Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PCEMA20	Mass Communication And Journalism	Theory	Core	5	4	100

Course Objective

To introduce the broad field of mass communication and journalism to students including the models, theories and ethics in the field of media

Course Outcomes (CO)

The learners will be able to
CO1: Review the Basics of Communication and Mass Culture.
CO2: Analyze and Understand the Western Models and Theories of Communication.
CO3: Acquiring Knowledge about the inception of Journalism.
CO4: Analyse the Journalistic Values and Various News Paper Organizations.
CO5: Evaluate the Concept of Journalistic Writing and Editing.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	M
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: Communication Basics (15 Hours)
1.1 Communication, Need of Communication (K1, K2)
1.2 Functions of Communication, Levels of Communication, Patterns of Communication (K1, K2, K3)
1.3 The Mass concept, Mass Communication process, the Mass Audience (K1, K2, K3, K4)
1.4 Mass Culture and popular culture (K3, K4)
1.5 Barriers of Communication (K3, K4, K5)
1.6 Media democracy (K5, K6)

Unit II: Models of Communication (15 Hours)
2.1 Transmission model, Ritual or Expressive model (K1, K2)
2.2 Publicity model., Reception model, Lass well Model (K1, K2, K3)
2.3 Shannon & Weaver model, Osgood and Schramm Circular model. (K2, K3, K4)
2.4 Two Steps flow model, Westley and Maclean model (K3, K4, K5)
2.5 Agenda Setting model, Spiral of Silence model (K3, K4, K5, K6)
2.6 Indian theories of communication (K4, K5, K6)

Unit III: Basics of Journalism (15 Hours)
3.1 Basics of writing and editing (K1, K2)
3.2 News values. (K1, K2, K3)
3.3 Sources of news and confidentiality (K2, K3, K4)
3.4 Makeup, Newspaper organisation (K2, K3, K4)
3.5 Press council (K3, K4, K5, K6)
3.6 Press commission (K4, K5, K6)

Unit IV: Journalistic Principles (15 Hours)
4.1 Journalism and the concept of news (K1, K2)
4.2 Journalism principles(K1, K2, K3)
4.3 Brief history of press in the world, India and Tamilnadu (K2, K3, K4)
4.4 Online Journalism (K2, K4)
4.5 Tabloid Journalism (K2, K4, K5, K6)
4.6 Yellow Journalism (K3, K4, K5, K6)

Unit V:Journalistic Skills (15 Hours)

5.1 Art of writing a new paper story (K1, K2, K3)
5.2 Inverted pyramid style(K2, K3, K4)
5.3 Feature writing (K1, K3, K4, K5)
5.4 Qualities of a Reporter, (K2, K3, K4)
5.5 Role of Editor (K2, K4, K5, K6)
5.6 Copy flow, Proof reading (K4, K5, K6)

Books for Study and Reference:

1. Mc Quail Denis – Mass Communication Theory 5th Edition
2. Keval J Kumar – Mass Communication in India 3rd Edition – Jaico publication 1982
3. Arthur Asa Berger-Essentials of Mass Communication Theory-Sage Publication 2000
4. Alfred Laurence Lorenz John Vivian–News Reporting and Writing–Pearson education – 2005.
5. D.S. Mehta – Mass Communication and Journalism in India–Allied Publication- 2003
6. T Rejshekar – Journalism Ethics and Objectives -Sonali Publication – 2009
7. RangaswamyParthasarthy – Journalism in India – Sterling Publication -Delhi – 2005
8. Ahuja B.N. - Concise Course In Reporting For Newspaper Magazine Radio And television – Surjeet Publication, Delhi - 1988

Web Reference:
Communicationtheory.org

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PCEMC20	Videography	Theory	Core	5	4	100

Course Objective

To acquire the knowledge and skill to select and apply those aesthetic elements to translate significant ideas into significant messages through Videography.

Course Outcomes (CO)

The Learners will be able to

CO1: Describe the Basic Parts and Functions of the Video camera.

CO2: Analyze the Characteristic of Lighting and Lighting techniques.

CO3: Acquiring Knowledge in Camera Composition Techniques and concepts of Color.

CO4: Evaluate the Camera Operation and Lighting Techniques in Indoor Production.

CO5: Elaborate Various Recording and Storage Formats of Videos.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	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	M	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 Camera (15 Hours)
1.1 Parts of the Camera Basic, Camera functions (K1, K2, K3)
1.2 Types of Cameras - Sony A7S III(K1, K2, K3, K4)
1.3 Black magic, Pocket Cinema Camera 4K (K3, K4, K5, K6)
1.4 Panasonic Lumix GH5S, Fujifilm X-T4(K3, K4, K5, K6)
1.5 Lens Characteristics**(**K4, K5, K6)
1.6 Exposure – Types of lens(K3, K4, K5, K6

Unit II: Introduction to Lighting (15 Hours)
2.1 Nature of Light – Lighting purposes and functions (K1, K2)
2.2 Nature of shadows – Outer orientation functions (K1, K2, K3)
2.3 Inner orientation functions – Time Orientation (K1, K2, K3, K4)
2.4 Standard lighting techniques – Chiaroscuro, Rembrandt, cameo (K2, K3, K4)
2.5 Flat and silhouette lighting. Single and Multi-Camera Lighting- Aesthetics (K1, K2, K3, K4, K5, K6)
2.6 Lighting Instruments – Field and Studio, Lighting Control Instrument, – Types of Lamps (K2, K3, K4, K5, K6)

Unit III: Visualization (15 Hours)
3.1 Visualization – storyboard, - Camera Framing and Composition (K1, K2, K3)
3.2 Camera Manipulating picture depth- Two dimensional fields: Area, Field, Screen forces (K1, K2, K3)
3.3 Three Dimensional: Depth and volume, screen Volume (K2, K3, K4, K5)
3.4 Narrow angle distortion, Wide angle distortion, Spatial paradoxes (K2, K3, K4, K5)
3.5 The Nature of Colours – relativity of Colours (K3, K4, K5, K6)
3.6 Colour Function and Composition – Colour Temperature (K3, K4, K5, K6)

Unit IV: The Camera operation (15 Hours)
4.1 Camera Operation and Techniques (K1, K2, K3)
4.2 Camera shots, angles, movements and filters (K1, K2, K3, K4)
4.3 Camera support equipment: shoulder mount, monopod, tripods (K2, K3, K4)
4.4 Pedestals, cranes, dolly, trolley, jibs, etc (K3, K4, K5, K6)
4.5 Lighting for Indoor/Outdoor Shoots (K4, K5, K6)

4.6 Camera and Lighting for specific programmes: News, Interviews, Talk shows, Panel, etc.(K3, K4, K5, K6)

Unit V: Retrieval and Post Production   **(15 Hours)**

5.1 Video Recording Formats (K2, K3, K4, K5)
5.2 Videotape Recording systems (K2, K3, K4)
5.3 Videotape Recording process (K1, K2, K3, K4)
5.4 Video Storage Systems: compact discs (K2, K3, K4)
5.5 DVD, Digital Memory Cards (K3, K4, K5, K6)
5.6 Video Streaming etc. (K4, K5, K6)

Books for Study and Reference:

1. Herbert Zettl - Television Production, 8th Edition - Thomson Wadworth, 2005.
2. Mitch Mitchell - Visual Effects for Film and Television - Focal Press, 2004.
3. Herbert Zettl - Video Basics – 7 - Wardsworth Thomson Learning, 2012.
4. Herbert Zettl - Sight, Sound, Motion, 9th Edition - Wadworth Publishing Company, 1999.
5. Gerald Millerson - Television Production, 13th Edition - Focal Press, 1999.

