

**FOCUS: ENVIRONMENTAL SUSTAINABILITY (NEEDS)**

**UG B.Sc VISUAL COMMUNICATION**

**SEMESTER IV – PAPER IV**

**UCVCG20 - MEDIA, CULTURE AND SOCIETY**

<b>Year: II</b>	<b>Course Code:</b>	<b>Title of the Course:</b>	<b>Course Type:</b>	<b>Course Category:</b>	<b>H/W</b>	<b>Credits</b>	<b>Marks</b>
<b>Sem: IV</b>	UCVCG20	Media culture and society	Theory	Core	6	4	100

**Objective:**

- To enable the students to understand the theories of media and the impact of media on society and culture

**Course Outcomes (CO)**

The Learners will be able to

CO1: Report and Restate the elements of society and its theories.

CO2: Illustrate the characteristics of culture and its models.

CO3: Analyze the various models of media and Categories the ecological perspective of media audience

CO4: Analyze the various models of media.

CO5: Evaluate the social issues of media.

<b>CO</b>	<b>PSO</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>CO1</b>	H	H	H	M	H	H
<b>CO2</b>	H	H	H	M	H	H

<b>CO3</b>	H	H	H	H	H	H
<b>CO4</b>	H	H	M	H	H	H
<b>CO5</b>	H	H	H	H	H	H

**(Low - L, Medium – M, High - H)**

<b>CO</b>	<b>PO</b>					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>CO1</b>	H	H	H	H	H	H
<b>CO2</b>	H	H	H	M	H	H
<b>CO3</b>	H	H	H	M	H	H
<b>CO4</b>	H	H	H	M	H	H
<b>CO5</b>	H	H	H	M	H	H

**(Low - L, Medium – M, High - H)**

### **Course Syllabus:**

#### **Unit I: Concepts of society (18 hours)**

- 1.1. The definition of society (K1, K2)
- 1.2. Essential elements of society (K1, K2)
- 1.3. Understanding Mass Media (K1, K2, K3)
- 1.4. Theories of society: the mass society theory, functionalism, uses and Gratification theory, social construction theory (K2, K3, K4)
- 1.5. Communication technology determinism (K3, K4)
- 1.6. The information society. (K3, K4)

## **Unit II: Concept of culture (18 hours)**

- 2.1. The definition of culture, characteristics of culture, (K1, K2)
- 2.2 Components of culture, functions of culture. (K1, K2, K3)
- 2.3. Media and popular culture,(K1, K2, K3)
- 2.4. Mass media culture and development (K1, K2, K3)
- 2.5. Development communication, modernization, (K1, K2, K3)
- 2.6. Models of development, dependency/structuralism model.(K1, K2, K3, K4 )

## **Unit III: Media Audience (18 hours)**

- 3.1. Reception, (K1, K2)
- 3.2. Audience positioning, (K1, K2,K3)
- 3.3. Subjectivity, Pleasure (K1, K2)
- 3.4. Audience dynamics (K3, K4)
- 3.5. Impact of Media on Society (K1, K2,K3)
- 3.6. Ecological perspectives.(K3, K4)

## **Unit IV: Media Analysis: (18 hours)**

- 4.1. Media Text, (K1, K2)
- 4.2. Media Ideology, (K1, K2, K3)
- 4.3. Media and Realism (class, Gender, Race, Age, Minorities, children),(K1, K2, K3, K4)
- 4.4. Approaches to Media Analysis (K1, K2, K3)
- 4.5. Marxist theory, semiotics, (K1, K2, K3)
- 4.6. Psychoanalytic.(K1, K2 K3, K4)

## **Unit V: Alternate Media (18 hours)**

- 5.1. Alternative approaches to developments, (K1, K2, K3)
- 5.2. Revival of modernization models, (K1, K2, K3)
- 5.3. Peculiarity of Indian Society, Media in Indian society, (K1, K2, K3, K4)

