M Sc VISUAL COMMUNICATION
LOCF SYLLABUS 2024

Department of Visual Communication Technology

School of Media Studies and Vocational Programmes

St. Joseph's College (Autonomous)

Tiruchirappalli - 620002, Tamil Nadu, India

SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS) POSTGRADUATE COURSES

St. Joseph's College (Autonomous), an esteemed institution in the realm of higher education in India, has embarked on a journey to uphold and perpetuate academic excellence. One of the pivotal initiatives in this pursuit is the establishment of five Schools of Excellence commencing from the academic year 2014-15. These schools are strategically designed to confront and surpass the challenges of the 21st century.

Each School amalgamates correlated disciplines under a unified umbrella, fostering synergy and coherence. This integrated approach fosters the optimal utilization of both human expertise and infrastructure. Moreover, it facilitates academic fluidity and augments employability by nurturing a dynamic environment conducive to learning and innovation. Importantly, while promoting collaboration and interdisciplinary study, the Schools of Excellence also uphold the individual identity, autonomy, and distinctiveness of every department within.

The overarching objectives of these five schools are as follows:

1. Optimal Resource Utilization: Ensuring the efficient use of both human and material resources to foster academic flexibility and attain excellence across disciplines.

2. Horizontal Mobility for Students: Providing students with the freedom to choose courses aligning with their interests and facilitating credit transfers, thereby enhancing their academic mobility and enriching their learning experience.

3. Credit-Transfer Across Disciplines (CTAD): The existing curricular structure, compliant with regulations from entities such as TANSCHE and other higher educational institutions, facilitates seamless credit transfers across diverse disciplines. This underscores the adaptability and uniqueness of the choice-based credit system.

4. Promotion of Human Excellence: Nurturing excellence in specialized areas through focused attention and resources, thus empowering individuals to excel in their respective fields.

5. Emphasis on Internships and Projects: Encouraging students to engage in internships and projects, serving as stepping stones toward research endeavors, thereby fostering a culture of inquiry and innovation.

6. Addressing Stakeholder Needs: The multi-disciplinary nature of the School System is tailored to meet the requirements of various stakeholders, particularly employers, by equipping students with versatile skills and competencies essential for success in the contemporary professional landscape.

In essence, the Schools of Excellence at St. Joseph's College (Autonomous) epitomize a holistic approach towards education, aiming not only to impart knowledge but also to cultivate critical thinking, creativity, and adaptability – qualities indispensable for thriving in the dynamic global arena of the 21st century.

Credit system

The credit system at St. Joseph's College (Autonomous) assigns weightage to courses based on the hours allocated to each course. Typically, one credit is equivalent to one hour of instruction per week. However, credits are awarded regardless of actual teaching hours to ensure consistency and adherence to guidelines.

The credits and hours allotted to each course within a programme are detailed in the Programme Pattern table. While the table provides a framework, there may be some flexibility due to practical sessions, field visits, tutorials, and the nature of project work.

For postgraduate (PG) courses, students are required to accumulate a minimum of 110 credits, as stipulated in the programme pattern table. The total minimum number of courses offered by the department is outlined in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

OBE is an educational approach that revolves around clearly defined goals or outcomes for every aspect of the educational system. The primary aim is for each student to successfully achieve these predetermined outcomes by the culmination of their educational journey. Unlike traditional methods, OBE does not prescribe a singular teaching style or assessment format. Instead, classes, activities, and evaluations are structured to support students in attaining the specified outcomes effectively.

In OBE, the emphasis lies on measurable outcomes, allowing educational institutions to establish their own set of objectives tailored to their unique context and priorities. The overarching objective of OBE is to establish a direct link between education and employability, ensuring that students acquire the necessary skills and competencies sought after by employers.

OBE fosters a student-centric approach to teaching and learning, where the delivery of courses and assessments are meticulously planned to align with the predetermined objectives and outcomes. It places significant emphasis on evaluating student performance at various levels to gauge their progress and proficiency in meeting the desired outcomes.

Here are some key aspects of Outcome-Based Education:

Course: A course refers to a theory, practical, or a combination of both that is done within a semester.

Course Outcomes (COs): These are statements that delineate the significant and essential learning outcomes that learners should have achieved and can reliably demonstrate by the conclusion of a course. Typically, three or more course outcomes are specified for each course, depending on its importance.

Programme: This term pertains to the specialization or discipline of a degree programme.

Programme Outcomes (POs): POs are statements that articulate what students are expected to be capable of by the time they graduate. These outcomes are closely aligned with Graduate Attributes.

Programme Specific Outcomes (PSOs): PSOs outline the specific skills and abilities that students should possess upon graduation within a particular discipline or specialization.

