

PG & RESEARCH
DEPARTMENT OF VISUAL
COMMUNICATION
(SHIFT – I)
(2021-2022)



(For Candidates admitted from the academic year 2021-22 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)

Programme Outcomes (POs)

PO No.	Programme Outcomes <i>Upon completion of the B.Sc. Degree Programme, the graduate will be able to</i>
PO-1	Demonstrate ability and attitude to acquire knowledge and skills in the advancing global scenario to apply them effectively and ethically for professional and social development.
PO-2	Involve in research and innovative endeavors and share their findings for the wellbeing of the society.
PO-3	Work effectively in teams and take up leadership in multi-cultural milieu.
PO-4	Act with moral, ethical and social values in any situation.
PO-5	Excel as empowered woman to empower women
PO-6	Participate in activities towards environmental sustainability goals as responsible citizens.
PO-7	Pursue higher studies in the related fields of science, humanities and management.
PO-8	Enhance creative and critical thinking by interpreting, visualizing, designing and fashion forecasting to meet the demands of fashion and media industries at regional, national and global levels.
PO-9	Create strong fundamental concepts, techniques and tools that develop creative skills, entrepreneurial skills and artistic skills that assists to find solutions in current complex global scenario.

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would be able to</i>
PSO-1	Identify the media audience and adapt production procedures in contemporary print, electronic and new media industries.
PSO-2	Critically analyze the media structure, socio-cultural, political, economic forces that influence media content. Deconstruct media text and context through media literacy, media analysis tool and Research to evaluate media productions for its credibility.
PSO-3	Develop entrepreneurial skills and professional portfolios to produce innovative media products, services and design solutions to establish a unique identity in the dynamic media environment.

(For Candidates admitted from June 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)
UG COURSE PATTERN
B.Sc. VISUAL COMMUNICATION

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
I	I	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U21TL1TAM01 U21HN1HIN01 U21FR1FRE01	3	3	100
	II	English	English Paper I	U21EL1GEN01	3	3	100
	III	Major Core 1	History of Indian Media	U21VC1MCT01	4	4	100
		Major Core 2	Human Communication	U21VC1MCT02	4	4	100
		Major Core Practical -3	Visual Literacy and Drawing	U21VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U21VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U21VC1ALT02	4	2	100
	IV	Environmental studies	Environmental studies	U21RE1EST01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U21VE2LVE01/ U21VE2LVB01/ U21VE2LVC01	1	-	-
	V	Service Oriented Course			-	-	-
	VI	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP1ECC01	-	2(Extra Credit)	100
				Total	30	22+ 2*	800+100 EC

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks	
II	I	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U21TL2GEN02 U21HN2HIN02 U21FR2FRE02	3	3	100	
	II	English	English Paper II	U21EL2GEN02	3	3	100	
	III	Major Core 4	Mass Communication Theories	U21VC2MCT04	5	4	100	
		Major Core 5	Radio Production	U21VC2MCP05	4	4	100	
		Major Elective I	Psychology	U21VC2MET01	4	3	100	
		Allied-3	Art and Aesthetics	U21VC2ALT03	4	2	100	
		Major SBE - 1	Computer Literacy for Visual Communication	U21VC2SBT01	2	1	100	
	IV	Skill-Based Elective- 1	Soft Skill Development	U21RE2SBT01	2	1	100	
		Skill-Based Elective- 2	Sustainable Rural Development and Student Social Responsibility	U21RE2SBT02	2	1	100	
		Value Education	Bible/Catechism/Ethics	U21VE2LVE01/ U21VE2LVB01/ U21VE2LVC01	1	1	100	
	V		Service Oriented Course	-	-	-	-	
	VI	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP2ECC02	-	2(Extra Credit)	100	
					Total	30	23+2 EC	1000+ 100EC

Course Title	MAJOR CORE-1 - HISTORY OF INDIAN MEDIA
Code	U21VC1MCT01
Course type	Theory
Semester	I
Hours/Week	4
Credits	4
Marks	100

CONSPECTUS

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

COURSE OBJECTIVES

1. To understand the Traditional Media by learning about various folk forms and its use in communication.
2. To understand and apply the Journalism concepts in India by identifying the role of various news organizations.
3. To apply and analyze the role of Indian cinema and its impact on society.
4. To analyze the Broadcast media through its various stages of development from radio to television.
5. To identify varied forms of New Media and its impact on social, cultural and political behavior of human.

SYLLABUS

UNIT I: TRADITIONAL MEDIA

12Hrs

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**12Hrs**

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****12Hrs**

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: Dadasaheb Phalke***UNIT IV: BROADCAST MEDIA****12Hrs**

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****12Hrs**

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***TEXT BOOKS**

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

SUGGESTED READINGS

1. D'Aberø. 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, Malhotra Pradeep, Issues in mass communication (basic concepts), Kanishka Publishers, Indian institute of Mass communication (1998), New Delhi.

WEB REFERENCES

<https://www.nimc-india.com/history-mass-media-india.html>
<http://bmmcoursenotes.blogspot.com/2010/01/history-of-indian-journalism.html>
<https://www.jagranjosh.com/general-knowledge/do-you-know-the-history-of-newspaper-in-india-1496304408-1>
<https://www.mapsofindia.com/my-india/history/history-of-indian-cinema>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall various forms of folk media and its relevance in the field of mass communication.	K1
CO-2	Understand the role of news organizations and the basics of journalism and recognize the contributions of the renowned journalists to the field of print media.	K2
CO-3	Analyze critically key films for the study of Indian film and to understand the historical development of this cinema in the context of Indian society.	K3
CO-4	Recognize and apply foundational historical context from the field of Broadcasting media and learn theoretical concepts and ethical principles of equity and social justice from within the field of communication.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		M	M	L	M	L	H	H
CO-2	M	M	H	L		M	M	H	M
CO-3	M	M	L		H	M	L	H	
CO-4	H	H		H	L	M	H	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	L	H	H
CO-2	L	H	H
CO-3		H	H
CO-4	H	M	L

Course Title	MAJOR CORE 2–HUMAN COMMUNICATION
Code	U21VC1MCT02
Course type	Theory
Semester	I
Hours/Week	4
Credits	4
Marks	100

CONSPECTUS

To understand the nature, process of human communication in Communication and apply the basic concepts to develop presentations skills, techniques and to build healthy relationships through effective communication.

COURSE OBJECTIVES

1. To understand the evolution, function and need of Communication in human society for personal and professional success.
2. To analyze and understand the different types of communication and the barriers which are involved in communication process in order to develop the communication skill for effective communication that achieves a balance between the sender and receiver.
3. To analyze, interpret the concepts of Body Language and non-verbal communication and apply these nonverbal skills to develop interpersonal skills, to interpret, to enhance the personal impact and help resolve differences of opinion.
4. To analyze and apply the Models of Communication relating to the Human Communication to enhance communication process in the modern society.
5. To identify the significant role of Information Technology and apply the emerging trends in communication for holistic growth of humans in the technological scenario.

SYLLABUS

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

TEXT BOOKS

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

John Fiske & Henry Jenkins (2011) Introduction to Communication studies - 3rd edition, Routledge, Oxon.

SUGGESTED READINGS

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. Little John W. Stephen (2003), Theories of Human Communication, Library of Congress Cataloging-in-Publication Data, New Mexico.
5. Shukla, S.K., (2006), Mass media and Communication, Cybertech Publishing, New Delhi.

WEB REFERENCES

<http://swbplus.bsz-bw.de/bsz306421917inh.pdf>

https://www.reddit.com/r/CollegeTextbook/comments/hcbixx/pdf_ebook_human_communication7th_edition_by_judy/

https://e-edu.nbu.bg/pluginfile.php/331752/mod_resource/content/0/Allan_and_Barbara_Pease_-_Body_Language_The_Definitive_Book.pdf

<https://www.pdfdrive.com/the-dictionary-of-body-language-a-field-guide-to-human-behavior-e191725066.html>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Recall and relate the importance of communication which will develop knowledge, listening skills, and judgment around human communication that facilitate the ability to work collaboratively with others in the society.	K1
CO-2	Identify the types communication barriers and develop the skills to overcome these barriers which enable the communicators to deliver the right message to the right person at the right time in order to communicate effectively in their personal and professional life.	K2
CO-3	Apply the communications models in crisis using effective conflict management techniques in present technological scenario.	K3
CO-4	Analyze the importance of body language in human communication to send and interpret nonverbal messages accurately and effectively for the better understanding in human relationship.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	M	H	H	H	H	H	M	H
CO-2	H	H	H		H	H	M	H	
CO-3	M	H	H	M	H		H		H
CO-4	H	H	H	M	H	M	H	M	

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	M	H
CO-2	H	H	M
CO-3	M	H	H
CO-4		H	M

Course Title	MAJOR CORE PRACTICAL -3 VISUAL LITERACY AND DRAWING
Code	U21VC1MCP03
Course type	PRACTICAL
Semester	I
Hours/Week	5
Credits	3
Marks	100

CONSPECTUS

To acquire theoretical knowledge to understand aspects of the visual language and nuances of Art, to express ideas in the form of Drawing and Paintings.

COURSE OBJECTIVES

1. To remember, understand the fundamentals of Visual literacy to interpret, negotiate, and make meaning from information presented in the form of an image and become visually literate.
2. To understand and apply the concept of Lighting and Shading techniques to identify the vocabulary used to create the illusion of depth on a 2 dimensional surface.
3. To analyze and apply the Elements and Principles of Art to be successful in art creation.
4. To analyze and create Still life drawing using the techniques, which will demonstrate their ability to look at something and draw it realistically.
5. To apply and evaluate their knowledge to draw the Human anatomy in an objectively accurate manner

SYLLABUS

UNIT I: VISUAL LITERACY: AN INTRODUCTION

15Hrs

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

15Hrs

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 perspectives, Types of Shading

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

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

UNIT III: ELEMENTS AND PRINCIPLES OF ART

15Hrs

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

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

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

15Hrs

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

Illusion drawing with basic shapes

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

UNIT V: HUMAN ANATOMY

15Hrs

Study of human anatomy

Forms and postures, portraiture

Stick figures, cartoon characters and story board

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

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

TEXT BOOK

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

SUGGESTED READINGS

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)

WEB REFERENCES

https://www.gettextbooks.com/author/Bride_Whelan

<https://courses.lumenlearning.com/sac-artappreciation/chapter/oer-1-21/>

<https://willkempartschool.com/a-beginners-guide-to-shadow-light-part-1-drawing/>

https://www.getty.edu/education/teachers/building_lessons/elements_art.pdf

<https://www.thoughtco.com/principles-of-art-and-design-2578740>

<https://drawpaintacademy.com/understanding-composition-for-artists/>

<https://ranartblog.com/blogarticle20.html>

<https://design.tutsplus.com/articles/human-anatomy-fundamentals-learning-to-see-and-draw-energy--vector-17027>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Remember the fundamental components in Visual literacy and elements of Art for Visualizing and Designing.	K1
CO-2	Understanding the concept of Lighting and shading in order to create the illusion of a 3-dimensional and 2 –dimensional surface.	K2
CO-3	Apply the principles and elements of art to create balanced composition in painting, sculpture, ceramic and photography.	K3
CO-4	Evaluate the elements of design to lead their deliberate manipulation for different types of spatial illusion, compositions and expressive meaning.	K4
CO-5	Analyze the study of human anatomy to create cartoon characters and storyboard.	K5
CO-6	Create meaningful images depicting emotions, expressions, texture to showcase artistic skills.	K6

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	H	M	H	H	M	M	H	H
CO-2	H	H	H	H	H	H	H	H	H
CO-3	H	H	H	H	H	H	H	H	H
CO-4	H	H	M	H	H	H	H	H	H
CO-5	H	H	H	H	H	M	H	H	H
CO-6	H	H	H	H	H	H	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	H
CO-3	H	H	H
CO-4	H	H	H
CO-5	H	H	H
CO-6	H	H	H

Course Title	ALLIED 1 – INTRODUCTION TO VISUAL COMMUNICATION
Code	U21VC1ALT01
Course type	Theory
Semester	I
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

To develop the Communication skills as a way to express their ideas in an appropriate way that represents the subject, with a focus on visualization techniques.

COURSE OBJECTIVES

1. To understand the nature and concept of visual communication and its applications.
2. To acquire the knowledge of process, levels and types of communication
3. To recommend systematic thinking process on design elements to produce visual messages.
4. To demonstrate the knowledge of communication theory and its application.
5. To analyze the knowledge about visual culture to make effective visual communication.

SYLLABUS

Unit I

12Hrs

Definition- Nature and Scope

Need for and the Importance of Human and Visual Communication.

Communication a expression, skill and process,

Understanding Communication: SMRC-Model

Unit II

12Hrs

Communication as a process.

Message, Meaning, Connotation, Denotation Culture/ Codes etc

Level of communication: Technical, Semantic, and Pragmatic.

The semiotic landscape: language and visual communication, narrative representation

Unit III **12Hrs**
Visual culture- Visualizing
Visual power- Visual pleasure
Fundamentals of Design-
Definition- Approaches- Elements - Line, Shape, Space, Color, Texture, Form
Principles of Design – Symmetry, Rhythm, Contrast, Balance, Mass/ Scale.

UnitIV **12Hrs**
Principles of Visual and other Sensory Perceptions.
Colour psychology and theory (some aspects)
Definition, Optical / Visual Illusions Etc
Various stages of design process- problem identification,
Search for solution refinement, analysis, decisionmaking, and implementation.

Unit V **12Hrs**
Basics of Graphic Design.
Definition, Elements of GD,
Design process-research, a source of concept, the process of developing
Ideas-verbal, visual, combination & thematic,
Visual thinking, associative techniques, materials, tools(precision instruments etc.)Design
execution, and presentation.

TEXT BOOKS

Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition,
Routledge, Oxon 2011.
An Introduction to communication studies - Sheila Steinberg, Juta & Co., Cape Town, 2007.

SUGGESTED READINGS

1. Communication between cultures - Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel & Carolyn Sexton Roy, Monica Eckman, USA, 2012
2. Mehta. D.S–Mass Communication and Journalism in India (2001) Allied Publishers Ltd, New Delhi. (2001)
3. One World Many Voices: Our Cultures - Marilyn Marquis & Sarah Nielsen, Wingspan Press, California, 2010

WEB REFERENCES

https://www.getty.edu/education/teachers/building_lessons/elements_art.pdf

<https://www.thoughtco.com/principles-of-art-and-design-2578740>

<https://courses.lumenlearning.com/sac-artappreciation/chapter/oer-1-21/>

https://www.reddit.com/r/CollegeTextbook/comments/hcbixx/pdf_ebook_human_communication_7th_edition_by_judy/

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Understand the role of communication and its functions for better approach to the mass.	K1
CO-2	Analyze the fundamentals and approaches of design that enable them to gratify the visual needs.	K3
CO-3	Apply the principles and elements of design to create meaningful semiotic segments.	K3
CO-4	Analyze and apply color psychology in producing appealing designs according to the target audience.	K4
CO-5	Create visual representations through applying basic visual communication principles in layout and typography to better organize and visually structure the information.	K6

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	L	H	M	M	L	H	H	H
CO-2	M	L	H	M		L	M	M	M
CO-3	H	M	H	H	M	M	M	H	H
CO-4	H	H	H	M	M	M		H	H
CO-5	H	H	H	H	M	H	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2		H	L
CO-3	H	H	
CO-4	H	H	H
CO-5	H	H	H

Course Title	ALLIED – 2 – THEATRICAL COMMUNICATION
Code	U21VC1ALT02
Course type	Theory
Semester	I
Hours/Week	4
Credits	2
Marks	100

CONSPECTUS

To understand the essence and features of theatre, to train in different aspects such as script, acting, direction, voicing, stage craft and theatre history for independent productions and use theatre in various contexts.

COURSE OBJECTIVES:

1. To understand the meaning and origin of Theatre and a basic understanding of the requirements of theatre to develop the personal creativity.
2. To analyze and understand the different forms and styles of theatre which can help to apply in future theatre productions.
3. To analyse the survey of historical and contemporary theatre architecture which stimulates to build a seeing place.
4. To understand and analyze the history of world theatre such as East Asian Theatrical Theatre, Roman's Theatre and Renaissance Period of Dramas to know the historical background of theatre.
5. To understand and analyze the history of Indian Theatre about Rituals and myths from regions of India to do a research.

SYLLABUS

UNIT I: INTRODUCTION TO THEATRE AND COMMUNICATION

12Hrs

What is theatre?

Types of Stage Areas

Principles of Theatre Design

Components of theatre – space, time, audience, performance

Elements of design in Theatre – Set and props, Lighting, Music, Sound, Costume

Elements of Actor's Preparation – Body, Mind, Voice

Extra Readings /key word: Performance, Audience, Stagecraft

UNIT II: DRAMATIC FORMS AND STYLES **12Hrs**

Forms and Styles of Theatre

Comedy and Tragedy

Solo performance

Mime and Melodrama

Musical Theatre

Realism and Symbolism

Ballet and Dance

Street theatre and Folk Theatre, etc

Extra Readings/key words: Physical theatre, Farce, Satire

UNIT III: THEATRE ARCHITECTURE **12Hrs**

Theatre Spaces and Storytelling

Survey of historical and contemporary theatre architecture

Extra Readings /key words: Playhouse, Operahouse, Amphitheatre, Black box theatres

UNIT IV: HISTORY OF WORLD THEATRE **12Hrs**

East Asian Theatrical Theatre; Greek Drama

Roman's Theatre; Medieval Theatre

Renaissance Period of Dramas

Extra Readings /key words: The Frogs, Dionysus, Stone theatre, No style of theatre

UNIT V: HISTORY OF INDIAN THEATRE **12Hrs**

Rituals and myths from regions of India

The Natya Shastra, NavRas and Foundation of Indian Theatre (The Great Theory of Indian Communication)

Sanskrit Writers and Plays – UruBhangam, Mattavilas

Post 18th Century Tamil Drama

Extra Readings /key words: Renaissance, Refined, Natural man, Naturalism

TEXT BOOKS

Theatre Histories – An Introduction – Phillip B. Zerrilli, Bruce McConachie, Gary Jay Williams and Carol Fisher Sorgenfrei, Edited by Gary Jay Williams, Routledge, 2010

Bharata – Muni, Manmohan Ghosh (Translator), The Natyashastra, Asiatic Society of Bengal, Calcutta, 1951.

SUGGESTED READING

1. Robert Leach, Theatre Studies – The Basics, Routledge Taylor & Francis Group, London And New York, 2008,
2. Rustom Bharucha. Theatre and the World : Performance and the Politics of Culture, Routledge Taylor & Francis Group and Manohar Publications, India, 1990, 1993.
3. Tillis and Steve, The challenge of World Theatre History, Palgrave Macmillan Publishers, 2020.
4. Don Rubin, Carlos Solorzano, World Encyclopedia of Contemporary Theatre, Routledge Publishers, September 21, 2000.
5. M.L. Varadpande, History of Indian Theatre, LokeRanga Panorama of Indian Folk Theatre. Abhinav Publications, India 1992.

WEB REFERENCE:

https://www.researchgate.net/publication/249560166_The_Oxford_Companion_to_Indian_TheatreEdited_by_Ananda_Lal_New_Delhi

<https://www.perlego.com/book/1559950/world-theatre-the-basics-pdf>

<https://fddocuments.in/download/natya-shastra-of-bharatamuni-vol-i-m-ramakrishna-kavipartIpdf>

<https://books-now.com/book?isbn=9780748646081&lang=go&source=google>

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Demonstrate the social and artistic theatrical concept to develop the general theatre knowledge and skills.	K1
CO-2	Demonstrate thorough knowledge of Indian, World Theatre history, Architecture and Literature from the Greeks to the present to direct, design and manage the theatrical productions.	K3
CO-3	Identify the importance of Tamil drama and its history and literature to draw the theatrical practices and social contexts in awareness aspects for the betterment of the society.	K2
CO-4	Analyse the various theatrical contexts of Bharat Muni's mythology about drama and Natya Shastra to apply in research and write a substantial thesis on Indian rituals and myths.	K4
CO-5	Analyse the techniques of actor's preparation to participate in and various performance places and provide competition, production and performance support for schools and community groups.	K4
CO-6	Create a playwright and apply on contemporary issues by using the elements and various types of performance spaces, forms and styles of theatre including designs.	K6

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO - COMAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	H	M	M	H	M	H	H	H	H
CO 2	H	H	H	H	H	H	H	H	H
CO 3	H	M	H	H	H	H	H	H	H
CO 4	H	H	M	M	M	M	H	H	H
CO 5	H	H	H	H	H	H	M	H	H
CO 6	M	H	H	H	H	H	M	H	H

PSO – CO MAPPING

CO/PSO	PSO 1	PSO 2	PSO 3
CO 1	L	M	H
CO 2	H	M	H
CO 3	M	H	H
CO 4	H	H	H
CO 5	H	M	H
CO 6	H	H	H

Course Title	MAJOR CORE 4 - MASS COMMUNICATION THEORIES
Code	U21VC2MCT04
Course type	THEORY
Semester	II
Hours/Week	5
Credits	4
Marks	100

CONSPECTUS:

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

Course Objectives:

1. To remember and understands the need for communication through learning the Basic and Fundamental theories of Communication.
2. To analyze and evaluate the different types Sociological Theories and applying the theories to the media contents to find the relevance of the theories.
3. To apply, analyze and evaluate the knowledge of Normative Theories to find the relevance of the theories in the present media scenario.
4. To 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.
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.

SYLLABUS

UNIT I: FUNDEMANDAL THEORIES OF MASS COMMUNICATION 15Hrs

Magic Bullet Theory

Two Step Flow Theory; Multi Step Flow Theory

Cultivation Theory

Cognitive Dissonance Theories

Extra Readings (key words):Theories, mass communication.

UNIT II: SOCIOLOGICAL THEORIES AND THEORIES OF PERSUASION 15Hrs

Social learning theory

Agenda setting theory

Uses and gratification theory

Dependency theory

Play theory

Social Representation 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

Convergence theory.

*Extra Readings (key words): Functions of Mass Media***UNIT IV: MASS COMMUNICATION MODELS****15Hrs**

Aristotle model of Communication

Berlo's Model of Communication

George Gerbner's model

Theodore N. New combs model

Helical Model of Communication

*Extra Readings (key words): transactional model ,interactive model***UNIT V: MASS COMMUNICATION AND SOCIAL REALITY****14Hrs**

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.***TEXT BOOKS**

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

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

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

SUGGESTED READINGS

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.

WEB REFERENCES

1. <https://www.communicationtheory.org/list-of-theories/>
2. <https://www.communicationtheory.org/normative-theory-four-theories-of-the-press/>
3. <https://courses.lumenlearning.com/introductiontocommunication/chapter/functions-of-communication-theory/>
4. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.557.7617&rep=rep1&type=pdf>

Note: Learners are advised to use latest edition of books.

Course Outcomes:

CO No.	Course Outcomes	Cognitive Level(K1-K6)
CO-1	Recall and Relate the importance of fundamental communication theories which helps to understand people and their communities, the media and associations with the society in the communication process.	K1
CO-2	Understand and identify the value including their underlying assumptions and the predictions which makes the learner more competent communicator.	K2
CO-3	Apply the communications theories and models in crisis using effective conflict management techniques in present technological scenario.	K3
CO-4	Analyze the importance of Communication theories and associate the theories with contemporary societal issues and effectively make realistic understanding on the communication theories.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H					M	H	H	H
CO-2	H		H	M	L		H	M	H
CO-3	H			H			H	M	M
CO-4	H	H	H	M	M	H	H	H	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	M	H	H
CO-2	M	H	M
CO-3		H	H
CO-4	H	H	H

Course Title	MAJOR CORE – 5 RADIO PRODUCTION
Code	U21VC2MCP05
Course type	Theory/ Practical
Semester	II
Hours/Week	4
Credits	4
Marks	100

Conspectus

To provide students with an insight into the skills, tools, and influences placed upon programmers in the fields of radio. Specifically, it will focus on the operation of radio technology and the production of radio programs. It provides students with an opportunity for practical experience with university radio station.

COURSE OBJECTIVES:

1. To understand the basic concepts of Radio medium.
2. To learn professional audio production values and techniques and distinguish between good and bad production techniques.
3. To develop an understanding of professional radio procedures and practices.
4. To identify and develop their individual talent/skills while recognizing the importance of working together as a team.
5. To create radio programs with a help of learned production techniques.

SYLLABUS

UNIT I INTRODUCTION TO RADIO MEDIUM

12hrs

History of radio y

Formats of radio

Role of producer

Community Radio & Commercial Radio

Extra Reading/ Key word: History of Radio Mediu

UNIT II CONSOLES AND SOUND

12hrs

Basics of sound

Mixing and sub mixing

Microphone selection and use

Extra Reading/ Key word: Consoles and Microphones

UNIT III PROGRAM PRODUCTION I

12 Hrs

Techniques of writing for radio

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

12 Hrs

Radio Magazine (Drama, Jingles, features, Narration, Talkshows, Live Programmes)

Editing techniques:

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

Add Sound Effects, BGM

Finalizing the Program

Podcasting techniques

Extra Reading/ Key word: Production of different audio works.

UNIT V RADIO JOCKEY

12 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.