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PCEMD20	Video Production	Practical	Core	4	2	100

Course Objective

To give a hands-on experience to students in the handling of video-cameras and practice the techniques of Video Production.

Course Outcomes (CO)

The Learners will be able to

CO1: Classify the various parts and function of the video camera.
CO2: Acquiring and applying knowledge in shots, angles and camera movements.
CO3: Applying the lighting and composition techniques.
CO4: Examine the montage recording techniques.
CO5: Creating the short film using proper camera techniques.

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)

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
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)

Course Syllabus

The following exercises are performed during the practical sessions.

Exercises:

1. Shots, Angles and Camera movements   (5 hours)
2. Lighting and camera techniques   (5 hours)
3. Framing and Composition   (10 hours)
4. Filters   (8 hours)
5. Montage recording   (8 hours)
6. Short story using field editing   (7 hours)
7. Presentation of a short film using all the techniques with a simple concept, time not exceeding more than 5 minutes.   (7 hours)
8. Video Magazine   (10 hours)

COGNITIVE LEVEL: (K1, K2, K3, K4, K5, K6)

The internal Evaluation for 40 marks is based on these exercises and the final short film.

The semester Examination is based on the practical Examination (45 marks), Record(10 marks) and Viva Voce (5 Marks).

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PCEME20	Writing For Broadcast Media	Practical	Core	4	2	100

Course Objective:

To train the students in the basics of writing for television news; developing a clear, concise and conversational writing style. This is coupled with emphasis on accuracy, good grammar and strong leads.

Course Outcomes (CO)

The Learners will be able to
CO1: Explain the basic writing skills for Broadcast Media.
CO2: Creating the Advertisement, promo and PSA for Radio.
CO3: Creating the Advertisement, PSA for Television medium.
CO4: Design the Drama for the radio medium
CO5: Compile News Releases for the radio and Television medium.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	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: 1-4 (30 hours), 4-8 (30 hours), 9 & 10 (15 hours)

1. Radio Jingle

2. TV Promo,

3. Radio promo

4. Commercial advertisement for Radio And Television

5. PSA for Radio

6. PSA for Television

7. Radio Drama/play

8. Radio News bulletins

9. TV news bulletins

10. News Release: Announcement, Created News, Spot News, Response Release, Bad News.

11. Hot Spot

COGNITIVE LEVEL: (K1, K2,K3, K4, K5, K6)

Internal Evaluation for 40 Marks is based on 10 exercises

Semester Examination is based on the Practical examination (45 marks), Record (10 marks) and Viva Voce (5 Marks).

Books for Study and Reference:

1. Anthony Friedman - Writing for Visual Media – Focal Press, 2007.
2. Zettl Herbert - Video Basics 3 – Wodsworth, 2001.

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PEEMA20	Script writing and Direction	theory	Elective	5	4	100

Course Objective

To learn in-depth, the writing techniques and basics of film direction

Course Outcomes (CO)

The Learners will be able to

CO1: Restate the basics of script and script writing process.
CO2: Analysing the various scripts formats for fiction and nonfiction programs.
CO3: Evaluating the role of director from preproduction to post production.
CO4: Acquiring in depth knowledge about the production stage and its related activities.
CO5: Analysing the various methods and techniques in direction.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	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: Basics of Script Writing (15 hours)
1.1 Script writing basics. (K1, K2, K3)
1.2 Script formats. (K1, K2, K3)
1.3 Creating concepts. (K2, K3, K4)
1.4 Screenplay, storyboard. (K3, K4, K5)
1.5 Writing a script. (K3, K4, K5, K6)
1.6 Writing process. (K4, K5, K6)

Unit II: Fiction and Nonfiction Formats (15 hours)
2.1 Script writing for fiction, (K3, K4, K5, K6)
2.2 Script writing for non-fiction.(K3, K4, K5, K6)
2.3 Writing for entertainment programs (Unscripted). (K4, K5, K6)
2.4. Writing for special audience. (K3, K4, K5, K6)
2.5 Writing for documentaries. (K3, K4, K5, K6)
2.6 News writing, Script writing Software (K4,K5,K6)

Unit III: Directors Techniques (15 hours)
3.1 Direction basics: Techniques of TV direction. (K1, K2, K3, K4)
3.2 From planning to post production. (K3, K4, K5, K6)
3.3 The director's role. (K4, K5, K6)
3.4 The director's as active observer. (K4, K5, K6)
3.5 Job of the director. (K5, K6)
3.6 Shooting script. (K4, K5, K6)

Unit IV: Preparation and Production (15 hours)
4.1 The director prepares: benefits of rehearsing at actual location, (K4, K5,K6)
4.2 Before the take – after the take. (K4, K5, K6)
4.3 Planning coverage. (K4, K5, K6)
4.4 Camera placement. (K4, K5, K6)
4.5 Shot and scene identification. (K5, K6)
4.6 Daily organization. (K4, K5, K6)

Unit V: Direction Methods (15 hours)
5.1 Direction Methods: (K2, K3, K4, K5)
5.2 Directing Documentaries. (K3, K4, K5, K6)

5.3 Directing fiction. (K3, K4, K5, K6)
5.4 Directing non-fiction, (K4, K5, K6)
5.5 Directing non-script programs. (K4, K5, K6)
5.6 Case studies of directing. (K4, K5, K6)

Books for Study and Reference:

1. Michael Rabiger – Directing film Techniques and Aesthetics – Focal Press, 2007.
2. Ken Dancyger - The Director's Idea – Focal Press, 2006.
3. Anthony Friedmann - Writing for Visual Media, 2nd Edition - Focal Press, 2006.
4. Michael Rabiger – Directing the Documentary, Fourth Edition – Focal Press, 2004.
5. Esta De Fossard - Writing and Producing Radio Dramas, Communication for Behaviour Change, Vol. 1, 4th and 5th Edition - Sage Publications, 2000.
6. Dwight V. Swain with Joye R. Swain – Scriptwriting: Film, 2nd Edition - Focal Press, 1988.

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: I	PIEMA20	Radio and Television News casting	Theory	Independent Elective		2	100

Course Objectives:

To specialize in Radio and Television and gain analytical, technical and practical skills and be equipped in the broadcast marketplace.

