

**FOCUS: HUMAN VALUE (NEEDS)**

**UG B.Sc. VISUAL COMMUNICATION**

**SEMESTER - I**

**UAHCA20 - ALLIED - I HUMAN COMMUNICATION**

<b>Year: I</b> <b>Sem: I</b>	<b>Course Code:</b> UAHCA20	<b>Title of the Course:</b> Human communication	<b>Course Type:</b> Theory	<b>Course Category:</b> Allied	<b>H/W</b> 6	<b>Credits</b> 5	<b>Marks</b> 100
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**Objective:**

- To enable students, understand the basic concepts of Human communication and the evolution of communication skills.

**Course Outcomes (CO)**

The Learners will be able to

CO1: Restating the Basic Concepts of Communication.

CO2: Acquiring Knowledge about the Barriers of Communication.

CO3: Describing the Various types of Verbal and Non Verbal Communication.

CO3: Acquiring in depth knowledge in Inter personal and Intra Personal communication.

CO4: Applying the Communication Skills in Public Speaking.

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

(Low - L, Medium – M, High - H)

### Course Syllabus:

#### Unit I: Introduction to Communication and Language (18 hours)

- 1.1. Human Communication what and why. (K1, K2)
- 1.2. Define Communication(K1, K2, K3)
- 1.3. Functions of Communication. (K1, K2)
- 1.4. Types - Western Models of communication: Aristotle Model of Communication, Lasswell Model, Shannon and Weaver Model of Communication. Eastern Models of Communication:**Sadharanikaran Model**.(K1, K2, K3)
- 1.5. Language: Power and nature of language. (K1, K2, K3)
- 1.6. Gender and culture of language. (K2, K3, K4)

#### Unit II: Verbal and Non-Verbal Communication (18 hours)

- 2.1. Introduction to verbal communication (K1, K2, K3)
- 2.2. Functions of verbal and non- verbal communication. (K1, K2, K3)
- 2.3. Functions of non- verbal communication (K1, K2, K3)
- 2.4. Types of verbal communication (K1, K2, K3)
- 2.5. Types of non - verbal communication - Chronemics, Proxemics, Oculistics, Olfactics, Haptics, Kinesics, Chromatics, Silence (K1, K2, K3)
- 2.6. Characteristics of nonverbal communication (K1, K2, K3)

#### Unit III: Interpersonal and Intra Personal Communication (18 hours)

- 3.1. Characteristics of Intrapersonal Communication. (K1, K2, K3)
- 3.2. Characteristics of Interpersonal Communication (K1, K2, K3)
- 3.3. Relational development and maintenance (K1, K2, K3)
- 3.4. Models of self-disCOsure. (K1, K2, K3)
- 3.5. Group Communication and its characteristics, Types and Goals. (K1, K2, K3, K4)
- 3.6. Patterns of interaction - problem solving in groups. (K1, K2, K3, K4)

#### Unit IV: Listening and Speaking (18 hours)

- 4.1. Listening - Misconceptions about listening.(K1, K2, K3)
- 4.2.Challenges of effective listening.(K1, K2, K3)
- 4.3. Types of informative speaking.(K1, K2, K3)
- 4.4. Informative VS persuasive speaking.(K1, K2, K3)

- 4.5. Techniques of informative speaking.(K1, K2, K3)
- 4.6. Building credibility as a speaker. (K1, K2, K3)

**Unit V: Public Communication (18 hours)**

- 5.1. Publiccommunication.(K1, K2, K3)
- 5.2. Effective public communication.(K1, K2, K3)
- 5.3. Purpose of Public communication (K1, K2, K3)
- 5.4. Speech structure.(K1, K2, K3)
- 5.5. Analyzing and Public speaking. (K1, K2, K3)
- 5.6. Rhetoric, persuasion and propaganda.(K1, K2, K3)

**Books for Study and Reference**

1. David Holmes - Communication Theory:Media Technology and Society - Sage Publication, 2005
2. BerkoD.Wolvin, R. Wolvin - Communicating, 9<sup>th</sup> Edition - Houghton Mifflin Company, 2004
3. Armand Mattelart, MichaleMatterlart-Karl Erik Rosengren - Communication: An Introduction-Sage Publication, 2002
4. KevalJ.Kumar - Mass Communication in India – 4<sup>th</sup> Edition Jaico Publications, 2011.
5. Joseph A. DeVito-Human Communication: The Basic Course-2013 .

**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.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	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
CO4	H	H	H	M	H	H
CO5	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. Keval J. Kumar - Mass Communication in India, 4<sup>th</sup> Edition - Jaico Publication, 2011.
3. Graeme Burton - Media and Society Critical Perspectives, 2<sup>nd</sup> Edition - Tata McGraw Hill, 2010
4. Paul Hodkinson, Media, Culture and Society: An Introduction, SAGE Publication Ltd, 2010.
5. Michael O’Shaughnessy, Jane Stadler, 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, Asa Author, - Media Analysis Techniques - Sage Publications - 1998.

