalli – 620 002.

PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
Programme: B.Sc. VISUAL COMMUNICATION
2020-2021

Semester	Part	Course	Title Of The Course	Code	Hrs/Week	Credits	
I	I	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U20TL1TAM01 U20HN1HIN01 U20FR1FRE01	3	3	
	II	English	English Paper I	U20EL1GEN01	3	3	
	III		Major Core 1	History of Indian Media	U20VC1MCT01	5	4
			Major Core 2	Human Communication	U20VC1MCT02	4	4
			Major Core Practical -3	Visual Literacy and Drawing	U20VC1MCP03	4	3
			Allied-1	Within school	U20FC1ALT01	4	2
			Allied-2	Within school	U20FC1ALP02	4	2
	IV		Environmental studies	Environmental studies	U20RE1EST01	2	1
			Value Education	Ethics/Bible Studies/Catechism	U20VE2LVE01/ U20VE2LVB01/ U20VE2LVC01	1	1
	V	Service Oriented Course			1	-	
	VI	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit		U20SP1ECC01	-	-
					Total	31	23+ 2*

Semester	Part	Course	Title Of The Course	Code	Hrs/Week	Credits
II	I	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U20TL1TAM02 U20HN1HIN02 U20FR1FRE02	3	3
	II	English	English Paper II	U20EL1GEN02	3	3
	III	Major Core 4	Mass Communication Theories	U20VC2MCT04	5	4
		Major Core 5	Psychology	U20VC2MCT05	4	4
		Major Elective I	Within school		4	3
		Allied-3	Within school		4	2
		Major SBE - 1	Radio Production (Theory cum Practical)	U20VC2SBP01	2	1
	IV	Skill-Based Elective- 2	Soft Skill Development	U20RE2EST02	2	1
		Skill-Based Elective- 3	Rural Enrichment and Sustainable Development	U20RE2SBT03	2	1
		Value Education	Bible/Catechism/Ethics	U20VE2LVE02/ U20VE2LVB02/ U20VE2LVC02	1	1
	V	Extension Activities	Service Oriented Course (Any one activity based on the Student's choice (15 activities))			
	VI	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U20SP2ECC02	-	2
				Total	30	23+ 2*

Allied Papers offered by Visual Communication: To Fashion & Costume Design

Semester	Part	Course	Title Of The Course	Code	Hrs/Week	Credits
I	III	Allied - 1	Introduction to Audio and Visual Medium	U20VC1ALT01	4	2
	III	Allied - 2	Event Management	U20VC1ALT02	4	2
II	III	Allied - 3	Illustrator for Designing	U20VC2ALP03	4	2

Major Elective Papers Offered by Visual Communication:

Semester	Part	Course	Title Of The Course	Code	Hrs/Week	Credits
II	III	Major Elective- I	1.Fashion Communication/ 2.Communication Media Scenario	U20VC2MET01/ U20VC2MET02	4	3

(For candidates admitted from June 2020 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
SCHOOL OF SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER -I

Course Title	Major Core 1 – History of Indian Media
Total Hours	75
Hours/Week	5
Code	U20VC1MCT01
Course Type	Theory
Credits	4
Marks	100

General Objective:

To enable the students to understand the history, development of communication media and introduce the techniques of journalism in India.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember and understand the traditional media by learning about various folk forms and use it for communication.
CO-2	Understand and apply the concepts Journalism in India by identifying the role of various news organizations. Understand, apply and evaluate New Media in the diffusion of information
CO-3	Understand, apply and analyze the cinema - its role, impact and ethics in society.
CO-4	Understand and analyze the Broadcast media through its various stages of development from radio to television.
CO-5	Understand, apply and evaluate New Media in the diffusion of information

UNIT I: TRADITIONAL MEDIA

15Hrs

Traditional media for communication

Communication through folk arts

Various folk forms

Folk forms for social change

Types of popular theater

Street theater

Electronic media and folk media

Extra Readings /key wor: Ghotul, Hornbill Festival

UNIT II: JOURNALISM

15Hrs Journalism definition

Concepts related to journalism

Short history of Indian press

Role of press in India –News, news values, gate keeping

Various media organization–PCI, ABC, RNI

Press codes and ethics

Extra Readings/key words: Gonzo Journalism, James Augustus Hicky

UNIT III: CINEMA

15Hrs

Short History of Indian cinema

Documentary and news reel

NFDC and its activities

Film censorship

Impact of cinema on society

Ethics of cinema

Extra Readings /key words: DadasahebPhalke

UNIT IV: BROADCAST MEDIA

15Hrs

History of broadcasting

Radio formats & genres

TV program & genres

Services provided by AIR–FM broadcasting

DD–SITE–cable TV–DTH–satellite

TV broadcasting committee–Verghese–Chanda–Prasarbharathi bill

Ethics of broadcasting.

Extra Readings /key words: Samuel F. B. Morse

UNIT V: NEW MEDIA

15Hrs

Forms of new media

Information super highway

(Internet) – World Wide Web – E-Commerce

New Media & Society

Impact of New media on Children

Diffusion and Appropriation of New media.