Course Outcomes (CO)

The Learners will be able to

CO1: Identify the basic radio production fundamentals and radio programming formats

CO2: Analysing the structure of news story and its presentation methods

CO3: Evaluating the components of television news and the role of Media professionals

CO4: Acquiring the knowledge about requirements for news production

CO5: Elaborating the role of news production teams and risk management in news casting

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	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: Fundamentals of Radio formats
1.1. Radio production fundamentals (K2, K3)
1.2. Purpose of production and type, Information and scripting.(K2,K3)
1.3. Interviewing, Methods of interviews.(K3,K4)
1.4. Location of recording, Narration Styles, Music recording, Magazines and sequences. Remote broadcasts. (K3, K4, K5)
1.5. Evolution of radio broadcast in India. (K3, K4)
1.6. Radio as an educational tool, Radio programmes and formats.(K3, K4, K5, K6)

Unit II: News Analysis and Structure
2.1. News policy and practice. (K2, K3)
2.2. Structure of News Story. (K2, K3)
2.3. 5 Ws and 1 H of news. Inverted Pyramid style. Hard and Soft Leads.(K3,K4,K5)
2.4. News reading and presentation methods, Pronunciation, Vocal stressing, Inflection, Quotation marks.(K3,K4,K5,K6)
2.5. Errors and emergencies, Headphones, Trails and promos.(K3,K4,K5)
2.6. Phone-in programmes, Listener's letters. (K4, K5, K6)

Unit III: Role of Media persons
3.1. Components of TV news. (K3, K4)
3.2. Live Telecast environment and its significance. (K4, K5)
3.3. Work elements, Video and Audio Elements, Interactive Elements, Technical elements. (K4, K5, K6)
3.4. Types and Importance of news items.(K3,K4)
3.5. Priority Issues, Catchy items, Sequencing of TV news bulletins. (K4,K5)
3.6. Role of TV News editors. Role of Studio and media Professionals in TV News casting.(K4, K5, K6)

Unit IV: Acquiring the News productions
4.1. News production and requirement (K2, K3)
4.2. Electronic still, Electronic news gathering, satellite news gathering.(K3,K4)
4.3. Role of OB vans (K4, K5)
4.4. Webcasting Video Clips for News (K3, K4)
4.5. Breaking News, Headlines, and Repetitive cycles of news. (K4, K5)
4.6. Importance of archive and stock shots for news editing. (K4, K5, K6)

Unit V: Role of the News production

5.1.Newsproduction teams & their roles. (K2, K3, K4)

5.2.Television News Language – Pronunciation, voice delivery (inflation and deflation), accent.(K3,K4,K5)

5.3.TVnews as compared to news in Print Media, news for Interval, news portals.(K3,K4,K5)

5.4. Flash news scrolling. (K2, K3)

5.5. Logo and Weather updates. (K2, K3)

5.6. Risk Management in News casting. (K4, K5, K6)

Books for Study and Reference Books:

1. Film Cultures, Janet Harbord, Sage Publications, 2003
2. News and News Sources, Paul Manning, Sage Publications, 2001.
3. Standard handbook of Video and Television Engineering, Jerry Whitaker and Blair Benson, McGraw-Hill, New York, 2000.
4. The Globalisation of News, Oliver Boyd Barret, Sage Publications, New Delhi, 1998.
5. Multimedia and Virtual Reality Engineering, Richard Brice, Newnes Pub., 1997.
6. Radio Production, Robert McLeisch , third edition, Reed Elsevier, Oxford, 1994.

==PCEMF20 - ADVANCED TELEVISION PRODUCTION==

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PCEMF20	Advanced Television Production	Theory	Core	5	4	100

Course Objective

To prepare students for professional challenges of today and tomorrow and to expose them to real world production scenario.

Course Outcomes (CO)
The Learners will be able to
CO1: Describing the basics of Television production and its standard formats.
CO2: Acquiring the knowledge on Production management and production elements.
CO3: Examine the basic work process in the preproduction stage.
CO4: Analysing the production process and production techniques.
CO5: Adopting the post production process and its techniques

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

Course Syllabus

Unit I: Understanding the Television Production (15 hours)
1.1 Generating a television picture, picture scanning (K1, K2, K3)
1.2 Basic video signals, CMOS (K1, K2, K3)
1.3 CCD, Digital television (K2, K3, K4)
1.4 Types of Production - Production Team (K3, K4, K5)
1.5 Production Environment (K2, K3, K4, K5)
1.6 Television Standards and formats – PAL, NTSC, SECAM (K3, K4, K5, K6)

Unit II: Organization and Management (15 hours)
2.1 Production Management: Organizing crew – Scheduling (K1, K2, K3)
2.2 Team work - shooting Spots (K3, K4, K5)
2.3 Final Package (show copy) (K3, K4, K5)
2.4 Audience Ratings and Feedback (K3, K4, K5)
2.5 Structure and working of a Television Production Centre (K2, K3, K4, K5, K6)
2.6 Production elements and equipment (K3, K4, K5, K6)

Unit III: Pre-Production Process (15 hours)
3.1 Pre-Production - Planning of story (K1, K3, K4)
3.2 Discussion - Storyboard – Screenplay (K1, K2, K3)
3.3 Dialogue Writing - Selection of Characters, Costumes and Location (K2, K3, K4, K5)
3.4 Production planning and coordination - Background of Production (K2, K4, K5, K6)
3.5 Directors Role - Production practices: Single Camera (K2, K3, K4, K5, K6)
3.6 Multi Camera techniques (K3, K4, K5, K6)

Unit IV: Production Techniques (15 hours)
4.1 Production Process - Planning and Management (K1, K2, K3)
4.2 Understanding different Production Environments (K1, K3, K4)
4.3 Floor Management and Studio Management (K2, K3, K4, K5)
4.4 Set Design background - Budgeting - Talent management (K3, K4, K5)
4.5 Auditions - Organizing the production Team - delivering the finished product (K2, K4, K5, K6)
4.6 Types of telecasting. Field Production and Big Remotes (K4, K5, K6)

Unit V: Post Production Techniques (15 hours)

5.1 Switcher Function - Layout - Operations - Types and Functions (K3, K4, K5)

5.2 Video Editing - Editing modes (offline, online) - Editing systems (Linear, Non-Linear) (K2, K3, K4, K5)

5.3 Editing Principles - Computer Editing - Video Effects (K2, K4, K5, K6)

5.4 Analog, Digital, Optical, Mechanical, Graphics for Television - Graphic Equipment (K2, K3, K4, K5)

5.5 Titling - Special Effects - Audio Dubbing - Background Music (K2, K3, K4, K5)

5.6 Synchronizing Audio and Video - Voice Over - Compeering Skills - Anchoring Live Programs (K3, K4, K5, K6)

Note: Compulsory Media Exposure in Television Production

Books for Study and Reference:

1. Aleksandar Louis Todorovic – Television Technology Demystified – Focal Press, 2007.
2. Philippe, Brian, Lynne - Programming for TV, Radio and the Internet - Focal Press, 2005.
3. Mitch Mitchell - Visual Effects for Film and Television - Focal Press, 2004.
4. Paul Martin Lester - Visual Communication, 3rd Edition - Thomson Wadsworth, 2003.
5. Zettl Hebert - Video Basics 7 - Wardsworth, 2012.
6. Zettl Hebert - Television Production Handbook - Wadsworth Thompson Learning, 2000.
7. Gerald Millerson - Television Production, 13th Edition - Focal Press, 1999.

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PCEMI20	Non-Linear Editing	Practical	Core	4	2	100

Course Objective

To teach students the art of editing audio and video through Nuendo/ Adobe Audio Editing and Final Cut Pro software respectively and to complete basic exercises in editing.

