

**PG & RESEARCH**  
**DEPARTMENT OF VISUAL**  
**COMMUNICATION**  
**(SHIFT – I)**  
**(2022-2025)**



**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620 002**  
**SCHOOL OF MEDIA STUDIES AND FASHION DESIGN**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)**

<b>PO No.</b>	<b>Programme Outcomes</b> <i>Upon completion of the B.Sc. Degree Programme, the graduate will be able to</i>
<b>PO-1</b>	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.
<b>PO-2</b>	Involve in research and innovative endeavors and share their findings for the wellbeing of the society.
<b>PO-3</b>	Work effectively in teams and take up leadership in multi-cultural milieu.
<b>PO-4</b>	Act with moral, ethical and social values in any situation.
<b>PO-5</b>	Excel as empowered woman to empower women
<b>PO-6</b>	Participate in activities towards environmental sustainability goals as responsible citizens.
<b>PO-7</b>	Pursue higher studies in the related fields of science, humanities and management.
<b>PO-8</b>	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.
<b>PO-9</b>	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.

### Programme Outcomes (POs)

<b>PSO No.</b>	<b>Programme Specific Outcomes</b> <i>Upon completion of these courses the student would be able to</i>
<b>PSO-1</b>	Identify the media audience and adapt production procedures in contemporary print, electronic and new media industries.
<b>PSO-2</b>	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.
<b>PSO-3</b>	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 the academic year 2022-2023onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002**  
**SCHOOL OF MEDIA STUDIES AND FASHION DESIGN**  
**PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)**  
**II UG COURSE PATTERN**  
**B.Sc. VISUAL COMMUNICATION**

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
<b>I</b>	<b>I</b>	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U22TL1TAM01 U22HN1HIN01 U22FR1FRE01	3	3	100
	<b>II</b>	English	English Paper I	U22EL1GEN01	3	3	100
	<b>III</b>	Major Core 1	History of Indian Media	U22VC1MCT01	4	4	100
		Major Core 2	Human Communication	U22VC1MCT02	4	4	100
		Major Core -3	Visual Literacy and Drawing- Practical	U22VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U22VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U22VC1ALT02	4	2	100
	<b>IV</b>	Environmental studies	Environmental studies	U22ES1EVS01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U22VE2LVE01/ U22VE2LVB01/ U22VE2LVC01	1	-	-
	<b>V</b>	Extension activities	Service Oriented Course	Anyone activity based on the student's choice	-	-	-
	<b>VI</b>	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U22EX1INT01	-	2(Extra Credits )	100
				<b>Total</b>	<b>30</b>	<b>22+ 2*</b>	<b>800+100EC</b>

Sem	Part	Course	Title Of The Course	Code	Hrs/Week	Credits	Marks
<b>II</b>	<b>I</b>	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U22TL2GEN02 U22HN2HIN02 U22FR2FRE02	3	3	100
	<b>II</b>	English	English Paper II	U22EL2GEN02	3	3	100
	<b>III</b>	Major Core 4	Mass Communication Theories	U22VC2MCT04	5	4	100
		Major Core 5	Radio Production	U22VC2MCP05	4	4	100
		Major Core 6	Psychology	U22VC2MCT06	4	3	100
		Allied-3	Art and Aesthetics	U22VC2ALT03	4	2	100
		Major SBE- 1	Computer Literacy for Visual Communication	U22VC2SBT01	2	1	100
	<b>IV</b>	Skill-Based Course- 1	Soft Skill Development	U22SS2SBC01	2	1	100
		Skill-Based Course (SBC- 2)	Sustainable Rural Development and Student Social Responsibility	U22RE2SBC02	2	1	100
		Value Education	Bible/Catechism/Ethics	U22VE2LVE01/ U22VE2LVB01/ U22VE2LVC01	1	1	100
		EXTRA CREDIT	Online Course	U22EX2ONC01		1EC	100
	<b>V</b>	Extension activities	Service Oriented Course	-	-	-	-
		Extra credit	RESCAPES			1EC	
	<b>VI</b>	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U22EX1INT02	-	2(Extra Credit)	100
					<b>Total</b>	<b>30</b>	<b>23+4 EC</b>

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks
<b>III</b>	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U22TL3TAM03 U22HN3HIN03 U22FR3FRE03	3	3	100
	II	English	English Paper III	U22EL3GEN03	3	3	100
	III	Major Core-7	Digital Photography (Lab cum Theory)	U22VC3MCP07	5	4	100
		Major Core-8	Graphic Design (Practical)	U22VC3MCP08	4	3	100
		Major Elective -1	Advertising ( Major to Elective )	U22VC3MET01	5	3	100
		Major Skill- Based Elective- 2	Advertising Production (Practical)	U22VC3SBP02	2	1	100
		Allied-4	Media Writing Skills <b>(with in school)</b>	U22VC3ALT04	4	2	100
		Non Major Elective- NME-1	Basics of advertising	U22VC3NMT01	2	2	100
		Value education	Ethics II/ Bible studies II/ Catechism II	U22VE4LVE02/ U22VE4LVB02/ U22VE4LVC02	1	-	-
	IV	EXTRA CREDIT	Online Course	U22EX3ONC02		1	100
		Gender studies	Gender studies	U22WS3GST01	1	1	100
	VI	Extension Activities	Service Oriented Course		-	-	-
			Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U22EX3INT03	-	2	100
<b>Total</b>					<b>30</b>	<b>23+2 EC</b>	<b>900+ 100EC</b>

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
IV	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U22TL4GEN04 U22HN4HIN04 U22FR4FRE04	3	3	100
	II	English	English Paper IV	U22EL4GEN04	3	3	100
	III	Major Core-9	Elements of Film	U22VC4MCP09	5	4	100
		Major core - 10	Screenplay Writing	U22VC4MCT10	4	4	100
		Major elective -2	Journalism (with in school)	U22VC4MET02	4	3	100
		Allied -5	Media Culture and Society	U22VC4ALT05	4	2	100
		Allied -6	Computer Graphics- I	U22VC4ALP06	4	2	100
		Non Major Elective- NME-2	Fundamentals of Photography	U22VC4NMP02	2	2	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/ U22VE4LVE02 / U22VE4LVB02 / U22VE4LVC02	U22VE4LVE02 / U22VE4LVB02 / U22VE4LVC02	1	1	100
	V	Extension Activity	Service Oriented Course	U22EX4SOC01	-	2	100
		RESCAPES-	U22EX4RES02		1	100	
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U22EX4INT04	-	2	100	
<b>Total</b>					<b>30</b>	<b>24+5EC</b>	<b>900+ 200 (EC)</b>

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Mark
V	III	Major Core-11	Visual Analysis Tools	U22VC5MCT11	5	5	100
		Major Core -12	Fundamentals of Editing (Lab cum theory)	U22VC5MCP12	5	4	100
		Major Core-13	Media Management	U22VC5MCT13	5	4	100
		Major Core Practical-14	Television Production (Lab cum Theory) /  Computer Graphics-II(Practical)	U22VC5MCP14  U22VC5MCP15	6	4	100
		Major elective - 3	(Public Relations & Event Management) within school	U22VC4MET03	4	3	100
		NME - 3	Film Appreciation	U22VC5NMT03	3	3	100
		Industrial Relation	U22VC5IRT01	1	1	100	
	EXTRA CREDIT	Online Course	U22VC5OCT01		1	100	
	IV	Value Education	Ethics / Bible studies / Catechism	U22VE6LVE03/ U22VE6LVB03/ U22VE6LVC03	1	-	-
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		U22EX5INT05	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+ 3EC</b>	<b>700+ 200E C</b>



Sem	Part	Course	Title	Code	Hrs/ Week	Credit s	Marks
VI	III	Major Core-15	Development Communication	U22VC6MCT15	5	5	100
		Major Core-16	Media Laws and Ethics	U22VC6MCT16	6	5	100
		Major Core-17	Portfolio (Practical)	U22VC6MCP17	5	4	100
		Major Core Practical - 18	Project	U22VC6MCP18	5	4	100
		Major Elective 4	New Media Studies	U22VC6MET04	4	3	100
		NME – 4	Women and Media	U22VC6NMT04	2	2	100
		Skill-Based Elective- 3	Research Methodology (Theory cum practical)	U22DS6SBC03	2	1	100
	IV	Value Education	Ethics / Bible studies / Catechism	U22VE6LVE03/ U22VE6LVB03/ U22VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U22RE6ETF01		1	100
			Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U22EX6INT06	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+ 3 EC</b>	<b>700+ 200 EC</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+20</b>	<b>5000+ 900(EC )</b>

(For Candidates admitted from the academic year 2022-23 onwards)

<b>Course Title</b>	<b>MAJOR CORE-1 - HISTORY OF INDIAN MEDIA</b>
<b>Code</b>	<b>U22VC1MCT01</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>4 Hrs</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### **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 &amp; genres

TV program &amp; 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 &amp; 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'Abero. A. Desmond, Voice to the people (Communication for social change), Culture and Communication, Chennai 1990.
2. Kumar.J., Keval – Mass Communication in India., Jaico Publishing House, Mumbai 2002.
3. Livingstone Sonia Young people and New Media sage publication New Delhi 2004.
4. Srinivastava H.O. Broadcast Technology, Gyan Publishers, and New Delhi 2000.
5. Yadava, 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://bmmcoursetnotes.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**

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

**PSO – CO MAPPING**

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

(For Candidates admitted from the academic year 2022-23 onwards)

<b>Course Title</b>	<b>Major Core 2–Human Communication</b>
<b>Code</b>	<b>U22VC1MCT02</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>4 Hrs</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

To understand the nature, process of human communication in Communication and apply the basic concepts to develop presentation 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, SK., (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\\_communication\\_7th\\_edition\\_by\\_judy/](https://www.reddit.com/r/CollegeTextbook/comments/hcbixx/pdf_ebook_human_communication_7th_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://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**

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

**PSO – CO MAPPING**

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

(For Candidates admitted from the academic year 2022-23 onwards)

<b>Course Title</b>	<b>Major Core Practical -3 VISUAL LITERACY AND DRAWING</b>
<b>Code</b>	<b>U22VC1MCP03</b>
<b>Course type</b>	<b>PRACTICAL</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>5 Hrs</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

## 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://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.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**

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

**PSO – CO MAPPING**

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

(For Candidates admitted from the academic year 2022-23 onwards)

<b>Course Title</b>	<b>ALLIED 1 – INTRODUCTION TO VISUAL COMMUNICATION</b>
<b>Code</b>	<b>U22VC1ALT01</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>4 Hrs</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

## 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.

### 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

Levels 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.

#### **Unit IV**

**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, decision making, 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.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/](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		H	M	M		H	H	H
CO-2	M		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	
CO-3	H	H	
CO-4	H	H	H
CO-5	H	H	H



(For Candidates admitted from the academic year 2022-23 onwards)

<b>Course Title</b>	<b>ALLIED – 2 – THEATRICAL COMMUNICATION</b>
<b>Code</b>	<b>U22VC1ALT02</b>
<b>Course type</b>	<b>Theory</b>
<b>Semester</b>	<b>I</b>
<b>Hours/Week</b>	<b>4 Hrs</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### **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 18<sup>th</sup> 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. RustomBharucha. 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\\_Theatre](https://www.researchgate.net/publication/249560166_The_Oxford_Companion_to_Indian_Theatre) Edited by Ananda Lal New Delhi

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

<https://fdocuments.in/download/natya-shastra-of-bharatamuni-vol-i-m-ramakrishna-kavipart1pdf>

<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 Shastrato 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 – CO MAPPING**

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

**PSO – CO MAPPING**

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

**PG & RESEARCH**  
**DEPARTMENT OF VISUAL**  
**COMMUNICATION**  
**(SHIFT – I)**  
**(2021-2024)**

**(For Candidates admitted in the academic year 2021-22)**  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002**  
**SCHOOL OF MEDIA STUDIES AND FASHION DESIGN**  
**PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)**  
**UG COURSE PATTERN**

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
<b>I</b>	<b>I</b>	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U21TL1TAM01 U21HN1HIN01 U21FR1FRE01	3	3	100
	<b>II</b>	English	English Paper I	U21EL1GEN01	3	3	100
	<b>III</b>	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 –Practical	U21VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U21VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U21VC1ALT02	4	2	100
	<b>IV</b>	Environmental studies	Environmental studies	U21RE1EST01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U21VE2LVE01/ U21VE2LVB01/ U21VE2LVC01	1	-	-
	<b>V</b>	Extension activities	Service Oriented Course	Anyone activity based on the student's choice Students Choice	-	-	-
	<b>VI</b>	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP1ECC01	-	2(Extra Credit)	100
				<b>Total</b>	<b>30</b>	<b>22+ 2*</b>	<b>800+100 EC</b>

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks	
<b>II</b>	<b>I</b>	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U21TL2GEN02 U21HN2HIN02 U21FR2FRE02	3	3	100	
	<b>II</b>	English	English Paper II	U21EL2GEN02	3	3	100	
	<b>III</b>	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	
	<b>IV</b>	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	
	<b>V</b>	Extension activities	Service Oriented Course	-	-	-	-	
	<b>VI</b>	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP2ECC02	-	2(Extra Credit)	100	
					<b>Total</b>	<b>30</b>	<b>23+2 EC</b>	<b>1000+ 100EC</b>