5.4. Internet initiatives for rural development,(K1, K2, K3, K4)

5.5. Communication for development (K1, K2, K3)

5.6. Sensationalism, 4G, VR, gaming, mobile addiction.(K1, K2, K3, K4)

### **Books for Study and Reference:**

1. Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013.
2. KevalJ.Kumar - Mass Communication in India, 4<sup>rd</sup> Edition - Jaico Publication, 2011.
3. Graeme Burton - Media and Society Critical Perspectives, 2<sup>nd</sup> Edition - Tata McGraw Hill, 2010
4. PaulHodkinson,Media,Culture and Society:An Introduction,SAGE Publication Ltd,2010.
5. Michael O’Shaughnessy,JaneStadler,Media and Society an Introduction,Oxford University press,2005
6. Amos Owen Thomas - Media, Culture and Politics Across India, Sage Publication, 2005
7. McQuail Denis – Mass Communication Theory, 4<sup>th</sup> and 5<sup>th</sup> Edition - Sage Publication, 2000.
8. Silverstone rogers – Why study Media? –sage Publications- 1999
9. Berger, AsaAuthur,- Media Analysis Techniques- Sage Publications -1998.

## **SEMESTER V –PROJECT -1**

### **UCVCN20 - DOCUMENTARY PRODUCTION**

<b>Year: III</b>	<b>Course Code: UCVCN20</b>	<b>Title of the Course: Documentary Production</b>	<b>Course Type: Project</b>	<b>Course Category: Core Elective</b>	<b>H/W</b>	<b>Credits</b>	<b>Marks</b>
<b>Sem: V</b>					3	5	100

### **Objective:**

- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing through team work.

Students will specialize in Television production and prepare a group project on any chosen theme. The editing of the project should be done with the editing software that is taught to the students during the course. The master copy of the production in a DVD format must be submitted along with the script and the storyboard.

**Course Outcomes (CO)**

**The Learners will be able to**

CO1: Analyzing the Concepts of Documentary production.

CO2: Implementing the Pre-Production process of Documentary.

CO3: Executing the Production process of Documentary.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	H	H	H

**(Low - L, Medium – M, High - H)**

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H

<b>CO4</b>	H	H	H	M	H	H
<b>CO5</b>	H	H	H	M	H	H

**(Low - L, Medium – M, High - H)**

**Exercise:** Documentary - 5 to 7 minutes

1. Proposal Format to be given (5 hours)
2. Script Approval (10 hours)
3. Story Board (15 hours)
4. Documentation (15 hours)

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation (40 marks) is based on the production process and the model viva.

The Semester Evaluation (60 marks) is based on the Viva-voce and the quality of the production presented for the Examination.

### **SEMESTER VI – PROJECT – 2**

#### **UCVCR20 - SHORT FILM PRODUCTION**

<b>Year: III</b>	<b>Course Code: UCVCR20</b>	<b>Title of the Course: Short Film Production</b>	<b>Course Type: Project - 2</b>	<b>Course Category: Core</b>	<b>H/W 4</b>	<b>Credits 5</b>	<b>Marks 100</b>
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**Objective:**

- To train students in short-film making or documentary making by putting into practice the techniques learned in television production and script writing

Students will specialize in Television/Radio Production and prepare an individual project on Documentary / short film on any chosen theme. The master copy of the production must be submitted along with the script.

### Course Outcomes (CO)

The Learners will be able to

CO1: Identifying the Concepts of Short film production.

CO2: Implementing the Pre-Production process of Short film.

CO3: Executing the Production process of short film.

CO4: Compile the Post Production Activities according to the Script.

CO5: Presenting the Documentation with Master Copy.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H

<b>CO4</b>	H	H	H	M	H	H
<b>CO5</b>	H	H	H	M	H	H

**(Low - L, Medium – M, High - H)**

**Course Syllabus:**

**Exercises:**

1. Produce a short film with a good concept not exceeding 10 minutes with suitable visual transitions and sound effects.

(Cognitive Level: K1, K2, K3, K4)

The Internal Evaluation (40 marks) is based on the production process and the model viva.

The Semester Evaluation (60 Marks) is based on the Viva-Voce and the quality of the production.