TEXT BOOKS

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

Housman, Carl (2004) Modern Radio Production. Canada:Wadsworth publication.

SUGGESTED READINGS

1. McLeish, James,(1999) Radio production. Burlington: Focal Press
2. Bhatt, S.C (1993) Broadcast Journalism– Basic Principle. New Delhi: Haranand Publications
3. Thangamani, P (2000) History of Broadcasting in India. Chennai: PonniahPathipagam
4. Baruah U. L (1983) All India Radio. New Delhi: Government of India publications

WEB REFERENCE:

<https://www.nios.ac.in/media/documents/srsec335new/ch11.pdf>

<https://egyankosh.ac.in/bitstream/123456789/8366/1/Unit-3.pdf>

researchgate.net/publication/317850997_INTRODUCTION_TO_RADIO_PRODUCTION

<https://egyankosh.ac.in/bitstream/123456789/74337/1/Unit-1.pdf>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Demonstrate the Concepts of radio as a medium of mass communication, radio broadcasting technicalities, AM and FM radio.	K1
CO-2	Listening to radio programs and understanding the formats and genres of radio programming.	K2
CO-3	Applying the Concept of radio studio layout theoretically and a visit practically to a radio station for a better understanding.	K3
CO-4	Analyze the Practical techniques on basic Radio production and sound editing skills.	K4
CO-6	Evaluate the radio scripts for finalizing process of programme production.	K5
CO-5	Create scripts for television and radio news programmes	K6

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H		H			H	H	H	H
CO-2	M		H	M		L	M	M	M
CO-3	H	M	H			M	M	H	H
CO-4	H	M	H	H	M	M		H	H
CO-5	M	H	H	H	M	H	M	H	H
CO-6	H	M	M	M	M	M	M	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	
CO-3		H	H
CO-4	H	H	H
CO-5	H	H	H

Course Title	MAJOR ELECTIVE – I PSYCHOLOGY
Code	U21VC2MET01
Course Type	THEORY
Semester	II
Hours/Week	4
Credits	4
Marks	100

CONSPECTUS

To understand the basic concepts of human and visual psychology and to analyse and apply psychological concepts to the field of visual communication.

COURSE OBJECTIVES:

1. Remember and understand the main concepts and teachings of various schools of psychology.
2. Understand the structure and the functions of five senses and apply them in the process of perception and becoming aware of their roles in perception.
3. Apply and analyze various perceptions by movement, depth and extrasensory perception.
4. Understand and apply psychological basis of learning, personality and motivation.
5. Understand, apply and evaluate social psychology and relate it to the field of visual communication.

SYLLABUS

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.

TEXT BOOK

1. Clifford T. Morgan and Richard A. King. 4th Ed Introduction to psychology, McGraw–Hill publishers USA1971.
2. Richard .L. Aktinson , Introduction to Psychology ,Brace Jovanovich publication, USA,(1981)

SUGGESTED READINGS

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).

WEB REFERENCES

<https://www.indiastudychannel.com/resources/128517-Schools-of-psychology.aspx>

<https://eduardolbm.files.wordpress.com/2014/10/a-general-introduction-to-psychoanalysis-sigmund-freud.pdf>

<https://nba.uth.tmc.edu/neuroscience/m/s2/chapter12.html>

<https://courses.lumenlearning.com/wmopen-psychology/chapter/outcome-sensation-and-perception>

<https://www.livescience.com/ESP>

<https://www.verywellmind.com/what-is-maslows-hierarchy-of-needs>

<https://www.psychologydiscussion.net/social-psychology-2/social-behaviour/social-behaviour-meaning-bases-and-kinds/1310>

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Remembering the various elements of human mind and behaviors based on the concepts and teachings of various schools of Psychology.	K1
CO-2	Understanding the characteristics of visual and auditory senses in perception.	K2
CO-3	Apply the principles of perception to depth, movement and extrasensory perception.	K3
CO-4	Analyse the psychological basis for human motivation and social behaviour.	K4
CO-5	Discuss about the relevancy of various kinds of perception in the field of photography and film making.	K5

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	H	H	M	H	L	M	M	H	M
CO-2	H	H	H	H	L		H	H	H
CO-3	H	H	H	H			H	M	H
CO-4	H	H	M	H	M	L	H	H	M
CO-5	H	H	H	H			H	H	H

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	H	H	H
CO-2	H	H	M
CO-3	H	M	H
CO-4	H	H	M
CO-5	H	H	H

Course Title	ALLIED 3 –ART AND AESTHETICS
Total Hours	60
Hours/Week	4
Code	U21VC2ALT03
Course Type	THEORY
Credits	2
Marks	100

CONSPECTUS

To enable the students to know the history of Indian Art and its aesthetic thought and equip them with this knowledge to apply and create the art with new aesthetic knowledge.

COURSE OBJECTIVES

1. To Remember, understand, and analyze the art and chronology of Indian art
2. To understand the style of South Indian Temples and excavate them
3. To understand and evaluate the paintings of Rajput, Rajasthan, and modern Indian paintings.
4. To Understand, Analyze and create the execution of their art and modern paintings
5. To Analyze, apply, and create socially responsible paintings through their creativity

SYLLABUS

UNIT I: INDIAN ART

12 Hrs

Protohistoric period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Decan.

UNIT II: SOUTHERN TEMPLES

12 Hrs

Pallava, Chola, Pandya, Vijayanagar, and Nayaks, Islamic Period architecture, imperial style, provincial style, and Mughal style.

UNIT III: SCULPTURES

12 Hrs

The Maurya, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas, the Cholas, Pandyas, Vijayanagara paintings, Murals- North Indian, South Indian, Miniatures Mughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

UNIT IV: THE WESTERN ART AND ARCHITECTURE

12 Hrs

Egyptian, Greek, Roman, Gothic, Italian, Flemish, German, Dutch, Spanish, English, and Modern art.

UNIT V: AESTHETICS

12 Hrs

The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas

TEXTBOOK

Dictionary of Indian Art and Artist by Pratima Sheh

SUGGESTED READINGS

1. Edith Tomory, History of Fine Arts in India and the West, Orient Longman Li Limited, India, 1989.
2. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.
3. Indian Art by Partha Mitter

WEB REFERENCES

- <https://www.tate.org.uk/art/art-terms/a/aesthetics>
<https://www.britannica.com/topic/aesthetics>
<https://www.britannica.com/art/Western-architecture>
<https://www.britannica.com/art/sculpture>
<https://www.veenaworld.com/blog/10-famous-south-indian-temple-you-should-not-miss>

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

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Acquire knowledge on Indian art to organize and plan the whole techniques of historic Indian art	K2
CO-2	Estimate, analyze, and compile the characteristics of arts and their styles.	K4
CO-3	Formulate and improve the new ideologies in architecture and paintings with socially responsible ideologies.	K3
CO-4	Remember, understand the ideologies behind the art, and analyze the techniques of the traditional and modern arts.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO-1	M	M	H	H		H	H	H	
CO-2	M	M	H	H		H	H	H	
CO-3	H	H	H	H	M	H	H	H	M
CO-4	H	H	H	H	M	M	H	H	M

PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
CO-1	M	M	M
CO-2	M	M	M
CO-3	H	H	H
CO-4	H	H	M

Course Title	MAJOR SKILL BASED ELECTIVE – I COMPUTER LITERACY FOR VISUAL COMMUNICATION
Code	U21VC2SBT01
Course Type	Theory
Semester	II
Hours/Week	2
Credits	1
Marks	100

CONSPECTUS

To enable students to develop their Skills on preparing Documents, Worksheet, Presentation also to develop Usage of smart devices and networking skills through computer literacy in order to be successful in this technological era.

COURSE OBJECTIVES

1. To provide hands-on use of Microsoft Office 2020 applications Word, Excel, Access and PowerPoint. Completion of the assignments will result in MS Office applications knowledge and skills.
2. To equip students with modern and more current developments in the Banking Sector; precisely the application of the internet, computers and other electronically-based gadgets that facilitate the operations and practices of banking, locally and in international transactions.
3. To exhibit knowledge to secure corrupted systems, protect personal data, and secure computer networks in an Organization.
4. To determine and analyze software vulnerabilities and security solutions to reduce the risk of using Social Networking sites.
5. To demonstrate basic desktop publishing skills including the following: insert and deleting text, changing the size of text, and using the functions on the menu.

SYLLABUS

UNIT I: OFFICE PACKAGES:

(6hrs)

MS- Word: Creation of Documents (letters, Bio- data, etc). Creation of Tables, Formatting Tables (Time table, Calendar, etc). Working with Mail Merge (Circular letters).

MS – Excel: Creation of Worksheet (Mark Sheet, Pay Slip, PF Contribution list, etc). Excel Function (Date, Time, Statistical, Mathematical, Financial Functions). Creating charts (Line, Pie, Bar, etc).

MS- Power Point: Creation of Presentations (Duplicate and New slides, Layouts, View, Slide show, etc.). Working with objects (Movie, Sound, Word, Excel, etc.) Working with Transition and Animation effects (Text, Object, and Pictures)

Extra Reading/Key words: *Units of Data Storage.*

UNIT II: SMART DEVICES AND ONLINE TRANSACTIONS:

(6hrs)

Smart phone – Types: Tablet PC , Smart TV, Smart Camera, Smart Watch and Smart Oven. Operating system for Smart phones- Apple iOS, Android, Windows 10, Blackberry, Sybian and Bada. Benefits of Smart Phones.

E-Commerce and M-Commerce: Components of E-Commerce- history, types, and benefits of each (B2B, B2C, C2B, C2C). Business to Government E-Commerce. M-Commerce-History, customers point of view and the provider point of view. Applications of M-Commerce- Mobile ticketing, mobile money transfer, mobile banking, mobile marketing and advertising. Payment methods in M-Commerce- Premium rate telephone numbers, Direct mobile dealing , Macro, Micro payment services and mobile wallets.

Extra Reading/Key words: *Google play for Android Phones.*

UNIT III: SOCIAL NETWORKING AND CYBER SECURITY

(6hrs)

Social Networking Sites: Characteristics of Social Networking Website- Examples of Social Networking Services (Facebook, SnapChat, Instagram, Whatsapp, Pinterest, Tumblr, LinkedIn, Twitter, Quora and Patreon). Advantages and Disadvantages of Social Network.

Cyber law: Evolution and Historical events in cyber law. Case studies- Article taken from Media. Building blocks of cyber law(Netizens, Cyber space and Technology). Cyber Crime, Electronic and Digital devices, Intellectual Property, Data Protection and Privacy.Merits and Demerits of Cyber crime.

Extra Reading/Key words: *How to stay out of trouble from Social Network.*

Unit IV: DESK TOP PUBLISHING

(6Hrs)

Introduction to Indesign

Different screen Views: Importing text/Picture, Auto Flow, Columns, Master Pages and Stories

Story Editor: Menu Commands and short-cut commands, Spell check

Find and replace: Fonts, Points Sizes, and Spacing etc.

Different page format/Layouts

Page orientations: Columns and Gutters

Printing Techniques.

Extra Reading (Key words): Portable network graphics, Scalable Vector graphics

Unit V: APPLICATION OF DTP

(6hrs)

Advertisements

Books & Magazines

News paper

Table Editor

Extra Reading /Key words: Data transfer process

TEXT BOOKS

1. Bittu Kumar (2017) Mastering Ms-Office, ISBN: 9350578786, V&S Publishers
2. Mastering Ms-Office by Bittu Kumar

SUGGESTED READING:

1. Peter Stublely Desktop publishing for librarians on the Apple Macintoshillustrated Gower, 1989.
2. Peter Domanski& Philip Irvine, A Practical Guide to Publishing Books Using Your PCDiaxon Ltd Jul 20, 2007

WEB REFERENCES

1. https://www.webopedia.com/DidYouKnow/Hardware_Software/mobile-operating-systems-mobile-os-explained.html<https://makeawebsitehub.com/social-media-sites/>
2. https://www.tutorialspoint.com/information_security_cyber_law/information_security_cber_law_tutorial.pdf
3. https://www.tutorialspoint.com/information_security_cyber_law/information_security_cyber_law_tutorial.pdf
4. <https://www.irjet.net/archives/V4/i6/IRJET-V4I6303.pdf>

Note: Learners are advised to use latest edition of books.

COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level
CO-1	Describe the usage of computers and why computers are essential components in business and society.	K1
CO-2	Utilize the Internet Web resources and evaluate on-line e-business system.	K2
CO-3	Apply the categories of programs, system software and applications. Organize and work with files and folders.	K3
CO-4	Critically assess the social and ethical implications of computer technology in their daily life.	K4

(K1=Remember, K2=Understand, K3=Apply, K4=Analyze, K5=Evaluate, K6=Create)

PO – CO MAPPING

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	M	H	M	L	L	L	H	H	M
CO 2	M	M			M	L	H	M	H
CO 3	H	H	L	L	H	M	H	H	M
CO 4	M	H	L		M	L	M	H	H

PSO – CO MAPPING

CO/PO	PSO1	PSO2	PSO3
CO1	H	L	L
CO2	H	M	L
CO3	M	L	H
CO4	H	H	M

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
UG COURSE PATTERN

II -B.Sc

(For candidates admitted from the academic year June 2021-2022)

Sem	Part	Course	Title	Code	Hours/ Weak	Credits	Mark
III	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U20TL3TAM03 U20HN3HIN03 U20FR3FRE03	3	3	100
	II	English	English Paper III	U20EL3GEN03	3	3	100
	III	Major Core-6	Advertising	U20VC3MCT06	5	4	100
		Major Core-7	Digital Photography (Theory cum Practical)	U20VC3MCP07	4	3	100
	Major Core-8	Graphic Design (Practical)	U20VC4MC08	4	3	100	
	Major Skill-Based Elective- 2	Advertising Production	U20VC3SBP02	2	1	100	
	Allied-4	Media Writing Skills (with in school)	U20VC3ALT04	4	2	100	
	NME-1	Basics of advertising	U20VC3NMT01	3	3	100	
	IV	Value education	Ethics II/ Bible studiesII/ Catechism II	U20VE3LVE01/ U20VE3LVB01/ U20VE3LVC01	1	-	-
		Gender studies	Gender studies	U20WS3GST01	1	1	100
	VI	Extension Activities	Service Oriented Course		-	-	-
		Internship/Field Work/Field Project 30 hours- Extra Credit		U20SP3ECC03	-	2	100
Total					30	23+2EC	900+100EC

IV	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U21TL4TAM04 U21HN4HIN04 U21FR4FRE04	3	3	100
	II	English	English Paper IV	U21EL4GEN04	3	3	100
	III	Major Core-9	Elements of Film	U20VC4MCP09	4	3	100
	IV	Major core - 10	Screenplay Writing	U20VC4MCT10	4	4	100
		Major elective -2	Journalism (with in school)	U20VC4MET02	4	3	100
	IV	Allied -5	Media Culture and Society	U20VC4ALT05	4	2	100
		Allied -6	Computer Graphics- I	U21VC5ALP06	4	2	100
		NME-2	Folk Arts	U20VC4NMT02	3	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U20VE4LVE04/ U20VE4LVB04/ U20VE4LVC04	1	1	100
			Service Oriented Course	Any one activity based on the Student's choice (15Activities)	-	2	100
		Internship/Field Work/Field Project 30 hours- Extra Credit	U20SP4ECC04	-	2	100	
Total					30	24 +4EC	900+200EC

(For candidates admitted from the academic year 2020 -2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
B.SC VISUAL COMMUNICATION: SECOND YEAR – SEMESTER –III

Course Title	MAJOR CORE 6 - ADVERTISING
Total Hours	75
Hours/Week	5
Code	U20VC3MCT06
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To provide specialized training in the advertising industry and to develop overall creative and technical skills in production of advertisements.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Understand, apply and analyze the benefits, role and history of advertising field
CO-2	Understand and analyse the different methods in segmenting the market, ad appeals, branding, ad campaign and the positioning a product in the minds of the consumers.
CO-3	Understand, apply and analyze the various media strategy to select the media in the field of advertising.
CO-4	understand, and analyze the various copywriting processes in producing ads for the media
CO-5	Understand, apply and create poster for social awareness.

UNIT I: INTRODUCTION TO ADVERTISING

15 Hrs

Define advertising
 State the history and development of advertising
 Assess the benefits of advertising
 Differentiate various criticisms on advertising
 Distinguish the different types of ads
 Identify the role of advertising in India.
Extra Readings /key words: Infomercials, Branding

UNIT II: ADVERTISING AND THE MARKET PROCESS

15 Hrs

Define and classify a product
 Define Target audience.
 Analyze the different methods in segmenting the market
 Define branding
 Find the different methods of positioning a product in the minds of the consumers
 Define and distinguish various appeals
 Analyze various sales promotion techniques

Organize ad campaign

Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments

UNIT III: ADVERTISING ORGANISATION AND MEDIA STRATEGY

15 Hrs

Assess various media strategies

Define advertising budgets

Apply the knowledge to select media

Plan and classify media

Define ad agency

Analyze the structure and function of ad agency.

Extra Readings /key words: complex levels, Consumer Behavior and Culture

UNIT IV: DESIGNING OF ADVERTISEMENTS

15 Hrs

Define copy writing

Use various copy writing techniques in producing ads for the media

Define headlines

Distinguish various types of headlines

Define slogans and differentiate the various types of slogans

Write slogans and headlines for ads

Define Illustrations

Define layout and design layouts for print and video ads

Prepare copy for audio, video and print ads

Distinguish the different types of layout.

Extra Readings /key words: Artwork, Brand awareness

UNIT V: ANALYSE THE SOCIAL EFFECTS OF ADS

15 Hrs

State ethics of advertising

Define commercialization

Find the effect of advertising in children and women.

Extra Readings /key words: PSA, AD campaigns

Course Outcomes(CO):

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	List and Recall the history of camera and what type of cameras are used in earlier period	PSO 1	R, U
CO-2	Compare and contrast the Advertising appeals and advertising customers	PSO 2	R
CO-3	Experiment and select the various media strategy to select the media in the field of advertising.	PSO 2	U
CO-4	Compose and create the PSA's for various media like print, tv and Radio	PSO 3	R
CO-5	Prepare and create an Ad campaign	PSO 4	An
CO-6	Compare and relate the different types of advertising	PSO 4	AN

TEXT BOOKS:

Chunnawala S.A and Sethia K.C (1998) Foundations of advertising – Theory and Practice. New Delhi: sage.

Burghate, M.A.(2004) Study of Advertising Agencies in India. New Delhi: Adhyayan Publishers.

BOOKS FOR REFERENCE:

Jefkins, Frank(1992) Advertising Made simple. London :Rutledge.

Batra, Rajeev; Myers C. John (1996) Advertising Management. New Delhi: Surject Publishers.

Kaptan Sanjay, Acharya Akhilesh(2001) Advertisement in Print Media. Jaipur: Book Enclave.

Odin Pamela(2007) Advertising in Modern and Postmodern Times. London: Sage Publication.

Burghate, M.A.(2004) Study of Advertising Agencies in India. New Delhi: Adhyayan Publishers.

(For candidates admitted from June 2020- 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –III

Course Title	MAJOR CORE IV- DIGITAL PHOTOGRAPHY
Total Hours	60
Hours/Week	4 Hrs/Wk
Code	U20VC2MCT03
Course Type	THEORY CUM PRACTICAL
Credits	3
Marks	100

General Objective:

To provide specialized training in shooting photographs and to enable the students to understand and use photographs as a medium for effective communication

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember and understand the history and early times of photography, types and functions of camera and how to handle the camera as an amateur.
CO-2	Remember, understand and apply both advanced digital and analog camera operations with an understanding of formats, photographic exposure, depth of field, and, shutter speed, and illustrate proper placement of plane of focus.
CO-3	Understand, Apply Demonstrate the ability to recognize and control both natural and studio lighting with emphasis on the quality, quantity, and direction of light and the resulting effect of light on the photographic image.
CO-4	Understand and create choosing the art of digital camera and manipulating the art of photography through image. And knowledge about the Principles of composition to produce professional images.
CO-5	Create and apply a professional quality portfolio that is a successful demonstration of the technical knowledge gained through the readings, lectures, and assignments offered in this subject. Portfolio also demonstrated to participate in the current conversation of contemporary Photography.

UNIT I: HISTORY OF PHOTOGRAPHY

12 Hrs

History of Photography - Early experiments and later developments, Pinhole Camera, Camera Obscura, Human eye and camera, Definition –Key concepts in Photography - Functions of Camera - Types of cameras – Basic Features- Parts of the Camera -Camera Handling And Care.

Extra Readings/ key words: Daguerreotype,

UNIT II: PHOTOGRAPHIC TECHNIQUES

12 Hrs

Lenses - Focal Length - Exposure Triangle - Camera Modes- Flash Modes- ISO settings - The rule of thirds- White Balance - Drive Modes -Lens Focal Length - Exposure Compensation -Focusing Options - Depth of Field.

Extra Readings/ key words: Principles of design

UNIT III: TECHNIQUES OF LIGHTING

12 Hrs

Light – Characteristics of light- Sources of light natural and artificial lighting- Color Temperature (Kelvin) Types of lighting - Indoor and outdoor lighting – Three point lighting - Flash light intensity measurements- lighting equipments - Lighting Accessories- Color Theory- Color and Intensity.

Extra Readings/ key words: Rule of Third, 180 Degree Rule

UNIT IV: THE ART OF PHOTOGRAPHY

12 Hrs

Photography Composition: Emphasizing factors of composition - Elements of composition- Shapes - Balance – Pattern – Texture- Image Editing: Using Photoshop and Light room- Photojournalism- outdoor shoot: Portraits, Architecture and Urban Landscape, Landscapes Animals, Still Life.

Extra Readings/ key words: Photo Montage / Collage

UNIT V: PHOTOGRAPHY PROJECT

12 Hrs

Study of Indian and international Photographers - Post Process and Post Production Photography - Studio Internship: Studio Visit, Artist Statement - Art for Display: Presentation through exhibition - Independent Project: Final Submission (Digitalizing the Students Work).

Extra Readings/ key words: Mirror less Camera

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Recall the types of cameras used in the current trend	PSO 1	R, U
CO-2	2. Understand and apply the techniques of Digital Camera	PSO 2	R
CO-3	3. Compare and contrast the natural and artificial lightings	PSO 2	U
CO-4	4. Extrapolate how to learn digital photography and it's methods	PSO 3	R
CO-5	5. Analyze and compose the creative art of photography	PSO 4	An
CO-6	6. Create employability and entrepreneurship qualities among students	PSO 4	An

PRESCRIBED TEXT:

Joel Sartore - Fundamentals of Photography, Published by the Great Courses, (2012)

Hands Geoffrey – The Handbook of Digital Photography, Silver Dale Book, (2004)

BOOKS FOR REFERENCE

Theory and Practice of color (life series) by France Gerritson.

Book of color Photography by Adrain Bailey and Holloway.

Color films by Jeorge Wakefield. 4. Color Printing in Practice by Jack Tailor.

Ansel Adams Guide to Basic techniques of Photography.

WEB SOURCE

<https://mastinlabs.com/blogs/photoism/how-to-shoot-in-kelvin>

(For candidates admitted from June 2020- 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
B.SC VISUAL COMMUNICATION;
Second Year – Semester - III

Course Title	MAJOR CORE 8 - GRAPHIC DESIGN
Total Hours	60
Hours/Week	4
Code	U21VC4MC08
Course Type	PRACTICAL
Credits	3
Marks	100

General Objective:

To enable the students to creatively use basic shapes, shades and their combinations, both simple and complex, in logo creation, graphic designing and other art work.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember, understands Freehand and Clones drawing is about drawing visuals for your designs, concept work and all the other artistic parts of arch drawing such as sketches, perspectives and so on.
CO-2	Understands, analyze and apply the concept of Collage with various geometrical shapes and form images using lines of varying lengths.
CO-3	Understand, apply, create and design Logos that is visual representation of the company brand.
CO-4	Understand and create the perspective views, bring out the 3Dimensional form in objects and geo-shapes.
CO-5	Apply, create and evaluate Optical illusion drawing which includes shading and angles that add depth to it.

UNIT – I: FREE HANDS AND CLONES

8Hrs

Repetition of design (clones)

Free hands painting

Gradations

Clones and shades

Extra Reading/ Key word: Abstract patterns, Architectural drawing.

UNIT – II: COLLAGE**10Hrs**

Collage, Paint

Geo – collage with Geometric Shapes

shades –Inverted shades

Gradations

*Extra Reading/ Key word: Tint, Tone, Blending, shading, hatching and crosshatching.***UNIT – III: LOGO CREATION****12Hrs**

Logo Creation principles

Line drawing

Font graphs

Layout Preparation

Inverted Shades

Inverted Design

*Extra Reading/ Key word: Calligraphy writing, Design composition.***UNIT – IV: 3DIMENSION****12Hrs**

3D shapes

3D objects

3D Alphabets

Titling

Three dimensional perspectives for various objects

*Extra Reading/ Key word: Anamorphic Illusions, perspective drawings.***UNIT–V: OPTICAL ILLUSION****10Hrs**

Creation of images

Patterns

Fonts

moving optical illusion.

Extra Reading/ Key word: 3D Optical illusion.