**SEMESTER IV - ALLIED – IV**  
**UAJLA20 - JOURNALISM**

<b>Year:</b> <b>II</b>	<b>Course Code:</b> UAJLA20	<b>Title of the Course:</b> Journalism	<b>Course Type:</b> Theory	<b>Course Category:</b> Allied	<b>H/W</b> 6	<b>Credits</b> 5	<b>Marks</b> 100
<b>Sem:</b> <b>IV</b>							

**Objective:**

- To introduce the field of Visual Nature of journalism in various media and to develop

journalistic skills in students

**Course Outcomes (CO)**

The Learners will be able to

CO1: Explaining the basic concepts of journalism.

CO2: Analyzing the newspaper organization and its ethical codes.

CO3: Evaluating the role of journalist in the stream of electronic media.

CO4: Classifying the duties and responsibilities of Television journalist.

CO5: Acquiring the Knowledge and process of online journalism.

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
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

**Course Syllabus:**

**Unit I: Introduction to Journalism (18 hours)**

- 1.1. Evolution of Journalism (K1, K2)
- 1.2. News, Types of news, News values (K1, K2, K3)
- 1.3. Structure of news story (K1, K2, K3)
- 1.4. Journalism ethics (K2, K3)

- 1.5. Functions of news (K3, K4)
- 1.6. Journalism in action (finding, choosing, sourcing, gathering, writing, editing and taking news further) (K1, K2, K3, K4)

### **Unit II: Print Journalism (18 hours)**

- 2.1. History of newspaper, Press council (K1, K2, K3)
- 2.2. Code of ethics of Indian journalist (K1, K2, K3)
- 2.3. News agencies (K1, K2,)
- 2.4. Newspaper organizations (ABC – RNI – INS - India Press council (K2, K3, K4)
- 2.5. Style of writing, journalist as investigator, journalist as entertainer (K3, K4)
- 2.6. Difference between newspaper and news magazine, Types of news magazine (K2, K3, K4)

### **Unit III: Electronic Journalism-Radio Journalism(18 hours)**

- 3.1. News flow in broadcast media (K1, K2, K3)
- 3.2. Basics of Radio News, Sources and contacts (K1, K2, K3)
- 3.3. Wire services, Components of News (K1, K2, K3)
- 3.4. Radio news room setup, Radio News Reporting, (K2, K3, K4)
- 3.5. News writing and presentation, Elements of editing, integrating audio bytes (K2, K3, K4)
- 3.6. Radio talks and discussions, radio interviews. Writing for packages- local, regional, national (Voice over, Sound on Tape) (K2, K3, K4)

### **Unit IV: Television Journalism (18 hours)**

- 4.1. TV News room work process (K1, K2, K3)
- 4.2. Basics of TV News, Structuring TV News (K1, K2, K3)
- 4.3. News gathering and writing (K1, K2, K3)
- 4.4. Integrating sound bites, visualization of News, voice-overs (K1, K2, K3)
- 4.5. TV interviews, Process of Live inputs, News Debates News analysis (K1, K2, K3, K4)
- 4.6. Gate keeping, News anchoring (K1, K2, K3)

### **Unit V: Online Journalism (18 hours)**

- 5.1. Newspapers and News reporting in the digital age (K1, K2, K3)
- 5.2. News flow in online media (K1, K2, K3)
- 5.3. Media differences in news coverage (K1, K2, K3)
- 5.4. Organization of online newspapers, Internet news producing strategies (K1, K2, K3, K4)
- 5.5. Future of internet news (K1, K2, K3)
- 5.6. Citizen journalism.(K1, K2, K3)

### **Assignments:**

Students can produce their own production of tabloids, newspapers. Journals, magazine.

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

1. Lynette Sheridan burns-Understanding Journalism 2<sup>ND</sup> edition-Sage publications-2013
2. KevalJ.Kumar - Mass Communication in India - Jaico Publications, 2011.
3. Rajesh Pandey-Visual Journalism-adhyayan publishers and distributors-edition 2009
4. Ajay Dash-Journalistic Writing-Sonali publications-2008
5. Paul Chantter, Peter Stewart – Basic Radio Journalism – Focal Press, 2007.
6. Brad Schultz – Broadcast News Producing - Sage Publication, 2007.
7. B.K. Desh Pandey - Photojournalism – Sonali Publications, 2007.
8. Dr.G.C.Banik – PR and Media Relation - Jaico Publications, 2005.