Extra Readings /key words: podcast, social book making

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the folk forms and its use for communication.	PSO 1	R, U
CO-2	2. Describe and appreciate the role of news organizations.	PSO 2	R
CO-3	3. Discuss and analyze the impact of cinema in society.	PSO 2	U
CO-4	4. Distinguish the development of broadcast media from radio to television.	PSO 3	R
CO-5	5. Criticize the New Media in diffusion of information.	PSO 4	An
CO-6	6. Developing learning skills about media and its history	PSO 1	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Mehta.D.S–Mass Communication and Journalism in India (2001) Allied Publishers Ltd, New Delhi. (2001)

BOOKS FOR REFERENCE

1. D'Abero.A.Desmond, Voice to the people (Communication for social change), Culture and Communication, Chennai 1990.
2. Kumar.J.,Keval – Mass Communication in India. , Jaico Publishing House, Mumbai 2002.
3. Livingstone Sonia Young people and New Media sage publication New Delhi 2004.
4. Srinivastava H.O Broadcast Technology, Gyan Publishers, and New Delhi 2000.
5. Yadava ,MalhotraPradeep, Issues in mass communication (basic concepts), Kanishka Publishers ,Indian institute of Mass communication (1998) ,New Delhi.

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SCHOOL OF SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER -I

Course Title	Major Core 2–Human Communication
Total Hours	60
Hours/Week	4 Hrs/Wk
Code	U20VC1MCT02
Course Type	Theory
Credits	4
Marks	100

General Objective:

- To help students understand the nature and facets of communication and its process and apply these concepts in human communication in order to achieve effective communication.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Understand and analyze the evolution of Communication in the human society and a basic understanding of the facts, needs of Human Communication .
CO-2	Analyze, and understand the different types of communications and the barriers which are involved in functioning of human communication.
CO-3	Apply, analyze and evaluate the knowledge of body language through the selected aspects and dimensions of body language and how they help to interpret in communication.
CO-4	Analyze, apply and create the Models of Communication relating to the Human Communication and to have better communication in the human society.
CO-5	Understand and apply the concepts of Human growth in the Information Technology through learning the four types of communication Waves and emerging trends .

UNIT I: EVOLUTION OF HUMAN COMMUNICATION

12Hrs

Communication –History, definitions, nature and scope

The need for communication

Human communication process

7c's of communication

Forms of communication: Verbal, Non-verbal communication

Functions of communication.

Extra Readings /key words: organizational communication

UNIT II: COMMUNICATION – TYPES AND BARRIERS

12Hrs

Intrapersonal communication

Interpersonal communication and relationships

Group communication

Organizational communication,

Mass communication,

Mass-line communication and Interactive communication.

Barriers to communication-physical, linguistic, cultural, mechanical.

Extra Readings /key words: Taboos, Grapevine, Lateral, Public Communication

UNIT III: BODY LANGUAGE

12Hrs

Non-verbal communication

Importance and Functions

Characteristics of body language

Kinesics, Proxemics, Chronemics,

Body language as “language”

Body language as communication

Space, Territorial and Touch communication

Extra Readings /key words: Ethnocentrism, Paralanguage

UNIT IV: MODELS OF COMMUNICATION

12Hrs

Lasswell model

Shannon and weaver model

Osgood and Schramm model

Berlo’s SMCR Model

Extra Readings /key words: Communication is Symbolic

UNIT V: INFORMATION TECHNOLOGY AND COMMUNICATION

12Hrs

The first wave, the second wave, the third wave, the fourth wave

Information and Communication

Impact of communication technology on culture.

Emerging Trends in information transfer.

Extra Readings /key words: Information age

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the importance of communication and its impact in the society.	PSO 1	R, U
CO-2	2. Recognise and relate the types of communication and barriers with the Television actors.	PSO 2	R
CO-3	3. Describe and appreciate the importance of body language in human communication.	PSO 2	U
CO-4	4. Illustrate and interpret the application of the scientific models with professional situations.	PSO 3	R
CO-5	5. Analyze and evaluate the perspective of the four waves of communication in present technological scenario.	PSO 4	An
CO-6	Developing learning skills in human communication and understand the models of communication.	PSO 1	Ap, E

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand;
Ap –Apply; An – Analyse; E- Evaluate; C – Create**

PRESCRIBED TEXT

Kumar Keval J., (2000) Mass Communication in India, Jaico Publishing House: Mumbai.

BOOKS FOR REFERENCE

1. Morreale, Sherwayn.P, Spitzberg, Brain. H & Barge.J Kevin – Human communication - Motivation, Knowledge & Skills, Sage publishers, London
2. Allan & Barbara Pease (2004) –Body language, Manjul publishing house pvt ltd Bhopal, Mumbai–23
3. Hedwig Lewis (2000) Body language, sage publications India pvt.ltd greater Kailas market, New Delhi–48
4. Theories of Human Communication – Little John W. Stephen Library of Congress Cataloging– in –Publication Data, New Mexico, (2003)
5. Shukla,SK. ,(2006), Mass media and Communication“. Cybertech Publishing, New Delhi.