Course Outcomes (CO)

The Learners will be able to
CO1: Identify the Final Cut Pro Tools and Techniques.
CO2: Acquiring Knowledge about the Radio Programming.
CO3: Elaborating the Key features of News Production.
CO4: Creating the titling and end credits and Dubbing for Video Production.
CO5: Develop the various formats of Programme Production.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	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	M	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)

The students should use all the techniques while doing the exercises:

- Introducing Keyboard
- Import the clip
- Timeline
- 3 point editing
- EDL
- Transitions (Cut, Wipe, Fade, Dissolve, Digital effect)
- Audio
- Lip Synchronization
- Titling
- Creating a master out

Exercises: 1-3 (30 hours), 2-6 (30 hours), 7 & 8 (15 hours), 9 & 10 (15 hours)

1. Creating sound effects creatively with suitable objects
2. Producing a Radio drama with suitable music and special effects
3. Create a signature tune or a Radio jingle
4. Compilation of a News production
5. Dubbing for a part of animation movie with appropriate music and special effects
6. Remix of a film song with visuals taken from multiple films
7. Dubbing in a different language for part of a feature film and adding subtitles
8. Compilation of a travel episode with suitable video transition and voice-over recording
9. Titling and end credits for a Video presentation
10. Produce programmes in different formats (Talk, comparing, announcement, anchoring, interviews using Chroma key technique).

COGNITIVE LEVEL: (K1, K2, K3, K4, K5, K6)

The Internal Evaluation for 40 marks is based on these 10 exercises.

The Semester Examination is based on the practical examination (45 marks), Viva (5 marks) and the Record (10 marks)

Year: I	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: II	PIEMB20	**Electronic Journalism**	Theory	Independent Elective		2	100

Course Objectives:

To provide the insight knowledge about the electronic news production and Produce the competent journalists and news producers for the current information world.

Course Outcomes (CO)

The Learners will be able to

CO1: Indicating the origin and development of electronic journalism

CO2: Analysing the concept of radio news production and its genres

CO3: Applying the concept of television news production techniques and live news

CO4: Elaborating the features and development of online journalism

CO5: Compiling the technologies used for electronic journalism

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	M
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

Course Syllabus:
Unit I: Introduction to Electronic Journalism
1.1. Origin and Development of Electronic News Broadcasting (K2, K3)
1.2. Differences between Print and Electronic Journalism (K3, K4)
1.3. Citizen Journalism (K2, K3, K4)
1.4. Consumption pattern of news in Television, Radio and Online (K3, K4, K5, K6)
1.5. Importance of Sound and visuals (K3, K4)
1.6. Emergence of electronic news gathering tools and practice. (K3, K4, K5, K6)

Unit II: Radio News Production
2.1. Basics of Radio News (K2, K3)
2.2. Components of News (K3, K4)
2.3. Radio news room set-up, Radio News Reporting (K3, K4, K5)
2.4. News writing and presentation, Elements of editing, (K3, K4)
2.5. Integrating audio bytes (K2, K3)
2.6. Radio talks and discussions, radio interviews. (K3, K4, K5, K6)

Unit III: Television News Production
3.1. TV News room work process (K3, K4, K5)
3.2. Basics of TV News, sources and contacts (K4, K5, K6)
3.3, News research and planning, hour glass structure (K4, K5, K6)
3.4. TV interviewing techniques (K4, K5, K6)
3.5. Piece - to - camera, Process of Live inputs (K3, K4, and K5)
3.6. News anchoring. (K3, K4)

Unit IV: Online Journalism
4.1. Development of the online news media (K2, K3)
4.2.Features of online media: interactivity and hypertextuality, online storytelling (K3,K4,K5)
4.3. Presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative (K4, K5, K6)
4.4. Identification of relative stories for hyper linking (K2, K3)
4.5. Search engine optimization (SEO) (K2, K3, K4)
4.6. User engagement, user generated content, Use of Twitter, Face book, YouTube, Flicker, LinkedIn, blog.(K2, K3, K4, K5, K6)

Unit V: Technologies for Electronic Journalism
5.1. Outside Broadcast van and its functions (K2, K3, K4)

5.2. Mobile technology and its role in aiding news coverage (K3, K4, K5)
5.3. Bi-media reporting (K3, K4)
5.4. Convergence newsroom (K4, K5, K6)
5.5. Multi-skilling (K4, K5)
5.6. Broadcasting software's (K3,K4)

Text Books:

1. Andrew Boyd, Broadcast Journalism, Focal Press, 2007
2. Mitchell Stephens and Beth M. Olson, Broadcast News, Fourth Edition, Thomson Wordsworth, 2005.
3. Eric K. Gormly, Writing and Producing Television News, 2nd Edition, Surjeet Publications, New Delhi, 2005.
4. Singh PP., Jonge De., Hakemulder, Jan 'Broadcast Journalism' – Anmol Publication, New Delhi, India, 2005.

References:

1. Alfred Lawrence Lorenz and John Vivian, News Reporting and Writing, Pearson. 2006
2. Lynette Sheridan Burns, Understanding Journalism, Vistaar Publications, 2006
3. Robert L. Hilliard, Writing for TV, Radio and New Media, Thomson Publications, 2003
4. N.C Pant, Modern Journalism, Kanishka Publishers, 2002
5. R.K. Ravindran, Radio, TV, Broadcast Journalism, Anmol Publications, 2000

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PCEMK20	Film Studies	Theory	Core	5	4	100

Course Objective:

To provide in-depth knowledge on films, to develop a critically informed sense of the history and development of film conventions, both mainstream and alternative, and understand the language and use of films.

Course Outcomes (CO)

The Learners will be able to

CO1:Classify the inception of world cinema and history of Indian cinema.
CO2: Analysing the concept of film as an art and characteristics of films.
CO3:Acquiring the knowledge on various concepts of film theories.
CO4:Making an in-depth analysis on Genres of cinema.
CO5:Elaborate the   recent trends in film
industry.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	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: History of Cinema (15 hours)
1.1 History of Indian Cinema(K1, K2)
1.2 Early Silent era – talkies – Modern Cinema(K1, k2)
1.3 A brief account of World Cinema (K1, K2, K4)
1.4 Film makers: Indian, Hollywood, European, and South Asian(K1, K2, K3)
1.5 Study of some Indian classics (K1, K2, K3)
1.6 Main stream and Alternate cinema (K1, K2, K3)

Unit II: Characteristics of Films (15 hours)
2.1 Film as an art - Film as a social document (K2, K3, K4)
2.2 Film as a medium of communication - conceptual issues (K2, K3, K4)
2.3 Film language, Macro and Micro structure (K3, K4, K5)
2.4 Process and aspects of film making - Film forms - content - narratives –narrative forms - styles - text and grammar (K2, K3, K4, K5)
2.5 Critical and technical terns used in film production (K4, K5, K6)
2.6 Types of Films – fiction and Non-fiction, Mis-en-scene (K2, K3, K4, K5)

Unit III: Film theories (15 hours)
3.1 Soviet theories – European theories (K4, K5)
3.2 German Expressionism – Neo-realist, Classical (K3, K4, K5)
3.3 New Wave in cinema, Film Theories (K2, K3, K4, K5)
3.4 Post Modernism, Auteur, Apparatus, Feminist, Marxist (K4, K5, K6)
3.5 Recent approaches to – Cine structuralism, cine feminism, cine semiotics (K3, K4, K5)
3.6 Film analysis –technical, psychoanalytical, social analysis, techniques, reviews (K3,K4,K5)