Course Outcomes (CO):**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the free hand drawing and relate it to reproduce the clone designs.	PSO 1	R, U
CO-2	Describe the concept of Collage and express it using geometrical shapes.	PSO 2	R
CO-3	Apply the principles and prepare logos of their own.	PSO 2	U
CO-4	Classify the different types of layout and outline the appropriate one.	PSO 3	R
CO-5	Create three dimensional perspective drawings.	PSO 4	An
CO-6	Developing skills like create, understand the fundamentals of 3D drawings	PSO4	An

TEXT BOOK

David Dabner: Design and Layout: Understanding and Using Graphics, Page One Publishing private ltd, Singapore, 2003.

BOOKS FOR REFERENCE

Alan and Isabella Livingston: Graphic Design and Designers new edition, Thames & Hudson world of art, Singapore by C.S. Graphics, 2003.

Christopher Hart: Drawing on the funny side of the Brain, Watson–Guptill Publications Newyork, 1998.

Bride M. Whelan: Colour Harmony 2, Guide to Creative Colour Combinations, U.S.A, Rockfort Publishers, 1994.

David E. Carter: The Little Book Of Logo Recipes, successful designs and how to create them, Harper Collin Publishers, Newyork, 2004.

(For candidates admitted from June 2020- 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –IV

Course Title	MAJOR SKILL-BASED ELECTIVE- 2 - ADVERTISING PRODUCTION
Total Hours	30
Hours/Week	2
Code	U21VC3SBP02
Course Type	PRACTICAL
Credits	1
Marks	100

General Objective:

To provide specialized training in the advertising industry and to develop overall creative and technical skills in production of advertisements.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	CO 1: Understand, apply and analyze the benefits knowing the advertising copywriting which is the basic element in writing good copy for the advertising.
CO-2	CO 2: Understand and analyse the different methods of visualizing the illustration in advertising for a best outcome of advertising copy and designed package.
CO-3	CO 3: Understand, apply and analyze the Writing <i>advertising</i> copy for various Media in the field of advertising in a way to capture the mind of customer.
CO-4	CO 4: Creating and applying the methods of various designing ad and incorporating software to Design effective visual communication for various advertising approaches that combine the use of print, online/digital and other multimedia communication.
CO-5	CO 5: Understand, apply and create to defend the strategy and execution of an ad campaign for a client.

UNIT I: ADVERTISING COPYWRITING

5 Hrs

Basics of copy writing - principles of copywriting- creative thinking creative blue print, advertising strategy, creative strategy, brain storming, Big idea, copy writer's, Art director's contribution & collaboration, purpose of copy and Illustration - Marketing Communications -

Extra Readings /key words: Marketing Communication Channel, Product mix-distribution

UNIT II: VISUALIZING

6 Hrs

Principles and qualities of good illustration- concept and visualization- creative process: Visualizing advertisement, structure and types of layout, kinds of layouts.

Extra Readings /key words: complex levels, Consumer Behavior and Culture

UNIT III: WRITING ADVERTISING COPY FOR VARIOUS MEDIA 5 Hrs

Print- Headlines, sub headlines, captions, body copy, and slogans, Elements of Print advertisement. Television – Story Board, Television Advertising Formats. Outdoor posters- Basic Rule of Copy in Outdoor Advertising, Radio- Characteristics of Radio environment, Radio Script Structure, Writing Radio Script, Digital: email, web pages. Writing copy for various audiences.

Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments

UNIT IV: DESIGNING AD AND INCORPORATING DESIGNING SOFTWARE 7 Hrs

Visualizing promotional materials: typography & type design, publication design, image making, packaging, print design, corporate identity, branding and information & communication systems like signage or way finding. Software – Photoshop, illustrator and in design

Extra Readings /key words: Artwork, Brand awareness

UNIT V: PROJECT DESCRIPTIONS 7 Hrs

Select and research an existing restaurant or any shop, organization etc: Generate original visual/ and verbal ideas for ads. A Logo and Corporate Identity, Menu Design, Package Design, Point of Purchase (Point of purchase digital image mounted on black presentation board, Ad Campaign due (Memorable creative with the current issues for the awareness building)

Extra Readings /key words: PSA, AD campaigns

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Demonstrate an understanding of the overall role advertising plays in the business world.	PSO 1	R, U
CO-2	2. Compare and contrast the Advertising illustration and visual to capture the mind of customers.	PSO 2	R
CO-3	3. Experiment and select the various methods of writing for different medium to convey the product.	PSO 2	U
CO-4	4. Compose and create design advertisement	PSO 3	R
CO-5	5. Prepare and create an Ad campaign	PSO 4	An
CO-6	6. Compare and relate the different types of advertising	PSO 4	AN

PRACTICALS

- Preparing ads for media – print, radio and video
- Organizing ad campaign
- Use of computer in preparing ads
- Preparing ads for specific target group

TEXT BOOKS:

Chunnawala S.A and Sethia K.C (1998) Foundations of advertising – Theory and Practice. New Delhi: sage.

Burghate, M.A.(2004) Study of Advertising Agencies in India. New Delhi: Adhyayan Publishers.

BOOKS FOR REFERENCE:

Jefkins, Frank(1992) Advertising Made simple.London :Routledge.

Batra, Rajeev;Myers C. John (1996) Advertising Management. New Delhi:Surject Publishers.

Kaptan Sanjay, AcharyaAkhilesh(2001) Advertisement in Print Media. Jaipur: Book Enclave.

Odin Pamela(2007) Advertising in Modern and Postmodern Times. London:Sage Publication.

Burghate,M.A.(2004)Study of Advertising Agencies in India.New Delhi: Adhyayan Publishers.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
B.SC VISUAL COMMUNICATION
SECOND YEAR - SEMESTER –III

Course Title	ALLIED 4 – MEDIA WRITING SKILLS
Total Hours	60
Hours/Week	4
Code	U21VC3ALT04
Course Type	THEORY
Credits	2
Marks	100

General Objective:

To enable the students to write effectively for various media and to enable the students to learn techniques and rules of good writing and apply it while writing.

Course Objectives (CO):

The learner will be able to

CO.NO	Course Objectives
CO-1	Remember and understand the rhetorical effectiveness of Writing in a Media Environment for a range of different examples of media writing
CO-2	Apply, create and evaluate own work competence for Writing for Print in producing a general prose style appropriate for media communication across a range of prose genres;
CO-3	Understand and evaluate for Writing for Broadcast an introductory level, theoretical considerations such as rhetoric, the relationship between print media and democracy, the ethics and practice of public relations, and audience analysis;
CO-4	Analyze and create the execution of their Writing Advertisement Copy for some evidence of a basic awareness of audience, and of theoretical considerations of print media.
CO-5	Analyze, apply and evaluate the Application for planning, editing and revising their own and others' writing in order to enhance and develop written communication skills.

UNIT I: WRITING IN A MEDIA ENVIRONMENT

15 Hrs

News values – Gathering news – Sources: observation, stored sources

Interviewing; techniques and types

Importance of accuracy

Deadlines

Ethical considerations

Extra Reading/ Key word: News values, Deadlines in media

UNIT II: WRITING FOR PRINT**15 Hrs**

Characteristics of news stories
Inverted pyramid structure
Lead paragraph
Developing the story
Use of quotation –Story structures
Editing and rewriting
Features: style, parts, characteristics.
Extra Reading/ Key word: News stories, writing various leads

UNIT III: WRITING FOR BROADCAST**14 Hrs**

Selection of news
Characteristics of writing
Story structure of broadcast news
Broadcast writing style
Putting together a news cast
Extra Reading/ Key word: Different writings in media, story structure, Broadcast writing styles

UNIT IV: WRITING ADVERTISING COPY**15 Hrs**

The Field of advertising: an overview – Needs and appeals
Audience classification
Target audience
Product classification
Copy platform
Elements of print ad – writing advertisement for print, broad cast and other media.
Extra Reading/ Key word: Writing for advertisement, Target audience, copy platform

UNIT V: CRITICAL THINKING & CREATIVITY**16 Hrs**

Writing articles on various topics
Writing lead paragraph of different news items
Critically analyzing a news item
Writing headlines for various news items
Editing and correcting articles
Writing features
Writing articles within stipulated time
Interview eminent people in Trichy
Writing broadcast news copy
Preparing print ads.
Extra Reading/ Key word: Writing articles, features, Interview techniques

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

Course Outcomes(CO):**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Formulate and improve the event and use the stated sources of information while writing a news item	PSO 1	R, U
CO-2	Estimate and compile the characteristics of news stories and will demonstrate an ability to revise for content and edit for grammatical and stylistic clarity	PSO 2	R
CO-3	Organize and plan broadcast news using broadcast writing style	PSO 2	U
CO-4	Reproduce and maximize lead paragraph of different news items and will recognize how writers can transgress or subvert generic expectations, as well as fulfill them. And they will develop a facility at writing in appropriate genres for a variety of purposes and audiences.	PSO 3	R
CO-5	Criticize and deduct headlines for various news items.	PSO 4	An

TEXT BOOK:

Stovall, James Glen (2002), Writing for the Mass Media, Wadsworth, USA

BOOK FOR REFERENCES:

Hartley, John (2004), Key concepts in communication, Routledge, London

Merril,c. John (1994) , Modern Mass Media , Harper Collins College Publishers, London

Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York

Biagi, Shirley (2001), Media Impact, Wadsworth, USA

Mathan P.N. (1985), Communication Media, government publication, New Delhi.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
B.SC VISUAL COMMUNICATION
SECOND YEAR – Semester –III

Course Title	NON MAJOR ELECTIVE I –BASICS OF ADVERTISING
Total Hours	30
Hours/Week	3
Code	U21VC3NMT01
Course Type	THEORY
Credits	3
Marks	100

General Objective:

To understand the basics skills and techniques involved in producing advertisements and to provide basics training in the advertising industry.

Course Objectives (CO):

The learner will be able to

CO. No.	Course Objectives
CO-1	Remember, Understand and evaluate the benefits, roles and types of advertising in the India.
CO-2	Understand and analyze the target audience in the advertising market industry.
CO-3	Comprehend and evaluate the process of designing and advertising with the use of visualization, copywriting and photography.
CO-4	Remember and understand the advertising and the society
CO-5	Prepare and creates assignments for print, radio and tv ads.

UNIT I: INTRODUCTION TO ADVERTISING

6 Hrs

Advertising definition - History of advertising
Benefits of advertising
Ads in India
Role of advertising - Types of ads
Extra Readings /key words: Infomercials, Branding

UNIT II: ADVERTISING AND MARKETING

6 Hrs

Target audience - Market segmentation
Types of market segmentation - Sales promotion
Ad campaign - Rules for making Ad campaign
Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments

UNIT III: THE PROCESS OF DESIGNING AN AD**6 Hrs**

Visualization - Copywriting

Photography

The final output

*Extra Readings /key words: Artwork, Brand awareness***UNIT IV: ADVERTISING AND SOCIETY****6 Hrs**

Social aspects - Current issues

Commercialism in advertising

Advertising and children - Advertising and women

Ethics

*Extra Readings /key words:complex levels, Consumer Behavior and Culture***UNIT V: PRACTICALS****6 Hrs**

Practical assignments in advertising

Preparation of print and Radio ad - Preparing ads for specific target Group

*Extra Readings /key words:PSA, AD campaigns***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.****Course Outcomes(CO):****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the needs of advertising and benefits of advertising in India	PSO 1	R, U
CO-2	Prepare and create print ads for soap product	PSO 2	R
CO-3	Analyze the portrayal of women in Advertisements	PSO 2	U
CO-4	Compose a PSA for radio	PSO 3	R
CO-5	Justify the ethics for Indian advertisements	PSO 4	An
CO- 6	Criticize the current issues in advertising	PSO 4	An

TEXT BOOK

Chunnawalla. S .A Selthia K.C – Foundation of Advertising –theory and Practice, Himalaya Publication, Mumbai (2000)

BOOKS FOR REFERENCE

Dennis – The Advertising Handbook (2000), Philip Kent Publishers, New Delhi (2000)

June.A.Valladaves, the Craft of Copywriting, Sage publication, New Delhi (2001)

Jefkins, Frank – Advertising made simple, Jaico Publication, New Delhi (2002)

Kotler, Philip – Marketing Management, Ruggles Publishers, USA (1980)

J.V.Vilaniliam, Advertising basics, Sage publication, New Delhi (2000)

(For candidates admitted from the academic year 2020 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A./B.Sc./ B.Com./B.C.A./B.B.A DEGREE COURSE
Second Year – Semester - III

Course Title	GENDER STUDIES
Total Hours	15
Hours/Week	1
Code	U20WS3GST01 / U20WS6GST01
Course Type	Theory
Credits	1
Marks	100

General Objective:

To help students to realize their strengths and weaknesses in leading an ethically enriched life and to enjoy a gender-balanced ambience

Course Objectives:

The student will be able to

CO. No.	Course Objectives
CO-1	Understand the concepts of gender.
CO-2	differentiate women studies from gender studies
CO-3	analyze the areas of gender discrimination
CO-4	analyze and evaluate the initiative and policies for women empowerment
CO-5	remember the women's movements and safeguarding mechanisms

UnitI

3 hrs

Concepts of Gender:

Sex-Gender-Biological Determination-Patriarchy-Feminism-Gender Discrimination-Gender Division of Labor -Gender stereotyping – Gender Sensitivity-Gender Equity – Equality – Gender Mainstreaming –Empowerment.

Extra reading /Key Words: *Acts on gender*

UnitII

3 hrs

Women's Studies Vs Gender Studies:

UGC's Guidelines – VII to XI Plans – Gender Studies: Beijing Conference and CEDAW- Exclusiveness and Inclusiveness.

Extra reading /Key Words: *Origin of Women's studies in India*

Unit–III

3hrs

Areas of Gender Discrimination:

Family – Sex Ratio – Literacy – Health – Governance – Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence – Sexual Harassment – State Politics and Planning.

Extra reading / Key Words: *Survey of level of discrimination*

Unit–IV

3hrs

Women Development and Gender Empowerment:

Initiatives – International Women’s Decade – International Women’s Year – National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies. **Extra reading/Key Words:** *Case study*

Unit–V

3hrs

Women’s Movements and Safeguarding Mechanism: In India National / State Commission for Women (NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73rd Amendment for PRIs.

Extra reading / Key Words: *Laws on gender equality*

Note: Extra Reading/ keywords are only for Internal Testing (Seminar/ Assignments)

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	1. Evaluate the concepts of gender discrimination.	PSO 1	R, U
CO-2	2. Compare women’s studies with gender studies.	PSO 2	R
CO-3	3. Describe the areas of gender discrimination.	PSO 2	U
CO-4	4. Evaluate the initiative and policies for women empowerment.	PSO 3	R
CO-5	5. Explain the different women movement.	PSO 4	An

REFERENCES:

Manimekalai. N & Suba. S (2011), Gender Studies, Publication Division, Bharathidasan University, Tiruchirappalli

Jane, P. & Imelda, W. (2004), 50 Key Concepts in Gender Studies.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
B.SC VISUAL COMMUNICATION
Second Year – Semester –IV

Course Title	MAIN CORE 9 –ELEMENTS OF FILM
Total Hours	60
Hours/Week	4
Code	U20VC4MCP09
Course Type	PRACTICAL
Credits	3
Marks	100

General Objective:

To enable the students to understand various key elements of film production and to encourage the students to appreciate aesthetics of regional, national and international films.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember and understand world cinema by learning about various film ideologies, movements and theories.
CO-2	Understand, apply and analyze mise-en-scene in films to get a clear view about the beautification of each shot.
CO-3	Understand, apply and analyze the cinematography which will enable them to generate meaning out of each cinematic action making use of composition, sound and effects.
CO-4	Understand, apply and create storyboards using the writing techniques in visual media narrative elements for feature films and documentaries.
CO-5	Understand, apply and evaluate film appreciation by analyzing the making of the film and its psychology.

UNIT I: WORLD CINEMA

12Hrs

World cinema – Hollywood, Iran, Hong–Kong, Latin America, African an overview

Post modernism

Film form

Film history, Film ideology

Film movement, Film Theory

World cinema and globalization

Extra Readings /key words: horse galloping

UNIT II: MISE-EN-SCENE

12Hrs

Mise – en – scene
Sound microphones
Recording strategies
Uses of Sound.

Extra Readings /key words: settings, props

UNIT III: CINEMATOGRAPHY

12Hrs

Lens –Shots, Proxemics, Angle, movement, Focus, Lens perspective,
Composition–Constructing the scene
Editing Principles –Basic rules and terms, Linear and non–linear editing
Picture and sound editing
Finishing the film

Extra Readings /key words: motion capture picture,

UNIT IV: WRITING FOR VISUAL MEDIA

12 Hrs

Narrative elements – theme–Plot–Time setting–Characterization
Writing style
Audience analysis–Appeals, Organization
Storyboard – Features and documentaries
Writing techniques – form, approach, process, technique
Documentaries– style, structure and mini documentaries

Extra Readings /key words: script formats, Freytag pyramid

UNIT V: PRACTICAL

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

Course Outcomes (CO):**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate film ideologies.	PSO 1	R, U
CO-2	Describe the importance of mise-en-scene in a film	PSO 2	R
CO-3	Analyze the type of shot, angle and movement used in the cinema.	PSO 2	U
CO-4	Differentiate between the types of effects used in editing a movie.	PSO 3	R
CO-5	Formulate storyboards for various films and documentaries.	PSO 4	An
CO-6	Criticize a movie	PSO 1	An

TEXT BOOK

Ascher Steven, Pinous Edward–The Film Maker’s Hand Book, Penguin Group, NewYork, (1984)

BOOKS FOR REFERENCE

Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, (1979).

Hayward Susan – Key Concept in Cinema Studies, Routledge, London, (2004)

Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London. (2000).

Wasko Janet – How Hollywood Works, Sage Publication, London, (2003)

In The Blink of an Eye: A Perspective on Film Editing / Walter Murch (2004)

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION
SECOND YEAR: SEMESTER –IV

Course Title	MAJOR CORE 10 – SCREENPLAY WRITING
Total Hours	60
Hours/Week	4
Code	U20VC4MCT10
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable the students to learn the skills and knowledge in a range of writing and editing techniques required of the professional writer of short scripts for a big and small screen.

Course Objectives:

The Learner will be able to

CO.No	Course Objectives
CO-1	Remember and understand the need of scripting and Methods which are the core fundamentals in writing script for the Television, Radio and Film.
CO-2	Analyze, evaluate and create STRUCTURE OF WRITING of the script for feature film.
CO-3	Apply, evaluate, and create the knowledge of through CHARACTER making skills and techniques of choosing the best cast for the success of the movie which is very essential to create.
CO-4	Apply, evaluate and create FORM OF CINEMA in screenplay writing and developing knowledge of writing script for a feature movie as individual.
CO-5	Analyze, apply, and create a script formats for FEATURE MOVIE through learning various techniques and paying particular attention writing full plagued screenplay.

UNIT I: INTRODUCTION TO SCREENPLAY WRITING

12Hrs

Scriptwriting as a creative enterprise – Ideation Process, Brainstorming Creative thinking – creativity process – stages in the craft of script writing – basic story idea, narrative synopsis outline.

Extra Readings /key words: Screenplay, save cat.

UNIT II: STRUCTURE OF WRITING**12Hrs**

Narrative structure: beginning-middle-end, Syd Field's Paradigm, conflict, development, climax and denouement – story, storyline, plot, and treatment – principles of suspense and surprise. Three point and Two point structures

Extra Readings /key words: Clapper Board, Directories, Transit

UNIT III: CHARACTER**12Hrs**

Characterization – character biography – tags – stereotyping – two-dimensional versus three-dimensional characters – guiding principles for evolving effective and credible characters.

Extra Readings /key words: Story Board

UNIT IV: FORM OF CINEMA**12Hrs**

Understanding form of cinema. Selective narrative techniques – point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter. Scene breakdown, Drafting Process and full-fledged script.

Extra Readings /key words: Parody or Borrowed Format, Digital Filmmaking

UNIT V: FORMATING AND DRAFTING**12Hrs**

Different Film Genres. Two column writing - Film and TV script formats, storyboards, Copyright, software for scripting. Pitching the story.

Extra Readings /key words: [Studio Binder](#), [Final Draft 10](#), [Movie Magic Screenwriter](#)

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 the techniques, formats and style of story breakdowns, outlines, treatments, and screenplays.	PSO 1	R, U
CO-2	2. Identify current trends and major practitioners of the screenwriting craft.	PSO 2	R
CO-3	3. Describe and appreciate the importance role of screenwriters and others in the industry, and how to present screenplays.	PSO 2	U
CO-4	4. Illustrate and prepare full-length script for student movie with the specific budget.	PSO 3	R
CO-5	5. Analyze and evaluate the perspective of advertisement and its feature its context, form, genre, medium, audience and purpose of script.	PSO 4	An

CO - 6	6. Evaluate the purpose writing for mass media and create theme based movie.	PSO 4	An
--------	--	-------	----

TEXT BOOKS:

Hilliard L. Robert- Writing for television, Radio and News Media

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

Terry Flew (2011). New Media: An Introduction, First Edition, Oxford Press, London 2. Alex Newson (2009). Blogging and other Social Media, First Edition, Gower Publishing Limited, England

BOOKS FOR REFERENCE:

Stovall, Glenn – Writing for mass media valladares,

Milton, Shirley – Creative Connections (1999)

Jill Dick, Writing for Magazines, A and C Black, London, 1996

Barrie Oxford (2001). New media and Politics, Second Edition, Sage Publications, New Delhi

Charlie Moritz (2001). Scriptwriting for the Screen, Second Edition, Routledge, USA

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
B.SC VISUAL COMMUNICATION;SECOND YEAR – SEMESTER - IV

Course Title	MAJOR ELECTIVE –2 JOURNALISM
Total Hours	60
Hours/Week	4
Code	U20VC4MET02
Course Type	THEORY
Credits	3
Marks	100

GENERAL OBJECTIVE:

To understand the basics skills and techniques involved in producing advertisements and to provide basics training in the advertising industry.

Course Objectives (CO):

The learner will be able to

CO. No.	Course Objectives
CO-1	Remember, Understand and to enable the students to write effectively for media
CO-2	Understand the students and to learn techniques and rules of good writing and apply while writing.
CO-3	Comprehend and evaluate the process of designing and advertising with the use of visualization, copywriting and photography.
CO-4	Remember and understand the advertising and the society
CO-5	Prepare and creates assignments for print, radio and TV news.

Unit I- INTRODUCTION TO JOURNALISM

12Hrs

Introduction to Journalism: a brief history of journalism, its meaning and scope; functions and principles of journalism; the advent of printing; History of journalism in India, Growth of press.

Unit II -NEWS

12Hrs

News, ABC of news, definitions of news; types of news; News values - Gathering news - Sources: observation, stored sources -Interviewing; techniques and types -Importance of accuracy -Deadlines - Ethical considerations, Characteristics of news stories -Inverted pyramid structure - Lead paragraph

-Developing the story - Use of quotation -Story structures - Editing and rewriting - Features :style, parts, characteristics, Selection of news - Characteristics of writing - Story structure of broadcast news -Broadcast writing style - Putting together a news cast , News agencies,(different types of news agencies), PCI guidelines

Unit III – REPORTING SKILLS

12Hrs

Reporting: Reporter-functions, attributes, and responsibilities, types of reporting, Reporting speeches, press conferences and meetings, reporting accidents obituaries, civic journalism. Investigative reporting, development reporting, business and sports reporting. Interpretative, crime, Special reporting (beat), Citizen Journalism, Reporting stories: Crime; speech; legislature; society; sports; politics and accidents. Interviewing techniques: what and how of interviews; preparing for the interview; asking the right questions; writing the interview.

Unit IV- NEWS PAPER STRUCTURE

12Hrs

Organization-need and types, Newspaper organization-Newsroom, Printing, advertising, administration, and circulation departments. Newsroom-Editing Desk: purpose of editing; sub editor-traits and functions; principles of editing; chief sub-editor and news editor, Headlines: what is a headline; purpose; principles of writing headlines; different types of headlines. Lead/Intro

Unit V

12Hrs

Application Writing features, editorials, book review, art appreciation, film reviews.

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

Course Outcomes(CO):

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the needs of advertising and benefits of advertising in India	PSO 1	R, U
CO-2	Prepare and create print ads for soap product	PSO 2	R
CO-3	Analyze the portrayal of women in Advertisements	PSO 2	U
CO-4	Compose a PSA for radio	PSO 3	R
CO-5	Justify the ethics for Indian advertisements	PSO 4	An
CO- 6	Criticize the current issues in advertising	PSO 4	An

PRESCRIBED TEXT

Essentials of Practical Journalism by Vir Bala Aggarwal (2006)

BOOK FOR REFERENCES

1. Hartley, John (2004), Key concepts in communication, Routledge, London
2. Merrill, c. John (1994), Modern Mass Media, Harper Collins College Publishers, London
3. Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York
4. Biagi, Shirley (2001), Media Impact, Wadsworth, USA
5. Mathan P.N. (1985), Communication Media, government publication, New Delhi

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
B.SC VISUAL COMMUNICATION;
SECOND YEAR – SEMESTER - IV

Course Title	ALLIED- 5 MEDIA CULTURE AND SOCIETY
Total Hours	60
Hours/Week	4
Code	U20VC4ALT05
Course Type	THEORY
Credits	2
Marks	100

General Objective:

To enable the students to understand various key elements of film production and to encourage the students to appreciate aesthetics of regional, national and international films.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Analyze, and evaluate the basics of Society how media systems are integrated and shaped by larger systems of power and cultural understanding.
CO-2	Remember and understands critical tools to explore the Culture how non-dominant groups including women
CO-3	Analyze and apply a meaningful understanding of the Characteristics of Culture and how inequality of access combined with the proliferation of platforms influence social perceptions and interaction
CO-4	Apply and evaluate about issues of Media and Cultural Implications and its impact on race
CO-5	Apply, analyze and restate the significance of Media Literacy of those representations, the role of those representations in the reproduction of inequality and how those representations have changed over time.