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PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER -I

Course Title	Major Core Practical -3 VISUAL LITERACY AND DRAWING
Total Hours	60
Hours/Week	4 HrsWk
Code	U20VC1MCP03
Course Type	PRACTICAL
Credits	3
Marks	100

General Objective:

To enable the students to develop the skills of freehand *drawing* as a way to how to express their ideas of *draw* and showing it's in appropriate way that represents the subject, with a focus on visualization techniques.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember, understands the fundamentals of Visual literacy to interpret, negotiate, and make meaning from information presented in the form of an image and become visually literate.
CO-2	Understands, analyze and apply the concept of Perspective and compositional techniques to identify the vocabulary used to create the illusion of depth on a 2 dimensional surface.
CO-3	Understand, apply and analyse the Elements and Principles of Art to be successful in art creation.
CO-4	Analyze and create Still life drawing using the techniques, which will demonstrate their ability to look at something and draw it realistically.
CO-5	Apply and evaluate their knowledge to <i>draw</i> the <i>Human anatomy</i> in an objectively accurate manner.

UNIT I: VISUAL LITERACY: AN INTRODUCTION

12Hrs

Components of visual literacy - Visual Language, Visual thinking, Visual Learning, Visual communication, Visual Perception.

Elements of visual Literacy- the dot, the line, shape, direction, value, hue, saturation, texture, scale, dimension and motion.

Extra Reading/ Key words: Visual Perception, Interpretation of visual text.

UNIT II: INTRODUCTION TO DRAWING

12Hrs

Understanding the concept of Lighting and shading – high light ,light ,halftone ,shadow core, shadow ,reflected light, cast shadow ,accent.

Converting shapes into form

Breaking an image into shapes

Types of perspective's

Types of Shading

Surface textures.

Study of trees, buildings, Landscape, cityscape, seascape, etc

Extra Reading/ Key word: Atmospheric perspective, Isometric perspective, patterns.

UNIT III: ELEMENTS AND PRINCIPLES OF ART 12Hrs

Elements of Art– Line, Shape, form, colour, value, texture, space

Principles of Art–pattern, contrast, emphasis, Balance, scale, harmony, rhythm, unity, vareity

Rules for composition

Types of composition

Contour drawing

Colour wheel

Distortion of colours

Colour theory.

Extra Reading (Key words): Colour psychology

UNIT IV: STILL LIFE AND ILLUSION DRAWING

10Hrs

Study of still life – inanimate objects, vegetables, fruits, birds, animals, etc.

Illusion drawing with basic shapes

Extra Reading/ Key word: Positive space, Negative space, Pencil shading, Shapes and Forms.

UNIT V: HUMAN ANATOMY

14Hrs

Study of human anatomy

Forms and postures, portraiture

Stick figures, cartoon characters and story board

Extra Reading/ Key word: Gesture drawing, Figure drawing.

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the fundamentals of Visual literacy and relate them in making meaning of an visual image.	PSO 1	R, U
CO-2	2. Discuss the types of perspectives to create the illusion of depth on a 2 dimensional surface.	PSO 2	R
CO-3	3. Apply the principles and elements of art and sketch and artwork.	PSO 2	U
CO-4	4. Classify the colours based on the colour wheel cycle.	PSO 3	R
CO-5	5. Create still life drawing through observation.	PSO 4	An
CO-6	Developing Drawing , painting, 3D drawing skills and creativity skills	PSO1	C , U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Gill W.Robert, The complete guide to Drawing and painting, Quantum publishing Ltd New Delhi(2006).

BOOKS FOR REFERENCES

1. Bride M. Whelan: Colour Harmony 2, Guide to Creative Colour Combinations, Rock fort Publishers, U.S.A, 1994.
2. Christopher Hart: Drawing on the funny side of the Brain, Watson–Guptill Publications, Singapore, 1998.
3. Colleen Doran, Drawing Action Comics, Lee Thousand consultant, New Delhi (2000)
4. David E.Carter: The Little Book Of Logo Recipes, successful designs and how to create them,Harper Collin Publishers, Newyork, 2004.
5. Richarch Williams, The Animators Survival kit, Director of Animation (2001)

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PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER -I

Course Title	ALLIED 1- INTRODUCTION TO AUDIO VISUAL MEDIUM
Total Hours	60
Hours/Week	4 HrsWk
Code	U20VC1ALT01
Course Type	THEORY
Credits	2
Marks	100

General Objective:

To enable the students to develop the skills of freehand *drawing* as a way to how to express their ideas of *draw* and showing it's in appropriate way that represents the subject, with a focus on visualization techniques.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember, understands the fundamentals of Visualliteracy to interpret, negotiate, and make meaning from information presented in the form of an image and become visually literate.
CO-2	Understands, analyze and apply the concept of Perspective and compositional techniques to identify the vocabulary used to create the illusion of depth on a 2 dimensional surface.
CO-3	<u>Understand</u> , apply and analyse the Elements and Principles of design to be successful in art creation.
CO-4	Analyze and create Still life drawing using the techniques, which will demonstrate their ability to look at something and draw it realistically.
CO-5	Apply and evaluate their knowledge to <i>draw</i> the <i>Human anatomy</i> in an objectively accurate manner.

UNIT I:12Hrs

Introduction to Visual language

Visual grammar-(perception, composition, grouping and organization, balance, ratio and proportion, rule of thirds, light, colour harmony and contrast)

Classification of shots

Principles of Visual Grammar.

Extra Reading/ Key words: Visual Portrayals, Interpretation of visual text.