Unit IV: Genres of Cinema (15 hours)
4.1 Genres - Documentary Films – Films Division (K4, K5, K6)
4.2 Study of leading Documentary film maker in the world and India Western Genres (K4,K5,K6)
4.3 Indian film genres, South Indian film genres (K2, K3, K4)
4.4 Diaspora films (K4, K5)
4.5 Animation movies (K4, K5, K6)

4.6 Women and Children, Film and Politics in India (K5, K6)

Unit V: Trends in Film Industry   **(15 hours)**
5.1 Film Awards and festivals (K4, K5)
5.2 New developments in film industry (K3, K4, K5)
5.3 Computer Graphics –Digital film making (K2, K4, K5 K6)
5.4 Future of Cinema in India (K4, K5, K6)
5.5 Film Management (K4, K5, K6)
5.6 Multi languages release -Budgeting and schedules (K2, K4, K5)

Exercise: Watching award winning movies of particular directors

Books for Study and Reference:
1. Mary Celeste Kearney – The Gender and Media Reader, Routledge, New York, 2012.
2. Robert Edgar- Hunt, John Marland, Steven Rawle - The Language of Film, Ava Publication, 2010.
3. Susan Hayward - Key Concepts in Cinema Studies - Routledge, 2004.
4. Michael Rabiger - Directing Film Techniques and Aesthetics, 3rd Edition - Focal Press, 2003.
5. Thomas A.Ohanian, Michael E. Philips - Digital Film Making, 2nd Edition - Focal Press, 2000.
6. Yves Thorval - The Cinema of India (1896-2000) - Macmillan Press, 2000.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PCEML20	Communication Research Methods	Theory	Core	5	4	100

Course Objective:

To teach in detail the need for communication research and the techniques and process of research studies in the field of Media

Course Outcomes (CO)

The Learners will be able to

CO1:Explain the basic concepts of research and research process.

CO2:Assessing the concepts of qualitative and quantitative research.

CO3:Making an in-depth analysis on sampling methods and sampling techniques.

CO4:Analysing the various statistics methods and Analysis.

CO5:Acquiring the knowledge on research report writing and presentation.

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

Course Syllabus

Unit I: Basics of Research   (15 hours)
1.1 Nature and Scope of Communication Research(K2, K3)
1.2 Research: a way of thinking (K3, K4)
1.3 Applications of Research–Definition of Research – Characteristics of Research (K2, K3, K4)
1.4 Types of Research – Paradigms of Research (K2, K3, K4)
1.5 Research Proposal (K4, K5, K6)
1.6 Research Process (an eight step model) (K5, K6)

Unit II: Content Analysis   (15 hours)
2.1 Qualitative Research**:** Historical Analysis (K2, K3)
2.2 Ethno Methodological Research (K2, K3, K4)
2.3 Participant Observation – Interview and Depth interview – FGD (K2, K3, K4)
2.4 Content Analysis – Action Research – Case Study -Textual Analysis: Semiotic Analysis - Rhetorical Analysis – Ideological Criticism – Psycho Analytical Criticism, Online Research method (K3, K4, K5)
2.5 Issues in Audience Research (K2, K3, K4, K5)
2.6 SPSS Application-Social media as a Research Tool (K4, K5, K6)

Unit III: Sampling   (15 hours)
3.1 Sampling Methods (K2, K3, K4)
3.2 Sampling Techniques (K3, K4, K5)
3.3 Probability Sampling - Non Probability Sampling (K2, K3, K4, K5)
3.4 Sample Size – Sample Error (K4, K5, K6)
3.5 Sample Frame (K3, K4)
3.6 Testing Hypothesis (K4, K5, K6)

Unit IV: Statistics and reliability   15 hours)
4.1   Primary Data – Secondary Data (K1, K2, K3)
4.2   Data Presentation (K2, K3, K4)
4.3   Levels of Measurement – Measurement Scales (K3, K4, K5)
4.4   Reliability and Validity Analysis – Measures of Central Tendency (K2, K3, K4, K5)
4.5   Dispersion, Measures of Variation – Measures of Skewness – Analysis of Variance – Chi Square Test (K4, K5, K6)
4.6   Data collection Software-Team Scope, Open data kid, Red cap (K5, K6)

Unit V: Thesis writing   **(15 hours)**

5.1   Report Writing and Presentation (K3, K4, K5)
5.2   Types of Report: Informational, Analytical, persuasive (K4, K5)
5.3   Components of research thesis- Decision Oriented report – Survey Based Report – Algorithmic Research Report (K4, K5, K6)
5.4   A Research Report Format – MLA format –APA Style format (K4, K5, K6)
5.5   Typing Instructions (K4, K5)
5.6   Oral Presentation (K5, K6)

Practical Exposure:

Pilot Study Research (Should be done by the students on their desired topic) SPSS workshop.

Books for Study and Reference:

1.   Johnny Saldana-The Coding Manual for qualitative Researchers-Sage publication-2009.
2.   R. Panneer Selvam – Research Methodology, Prentice Hall, 2006.
3.   Roger D. Wimmer, Joseph R Dominic – Mass Media Research: Process, Approaches and Applications, Cengage Learning, 2006.
4.   Jean Folkerts, Stephen Lacy – An Introduction to Mass Communication: The Media in your Life, 3rd Edition, Pearson Education, 2004.
5.   Anders Hansen, Simon Cottle, Ralph Negrine, Chris Newbold – Mass Communication Research Methods – Macmillan Press, 2004.
6.   Roger D. Wimmer, Joseph R Dominic – Mass Media Research: An Introduction, Thomson Wadsworth, 2003.
7.   Delbert C. Miller, Neil J. Salkind – Handbook of Research Design and Social Measurement, 6th Edition, Sage Publications, 2002.
8.   Nick Stevenson – Understanding Media Cultures, 2nd Edition, Sage Publications, 2002
9.   Arthur Asa Berger – Media and Communication Research Methods: Introduction to Qualitative and Quantitative Approaches, Sage Publications, 2000.
10. Ranjit Kumar – Research Methodology: a step by step guide for beginners, Sage Publications, 1999.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PCEMN20	Internship	Practical	Core	3	3	100

Course Objective:

One-month training in media will expose the students to actual working conditions in any Reputed Production House. This internship is intended to enable students acquire field experience. Students will be required to maintain a journal recording their daily events in detail and submit a report on their activities at the end of the training.

Course Learning Outcomes (CO)
The Learners will be able to
CO 1: Discuss the concepts of production house in Television Medium.
CO 2: Acquiring an in-depth knowledge in the Respective Media Industry.
CO 3: Compiling the Types of Work done in the Production house.
CO 4: Evaluating the Experience gained in Production house.
CO 5: Substantiate the Report with proper documents.

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

Order of details expected in the Internship Report
College Certificate
Certificate from Media Industry
Acknowledgements
Table of Contents
List of Figures
Synopsis
1. Introduction
       1.1 About the Media Industry
       1.2 About the Team
       1.3 Areas of Field Experience (asst. Director, Script writer, time keeper, helper etc.,)
       1.4 Outstanding Individual Works
2. (Divide the successive Chapters based on Issue/Type of Work/Chronological Events, giving a detailed account of the work done, substantiating it with scripts, photographs, clippings of the telecast, etc.)
3. (Second Last Chapter) About the experiences and lessons learnt from them, categorized according to content.
4. Conclusion
Appendix A (Photographs: Workplace, Team)
Appendix B (Notices, Ads, Script samples, etc)

Cognitive Level: K1,K2,K3,K4,K5,K6

The Internal Evaluation (40 Marks) is based on the preparation of the final report.