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks
III	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U21TL3TAM03 U21HN3HIN03 U21FR3FRE03	3	3	100
	II	English	English Paper III	U21EL3GEN03	3	3	100
	III	Major Core-6	Advertising	U21VC3MCT06	5	4	100
		Major Core-7	Digital Photography (Lab cum Theory)	U21VC3MCP07	4	3	100
		Major Core-8	Graphic Design (Practical)	U21VC3MCP08	4	3	100
		Major Skill- Based Elective- 2	Advertising Production	U21VC3SBP02	2	1	100
	Allied-4	Media Writing Skills  ( with in school)	U21VC3ALT04	4	2	100	
	NME-1	Basics of advertising	U21VC3NMT01	3	3	100	
	Value education	Ethics II/ Bible studiesII/ Catechism II	U21VE4LVE02/ U21VE4LVB02/ U21VE4LVC02	1	-	-	
	Gender studies	Gender studies	U21WS3GST01	1	1	100	
IV							
	VI	Extension Activities	Service Oriented Course		-	-	-
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		U21SP3ECC03	-	2	100
<b>Total</b>					<b>30</b>	<b>23+2 EC</b>	<b>900+ 100EC</b>



Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
IV	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U21TL4GEN04 U21HN4HIN04 U21FR4FRE04	3	3	100
	II	English	English Paper IV	U21EL4GEN04	3	3	100
	III	Major Core-9	Elements of Film	U21VC4MCP09	4	3	100
		Major core -10	Screenplay Writing	U21VC4MCT10	4	4	100
	IV	Major elective -2	Journalism <b>(with in school)</b>	U21VC4MET02	4	3	100
		Allied -5	Media Culture and Society	U21VC4ALT05	4	2	100
		Allied -6	Computer Graphics – I	U21VC4ALP06	4	2	100
		NME-2	Folk Arts	U21VC4NMT02	3	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U21VE4LVE02/ U21VE4LVB02/ U21VE4LVC02	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- <b>Extra Credit</b>	U21SP4ECC04	-	2	100	
<b>Total</b>					<b>30</b>	<b>24 +4EC</b>	<b>900+ 200EC</b>

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Mark
V	III	Major Core-11	Visual Analysis Tools	U21VC5MCT11	5	4	100
		Major Core - 12	Development Communication	U21VC5MCT12	5	4	100
		Major Core- 13	Media Management	U21VC5MCT13	5	4	100
		Major Core Practical-14	Television Production (Lab cum Theory) /  Computer Graphics- II(Practical)	U21VC5MCP14/  U21VC5MCP15	5	4	100
		Major elective -3	(Public Relations & Event Management)within school	U21VC4MET03	4	3	100
		NME - 3	Fundamentals of Photography	U21VC5NMP03	3	3	100
			Industrial Relation	U21VC5IRT01	1	1	100
		EXTRA CREDIT	Online Course	U21VC5OCT01	2	2	100
		Value Education	Ethics / Bible studies / Catechism	U21VE6LVE03/ U21VE6LVB03/ U21VE6LVC03	1	-	-
	IV	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U21SP5ECC05	-	2	100	
	<b>TOTAL</b>					<b>30</b>	<b>24+ 4EC</b>

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Mark
VI	III	Major Core-15	New Media Studies	U21VC6MCT15	5	5	100
		Major Core-16	Media Laws and Ethics	U21VC6MCT16	5	4	100
		Major Core-17	Portfolio (Practical)	U21VC6MCT17	5	4	100
		Major Core Practical - 18	Project	U21VC6MCT18	5	4	100
		Major Elective 4	Magazine production, layout & designing	U21VC6MET04	4	3	100
		NME - 4	Women and Media	U21VC6NMT04	3	3	100
		Skill-Based Elective- 3	Research Methodology (Theory cum practical)	U21DS6SBT03	2	1	100
	IV	Value Education	Ethics / Bible studies / Catechism	U21VE6LVE03/ U21VE6LVB03/ U21VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U21RE6ETF01		4	100
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U21SP6ECC06	-	2	100	
<b>TOTAL</b>					<b>30</b>	<b>24+ 6 EC</b>	<b>700+ 200 EC</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+20</b>	<b>5000+ 900(EC)</b>

(For Candidates admitted in the academic year 2021-22)

<b>Course Title</b>	<b>MAJOR CORE 6 – ADVERTISING</b>
<b>Code</b>	<b>U21VC3MCT06</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>5 Hrs</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS:

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

### Course Objectives:

1. To understand, apply and analyze the benefits, role and history of advertising field
2. To Understand and analyze the different methods in segmenting the market, ad appeals, branding, ad campaign and the positioning a product in the minds of the consumers.
3. To apply and analyze the various media strategy to select the media in the field of advertising.
4. To analyze and evaluate the various copywriting processes in producing ads for the media
5. To apply and create Advertisements for social awareness.

### SYLLABUS

#### UNIT I: INTRODUCTION TO ADVERTISING

**15 Hrs**

Define advertising

State the history and development of advertising

Assess the benefits of advertising

Advertising Appeals

Distinguish the different types of ads

Identify the role of advertising in India.

AIDA Model

*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):**

**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.NewDelhi:Adhyayan Publishers.

### SUGGESTED READINGS:

1. Jefkins, Frank(1992) Advertising Made simple. London :Rutledge.
2. Batra, Rajeev;Myers C. John (1996) Advertising Management. New Delhi:Surject Publishers.
3. Kaptan Sanjay, AcharyaAkhilesh(2001) Advertisement in Print Media. Jaipur: Book Enclave.
4. Odin Pamela(2007) Advertising in Modern and Postmodern Times. London:Sage Publication.
5. Burghate,M.A.(2004)Study of Advertising Agencies in India.New Delhi: Adhyayan Publishers.

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

### WEB REFERENCES

1. <https://softcube.com/the-entire-history-of-advertising/>
2. <https://www.enotesmba.com/2013/10/role-of-advertising-in-marketing-and-process-of-advertising.html>
3. <https://www.linkedin.com/pulse/seven-appeal-strategies-your-advertising-campaigns-terricia-folliero/>
4. <https://www.managementstudyguide.com/advertising-ethics.htm>

### Course Outcomes:

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall and Relate the importance of Advertisement, History and purpose of Advertisement	K1
CO-2	Understand and identify the value including their underlying assumptions and the predictions which makes the learner more competent communicator in Advertising appeals and advertising customers	K2
CO-3	Apply and select the various media strategy to select the media in the field of advertising, write PSAs for various media like print, tv and Radio	K3
CO-4	Analyze the importance of Advertising and Marketing to know about Commercialization and the ethics of advertising	K4

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

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

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

(For Candidates admitted in the academic year 2021-22)

<b>Course Title</b>	<b>MAJOR CORE 7- DIGITAL PHOTOGRAPHY</b>
<b>Code</b>	<b>U21VC3MCP07</b>
<b>Course Type</b>	<b>Lab cum Theory</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>4 Hrs</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS:**

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:**

1. To Remember the history and early times of photography, types and functions of camera and how to handle the camera as an amateur.
2. To 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.
3. To apply 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.
4. To evaluate the art of digital camera and manipulating the art of photography through image.
5. To Create and apply a professional quality portfolio that is a successful demonstration of the subject.

**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*

### **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>

## COURSE OUTCOMES

### The Learners:

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall the types of cameras used in the current trend	K1
CO-2	Consider the techniques of Digital Camera	K2
CO-3	Compare and manipulate the values of natural and artificial lightings.	K3
CO-4	Extrapolate how to learn digital photography and it's methods	K4
CO-5	Analyze and compose the creative art of photography	K5
CO-6	Create employability and entrepreneurship qualities among students	K6

### PO – CO MAPPING

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

### PSO – CO MAPPING

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

(For Candidates admitted in the academic year 2021-22)

<b>Course Title</b>	<b>MAJOR CORE 8 - GRAPHIC DESIGN</b>
<b>Code</b>	<b>U21VC3MCP08</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>4 Hrs</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

### **CONSPECTUS**

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**

1. To 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.
2. To understands, analyze and apply the concept of Collage with various geometrical shapes and form images using lines of varying lengths.
3. To understand, apply, create and design Logos that is visual representation of the company brand.
4. Understand and create the perspective views, bring out the 3Dimensional form in objects and geo-shapes.
5. Apply, create and evaluate Optical illusion drawing which includes shading and angles that add depth to it.

### **SYLLABUS**

#### **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.*

## **TEXT BOOK**

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

## SUGGESTED READINGS

1. Alan and Isabella Livingston: Graphic Design and Designers new edition, Thames & Hudson world of art, Singapore by C.S. Graphics, 2003.
2. Christopher Hart: Drawing on the funny side of the Brain, Watson–Guptill Publications Newyork, 1998.
3. Bride M. Whelan: Colour Harmony 2, Guide to Creative ColourCombinations,U.S.A ,Rockfort Publishers,1994.
4. David E.Carter: The Little Book Of Logo Recipes, successful designs and how to create them,Harper Collin Publishers, Newyork, 2004.
5. Bride M. Whelan: Colour Harmony 2, Guide to Creative Colour Combinations, Rock fort Publishers, U.S.A, 1994.

## WEB REFERENCES

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

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

[https://www.gettextbooks.com/author/Bride\\_Whelan](https://www.gettextbooks.com/author/Bride_Whelan)

## COURSE OUTCOMES

### The Learner will be able to

CO No.	Course Outcomes	Cognitive Level(K1-K6)
CO-1	Recall the free hand drawing and relate it to reproduce the clone designs.	K1
CO-2	Describe the concept of Collage and express it using geometrical shapes.	K2
CO-3	Apply the principles and prepare logos of their own.	K3
CO-4	Classify the different types of layouts and outline the appropriate one.	K4
CO-5	Create three-dimensional perspective drawings.	K5
CO-6	Developing skills like create, understand the fundamentals of 3D drawings	K6

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

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

<b>CO/PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO-1</b>	H	H	H
<b>CO-2</b>	H	H	H
<b>CO-3</b>	H	H	H
<b>CO-4</b>	H	H	H
<b>CO-5</b>	H	M	H
<b>CO-6</b>	H	H	H

<b>Course Title</b>	<b>MAJOR SKILL-BASED ELECTIVE- 2 - ADVERTISING PRODUCTION</b>
<b>Code</b>	<b>U21VC3SBP02</b>
<b>Course type</b>	<b>PRACTICAL</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>2 Hrs</b>
<b>Credits</b>	<b>1</b>
<b>Marks</b>	<b>100</b>

**CONSPECTUS:**

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

**Course Objectives:**

1. To Understand, apply and analyze the benefits knowing the advertising copywriting which is the basic element in writing good copy for the advertising
2. To apply different methods of visualizing the illustration in advertising for a best outcome of advertising copy and designed package.
3. To apply and analyze the Writing advertising copy for various Media in the field of advertising in a way to capture the mind of customer.
4. To analyze 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.
5. To create and defend media plan strategy and execution of an ad campaign for clients.

**SYLLABUS**

**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*

(For Candidates admitted in the academic year 2021-22)

<b>Course Title</b>	<b>ALLIED-4 – MEDIA WRITING SKILLS</b>
<b>Code</b>	<b>U21VC3ALT04</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>4 Hrs</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

To enable the students to write content effectively for various media using the formats and techniques.

## COURSE OBJECTIVES

1. To remember and understand the rhetorical effectiveness of Writing in a Media Environment for a range of different examples of media writing
2. To Apply 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
3. To 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
4. To 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.
5. To analyze and apply the Application for planning, editing and revising their own and others' writing in order to enhance and develop written communication skills.

## SYLLABUS

### 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.**

**TEXT BOOK**

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

**SUGGESTED READINGS**

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.

## WEB REFERENCES

<https://www.slideshare.net/03368214172/what-are-news-values>

<https://www.slideshare.net/adrogers/news-values>

<https://www.morganmckinley.com/article/different-types-job-interviews-and-what-expect>

<https://worldscholarshub.com/subjects/qualities-of-a-good-news-story/>

<https://www.nngroup.com/articles/invertedpyramid/#:~:text=In%20journalism%2C%20the%20inverted%20pyramid,supporting%20details%20and%20background%20information>

<https://en.wikipedia.org/wiki/Advertising>

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

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Remember and compile the characteristics of news stories and will demonstrate an ability to revise for content and edit for grammatical and stylistic clarity	K1
CO-2	Understand the role of news structure and values and recognize the contributions of content for print media.	K2
CO-3	Formulate and improve the content and use the stated sources of information while writing a news item for broadcast news using broadcast writing style.	K3
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.	K4

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

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

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

(For Candidates admitted in the academic year 2021-22)

<b>Course Title</b>	<b>NON-MAJOR ELECTIVE I –BASICS OF ADVERTISING</b>
<b>Code</b>	<b>U21VC3NMT01</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>III</b>
<b>Hours/Week</b>	<b>3 Hrs</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

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

### COURSE OBJECTIVES:

1. To remember, Understand and evaluate the benefits, roles and types of advertising in the India.
2. To understand and analyze the target audience in the advertising market industry.
3. To comprehend and evaluate the process of designing and advertising with the use of visualization, copywriting and photography.
4. To remember and understand the advertising and the society.
5. To prepare and creates assignments for print, radio and tv ads.