UNIT II: 12Hrs

History of visual communication

Visual literacy

How to read visuals

Impact of Visual Communication on society

*Extra Reading/ Key words:History of paintings, Interpretation of visual Communication***UNIT III: 12Hrs**

Forms of visual communication

Approaches to visual communication

Design principles

Design processes

*Extra Reading/ Key words:Semiotics, Signs***UNIT IV:****12Hrs**

Colour theory

Colour Wheel- primary,secondary and tertiary colours

Colour Dimensions-hue, value,tint,tone and shade.

Colour Harmony- its sub division

Seasonal Colours

*Extra Reading/ Key words: Colour psychology***UNIT V: 12Hrs**

Visual analysis (motion, static)

Visual aids and advance techniques

Models (SCAMPER, etc.)

*Extra Reading/ Key words: Video,Audio Jpeg***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars****Course Outcomes:****The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the fundamentals of Visual literacy and relate them in making meaning of a visual image.	PSO 1	R, U
CO-2	2. Generate a sharpened sense of aesthetics and skills in communication through visual imagery and media	PSO 2	R
CO-3	3. Apply the principles and elements of design and sketch an artwork.	PSO 2	U
CO-4	4. Classify the colours based on the colour wheel cycle.	PSO 3	R
CO-5	5. Create still life drawing through observation.	PSO 4	An
CO-6	6.Create an innovative communication projects by applying visual principles to the communication product	PSO1	C , U

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An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Visual Grammar: A Design Handbook (Visual Design Book for Designers, Book on Visual Communication) **Book by Christian Leborg**

BOOKS FOR REFERENCE:

1. Keval J Kumar, “Mass Communication in India”, Jaico Publishing House, Fourth Edition 2013
2. Dr. Seema Hasan, “Introduction to Mass Communication”, CBS Publishers, Second Edition, 2013
3. Denis McQuail: McQuail’s Mass Communication Theory, London/New Delhi: Sage, 2007

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PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –I

Course Title	ALLIED 2- EVENT MANAGEMENT
Total Hours	60
Hours/Week	4 HrsWk
Code	U20VC1ALT02
Course Type	THEORY
Credits	2
Marks	100

General Objective:The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Identify the centrality of tourism in event management
CO-2	Understand the types of events and explain their role in contributing to a destination's sense of place
CO-3	Describe the difference between sponsorship and donations
CO-4	Analyze the various sources of economic impact for a hosting community
CO-5	Explain the role and importance of volunteers

UNIT I 12Hrs

Introduction to Events - Definitions

What are events - Objectives of events - Characteristics of Events

Demand for Events –

Types of events -Structure ofEvents

Ancillary Services of events.

Extra Reading/ Key words: Golf Events, Target Audience

UNIT II

12Hrs

Event Process - Budgeting events

The supply and suppliers

Media coverage of events

Beneficiaries of events

The Managers and their Celebrities.

Extra Reading/ Key words; Implementation, Budget Marketing, Celebrity Management

UNIT III

12Hrs

Importance of Property Creation

Why Property Creation, How we create properties

Implications of Events

The implications of special events

Social and Community

Implications of Events, Economic Implications of Events.

Extra Reading/ Key words: Amplitude Event Property, Intellectual Property

UNIT IV

12Hrs

Introduction to Exhibitions

What is an exhibition,

Purpose of exhibitions, Importance of exhibitions

Exhibitions in India, Steps involve in exhibitions.

Extra Reading/ Key words; Commercial Expertise, Face To Face Relation

UNIT V

12Hrs

India Trade Promotion Organization (ITPO)

Main Activities and Services of ITPO

Membership of International Organizations and Bilateral –

BIC focus

List of event management companies in India.

Extra Reading/ Key words; External Trade, Activities, Subsidiaries

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars

Course Outcomes:**The Learner will be able to****PO –**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	To acquire an understanding of the role and purpose(s) of special events in the organizations.	PSO 1	R, U
CO-2	To acquire an understanding of the techniques and strategies required to plan successful special events.	PSO 2	R
CO-3	To acquire the knowledge and competencies required to promote, implement and conduct special events.	PSO 2	U
CO-4	To acquire the knowledge and competencies required to assess the quality and success of special events.	PSO 3	R
CO-5	To acquire the knowledge Designing, Planning, Budgeting and Marketing to the final execution of Conference.	PSO 4	An
CO -6	To acquire knowledge of the steps necessary to create a successful event	PSO-3	An

Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Event Production : lights and sound; Niyogi, Ishani (2004)

BOOKS FOR REFERENCES:

1. Dynamics of public relations in Indian software and ITES sector ;Chawla, Ruchi (2204)
2. Attributes of PR in the multiplex industry; Kawathekar, Parag (2004)
3. Brand enhancement through corporate social responsibility (2004)
4. Celebrity political endorsement ; Parikh, Sejal (2004)
5. Role of public relation in social marketing Singh, Shruti (2004)

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SCHOOL OF SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER -II

Course Title	MAJOR CORE 4 - MASS COMMUNICATION THEORIES
Total Hours	75
Hours/Week	5
Code	U20VC2MCT04
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable the students to learn the most influential traditional and contemporary mass communication theories and its relevance for today's impact of media on society.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	remember and understands the need for communication through learning the Types, Stages and Barriers involved in the functioning of communication.
CO-2	analyze, and evaluate the different types Sociological Theories and applying the theories to the media contents to find the relevance of the theories.
CO-3	apply, analyze and evaluate the knowledge of Normative Theories to find the relevance of the theories in the present media scenario.
CO-4	Analyze and apply the Mass Communication Models in understanding the media messages and to prove the models of communication to be relevant in the present media scenario also identifying the drawbacks of each model.
CO-5	apply and evaluate the concepts of Mass Communication and Social Reality and To build a new democratic, active and participatory citizenship, based on individual and collective responsibility as well as on solidarity and cooperation fostered by communication.