Programme Educational Objectives (PEOs): PEOs encapsulate the expected accomplishments of graduates in their careers, particularly highlighting what they are expected to achieve and perform during the initial years postgraduation.

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

The Learning Outcomes-Centric Framework (LOCF) places the learning outcomes at the forefront of curriculum design and execution. It underscores the importance of ensuring that these outcomes are clear, measurable, and relevant. LOCF orchestrates teaching methodologies, evaluations, and activities in direct correlation with these outcomes. Furthermore, LOCF adopts a backward design approach, focusing on defining precise and attainable learning objectives. The goal is to create a cohesive framework where every educational element is in harmony with these outcomes.

Assessment practices within LOCF are intricately linked to the established learning objectives. Evaluations are crafted to gauge students' achievement of these outcomes accurately. Emphasis is often placed on employing authentic assessment methods, allowing students to showcase their learning in real-life scenarios. Additionally, LOCF frameworks emphasize flexibility and adaptability, enabling educators to tailor curriculum and instructional approaches to suit the diverse needs of students while ensuring alignment with the defined learning outcomes.

Some important terminologies

Core Courses (CC): These are compulsory courses that students must undertake as essential components of their curriculum, providing fundamental knowledge within their primary discipline. Including core courses is essential to maintain a standardized academic programme, ensuring recognition and consistency across institutions.

Common Core (CC): *A common core course is a shared educational element encompassing fundamental topics across disciplines within a school. It promotes interdisciplinary comprehension and collaboration among students by providing a foundational understanding of key subjects essential for academic and professional success across diverse fields of study.*

Elective Courses (ES): *Elective courses are offered within the main discipline or subject of study. They allow students to select specialized or advanced options from a range of courses, offering in-depth exposure to their chosen area of study. Typically, ES are more applied in nature and provide a deeper understanding of specific topics.*

Generic Elective Courses (EG): *These elective courses are chosen from disciplines unrelated to the student's main area of study, aiming to broaden their exposure and knowledge base. As per the Choice Based Credit System (CBCS) policy, students may opt for generic elective courses offered by other disciplines within the college, enhancing the diversity of their learning experience.*

Ability Enhancement Course (AE): *AE is designed to enhance skills and proficiencies related to the student's main discipline. It aims to provide practical training and hands-on experience, contributing to the overall development of students pursuing academic programmes.*

Skill Enhancement Course (SE): *SE focus on developing specific skills or proficiencies relevant to students' academic pursuits. While it is open to students from any discipline, SE is particularly beneficial for those within the related academic programme.*

Self-paced Learning (SP): *This course promotes independent learning habits among students and they have to undergo the course outside the regular class hours within a specified timeframe.*

Comprehensive Examinations (CE): *These examinations cover detailed syllabi comprising select units from courses offered throughout the programme. They are designed to assess crucial knowledge and content that may not have been covered extensively in regular coursework.*

Extra Credit Courses: *To support students in acquiring knowledge and skills through online platforms such as Massive Open Online Courses (MOOCs), additional credits are granted upon verification of course completion. These extra credits can be availed across five semesters (2 - 4). In line with UGC guidelines, students are encouraged to enhance their learning by enrolling in MOOCs offered by portals like SWAYAM, NPTEL, and others. Additionally, certificate courses provided by the college are also considered for these extra credits.*

Outreach Programme (OR): *It is a compulsory course to create a sense of social concern among all the students and to inspire them to dedicated service to the needy.*

Course Coding

The following code system (10 alphanumeric characters) is adopted for Postgraduate courses:

24	UXX	0	XX	00/X
Year of Revision	PG Department Code	Semester Number	Course Specific Initials	Running Number/with Choice

Course Specific Initials

CC - Core Course

CP - Core Practical

ES - Elective

AE - Ability Enhancement Course

SP - Self-paced Learning

EG - Generic Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

OR - Outreach Programme

IS - Internship

EVALUATION PATTERN

Continuous Internal Assessment (CIA)

Sl No	Component	Mark
1	Mid Semester Test	30
2	End Semester Test	30
3	Two Components (15 + 20)	35
4	Library Referencing (K3)	5
	Total	**100**

Passing minimum: 50 marks

Mark Distribution for K-levels

Component	Theory Courses up to K6	
	K levels	**Mark**
Component I	K1	7
	K2	8
Component II	K4	7
	K5	7
	K6	6
Mid Semester Test/ End Semester Test	K1	7
	K2	15
	K3	18
	K4*	10
	K5#	10
	K6@	10

* Not applicable for End Semester Test
 # Applicable for both Mid and End Semester Test
@ Not applicable for Mid Semester Test