### SYLLABUS

#### 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***TEXT BOOK**

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

**SUGGESTED READINGS**

1. Dennis – The Advertising Handbook (2000), Philip Kent Publishers, New Delhi (2000)
2. June.A.Valladaves, the Craft of Copywriting, Sage publication, New Delhi (2001)
3. Jefkins, Frank – Advertising made simple, Jaico Publication, New Delhi (2002)
4. Kotler, Philip – Marketing Management, Ruggles Publishers, USA (1980)
5. J.V.Vilaniliam, Advertising basics, Sage publication, New Delhi (2000)

**WEB REFERENCES**

1. <https://www.indeed.com/career-advice/career-development/types-of-advertising>
2. [https://www.researchgate.net/publication/320719721\\_THE\\_HISTORY\\_OF\\_ADVERTISING](https://www.researchgate.net/publication/320719721_THE_HISTORY_OF_ADVERTISING)
3. <https://www.youtube.com/ads/how-it-works/set-up-a-campaign/>

**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	Recall and relate the needs of advertising and benefits of advertising in India	K2
CO-2	Prepare and create print ads for soap product	K4
CO-3	Analyze the portrayal of women in Advertisements	K3
CO-4	Compose a PSA for radio and justify the ethics for Indian advertisements	K4

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

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

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

**PG & RESEARCH**  
**DEPARTMENT OF VISUAL**  
**COMMUNICATION**  
**(SHIFT – I)**  
**(2020-2023)**

(For candidates admitted in the academic year 2020-2021)  
**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**  
**B.Sc VISUAL COMMUNICATION**

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
<b>I</b>	<b>I</b>	Language	Tamil -I/ Hindi -I/ French – I	U20TL1TAM01 U20HN1HIN01 U20FR1FRE01	3	3	100
	<b>II</b>	English	General English – I	U20EL1GEN01	3	3	100
	<b>III</b>	Major Core 1	History of Indian Media	U20VC1MCT01	4	4	100
		Major Core 2	Human Communication	U20VC1MCT02	4	4	100
		Major Core Practical -3	Visual Literacy and Drawing (Practical)	U20VC1MCP03	5	3	100
		Allied-1	Introduction to Audio Visual Medium (Within School)	U20VC1ALT01	4	2	100
		Allied-2	Event Management (Within School)	U20VC1ALT02	4	2	100
	<b>IV</b>	Environmental studies	Environmental studies	U20RE1EST01	2	1	100
		Value Education	Ethics/ Bible Studies/ Catechism	U20VE2LVE01/ U20VE2LVB01/ U20VE2LVC01	1	-	-
	<b>V</b>	Service Oriented Course			-	-	-
	<b>VI</b>	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U20SP1ECC01	-	2(Extra Credit)	100
				<b>Total</b>	<b>30</b>	<b>22+ 2*</b>	<b>800+100EC</b>



Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks	
<b>II</b>	<b>I</b>	Language	Tamil - II/ Hindi - II / French - II	U20TL2GEN02 U20HN2HIN02 U20FR2FRE02	3	3	100	
	<b>II</b>	English	English Paper II	U20EL2GEN02	3	3	100	
	<b>III</b>	Major Core 4	Mass Communication Theories	U20VC2MCT04	5	4	100	
		Major Core 5	Radio Production (Theory cum Lab)	U20VC2MCP05	4	4	100	
		Major Elective I	Fashion Communication <b>(Within School)</b>	U20VC2MET01	4	3	100	
		Allied-3	Illustrator for Designing (Theory cum Lab) <b>(Within School)</b>	U20VC2ALP03	4	2	100	
		Major SBE - 1	Computer Literacy for Visual Communication	U20VC2SBT01	2	1	100	
	<b>IV</b>	Skill-Based Elective- 1	Soft Skill Development	U20RE2EST02	2	1	100	
		Skill-Based Elective- 2	Sustainable Rural Development and Student Social Responsibility	U20RE2SBT02	2	1	100	
		Value Education	Bible/Catechism/Ethics	U20VE2LVE01/ U20VE2LVB01/ U20VE2LVC01	1	1	100	
	<b>V</b>		Service Oriented Course	-	-	-	-	
	<b>VI</b>	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U20SP2ECC02	-	2(Extra Credit)	100	
					<b>Total</b>	<b>30</b>	<b>23+2 EC</b>	<b>1000+100 EC</b>

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
<b>III</b>	I	Language	Tamil - III/ Hindi -III/ French - III	U20TL3TAM03 U20HN3HIN03 U20FR3FRE03	3	3	100
	II	English	English -III	U20EL3GEN03	3	3	100
	III	Major Core-6	Advertising	U20VC3MCT06	5	4	100
		Major Core-7	Digital Photography (Theory cum Lab)	U20VC3MCP07	4	3	100
	Major Core-8	Graphic Design (Practical)	U20VC3MCP08	4	3	100	
	Major Skill-Based Elective- 2	Advertising Production (Theory cum Lab)	U20VC3SBP02	2	1	100	
	Allied-4	Media Writing Skills ( <b>Within School</b> )	U20VC3ALT04	4	2	100	
	NME-1	Basics of advertising	U20VC3NMT01	3	3	100	
	IV	Value education	Ethics II/ Bible studies II/ Catechism II	U20VE4LVE02/ U20VE4LVB02/ U20VE4LVC02	1	-	-
		Gender studies	Gender studies	U20WS3GST01	1	1	100
		VI	Extension Activities	Service Oriented Course		-	-
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U20SP3ECC03		-	2	100
<b>Total</b>					<b>30</b>	<b>23+2EC</b>	<b>900+100EC</b>

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
IV	I	Language	Tamil -IV/ Hindi -IV / French- IV	U20TL4TAM04 U20HN4HIN04 U20FR4FRE04	3	3	100
	II	English	General English - IV	U20EL4GEN04	3	3	100
	III	Major Core- 9	Elements of Film (Theory cum Lab)	U20VC4MCP09	4	3	100
	IV	Major core -10	Screenplay Writing	U20VC4MCT10	4	4	100
		Major elective -2	Journalism <b>(Within School)</b>	U20VC4MET02	4	3	100
	IV	Allied -5	Media Culture and Society	U20VC4ALT05	4	2	100
		Allied -6	Computer Graphics-I (Theory cum Lab)	U20VC4ALP06	4	2	100
		NME-2	Folk Arts	U20VC4NMT02	3	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U20VE4LVE02/ U20VE4LVB02/ U20VE4LVC02	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- <b>Extra Credit</b>	U20SP4ECC04	-	2	100	
<b>Total</b>					<b>30</b>	<b>24 +4EC</b>	<b>900+200EC</b>

Sem	Part	Course	Title	Code	Hours / Week	Credits	Mark	
V	III	Major Core-11	Visual Analysis Tools	U20VC5MCT11	5	5	100	
		Major Core -12	Development Communication	U20VC5MCT12	5	4	100	
		Major Core-13	Media Management	U20VC5MCT13	5	4	100	
	IV	Major Core-14	Television Production(Lab cum Theory) / Computer Graphics-II(Practical)	U20VC5MCP14/ U20VC5MCP15	6	4	100	
		Major elective -3	Public Relations <b>(Within School)</b>	U20VC5MET03	4	3	100	
		NME - 3	Fundamentals of Photography (Lab cum Theory)	U20VC5NMP03	3	3	100	
		Industrial Relation			U20VC5IRT01	1	1	
		EXTRA CREDIT	Online Course	U20VC5OCT01		2	100	
		Value Education	Ethics / Bible studies / Catechism	U20VE6LVE03/ U20VE6LVB03/ U20VE6LVC03	1	-	-	
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>			U20SP5ECC05	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+4E C</b>	<b>700+200 EC</b>	

Sem	Part	Course	Title	Code	Hours / Week	Credits	Mark
VI	III	Major Core-15	New Media Studies	U20VC6MCT15	5	5	100
		Major Core -16	Media Laws and Ethics	U20VC6MCT16	5	4	100
		Major Core-17	Portfolio (Practical)	U20VC6MCP17	5	4	100
		Major Core Practical - 18	Project (Practical)	U20VC6MCP18	5	4	100
		Major Elective 4	Magazine production, layout & designing	U20VC6MET04	4	3	100
		NME - 4	Women and Media	U20VC6NMT04	3	3	100
		Skill-Based Course – 3 SBC -3	Research Methodology (Lab cum Theory)	U20DS6SBC03	2	1	100
	IV	Value Education	Ethics /Bible studies / Catechism	U20VE6LVE06/ U20VE4LVB06/ U20VE4LVC06	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U20RE6ETF01		2	100
			Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U20VC6ECC06	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+6EC</b>	<b>700+200 EC</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+18</b>	<b>5000+900(EC)</b>

(For candidates admitted in the academic year 2020-2021)

<b>Course Title</b>	<b>MAJOR CORE 11 – VISUAL ANALYSIS TOOL</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U20VC5MCT11</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**Course Objectives:**

**The Learner will be able to**

<b>CO.No</b>	<b>Course Objectives</b>
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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 in the academic year 2020-2021)

<b>Course Title</b>	<b>MAJOR CORE 12- DEVELOPMENT COMMUNICATION</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U20VC5MCT12</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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**

**15 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**

**15 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**

**15Hrs**

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 Development,*

## **UNIT IV–COMMUNITY RADIO**

**15 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**

**15 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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 in the academic year 2020-2021)

<b>Course Title</b>	<b>MAJOR CORE 13 – MEDIA MANAGEMENT</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U20VC5MCT13</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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**

**15**

Principles of management

Theories of motivation

Theories of leadership

*Extra Readings /key words: Personal-relational power, ERG, Expectancy*

**UNIT II – ORGANIZATIONS AS COMMUNICATION SYSTEMS** **15Hrs**

Media structures

Organizational cultures

Communication theories

*Extra Readings /key words:Information flow, Reporting system, precursor behaviour*

**UNIT III – MEDIA DIFFERENCES** **15Hrs**

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** **15Hrs**

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** **15Hrs**

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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 in the academic year 2020-2021)

<b>Course Title</b>	<b>MAJOR CORE 14 – TELEVISION PRODUCTION</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>U20VC5MCP14</b>
<b>Course Type</b>	<b>Lab cum Theory</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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 &amp; Movements, angles

Lighting techniques

Audio &amp; 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 in the academic year 2020-2021))**

<b>Course Title</b>	<b>MAJOR CORE – 15 COMPUTER GRAPHICS II</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>U20VC5MCP15</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO. No.</b>	<b>Course Objectives</b>
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****17Hrs**

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****17Hrs**

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****18Hrs**

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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 in the academic year 2020-2021)

<b>Course Title</b>	<b>MAJOR ELECTIVE 3 – PUBLIC RELATIONS</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U20VC5MET03</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 in the academic year 2020-2021)

<b>Course Title</b>	<b>NON MAJOR ELECTIVE 3- FUNDAMENTALS OF PHOTOGRAPHY</b>
<b>Code</b>	<b>U20VC5NMP03</b>
<b>Course Type</b>	<b>Lab cum Theory</b>
<b>Semester</b>	<b>5</b>
<b>Hours/Week</b>	<b>3</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand the application, types and functions of cameras and photography.
CO-2	Understand and apply the types of lighting in photography and how to control the natural and artificial light.
CO-3	Remember, understand and apply to capture a photograph with the use of Aperture, Focus, Shutter speed, Depth of field, Composition and Subject.
CO-4	Remember, understand and apply to choose the art of digital cameras and how to manipulate the art of photography.
CO-5	Understand, apply and create the final project.

**UNIT I: PHOTOGRAPHY – AN INTRODUCTION**

**12Hrs**

History of Photography - Functions of Camera - Types of shots and angles.

*Extra Readings/ key words: Daguerreotype,*

**UNIT II: TECHNIQUES OF LIGHTING**

**12Hrs**

Major Types of light natural and artificial lighting- Indoor and outdoor lighting – Three point lighting - Flash light intensity measurements- lighting equipments -

*Extra Readings/ key words: Rule Of Third, Lighting Accessories.*



**UNIT III: PHOTOGRAPHIC TECHNIQUES****12Hrs**

Lenses - Focal Length - Exposure Triangle-Camera Modes- Flash Modes- ISO settings-  
Introduction to Mobile Photography - PRO

*Extra Readings/ key words: Principles of VN Editing*

**UNIT IV: THE ART OF PHOTOGRAPHY****12Hrs**

Photography Composition: - Rule of Third, negative Space, symmetry, leading line, horizontal line. Emphasizing factors of composition - Elements of composition- Shapes - Balance – Pattern – Texture- Portraits, Architecture and Landscapes Animals, Still Life.