UNIT I: INTRODUCTION TO COMMUNICATION

14Hrs Communication

definition

The need for communication

Types of communication

The three stages of interpersonal communication

Group communication

Mass – communication

Mass – line communication

Barriers to communication

Extra Readings (key words):: coaxial cable, digital communication.

UNIT II: SOCIOLOGICAL THEORIES AND THEORIES OF PERSUASION 15Hrs

Social learning theory

Agenda setting theory

Uses and gratification theory

Dependency theory

Play theory

Extra Readings (key words): Accommodation Theory, Symbolic Interaction Theory

UNIT III: NORMATIVE THEORIES 16Hrs

Authoritarian theory

Libertarian theory

Social responsibility theory

Soviet media theory

Democratic participant media theory

Information theory

Convergence theory.

Extra Readings (key words): Functions of Mass Media

UNIT IV: MASS COMMUNICATION MODELS 15Hrs

Harold D. Lasswell's model

Shannon and Weaver's model

Osgood and Schramn's

Odel- Bolton and Cleaver's model

George Gerbner's model

Theodore N. New combs model

Extra Readings (key words): transactional model, interactive model

UNIT V: MASS COMMUNICATION AND SOCIAL REALITY 15Hrs

Mass media and the Indian family

Effects of media on education

Women and - Mass media

Children and mass media

Violence in media and society

Media and erotica

Mass media and terrorism

Mass media and environmentalism

Extra Readings (key words): watch dog, communist.

Note: Texts given in the Current Contours must be tested only through Assignment and Seminars.

Course Outcomes:**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the importance of communication theories in the communication process.	PSO 1	R, U
CO-2	2. Indicate and discuss the types of theories applied in political agenda.	PSO 2	R
CO-3	3. Describe and appreciate the importance of normative theories.	PSO 2	U
CO-4	4. Illustrate and interpret the application of the scientific models with professional situations.	PSO 3	R
CO-5	5. Analyze and evaluate the perspective of mass media in the media environment.	PSO 4	An
CO-6	Develop learning skills in communication theories	PSO 1	U

PRESCRIBED TEXT

Mc Quail, Dennis, Windhal, Steve – Communication Models (1981)

Agarwal, VirBala and Gupta, V.S.-Handbook of Journalism and Mass Communication (2001)

BOOKS FOR REFERENCE:

1. Handa, C. Visual rhetoric in a digital world: A critical sourcebook. Boston: Bedford/St. Martin's, 2004.
2. Griffin, E., &Langan, E. (2006). A First Look at Communication Theory, [web page], 3 November, 2013
3. Chandler, Daniel. Transmission Model of Communication. [Web Page], 10 December 2013.
4. Miller, K., Communication Theories: Perspectives, processes, and contexts. 2nd edition. New York: McGraw-Hill, 2005.
5. Sandra D. Collins, Interpersonal Communication: Listening and Responding, 2nd ed. South-Western, 2009
6. Coronel, S. S., "The Media as Watchdog," Harvard-World Bank Workshop, May 19, 2008.

(For candidates admitted from June 2020 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
SCHOOL OF SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER -II

Course Title	MAJOR CORE – 5 PSYCHOLOGY
Total Hours	60
Hours/Week	4
Code	U20VC2MCT05
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable the students to learn the basic concepts of psychology and apply psychological concepts to the field of visual communication.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	remember and understand various schools of psychology .
CO-2	Understand and apply the perception and awareness through various characteristics of senses like visual and auditory.
CO-3	apply and analyze various perceptions by movement, depth and extrasensory perception.
CO-4	understand, apply and evaluate psychological basis of learning, personality and motivation .
CO-5	Understand, Apply and evaluate social psychology and relate it to the field of visual communication

UNIT I: SCHOOLS OF PSYCHOLOGY

12 Hrs

Structuralism

Functionalism

Gestalt School of psychology

Behavioral School of psychology

Psycho analysis.

Extra Readings /key words: behaviorism, disposition

UNIT II: PERCEPTION AND AWARENESS – I

12 Hrs

Characteristics of senses

Visual senses

Auditory senses

Other senses.

Extra Readings /key words: perception, sensory impression

UNIT III: PERCEPTION AND AWARENESS –II

12 Hrs

Object perception

Organization and perception

Movement perception

Depth perception

Colour Psychology

Attention and perception

Extra sensory perception.

Extra Readings /key words: dimensions, cognition

UNIT IV: LEARNING, PERSONALITY AND MOTIVATION

12 Hrs

Language and thought

Nature of intelligence

Age, changes in Intelligence

Shaping of personalities

Testing aptitudes and achievements

Physiological basis of motivation

Human motivation.