UNIT I: SOCIETY

11 Hrs

The definitions of society

Central issues for understanding society

Essential elements of society

Extra Reading/ Key word: Defining society, understanding society

UNIT II: CULTURE

14 Hrs

Understanding culture

Western approach to culture

Concept of culture

Cross cultural status barriers

Manifestations of culture

Layers of culture

Extra Reading/ Key word: Approaches and Manifestations of Culture

UNIT III: CHARACTERISTICS OF CULTURE

13 Hrs

Elements of culture

Community studies and cultural studies

Types of culture

Identifying sub culture

Sub culture relationship with mainstream culture

Pop culture

Theory of cultural determinism

Extra Reading/ Key word: Cultural studies, different types of cultures

UNIT IV: MEDIA AND CULTURAL IMPLICATIONS

11 Hrs

The Media as agents of cultural decline

Role of media in shaping youth culture

Media violence and youth

Influence of media on Teen sexual culture

Media and Food culture

Influence of Advertising

Consequences of Globalization

Cultural invasion

Consumerist culture

Imbalance in Media use

Cyber media technologies and changing culture

Extra Reading/ Key word: Influence of media on society, Cultural invasion, Impact of cyber media technologies

UNIT V: MEDIA LITERACY**11 Hrs**

Media Literacy– an overview

Media production

Media Language – Media representation –Media Audience – Media Manipulation

Media education in the globalised world

Importance of regulating youth exposure to media.

Extra Reading/ Key word: Media production and literacy

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

Course Outcomes (CO):**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the students will learn how to use relevant ‘academic’ language to discuss the role of media in everyday life	PSO 1	R, U
CO-2	Demonstrate and explain the relationships between media representations and cultures and societies, examining how forms of media function	PSO 2	R
CO-3	Construct and develop the origin, structure and effects of contemporary mass media, students study the relations between how the mass media shape culture and social life, and how cultural and structural forces shape the mass media in return.	PSO 2	U
CO-4	Discover and distinguish major issues, key theories and perspectives related to the mass media.	PSO 3	R
CO-5	Indicate and discuss media literacy and its reach among rural society	PSO 4	An
CO-6	Indicate and discuss media literacy and its reach among rural society	PSO4	An

PRESCRIBED TEXT

Gupta Om – Media, Society and Culture, Isha Book, Delhi (2006)

BOOKS FOR REFERENCE

BaranJ.Stanley – Introduction to Mass Communication Media Literacy and Culture,
McGraw Hill, (2002).

Singh J.K. –Media Culture and Communication, Mangal Deep Publication, Jaipur, (2002)

Neuzil Mark, Kavazil William – Mass Media and Environmental Conflict, Sage Publication,
New Delhi, (1996). 4. William, Raymonds ,A Vocabulary of Culture and Society, Routledge,
London (2002)**Chakrabarty**, Bidyut ,Indian Politics and Society since Independence,
Routledge, New Delhi, (2007).

HOLY CROSS COLLEGE (AUTONOMOUS)
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
II B.SC VISUAL COMMUNICATION
SEMESTER -IV

Course Title	ALLIED 6- COMPUTER GRAPHICS 1
Total Hours	60
Hours/Week	4
Code	U15VC4AOP06
Course Type	PRACTICAL
Credits	3
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:

The Learner will be able to

CO No.	Course Objectives
CO-1	understand the introduction to computer graphics and draw in MS paint 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 Photoshop CS for image manipulation and web designing.
CO-4	Apply and create in Adobe Photoshop 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

14Hrs

Introduction to the software used for Graphic Design-vector and Raster image.
Vector files sizes and format. 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

13Hrs

Introduction -Illustrator Documents, Artboard, Navigation, working with Vectors, User Interface, Settings.
Working with Objects- Basic Shapes, Transformation, Combining Shapes, Organising Objects, Selection Techniques.
Appearance of Objects- Stroke Setting, Swatches, Gradients ,Appearance panel, Effects.
Drawing- Basic Drawing Tools, Pen Tool, Symmetrical drawing , concentric drawing techniques, manual tracing techniques and brushes.
Image- how to work with image
Type- Character and paragraph formatting, text styles, Type on path and shapes, Wrap text, 3D type. Introduction to advanced techniques.
Extra reading /Key words: Tools,Objects,Image,Type,Text

UNIT III: INTRODUCTION TO ADOBE PHOTOSHOP

14Hrs

Introduction to Raster graphics ,Image size and types of images
Advantages and disadvantages of raster graphics .
Importance of Raster Graphics and compression in the web medium
Layers- How to use basic navigation, Enhance colors.
Image Manipulation techniques
Methods to design using Shapes and Text.
Layer styles, Cropping, Selections and masking, Filters, Smart Objects, Transform And Distort, Retouching, Blending Modes, visual Styles, Art boards, Color modes and Resolution, Brushes, Shadows, How to export files in different format.
Extra reading /Key words: Image Retouching, Tools, Shapes

UNIT IV: COMMERCIAL DESIGNING

10Hrs

Design a „logo“ with monogram / pictorial / single color / multi color for an Commercial organization (minimum 3 exercises)
Design „Front Cover“ for a Magazine/ Book (minimum 3 exercises)
Design „Poster“ for a College Cultural (minimum 3 exercises)
Design „Danglers“ & „Paper Ads“ with Column, ¼ Page, ½ Page & Full Page (minimum 3 exercises each)
Design a Web banner and Web Page
Create a collage poster, Design Flyers
Extra reading /Key words: Design, Webpage, Web Banner, Poster

UNIT V: PRACTICAL

9Hrs

Project Work

Extra reading /Key words: Illustrator and Photoshop software

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	Recognize and Relate critical and aesthetic issues within computer graphics and the mixed media.	PSO 1	R, U
CO-2	Estimate proficiency with industrial applications to visual communication related technologies	PSO 2	R
CO-3	Demonstrate professionalism through creative and intellectual independence. (Professionalism)	PSO 2	U
CO-4	Identify and describe the major functions of Photoshop CS4.	PSO 3	R
CO-5	Create Special Effects with the help of digital design.	PSO 4	An
CO- 6	Create layouts for web pages, paper adverts, brochures, cd covers, package to communicate effectively in ways appropriate to the discipline, audience and purpose.	PSO 4	An

TEXT BOOKS

Ted Alspach and Kelly L. Murdock: Illustrator 10 Bible Hungry Minds Inc., New York.

Gregory Georges: Photoshop Ver(8) CS Professional Tricks and Techniques, Unique Colour Carton Offset Printers, New Delhi-4

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

BOOK FOR REFERENCE

Keys. J (2000). The Ultimate Multimedia Handbook, Second Edition, Mc Graw Hill, New York

Jennifer Alspach and Linda Richards (2000). Teach Yourself Photoshop, Second Edition, IDG Books, New Delhi

(For candidates admitted from June 2020- 2021 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPALLI-2
SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION
SECOND YEAR : SEMESTER - IV

Course Title	NON MAJOR ELECTIVE 2 - FOLK ARTS
Total Hours	60
Hours/Week	3
Code	U20VC4NMT02
Course Type	THEORY
Credits	3
Marks	100

General Objective :

To stimulate the students towards traditional activities of Indian arts and forms and make them to perform with updated concept.

Course Objectives:

The Learner will be able to

CO.NO	Course Objectives
CO-1	Remember and understand the meaning of the words 'folklore and folk arts'
CO-2	Understand the history and features of Therukoothu and Kaniyankoothu
CO-3	Analyse the purpose of puppet performing arts
CO-4	Understand and analyse the folk performing theories and ideology
CO-5	Understand and evaluate the folk music of percussion instruments, folk songs, paraiyattam, periyamelam

UNIT 1 - INTRODUCTION TO FOLK ARTS

12HRS

Definition of folklore and folk arts, characteristics of folk arts, List of performing arts of Tamil Nadu.

Extra reading/Key words: folklore, indigenous, culture and heritage

UNIT 2 - FOLK THEATRE PERFORMANCE**12HRS**

History of Indian theatre, Features of Therukoothu and Kaniyankoothu

Extra reading/Key words: Natyashashtra, Rituals, preservation, magudam instrument.

UNIT -3 PUPPET PERFORMING ARTS AND MARTIAL ARTS**12HRS**

Purpose of puppet performing arts, Characteristics of Tholpavaikoothu, Silambattam

Extra reading/Key words: Puppet shows, Performers, background works

UNIT - 4 FOLK PERFORMING THEORIES AND IDEOLOGY**12HRS**

Society, Culture, Caste and Religion, Sulerzhitsky and Stanislavsky Technique 'Spiritual Realism' or method of acting or system.

Extra reading/Key words: realism, acting, audience, prosineum theatre

UNIT - 5 FOLK MUSIC**12HRS**

Types of percussion instruments, Folk songs, Paraiyattam, Periya melam.

Extra reading/Key words: Thavil, Nayanam, Thudumbu, Thamukku

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the meaning of the words 'folklore and folk arts'	PSO 1	U
CO-2	Describe the history and features of Therukoothu and Kaniyankoothu	PSO 2	R
CO-3	Discuss and analyze the purpose of puppet performing arts	PSO 2	An
CO-4	Evaluate and analyse the folk performing theories and ideology	PSO 3	R, C
CO-5	Analyse the folk music of percussion instruments, folk songs	PSO 4	An,Ap

BOOKS FOR REFERENCE :

Robert Leach, Theatre Studies - The Basics, Routledge Taylor & Francis Group, London And New York, 2008,

M.L. Varadpande, History of Indian Theatre, Loke Ranga Panorama of Indian Folk Theatre. Abhinav Publications, India 1992.

Bharata - Muni, Manmohan Ghosh (Translator), The Natyashastra, Asiatic Society of Bengal, Calcutta, 1951.

Nanditha Krishna, Folk Arts of Tamil Nadu, The C.P. Ramaswami Aiyar Foundation, Chennai 2006.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
UG COURSE PATTERN
B.SC IIIRD YEAR
(For candidates admitted from June 2021-2022 onwards)

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
V	III	Major Core-7	Script Writing	U15VC5MCT07	5	4	100
		Major Core -8	Visual Analysis Tools	U15VC5MCT08	5	4	100
		Major Core-9	Public Relations	U15VC5MCT09	5	4	100
		Major Core-10	Women and Media	U15VC5MCT10	5	4	100
		Major Elective-2	Television Production(Practical) / Computer Graphics-II(Practical)	U15VC5MEP02 / U15VC5MEP03	5	5	100
	IV	Non Major Elective-1	Basics of Advertising	U15VC5NMT01	2	2	100
		Skill-Based Elective- 4	Online Course	U19OL4SBT04	2	2	100
		Value Education	Ethics III/ Bible studies III/ Catechism II	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1		100
			Internship/Field Work/Field Project 30 hours- Extra Credit	U18SP5ECC05/ U18SP5ECC02	-	2	100
	Total					30	25
VI	III	Major Core-11	Studio Agency Internship (Practical)	U15VC6MCP11	6	5	100
		Major Core -12	Project (Practical)	U15VC6MCP12	6	5	100
		Major Core-13	Portfolio (Practical)	U15VC6MCP13	6	5	100
		Main Elective-3	Media Writing Skills	U15VC6MET03/	5	5	100

		Non Major Elective-2	Human Communication	U15VC6NMT02	2	2	100
	IV	Skill-Based Elective- 5	News Production(Theory cum practical)	U15VC6SBP05	2	2	100
		Skill-Based Elective-6	SBE 6-Project (Theory cum practical) Research Methodology	U15DS6SBT06	2	2	100
	V	Extension Activity	RESCAPES- Impact study of Projects	V15RE6ETF01	1	-	100
		Internship/Field Work/Field Project 30 hours - Extra Credit		U18SP6ECC06/ U18SP6ECC02		2	100
Total					30	27	800

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –V

Course Title	MAJOR CORE 7 – SCRIPT WRITING
Total Hours	75
Hours/Week	5
Code	U15VC5MCT07
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable the students to learn the skills and knowledge in a range of writing and editing techniques required of the professional writer of short scripts for a big and small screen.

Course Objectives:

The Learner will be able to

CO.No	Course Objectives
CO-1	Remember and understand the need of script and style which are the core fundamentals in writing script for the Television, Radio and Film.
CO-2	Analyze, evaluate and create the writing style and formats of script for various types of Advertisements through learning different styles and formats of script writing.
CO-3	Apply, evaluate, and create the knowledge of Documentaries through learningskills and techniques which are needed to create an effective script for film and video.
CO-4	Apply, evaluate and create a Script for Films anddeveloping knowledge of writing script for a feature movie as individual.
CO-5	Analyze, apply, and create a script formats for New Media through learning various techniques and paying particular attention to web writing.

UNIT I: INTRODUCTION TO SCRIPT AND STYLE

15Hrs

Visualization- definition & concept

Framing & composition; Principles of script writing & creative writing

Script formats- concept & types

Idea generation- source & innovative

Elements of script: Characteristics of script.

Writing for Television & Radio- Characteristics
Types- news stories, chat show, talk show & reality show
Current Contours: *Screenplay, save cat.*

UNIT II: ADVERTISEMENTS – WRITING STYLE AND FORMATS **15Hrs**

Writing for Advertising (TV & Radio)
Understanding product, basic research, demographic appeals, idea generation
Types of advertising- commercial, PSA & corporate films
Advertising script format- concept, USP, target audience, creative copy & storyboard
Extra Readings /key words: clapper board, Directories, transit

UNIT III: DOCUMENTARIES **15Hrs**

Writing for Documentary- docudrama
Educational Television, mockumentary, ethnographic films
Basic research; Characteristics of documentary
Documentary structure; Documentary synopsis;
Documentary Script Format- concept & research
Elements of documentary script- visual & sound;
Story Elements- writing visually, narration & commentary.
Extra Readings /key words: The demo

UNIT IV: FEATURE FILM **15Hrs**

Writing for Feature Film & Short film- basics
Themes- concept, slug line & planning of story
Three Act Structure; Plot Development- main plot & sub plot
Characters- main, supportive & atmosphere characters
First Draft, screenplay, dialogue, script breakdown, final draft, shooting script.
Extra Readings /key words: Parody or borrowed format

UNIT V: NEW MEDIA **15Hrs**

New media- Definition & Introduction
Characteristics of New Media; New Media technology-
Internet & its history; New Media Communication Revolution-
Email to E-marketing; Digital Divide
Introduction to Information and Communication Technology; Media Convergences; New Media and
its impact
Extra Readings /key words: collaboration software, E-Zines, web copy.

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the importance of the techniques, formats and style of story breakdowns, outlines, treatments, and screenplays.	PSO 1	R, U
CO-2	Identify current trends and major practitioners of the screenwriting craft.	PSO 2	R
CO-3	Describe and appreciate the importance role of screenwriters and others in the industry, and how to present screenplays.	PSO 2	U
CO-4	Illustrate and prepare full-length script for student movie with the specific budget.	PSO 3	R
CO-5	Analyze and evaluate the perspective of advertisement and its feature its context, form, genre, medium, audience and purpose of script.	PSO 4	An
CO - 6	Evaluate the purpose writing for mass media and create theme based movie.	PSO 4	An

TEXT BOOKS:

Hilliard L. Robert- Writing for television, Radio and News Media

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

Terry Flew (2011). New Media: An Introduction, First Edition, Oxford Press, London 2. Alex Newson (2009). Blogging and other Social Media, First Edition, Gower Publishing Limited, England

BOOKS FOR REFERENCE:

Stovall, Glenn – Writing for mass media valladares,

Milton, Shirley – Creative Connections (1999)

Jill Dick, Writing for Magazines, A and C Black, London, 1996

Barrie Oxford (2001). New media and Politics, Second Edition, Sage Publications, New Delhi

Charlie Moritz (2001). Scriptwriting for the Screen, Second Edition, Routledge, USA

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –V

Course Title	MAJOR CORE 8 – VISUAL ANALYSIS TOOL
Total Hours	75
Hours/Week	5
Code	U15VC5MCT08
Course Type	THEORY
Credits	4
Marks	100

Course Objectives:

The Learner will be able to

CO.No	Course Objectives
CO-1	Remember, understand, analyse and apply the signs, codes and semiotics of the television medium.
CO-2	Remember, understand and analyse the portrayals of women in different form of medium.
CO-3	Remember, understand and analyse the symbols, dreams and interpretations which connects in the psychoanalysis
CO-4	Understand, analyse, apply and create the concepts with the help of content analysis
CO-5	Understand, analyse and apply the interpretations of print advertisement

UNIT I: SEMIOTIC ANALYSIS

15Hrs

A history of subject

The problem of meaning

Signs-Signs and truth

Language and speaking

Connotation and denotation

Systematic analysis-Paradigmatic analysis

Metaphor and metonymy

Codes

Semiotics of the television medium

Extra Readings /key words: interpretative content analysis

UNIT II: FEMINIST ANALYSIS**15Hrs**

Portrayal of Women in Media-Portrayal of women in News Media

Male gaze-Male domination

Women Marginalization in the Media

False consciousness

The consumer society (Targeting Women as Consumers)

*Extra Readings /key words: sexual object, stereotypes***UNIT III: PSYCHOANALYTIC CRITICISM 15Hrs**

The unconscious

Sexuality-The Oedipus complex

Symbols-Defense mechanisms-Dreams

Aggression and guilt

Psychoanalytic analysis of media: a cautionary note

Jungian psychoanalytic theory

*Extra Readings /key words: Sigmund Freud, Electra complex***UNIT IV: SOCIOLOGICAL ANALYSIS****15Hrs**

Some basic concepts

Uses and gratifications

Content analysis

*Extra Readings /key words: social learning theory***UNIT V: INTERPRETATIONS OF PRINT ADVERTISEMENT****15Hrs**

Sign in Signs: a premier on applied semiotics

The maiden in paradise: a case study

Psychoanalysis aspects of the text

An aside of moisturizers and anxiety

Final comments on perfume and anxiety

Commercials and anxiety

*Extra Readings /key words: psychology behind ads***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 signs, codes and semiotics of the television	PSO 1	R, U
CO-2	Analyse the stereotypes of women in advertisements	PSO 2	R
CO-3	Identify and apply the symbols, codes and interpretations used in the print advertisement	PSO 2	U
CO-4	Identify and apply the semiotic concepts in television texts	PSO 3	R
CO-5	Test content analysis for visual advertisements	PSO 4	An
CO- 6	Criticize prepare the case study for given advertisements	PSO 4	An

TEXT BOOK:

Berger, Arthur Asa – Media Analysis Techniques, Sage publisher's, (2002)

BOOKS FOR REFERENCE:

Bignell, Jonathan, Media Semiotics, Routledge, London (2002)

Leewen and Jewitt Carey – Handbook of Visual Analysis, Sage Publication, New Delhi, (2001)

Carey, Jewitt – The Handbook of Visual Analysis, Himalaya publishers.(1999)

Leewen , Thompson,– Introducing Social Semiotics, Routledge, London (2001)

Rose, Gillian, Visual Methodologies: An Introduction, Amazon publishers (2006)

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –V

Course Title	MAJOR CORE 9 – PUBLIC RELATIONS
Total Hours	75
Hours/Week	5
Code	U15VC5MCT09
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable the students to establish effective public relations with different departments of an Organization and equip the students to become effective PROs

Course Objectives:

The Learner will be able to

CO.No	Course Objectives
CO-1	Understand, state, asses and identify of all the aspects of Public Relation in introduction.
CO-2	Define and explain the responsibilities, characteristics and propaganda of Public Relation in government and private sector.
CO-3	Identify, develop and assume the public relation techniques in various organs of media through public relation networks.
CO-4	Find, list and assess the demographic of audience to budget and conduct the public relation campaign.
CO-5	Recall, identify and write the various types of letters for various types of communication

UNIT I: PUBLIC RELATIONS: INTRODUCTION

15 Hrs

PR definition

History of PR

Types of PR jobs

Activities of PR

Role of PR Elements of PR–

Scope of PR

Extra Reading /Key words: Tools and Techniques, PR specialists

UNIT II: UNDERSTANDING PUBLIC RELATIONS

15 Hrs

Who is a PRO?

Duties of a PRO

Characteristics of a PRO

Responsibilities of a PRO

PR and communication skills

PR – government and private sector

Propaganda – definition and types

Attitudes and opinions.

Extra Reading /Key words: Propaganda, Enigma of public relation

UNIT III: GENERAL PRACTISE

15 Hrs

Understanding the media

News releases

Media alerts

Broadcast media

PSAs

Direct mail

Do and don't's of PR

Extra Reading /Key words: Press conference, Press kits

UNIT IV: PR CAMPAIGN

15 Hrs

Audience

demographics and medium

Budget

Plan

Implement

Effectiveness

Extra Reading /Key words: Mass Audience, Budget, Campaign.

UNIT V: WRITING FOR PUBLIC RELATIONS

15 Hrs

Writing news releases

Brochures, pamphlets

Letters

Handouts

Oral presentations

Company publications

Write for company relation.

Extra Reading /Key words: Write ups, Company communication

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 state the public relations	PSO 1	R, U
CO-2	Review elocution of PR	PSO 2	R
CO-3	Analyze the public opinion and how it affects PR	PSO 2	U
CO-4	Discuss the importance of ethics in PR	PSO 3	R
CO-5	Co-ordinate and contribute to the planning of PR activities	PSO 4	An
CO -6	Apply basic PR theories and principles to practice	PSO2	An

TEXT BOOK:

Lesley, Philip – Handbook of Public Relations and communications .Jaico publication New Delhi (2002)

BOOKS FOR REFERENCE:

Anuja B.N, Chhabra, S.S – Advertising and Public Relations, Sage Publication, NewDelhi (1998)

Deepak Nayyar, ABD publishing, Chennai, (1998)

Gupta, O.M – Basic aspects of Media Writing., Rupa Publishers, New Delhi (2002)

PrabhakarNaval,BasuNarendra Public Relations strategies and concepts, AjaiVarma for common wealth 2007.

Shelburne Merry, Effective Public Relations Atomic Dog Publishing, USA 2003.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –V

Course Title	MAJOR CORE 10 – WOMEN AND MEDIA
Total Hours	75
Hours/Week	5
Code	U15VC5MCT10
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To empower the students to explore the effects of media images on the construction of identities, especially gender and how much of our sense of self is contrasted and compared to popular media images.

Course Objectives:

The Learner will be able to

CO.No	Course Objectives
CO-1	Understand and analyse the status of women in Vedic society, Colonial Period &Mughal Era.
CO-2	Understand and critically analyze women issues in the society
CO-3	Analyze feminism types and its history and evaluate the field works of contemporary feminists in Tamilnadu
CO-4	Critically analyze the opportunities and challenges of women in Mass Communication
CO-5	Analyze challenges faced by women in Media and evaluate issues.

UNIT I: STATUS OF WOMEN IN SOCIETY

18Hrs

Women in Vedic era

Women in Colonial period

Women in Mughal Era

Status of women in emerging India

Case studies

Extra reading /Key words: *Property rights of women in different era, Position in the society*

UNIT II: WOMEN'S ISSUES**18Hrs**

Gender gap and gender bias
Patriarchy and patriarchal society
Male and female migration
Different types of Violence against women
Difficulties faced by Women in labor force
Problems of career women
Domestic Violence

Extra reading /Key words: *Wage system, Violence in Working place, Harassment*

UNIT III: FEMINISM IN INDIA**19Hrs**

Feminism: History, Types of Feminism
Eco Feminism and Eco feminists move
Contemporary Feminists in India
Radical Feminist Activist in India
Working Women's day History

Extra reading /Key words: *Three waves of feminism, Chipko movement*

UNIT IV: STATUS OF WOMEN IN MASS COMMUNICATION INDUSTRY 17Hrs

The progress of women in Journalistic workforce
Women's Employment and status in the Print Media
Place of women in the broadcast industry
Women in public relations: feminist perspectives

Extra reading /Key words: *Wage differentiation, Male domination*

UNIT V: WOMEN IN MEDIA**18Hrs**

Women in Television
Women in Journalism
Women in Radio
Women in Films
Women in Advertisements
Women in Alternative media

Extra reading /Key words: *Empowerment, Portrayal of women, 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	Recall Women's Position in the Pre Independent India	PSO 1	R, U
CO-2	Discuss the Case Studies of domestic Violence	PSO 2	R
CO-3	Discuss Bharathiyar and Periyar,s Contribution in women Education	PSO 2	U
CO-4	Discuss Clara Zetkin and Rosa Luxemberk,s work	PSO 3	R
CO-5	Question women's rights	PSO 4	An
CO- 6	Solve women's problem in the society	PSO 4	An

TEXT BOOK:

Bathula, Sonia (1998), Women Democracy and the Media, sage publications, New Delhi.