*Extra Readings/ key words: Photo montage / Collage*

**UNIT V: PORTFOLIO AND PRESENTATION****12Hrs**

Studio Internship: - Practical

Photo Essay, photography scrap book, IV to Kodaikanal- Travelling photography

*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. Discuss and apply the photo composition	PSO 2	R
CO-3	3. Compare and contrast the natural and artificial lightings	PSO 2	U
CO-4	4. Extrapolate how to manipulate digital photography	PSO 3	R
CO-5	5. Analyze and compose the photo essay and photo feature	PSO 4	An
CO-6	6. Create employability and entrepreneurship qualities among students	PSO 4	An

**TEXT BOOK**

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.

**PG & RESEARCH**  
**DEPARTMENT OF VISUAL**  
**COMMUNICATION**  
**(SHIFT – I)**  
**(2022-2024)**

(For candidates admitted for the academic year 2022-2023 onwards)

**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**

SEM	Course	Title	Code	Hrs/Week	Credits	Mark	
<b>I</b>	Major Core-1	Communication theories	P15VC1MCT01	5	4	100	
	Major Core-2	Practice journal (Lab cum Theory )	P22VC1MCP02	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 (Lab cum Theory)	P15VC1MCP05	6	5	100	
		Library hour		1			
		Value education		1	-	-	
	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		P22EX1INT01		2		
<b>Total</b>				<b>30</b>	<b>22</b>	<b>500</b>	
<b>II</b>	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	
	ONLINE COURSE			P22EX2ONCO1			
		Library Hour		1			
	Value Education		1	-	-		
	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		P22EX2INT02		2		
<b>Total</b>				<b>30</b>	<b>23</b>	<b>500</b>	
	Major Core-9	Advanced Research Methods (Practical)	P15VC3MCP09	6	5	100	

<b>III</b>	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 (Lab cum Theory)	P19VC3MEP02	6	5	100
	Non Major Elective-2	Media Education	P15VC3NMT02	5	3	100
		Library Hour		2		
	ONLINE COURSE		P22EX3ONCO2			
	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		P22EX3INT03		2	
<b>Total</b>				<b>30</b>	<b>23</b>	<b>500</b>
<b>IV</b>	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- <b>Extra Credit</b>		P22EX4INT04		2	
<b>Total</b>				<b>30</b>	<b>24</b>	<b>500</b>
<b>Grand Total (I-IV SEMESTERS)</b>				<b>120</b>	<b>92</b>	<b>2000</b>

(For candidates admitted for the academic year 2022-2023 onwards)

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

**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.

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand <b>the introduction to communication</b> to relate the use of communication in society.
CO-2	Understand, apply and analyze the <b>theories of communication-I</b> in sociology and persuasion.
CO-3	Understand, apply and analyze the <b>theories of communication-I</b> used in various parts of the world and the reason behind its formulation.
CO-4	Understand, apply and evaluate <b>mass communication models</b> in our societal scenario and their limitations.
CO-5	Understand, apply and evaluate <b>sociology of communication</b> 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 for the academic year 2022-2023 onwards)

<b>Course Title</b>	<b>MAJOR CORE 2 – PRACTICE JOURNAL</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>P22VC1MCP02</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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

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

Indian press during pre-independence years Journalism in India

present issues and problems facing the press.

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

**UNIT III: News Paper**

**16Hrs**

Anatomy of a newspaper

Basic terminologies: lead, body, copy, by-lines, exclusives etc.

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



**UNIT IV: Social Media and Journalism****16Hrs**

Online news writing techniques, Types of online news

**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:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 for the academic year 2022-2023 onwards)

<b>Course Title</b>	<b>MAJOR CORE 3- CONTEMPORARY MEDIA SCENARIO</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>P15VC1MCT03</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 for the academic year 2022-2023 onwards)

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

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 for the academic year 2022-2023 onwards)

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

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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 &amp; Movements, angles

Lighting techniques

Audio &amp; 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:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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)

**PG & RESEARCH**  
**DEPARTMENT OF VISUAL**  
**COMMUNICATION**  
**(SHIFT – I)**  
**(2021-2023)**

(For candidates admitted in the academic year 2021-2022)

**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**

SEM	Course	Title	Code	Hrs/Week	Credits	Mark
<b>I</b>	Major Core-1	Communication theories	P15VC1MCT01	5	4	100
	Major Core-2	Practice journal (Lab cum Theory )	P22VC1MCP02	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 (Lab cum Theory)	P15VC1MCP05	6	5	100
		Library hour		1		
		Value education		1	-	-
	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		P18SP1ECC01		2	
<b>Total</b>				<b>30</b>	<b>22</b>	<b>500</b>
<b>II</b>	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- <b>Extra Credit</b>		P18SP2ECC02		2	
<b>Total</b>				<b>30</b>	<b>23</b>	<b>500</b>
<b>III</b>	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 (Lab cum Theory)	P19VC3MEP02	6	5	100
	Non Major Elective-2	Media Education	P15VC3NMT02	5	3	100
		Library Hour		2		
	ONLINE COURSE		P19OC3ECT01			
	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		P18SP3ECC03		2	
<b>Total</b>				<b>30</b>	<b>23</b>	<b>500</b>
<b>IV</b>	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- <b>Extra Credit</b>		P18SP4ECC04		2	
<b>Total</b>				<b>30</b>	<b>24</b>	<b>500</b>
<b>Grand Total (I-IV SEMESTERS)</b>				<b>120</b>	<b>92</b>	<b>2000</b>

(For candidates admitted in the academic year 2021-2022)

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

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 in the academic year 2021-2022)

<b>Course Title</b>	<b>MAJOR CORE 10- MEDIA LAWS AND ETHICS</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>P15VC3MCT10</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand <b>the constitution of India- codes of law</b> which includes common rules related to media field.
CO-2	Understand and analyze the <b>freedom of press in various political setups</b> in India before and after independence.
CO-3	Understand, apply and analyze <b>laws related to press functioning</b> to identify rights and liabilities of press persons.
CO-4	Analyze and evaluate the <b>government information services to press</b> to examine the role of central and state governments in control over press.
CO-5	Understand, apply and evaluate <b>Cyber laws</b> 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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 in the academic year 2021-2022)

<b>Course Title</b>	<b>MAJOR CORE 11- COMMUNICATION FOR DEVELOPMENT</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>P15VC3MCT11</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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 109evelopment,*

**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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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, Janey and 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 in the academic year 2021-2022)

<b>Course Title</b>	<b>MAJOR ELECTIVE - 2 – ADVERTISING</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>P19VC3MEP02</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To understand the basics skills and techniques involved in producing advertisements

**Course Objectives:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
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**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
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 in the academic year 2021-2022)

<b>Course Title</b>	<b>NON MAJOR ELECTIVE –MEDIA EDUCATION</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>P15VC3NMT02</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand the need of learning what is <b>Media Education</b> its different perspective and roles.
CO-2	Analyze, Evaluate and apply the <b>key elements of media education</b> 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 <sup>st</sup> century.
CO-5	Understands, apply and Evaluate what is media and students learn to make <b>media</b> products that can entertain, inform, and challenge. They explore, develop, and communicate ideas through the development of their skills in the use of <b>media</b> 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.



**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**SCHOOL OF MEDIA STUDIES AND FASHION DESIGN**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK (LOCF)**

**Programme Outcomes**

<b>PO No.</b>	<b>Programme Outcomes</b> <i>Upon completion of the B.Sc. Degree Programme, the graduate will be able to</i>
<b>PO-1</b>	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.
<b>PO-2</b>	Involve in research and innovative endeavors and share their findings for the wellbeing of the society.
<b>PO-3</b>	Work effectively in teams and take up leadership in multi-cultural milieu.
<b>PO-4</b>	Act with moral, ethical and social values in any situation.
<b>PO-5</b>	Excel as empowered woman to empower women
<b>PO-6</b>	Participate in activities towards environmental sustainability goals as responsible citizens.
<b>PO-7</b>	Pursue higher studies in the related fields of science, humanities and management.
<b>PO-8</b>	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.
<b>PO-9</b>	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.

<b>PSO No.</b>	<b>Programme Specific Outcomes</b> <i>Upon completion of these courses the student would be able to</i>
<b>PSO-1</b>	Identify the media audience and adapt production procedures in contemporary print, electronic and new media industries.
<b>PSO-2</b>	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.
<b>PSO-3</b>	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.
--	--------------------

**Programme Specific Outcomes**

**(For Candidates admitted from June 2022 – 23 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002**  
**SCHOOL OF MEDIA STUDIES AND FASHION DESIGN**  
**PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**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
<b>I</b>	<b>I</b>	Language	Tamil Paper I/ Hindi Paper I/ French Paper I	U22TL1TAM01 U22HN1HIN01 U22FR1FRE01	3	3	100
	<b>II</b>	English	English Paper I	U22EL1GEN01	3	3	100
	<b>III</b>	Major Core 1	History of Indian Media	U22VC1MCT01	4	4	100
		Major Core 2	Human Communication	U22VC1MCT02	4	4	100
		Major Core -3	Visual Literacy and Drawing- Practical	U22VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U22VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U22VC1ALT02	4	2	100
	<b>IV</b>	Environmental studies	Environmental studies	U22ES1EVS01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U22VE2LVE01/ U22VE2LVB01/ U22VE2LVC01	1	-	-
	<b>V</b>	Extension activities	Service Oriented Course	Anyone activity based on the students choice Students Choice	-	-	-
	<b>VI</b>	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U22EX1INT01	-	2(Extra Credits )	100
				<b>Total</b>	<b>30</b>	<b>22+ 2*</b>	<b>800+100 EC</b>

Sem	Part	Course	Title Of The Course	Code	Hrs/Week	Credits	Marks
<b>II</b>	<b>I</b>	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U22TL2GEN02 U22HN2HIN02 U22FR2FRE02	3	3	100
	<b>II</b>	English	English Paper II	U22EL2GEN02	3	3	100
	<b>III</b>	Major Core 4	Mass Communication Theories	U22VC2MCT04	5	4	100
		Major Core 5	Radio Production	U22VC2MCP05	4	4	100
		Major Core 6	Psychology	U22VC2MCT06	4	3	100
		Allied-3	Art and Aesthetics	U22VC2ALT03	4	2	100
		Major SBE- 1	Computer Literacy for Visual Communication	U22VC2SBT01	2	1	100
	<b>IV</b>	Skill-Based Course- 1	Soft Skill Development	U22SS2SBC01	2	1	100
		Skill-Based Course (SBC- 2)	Sustainable Rural Development and Student Social Responsibility	U22EX2RES01	2	1	100
		Value Education	Bible/Catechism/Ethics	U22VE2LVE01/ U22VE2LVB01/ U22VE2LVC01	1	1	100
		EXTRA CREDIT	Online Course	U22EX2ONC01		2	100
	<b>V</b>	Extension activities	Service Oriented Course	-	-	-	-
	<b>VI</b>	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U22EX1INT02	-	2(Extra Credit)	100
					<b>Total</b>	<b>30</b>	<b>23+2 EC</b>

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks
<b>III</b>	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U22TL3TAM03 U22HN3HIN03 U22FR3FRE03	3	3	100
	II	English	English Paper III	U22EL3GEN03	3	3	100
	III	Major Core-7	Digital Photography (Lab cum Theory)	U22VC3MCP07	5	4	100
		Major Core-8	Graphic Design (Practical)	U22VC3MCP08	4	3	100
		Major Elective -1	Advertising ( Major to Elective )	U22VC3MET01	5	4	100
		Major Skill- Based Elective- 2	Advertising Production (Practical)	U22VC3SBP02	2	1	100
		Allied-4	Media Writing Skills <b>(with in school)</b>	U22VC3ALT04	4	2	100
		Non Major Elective- NME-1	Basics of advertising	U22VC3NMT01	2	2	100
		Value education	Ethics II/ Bible studies II/ Catechism II	U22VE4LVE02/ U22VE4LVB02/ U22VE4LVC02	1	-	-
		EXTRA CREDIT	Online Course	U22EX3ONC02		2	100
	IV	Gender studies	Gender studies	U22WS3GST01	1	1	100
	VI	Extension Activities	Service Oriented Course		-	-	-
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U22EX1INT03	-	2	100	
<b>Total</b>					<b>30</b>	<b>23+2 EC</b>	<b>900+ 100EC</b>



Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
IV	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U22TL4GEN04 U22HN4HIN04 U22FR4FRE04	3	3	100
	II	English	English Paper IV	U22EL4GEN04	3	3	100
		Major Core-9	Elements of Film	U22VC4MCP09	5	4	100
	III	Major core -10	Screenplay Writing	U22VC4MCT10	4	4	100
		Major elective -2	Journalism <b>(with in school)</b>	U22VC4MET02	4	3	100
		Allied -5	Media Culture and Society	U22VC4ALT05	4	2	100
		Allied -6	Computer Graphics- I	U22VC4ALP06	4	2	100
		NME-2	Film Appreciation (New course)	U22VC4NMT02	2	2	100
		Skill-Based Course (SBC- 2)	Sustainable Rural Development and Student Social Responsibility	U22EX4RES02	2	1	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U22VE4LVE02/ U22VE4LVB02/ U22VE4LVC02	1	1	100
V	Extension Activities	Service Oriented Course	U22EX4SOC01	-	2	100	
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U22EX1INT04	-	2	100	
<b>Total</b>					<b>30</b>	<b>24+4E C</b>	<b>900+ 200 (EC)</b>