The Semester examination is based on the evaluation of the Internship Report (20 marks) and Viva-Voce (40 marks).

PIEMC20 - INDEPENDENT ELCTIVE -WOMEN AND ADVERTISING

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: III	PIEMC20	Women and Advertising	Theory	Independent Elective		2	100

Course Objective: To provide the basic understanding about the role of women in the field of advertisement and to develop career opportunities.

Course Outcomes(CO)

The Learners will be able to
CO1:Describing the role of women in Advertising
CO2:Analysing the portrayal of women in advertising
CO3:Evaluating the ethical codes of advertising
CO4:Exploring on the women entrepreneurship in India
CO5:Compiling the notable emerging women leaders in Advertising

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	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: Women in Advertising

1.1. Commoditization of women in advertising (K2, K3, K4)

1.2. Commodity Feminism-feminist and Advertising (K3, K4,K5)

1.3. Advertisement as gender scripts (K3,K4,K5)

1.4. Textually and Mediated Identities (K4.K5)

1.5. Representation: Role, Character Traits and body Types (K4,K5,K6)

1.6. Trends in Advertisements - Advertising false ideals.(K1, K2, K3, K4, K5, K6)

Unit II: Projection of Women in Advertisements

2.1. Sexism in advertising (K2, K3)

2.2. Female objectification of women (K3, K4)

2.3. Women through the lens of commercial advertising (K3, K4, K5)

2.4. Women- be sexualized case Study (K4, K5, K6)

2.5. Modern Advertisement-women as consumers, women as objects (K3, K4, K5, K6)

2.6. Changing the portrayal of women in advertisement in Social transformations.(K2, K3, K4, K5, K6)

Unit III: Ethics in Advertising

3.1. Ethical issues in advertising (K2, K3, and K4)

3.2. NARB-ASCI-ASCI Codes & Guidelines (K2, K3,K4)

3.3. Case study on-Decisions by ASCI for unethical Ads(K4,K5,K6)

3.4. Laws Governing Advertisements-(K2,K3)

3.5. Drugs and cosmetics act 1940, Drugs and Magic Remedies Act 1954, (K4, K5, K6)

3.6. Indecent representation of women act 1986, Patent Act 1970, Copy right act 1957, Trademarks Act 1999.(K2, K3, K4, K5, K6)

Unit IV: Women as Entrepreneurs

4.1. Creative women: Their potential (K2, K3, K4)

4.2. Creative women: Their personality (K2, K3, K4)

4.3. Creative women: Their Productivity (K2, K3, K4)

4.4. Evolution of women entrepreneurship in India (K4, K5, K6)

4.5. Skills & requirements for women (K4, K5, K6)

4.6. Role of women entrepreneurship in economic development. (K2, K3, K4, K5, K6)

Unit V: Careers in Advertising

5.1. Growth of Advertising Industry in India (K3, K4, K5)

5.2.Careers in Advertising- Content Writers, Content Managers, creative development, marketing, (K4, K5, K6)

5.3. Management - SEO (Search Engine optimization)(K2,K3,K4)

5.4. Digital Media Designer (K3, K4)

5.5. Social Media Marketing-(K4, K5, K6)

5.6. Emerging women leader and notable women in Advertising field. (K2, K3, K4, K5, K6)

Books for study and Reference:

1. John Philip Jones- International Advertising: Realities and Myths –Sage Publications,2000
2. Robert Cluley- Essential of advertising –Kogan Publishers, Fenruary,2017.
3. S. N. Murthy, U. Bhojana - Advertising an IMC perspective –Excel Books ,2007.
4. S.A. Chunawalla - Advertising, sales and promotion Management –Himalaya Publishing House, 2006.
5. Frank Jefkins,DanielYadin - Advertising ,4th Edition - Pearse Education, 2006
6. J.V. Vilanilam, A.K. Varghese - Advertising Basics: A resource Guide for Beginners- Response Books, 2004.
7. Sandage, Fryburger, Rotzoll-Advertising Theory and Practice,11th Edition –AITBS publishers,2004.
8. R.C. Bhatia –Marketing Communication and advertising –Galgotia Publishers,2003
9. John Philip Jones –How Advertising works –Sage publications ,1998
10. Courtland L. Bovee- Advertising Excellence-McGraw hill,1995.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PCEMQ20	Development Communication	Theory	Core	5	4	100

Course Objective:

To enable students to understand the use of media in furthering development of society and the contributions of media professionals in democracy

Course Outcomes (CO)
The Learners will be able to
CO1: Review the various approaches for Development communication.
CO2: Analysing the Development communication in the global perspectives.
CO3: Acquiring the knowledge about the key concepts in development communication.
CO4: Assessing the policies of government on development perspectives.
CO5: Evaluating the role communication and empowerment strategies for development communication.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	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: Approaches to Development (15 hours)

1.1 Development communication. (K2, K3)
1.2 Critical perspective on communication and development. (K3, K4, K5, K6)
1.3 Modernization Models of development communication. (K3, K4, K5)
1.4 Kheda communications project. (K4, K5, K6)
1.5 Information and Communication technologies for rural development. (K4, K5)
1.6 Recent Projects. (K4, K5, K6)

Unit II: The world of development communication (15 hours)

2.1 The modernization paradigm. (K3, K4, K5)
2.2 Mainstream Development Discourse. (K3, K4, K5)
2.3 The Challenges. (K4, K5, K6)
2.4 Communication order. (K4, K5, K6)
2.5 Role of a communicator in the process of social change. (K3, K4, K5, K6)
2.6 Use of Media. (K4, K5, K6)

Unit III: Key Concepts

3.1 Key concepts in development. (K3, K4)
3.2 Complexities of development efforts. (k4, K5)
3.3 Development support communication. (K3, K4, K5)
3.4 Alternate path to development, Impact of Electronic media on Development. (K3, K4, K5)
3.5 Media Functions, structure of media companies. (K4, K5, K6)
3.6 Diffusion of innovation theory, 2 step flow. (K3, K4, K5, K6)

Unit IV: Policies of Government (15 hours)

4.1 e-Governance, e-Resource (ERP). (K3, K4, K5)
4.2 Electronic Records, Digital Signature. (K3, K4, K5)
4.3 Bridging Digital Divide, Demonetization. (K4, K5, K6)
4.4 Aathar, Digital wallet, LPG Subsidiary. (K4, K5, K6)
4.5 Cashless transactions, Electronic voting machine. (K4, K5, K6)
4.6 New Schemes of the Government. (K4, K5, K6)

Unit V: Communication and Empowerment (15 hours)

5.2 Communication strategies for development, communitarian theory. (K2, K3)

5.3 Communication effects approach. (K3, K4, K5, K6)

5.4 Mass media and modernization. (K4, K5, K6)

5.5 Social marketing (family, health, agriculture, HIV awareness). (K4, K5, K6)

5.6 ICT for social development. (K4, K5, K6)

5.7 ICT for Educational development. (K2, K3, K4, K5, K6)

Books for Study and Reference:

1. Dipankar Sinha – Development Communication , contexts for the Twenty – first Century – Orient BlackSwan, 2013.
2. Kevel J. Kumar – Mass Communication in India, 4th Edition – Jaico Publications, 2011.
3. Roger L. Sadha – Electronic Media Law – Sage Publication, 2005.
4. Srinivas R. Melkote, H. Leslie Steeves – Communication for Development in the Third World: Theory and Practice for Empowerment, 2nd Edition – Sage Publications, 2001.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PCEMS20	**Research Project**	Practical	Core	3	4	100

Course Objective:

To put to practice the methods of research by undertaking a study in a relevant field of media

Course Syllabus:

The students will independently work on a research project. It will emphasize on literature review, theory-building skills, matching theory to methods and developing appropriate instruments. It will provide an orientation to database search techniques and also using Internet effectively for research. Students will work on any area of their choice within the broad field of electronic media and communications subjected to approval of their guide. They are expected to undertake a thorough study/research of the chosen subject, systematically and rigorously. They are expected to read relevant journals (some available on-line and of line) and books. Students should consult the respective guide at every stage of the research work. At the end of summer holidays, students are expected to submit a research proposal containing the following: Topic, Complete Literature Review, Research Design- Hypothesis/Research Questions, unit of Analysis, Variables/Issues to be Studied, Methods, Sampling Design Data Analysis Techniques, Questionnaire/ instrument to be used for analysis. Students can also carry out the fieldwork. The project report will have to be submitted at the end of the semester.

Course Outcomes (CO)

The Learners will be able to

CO1: Describe the Basic concepts of Qualitative and Quantitative Research Methods.

CO2: Analysing the topic and choosing the topic related to their rate of interest.

CO3: Evaluating the Research and choosing the desired methodology for conducting research.

CO4: Compiling the data collected and pointing the Key findings.

CO5: Constructing the desired conclusion and writing the Research Report.

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

From 1 - 2 (20 hours), 3 - 4 (15 hours), 5 - 6 (10 hours)

Order of details expected in the Project Report

College Certificate
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4. Data Analysis and Interpretation
5. Key Findings
6. Conclusion
Appendix
Bibliography
Cognitive Level:K1,K2,K3,K4,K5,K6

The Internal Evaluation for 40 Marks is based on the completion of work at each stage of the project, PowerPoint presentation of the project details and a model viva.

The Semester Evaluation is based on the final Project Report (20 Marks) and the Viva-Voce (40 Marks).

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PCEMT20	Web Publishing	Practical	Core	6	3	100

Course Objective:

To teach students the art of designing advanced and dynamic websites using Adobe Dreamweaver software and Java Scripts

Course Outcomes(CO)

The Learners will be able to
CO1: Acquiring the Basic Knowledge about Adobe Dreamweaver.
CO2: Locating the Various Tags used for Creating web pages.
CO3: Designing the Navigation Structure for Web Pages.
CO4: Creating the Web pages and Making Links.
CO5: Compose Various Effects and transitions to Web pages.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	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: Developing the following web pages and preparing a record which explains the steps followed to develop.

Each Exercise: 18 hours

1. Developing a webpage using basic HTML tags and hyperlinks.
2. Creating web pages with transition and visual effects.
3. Programs related to Window and Document objects.
4. Constructing a webpage using FORM tag to enter student bio-data.
5. Constructing an instructional website in Dreamweaver with at least 5 pages and adding Javascript in suitable places to make the above website as dynamic site. Programs related to Event handling, Events, and Error handlings

Cognitive Level: K1,K2,K3,K4,K5,K6

Book for References:

1. Rajkumar Shrivastavan - A Textbook of Internet and Webpage Design – Dominant Publisher and Distributors Pvt. Ltd., 2014.
2. Betsy Bruce, John Ray, Robyn Ness - Adobe Dreamweaver CS5 – Dorling Kindersley India Pvt. Ltd., 2011.
3. Mathew MacDonald - Creating Websites - Pogue Press, 2005.
4. Raywest Tom Muck – Dreamweaver MX: The Complete Reference - Tata McGraw Hill, 2002.
5. Joel Sklar - Principles of web Design - Thomson Learning, 2000.

The Internal Evaluation for 40 marks is based on the process of development of the web.

The Semester Evaluation is based on the Practical examination on development of a small website with a minimum of 5 web pages (45 marks), Viva Voce (5 marks), Record (10 marks).

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PEEMG20	Web Designing	Theory	Elective	5	4	100

Course Objective:

To enable students to learn the basic html coding and layout design skills required for creating websites

Course Outcomes (CO)

The Learners will be able to

CO1: Review the concepts of web Design and Web browsers.
CO2: Acquiring knowledge about Dreamweaver and making Hyperlinks.
CO3: Analysing the HTML Tags and its Attributes.
CO4: Evaluating the Concept for planning the Website.
CO5: Constructing the Webpages by using Cascading Style sheet and preview it in Browsers.

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

Course Syllabus:

Unit I: Introduction to Web Design   **(15 hours)**
1.1. Introduction: The Web and the Internet, Evolution of WWW.(K2,K3)
1.2. Features of WWW, WWW Servers and Browsers. (K2.K3, K4)
1.3. HTTP, URL WWW and Hypertext. (K3, K4, K5)
1.4. Web Workings, Search Engines (K3, K4)
1.5. Basic Features of Web Browser, Web page Design Consideration (K4, K5, K6)
1.6. Principles for Designing a Web site, Web site Hosting. (K3, K4, K5, K6)

Unit II: Dreamweaver   **(15 hours)**
2.1. Dreamweaver CC, New features in Dreamweaver.(K2, K3)
2.2. Basics Webpage Elements, Working with Dreamweaver (K3, K4)
2.3Adding Text and Lists, Displaying Image.(K2,K3)
2.4. Adding Flash and other Multimedia (K3, K4)
2.5. Making Hyperlinks (K2, K3)
2.6. Anchors and Mailto links, Frames. (K4, K5, K6)

Unit III: HTML   **(15 hours)**
3.1. TML, HTML Documents (K2, K3)
3.2. Document Layout of an HTML page (K2, K3)
3.3. Creating and Saving HTML Document (K3, K4, K5.K6)
3.4. HTML Elements, Formatting Styles (K2, K3)
3.5. Hypertext links, Images (K2, K3, K4)
3.6. HTML Tables, Table properties. (K3, K4, K5, K6)

Unit IV: Planning the Site   **(15 hours)**
4.1. Create the site Specification (K4, K5)
4.2. Identify the Content Goal (K3, K4)
4.3. Analyze the Audience (K4, K5)
4.4. Build a Web site Development team, filenames and URLs, Directory Structure (K4, K5)
4.5. Diagram the site, managing site files (K4, K5,K6)
4.6. Creating page templates – Creating page from templates, user experience.(K3, K4, K5, K6)

Unit V: Cascading Style Sheet   **(15 hours)**
5.1. Cascading style sheet, styling texts with CSS (K3, K4)
5.2.Creating external style sheets (K4, K5, K6)
5.3. CSS page layout, Positioning DIV (K4, K5)

5.4. Floating page element (K3, K4)
5.5. Centering your design on the page (K3, K4, K5)
5.6. Previewing with browser lab. (K2, K3)

Books for Study Reference:

1. Raj Kumar Shrivastava – A Textbook of Internet and Web Design - Dominant Publishers and Distributors, 2014.
2. Betsy Bruce, John Ray, Robyn Ness – Adobe Dreamweaver CS5 - Dorling Kindersley, 2011.
3. Research and Development Wing – Internet and Web Design, Macmillan India, 2008.
4. Ramesh Bangia – Internet and Web Design, 2nd Edition - Firewall Media, 2008.
5. Ray West, Tom Muck - Dreamweaver MX: The Complete Reference - Tata McGraw Hill, 2002.
6. Harley Hahn – The Internet: Complete Reference, 2nd Edition - Tata McGraw Hill, 2005.
7. Joel Sklar – Principles of Web Design - Thomson Learning, 2000.