BOOK FOR REFERENCES

Carter, Cynthia & Steiner, Linda.(2004). (Eds.).Critical Readings: Media and Gender.Open University Press, Maidenhead, England

Gauntlett, David. (2002) Media, Gender and Identity: Introduction, Routledge, New York

Lorber, Judith. (2000). Gender and the Social Construction of Illness. Altamira Press,Walnut Creek, CA

Creedon , Pam L., (2002) Women in Mass Communication, Sage ,Beverly Hills, CA;

Dines, Gail and Jean M. Humez, eds. (1995).Gender, Race and Class in Media: A Text-Reader.Sage Publications, Thousand Oaks, California.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –V

Course Title	MAJOR ELECTIVE 2 – TELEVISION PRODUCTION
Total Hours	75
Hours/Week	5
Code	U15VC5MEP02
Course Type	THEORY CUM PRACTICAL
Credits	5
Marks	100

General Objective:

The course is designed for those students who want to learn to make films and television programmes in a range of different formats and genres, using the most up to date industry standard technologies.

Course Objectives (CO):

The Learner will be able to

CO No.	Course Objectives
CO-1	Understand and Evaluate the History of Television-I with the Disk, Cassettes.
CO-2	Analyze and Experience History of Television-II with the various cables, jacks, and plugs in common use.
CO-3	Understand and evaluate the Pre-Production on basic camera moves and compositions.
CO-4	Analyze, apply and evaluate of Production with the definitions of basic media production terminology.
CO-5	Criticize and decide Post-Production with the variety of microphones under various conditions, and audio tape recorders/players along with compact discs, monitors, and headsets.

UNIT I: HISTORY OF TELEVISION – I

17 Hrs

Global and Indian scenario

Types of Broad casting –Terrestrial, Satellite broadcasting, Cable television and DTH;

Black and white TV –

Colour TV –Colour systems

VHS and other formats, Analog and digital TV– HDTV and other formats

Extra Reading/ Key word: History of Television, Cable and satellite television

UNIT II:PRE PRODUCTION –I**18 Hrs**

Research and planning; (Short film or Documentary)

Budgeting and Scheduling

Principles of Script writing, Creative writing,

Script Formats, Story Board, Screen Play- Characterization

*Extra Reading/ Key word: Pre-works, Budgeting, Scheduling***UNIT III: PRE–PRODUCTION- II**

Overview of direction

Selection of cast, Costumes

Art Direction - Locations, Set designs

Indoor / outdoor sets

Blue matte

19 Hrs

*Extra Reading/ Key word: Cassettes, Microphones, Technical equipments***UNIT IV: PRODUCTION (Shooting Process)****19****Hrs**

Camera techniques and operations

Types of Camera- Video formats

Framing, Shots & Movements, angles

Lighting techniques

Audio & Video Recording Formats

Interviews and anchoring , acting

*Extra Reading/ Key word: Cassettes, Microphones, Technical equipments***UNIT V: POST – PRODUCTION****17 Hrs**

Log sheet and selecting the shotss

Rewriting the scripts

Editing techniques –Editing procedure – Types of Editing

Dubbing, Synchronizing of Video And Audio

Special effects –Titles and sub–titles

Brochures and covers– Publicity

*Extra Reading/ Key word: Post works, Editing techniques, Visual effects, Broachers, Pamphlets***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and restate basic understanding of video switchers, character generators and audio mixers.	PSO 1	R, U
CO-2	Classify and compare basic understanding of the operations of lighting equipment and 3-point lighting.	PSO 2	R
CO-3	Outline and relate an elementary ability to coordinate (direct) a video production which involves giving commands to a crew (which includes camera persons, VTR, technical direction, floor manager, talent, lighting, audio, etc.).	PSO 2	U
CO-4	Organize and plan an elementary understanding of editing.	PSO 3	R
CO-5	Illustrate an elementary ability to coordinate (direct) a video production.	PSO 4	An
CO-5	Indicate and discuss the string of basic shots into a meaningful sequence	PSO 4	An

TEXT BOOK:

Herbert Zett I: Television production handbook, Wadsworth Publication, New York (2003)

BOOKS FOR REFERENCE:

Gorham Kindem, Robert B. Musburger: Introduction to Media Production, Focal Press, UK, 2005

Steven Ascher& Edward Pincus: The Filmmakers HandBook, Penguin Group Publication,USA, 1984.

Holly. J. Allen: Video Basics Zettc Publishers, USA, 2004.

Whittaker, Ron: Television Production, Mayfield Publishing (1993)

Lewis, Colby: The TV Director/Interpreter. Communication Arts Books, New York (1968)

Mathias: Harry Electronic Cinematography, Wadsworth Publishing Co., Belmont, California (1985)

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –V

Course Title	MAJOR ELECTIVE – 2 COMPUTER GRAPHICS II
Total Hours	75
Hours/Week	5
Code	U15VC5MEP03
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

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

Course Objective (CO):

The learner will be able to

CO. No.	Course Objectives
CO-1	Understand and create to apply layer effects and filters to create special effects.
CO-2	Analyze and create the components of the Photoshop workspace and Adobe Bridge Define image size, resolution, and colour modes.
CO-3	Apply to utilize tweens and articulated motions with inverse kinematics to morph shapes. Design, create, and edit a flash- based navigation menus and interactive movies.
CO-4	Analyze to Publish flash movies in numerous formats and contexts in a professional and web friendly manner.
CO-5	Understand and evaluate the basic functionality, features and principles behind 3d Max Design.

UNIT I: ADOBE PHOTOSHOP CS

15Hrs

Introduction – Image Essentials

Photoshop Basics – Tools and Panels - Try all tools on images

Working with Layers -Creating multiple layers for one image

Channels and Masks -Adding effects to the images and masking parts of the image

Retouching- Using retouching tools, blur, masks, dodge and burn

Selection and Cut outs - Cutting out objects or people from the images and placing them on other backgrounds

Photo Manipulation - Cutting out, placing on new backgrounds, adding appropriate shadows and lightning effects to the image, creating new concepts of the images.

Extra Readings /key words: cinimograph

UNIT II: ADVANCED ADOBE PHOTOSHOP

15Hrs

Basic features and tools of Photoshop
Image editing and manipulation techniques
Creating original graphics
Fundamentals of Web design
How to prepare and process photos for the Web
Extra Readings /key words: colour grid effect, Prisma app

UNIT III: ADOBE FLASH 8

16Hrs

Creating a Flash Document - Reviewing the Interface
Creating Shapes - Using the Primitive Tools
Drawing with Pen, Pencil and Line Tools - Editing Shapes
Using the Selection Tools - Managing Colour and Gradients
Extra Readings /key words: Moho software

UNIT IV: ADVANCED ADOBE FLASH

14Hrs

Importing Files - Managing the Workspace
Creating Rectangles - Using a Gradient Fill
Making Selections - Drawing Ovals
Creating a Simple Animation - Working with Lines
Manipulating Objects - Masking Objects
Creating and Editing Symbols - Getting Started with Motion Presets
Extra Readings /key words: Animate CC

UNIT V: 3D MAX

15Hrs

Creating and Editing Primitive Objects - Selecting Objects and Using Layers Transforming Objects, Pivoting, Aligning.
Snapping Cloning Objects
Creating Object Arrays Adding effects to objects.
2D SHAPES - Drawing, Editing and adding 2D Splines, Segments and Vertex
Convert from 2D to 3D - Bevel Extrude Bevel profile Lathe sweep.
Modelling 3D Accessing Sub objects and Modifiers - Using the Modifier Stack - Using Subdivision Surface
Modelling with Polygons - Editable poly
Working with Compound Objects - Booleans – Pro Boolean Operations - Lofts
Extra Readings /key words: 3D Modelling

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 several Flash tools and tactics learned throughout the course to produce an interactive flash based website.	PSO 1	R, U
CO-2	Demonstrate the ability to effectively utilize the timeline and motion tween affects to produce animation.	PSO 2	R
CO-3	Design layouts for web pages, Paper Adverts, Broachers, CD Covers, and Package Designing	PSO 2	U
CO-4	Invent a high quality work portfolio.	PSO 3	R
CO-5	Demonstrate proficiency with 2d and 3d a short movie for 10mits.	PSO 4	An
CO- 6	Demonstrate proficiency with 2d and 3d a short movie for 10mits.	PSO 4	An

BOOKS FOR REFERENCE

Gregory Georges: Photoshop Ver CS Professional Tricks and Techniques, Unique Colour Carton Offset Printers, New Delhi-4

Kelly L. Murdock: 3dxMax 8 Bible, Sunny Offset Printers, Delhi.

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

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

Nick vandome, Flash MX in easy steps, Himachal Impressions, New Delhi, 2003.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –V

Course Title	NON MAJOR ELECTIVE I –BASICS OF ADVERTISING
Total Hours	30
Hours/Week	2
Code	U15VC5NMT01
Course Type	THEORY
Credits	2
Marks	100

General Objective:

To understand the basics skills and techniques involved in producing advertisements and to provide basics training in the advertising industry.

Course Objectives (CO):

The learner will be able to

CO. No.	Course Objectives
CO-1	Remember, Understand and evaluate the benefits, roles and types of advertising in the India.
CO-2	Understand and analyze the target audience in the advertising market industry.
CO-3	Comprehend and evaluate the process of designing and advertising with the use of visualization, copywriting and photography.
CO-4	Remember and understand the advertising and the society
CO-5	Prepare and creates assignments for print, radio and tv ads.

UNIT I: INTRODUCTION TO ADVERTISING

6 Hrs

Advertising definition - History of advertising
Benefits of advertising
Ads in India
Role of advertising - Types of ads
Extra Readings /key words: Infomercials, Branding

UNIT II: ADVERTISING AND MARKETING

6 Hrs

Target audience - Market segmentation
Types of market segmentation - Sales promotion
Ad campaign - Rules for making Ad campaign
Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments

UNIT III: THE PROCESS OF DESIGNING AN AD**6 Hrs**

Visualization - Copywriting

Photography

The final output

*Extra Readings /key words: Artwork, Brand awareness***UNIT IV: ADVERTISING AND SOCIETY****6 Hrs**

Social aspects - Current issues

Commercialism in advertising

Advertising and children - Advertising and women

Ethics

*Extra Readings /key words: complex levels, Consumer Behavior and Culture***UNIT V: PRACTICALS****6 Hrs**

Practical assignments in advertising

Preparation of print and Radio ad - Preparing ads for specific target Group

*Extra Readings /key words: PSA, AD campaigns***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 needs of advertising and benefits of advertising in India	PSO 1	R, U
CO-2	Prepare and create print ads for soap product	PSO 2	R
CO-3	Analyze the portrayal of women in Advertisements	PSO 2	U
CO-4	Compose a PSA for radio	PSO 3	R
CO-5	Justify the ethics for Indian advertisements	PSO 4	An
CO- 6	Criticize the current issues in advertising	PSO 4	An

PRESCRIBED TEXT

Chunnawalla. S .A Selthia K.C – Foundation of Advertising –theory and Practice, Himalaya Publication, Mumbai (2000)

BOOKS FOR REFERENCE

Dennis – The Advertising Handbook (2000), Philip Kent Publishers, New Delhi (2000)

June.A.Valladaves, the Craft of Copywriting, Sage publication, New Delhi (2001)

Jefkins, Frank – Advertising made simple, Jaico Publication, New Delhi (2002)

Kotler, Philip – Marketing Management, Ruggles Publishers, USA (1980)

J.V.Vilaniliam, Advertising basics, Sage publication, New Delhi (2000)

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –V

Course Title	MAJOR CORE 11 – STUDIO AGENCY INTERNSHIP
Total Hours	90
Hours/Week	6
Code	U15VC6MCP11
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

The aim of this course is to use the internship experience to enable students to develop their industrial skills and practice.

Content:

- For period of two months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –VI

Course Title	MAJOR CORE 12 – PROJECT
Total Hours	90
Hours/Week	6
Code	U15VC6MCP12
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

- To demonstrate the students competence in a chosen area of specialization, with a view of gaining a placement in the media industry.

Content:

- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- Plan and implement her project
- Conduct research related to her topic
- Present her project for evaluation by media professionals.
- Viva voce will complete the process of evaluation.

Outcome:

Produce an innovative work in his/her area of specialization under the mentorship of a faculty member.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –VI

Course Title	MAJOR CORE 13 – PORT FOLIO
Total Hours	90
Hours/Week	6
Code	U15VC6MCP13
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

- To provide students with a basic understanding of the role media professionals through the production and examination of their production work
- To encourage the development of a personal approach in creating and understanding art through a continuous exploration of their work.

Contents:

Students will be expected to:

- demonstrate an understanding and mastery of multiple art mediums, skills, and techniques
- develop art related concepts and skills that are meaningful in terms of personal, societal, and cultural importance
- solve formal and technical problems in studio art practice
- produce works of art that exhibit their creativity and sensitivity through individual exploration
- express ideas in visual (art production), oral (group & individual critique sessions) and written (artist's statements, journal entries, and reaction papers) forms of how art-making is an ongoing process.

Research Work – Students will be expected to understand and interpret the meaning and significance of art as a form of cultural and personal expression

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –VI

Course Title	MAIN ELECTIVE 3 – MEDIA WRITING SKILLS
Total Hours	75
Hours/Week	5
Code	U15VC6MET03
Course Type	THEORY
Credits	5
Marks	100

General Objective:

To enable the students to write effectively for various media and to enable the students to learn techniques and rules of good writing and apply it while writing.

Course Objectives (CO):

The learner will be able to

CO.NO	Course Objectives
CO-1	Remember and understand the rhetorical effectiveness of Writing in a Media Environment for a range of different examples of media writing
CO-2	Apply, create and evaluate own work competence for Writing for Print in producing a general prose style appropriate for media communication across a range of prose genres;
CO-3	Understand and evaluate for Writing for Broadcast an introductory level, theoretical considerations such as rhetoric, the relationship between print media and democracy, the ethics and practice of public relations, and audience analysis;
CO-4	Analyze and create the execution of their Writing Advertisement Copy for some evidence of a basic awareness of audience, and of theoretical considerations of print media.
CO-5	Analyze, apply and evaluate the Application for planning, editing and revising their own and others' writing in order to enhance and develop written communication skills.

UNIT I: WRITING IN A MEDIA ENVIRONMENT

15 Hrs

News values – Gathering news – Sources: observation, stored sources

Interviewing; techniques and types

Importance of accuracy

Deadlines

Ethical considerations

Extra Reading/ Key word: News values, Deadlines in media

UNIT II: WRITING FOR PRINT**15 Hrs**

Characteristics of news stories

Inverted pyramid structure

Lead paragraph

Developing the story

Use of quotation –Story structures

Editing and rewriting

Features: style, parts, characteristics.

*Extra Reading/ Key word: News stories, writing various leads***UNIT III: WRITING FOR BROADCAST****14 Hrs**

Selection of news

Characteristics of writing

Story structure of broadcast news

Broadcast writing style

Putting together a news cast

*Extra Reading/ Key word: Different writings in media, story structure, Broadcast writing styles***UNIT IV: WRITING ADVERTISING COPY****15 Hrs**

The Field of advertising: an overview – Needs and appeals

Audience classification

Target audience

Product classification

Copy platform

Elements of print ad – writing advertisement for print, broad cast and other media.

*Extra Reading/ Key word: Writing for advertisement, Target audience, copy platform***UNIT V: CRITICAL THINKING & CREATIVITY****16 Hrs**

Writing articles on various topics

Writing lead paragraph of different news items

Critically analyzing a news item

Writing headlines for various news items

Editing and correcting articles

Writing features

Writing articles within stipulated time

Interview eminent people in Trichy

Writing broadcast news copy

Preparing print ads.

*Extra Reading/ Key word: Writing articles, features, Interview techniques***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	Formulate and improve the event and use the stated sources of information while writing a news item	PSO 1	R, U
CO-2	Estimate and compile the characteristics of news stories and will demonstrate an ability to revise for content and edit for grammatical and stylistic clarity	PSO 2	R
CO-3	Organize and plan broadcast news using broadcast writing style	PSO 2	U
CO-4	Reproduce and maximize lead paragraph of different news items and will recognize how writers can transgress or subvert generic expectations, as well as fulfill them. And they will develop a facility at writing in appropriate genres for a variety of purposes and audiences.	PSO 3	R
CO-5	Criticize and deduct headlines for various news items.	PSO 4	An

TEXT BOOK:

Stovall, James Glen (2002), Writing for the Mass Media, Wadsworth, USA

BOOK FOR REFERENCES:

Hartley, John (2004), Key concepts in communication, Routledge, London

Merril,c. John (1994) , Modern Mass Media , Harper Collins College Publishers, London

Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York

Biagi, Shirley (2001), Media Impact, Wadsworth, USA

Mathan P.N. (1985), Communication Media, government publication, New Delhi.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –VI

Course Title	NON MAJOR ELECTIVE II – HUMAN COMMUNICATION
Total Hours	30
Hours/Week	2
Code	U15VC6NMT02
Course Type	THEORY
Credits	2
Marks	100

General Objective: To enable the students to learn the basics of human communication and to pertain the effectiveness of communication to Visual Communication.

Course Objectives (CO):

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 and science of Human Communication .
CO-2	Analyze, and understands 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 Scientific 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

Human communication -The fact of communication - The need for communication -Defining communication- Communication as a process -Communication as a science

Extra Readings /key words: organizational communication

UNIT II: COMMUNICATION – TYPES AND BARRIERS

12Hrs

Three stages of interpersonal communication- Phatic, personal and intimate.

Group communication,

Mass communication,

Mass-line communication and interactive communication.

Functions of communication.

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

Extra Readings /key words: Taboos, Grapevine, Lateral, Semantic noise

UNIT III: BODY LANGUAGE

12Hrs

Characteristics of body language

Verbal and non-verbal communication

Chronemics and Proxemics

Body language as “language”

Body language as communication

Main aspects of body language

Dimensions of body language

Approaches to the interpretation of body language.

Extra Readings /key words: Ethnocentrism, Ethnocentrism

UNIT IV: MODELS OF COMMUNICATION

12Hrs

Western models of Communication

Lasswell model

Shannon and weaver model

Osgood and schranm model

Indian Communication Theories

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

Introduction to e- marketing and e-governance

Introduction Information Transfer- Emerging Trends in information transfer.

Extra Readings /key words: Information age

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	Recall and relate the importance of communication and its impact in the society.	PSO 1	R, U
CO-2	Indicate and discuss the types of communication and barriers with the Television actors.	PSO 2	R
CO-3	Describe and appreciate the importance of body language in human communication.	PSO 2	U
CO-4	Illustrate and interpret the application of the scientific models with professional situations.	PSO 3	R
CO-5	Analyze and evaluate the perspective of the four waves of communication in present technological scenario.	PSO 4	An
CO- 6	Evaluate the principles of emerging Information and communication Technology.	PSO 4	An

TEXT BOOKS:

Information Technology – Everett M. Rogers

ICT- Vision and Reality – William H. Dutton, Oxford University Press

BOOK FOR REFERENCE:

Morreale, Sherwayn.P, Spitzberg, Brain. H &Barge.J Kevin – Human communication - Motivation, Knowledge & Skills.

Kumar Keval J., (2014) *Media Education, Communication and Public Policy*. Mumbai: Himalaya Publications.

Government in information age- Christine Bellamy and John A. Taylor – Open University Press.

ICT & Literacy – ICT, Media, Reading and Writing – Nikki Gamble & Nick Easingwood – Conpinuum press.

Shukla,SK. , *Mass media and Communication*“. Cybertech Publishing, New Delhi. 2006.

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –VI

Course Title	SBE 5 – NEWS PRODUCTION
Total Hours	30
Hours/Week	2
Code	U15VC6SBP05
Course Type	THEORY
Credits	2
Marks	100

General Objective:

To provide a thorough insight into the stages of news production from gathering to final broadcast.

Course Objectives :

The learner will be able to

CO. No.	Course Objectives
CO-1	Understand and analyze the basics of the News story
CO-2	Understand and analyze news room terms of Television
CO-3	Apply in television news writing
CO-4	Analyze and apply the various techniques involved in the making of news
CO-5	Apply the techniques of news production and create their own news stories.

UNIT I: INTRODUCTION TO NEWS

6Hrs

News: Definition

TV news reporting: definition, types

News stories: definition, types

Gathering the news

5 w's and 1 H

News values

Extra reading /Key words: *Breaking news, Scoop news, Special stories*

UNIT II: THE STYLE OF TELEVISION

6Hrs

Print and TV news

Sounding correct

Newsroom terms and operational concepts

Understanding the medium
News sources Types and benefits
Extra reading /Key words: *PTI, UNI, ABC*

UNIT III: WRITING TO PICTURES

5Hrs

Voice over's and sound bites
Complementing the picture
Writing to archival footage linking into sound bites
Visual Continuity
Transitions writing to stills
Composites and split screens
Sound only reports
Extra reading /Key words: *Teaser, Cues,*

UNIT IV: NEWS PREPARATION AND INTERVIEWING

5Hrs

Planning a news event
Shots for news event shooting a news event
Logging and transcribing
Interviewing
Techniques, forms and shots, ethics
Extra reading /Key words: *Survive disaster, Speaking engagement, Entrepreneurial team interviewing*

UNIT V: PACKAGING A REPORT

8Hrs

An imaginary package
The shot and edited sequences
Writing the narration
Reaching the package
Routine events
Guidelines
Extra reading /Key words: *Global market leaders*

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 Reporting and Sub-Editing Techniques	PSO 1	R, U
CO-2	Experiment with Visual Editing Software	PSO 2	R
CO-3	Criticize Current issues	PSO 2	U
CO-4	Collect News and Creating News Documentaries	PSO 3	R
CO-5	Prepare a news cast	PSO 4	An
CO- 6	Analyze the news content with technical skills	PSO 4	An

TEXT BOOK

Singh P. Chandrakant – Before the headlines – Hand book of TV Journalism,,Jaico, 1999

BOOKS FOR REFERENCE:

Christopher Scanlan– Reporting and Writing, Sage, London (2000)

Teel L. – Introduction to journalism into the news room, Sage, London (1992)

Stovale, James Glen – Writing for the mass media, Routledge,New York (1998)

Niblock, Sarah, News Production: Theory and Practice, Vista, Boston (2004)

Sir Michael Carver, (FM), The War Lords: Military Commanders of the Twentieth Century,Brown publishers, Boston (1996)

(For candidates admitted from June 2020- 2021 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
B.SC VISUAL COMMUNICATION; SEMESTER –VI

Course Title	Skill Based Elective 6 – Research Methodology (Theory cum Project)
Total Hours	30
Hours/Week	2
Code	U15DS6SBT06
Course Type	Theory
Credits	2
Marks	100

GENERAL OBJECTIVE

Students get introduced to concept of research and to carry out research projects.

UNIT I: INTRODUCTION TO RESEARCH

Concept of research – types of research – introduction to research literature base – collection of research information from different sources; maintenance of information.

Extra Reading/Key words: *Research Design, Processing of information in research methodology*

UNIT II: RESEARCH FOCUSING

Identifying research area – drawing objectives\ hypothesis – designing the work – data collection – analysis.

Extra Reading/Key words: *Secondary Data Collection*

UNIT III: PREPARATION OF DISSERTATION

Structure of dissertation – editing – bibliography.

Extra Reading/Key words: *Statistical Analysis, Structure of Research Article*

UNIT IV & V: PROJECT WORK

Note: Text given in Extra reading/key word: must be tested only through assignments and seminar

SUGGESTED REFERENCE

1. Blaxter, L., Hughes, C. and Tight (1999) How to research? Viva Book private Limited
2. Kothari, C.R. (2004) research Methodology- Methods and Technioques, New Age International Publishers, India
3. Lal, B. (2002) Research Methodology, ABD Publishers. India

Note: The students will be evaluated internally by a test for 50 marks. The Project will be evaluated by an external evaluator and a viva- voce will be conducted for 50 marks. The students can carry out their projects individually or in groups.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002.
PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
P.G COURSE PATTERN
M.Sc Media & Communication
(For candidates admitted from June 2021- 2022 onwards)

SEM	Course	Title	Code	Hrs/Week	Credits	Mark
I	Major Core-1	Communication theories	P15VC1MCT01	5	4	100
	Major Core-2	Practice journal (Theory cum practical)	P15VC1MCP02	6	5	100
	Major Core-3	Contemporary Media Scenario	P15VC1MCT03	5	3	100
	Major Core-4	Qualitative research methods	P15VC1MCT04	6	5	100
	Major Core-5	Television production (Theory cum practical)	P15VC1MCP05	6	5	100
		Library hour		1		
		Value education		1	-	-
	Internship/Field Work/Field Project 30 hours- Extra Credit		P18SP1ECC01		2	100
Total				30	22	500
II	Major Core-6	Corporate Communication	P15VC2MCT06	6	5	100
	Major Core-7	Writing for Mass Media	P15VC2MCT07	5	4	100
	Major Core-8	Quantitative Research Methods (Practical)	P15VC2MCP08	6	6	100
	Major Elective-1	Computer Graphics (Practical)	P15VC2MEP01	6	5	100
	Non Major Elective-1	Women and Media	P15VC2NMT01	5	3	100
		Library Hour		1		
		Value Education		1	-	-
	Internship/Field Work/Field Project 30 hours- Extra Credit		P18SP2ECC02		2	100
Total				30	23	500

III	Major Core-9	Advanced Research Methods (Practical)	P15VC3MCP09	6	5	100
	Major Core-10	Media Laws And Ethics	P15VC3MCT10	6	5	100
	Major Core-11	Communication for Development	P15VC3MCT11	6	5	100
	Major Elective-2	Advertising ((Theory cum Practical)	P19VC3MEP02	6	5	100
	Non Major Elective-2	Media Education	P15VC3NMT02	5	3	100
		Library Hour		2		
	Internship/Field Work/Field Project 30 hours- Extra Credit		P18SP3ECC03/ P18SP3ECC02		2	100
Total				30	23	500
IV	Major Core-12	Internship (Practical)	P15VC4MCI12	6	5	100
	Major Core-13	Dissertation (Practical)	P15VC4MCD13	6	5	100
	Major Elective- 3	Film Studies	P19VC4MET03	6	4	100
	Major Elective-4	Media Management	P15VC4MET04	6	5	100
	Major Core-14	Project (Practical)	P15VC4DIS01	4	3	100
		Library Hour		2		
	Extra Credit (Compulsory) Self Study Course	Media Education	P17VC4SST01	-	2	100
	Internship/Field Work/Field Project 30 hours- Extra Credit		P18SP4ECC04/ P18SP4ECC02		2	100
Total				30	24	500
Grand Total (I-IV SEMESTERS)				120	92	2000

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –I

Course Title	MAJOR CORE 1 – COMMUNICATION THEORIES
Total Hours	75
Hours/Week	5
Code	P15VC1MCT01
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable the students to understand the evolution, nature and facets of communication and to provide a theoretical understanding of various approaches to mass communication theories.