Extra Readings /key words: social learning theory, drives

UNIT V: SOCIAL BEHAVIOUR

12 Hrs

Social psychology

Perception of others, interpersonal attraction, stereotypes

Application of psychological concepts related to visual communication.

Extra Readings /key words: patterns of behavior

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall various schools of psychology.	PSO 1	R, U
CO-2	2. Discuss and apply the characteristics of visual and auditory senses in perception.	PSO 2	R
CO-3	3. Distinguish between movement, depth and extrasensory perception.	PSO 2	U
CO-4	4. Classify the psychological basis of human motivation.	PSO 3	R
CO-5	5. Critically analyze the role of social psychology in visual communication.	PSO 4	An
CO-6	6. Developing skills in Introduction to media psychology and how to apply in the field of media	PSO 2	AP

PRESCRIBED TEXT

Clifford T. Morgan and Richard A. King. 4th Ed Introduction to psychology, McGraw–Hill publishers USA1971

BOOKS FOR REFERENCE

1. Clifford T. Morgan and Richard A. King. 4th Ed Introduction to Psychology, McGraw–Hill publishers USA1971.
2. Ernest. R.Hiliard, Theories of Learning Eastern Company, New Delhi (1981).
3. Marel.J. Moskowitz,,General Psychology ,Houghton Mifflin publication, Boston,(1996).
4. Rita.L. Atkinson, Advanced educational psychology, Kanishka publishers, New delhi (1997).
5. Ramnath Sharma, History of Psychology, A, Rajhans publication Meerut (1990).
6. Richard .L. Aktinson , Introduction to Psychology ,Brace Jovanovich publication, USA,(1981)

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SCHOOL OF SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER -II

Course Title	MAJOR ELECTIVE-I FASHION COMMUNICATION
Total Hours	60
Hours/Week	4 Hrs
Code	U20VC2MET01
Course Type	THEORY
Credits	3
Marks	100

General Objective:

- To enable the students to develop knowledge on evolving scope of fashion communication and understand the concept of media in fashion communication, in order to emerge as professionals who offer extremely effective communication solutions for the fashion and lifestyle industry.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Understand the fundamentals and importance of communication , apply the importance of body language and analyse the barriers involved in communication process.
CO-2	<u>Understand</u> , analyse and apply semiotics to interpret signs and construct meaning from visual images in fashion communication.
CO-3	Analyse and apply appropriate communication medium involved in fashion communication.
CO-4	Analyze and create Advertisements and apply PR techniques, to appeal to the individuals and helps the product to be marketed in the industry
CO-5	Apply and evaluate their knowledge in Fashion writing in an objectively accurate manner which is suitable in content, format, and style for the intended audiences.

UNIT 1:EVOLUTION OF COMMUNICATION

12Hrs

Communication - Definition,

Types of Communication

Communication process,

7Cs of communication,

Barriers to Communication.

Kinesics- Posture, Gesture and Eye contact

Importance of Body language in Fashion

Extra Reading/ Key words: Perception, Chronemics,Fashion semiology

UNIT2: SEMIOTICS

12 Hrs

Introduction, Definition and importance

Types (icon, index, symbol)

Semiotics of Fashion

Semiotics of clothing - Social views, symbolism, ideas, value, self-perception.

Extra Reading/ Key words: Proximity,Fashion Thinking,Fashion language

UNIT 3: MEDIUM OF COMMUNICATION

12 Hrs

Oral communication-face to face,

Teleconferencing - telephone, voice mail.

Written Communication -

Steps in effective writing.

Essentials of business writing

Email.

Extra Reading/ Key words:Communication networks,Fashion Media

UNIT 4: ADVERTISEMENT AND PUBLIC RELATION

12 Hrs

Advertisement- Definition- need and significance

Types- Outdoor, Magazines, Online ads

Brand promotion (print media, online media, broadcast media).

Public relation - Definition, objectives and functions,

Marketing communication

Role of Advertising and PR in Fashion

Extra Reading/ Key words:Fashion brands, Brand positioning, Brand image

UNIT 5: FASHION JOURNALISM

12 Hrs

Fashion writing - Introduction, purpose, types (5 Ws and 1 H),

Key elements of writing

Journal writing

Blog writing

Interviewing a designer and reporting.

Extra Reading/ Key words: Fashion Blogger,Fashion Journalist,Fashion Photographer

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the importance of communication and body language in fashion communication and overcome barriers in communication process.	PSO 1	R, U
CO-2	2. Discuss and appreciate the significance of semiotics of fashion to that non-verbally converse meaning about individuals and groups.	PSO 2	R
CO-3	3. Analyse and apply the different mediums to communicate, promote in the fashion and lifestyle industry and to different audiences.	PSO 2	U
CO-4	4. Analyze and appreciate the importance of effective use of advertisement and public relations, to establish a name for your company or you can make yourself known.	PSO 3	R
CO-5	5. Create and evaluate digital advertisement based on brand/product/season/customer and creatively present it to the intended audience.	PSO 4	An
CO-6	6. Develop and evaluate writing skills, creative writing, Business writing for fashion trends and events by applying fashion journalism.	PSO1	C , U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply;An – Analyse; E- Evaluate; C – Create

PRESCRIBED TEXT

Malcolm Barnard, “Fashion as Communication”, Routledge Publishers, 2002.