Sem	Part	Course	Title	Code	Hours / Week	Credits	Mark	
V	III	Major Core-11	Visual Analysis Tools	U22VC5MCT11	5	5	100	
		Major Core -12	Development Communication	U22VC5MCT12	6	5	100	
		Major Core-13	Media Management	U22VC5MCT13	5	4	100	
	IV	Major Core-14	Television Production(Lab cum Theory) / Computer Graphics-II(Practical)	U22VC5MCP14/ U22VC5MCP15	6	4	100	
		Major elective -3	Public Relations <b>(Within School)</b>	U22VC5MET03	4	3	100	
		NME - 3	Fundamentals of Photography (Lab cum Theory)	U22VC5NMP03	2	2	100	
		Industrial Relation			U22VC5IRT01	1	1	
		EXTRA CREDIT	Online Course	U22EX5ONC03		2	100	
		Value Education	Ethics / Bible studies / Catechism	U22VE6LVE03/ U22VE6LVB03/ U22VE6LVC03	1	-	-	
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>			U22EX1INT05	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+4E C</b>	<b>700+200 EC</b>	

Sem	Part	Course	Title	Code	Hours / Week	Credits	Mark
VI	III	Major Core-15	Fundamentals of Editing( Lab cum theory)	U22VC6MCP15	5	5	100
		Major Core -16	Media Laws and Ethics	U22VC6MC16	6	5	100
		Major Core-17	Portfolio (Practical)	U22VC6MC17	5	4	100
		Major Core Practical - 18	Project (Practical)	U22VC6MC18	5	4	100
		Major Elective 4	New Media Studies	U22VC6MET04	4	3	100
		NME - 4	Women and Media	U22VC6NMT04	2	2	100
		Skill-Based Course – 3 SBC -3	Research Methodology (Lab cum Theory)	U22DS6SBC03	2	1	100
	IV	Value Education	Ethics /Bible studies / Catechism	U22VE6LVE03/ U22VE6LVB03/ U22VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U22EX6RES03		4	100
			Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U22EX1INT06	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+6EC</b>	<b>700+200 EC</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+20</b>	<b>5000+900(EC)</b>

<b>Course Title</b>	<b>MAJOR CORE 4 - MASS COMMUNICATION THEORIES</b>
<b>Code</b>	<b>U22VC2MCT04</b>
<b>Course type</b>	<b>THEORY</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>5</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### **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: FUNDAMENTAL 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. 2<sup>nd</sup> edition. New York: McGraw-Hill, 2005.
5. Sandra D. Collins, Interpersonal Communication: Listening and Responding, 2<sup>nd</sup> 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)**

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

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

<b>Course Title</b>	<b>MAJOR CORE – 5 RADIO PRODUCTION</b>
<b>Code</b>	<b>U22VC2MCP05</b>
<b>Course type</b>	<b>Theory/ Practical</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### **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.

## **UNIT I INTRODUCTION TO RADIO MEDIUM**

**12hrs**

### **History of radio**

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, LiveProgrammes)

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-5	Evaluate the radio scripts for finalizing process of programme production.	K5
CO-6	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

<b>CO-5</b>	M	H	H	H	M	H	M	H	H
<b>CO-6</b>	H	M	M	M	M	M	M	H	H

**PSO – CO MAPPING**

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

<b>Course Title</b>	<b>MAJOR CORE 6- PSYCHOLOGY</b>
<b>Code</b>	<b>U22VC2MCT06</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

## 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)

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

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

<b>Course Title</b>	<b>ALLIED 3 –ART AND AESTHETICS</b>
<b>Code</b>	<b>U22VC2ALT03</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

### **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: INTRODUCTION TO ART**

**12 Hrs**

Art - General principles of art - Sociology of art - Functions of art and artist - Indian art - Rasa – Bhava.- Protohistoric period, Harappa civilization, Historic period-its architecture, sculpture and painting.

#### **UNIT II: INDIAN ARCHITECTURE**

**12 Hrs**

Indian religion and their contributions to Indian architecture - Buddhism, Hinduism, Jainism, Islam, Sikhism, Christianity.

#### **UNIT III: INDIAN AND GLOBAL PAINTINGS**

**12 Hrs**

**History of Artists:**(Raja Ravi Varma, Leonardo da vinci, Rembrandt, Michelangelo, Pablo Picasso **Types of paintings** (Mughals and Mural Paintings, Elephanta caves, Ajanta paintings, Ellora Cave temples, Chithannavasal), **South Indian Temples**, Chola Temples, the Pallavas, Pandyas, Vijayanagara paintings-



**UNIT IV: THE WESTERN AND EASTERN ART&ARCHITECTURE** **12 Hrs**

Aesthetic, Western and Eastern approach to art and aesthetics - Aesthetic categories: beauty, tragic, comic, and sublime. Tamil aesthetics: Agam, Puram, Thina. Contribution to Bhakthi movements-Saivam and Vaishnavam.

**UNIT V:ART IN DIGITAL ERA** **12 Hrs**

Manifestos of modern art movements, Modern Indian painting. Social responsibility of the artistContemporary aesthetics – Art in the digital era - in Cinema.

**TEXTBOOK**

1. Dictionary of Indian Art and Artist by Pratima Sheh
2. Arnold Hanser, Social History of Art, Routledge and Kegan Paul, London, 1982.
3. Ernst Fischer, The necessity of Art, penguin Books, U.K. 1963
4. Yuri Borev, Aesthetics, Progress Publications, Moscow, 1985.
5. Nihranjan Ray, An Approach to Indian art, Publishing Bureau Punjab University,1974.
6. Participatory culture

**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
4. Compilation, Aestheticians, publications Division, Government of India, 1990.
5. Robert Stecker, Aesthetics and the Philosophy of Art: An Introduction (Elements of Philosophy) , Rowman& Littlefield Publishers,2010.

**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-temples-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)

### 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

<b>Course Title</b>	<b>MAJOR SKILL BASED ELECTIVE – I COMPUTER LITERACY FOR VISUAL COMMUNICATION</b>
<b>Code</b>	<b>U22VC2SBT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Semester</b>	<b>II</b>
<b>Hours/Week</b>	<b>2</b>
<b>Credits</b>	<b>1</b>
<b>Marks</b>	<b>100</b>

### 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, Synbian 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 Stubley Desktop publishing for librarians on the Apple Macintosh illustrated Gower, 1989.
2. Peter Domanski& Philip Irvine, A Practical Guide to Publishing Books Using Your PC Diaxon Ltd Jul 20, 2007

**WEB REFERENCES**

1. [https://www.webopedia.com/DidYouKnow/Hardware\\_Software/mobile-operating-systems-mobile-os-explained.html](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\\_cyber\\_law\\_tutorial.pdf](https://www.tutorialspoint.com/information_security_cyber_law/information_security_cyber_law_tutorial.pdf)
3. [https://www.tutorialspoint.com/information\\_security\\_cyber\\_law/information\\_security\\_cyber\\_law\\_tutorial.pdf](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)

**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

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

(For Candidates admitted in the academic year 2021- 22)

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 620 002**  
**SCHOOL OF MEDIA STUDIES AND FASHION DESIGN**  
**PG & RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**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
<b>I</b>	<b>I</b>	Language	Tamil Paper I/ Hindi Paper I / French Paper I	U21TL1TAM01 U21HN1HIN01 U21FR1FRE01	3	3	100
	<b>II</b>	English	English Paper I	U21EL1GEN01	3	3	100
	<b>III</b>	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 -Practical	U21VC1MCP03	5	3	100
		Allied-1	Introduction to Visual Communication	U21VC1ALT01	4	2	100
		Allied-2	Theatrical Communication	U21VC1ALT02	4	2	100
	<b>IV</b>	Environmental studies	Environmental studies	U21RE1EST01	2	1	100
		Value Education	Ethics/Bible Studies/Catechism	U21VE2LVE01/ U21VE2LVB01/ U21VE2LVC01	1	-	-
	<b>V</b>	Extension activities	Service Oriented Course	Anyone activity based on the student's choice	-	-	-
	<b>VI</b>	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP1ECC01	-	2(Extra Credit)	100
				<b>Total</b>	<b>30</b>	<b>22+ 2*</b>	<b>800+100 EC</b>

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks	
<b>II</b>	<b>I</b>	Language	Tamil Paper II/ Hindi Paper II / French Paper II	U21TL2GEN02 U21HN2HIN02 U21FR2FRE02	3	3	100	
	<b>II</b>	English	English Paper II	U21EL2GEN02	3	3	100	
	<b>III</b>	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	
	<b>IV</b>	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	
	<b>V</b>	Extension activities	Service Oriented Course	-	-	-	-	
	<b>VI</b>	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U21SP2ECC02	-	2(Extra Credit)	100	
					<b>Total</b>	<b>30</b>	<b>23+2 EC</b>	<b>1000+ 100EC</b>



Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Marks
III	I	Language	Tamil paper III/ Hindi paper III/ French paper III	U21TL3TAM03 U21HN3HIN03 U21FR3FRE03	3	3	100
	II	English	English Paper III	U21EL3GEN03	3	3	100
	III	Major Core-6	Advertising	U21VC3MCT06	5	4	100
		Major Core-7	Digital Photography (Lab cum Theory)	U21VC3MCP07	4	3	100
	IV	Major Core-8	Graphic Design (Practical)	U21VC3MCP08	4	3	100
		Major Skill- Based Elective- 2	Advertising Production	U21VC3SBP02	2	1	100
		Allied-4	Media Writing Skills ( <b>with in school</b> )	U21VC3ALT04	4	2	100
		NME-1	Basics of advertising	U21VC3NMT01	3	3	100
		Value education	Ethics II/ Bible studiesII/ Catechism II	U21VE4LVE02/ U21VE4LVB02/ U21VE4LVC02	1	-	-
	Gender studies	Gender studies	U21WS3GST01	1	1	100	
	VI	Extension Activities	Service Oriented Course		-	-	-
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U21SP3ECC03	-	2	100	
<b>Total</b>					<b>30</b>	<b>23+2 EC</b>	<b>900+ 100EC</b>

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
IV	I	Language	Tamil paper IV/ Hindi paper IV / French paper IV	U21TL4GEN04 U21HN4HIN04 U21FR4FRE04	3	3	100
	II	English	English Paper IV	U21EL4GEN04	3	3	100
	III	Major Core-9	Elements of Film	U21VC4MCP09	4	3	100
	IV	Major core -10	Screenplay Writing	U21VC4MCT10	4	4	100
		Major elective -2	Journalism <b>(with in school)</b>	U21VC4MET02	4	3	100
	IV	Allied -5	Media Culture and Society	U21VC4ALT05	4	2	100
		Allied -6	Computer Graphics – I	U21VC4ALP06	4	2	100
		NME-2	Film Appreciation (New course)	U21VC4NMT02	3	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U21VE4LVE02/ U21VE4LVB02/ U21VE4LVC02	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- <b>Extra Credit</b>	U21SP4ECC04	-	2	100	
<b>Total</b>					<b>30</b>	<b>24 +4EC</b>	<b>900+ 200EC</b>

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Mark
V	III	Major Core-11	Visual Analysis Tools	U21VC5MCT11	5	4	100
		Major Core - 12	Development Communication	U21VC5MCT12	5	5	100
		Major Core-13	Media Management	U21VC5MCT13	5	4	100
		Major Core Practical-14	Television Production(Lab cum Theory) / Computer Graphics-II(Practical)	U21VC5MCP14/ U21VC5MCP15	6	4	100
		Major elective -3	(Public Relations & Event Management)within school	U21VC4MET03	4	3	100
		NME - 3	Fundamentals of Photography	U21VC5NMP03	3	3	100
			Industrial Relation	U21VC5IRT01	1	1	100
		EXTRA CREDIT	Online Course	U21VC5OCT01		2	100
		Value Education	Ethics / Bible studies / Catechism	U21VE6LVE03/ U21VE6LVB03/ U21VE6LVC03	1	-	-
	IV	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		U21SP5ECC05	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+ 4EC</b>	<b>700+ 200EC</b>

Sem	Part	Course	Title	Code	Hrs/ Week	Credits	Mark
VI	III	Major Core-15	Fundamentals of Editing	U21VC6MCP15	5	5	100
		Major Core-16	Media Laws and Ethics	U21VC6MCT16	5	4	100
		Major Core-17	Portfolio (Practical)	U21VC6MCT17	5	4	100
		Major Core Practical - 18	Project	U21VC6MCT18	5	4	100
		Major Elective 4	New Media Studies	U21VC6MET04	4	3	100
		NME - 4	Women and Media	U21VC6NMT04	3	3	100
		Skill-Based Elective- 3	Research Methodology (Theory cum practical)	U21DS6SBT03	2	1	100
	IV	Value Education	Ethics / Bible studies / Catechism	U21VE6LVE03/ U21VE6LVB03/ U21VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U21RE6ETF01		4	100
			Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U21SP6ECC06	-	2	100
<b>TOTAL</b>					<b>30</b>	<b>24+ 6 EC</b>	<b>700+ 200 EC</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+20</b>	<b>5000+ 900(EC)</b>