CO No.	Course Objectives
CO-1	Remember and understand the introduction to communication to relate the use of communication in society.
CO-2	Understand, apply and analyze the theories of communication-I in sociology and persuasion.
CO-3	Understand, apply and analyze the theories of communication-I used in various parts of the world and the reason behind its formulation.
CO-4	Understand, apply and evaluate mass communication models in our societal scenario and their limitations.
CO-5	Understand, apply and evaluate sociology of communication based on modern theories in digital age.

UNIT I: INTRODUCTION TO COMMUNICATION

15 Hrs

Communication – Definition, the need for communication

Types of communication

Functional requirements of society

Elements of communication

Function and uses of communication.

Extra Readings /key words: ethnic communication and media

UNIT II: THEORIES OF COMMUNICATION – I

15 Hrs

Sociological Theories – Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory

Theories of persuasion – Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory.

UNIT III: THEORIES OF COMMUNICATION –II

15 Hrs

Normative theories – Authoritarian theory (Gulf), Libertarian theory (America, U.K.), Social responsibility theory (India), Soviet media theory (Russia), Democratic participant media theory (Third World Countries).

Extra Readings /key words: criticizing theories

UNIT IV: MASS COMMUNICATION MODELS

15 Hrs

- Harold D. Lasswell’s model
- Shannon and Weaver’s model
- Osgood and Schramm’s model
- Bolton and Cleaver’s model
- George Gerbner’s model
- Theodore M.Newcombs model
- Berlo’s model
- Dance’s Helical Model
- Kite Co-orientation Model.

Extra Readings /key words: modern theories in communication

UNIT V: SOCIOLOGY OF COMMUNICATION

15 Hrs

- Powerful Model Theory
- System Theory
- Convergence Theory
- New Media Theory
- Sociological Theory
- Digital age.

Extra Readings /key words: Durkheim, Mead

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

Course outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the use of communication in society.	PSO 1	R, U
CO-2	Demonstrate the sociological theories	PSO 2	R
CO-3	Explain theories of persuasion	PSO 2	U
CO-4	Evaluate mass communication theories.	PSO 3	R
CO-5	Criticize sociology of communication in modern theories.	PSO 4	An
CO -6	Criticize , apply, understand and analyze the communication models and theories	PSO-3	An

TEXT BOOK:

Mass communication theories, an introduction, MC Quail, Dennis, Sage Publications, London (1987)

BOOKS FOR REFERENCE:

Media, Home and Family, Hoover, M.Stewart, Clark Schofield, Lynn, Alters ,F. Diane , Taylor and Francis group ,USA (2004).

Communication theories and Models, Andal, N.,Himalya, Bombay(1998).

Communication in the Digital Age, Raj,A.N., Authors Press, New Delhi(2000).

Communication management,Diwan, Parag, Deep and Deep publication, New Delhi(1997).

Media and Mass Communication, BhattacharjeeShymali,KanishkaPublsihers, New Delhi (2005).

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –I

Course Title	MAJOR CORE 2 – PRACTICE JOURNAL
Total Hours	90
Hours/Week	6
Code	P15VC1MCP02
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

To prepare students having skills to work in the field Reporting, Subediting, pagination and layout designing where there is a great scope for them to work in News Paper houses, Magazine industries, Advertising Agencies.

Course Objectives (CO):

The learner will be able to

CO No.	Course Objectives
CO-1	Understand and analyze the brief history of Journalism.
CO-2	Understand and analyze the Types of Journalism.
CO-3	Analyze and evaluate the entire Process about News paper
CO-4	Understand and apply the techniques of pagination
CO-5	Create (launch) their own magazine

UNIT I: Journalism

15Hrs

Introduction to Journalism: a brief history of journalism, its meaning and scope
functions and principles of journalism
the advent of printing
Types of Journalism

Extra reading /Key words: *Newspaper market, Brands of Newspaper*

UNIT II: Journalism in India

15Hrs

Journalism in India
James Augustus Hickey and the early newspapers of Calcutta, Bombay and Madras
growth of Indian language press
special emphasis on Kannada Journalism
Indian press during pre-independence years Journalism in India

James Augustus Hickey and the early newspapers role of press in freedom struggle
 press after independence
 Emergency
 present issues and problems facing the press.

Extra reading /Key words: *Types of Journalism, Reporting, Sub editing*

UNIT III: News Paper

16Hrs

Newspaper journalism
 Anatomy of a newspaper
 basic terminologies: lead, body, copy, by-lines, exclusives etc.
 News paper and globalization.

Extra reading /Key words: *Pagination, Circulation, Advertising*

UNIT IV: Social Media and Journalism

16Hrs

Newspapers on the Net
 Press during elections
 Polls and public opinion
 Types of News Stories: Hard and Soft news
 Editorials and op-editorial, the present trends
 Sting journalism.

Extra reading /Key words: *Election Structure, Social media, Politics*

UNIT V: Practical

28Hrs

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

Course outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Apply Pagination techniques	PSO 1	R, U
CO-2	Plan Special Interviews	PSO 2	R
CO-3	Generate News Photography	PSO 2	U
CO-4	Write Feature Stories Field Experiences: Reporting (News collection)	PSO 3	R
CO-5	Sub-Editing techniques	PSO 4	An
CO -6	Field Experiences: Reporting (News collection)	PSO 4	An

TEXT BOOK:

Mehta, D.S. (1982). Mass Communication and Journalism in India. Allied Publications, New Delhi.

BOOKS FOR REFERENCE:

Siebert, Peterson and Schramm.(1978). Four theories of the press. University of Illinois Press, USA.

Jeffery, Robin.(2000). India's Newspaper Revolution. Oxford University Press, New Delhi.

Baran, Stanley J and Dennis K Davis (1999).Mass Communication and Man – Mass Communication Theory (2nd Edition).Thomson/Wadsworth, USA.

MacBride, Sean (Ed). (1982). Many Voices, One World. Oxford &IBH Publishing Co., New Delhi.

Parthasarthy, Rangaswami. (1989). Journalism in India.Sterling Publications Pvt.Ltd. New Delhi.

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –I

Course Title	MAJOR CORE 3- CONTEMPORARY MEDIA SCENARIO
Total Hours	75
Hours/Week	5
Code	P15VC1MCT03
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:

15Hrs

Print medium-Newspapers and Magazines

Types of newspapers and magazines: General and specialized

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 : **15Hrs**

Radio as a medium of mass communication

Types of ownership: Private and Public Organizational structure and functioning

FM broadcasting and the audiences: Programming Content and style-A critical review

Extra Readings /key words: Radio Telegraphy, Jute Press, Metro FM, waves

UNIT-III: **15Hrs**

Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan

Doordarshan Programming pattern, content and style

Foreign and regional Satellite and cable TV

PrasarBharati An introduction

Extra Readings /key words: Akashwani, AIR, KrishiDarshan, broadcasting ministry, INSAT

UNIT- IV: **15Hrs**

Origin and development of Indian cinema

Film industry-Film censorship

Hollywood and Indian film trends

National film Development Corporation

Documentary films-Future of film as a medium of entertainment

Film audiences-Critical review of noted regional/national films.

Extra Readings /key words: RajaHarishchandra, Freedom Press Index, Obscenity

UNIT-V: **15Hrs**

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 high way

Issues and future challenges

Extra Readings /key words: Motion capture picture, Cyber Culture, Interactivity

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 print medium and magazines.	PSO 1	R, U
CO-2	Describe and appreciate the role of news organizations.	PSO 2	R
CO-3	Discuss and analyze the impact of cinema in society.	PSO 2	U
CO-4	Distinguish the development of broadcast media ownership and control	PSO 3	R
CO-5	Criticize the New Media in diffusion of information.	PSO 4	An
CO - 6	Critically analyze the impact of new media on children	PSO 4	An

TEXT BOOK

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

Books for Reference

ArvindKumar(1999)The Mass Media. New Delhi. Anmol Publications.

Parthasarathy, Rangasamy(1995)Journalism in India. New Delhi. Sterling Publications.

Chatterji. P.C.(1997) Broadcasting in India. New Delhi. Sage Publications.

Shrivastava,KM.(1989) Radio and TV Journalism. New Delhi. Sterling Publications.

ArandhaiNarayanan(1981) TamizhCinemavinKadhai. Chennai.New Century Publications.

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –I

Course Title	MAJOR CORE 4 -QUALITATIVE RESEARCH METHODS
Total Hours	90
Hours/Week	6
Code	P15VC1MCT04
Course Type	THEORY
Credits	5
Marks	100

General Objective:

To help students familiarize themselves with basic assumptions of qualitative research paradigm as compared to quantitative paradigm and become skilled in major methods of qualitative research.

Course Objectives

The learner will be able to

CO No.	Course Objectives
CO-1	Understand and appreciate approaches to research, apply the learned methods to concrete social situations and evaluate the findings in terms of the methodology applied and taught.
CO-2	Remember and understanding in detail the different methods of major qualitative research methods, including their assumptions, dos and don'ts and rigour.
CO-3	Apply each major qualitative research method to specific social situations and come up with his/her own findings
CO-4	Analyze and come up with feasible conclusions as the most appropriate method suited to the topic of his/her research based on the assignments.
CO-5	Analyze and evaluate that qualitative research methods help to view social reality from the point of view of the other and not impose the researcher's perspective.

UNIT I: OVERVIEW OF RESEARCH METHODOLOGY

15 Hrs

Types of Research –exploratory, conclusive, modeling, algorithmic – Research process – Problems of the research – Research design – Data collection – Data analysis Interpretation of results – Validation of results

Extra readings/key words:Reliability

UNIT II: THE NATURE, HISTORY AND GOALS OF QUALITATIVE RESEARCH 15 Hrs

Definition of qualitative research. – Qualitative research in social work context: Compatibility of qualitative research and the philosophy of the profession. – Historical perspectives of qualitative research: roots and research agendas – Basic assumptions and characteristics of qualitative research in comparison to quantitative research. –The inductive approach to research: from case to theory – The assumption of non– objectivity – Contextualized research – The language of qualitative research.

Extra readings/key words: Subjectivity

UNIT III: ISSUES IN QUALITATIVE RESEARCH 15 Hrs

Developing questions in qualitative research: conceptualization as an ongoing process– Identifying variables – Providing openness for the emergence of variables throughout the processes of data collection and data analysis – Sampling – “Snowball sampling” – Negative case analysis – Theoretical sampling – Gaining access and developing relationship

Extra readings/key words: Triangulation

UNIT IV: METHODS OF DATA ANALYSIS 15 Hrs

Participant and non participant observation – Open–ended, semi–structured and structured interview – Life history – Document analysis – Case study – Texts analysis – Content analysis – Software programs for qualitative analysis – Issues of validity and reliability – Ethical issues

Extra readings/key words: Focus group discussion

UNIT V: METHODOLOGIES AND TRADITIONS IN QUALITATIVE RESEARCH 15 Hrs

Grounded theory –Ethnography – Interpretive interaction –Narratives –Feminist postmodernism – Hermeneutics

- *Extra readings/key words: discourse analysis*

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 appreciate approaches to research, apply the learned methods to concrete social situations and evaluate the findings in terms of the methodology applied and taught.	PSO 1	R, U
CO-2	Gain knowledge of available qualitative research methods	PSO 2	R
CO-3	Explain in detail the different methods of major qualitative research methods, including their assumptions, dos and don'ts and rigour.	PSO 2	U
CO-4	Apply each major qualitative research method to specific social situations and come up with his/her own findings.	PSO 3	R
CO-5	Derive feasible conclusions as the most appropriate method suited to the topic of his/her research based on the assignments.	PSO 4	An
CO -6	Appreciate and learn that qualitative research methods help to view social reality from the point of view of the other and not impose the researcher's perspective.	PSO 4	An

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –I

Course Title	MAJOR CORE 5 – TELEVISION PRODUCTION
Total Hours	90
Hours/Week	6
Code	P15VC1MCP05
Course Type	THEORY CUM PRACTICAL
Credits	5
Marks	100

General Objective:

The course is designed for those students who want to learn to make films and television programmes in a range of different formats and genres, using the most up to date industry standard technologies.

Course Objectives (CO):

The Learner will be able to

CO No.	Course Objectives
CO-1	Understand and Evaluate the History of Television-I with the Disk, Cassettes.
CO-2	Analyze and Experience History of Television-II with the various cables, jacks, and plugs in common use.
CO-3	Understand and evaluate the Pre-Production on basic camera moves and compositions.
CO-4	Analyze, apply and evaluate of Production with the definitions of basic media production terminology.
CO-5	Criticize and decide Post-Production with the variety of microphones under various conditions, and audio tape recorders/players along with compact discs, monitors, and headsets.

UNIT I: HISTORY OF TELEVISION – I

17 Hrs

Global and Indian scenario

Types of Broad casting –Terrestrial, Satellite broadcasting, Cable television and DTH;

Black and white TV –

Colour TV –Colour systems

VHS and other formats, Analog and digital TV– HDTV and other formats

Extra Reading/ Key word: History of Television, Cable and satellite television

UNIT II:PRE PRODUCTION –I**18 Hrs**

Research and planning; (Short film or Documentary)

Budgeting and Scheduling

Principles of Script writing, Creative writing,

Script Formats, Story Board, Screen Play- Characterization

*Extra Reading/ Key word: Pre-works, Budgeting, Scheduling***UNIT III: PRE–PRODUCTION- II****19 Hrs**

Overview of direction

Selection of cast, Costumes

Art Direction - Locations, Set designs

Indoor / outdoor sets

Blue matte

*Extra Reading/ Key word: Cassettes, Microphones, Technical equipments***UNIT IV: PRODUCTION (Shooting Process)****19 Hrs**

Camera techniques and operations

Types of Camera- Video formats

Framing, Shots & Movements, angles

Lighting techniques

Audio & Video Recording Formats

Interviews and anchoring , acting

*Extra Reading/ Key word: Cassettes, Microphones, Technical equipments***UNIT V: POST – PRODUCTION****17 Hrs**

Log sheet and selecting the shotss

Rewriting the scripts

Editing techniques –Editing procedure – Types of Editing

Dubbing, Synchronizing of Video And Audio

Special effects –Titles and sub–titles

Brochures and covers– Publicity

*Extra Reading/ Key word: Post works, Editing techniques, Visual effects, Broachers, Pamphlets***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and restate basic understanding of video switchers, character generators and audio mixers.	PSO 1	R, U
CO-2	Classify and compare basic understanding of the operations of lighting equipment and 3-point lighting.	PSO 2	R
CO-3	Outline and relate an elementary ability to coordinate (direct) a video production which involves giving commands to a crew (which includes camera persons, VTR, technical direction, floor manager, talent, lighting, audio, etc.).	PSO 2	U
CO-4	Organize and plan an elementary understanding of editing.	PSO 3	R
CO-5	Illustrate an elementary ability to coordinate (direct) a video production.	PSO 4	An
CO-5	Indicate and discuss the string of basic shots into a meaningful sequence	PSO 4	An

TEXT BOOK:

Herbert Zett I: Television production handbook, Wadsworth Publication, New York (2003)

BOOKS FOR REFERENCE:

Gorham Kindem, Robert B. Musburger: Introduction to Media Production, Focal Press, UK, 2005

Steven Ascher& Edward Pincus: The Filmmakers HandBook, Penguin Group Publication,USA, 1984.

Holly. J. Allen: Video Basics Zettc Publishers, USA, 2004.

Whittaker, Ron: Television Production, Mayfield Publishing (1993)

Lewis, Colby: The TV Director/Interpreter. Communication Arts Books, New York (1968)

Mathias: Harry Electronic Cinematography, Wadsworth Publishing Co., Belmont, California (1985)

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –II

Course Title	MAJOR CORE 6 – CORPORATE COMMUNICATION
Total Hours	90
Hours/Week	6
Code	P15VC2MCT06
Course Type	THEORY
Credits	5
Marks	100

General Objective:

To enable the students to understand the significance of communication in organizations and develop organizational communication skills and practice.

Course Objectives (CO):

The Learner will be able to

CO No.	Course Objectives
CO-1	Define, state, asses and identify the organization as communication in transaction, structure, organizing activity and state the symbolic convergence theory.
CO-2	Understand, list and distinguish the communication and organization culture in communication practices.
CO-3	Analyze and relate the public relations practices through planning and programming.
CO-4	Recall and identify the idea generation, brain storming, co-ordination and Team management in event management.
CO-5	Tell, find and classify the managing competition, reputation and brand building in organizational issues.

UNIT 1: ORGANISATION AS COMMUNICATION

18 Hrs

Defining Communication

Communication as transaction

Communication as structure

Defining the organization

Organizing activity: symbolic convergence theory

Extra Reading (Key words): Corporate communication, Organization

UNIT 2: COMMUNICATION AND ORGANISATION CULTURE **18 Hrs**

Discovering organization culture

Link between Culture and Communication

Communication Practices

Inter Cultural Communication

Cross Cultural Communication

Extra Reading (Key words): Culturalization, Downward and Upward Communication

UNIT 3: PUBLIC RELATIONS PRACTICES **18 Hrs**

Planning and Programming PR Practices

Communication and Public Opinion

Media and Media Relations

Ethics and Professionalism

Evaluating the Programme

Extra Reading (Key words): Opinion leaders, Press Releases, Direct mail

UNIT 4: EVENT MANAGEMENT **18 Hrs**

Idea Generation

Brain Storming

Planning , Co-ordination and Team Management

Organizing Events

Evaluation

Extra Reading (Key words): Project Management, Strategic Marketing

UNIT 5: ORGANISATIONAL ISSUES **18 Hrs**

Managing Competition

Reputation and Brand Building

Organizational Problems

Critique of Organization

Ethics and organizational Issues

Extra Reading (Key words): Strategy of Economic, social and cultural

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 State organization as communication	PSO 1	R, U
CO-2	Differentiate the types of communication in communication practices	PSO 2	R
CO-3	Plan and programme for public opinion through Public relations practices	PSO 2	U
CO-4	Organize and prepare for event management	PSO 3	R
CO-5	Outline the organizational problems for company reputation and brand building	PSO 4	An
CO-6	Plan and analyze ongoing organizational development.	PSO 4	An

TEXT BOOK:

Cutlip, Broom ;(2000) Effective Public Relations; Pearsons Education; USA,

BOOK FOR REFERENCES:

Kumar, Niraj (1997) Communication and management, Gyan Publishing House New Delhi

Singh, Yogendra and pandey (2004) Organizational 134nalyzin, –Mamta, A.I.T.B.S., New Delhi

News writing and reporting, Neal M. James, Brown S. Suzanne, Surjeet Publications, New Delhi (1982)

Miscommunication–Mortensen, C. David (1997)

Bacharach, S.B., & Lawler, (1980) Power and politics in organizations, E.J. San Francis Co: Jessen –Bass.

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –II

Course Title	MAJOR CORE 7 – WRITING FOR MASS MEDIA
Total Hours	75
Hours/Week	5
Code	P15VC2MCT07
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable the students to write effectively for various media.

Course Objectives

The learner will be able to

CO No.	Course Objectives
CO-1	Understand writing News for Print Media, apply it and prepare own news story
CO-2	Understand writing News for Broadcast Media, apply it and prepare own news story
CO-3	Understand and apply writing for AD and PR
CO-4	Enable students to learn techniques and rules of good writing and apply it while writing
CO-5	Create news stories of the ongoing issues, PSAs, Ads

UNIT I– WRITING IN A MEDIA ENVIRONMENT

12Hrs

News values

Gathering news

Sources: observation, stored sources

Interviewing: techniques and types

Importance of accuracy

Deadlines

Ethical considerations

Extra reading /Key words: *Socialization, connectivity, mobilization*

UNIT II– WRITING FOR BROADCAST

12Hrs

Selection of news

Characteristics of writing

Story structure of broadcast news

Broadcast writing style

Putting together a news cast

Extra reading /Key words: *Summarizing, objective copy and subjective sound*

UNIT III– WRITING ADVERTISING COPY

17Hrs

The Field of advertising: an overview

Needs and appeals

Audience classification

target audience

Product classification

Copy platform

Elements of print ad

Writing advertisement for print, broad cast and other media

Extra reading /Key words: *Product, Brand, Marketing, Consumerism*

UNIT IV– WRITING FOR PUBLIC RELATIONS

12Hrs

Writing news releases

Brochures, pamphlets

Letters, Handouts

Oral presentations

Company publications

Extra reading /Key words: *Write ups, direct mail, media relations*

UNIT V– APPLICATION

22Hrs

Critical Thinking and Creative Writing

Writing articles on various topics

Writing lead paragraph of different news items

Critically analyzing a news item

Writing headlines for various news items

Editing and correcting articles

Writing features

Writing articles within stipulated time

Interview eminent people in trichy

Writing broadcast news copy

Preparing print ad

Extra reading /Key words: *current issues, analyzing*

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	Think critically in all aspects and criticize media	PSO 1	R, U
CO-2	Write news stories, headline, leads	PSO 2	R
CO-3	Prepare ads	PSO 2	U
CO-4	How to be media alternates	PSO 3	R
CO-5	Prepare interview questions	PSO 4	An
CO-6	Able to write all types of writing	PSO 4	An

TEXT BOOK:

Stovall, James Glen (2002), Writing for the Mass Media, Wadsworth, USA

BOOKS FOR REFERENCES:

Hartley, John (2004), Key concepts in communication, Routledge, London

Merril,c. John (1994) , Modern Mass Media , Harper Collins College Publishers, London

Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York

Biagi, Shirley (2001), Media Impact, Wadsworth, USA

Mathan P.N. (1985), Communication Media, government publication, New Delhi.

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –II

Course Title	MAJOR CORE 8 – QUANTITATIVE RESEARCH METHODS
Total Hours	90
Hours/Week	6
Code	P15VC2MCP08
Course Type	PRACTICAL
Credits	6
Marks	100

General Objective: To enable the students to learn the necessary skills to conduct independent research on a specific topic of their interest

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand, and critically assess social scientific researches others
CO-2	Understand and learn the different quantitative research methods
CO-3	Analyze and investigate a specific topic in real depth
CO-4	Conduct an independent study on a topic of his/her choice
CO-5	Apply, analyse and present in a systematic way the result of his/her research

UNIT 1: Introduction to quantitative research methods using software, SPSS.

15Hrs

In this Unit, the student will be walked through the different simple research methods so a strong foundation could be laid to teach advance statistical methods. The following will be taught in this unit:

Assumptions of quantitative research methods including concepts of validity and reliability,

Type I and Type II errors

Descriptive statistics

Tests of statistical significance such as

- Pearson's Correlation
- Independent sample T-test
- Chi-square test

Extra readings/ key words: ratio, ordinal, scale

UNIT 2: The students will be helped to learn more statistical methods such as 15Hrs

One-way anova

Two-way Anova

Ancova

Partial Correlation

Simple Regression

Extra readings/ key words: Dependent and independent variable

UNIT 3: In this unit, the students will have the opportunity to appraise themselves of even more statistical tests and Research Method such as 15Hrs

NONPAR statistical tests

Designing an independent research on a specific topic

Formulating and testing an instrument of data collection for validity

Data collection procedures and entering data in SPSS software

Testing the data for reliability

Extra readings/ key words: MCAR test

UNIT 4: The students will be guided into learning advanced statistical tests as follow: 15Hrs

Exploratory Factor Analysis

Discriminant Analysis

Multiple Regression

Selection of a topic of research of interest to students

Extra readings/ key words: Amos

UNIT 5: The students will be guided to conduct their independent research in view of their degree. This unit includes 15Hrs

Finalizing topic of research

Literature review

Formulating an instrument of data collection

Formulation of hypotheses/research questions

Data collection and its procedures

Data analysis and presenting of findings

Discussion and conclusion

Extra readings/ key words: Bibliography

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	Interpret and critically assess social scientific researches.	PSO 1	R, U
CO-2	Recall the different quantitative research methods.	PSO 2	R
CO-3	Investigate a specific topic in real depth	PSO 2	U
CO-4	Conduct an independent study on a topic of his/her choice	PSO 3	R
CO-5	Apply, analyse and present in a systematic way the result of his/her research	PSO 4	An

TEXT BOOK

Pauline V. Young (1975) Scientific Social Surveys and research, New Delhi: Prentice Hall of India Private Ltd.