BOOKS FOR REFERENCE

1. Jay & Ellen Diamond, “Fashion Advertising & Promotion”, Fairchild, 1999.
2. Kristen K Swanson, “Writing for Fashion Business”, Fairchild Books Publishers, 2008.
3. Kumar. J,Keval – Mass Communication in India. Jaico Publishing House, Mumbai 2002.
4. Varinder Kumar, Bodh Raj, “Business Communication”, Kalyani Publishers, 2nd edition, 2010.
5. Tony Harcup, “Journalism Principles & Practices”, Sage South Asia, 2nd edition, 2009.

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B.SC VISUAL COMMUNICATION; SEMESTER -II

Course Title	MAJOR ELECTIVE-I- COMMUNICATION MEDIA SCENARIO
Total Hours	60
Hours/Week	4
Code	U20VC2MET02
Course Type	THEORY
Credits	3
Marks	100

General objective:

To study the history and development of communication media in India and to enable the students to understand the evolution, nature and facets of communication media.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO-1	Remembers, understands and analyses the types, functions and technological developments of newspaper and magazines.
CO-2	Remembers, understands and analyses the types of ownership in radio as private and public.
CO-3	Remembers, understands and analyses the television characteristics, ownership and organisation structure of Doordharshan
CO-4	Remembers and understands the film industry's origin, history and technological developments.
CO-5	Remembers, understands and applies the new media for the new generation

Unit –I : 12hrs

Print medium: Newspapers and Magazines

Types of newspapers and magazines:

Structure and functioning of newspapers and magazines

Technological developments – competition, content and style of English and Tamil language Newspapers and Magazines- an overview.

UNIT-II :**12hrs**

Radio as a medium of mass communication
 Types of ownership: Private and Public Organisational
 Structure and functioning - FM broadcasting and the audiences
 Programming Content and style- a critical review.

UNITIII:**12hrs**

Television as a mass medium
 Characteristics, ownership, organizational structure of Doordarshan
 Programming pattern,
 content and style
 foreign and regional Satellite and cable TV
 Prasar Bharati- an introduction.

UNIT- IV:12hrs

Motion pictures – historical background
 Structure and organization of motion picture industry in India
 New developments in film production
 Status, problems and prospects of film industry with special reference to regional cinema
 Documentary films
 Future of film as a medium of entertainment
 Film audiences
 Critical review of noted regional/national films.

UNIT-V:12hrs

New Media: Information age knowledge society and global media and audiences
 New media technologies: digital revolution, internet, satellite TV and DTH,
 Media convergence, ICT uses in Public and private sector
 Information super highway
 Issues and future challenges.

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall and relate the print medium and magazines.	PSO 1	R, U
CO-2	2. Describe and appreciate the role of news organizations.	PSO 2	R
CO-3	3. Discuss and analyze the impact of cinema in society.	PSO 2	U
CO-4	4. Distinguish the development of broadcast media ownership and control	PSO 3	R
CO-5	5. Criticize the New Media in diffusion of information.	PSO 4	An
CO - 6	6. 6. Critically analyze the impact of new media on children	PSO 4	An

PRESCRIBED TEXT

Keval J Kumar “Mass Communication in India “ Jaico pub. Bombay. 1998.

Books for Reference

1. ArvindKumar(1999)The Mass Media. New Delhi. Anmol Publications.
2. Parthasarathy, Rangasamy(1995)Journalism in India. New Delhi. Sterling Publications.
3. Chatterji. P.C.(1997) Broadcasting in India. New Delhi. Sage Publications.
4. Shrivastava,KM.(1989) Radio and TV Journalism. New Delhi. Sterling Publications.
5. ArandhaiNarayanan(1981) TamizhCinemavinKadhai. Chennai.New Century

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B.SC VISUAL COMMUNICATION; SEMESTER -II

Course Title	ALLIED 3- ILLUSTRATOR FOR DESIGNING
Total Hours	60
Hours/Week	4
Code	U20VC2ALP03
Course Type	THEORY
Credits	2
Marks	100

General objective:

To enable the students to understand computer graphics and use the techniques of drawing on screen to produce the desired computer art and design.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the introduction to computer graphics using the fundamentals of drawing.
CO-2	Apply, analyze and create in Adobe Illustrator using various tools to make digital art.
CO-3	Apply, analyze and create in Adobe Illustrator for image Garment sketch.
CO-4	Apply and create in Adobe Illustrator for the further detailed manner in these students will gain a working knowledge of Photoshop and develop their skills in editing and altering photographs
CO-5	Apply, analyze and create practical work using the above software as a part of final project.

UNIT I: INTRODUCTION TO GRAPHICS

12Hrs

Introduction to vector graphics
 Vector files size advantage and demonstration
 Advantages and disadvantages of vector graphics
 Importance of Vector Graphics in the web medium
 The page as a canvas
 Changing Page space and rulers, margins
 Extra reading /Key words: *doodle animation*

UNIT II: ADOBE ILLUSTRATOR

12Hrs

The toolbox (Elaborate practically on every tool)
 Basic Drawing tools in Illustrator
 Fill types and gradients
 Colour palettes and related techniques

Extra reading /Key words:*Harmony software*

UNIT III: TOOLS AND TECHNIQUES

12Hrs

Pagination tools (Exercise to create a brochure or paper publication)

Settings for digital printing.