<b>Course Title</b>	<b>MAIN CORE 9 –ELEMENTS OF FILM</b>
<b>Code</b>	<b>U21VC4MCP09</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**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:**

1. Remember and understand **world cinema** by learning about various film ideologies, movements and theories.
2. Understand, apply and analyze **mise-en-scene** in films to get a clear view about the beautification of each shot.
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.
4. Understand, apply and create storyboards using the **writing techniques in visual media** narrative elements for feature films and documentaries.
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.**

### **TEXT BOOK**

1. Ascher Steven, Pinous Edward–The Film Maker’s Hand Book, Penguin Group, NewYork, (1984)
2. Hayward Susan – Key Concept in Cinema Studies, Routledge, London, (2004)

### **SUGGESTED READINGS**

1. Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, (1979).
2. Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London. (2000).
3. Wasko Janet – How Hollywood Works, Sage Publication, London, (2003)
4. In The Blink of an Eye: A Perspective on Film Editing / Walter Murch (2004)

### **WEB REFERENCES:**

1. <https://www.pdfdrive.com/the-oxford-history-of-world-cinema-d184835071.html>
2. <https://www.pdfdrive.com/mise-en-sc%C3%A8ne-film-style-and-interpretation-e194683721.html>
3. <https://www.pdfdrive.com/writing-for-visual-media-third-edition-e185648247.html>

4. <https://www.pdfdrive.com/cinematography-theory-and-practice-second-edition-image-making-for-cinematographers-and-directors-e163582469.html>

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

**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

**(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	

<b>CO-3</b>		H	H
<b>CO-4</b>	H	H	H
<b>CO-5</b>	H	H	H

<b>Course Title</b>	<b>MAJOR CORE 10 – SCREENPLAY WRITING</b>
<b>Code</b>	<b>U21VC4MCT10</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

### **CONSPECTUS:**

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:**

1. Remember and understand the need of scripting and Methods which are the core fundamentals in writing script for the Television, Radio and Film.
2. Analyze, evaluate and create Structure of Writing of the script for feature film.
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.
4. Apply, evaluate and create Form of Cinema in screenplay writing and developing knowledge of writing script for a feature movie as individual.
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 and 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](#)*

### **TEXT BOOKS:**

1. Hilliard L. Robert- Writing for television, Radio and News Media
2. Timothy Gerard, Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Focal Press, Oxford, 1997.
3. 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

### **OTHER REFERENCES\ WEB REFERENCES**

1. The Snow Queen, Hans Christian Andersen, any edition, 1844. (text distributed).
2. Creative Screenwriting: A Practical Guide, Tony Bicat & Tony Macnabb, Crowood Press
3. 2002. (OOP – text to be distributed).
4. From Book to Screen: The Third Man, Alexander Mackendrick (text to be distributed)
5. Adventures in the Screen Trade, William Goldman, Warner Books, 1983 (all students

6. should acquire a copy of this essential text). Jill Dick, Writing for Magazines, A and C Black, London, 1996.
7. Databases, journal articles, and more: Bobst Library (library.nyu.edu)
8. NYUL Library Collection: Senate House Library (catalogue.libraries.london.ac.uk)

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

**Course Outcomes:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO-1	Recall and relate the importance of the techniques, formats and style of story breakdowns, outlines, treatments, and screenplays which helps the media content makers to create proper content for the growth of the society.	K1
CO-2	Identify current trends and major practitioners of the screenwriting craft.	K2
CO-3	Describe and appreciate the importance role of screenwriters and others in the industry, and how to present screenplays for the welfare of the viewer's growth and good understanding.	K3
CO-4	Analyze and evaluate the perspective of story writing and its feature its context, form, genre, medium, audience and purpose of script.	K4
CO - 5	Evaluate the purpose writing for mass media and create theme based movie in a way to	K5

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

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

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

Course Title	<b>MAJOR ELECTIVE –2 JOURNALISM</b>
Code	<b>U22VC4MET02</b>
Course Type	<b>THEORY</b>
Semester	<b>IV</b>
Hours/Week	<b>4</b>
Credits	<b>3</b>
Marks	<b>100</b>

### CONSPECTUS:

To understand the basics skills and techniques involved in Journalism to provide basics training in the industry of journalism.

### Course Objectives:

1. To understand the basic concepts of Journalism
2. To impart the fundamentals of Journalism, Evolutionary Process and practices
3. To develop an understanding of professional Reporting skills and techniques.
4. To apply, analyze and evaluate the Media Ethics and Press codes to be a good journalist
5. To train the students to develop inquisitive and analytical skills to be successful as a Journalist

### SYLLABUS

#### Unit I- INTRODUCTION TO JOURNALISM

12Hrs

Introduction to Journalism: its meaning and scope;  
History of journalism in India  
Principles of journalism;  
Role of Journalism  
Types of Journalism

#### Unit II - ETHICS AND ORGANIZATIONS OF JOURNALISM

12Hrs

News and News values  
Inverted Pyramid Structure

ABC of news, definitions of news  
Freedom of Press  
Code of Ethics for Indian Journalists  
Laws pertaining to Journalism  
Press Organizations: PCI,ABC, PTI, RNI.etc  
PCI guidelines

### **Unit III – REPORTING SKILLS**

**12Hrs**

Reporting: Reporter-Functions and Qualities  
Types of Reporting,  
Interview Techniques  
Covering Speeches, Meeting, Press Conferences  
Investigative Journalism  
Reporting Emergencies and Business Stories

### **Unit IV- NEWS PAPER STRUCTURE**

**12Hrs**

Organization-need and types,  
News Writing and Structure of News  
Newspaper organization  
Newspaper Structure  
News channel Structure  
Narrative journalism  
Online Journalism  
Mobile Journalism

### **Unit V**

**12Hrs**

**Application** Writing features, editorials, book review, art appreciation, film reviews and Prepare Lab journal.

### **TEXT BOOKS**

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

### **SUGGESTED READINGS**

Kumar Keval J., (2000) Mass Communication in India, Jaico Publishing House: Mumbai.  
Essentials of Practical Journalism by Vir Bala Aggarwal (2006)

## WEB REFERENCES

<https://hostnezt.com/cssfiles/journalism/Introduction%20to%20Journalism%20By%20Richard%20Rudin.pdf>

<https://egyankosh.ac.in/bitstream/123456789/59543/1/BLOCK2.pdf>

<https://old.mu.ac.in/wp-content/uploads/2022/03/SYBA-JOURNALISM.pdf>

[https://www.academia.edu/38813261/AN\\_INTRODUCTION\\_TO\\_JOURNALISM](https://www.academia.edu/38813261/AN_INTRODUCTION_TO_JOURNALISM)

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

### Course Outcomes (CO):

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall and Relate the importance of fundamentals of journalism which helps to understand people and Society	K1
CO-2	Understand and identify the news values and Media Ethics including their underlying assumptions and the predictions which makes the learner more competent communicator.	K2
CO-3	Apply the Reporting skills and techniques in crisis using effective conflict management techniques in present Media scenario.	K3
CO-4	Analyze the importance Journalism with contemporary societal issues and effectively make realistic understanding on the societal development.	K4
CO-5	Evaluate competently the use of technology appropriate to the medium land develop the analytical skills as a Journalist	K5

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

### 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	H		H	M	H
CO-3	M			H			H	M	M
CO-4	H	H	M	M	L	H	H	L	M

### PSO – CO MAPPING

CO/PSO	PSO1	PSO2	PSO3
--------	------	------	------

<b>CO-1</b>	M	H	L
<b>CO-2</b>	M	H	M
<b>CO-3</b>		H	H
<b>CO-4</b>	H	H	H

<b>Course Title</b>	<b>ALLIED- 5 MEDIA CULTURE AND SOCIETY</b>
<b>Code</b>	<b>U21VC4ALT05</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>4</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

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:

1. Analyze, and evaluate the basics of **Society** how media systems are integrated and shaped by larger systems of power and cultural understanding.
2. Remember and understands critical tools to explore the **Culture** how non-dominant groups including women
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
4. Apply and evaluate about issues of **Media and Cultural Implications** and its impact on race
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.**

**TEXTBOOK**

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

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

**BOOKS FOR REFERENCE**

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).

**Course Outcomes(CO):**

**The Learner will be able to**

CO No.	Course Outcomes	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	K1
CO-2	Demonstrate and explain the relationships between media representations and cultures and societies, examining how forms of media function	K2
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.	K3
CO-4	Discover and distinguish major issues, key theories and perspectives related to the mass media.	K4



CO-5	Indicate and discuss media literacy and its reach among rural society	K5
------	---	----

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

**PO – CO MAPPING**

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

**PSO – CO MAPPING**

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

<b>Course Title</b>	<b>ALLIED 6- COMPUTER GRAPHICS I</b>
<b>Code</b>	<b>U21VC4AOP06</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>4</b>
<b>Total Hours</b>	<b>60</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

## CONSPECTUS

To enable the students to understand Adobe Photoshop and Adobe Illustrator to create, edit images and to create vector graphics.

## COURSE OBJECTIVES

1. To understand the introduction to computer graphics and draw in MS paint using the fundamentals of drawing.
2. To apply, analyze and create in Adobe Illustrator using various tools to make digital art.
3. To apply, analyze and create in Adobe Photoshop CS for image manipulation and web designing.
4. To 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
5. To apply, analyze and create practical work using the above software as a part of final project.

## SYLLABUS

### UNIT I: INTRODUCTION TO GRAPHIC DESIGN

**14Hrs**

Introduction to vector graphics

Principles of Design

Types of Graphic Design

Layout and Composition

Vector files size advantage and demonstration

Advantages and disadvantages of vector graphics

Importance of Vector Graphics in the web medium

The page as a canvas

Changing Page space and rulers, margins

Extra reading /Key words: *doodle animation*

## **UNIT II: INTRODUCTION TO ADOBE PHOTOSHOP**

**14Hrs**

Introduction to Raster graphics

Image size and types of images

Advantages and disadvantages of raster graphics

Creating a new 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

Typography and Infography

Extra reading /Key words: *Cinemograph*

## **UNIT III: ADOBE PHOTOSHOP**

**10Hrs**

The filter effects in Photoshop

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.

Introduction to Photoshop- basic workflow- selection tools

Understanding layer Working with Color

Cloning Patch tool, Cropping tool image composition typography.

Extra reading /Key words: *anime studio*

## **UNIT IV: ADOBE ILLUSTRATOR**

**13Hrs**

Basic Drawing tools in Illustrator

Colour palettes and related techniques

Drawing curves and artsy text

Drawing various shapes with different tools

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 reading /Key words: *Harmony software*

## **UNIT V: COMMERCIAL DESIGNING**

**9Hrs**

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

- Advertising agency (minimum 3 exercises)
- 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)

Extra reading /Key words: Advertising agency, Poster, Dangler.

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

### **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

### **BOOK FOR REFERENCE**

- Keyes. J (2000). The Ultimate Multimedia Handbook, Second Edition, McGraw Hill, New York
- Jennifer Alspach and Linda Richards (2000). Teach Yourself Photoshop, Second Edition, IDG Books, New Delhi
- Stephen House: Photoshop CS, LP Editorial Board, Lawpt', Blue Line Printing Industries, Kolkata, 2004.

### **WEB REFERENCES**

<https://www.ephotozine.com/article/most-popular-photoshop-techniques-on-ephotozine-18650>

<https://www.smashingmagazine.com/2010/09/round-up-of-useful-adobe-photoshop-techniques-tutorials-and-tools/>

<https://www.creativebloq.com/graphic-design-tips/photoshop-tutorials-1232677>

<https://helpx.adobe.com/in/photoshop/tutorials.html>

<https://helpx.adobe.com/in/illustrator/how-to/illustration-techniques.html>

<https://www.creativebloq.com/digital-art/illustrator-tutorials-1232697>

## COURSE OUTCOMES

CO No.	Course Outcomes	Cognitive Level (K1-K6)
CO-1	Remember the fundamental components for Visualizing and Designing.	K1
CO-2	Understanding the concept of Color Scheme for photo color correction and design.	K2
CO-3	Apply the techniques and tools of photoshop and illustrator for designing	K3
CO-4	Analyze the software photoshop and illustrator which is apt for designing better	K4
CO-5	Evaluate the elements of design to lead their deliberate manipulation for different types of spatial illusion, compositions and expressive meaning.	K5
CO-6	Create Poster, Dangler, Flyer, Logo, Web Banner and Digital Character	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**

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

<b>Course Title</b>	<b>NON-MAJOR ELECTIVE II –FILM APPRECIATION</b>
<b>Code</b>	<b>U21VC4NMT02</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>IV</b>
<b>Hours/Week</b>	<b>3 Hrs</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS:

To get familiarize with the basics of film appreciation prevalent in the industry.