9. B.N. Ahuja - Theory and Practice of Journalism - Surjeet Publication, Delhi, 2004

**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> 3	<b>Credits</b> 5	<b>Marks</b> 100
<b>Sem: V</b>							

**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
CO4	H	H	H	M	H	H
CO5	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 – PAPER VIII**  
**UCVCO20 - MEDIA LAWS AND ETHICS**

<b>Year:</b> <b>III</b>	<b>Course Code:</b> UCVCO20	<b>Title of the Course:</b> Media laws and Ethics	<b>Course Type:</b> Theory	<b>Course Category:</b> Core	<b>H/W</b> 5	<b>Credits</b> 4	<b>Marks</b> 100
<b>Sem:</b> VI							

**Objective:**

To familiarize students with the framework of laws that apply to the field of electronic as well as print media

**Course Outcomes (CO)**

The Learners will be able to

CO1: Explaining the Concept of Media Laws and Rights

CO2: Reviewing Various Media Acts and its uses.

CO3: Acquire an in depth Knowledge in Media Laws.

CO4: Analyzing the Cyber Laws and Regulations.

CO5: Examine the Media Regulatory Authority Bodies.

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

(Low - L, Medium – M, High - H)

## **Course Syllabus:**

### **Unit I: Media and Freedom (15 hours)**

- 1.1. Concept of media freedom, (K1, K2, K3)
- 1.2. Evolution of Article 19 (a), Rights and Restrictions, (K1, K2, K3)
- 1.3. Theories of the press,(K1,K2, K3)
- 1.4. Rights and Obligations of the media, (K1, K2, K3)
- 1.5. Components of Media Ethics,(K1, K2, K3)
- 1.6. IPC sections 124A,108, 501, 144. (K1,K2,K3,K4)

### **Unit II: Media Persons and the law (15 hours)**

- 2.1. Defamation, Official Secrets Act,(K1,K2,K3)
- 2.2 Intellectual Property Rights, Issues of Privacy, (K1,K2,K3,K4)
- 2.3 Copyright Act, Obscenity,(K1,K2,K3)
- 2.4 Source Confidentiality, (K1,K2,K3)
- 2.5 Parliamentary Privileges Act,(K1,K2,K3)
- 2.6 Right to Information Act (K1,K2,K3,K4)

### **Unit III: Laws on Media Institutions (15 hours)**

- 3.1 Cable regulation Act, (K1,K2,K3)
- 3.2 Indian cinematography Act 1952, (K1,K2,K3)
- 3.3 Film censorship, (K1,K2,K3)
- 3.4 Contempt of Court, (K1,K2,K3)
- 3.5 Press and Registration of Books Act,(K1,K2,K3)
- 3.6 Regulation related to broadcast media (Indian Broadcasting code)(K1,K2,K3,K4)

### **Unit IV: Cyber Laws (15 hours)**

- 4.1. Laws regulating Foreign Direct Investment in media (K2, K3, K4)
- 4.2. IT Act, Cyber laws in India. (K2, K3, K4)
- 4.3. Cyber security concerns. (K2, K3, K4)
- 4.4. Preventive measures. (K3, K4, K5)
- 4.5. Penalties. (K2, K3, K4)
- 4.6. Network service providers' protection. (K2, K3, K4)

### **Unit V: Regulating Authorities (15 hours)**

- 5.1. Ministry of Information and Broadcasting. (K1,K2,K3)
- 5.2. Directorate of Advertising & Visual Publicity. (K2, K3,)
- 5.3. Directorate of Field Publicity. (K2, K3, K4)
- 5.4. Press Council. (K2, K3, 4k)
- 5.5. Central Board of Film Certification. (K3, K4,)
- 5.6. Advertising Standards Council of India, Telecom Authority. (K3, K4,)

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

1. Paranjyoguhathakurta - Media Ethics, 2<sup>nd</sup> Edition - Oxford, 2012.
2. Devesh Kishore, Ganga Sagar Singh - Media Law, Har-Anand Publication, 2012.
3. Brij Kishore Sharma - Introduction to the Constitution of India, 6<sup>th</sup> Edition – PHI - Learning, 2011.
4. Gillian Doyle - Media Ownership - Sage Publications, 2002.
5. Dr. Durga Das Basu - Introduction to the Constitution of India, 19<sup>th</sup> Edition - Wadhwa

Publications, Nagpur, 2001.

6. Cees J Hamelink - The Ethics of Cyber Space - Sage Publications, 2000.
7. Philip Patterson Lee Wilkins – Media ethics issues and cases, 6<sup>th</sup> Edition, Tata Mc Grawhill- 2010
8. Durga Doss Basu, (2000) Press Laws, Central Law Book Agency, Delhi.

**SEMESTER VI – PROJECT – 2**  
**UCVCR20 - SHORT FILM PRODUCTION**

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

**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
CO4	H	H	H	M	H	H
CO5	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.