Drawing curves and artsy text

Drawing various shapes with different tools

Creating Shadows and manipulating them

Extra reading /Key words: *Cinemograph*

UNIT IV: CREATING SHAPES, SYMBOLS AND SKETCHES

12Hrs

Importing images into Illustrator, cropping them and placing them in containers

Fitting text to paths

Creating Symbols and editing

Creating Patterns and editing

Using the patterns and symbols in garment Sketch

Extra reading /Key words: *anime studio*

UNIT V: FASHION DESIGNING (PRACTICAL)

12Hrs

Design a 'Logo' with monogram / pictorial / single color / multi color for an

- Fashion agency (minimum 3 exercises)
- Design 'Front Cover' for fashion Magazine/ Book (minimum 3 exercises)

Design a Garment using Illustrator

Course outcomes:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall tools used in drawing in MS paint.	PSO 1	R, U
CO-2	2. Design and create an illustration in adobe illustrator.	PSO 2	R
CO-3	3. Design layouts for web pages, Paper Adverts, Broachers, CD Covers, and Package Designing	PSO 2	U
CO-4	4. Use the tools and tactics learned throughout the course to create a design	PSO 3	R
CO-5	5. Invent a high quality work portfolio.	PSO 4	An
CO-6	6. Create and design costumes for models using the above software.	PSO 4	An

PRESCRIBED TEXT

Stephen House:Photoshop CS, LP Editorial Board, Lawpt', Blue Line Printing Industries, Kolkata, 2004.

BOOKS FOR REFERENCE

1. Ted Alspach and Kelly L. Murdock: Illustrator 10 Bible Hungry Minds Inc., Newyork.

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PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER -II

Course Title	MAJOR SBE – 1 RADIO PRODUCTION
Total Hours	30
Hours/Week	2
Code	U20VC2SBP01
Course Type	THEORY /PRACTICAL
Credits	1
Marks	100

General Objective:

To enable the students to develop basic skills in digital audio production and radio news writing.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Analyze and apply the Introduction of Radio Medium with basic audio editing soft wares
CO-2	Understands and analyze the consoles and sound to the appropriate audience
CO-3	Apply, analyze and evaluate the Program Production I with the appropriate tools for recording
CO-4	Apply and create the process and techniques of Program Production II for producing, writing and telling stories, segments and programs from the context of today's audio industry.
CO-5	Understand and apply "hands on" experience working with Editing techniques for audio technology and software used in the audio industry

UNIT I INTRODUCTION TO RADIO MEDIUM

6hrs

History of radio

Formats of radio

Role of producer

Community Radio & Commercial Radio

Extra Reading/ Key word: History of Radio Medium

UNIT II CONSOLES AND SOUND

6hrs

Basics of sound

Mixing and sub mixing

Microphone selection and use

Extra Reading/ Key word: Consoles and Microphones

UNIT III PROGRAM PRODUCTION I

6 Hrs

Recorded programmes

Recorded voice and music

Live on – air productions – Duties of on – air producer

Cue sheets and Log books

Extra Reading/ Key word: On-air, Live Audio medium

UNIT IV PROGRAM PRODUCTION II

6 Hrs

Radio Magazine (Drama, Jingles, features, Narration, Talkshows, LiveProgrammes)

Editing techniques:

Editing a sound file Marking the edit points ,Copying, pasting and looping

Add Sound Effects, BGM

Finalizing the Program

Extra Reading/ Key word: Production of different audio works

UNIT V RADIO JOCKEY

6 Hrs

Know your voice,. Know your listener

Presentation Techniques

Role of Announcer

/Radio Jockey & News reader

Extra Reading/ Key word: Post-production of audio works

Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.

Course Outcomes:**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the rationales behind choice of themes of radio programs and spots	PSO 1	R, U
CO-2	Design and indicate the capacity to make right decisions when reporting and writing for radio while adhering to concepts and theories of ethical principles	PSO 2	R
CO-3	Illustrate and explore during pre-production of programs and spots the role of each human source and institutions that have diverse backgrounds, interests and goals	PSO 2	U
CO-4	Outline and relate group work where each member partakes in presenting ideas for radio programs and stories and designing plans for covering and producing, while learning to appreciate team-work, criticism and free thinking	PSO 3	R
CO-5	Organize and plan clear and professional radio scripts and bearing in mind the target audience and program objectives.	PSO 4	An
CO-6	Develop Employability skills like Anchoring, Script writing, Editing for radio programmes	PSO 4	An

PRESCRIBED TEXT

Hausman, Carl and Benoit Philip, Messere Fritz (2005) Modern Radio Production, New York : Routledge.

BOOKS FOR REFERENCE:

1. Housman, Carl (2004) Modern Radio Production. Canada: Wadsworth publication.
2. McLeish, James, (1999) Radio production. Burlington: Focal Press
3. Bhatt, S.C (1993) Broadcast Journalism– Basic Principle. New Delhi: Haranand Publications
4. Thangamani, P (2000) History of Broadcasting in India. Chennai: Ponniah Pathipagam
5. Baruah U. L (1983) All India Radio. New Delhi: Government of India publications