### Course Objectives:

1. Remember and understand **world cinema** by learning about various film ideologies, movements and theories.
2. Understand, apply and analyze the **Indian Earlier cinema** to get a clear view about the beautification of each shot.
3. Understand, apply and analyze the **Genres and Directors** which will enable them to generate meaning out of each cinematic action making use of composition, sound and effects.
4. Remember and understand **Film festivals and awards** to enhance the knowledge in film studies.
5. Understand, apply and evaluate **Films and Society** by analyzing the making of the film to the audience and its representation.

### **Unit – I: Introduction to World Cinema** **6 Hrs**

History of Cinema, World Cinema, Post-War Films – Hollywood Cinema.

### **Unit – II: Indian Cinema** **6 Hrs**

Early Indian Cinema, Indian Cinema - Pre-Independence, During Independence and Post-Independence Era.

### **Unit – III: Genres and Directors** **6 Hrs**

Film genres- Action, Horror, Comedy, Thriller- Akira Kurosawa, David Lean, Hitchcock, Satyajit Ray, Ritwik Ghatak, K. Wiswanath, Adoor Gopalakrishana, Stanley Kubrick, K. Balachandar, Balu Mahendra, Mani Rathnam, Bharathi Raja and Mahendran.

### **Unit – IV: Film Festival** **6 Hrs**

International & Indian Film festival, Awards- Oscar, BAFTA Awards, National awards, Types of censorship, Film board (CBFC), Parallel Cinema.

### **Unit – V: Film and Society** **6 Hrs**



Representation of different society group- Women, children, religions, culture, Audience segmentation, Reception analysis, Film reviews.

**TEXT BOOK**

1. The Technique of Film and Video Editing: History, Theory, and Practice. (n.d.). In Routledge & CRC Press. <https://www.routledge.com/The-Technique-of-Film-and-Video-Editing-History-Theory-and-Practice/Dancyger/p/book/9781138628403>

**REFERENCE BOOK**

1. Engaging Classical Texts in the Contemporary World. (n.d.). University of Michigan Press. Retrieved December 1, 2022, from [https://www.press.umich.edu/9905263/engaging\\_classical\\_texts\\_in\\_the\\_contemporary\\_world](https://www.press.umich.edu/9905263/engaging_classical_texts_in_the_contemporary_world)
2. Representation. (2022, December 1). SAGE Publications Ltd. Retrieved December 1, 2022, from <https://uk.sagepub.com/en-gb/eur/representation/book234567>
3. Film art: an introduction: Bordwell, David: Free Download, Borrow, and Streaming: Internet Archive. (n.d.). Internet Archive. Retrieved December 1, 2022, from <https://archive.org/details/filmartintrduct00bord>

**Course Outcomes (CO):**

The Learner will be able to

CO No.	Course Outcomes	Cognitive Level
CO-1	Recall and relate the students will learn how to Understand the world classic movies.	K1
CO-2	Demonstrate and explain the relationships between historical moments in film history and Classify Indian cinema.	K2
CO-3	Construct and develop the origin, structure and effects of the major directors, scriptwriters, critics, and cinematographers and describe their various contributions to the development of cinema Analyze the director’s film making style	K3
CO-4	Discover and distinguish major film festival and Identify the awards in cinema	K4
CO-5	Indicate and discuss dramatic structure in a film and Examine film representation in the society.	K5

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

**CO – PO MAPPING**

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

**CO – PSO MAPPING**

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

(For candidates admitted in the academic year 2020-2021)  
**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**  
**B.Sc. VISUAL COMMUNICATION**

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks
<b>I</b>	<b>I</b>	Language	Tamil -I/ Hindi -I / French – I	U20TL1TAM01 U20HN1HIN01 U20FR1FRE01	3	3	100
	<b>II</b>	English	General English – I	U20EL1GEN01	3	3	100
	<b>III</b>	Major Core 1	History of Indian Media	U20VC1MCT01	4	4	100
		Major Core 2	Human Communication	U20VC1MCT02	4	4	100
		Major Core Practical -3	Visual Literacy and Drawing (Practical)	U20VC1MCP03	5	3	100
		Allied-1	Introduction to Audio Visual Medium (Within School)	U20VC1ALT01	4	2	100
		Allied-2	Event Management (Within School)	U20VC1ALT02	4	2	100
	<b>IV</b>	Environmental studies	Environmental studies	U20RE1EST01	2	1	100
		Value Education	Ethics/ Bible Studies/ Catechism	U20VE2LVE01/ U20VE2LVB01/ U20VE2LVC01	1	-	-
	<b>V</b>	Service Oriented Course			-	-	-
	<b>VI</b>	Extra Credit	Internship/ Field Work/Field Project - 30 hours Extra Credit	U20SP1ECC01	-	2(Extra Credit)	100
				<b>Total</b>	<b>30</b>	<b>22+ 2*</b>	<b>800+100EC</b>

Sem	Part	Course	Title Of The Course	Code	Hrs/ Week	Credits	Marks	
II	I	Language	Tamil - II/ Hindi - II / French - II	U20TL2GEN02 U20HN2HIN02 U20FR2FRE02	3	3	100	
	II	English	English Paper II	U20EL2GEN02	3	3	100	
	III	Major Core 4	Mass Communication Theories	U20VC2MCT04	5	4	100	
		Major Core 5	Radio Production (Theory cum Lab)	U20VC2MCP05	4	4	100	
		Major Elective I	Fashion Communication <b>(Within School)</b>	U20VC2MET01	4	3	100	
		Allied-3	Illustrator for Designing (Theory cum Lab) <b>(Within School)</b>	U20VC2ALP03	4	2	100	
		Major SBE - 1	Computer Literacy for Visual Communication	U20VC2SBT01	2	1	100	
	IV	Skill-Based Elective- 1	Soft Skill Development	U20RE2EST02	2	1	100	
		Skill-Based Elective- 2	Sustainable Rural Development and Student Social Responsibility	U20RE2SBT02	2	1	100	
		Value Education	Bible/Catechism/Ethics	U20VE2LVE01/ U20VE2LVB01/ U20VE2LVC01	1	1	100	
	V		Service Oriented Course	-	-	-	-	
	VI	Extra Credit*	Internship/ Field Work/Field Project - 30 hours Extra Credit	U20SP2ECC02	-	2(Extra Credit)	100	
					<b>Total</b>	<b>30</b>	<b>23+2 EC</b>	<b>1000+10 0EC</b>

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
<b>III</b>	I	Language	Tamil - III/ Hindi -III/ French - III	U20TL3TAM03 U20HN3HIN03 U20FR3FRE03	3	3	100
	II	English	English -III	U20EL3GEN03	3	3	100
	III	Major Core-6	Advertising	U20VC3MCT06	5	4	100
		Major Core-7	Digital Photography (Theory cum Lab)	U20VC3MCP07	4	3	100
	Major Core-8	Graphic Design (Practical)	U20VC3MCP08	4	3	100	
	Major Skill-Based Elective- 2	Advertising Production (Theory cum Lab)	U20VC3SBP02	2	1	100	
	Allied-4	Media Writing Skills ( <b>Within School</b> )	U20VC3ALT04	4	2	100	
	NME-1	Basics of advertising	U20VC3NMT01	3	3	100	
	IV	Value education	Ethics II/ Bible studies II/ Catechism II	U20VE4LVE02/ U20VE4LVB02/ U20VE4LVC02	1	-	-
		Gender studies	Gender studies	U20WS3GST01	1	1	100
	VI	Extension Activities	Service Oriented Course		-	-	-
			Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U20SP3ECC03	-	2	100
	<b>Total</b>					<b>30</b>	<b>23+2EC</b>

Sem	Part	Course	Title	Code	Hours/ Week	Credits	Mark
IV	I	Language	Tamil -IV/ Hindi -IV / French- IV	U20TL4TAM04 U20HN4HIN04 U20FR4FRE04	3	3	100
	II	English	General English - IV	U20EL4GEN04	3	3	100
	III	Major Core-9	Elements of Film (Theory cum Lab)	U20VC4MCP09	4	3	100
	IV	Major core -10	Screenplay Writing	U20VC4MCT10	4	4	100
		Major elective -2	Journalism <b>(Within School)</b>	U20VC4MET02	4	3	100
	IV	Allied -5	Media Culture and Society	U20VC4ALT05	4	2	100
		Allied -6	Computer Graphics-I (Theory cum Lab)	U20VC4ALP06	4	2	100
		NME-2	Folk Arts	U20VC4NMT02	3	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U20VE4LVE02/ U20VE4LVB02/ U20VE4LVC02	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- <b>Extra Credit</b>	U20SP4ECC04	-	2	100	
<b>Total</b>					<b>30</b>	<b>24 +4EC</b>	<b>900+200EC</b>

Sem	Part	Course	Title	Code	Hours / Week	Credits	Mark	
V	III	Major Core-11	Visual Analysis Tools	U20VC5MCT11	5	5	100	
		Major Core -12	Development Communication	U20VC5MCT12	5	4	100	
		Major Core-13	Media Management	U20VC5MCT13	5	4	100	
	IV	Major Core-14	Television Production(Lab cum Theory) / Computer Graphics-II(Practical)	U20VC5MCP14/ U20VC5MCP15	6	4	100	
		Major elective -3	Public Relations <b>(Within School)</b>	U20VC5MET03	4	3	100	
		NME - 3	Fundamentals of Photography (Lab cum Theory)	U20VC5NMP03	3	3	100	
		Industrial Relation			U20VC5IRT01	1	1	
		EXTRA CREDIT	Online Course	U20VC5OCT01		2	100	
		Value Education	Ethics / Bible studies / Catechism	U20VE6LVE03/ U20VE6LVB03/ U20VE6LVC03	1	-	-	
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>			U20SP5ECC05	-	2	100
		<b>TOTAL</b>					<b>30</b>	<b>24+4E C</b>

Sem	Part	Course	Title	Code	Hours / Week	Credits	Mark
VI	III	Major Core-15	Fundamentals of Editing	U20VC6MCP15	5	5	100
		Major Core -16	Media Laws and Ethics	U20VC6MCT16	5	4	100
		Major Core-17	Portfolio (Practical)	U20VC6MCP17	5	4	100
		Major Core Practical - 18	Project (Practical)	U20VC6MCP18	5	4	100
		Major Elective 4	New Media Studies	U20VC6MET04	4	3	100
		NME - 4	Women and Media	U20VC6NMT04	3	3	100
		Skill-Based Course – 3 SBC -3	Research Methodology (Lab cum Theory)	U20DS6SBC03	2	1	100
	IV	Value Education	Ethics /Bible studies / Catechism	U20VE6LVE03/ U20VE6LVB03/ U20VE6LVC03	1		
	V	Extension Activity	RESCAPES- Impact study of Projects	U20RE6ETF01		2	100
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U20VC6ECC06	-	2	100	
<b>TOTAL</b>					<b>30</b>	<b>24+6EC</b>	<b>700+200 EC</b>
<b>GRAND TOTAL</b>					<b>180</b>	<b>140+18</b>	<b>5000+ 900(EC)</b>



<b>Course Title</b>	<b>MAJORE CORE 15- FUNDAMENTALS OF EDITING</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U20VC6MCP15</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To understand the basic concepts in Editing with specific reference to Television Production and Filmmaking.

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Analyze, and evaluate the acquire knowledge of film and video editing along with the technological advancements being implemented in the field.
CO-2	Remember and understands the knowledge of film and video editing along with the technological advancements being implemented in the field.
CO-3	Analyze and apply a meaningful understanding to get familiar with the introduction to video and audio editing techniques prevalent in the industry
CO-4	Apply and evaluate understand the basics of cinematography techniques, functions of digital cameras and composition techniques.
CO-5	Apply, analyze and restate the acquire knowledge about editing and understand the techniques involved in non-linear editing.

**Unit – I: Introduction to Editing**

**9Hrs**

Introduction to Post Production, History of Film Editing, Understanding shot to shot Transition, Understanding Pace and Time. Basic editing terminologies.

**Unit – II: Principles of Editing**

**9Hrs**

Role of Editor -Creation of Illusion of reality -Handling of shots – Sense of Screen Direction – Editing, Principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leit-motif (Reiteration of theme), Types of editing.

**Unit – III: Elements of Editing**

**14Hrs**

Types of cuts – cut in, cut away, jump cut, Inter cut, parallel cut, match cut, advanced cut - Rhythm, Pace, Tempo, Filmic time and Filmic space -Transitions shot to shot – Types -Montage – Continuity – Continuity of Content, Continuity of Movement, Continuity of position.

**Unit – IV: Edit Tools and Transitions** **15Hrs**

Study of NLE Software Interface – Bins, Creating Project – Setting Preferences – Preferences Saving, Project settings – Files and formats – Log in videos – Windows – Project window, Source monitor, Record monitor, Timeline.