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PEEMH20	Women and Media	Theory	Elective	5	4	100

Course Objective:
- To enlighten students on the role of media in empowering women in society and the contributions of women in growing the media field

Course Outcomes (CO)
The Learners will be able to
CO1: Discuss the Concept of Portrayal of women in Media.
CO2: Analysing the concept of Media for Development.
CO3: Examining the portrayal of women in Media
CO4: Acquiring Knowledge about Development of women in Media.
CO5: Evaluating the role of Women in Media.

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)

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

(Low- L, Medium - M, High - H)

Course Syllabus:
Unit I: Portrayal of women in Media (15 hours)
1.1. Types of media, Portrayal of women in India (K2, K3,K4)
1.2. Mythology vs. Media (K4, K5)
1.3. Theories of Media Effects and Media uses: Limited effect theory (K3, K4, K5)
1.4. Catharsis and Narcissistic Incidental effects (K3, K4, K5)
1.5. Uses and gratification, cultivation theory, Reflects effect (K3, K4, K5)
1.6. Representation of Women in Social media (K3, K4, K5, K6)

Unit II: Media for Development (15 hours)
2.1. Communication Research on Women and Children (K3, K4, K5)
2.2. Television research in India (K2, K3)
2.3. Family and Television (K3, K4)
2.4. Use of Television for women Development (K4, K5)
2.5. Effect of Media on Education (K4, K5, K6)
2.6. Mass Media and Indian Family (K4, K5, K6)

Unit III: Women Empowerment (15 hours)
3.1. Women in Print Media, Magazine (K3,K4)
3.2. Women in Radio (K4, K5)
3.3. Women in Films (K4, K5)
3.4. Role of New Media in Women's Development (K4, K5, K6)
3.5. Children and Mass Media (K3, K4, K5)
3.6. Representation of women in Mass Media, Women behind Camera. (K3, K4, K5, K6)

Unit IV: Development of Women (15 hours)
4.1. Media & Women's Development (K3, K4)
4.2. Image of Women in Media (K4, K5)
4.3. Women Journalist in the Globe (K4, K5, K6)
4.4.Women Journalist in India (K4, K5, K6)
4.5. Famous Women Directors in the Globe (K4, K5, K6)
4.6. Famous Women Directors in India. (K3, K4, K5, K6)

Unit V: Women role in Media (15 hours)
5.1. Women in Doordharshan vs. other channels (K3, K4, K5, and K6)
5.2. Women in Radio Program (K3, K4, K5, K6)
5.3. Women in Print Media (K3, K4, K5, K6)
5.4. Women in Media Profession (K3, K4, K5, K6)

5.5. Women in Media Violence (K3, K4, K5, K6)
5.6. Women empowerment in Social Media. (K3, K4, K5, K6)

Book for Study and Reference:

1. Jaya Chakravarthy – Women in Journalism, Media and Women's Development – Sarup& Sons, New Delhi – 2007.
2. Amnu Joseph and Kalpana Sharma, Whose News, Sage Publication, 2006
3. LeelaGulati and JasodharaBagchi, A Space of her own, Sage Publication, 2005
4. Asha Hans and Annie Patri, Women, Diability and Identity, Sage Publication 2002
5. SakuntalaNarasimhan, Empowering Women, Sage Publication, 1999
6. Bhargavi V. Davar, Mental Health of Indian Women, Sage Publication, 1998

Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	PIEMD20	International Communication	Theory	Independent Elective		2	100

Course Objectives:

To study the global communication to learn about its effects and influence on Globalization.

Course Outcomes (CO)

The Learners will be able to

CO1: Explain the concept of international communication and balanced information flow
CO2: Analysing the approaches and theories related to international communication
CO3: Exploring about the international media organization
CO4: Evaluating the concept of disappearing borders of empowerment
CO5: Identifying the key figures of international communication

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	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 1: Introduction to International Communication
1.1. What is international Communication? (K1, K2)
1.2. International communication in the Internet age (K2, K3)
1.3. (Imbalance in) International Information flows (K3, K4, K5)
1.4.The New World Information and Communication Order (NWICO)-(K2, K3)
1.5.NWICO and its objective (K4, K5)
1.6. Towards an integrative view of balanced information flow. (K3, K4, K5, K6)

Unit 2: Approaches to theorizing international communication
2.1. Free flow of Information (K2, K3)
2.2. World system theory, Electronic colonialism theory (K3, K4)
2.3. Modernization Theory-Dependency Theory, Social Learning Theory (K3, K4, K5)
2.4. World Systems-Structural Imperialism, Hegemony, Propaganda-(K3, K4, K5)
2.5. Global Village, Technological Determinism, Globalization (K3, K4, K5)
2.6. Cultural Imperialism-Theories of information society (K3, K4, K5, K6)

Unit 3: International/transnational media organizations
3.1. News Agencies (K2, K3)
3.2. Evolution-Functions (K2,K3)
3.3. Typology (K3, K4)
3.4. Broadcast Networks, Cable News Network's - (CNN)(K3,K4,K5,K6)
3.5. British Broadcasting Service (BBC) (K3, K4, K5, K6)
3.6. Al Jazeera Networks (K2, K3, K4, K5, K6)

Unit 4: Disappearing borders of empowerment
4.1. Global Homogenization (K2, K3)
4.2. Cultural Hybridity (K3, K4, K5)
4.3. Cultural Imperialism (K2, K3)
4.4. Revised Cultural Imperialism (K3, K4, K5)
4.5. Spaces of Empowerment ((K3, K4, K5
4.6. Remote Working Culture. (K2, K3, K4, K5, K6)

Unit 5: Important Personalities in International Communication
5.1. Ralph Akin feleye – (K2, K3)
5.2. Marshall McLuhan-Ted Warner- (K3, K4, K5)

5.3. Bill Gates-Noam Chomsky-Herbert Schiller (K3, K4, K5)
 5.4. Walter Lippmann-Edward Herman-John Merrill (K3, K4, K5, K6)
5.5. Cees Hamelink-Annabelle Sreberny (K3, K4, K5)
5.6. Hamid Mowlana-Sean Mcbrid (K3, K4, K5, K6)

Books for study and Reference:

1. Akinfeleye, R., Amobi, T. I., & Sunday, O. Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing, 2011.
2. Mojaye, E. M., Oyewo, O. O., M'Bayo, R. T. &Sobowale, I. A. Globalization and development communication in Africa, Ibadan: University Press, 2008.
3. Thussu, D. K. International Communication: Continuity and change, New York, New York; Oxford University Press, 2006.
4. Morley, M How to manage global reputation: A guide to the dynamics of international public relations, New York, NY New York: University Press, 2002.
5. AlleyneM.ONews revolution: Political and economic decisions about global information. New York: St Martins Press. 1997.
6. Mowlana, H. Global information and world communication: New frontiers in international relations, New York: Longman, 1986.