BOOKS FOR REFERENCES:

Gupta S P (1985) Statistical Methods: Sultan Chand and Sons. , New Delhi

Kothari C.R. (1985) Research Methodology: S. Chand and Co. Ltd. , New Delhi

Parten B. Mildred Surveys, Polls and Samples: Harper and Brothers, , New York

Berg, B.L., Allyn and Bacon: (1995) Qualitative Research Methods for the Social Sciences (2nd ed.), Sage Publications, Boston

Roger D.Wimmer& Joseph R Dominick (1998) The Survey Research Handbook.

Belmont, USA

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –II

Course Title	MAJOR ELECTIVE I -COMPUTER GRAPHICS
Total Hours	90
Hours/Week	6
Code	P15VC2MEP01
Course Type	PRACTICAL
Credits	5
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 :

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the introduction to computer graphics and draw in MS paint using the fundamentals of drawing.
CO-2	Apply, analyze and create in abode illustrator using various tools to make digital art.
CO-3	Apply, analyze and create in Adobe photoshop CS for image manipulation and web designing.
CO-4	Apply and create in adobe flash 8 to make animation movie like short film or advertisement.
CO-5	Apply, analyze and create practical work using the above software as a part of final project.

UNIT I: INTRODUCTION TO COMPUTER GRAPHICS & DRAWING IN MS PAINT18 Hrs

Fundamentals of images – bitmap vs vector based graphics – Graphics through computer language – dot graphics – polygons – line drawing – circle creation – ellipse making – figure filling –Fundamentals of Drawing – Lines, Shapes and shades. –Disadvantages highlighted in MS Paint –Functions required of a Graphics creation and image editing software –An introduction to various Graphics software.

Extra Readings /key words: doodling

UNIT II: ADOBE ILLUSTRATOR

18 Hrs

Introduction to vector graphics –Vector file 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 etc –The toolbox (Elaborate practically on every tool) –Basic Drawing tools in Illustrator –Fill types and gradients –Colour palettes and related techniques –Drawing curves and artsy text –Drawing various shapes with different tools –Creating Shadows and manipulating them –Importing images into Illustrator, cropping them and placing them in containers –Fitting text to paths –Pagination tools (Exercise to create a brochure or paper publication) –Settings for digital printing

Extra Readings /key words: warp tool

UNIT III: ADOBE PHOTOSHOP CS

18Hrs

Introduction to Raster graphics –Image size, and types of images –Advantages and disadvantages of raster graphics –Importance of Raster Graphics and compression in the web medium – Introduction to Adobe Photoshop as an industry standard in bitmap editing and Static FX –The Adobe Photoshop edition sequence and advances –Creating a new file –Importing an image on to the file –Creating Layers and manipulating them –Brushes and various tools –The toolbox (Elaborate practically on every tool) –Image Manipulation techniques –Image cropping and related tools –Shape creation and usages –Fill types and gradients –Colour palettes and related techniques –The pen tool for selection and drawing –The filter effects in photoshop –Creative usage of layers to hide and mimic –Use of many layers to prepare a realistic collage with different images – Realistic touching of photographs to desired effect –Typography in Photoshop –Manipulating text and related effects –Settings for digital printing. RGB, CMYK conversion issues –Exporting for web & print.

Extra Readings /key words: cinemograph, pixel effect

UNIT IV: ADOBE FLASH 8

18 Hrs

What is Animation –Difference between 2d and 3d animation –Evolution of the art of animation –A simple animation (page flip animation, can later be compared to frames) –A brief history of Flash –Vector and raster graphics in animation –The flash workspace –Tools of Flash –A simple sequential animation –Screen size and scaling –Creation of layers and various operations within layers –Creation of movie clip, symbols, buttons etc and encapsulation into main movie –A simple working movie –Interactivity in flash –Action Scripts – Creating a small conceptual flash animation (Ad, Movie, Banner).

Extra Readings /key words: Animate CC

UNIT V: PRACTICAL

18 Hrs

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 tools used in drawing in MS paint.	PSO 1	R, U
CO-2	Design and create an illustration in adobe illustrator.	PSO 2	R
CO-3	Design layouts for web pages, Paper Adverts, Broachers, CD Covers, and Package Designing	PSO 2	U
CO-4	Use Flash tools and tactics learned throughout the course to create an interactive flash based website.	PSO 3	R
CO-5	Invent a high quality work portfolio.	PSO 4	An
CO-6	Create 2d animation advertisement for 30seconds using the above software.	PSO 4	An

BOOKS FOR REFERENCE

Gregory Georges:PhotoshopVer(8) CS Professional Tricks and Techniques, Unique Colour Carton Offset Printers, New Delhi-4

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

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

Nick vandome, Flash MX in easy steps, Himachal Impressions, New Delhi, 2003.

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –II

Course Title	NON MAJOR ELECTIVE- WOMEN AND MEDIA
Total Hours	75
Hours/Week	5
Code	P15VC2NMT01
Course Type	THEORY
Credits	3
Marks	100

General Objective:

To empower the students to explore the effects of media images on the construction of identities, especially gender and how much of our sense of self is contrasted and compared to popular media images and to enable the students to analyze the status of women in media, society.

Course outcomes:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember, understand and analyze the place and the position of women in India through the ages and the different form of marriages throughout the ages
CO-2	Remember, understand and analyze the women's roles, cultures, depictions, identities and forms of violence.
CO-3	Understand and analyze the portrayals of women in all different forms of medium
CO-4	Understand, analyze and apply the difficulties and problems faced by the women in labour force
CO-5	Understand and analyze, how women in society and how women are playing major role for the social changes

Unit – I

15 Hrs

Place and position of women in India through the ages; The different forms of marriages

Social customs and rituals of Vedic, Puranic and Moghal Era

Status of women in emerging India-case studies

Extra Readings /key words: Property rights of women in different era, Position in the society

Unit – II**15 Hrs**

Women and Culture

Cultural Roles and Depictions of women past and present

Cultural constructions of Gender and the Impact of Feminist movement on Women's Lives

Women's Identities as Constructed by Religion-Nation, Class and Women

Forms of violence against Women

*Extra Readings /key words: Wage system, Violence in Working place, Harassment***Unit – III****15 Hrs**

Women and media: historical over view of Women in media

Evaluation of Portrayals of Women and Men in News, Entertainment, Advertisements and Discussions

Research in the area of Women and media

Media and women's movement in Contemporary Society

*Extra Readings /key words: Three waves of feminism, Chipko movement***Unit – IV****15 Hrs**

Gender gap and gender bias

Patriarchy and patriarchal society

Male and female migration

Different types of Violence against women

Difficulties faced by Women in labour force-Problems of career women-Domestic Violence

*Extra Readings /key words: Wage differentiation, Male domination***Unit –V:****15 Hrs**

Women and Social Change: Mass Media and Social change

Social Trends Socio

Economic Conditions and their Impact on women

Poverty and Women

Money and Women's Empowerment

MahilaPanchayats and Grass- roots Organizations

Women and Self-help Groups: women and Environmental Movements

Women and HIV Aids

Women and sustainable development.

*Extra Readings /key words: Empowerment, Portrayal of women, 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	Recall the place and positions of the women through the ages	PSO 1	R, U
CO-2	Identify the culture of women followed in the early period	PSO 2	R
CO-3	Discuss the portrayal of women in advertisement, movies and print ads	PSO 2	U
CO-4	Compare and contrast difference between gender gap and gender bias	PSO 3	R
CO-5	Summarize the difficulties faced by the women in India	PSO 4	An
CO-6	Criticize the women contribution sustainable development of India	PSO 4	An

Text book

Anders Hansen, Simon Cottle, Ralph Negrine and Chris Newbold.(2004). Mass Communication Research Methods.Macmillan Press Ltd. London.

BOOKS FOR REFERENCE

D'Abreo Desmond, –The Mass Media and Youth, Better Yourself Books, Sage publications,Mumbai, 1994

Kumar Keval J., (1996) – Media Education, Communication and Public Policy, Himalaya Publications, Mumbai

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –III

Course Title	MAJOR CORE 9 – ADVANCED RESEARCH METHODS
Total Hours	90
Hours/Week	6
Code	P15VC3MCP09
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

To impart in students critical appreciation of key methods that include generation, analysis and interpretation of inferential multivariate statistics

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the ways of applying both quantitative and qualitative methods to a social issue by applying relevant methods
CO-2	Develop needed skills to identify different possible types of errors and ways to avoid them in research work
CO-3	Present his/her findings as per the rigid requirements of research work
CO-4	Appreciate the importance of giving due credit to other researchers whose work s/he cites and apply guidelines to his/her own work
CO-5	Make the most of the structural equation modeling for his/her research

UNIT 1 – MIXED METHOD RESEARCH OR TRIANGULATION METHOD 15 Hrs

Selection of a relevant topic,
Triangulation of data collection,
Separate data analysis and
Integration of collected data at the interpretation or discussion stage of the report.
Extra Readings /key words: research article

UNIT II – RESEARCH METHODS

15 Hrs

Type I and Type II errors
Cluster analysis
Intercoder Reliability test

Reliability test

Manova

Extra Readings /key words: Five Common Types of Sampling Errors, Margin of Error

UNIT III – STRUCTURE OF A RESEARCH REPORT – 1

15 Hrs

Title page

Acknowledgement and preface

Table of contents

List of table and figures

Abbreviations

Introduction

Literature Review

Methods

Discussion

Conclusion

Extra Readings /key words:descriptive-longitudinal case study

UNIT IV – STRUCTURE OF A RESEARCH REPORT – 2

15 Hrs

Reference material

Bibliography

Appendices

Synopsis

Index

Guidelines for writing

Headers, footnotes

Acknowledgement

Extra Readings /key words: reference list

UNIT V – STRUCTURAL EQUATION MODELLING

15 Hrs

Sample size and Modification Index

Unjustified, justified, and over-justified models

Co-variance and regression

Model Fit Indices

Extra Readings /key words:action research

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	List the stages involved in preparing a research report.	PSO 1	R, U
CO-2	Identify the types of errors and tests involved in research methods.	PSO 2	R
CO-3	Recall and build the structure of research report.	PSO 2	U
CO-4	Recall and relate the structure of research report in Reference material, bibliography and appendices.	PSO 3	R
CO-5	Construct a research report using above guidelines.	PSO 4	An

TEXT

Hansen. Andresse A.L. (2002) –Mass Communication Research Methods, Routledge, New York

BOOKS FOR REFERENCE

Pember, D.R.(1992). Mass Media in America:MacMillan, California. New York

Parten B. Mildred Surveys, Polls and Samples: Harper and Brothers, New York

Sherry, J.L. (2001) The Effects of Violent Video Games on Aggression: a Meta–Analysis, Sage Publications, Boston

Fiske, S.T. and Taylor S.E. (1991) Social Cognition: McGraw–Hill. New York

Kothari C.R. (1985) Research Methodology: S. Chand and Co. Ltd., New Delhi

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –III

Course Title	MAJOR CORE 10- MEDIA LAWS AND ETHICS
Total Hours	90
Hours/Week	6
Code	P15VC3MCT10
Course Type	THEORY
Credits	5
Marks	100

General Objective:

To enable the Students to analyze libel law, privacy, objectivity, responsibility, freedom of speech and censorship, and the role of the press in society

Course Objectives :

The Learner will be able to

CO No.	Course Objectives
CO-1	Remember and understand the constitution of India- codes of law which includes common rules related to media field.
CO-2	Understand and analyze the freedom of press in various political setups in India before and after independence.
CO-3	Understand, apply and analyze laws related to press functioning to identify rights and liabilities of press persons.
CO-4	Analyze and evaluate the government information services to press to examine the role of central and state governments in control over press.
CO-5	Understand, apply and evaluate Cyber laws to criticize the information dissemination in internet world.

UNIT I: CONSTITUTION OF INDIA – CODES OF LAW

18Hrs

Constitution of India – Fundamental rights , Freedom of expression and press–Indian Penal Code – Section related to press activities –Punishment for violation of Law–Remedial measures–Criminal Procedure Code – Basic rules of code–Procedure to raise litigation in court–Jurisdictional Power of the Court–Emergency Powers of the State–Indian Evidence Act

Extra Readings /key words: right to speech

UNIT II: FREEDOM OF PRESS IN VARIOUS POLITICAL SETUPS **18hrs**

In India– Before Independence – After independence – Present condition–Law of Objectionable Activities–Laws of Defamation–Libel–Infringement–Contempt of Court–Remedies

Extra Readings /key words: Indira Gandhi and her rule

UNIT III: LAWS RELATED TO PRESS FUNCTIONING **18Hrs**

The Press and Registration of Book Act–Copy Right Act–Post and Telegraph Act–Working Journalist Act–Privileges of Press–Liberty of Press to publish–Right to Privacy–Official Secrets Act, –Rights and Liabilities of Press Persons–Editor, Printer and Publisher–Editorial and views of the Press – Expression Autonomy –Review of the Functions of the Press–Responsibilities of News Agencies

Extra Readings /key words: punishments in each law and amendments

UNIT IV: GOVERNMENT INFORMATION SERVICES TO PRESS **18Hrs**

Central Government Information–State Government Information–Press Information Bureau – Functions – Control over Press

Extra Readings /key words: ombudsman

UNIT V: CYBER LAWS **18Hrs**

Information Technology Act 2010– Information Technology Act Amendment Bill 2006– Information Technology Act 2008– Intellectual Property Right– Data protection Law in India – online Defamation – Right to privacy – Censorship of Videogames–Internet Telephony and related issues.

Extra Readings /key words: cyber crime and threats

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 the constitutional laws in India.	PSO 1	R, U
CO-2	Compare and contrast the freedom of press before and after independence.	PSO 2	R
CO-3	Summarize laws related to press functioning.	PSO 2	U
CO-4	Evaluate the government information services to press to examine the role of central and state governments in control over press.	PSO 3	R
CO-5	Explain information technology act.	PSO 4	An
CO- 6	Criticize the role of cyber laws in the information dissemination in internet world.	PSO 3	An

TEXT BOOK:

The Law of the Press in India, Durga Das Basu, Hall of the Indian Private Limited, New Delhi (2002)

BOOK FOR REFERENCE:

Ahuja, B.N :Theory and Practice of Journalism, Routledge, New Delhi (2002)

Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi (2002)

ArunBhattacharee: Indian Press Profession to Industry, Vikas Publication, Delhi (1999)

Keval J. Kumar :Mass Communication in India, Jaico publishers, Mumbai (2001)

Jan R. Hakemulder, Fay AcdeJonge, P.P. Singh, Media Ethics and Laws, sage publishers,London (2002)

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –III

Course Title	MAJOR CORE 11- COMMUNICATION FOR DEVELOPMENT
Total Hours	90
Hours/Week	6
Code	P15VC3MCT11
Course Type	THEORY
Credits	5
Marks	100

General Objective:

To make the students be in tune with the growing importance of Communication in the community at the local, national and global levels and acquire skills to be effectively employ community media for better communication in the community.

Course Objectives :

The Learner will be able to

CO No.	Course Objectives
CO-1	Define, state, analyze and identify of characteristics, geographic scope, freedom of information, role and policy in community media.
CO-2	Understand, find and distinguish the theoretical approaches and models of communication
CO-3	Analyze and relate the Information and Communication Technologies for Rural Development.
CO-4	Find and list the Alternative Media Forms of Production and Distribution.
CO-5	Omit, find and identify the cyber space, time space compression, participatory action research and voice portals of community.

UNIT I– COMMUNITY MEDIA

19 Hrs

Characteristics

Geographic Scope

Democratic Perspectives

Freedom of Information

Role and Policy

Media Reforms in India

Legitimising Community Media.

Extra Readings /key words: Dimensions of community media, Freedom of Press

**UNIT II– THEORITICAL APPROACHES AND
MODELS OF COMMUNICATION**

17 Hrs

Communication Strategies for Empowerment

Communication in Self development efforts

Strengthening of Critical Consciousness among People in a Community.

Extra Readings /key words: Ideological community, Empowerment

UNIT III– RURAL DEVELOPMENT AND COMMUNICATION

18 Hrs

A Community Media Perspective

Role of Folk Media forms in Rural Development

Information and Communication Technologies for Rural Development.

Extra Reading (Key words): Panjayat Raj department, Ministry of Rural 155development,

UNIT IV–COMMUNITY RADIO

18 Hrs

Prospects and Role as Community Media

Community Newspapers

Documentary and Short Films

Alternative Media Forms of Production and Distribution.

Extra Readings /key words: Commercial broadcasts, Journal Communication

UNIT V– CYBERSPACE

18 Hrs

Rise of Cyber Space

Time Space Compression

Internet and the Global Public Sphere

Participatory Action Research

Voice Portals of Community Media: Global and Indian Perspectives.

Extra Readings /key words: Popular Culture, Cybernetics, Burning Chrome

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 list the characteristics and geographical scope of community media	PSO 1	R, U
CO-2	State the freedom of information and its role and policy	PSO 2	R
CO-3	Explain community media reforms in India	PSO 2	U
CO-4	Analyze communication strategies for empowerment	PSO 3	R
CO-5	Identify the self development effort in community media	PSO 4	An
CO-6	Analyze alternative Media Forms of Production and Distribution.	PSO 4	An

TEXT BOOKS:

Howley, Kevin (2005) Community Media : People, Places and Communication Technologies. Indiana: DePauw University.

Gupta ,Om (2000)Media Society and Culture. New Delhi: Ayesa Books.

BOOKS FOR REFERENCE:

Doyle, Gillian (2006) Media Ownership. New Delhi: Sage Publications.

Mathan P.N. (1985) Communication Media. New Delhi: Government Publication.

Gordon, Janeyand Lang, Peter. (2009) Notions of Community; A Collection of Community Media Debates and Dilemmas. USA : Wadsworth

Bailey, Olga (2008) Understanding Alternative Media. New York: McGraw Hill/Open University Press; 2008.

Mendel, Toby (2003) Freedom of Information a Comparative Legal survey: UNESCO

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –III

Course Title	MAJOR ELECTIVE - 2 – ADVERTISING
Total Hours	90
Hours/Week	6
Code	P19VC3MEP02
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

To understand the basics skills and techniques involved in producing advertisements

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Understand the history of advertising
CO-2	Understand and analyze the structure and functions of an ad agency
CO-3	Analyze the ad making techniques and apply it in the practical
CO-4	Evaluate the Marketing strategy
CO-5	Create their own print, audio and video Ads

UNIT I: INTRODUCTION TO ADVERTISING

16Hrs

Advertising: History and development of advertising

Criticisms on advertising

Types of advertising

Advertising in different Media

Public Service advertising

Advertising in India

Role of advertising

Advertising Ethics

Advertising and Society

Extra reading /Key words: *Branding, Persuasion, stimulation*

UNIT II: ADVERTISING ORGANISATION AND MEDIA STRATEGY **16Hrs**

Agency: structure and functions

Advertiser and agency relationship

Media strategy

Accounting

Media planning

Creative strategy

Extra reading /Key words: *Print, Audio, Video, Brand Positioning*

UNIT III: CREATIVE STRATEGIES AND SKILLS **18Hrs**

Copy writing: types, functions

Headlines: basics, types, functions

Slogans: basics, types functions

Illustration:methods

Layout: types, Copy preparation

Extra reading /Key words: *Story board, Research, budget, Psychology*

UNIT IV: ADVERTISING AND THE MARKETPROCESS **20Hrs**

Audience analysis

Consumer Behaviour

Consumer Buying Decision Process

Consumer Behaviour Theories

Target Audience

Market Segmentation

Branding

Product Positioning

Appeals

Extra reading /Key words: *strategy formulation, situation analysis, implementation and control*

UNIT V: MARKETING STRATEGIES **20Hrs**

Promotional Mix: Kinds

Marketing Communication Process

Point Of Purchase

Sales Promotion and Advertising

Ad Campaigns

Direct and Promotional Marketing

Importance of Personal Selling

Market Research Methods

Tele marketing

Extra reading /Key words: *New marketing techniques*

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

Course Outcome:

The learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Prepare Print. Radio and Video Ads	PSO 1	R, U
CO-2	Organize Ad Campaigns	PSO 2	R
CO-3	Apply Marketing Techniques and use Research	PSO 2	U
CO-4	Analyse audience Psychology	PSO 3	R
CO-5	Criticize existing ads and How to promote a product	PSO 4	An
CO-6	Create own ads, slogans	PSO 4	<u>U</u>

TEXT BOOK:

Chunnawala S.A and Sethia – K.C Foundations of advertising – Theory and Practice

BOOKS FOR REFERENCE:

Dennison, Dell – The advertising Handlook (1999)

Jefkins, Frank – Advertising made simple ,Rupa and co, New Delhi, 1992.

Kotler, Philip – Marketing Management (1980)

Batra, Rajeev; Myers C. John ,Aaker A. David – Advertising Management (1996)

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –III

Course Title	NON MAJOR ELECTIVE –MEDIA EDUCATION
Total Hours	75
Hours/Week	5
Code	P15VC3NMT02
Course Type	THEORY
Credits	3
Marks	100

General Objective: To enable the students to explore how the media operates within societal and to build relationship with the media in order to act as critical, active, informed as responsible citizens.

Course Objectives:

The learner will be able to

CO No.	Course Objectives
CO-1	Remember and understand the need of learning what is Media Education its different perspective and roles.
CO-2	Analyze, Evaluate and apply the key elements of media education through the guidance of UNESCO. And how media play an important part in the socialization of young people. To raise awareness about the need of a suggested unified curriculum for the teachers and the media professionals.
CO-3	Apply, and Evaluate, the knowledge about different dominant themes of media education which tells that the media has a new dimension of reality and how to encounter it.
CO-4	Analyze, and apply the information about different themes of media education and its relevance in 21 st century.
CO-5	Understands, apply and Evaluate what is media and students learn to make media products that can entertain, inform, and challenge. They explore, develop, and communicate ideas through the development of their skills in the use of media technology.

UNIT I– MEDIA EDUCATION – AN INTRODUCTION

17Hrs

Media Education

Definition Role of Media Education

Different perspectives for Media Education

Objectives of Media Education

Extra Reading/ Key word: Media tools in class room

UNIT II –KEY ELEMENTS

16Hrs

Factors in the development of Media Education

Classical approaches to Media Education

Key areas of knowledge

The International congresses: All the five congresses.

Extra Reading/ Key word: media professionals

UNIT III– MEDIA IMPACT

18Hrs

Media Education

The need of the hour

Value revolution in media explosion

Violence in the visual media

Challenges in Media Education

Media in the academic system.

Extra Reading/ Key word: renewing the educational system

UNIT IV– DOMINANT THEMES OF MEDIA EDUCATION

16Hrs

First Dominant theme

Second Dominant theme

Third Dominant theme

Fourth Dominant theme

Fifth Dominant theme

Analysis of themes

Factors influencing : Case Studies.

Extra Reading/ Key word: educational system in national

UNIT V– EXPERIENCES AND EXPERIMENTS

18Hrs

Media utilization course

Media Education and humanization

Media Education in schools

Learning and teaching in Media Education

Cultural revolution in Media Education.

Extra Reading/ Key word: social media, productions

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	Relate and recall the importance of Media Education in the curriculum.	PSO 1	R, U
CO-2	Identify the principles of media education in the development of media professionals.	PSO 2	R
CO-3	Describe and appreciate the importance role of congresses and their outcomes.	PSO 2	U
CO-4	Apply and illustrate the uses of media and the role media plays in the lives as an ecological system.	PSO 3	R
CO-5	Analyze and evaluate the media technology and its growth through a survey.	PSO 4	An
CO-6	. Defend and justify the importance media studies and its relevance among youth.	PSO 4	<u>U</u>

TEXT BOOKS:

- 1.Sagayaraj, Devadoss Joseph (2006) *Media Education – Key Concepts, Perspectives, Difficulties and New paradigm*. Chennai: Arumbu Publications,
- 2.Devereux, Eoin(2000) *Media Studies : Key Issues and debates*. New Delhi: Sage Publication

BOOKS FOR REFERENCE:

- D’Abreo Desmond (1994) *The Mass Media and Youth*, Better Yourself Books. Mumbai: Sage publications.
- Huguier M (1992) *Involving the Media Education*,. London: New Directions.
- Roberge, Gaston (1978) *Mediation*. Mumbai: Chitrabani publishers.
- Kumar Keval J., (1996) *Media Education, Communication and Public Policy*. Mumbai: Himalaya Publications.
- Alvarado, M and Boyd – Barrett, O (1992) *Media Education – an Introduction*. London: New Directions.
- Government in information age- Christine Bellamy and John A. Taylor – Open University Press.
- ICT & Literacy – ICT, Media, Reading and Writing – Nikki Gamble & Nick Easingwood – Conpinuum press.
- Shukla,SK. , *Mass media and Communication*“. Cybertech Publishing, New Delhi. 2006.