**Unit – V: Timeline Editing and Final Cut** **20Hrs**

Insert, Overwrite – Extract, Lift – Transitions – Cut, Wipe, Dissolve, and Fade.

Practice Editing Methods – Rough cut – Study of Trim Tools – Trimming process –Practice working with Timeline, Working with Transitions – Working with basic motion – Working with Filter Effects and Special effects, Basic color correction Working with Title Types, Audio preferences, Practicing Voice over Technique – Mixing and file compression, Various output techniques, Learning various output formats – Multi Camera editing- Setup- Workflow-Edit Decision List import/export.

- **Final Review and Project.**

Criteria – Students have to take notes while performing the exercises on observation note book and after Corrections have to write their Record notes and submit them after each exercise.

**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 Understand the fundamentals of editing.	PSO 1	K1, K2
CO-2	Demonstrate and Recognize the principles of editing.	PSO 2	K2
CO-3	Construct and develop the origin, structure and Categorize the elements of editing.	PSO 2	K2
CO-4	Distinguish and Analyze the aesthetics of editing and Identify the Nonlinear Editing Software Interface and editing process	PSO 3	K1
CO-5	Interpret the technological developments of NLE and Execute the editing process in Software	PSO 4	K4

**TEXT BOOKS:**

1. Ken Dancyger[2010], The Technique of Film and Video Editing: History, Theory, and Practice, Focal Press, U.S.
2. Roy Thompson, Christopher J. Bowen [2013], Grammar of the Edit, Focal Press.

## **REFERENCE BOOKS:**

1. David Bordwell and Kristin Thompson [2012], *FilmArt: An Introduction*, Mc-Graw Hill Education, London.
2. Morris, P. (2016). *Nonlinear editing*. New York: Focal Press.
3. Bowen, C. J., & Thompson, R. (2018). *Grammar of the edit*. New York: Routledge, Taylor & Francis Group.
4. Bobbie O'Steen [2009] *The Invisible Cut: How Editors Make Movie Magic*, Michael Weise Productions, U.S.
5. Gael Chandler [2012], *Cut By Cut: Editing Your Film or Video*, Michael Weise Productions, U.S.
6. Walter Murch [2009], *In the Blink of an Eye: A Perspective on Film Editing*, Harper Collins.
7. Karel Reisz, *The History of Film Editing*.

<b>Course Title</b>	<b>MAJOR CORE 16- MEDIA LAWS AND ETHICS</b>
<b>Code</b>	<b>U20VC6MCT16</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>5 Hrs</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand <b>the constitution of India- codes of law</b> which includes common rules related to media field.
CO-2	Understand and analyze the <b>freedom of press in various political setups</b> in India before and after independence.
CO-3	Understand, apply and analyze <b>laws related to press functioning</b> to identify rights and liabilities of press persons.
CO-4	Analyze and evaluate the <b>government information services to press</b> to examine the role of central and state governments in control over press.
CO-5	Understand, apply and evaluate <b>Cyber laws</b> 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)

<b>Course Title</b>	<b>MAJOR CORE 17 – PORT FOLIO</b>
<b>Code</b>	<b>U20VC6MCT17</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>5 Hrs</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**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

<b>Course Title</b>	<b>MAJOR CORE 18 – PROJECT</b>
<b>Code</b>	<b>U20VC6MCT18</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>5 Hrs</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**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.



<b>Course Title</b>	<b>MAJOR ELECTIVE 4 – NEW MEDIA STUDIES</b>
<b>Code</b>	<b>U20VC6MET04</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>4 Hrs</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

### CONSPECTUS

To enable the students to get acquainted with new media the usages and challenges in a period of technological change.

### Course Objectives (CO):

**The Learner will be able to**

CO No.	Course Objectives
CO-1	To develop in students an understanding of media and enable them to appreciate potential and limitation of various media forms.
CO-2	To encourage students to participate in contemporary society as active citizens, through their awareness of the political, social, economic, historical and technological implications of the media.
CO-3	To develop skills to encourage the production of creative media messages.
CO-4	To introduce students to various career opportunities in mass media.
CO-5	To educate students about the role of new media in development of society

### UNIT I: INTRODUCTION TO NEW MEDIA

**15 Hrs**

Definition of New media, **characteristic features of Digital platforms** - Digital Interactivity, Hyper textuality, Simulation, Asynchronous, Storage, Accessibility.

*Extra Reading/ Key word: hyper textuality, Asynchronous, Interactivity*

### UNIT II: NEW MEDIA PATFORMS

**15 Hrs**

Types of New media -Websites, Social Media Platforms, OTT Platforms like Netflix and Amazon Prime, Blogs, Virtual and Augmented Reality, Online Games Email, Music Streaming like Spotify. Big 5 platforms, Characteristics of platforms, Video Sharing Platforms, Cloud Technologies and Cloud Services for Media. E-book, E-Pub, Online Education Platforms.

*Extra Reading/ Key word: Websites, Virtual, Augmented, satellite*

### UNIT III: DIGITAL MEDIA

**15 Hrs**

Definition of digital media, Types of Digital Media- software, digital images, digital video, video games, web pages and websites, social media, digital data and databases, electronic documents and electronic books. New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Bill and Regulations.

*Extra Reading/ Key word: databases, web pages, Digital Media, digital audio*

**UNIT IV: NEW MEDIA CONVERGENCE****15 Hrs**

Social Networking Apps, Messenger Apps, Blogs, Micro Blogs, Wikis, Chatbots ,Webcasting, Application : Learning, Service, Education, Communication, Entertainment, Cyber Space and Cyber Culture, Cyber Activism, Development Communication through Digital Media, New Media for Self-Demonstration.

*Extra Reading/ Key word: Networking, Micro Blogs, Webcasting, Cloud Services*

**UNIT V: NEW MEDIA & SOCIETY ( Practical )****15 Hrs**

New media in everyday life.  
Case Study.

*Extra Reading/ Key word: Cyber Space, Cyber Culture, Media Time Line, Self-Demonstration*

**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	Students would be aware of Latest Trends in New Media.	PSO 1	U
CO-2	Students would be able understand the Impact of New Media in Society.	PSO 2	R
CO-3	Student would have knowledge about the Applications of New Media in Areas Like Social Connectivity, Publishing Content, Sharing Thoughts.	PSO 2	U
CO-4	Know about the Latest Technologies that are Changing the Landscape of Digital Media.	PSO 3	R
CO-5	Students would know Artificial Intelligence and Internet of Things in Context to Applications in Media Industry.	PSO 4	An

**TEXT BOOKS**

An Introduction to New Media and Cybercultures- Pramod K. Nayar-ISBN: 978-1-405-18166-2 January 2010 Wiley-Blackwell

**BOOKS FOR REFERENCE**

1. Friedman, Linda & Friedman, Hershey. (2008). The New Media Technologies: Overview and Research Framework. SSRN Electronic Journal. 10.2139/ssrn.1116771.
2. Cela, Erlis. (2015). Social Media as a New Form of Public Sphere. European Journal of Social Sciences Education and Research. 4. 195. 10.26417/ejser.v4i1.p195-200.
3. <https://www2.deloitte.com/in/en/pages/technology-Media-and-teleCommunications/articles/Digital-Media-rise-of-on-demand-Content.html>
4. Saxena, A. (2012). Issues of Media Content, market and technology. New Delhi: Kanishka, Distributors.
5. Razdan, A. (2008). New Media: Techniques and trends. New Delhi: Vitasta Pub. Pvt.
6. Lievrouw, L.A., & Livingstone, S. M. (2004). Handbook of new Media: Social shaping and consequences of ICTs. London: SAGE.

7. Bahga, A., & Madiseti, V. (2015). *Internet of things: A hand-on approach*. Hyderabad: Universities Press (India).
8. Elliott, A. (2019). *The culture of AI: Everyday life and the Digital revolution*. Abingdon, Oxon: Routledge.

<b>Course Title</b>	<b>NON MAJOR ELECTIVE- WOMEN AND MEDIA</b>
<b>Code</b>	<b>U20VC6NMT04</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>3 Hrs</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**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**

<b>CO No.</b>	<b>Course Objectives</b>
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

<b>Course Title</b>	<b>SKILL BASED COURSE – RESEARCH METHODOLOGY</b>
<b>Code</b>	<b>U20DS6SBC03</b>
<b>Course Type</b>	<b>THEORY CUM PRACTICAL</b>
<b>Semester</b>	<b>VI</b>
<b>Hours/Week</b>	<b>2 Hrs</b>
<b>Credits</b>	<b>1</b>
<b>Marks</b>	<b>100</b>

### **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.**

**(For candidates admitted in the academic year 2021-2022 onwards)**  
**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)

<b>SEM</b>	<b>Course</b>	<b>Title</b>	<b>Code</b>	<b>Hrs/Week</b>	<b>Credits</b>	<b>Mark</b>
<b>I</b>	Major Core-1	Communication theories	P15VC1MCT01	5	4	100
	Major Core-2	Practice journal (Lab cum Theory )	P22VC1MCP02	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 (Lab cum Theory)	P15VC1MCP05	6	5	100
		Library hour		1		
		Value education		1	-	-
	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		P18SP1ECC01		2	
<b>Total</b>				<b>30</b>	<b>22</b>	<b>500</b>
<b>II</b>	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- <b>Extra Credit</b>		P18SP2ECC02		2	
<b>Total</b>				<b>30</b>	<b>23</b>	<b>500</b>
<b>III</b>	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 (Lab cum Theory)	P19VC3MEP02	6	5	100
	Non Major Elective-2	Media Education	P15VC3NMT02	5	3	100
		Library Hour		2		
	ONLINE COURSE		P19OC3ECT01			
	Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>		P18SP3ECC03		2	
<b>Total</b>				<b>30</b>	<b>23</b>	<b>500</b>
<b>IV</b>	Major Core-12	Advanced Photography	P22VC4MCP12	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- <b>Extra Credit</b>		P18SP4ECC04		2	
<b>Total</b>				<b>30</b>	<b>24</b>	<b>500</b>
<b>Grand Total (I-IV SEMESTERS)</b>				<b>120</b>	<b>92</b>	<b>2000</b>

(For candidates admitted from June 2019 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**M.SC MEDIA & COMMUNICATION; SEMESTER –I**

<b>Course Title</b>	<b>MAJOR CORE 9 – ADVANCED PHOTOGRAPHY</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>P22VC4MCP09</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To understand photography in terms of various branches of photography. To provide specialized training in photography catering to professions of photography.

**Course Objectives (CO):**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand and Evaluate the <b>Equipment &amp; Techniques</b> in Lighting Techniques & Composition.
CO-2	Analyze and Experience <b>Types of Photography</b> with the various elements and Retouching.
CO-3	Understand and evaluate the <b>Other Branches of Photography</b> on basic camera moves and compositions.
CO-4	Analyze, apply and evaluate of <b>photography in Cinema</b> .
CO-5	Illustrate an elementary ability to Creating Brand value – Selling at the right market & Pricing of Photography.

**UNIT I**

**15 Hrs**

Equipment & Techniques, Camera lenses, ISO, Aperture, Shutter speed, working of camera, Lighting Techniques & Composition.

**UNIT II**

**15 Hrs**

Introduction to Fashion, Advertising, Food, Product & Special effects photography – Basics on Advertising & fashion. Setting up, Theme, Background, Model styling, costumes, -Accessories, Set Design & Art Work, Lighting for various elements and Retouching.

**UNIT III**

**15 Hrs**

Other Branches of professional photography –Industrial Photography, Fashion Photography, Wildlife Photography, Photography in Travel & Tourism.

**UNIT IV****15 Hrs**

Journalistic Photography, Wedding Photography, Sports Photography- Still photography in Cinema & Other Branches.

**UNIT V****15 Hrs**

Business of Photography - Selling Photos on galleries. Online marketing – Stock images. Creating Brand value – Selling at the right market & Pricing of Photography – Social Media as a business Platform

**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	1.Understand the Lighting Techniques, Composition .	PSO 1	U
CO-2	2. Understand the types of photography and the Lighting for various elements and Retouching	PSO 2	R
CO-3	3. Focuses on sharpening the minds and knowledge of students in terms of different kinds of photography to Choose their professional field.	PSO 2	U
CO-4	4. Organize and plan an elementary understanding of photography in Cinema & Other Branches.	PSO 3	R
CO-5	5. Illustrate an elementary ability to coordinate (direct) in Business and Social media	PSO 4	An

**TEXT BOOKS**

1. Dave Saunders, [1988] Professional Advertising Photography, Mere Hurst Press, London.
2. Alain Solomon, [1987]Advertising Photography, American Photographic Publishing and Imprint of Watson Guptill Publication, New York.

**BOOKS FOR REFERENCE**

1. John Constantine and Julia Valice, [1983] The Thames- Hudson Manuel of Professional Photography, Thames- Hudson, London.
2. Jack Newbart, [1989] Industrial Photography, Am Photo, Watson Guptill Publications, New York.
3. Joel Sartore - Fundamentals of Photography, Published by the Great Courses, (2012)
4. Hands Geoffrey – The Handbook of Digital Photography, Silver Dale Book, (2004)