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –IV

Course Title	MAJOR CORE -12 INTERNSHIP
Total Hours	90
Hours/Week	6
Code	P15VC4MCI12
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

Content:

- For period of two months, the student will be attached to media industry, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –IV

Course Title	MAJOR CORE -13 – DISSERTATION
Total Hours	90
Hours/Week	6
Code	P15VC4MCD13
Course Type	PRACTICAL
Credits	5
Marks	100

General Objective:

To offer the students an opportunity to demonstrate their competence in research in their chosen area of specialization, with a view of their degree and ultimately gaining a position in the media industry.

Contents:

The learner is expected to

- Demonstrate her/ his competence in her chosen area of specialization by conduct a research in a topic of interest/specialization
- Defend the research before an invited examiner
- Plan and implement her/his project
- Present her/ his project for evaluation by media professionals.

Schedule for the research:

By the end of

- December, finish the methods section and get the approval of the concerned member of the faculty
- January, finish the literature review and get the approval of the concerned member of the faculty
- February, complete the analysis and interpretation and get the approval of the concerned member of the faculty
- March, complete discussion, conclusion, references cited and get the approval of the concerned member of the faculty
- submit the thesis to the department

The students risk rejection of their work, if at each stage, as described above, they do not get the approval of the concerned member of the faculty.

Schedule for the project:

At the end of each week, the students are expected to

- report to the department
- get the signature from the concerned member of the faculty on their work schedule
- appraise the concerned member of the faculty with regard to the work to be accomplished the following week

By the end of the project, the concerned member of the faculty should have had a good idea of what the student is doing and about her/his progress.

Projects risk to be rejected if the student has not been reporting to the concerned member of the faculty each week.

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –IV

Course Title	MAJOR ELECTIVE -3- FILM STUDIES
Total Hours	75
Hours/Week	6
Code	P19VC4MET03
Course Type	THEORY
Credits	4
Marks	100

General Objective:

Film Studies provides an introduction to the analysis of narrative films and it explores a range of aspects of film, including origins, techniques, industry, genre, narrative, and audience.

Course Objectives :

The Learner will be able to

CO No.	Course Objectives
CO-1	Understand and analyze the Basics of Cinema in the nature and process of film production.
CO-2	Evaluate and analyze the Beginnings of Cinema for film as you would a novel, a poem or a short story
CO-3	Analyze, apply and create ourselves with certain Development of Cinema in Europe and America with the theoretical ideas presented by major film theorists.
CO-4	Analyze and evaluate An Overview of Indian Cinema for developing, write and revise workable screenplays .
CO-5	Understand and evaluate the Documentary Cinema with major aesthetic trends in the history of cinema.

UNIT I – BASICS OF CINEMA

14 Hrs

The Shot: Definitions and types

The Camera – Movements and point-of view

Mise-en-scene – Sound– Editing

Extra Reading/ Key word: Camera shots, Sound editing and mixing

UNIT II – BEGINNINGS OF CINEMA

14 Hrs

Early Cinema – The Pioneers: Lumiere Brothers, Edison, Melies, Griffith – Silent period

Indian Cinema – the Beginnings– Phalke

Hollywood cinema

Extra Reading/ Key word: History of Indian cinema, Silent period, Hollywood cinema

UNIT III – DEVELOPMENT OF CINEMA IN EUROPE AND AMERICA 14 Hrs

Technological development

Aesthetic development

Film Genre – Neo-Realism (Italy) – Expressionism (Germany) – New wave (French)

Montage (Soviet)

Extra Reading/ Key word: Technological development, Genres of films

UNIT IV – AN OVERVIEW OF INDIAN CINEMA 16 Hrs

Development of cinema

Silent Era– Talkies– Regional cinema– Cinema censorship

Cinema and national movement

Development cinema after Independence

New wave movement (80's and 90's)

Contemporary cinema

Cinema and globalization.

Extra Reading/ Key word: Cinema development, New wave movement, cinema and globalization

UNIT V – DOCUMENTARY CINEMA 17 Hrs

Cinema Variety

Robert Flaherty – Documentary movement in Britain

Documentary in India

Films Division

Contemporary Documentary Film movement

Extra Reading/ Key word: Documentary movement in Britain, Film division, Role of documentaries in society

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	Explain and demonstrate key terms and concepts in film studies	PSO 1	R, U
CO-2	Assess and rephrase a range of significant films in relation to key questions in film studies	PSO 2	R
CO-3	Score and interpret criticism and apply it within an academic argument	PSO 2	U
CO-4	Defend and access primary and secondary sources relevant to the area of study	PSO 3	R
CO-5	Indicate and discuss logical and coherent arguments based on evidence, and engage in critical debate	PSO 4	An
CO-6	Able to review the films with the technical elements	PSO 4	An

TEXT BOOKS:

Film, an International History of the Medium by Robert Sklar – 2nd Edition. Prentice Hall 2002

An Introduction to World Cinema by Aristides Gazetas – McFarland & Company, Inc 2000

BOOKS FOR REFERENCE:

Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, (1979).

Hayward Susan – Key Concept in Cinema Studies, Routledge, London, (2004)

Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London. (2000).

Wasko Janet – How Hollywood Works, Sage Publication, London, (2003)

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –IV

Course Title	MAJOR ELECTIVE 4 – MEDIA MANAGEMENT
Total Hours	90
Hours/Week	6
Code	P15VC4MET04
Course Type	Theory
Credits	5
Marks	100

General Objective:

To enable the students to get acquainted with media management and the challenges facing managers in a period of technological and social change.

Course Objectives:

The Learner will be able to

CO No.	Course Objectives
CO-1	Remembers, understands and applies the leadership and the workforce in the field of management.
CO-2	Remembers, understands and applies the media structures, organisational cultures and communication theories in the media industry.
CO-3	Remembers, understands and analyses the planning, budgeting, and the new technologies in the management.
CO-4	Remembers, understands and analyses the principles in the management.
CO-5	Understands analyses and applies the qualities of individual ownership and partnership in media field.

UNIT I – LEADERSHIP AND THE WORKFORCE

17Hrs

Principles of management

Theories of motivation

Theories of leadership

Extra Readings /key words: Personal-relational power, ERG, Expectancy

UNIT II – ORGANIZATIONS AS COMMUNICATION SYSTEMS **17Hrs**

Media structures

Organizational cultures

Communication theories

Extra Readings /key words:Information flow, Reporting system, precursor behaviour

UNIT III – MEDIA DIFFERENCES **17Hrs**

Planning

Marketing and research

Budgeting

New technology-Legal issues

Extra Readings /key words:pay-per-click to pay-per-exposure methods,Top-down and bottom-up approach

UNIT IV – PRINCIPLES OF MANAGEMENT **18Hrs**

Principle of objective

Principle of specialization

Authority and responsibility

Scalar Principle-Principle of balance, discipline, Equity and Initiative

Extra Readings /key words:DAM, MAM

UNIT V – OWNERSHIP **18Hrs**

Individual ownership

Partnership types

Print media-Electronic media

Extra Readings /key words:P-O-L-C, Scalar chain

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

Course Outcome:**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and list the characteristics for leadership	PSO 1	R, U
CO-2	Discuss and explain the principles in media management	PSO 2	R
CO-3	Identify the organizational cultures in the various media field	PSO 2	U
CO-4	Analyse and plan the budgeting techniques in the management	PSO 3	R
CO-5	Identify the legal issues in corporate companies	PSO 4	An
CO-6	Compare and contrast the advantages of individual ownership and partnership business	PSO 4	An

TEXT BOOK:

Media Management: A Casebook Approach (2nd Ed.) by Ardyth B. Sohn, Jan LeBlanc Wicks, Stephen Lacy and George Sylvie (Lawrence Erlbaum Associates, 1999).

BOOKS FOR REFERENCE:

Sohn, Ardyth, et al. Media Management: A Casebook Approach. 2nd ed. New Jersey: Lawrence Erlbaum, 1999.

Media Management: A Casebook Approach (2nd Ed.) by Ardyth B. Sohn, Jan LeBlanc Wicks, Stephen Lacy and George Sylvie (Lawrence Erlbaum Associates, 1999).

(For candidates admitted from June 2021- 2022 onwards)

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.SC MEDIA & COMMUNICATION; SEMESTER –IV

Course Title	MAJOR CORE 14 – PROJECT
Total Hours	60
Hours/Week	4
Code	P15VC4DIS01
Course Type	PRACTICAL
Credits	3
Marks	100

General Objective:

To encourage the students to come up with an innovative project work in a chosen area of specialization, with a view of gaining a placement in the media industry.

Contents:

- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- Plan and implement her project
- Conduct research related to her topic
- Present her project for evaluation by media professionals.
- Viva voce will complete the process of evaluation.

Outcome:

Produce an innovative work in his/her area of specialization under the mentorship of a faculty member.



HOLY CROSS COLLEGE (AUTONOMOUS)
Affiliated to Bharathidasan University
Nationally Accredited (4th Cycle) with A⁺⁺ Grade(CPGA 3.75/4) by NAAC
College with Potential for Excellence.
Tiruchirapalli - 620002.

**SCHOOL OF SCHOOL OF MEDIA STUDIES AND FASHION DESIGN
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
Programme: M.Phil., Media & Communication
(2019-2020)**

PO No.	Programme Outcomes <i>Upon completion of the M.Phil Degree Programme, the graduate will be able to</i>
PO-1	Learn the most influential, traditional and critical media studies and its relevance for impact of media & culture on society.
PO-2	Acquire practical knowledge to gather information, create and execute new ideas and finding the conclusion for research and suggestions for to develop the research statement.
PO-3	Obtain quality education in the research areas of visual communication
PO-4	Acquire the knowledge to familiarize the assumptions of research paradigms.
PO-5	Understand the operations and use of computers and common Accessories. Develop skills of ICT and apply them in teaching learning context and research.

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO-1	Develop practical skills in the field of Teaching and Research methods. Acquire academic excellence with an aptitude for higher studies and research
PSO-2	Become aware about the cultural and media issues which are related to our society
PSO-3	Acquire academic excellence with an aptitude for higher studies and research
PSO-4	Acquire to apply and understand the themes of communications in digital era.
PSO-5	Acquire knowledge for learning ICT methods in teaching skills.

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.PHIL MEDIA & COMMUNICATION;
SEMESTER –I

Part	Course	Codes	Hrs/ Week	Credits	Marks
	Course 1 RESEARCH METHODOLOGY	MPH17MC1C01	4	4	100
	Course 2 CRITICAL MEDIA STUDIES	MPH17MC1C02	4	4	100
	Course 3 TEACHING AND LEARNING SKILLS	MPH18TS1C03	4	4	100
	Course 4(Elective) ISSUES AND THEMES IN COMMUNICATION	MPH17MC1E04	4	4	100
Total			16	16	400

SEMESTER II

Part	Course	Codes	Hrs/ Week	Credits	Marks
	DISSERTATION	MPH17MC2D01	6	8	200

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.PHIL MEDIA & COMMUNICATION; SEMESTER –I

Course Title	RESEARCH METHODOLOGY
Total Hours	18
Hours/Week	4
Code	MPH17MC1C01
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable scholars to understand the evolution, nature and facts of research and to provide a theoretical understanding of various approaches to Research Methodology.

CO No.	Course Objectives
CO-1	Understand the problem and formulation of research statement to relate the use of social issues in society.
CO-2	Understand, apply and analyze the types of Sampling Procedure in research.
CO-3	Understand, apply and analyze the contents, case studies used in various parts of the world and the reason behind its Research formulation.
CO-4	Understand, apply and evaluate through the statistical tests on collected samples with the limitations of research.
CO-5	Understand, apply and evaluate findings of the research.

Unit- I- Identifying the research problem-formulation of research statement-defining terms in Research problem statement-selecting appropriate methodology-observing relevant empirical data.

Unit –II Process of operationalisation-principles and techniques of measurement-reliability and validity in measurement.

Unit-III - Principles of sampling-probability sampling designs-non-probability sampling methods.

Unit-IV - Method of data collection-observation study-Interviews-focus group study-grounded theory content analysis-case studies.

Unit-V- Statistical analysis-frequency test- correlation-analysis of variance-cross-tab-t-test-chi-Square test-factor analysis- Discriminate analysis-simple regression analysis-multiple regression analysis.

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Describe and analyze the issues and problems of our society.	PSO 1	R, U
CO-2	Describe and demonstrate the types of sampling techniques.	PSO 2	R
CO-3	Discuss and analyze the research problems with statistical tests.	PSO 2	U
CO-4	Distinguish the development of research problem and finding the results for the problem.	PSO 3	R
CO-5	Criticize statistical tests and its results	PSO 4	An
CO-6	Developing Research skills for conducting the study of social issues	PSO 1	U

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap –

Apply;

An – Analyse; E- Evaluate; C – Create

Books for reference:

1. A.C. Atkinson and m. Riani, Robust Diagnostic Regression Analysis, Springer(200)
2. A.C. Atkinson, M. Riani and A. Carioli, Exploring multivariate Data

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.PHIL MEDIA & COMMUNICATION; SEMESTER –I

Course Title	CRITICAL MEDIA STUDIES
Total Hours	18
Hours/Week	4
Code	MPH17MC1C02
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable scholars to understand the evolution, nature and facts of research and to provide a theoretical understanding of various approaches to Research Methodology.

Course Objectives

The Learner will be able to:

CO No.	Course Objectives
CO-1	Understand the connection between media, culture and society to relate with communication as social cause and the mass society.
CO-2	Understand the Marxism and it's method of socio economic analysis on class relations and social conflict using a materialist interpretation of historical development.
CO-3	Understand the media accountability to refer the general belief that mass media has to be accountable in the public's interest.
CO-4	Understand the technology and money in mass communication through multinational media control and ownership.
CO-5	Understand the media and women's movement in contemporary society in order to know the vast topic of women and media.

UNIT I :THEORIES OF MEDIA AND SOCIETY

Connection between media, culture and society – communication as social cause – the mass society – Marxism – Functionalism – Critical Political Economy – Communication Technology determinism – Information Society.

UNIT II:MEDIA FREEDOM

Media accountability – Economic principles of media structure – ownership and control – media economics – regulation of media – alternative models- media policy

UNIT III :GLOBAL MASS COMMUNICATION

Technology and money in mass communication – multinational media control and ownership – cultural imperialism – transnationalisation of mass media – international news flow

UNIT IV :MEDIA CONTENT

Critical perspectives on content - critical feminist perspective on media content - Reality, reflection or distortion types of journalism.

UNIT-V:CONCEPT OF AUDIENCE

From mass audience to market – audience- issues of public concern- audience as defined by channel or content – media changes affecting audience. Research in the area of Women and media; Media and women’s movement in Contemporary Society.

Course Outcomes:

The Learner will be able to

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap –

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and Understand the media, culture and society	PSO 1	R, U
CO-2	Analyse and Describe the Marxism and Functionalism	PSO 2	An
CO-3	Discuss and analyse the economic principles of media structure	PSO 2	U
CO-4	Distinguish the multimedia media control and ownership	PSO 3	D, An
CO-5	Criticize the feminist perspective on media content	PSO 4	C
CO-6	Discuss and research in the area of women and media on contemporary society	PSO 1	D, R

Apply;

An – Analyse; E- Evaluate; C – Create

BOOKS FOR REFERENCE:

- Agarwal, H. Society, culture and mass communication. Jaipur; Rawat, 1995.
Anderson, Johathan. Thesis and Assignment writing. New Delhi 1987
Andal, N. Communication theories and models. Bombay: Himalaya, 1998
Emerging communication technologies and society. Narosa Publishing House, 2000
Bandhu, Pranjali, dancing to global capital; media in India VikasAdhyayan Kendra, 2001
Bansal, S.k Information System management, New Delhi: Aph Publishing Corporation, 2002
Baran,
Stanley j and davis, Dennis k. Mass Communication Theory: foundations, Ferment and Future, London, 1999

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.PHIL MEDIA & COMMUNICATION; SEMESTER –I

Course Title	TEACHING AND LEARNING SKILLS
Total Hours	18
Hours/Week	4
Code	MPH18TS1C03
Course Type	THEORY
Credits	4
Marks	100

Course Objectives

The Learner will be able to:

CO No.	Course Objectives
CO-1	Acquaint different parts of computer system and their functions.
CO-2	Understand the operations and use of computers and common Accessories.
CO-3	Develop skills of ICT and apply them in teaching learning context and research.
CO-4	Appreciate the role of ICT in teaching , learning and research
CO-5	Acquire the knowledge of communication skill with special reference to its elements , types, development and styles.
CO-6	Understand the terms communication technology and computer mediated teaching and develop multimedia / e- content in their respective subject.
CO-7	Under the communication process through the web.
CO-8	Acquire the knowledge of instructional technology and its applications.
CO-9	Develop different teaching skills for putting the content across to targeted audience.

Unit I – COMPUTER APPLICATIONSKILLS

Information and communication Technology ICT: Definition, Meaning , Features , Trends – Integration of ICT in teaching and learning - ICT applications: using word procesors , spread sheet, power point slides in the class room – ICT for research ; Online journals, e- books , Course ware, Tutorials, Technical reports , Thesis and Dissertation – **ICT for Professional Development** : concept of professional development ; Institutional efforts for competency building ; Individual learning for professional development using professional networks, OERs, technology for action research, etc.

Unit II –COMMUNICATION SKILLS

Communication ; Definitions – Elements of communication : Sender, Message, Channel, Receiver, Feedback and Noise – Types of Communication: Spoken and Written : Non – verbal communication –Interpersonal , Group and Mass communication – Barriers to communication: Mechanical, Physical, Linguistic & cultural – skills of communication ; listening, speaking, reading and writing – Methods of developing fluency in oral and written communication –Style , Diction and Vocabulary – classroom communication and dynamics

Unit III: PEDAGOGY

Instructional Technology; Definition, Objectives and Types – Difference between Teaching and Instruction – lecture technique ; Steps , Planning of a Lecture – Narration in tune with the nature of different disciplines – lecture with power point presentation- Versatility of Lecture Technique – Demonstration: Characteristics, Principles, planning Implementation and Evaluation – Teaching- Learning Techniques: Team Teaching, group Discussion, Seminar , Workshop, Symposium and panel Discussion.

Unit IV: E- LEARNING TECHNOLOGY INTEGRATION AND ACADEMIC RESOURCES IN INDIA

Concept and types of e- learning (synchronous and asynchronous instructional delivery and means)m- learning (mobile apps); blended learning : flipped learning : E- learning tools (like LMS; software's for word processing, making presentations, online editing etc.); subject specific tools for e-learning awareness of e-learning standards – concept of technology integration like(TRACK : SAMR); Technology Integration matrix – Academic resources in India: MOOC, NMEICT: NPTEL: e-pathsala: SWAYAM, SWAYAM prabha, National academic depository, National Digital Library : e- Sodh Sindhu; virtual labs ; e-Yantra , Talk to a teacher , MOODLE, mobile apps etc.

Unit V: SKILLS OF TEACHING AND TECHNOLOGY BASED ASSESMENT

Teaching Skills; Definition, Meaning and Nature – Types of Teaching Skills: Skill of Set Induction, Skill of Stimulus Variation, Skill of Explaining, Skill of probing questions, Skill of Black Board of Writing and skills of closure – Integration of Teaching Skills – Technology for Assessment; assessment for learning: tools for self & peer assessment (recording devices : e- rubrics , etc): online assessment (open source software's : e- portfolio; quiz makers: e- rubrics: survey tools); technology for assessment of collaborative learning like blogs, discussions forums , learning analytics.

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

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	After completing the course, the students will: Develop skills of ICT and apply them in Teaching, Learning context and Research.	PSO 1	R, U
CO-2	Be able to use ICT for their professional development.	PSO 2	R
CO-3	Leverage OERs for their teaching and research.	PSO 2	U
CO-4	Appreciate the role of ICT in teaching, learning and Research.	PSO 3	R
CO-5	Develop communication skills with special reference to Listening, Speaking, Reading and Writing.	PSO 4	An
CO-6	Learn how to use instructional technology effectively in a classroom.	PSO 1	R
CO-7	Master the preparation and implementation of teaching techniques.	PSO 1	R, U
CO-8	Develop adequate skills and competencies to organize seminar / conference /workshop /symposium / panel discussion.	PSO 2	R
CO-9	Develop skills in e-learning and technology integration.	PSO 2	U
CO-10	Have the ability to utilize Academic resources in India for their teaching.	PSO 3	R
CO-11	Have the mastery over communication process through the web.	PSO 4	An
CO-12	Develop different teaching skills for putting the content across to targeted audience.	PSO 1	R, U
CO-13	Have the ability to use technology for assessment in a classroom.	PSO 2	R

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

Books For Reference:

1. Bela rani Sharma (2007), curriculum reforms and teaching methods. Sarup and sons, New Delhi
2. Brandon hall , E-learning, a research note by Namahn, in www.namahn.com/resources/e-learning pdf, Retrieved on 05/08/2011
3. Don skinner (2005), teacher training, Edinburgh university press ltd.
4. Information and communication technology in education ; A curriculum for schools and programmed of teacher development, Jonathan Anderson And Torn Van Weart, UNESCO, 2002.
5. Jereb, E.&smitick,B (2006). Applying multimedia instruction in learning and innovations in Education & Teaching International 43(1), 15-27
6. Kumar K.L (2008) Educational Technology, New Age International Publishers , New Delhi
7. Learning management system: [https://en .wikipedia.org/wiki/learning management system](https://en.wikipedia.org/wiki/learning_management_system) retrived on 05/01/2016
8. Mangal S.K (2002) Essential Of Teaching – Learning And Informational Technology, Tandon Publications, Ludhiana

HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION
M.PHIL MEDIA & COMMUNICATION; SEMESTER –I

Course Title	ISSUES AND THEMES IN COMMUNICATION
Total Hours	18
Hours/Week	4
Code	MPH17MC1E04
Course Type	THEORY
Credits	4
Marks	100

General Objective:

To enable the students to rise up to a higher plane of thinking on communication and to decipher the latent issues and themes embedded in media and society

Course Objectives

The Learner will be able to:

CO No.	Course Objectives
CO-1	To enable the students to rise up to a higher plane of thinking on communication
CO-2	To assist students to decipher the latent issues and themes embedded in media and society.
CO-3	To create a critical and analytical approach to the realities in the society and come up with alternative suggestions and solutions for a better use of media.
CO-4	Discuss and understand different crisis of Communication paradigms and thus redefining Communication in the modern world.
CO-5	Analyse and understand the new dimension of communication in the next generation.

UNIT I :AN INTRODUCTION TO MEDIA AND COMMUNICATION

Understanding of Issues and Themes in communication – Logical Positivism – Post Modernism - Phenomenology - Theory Construction – Communicative Communication – Social Communication

UNIT II:ADVANCE DISCUSSIONS ON COMMUNICATION AND THEORIES

Rethinking Communication – Ideology and Communication Theory – Communication paradigms or problems – Crisis of Dominant paradigm – Disciplinization of Communication

UNIT III: WOMEN AND SOCIAL CHANGE

Mass Media and Social change; Social Trends Socio –Economic Conditions and their Impact on women; Poverty and Women; Money and Women’s Empowerment; Mahila Panchayats and Grass- roots Organisations; Women and Self help Groups: women and Environmental Movements; Women and HIV Aids; Women and Sustainable Development.

UNIT IV: COMMUNICATION AND SOCIALIZATION

Reconstruction of logic and Human Communication – Progressive praxis – Communication as an Action Science – Generative Theory – Special Theory – Interpretive Paradigm – Social Theory - Interpretive paradigm Social Self – Interaction and Social Organization – Interaction and Meaning – Ethno methodology.

UNIT V: COMMUNICATION FOR THE NEXT GENERATION

Communication as a Practical Discipline – Communication : Is it a field of isolated islands of thoughts? – Communication Theory for the 21st Century – producing Society in Everyday Life – Symbolism and performance in Everyday Life – Social life as Accomplishment.

Course Outcomes:

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understanding of the concepts by modern schools of communication	PSO 1	R, U
CO-2	Analysis of crisis of communication paradigms	PSO 2	R
CO-3	Evaluation of various dimensions of women empowerment and role of media	PSO 2	U
CO-4	Creation of alternative suggestions for the better use of media	PSO 3	R
CO-5	Knowledge of new dimension of communication in the next generation	PSO 4	An
CO-6	Remember and understand the issues and themes presented by various modern schools of Communication	PSO 1	R

PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap –

Apply;

An – Analyse; E- Evaluate; C – Create

BOOKS FOR REFERENCE:

Brenda Dervin et al. 1989, Rethinking Communication, Vol I paradigm issues, Sage, California, USA.

Broom/Bonjean/ Broom, 1990, Sociology: A core Text with Adapted Readings: PP 22May, Tim 1996. Situating Social Theory, pp

The issues at Stake: Theory⁷ and practice in Contemporary Women's in India; Nandita Gandhi and Nandita Shah, Kali For Women,1991