Blue Print of Question Paper for Mid/End Semester Test

Duration: 2.00 Hours							Maximum Mark : 60
K levels→ **SECTIONS ↓**	**K1**	**K2**	**K3**	**K4**	**K5**	**K6**	**Total Marks**
SECTION –A (1 Mark, No choice) (7 × 1 = 7)	7						7
SECTION-B (3 Marks, No choice) (5 × 3 = 15)		5					15
SECTION-C (6 Marks, Either/or) (3 × 6 = 18)			3				18
SECTION-D (10 Marks, 2 out of 3) (2 × 10=20)	*For Mid Semester Test*			1(2)	1*		20
	For End Semester Test				1(2)	1*	
Total Marks	7	15	18	20			60
Weightage for 100 %	12	25	30	33			100

* Compulsory

Blue Print of Question Paper for Semester Examination (SE)

Duration: 3.00 Hours							Maximum Mark : 100
K levels→ **SECTIONS ↓**	**K1**	**K2**	**K3**	**K4**	**K5**	**K6**	**Total Marks**
SECTION-A (1 Mark, No choice) (10×1 =10)	10						10
SECTION-B (3 Marks, No choice) (10×3=30)		10					30
SECTION-C (6 Marks, Either/or) (5×6 =30)			5				30
SECTION-D (10 Marks, 3 out of 5)(3×10=30)				1(2)	1(2)	1*	30
							100

*Compulsory

Evaluation Pattern for One/Two-credit Courses

Title of the Course	CIA	Semester Examination	Total Marks
Ability Enhancement Course Skill Enhancement Course: Soft Skills	100	-	100
Self-paced Learning Comprehensive Examination	25 + 25 = 50	50 *(CoE)*	100
Internship Field Visit	100	100	100

COMPUTATION OF GRADE AND GRADE POINTS

Grading of the Courses		
Mark Range	**Grade Point**	**Grade**
90 & above	10	O
80 & above but below 90	9	A+
70 & above but below 80	8	A
60 & above but below 70	7	B+
50 & above but below 60	6	B
Below 50	0	RA

Grading of the Final Result		
Cumulative Grade Point Average	**Grade**	**Performance**
9.00 & above	O	Outstanding*
8.00 to 8.99	A+	Excellent*
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average

*The Candidates who have passed in the first appearance and within the prescribed duration of the PG programme are eligible. If the candidates Grade is O/A+ with more than one attempt, the Performance is fixed as "Very Good".

Details of calculation

Final Marks   = (CIA Marks + SE Marks) / 2
Weighted Marks   = Final Marks × Credits
Weighted Average Marks   = Total Weighted Marks / Total Credits

Formula for Cumulative Grade Point Average (CGPA)

$$CGPA = \frac{\sum_{i=1}^{n} C_i Gp_i}{\sum_{i=1}^{n} C_i}$$

Where,

C_i - credit earned for the Course i

Gp_i - Grade Point obtained for the Course i

n - Number of Courses **passed** in that semester

Vision

Forming globally competent, committed, compassionate and holistic persons, to be men and women for others, promoting a just society.

Mission

- Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.

- Nurturing comprehensive learning and best practices through innovative and value- driven pedagogy.

- Contributing significantly to Higher Education through Teaching, Learning, Research and Extension.

Programme Educational Objectives (PEOs)

1. Graduates will be able to accomplish professional standards in the global environment.

2. Graduates will be able to uphold integrity and human values.

3. Graduates will be able to appreciate and promote pluralism and multiculturalism in working environment.

Programme Outcomes (POs)

1. Graduates will be able to equip themselves to use critical, analytical, and deep in thought thinking and analysis in visual communication.

2. Graduates will be able to apply and create with modern Media Tools and Applications for the advancements in achieving the Professional Knowledge.

3. Graduates will be able to engage in socially relevant research and effectively communicate through the findings.

4. Graduates will progress with a sense of commitment to fully meet the expectation of the media industry.

5. Graduates will become ethically committed professional and entrepreneurs with upholding human values.

Programme Specific Objectives (PSOs)

1. Gain the ability to meet out the parallel growth in theoretical and practical skills to face the current enlargement of the media industry.

2. Remembering the technique used to produce films, design, photograph, illustration, animation.

3. Interpret and apply the theory of communication and demonstrate in media.

4. Prepared with an ability of rational thinking, logical thinking and creativity, based on the societal needs.

5. Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.

PROGRAMME STRUCTURE				
Semester	Specification	Number of Courses	Hours	Credits
1 - 4	Core Course	8	47	44
1 - 3	Core Practical	6	29	23
1, 2, 4	Elective	4	19	14
1	Ability Enhancement Course	1	2	1
2	Self-paced Learning	1	-	2
2	Skill Enhancement Course	1	4	3
2, 3	Generic Elective	2	8	6
3	Common Core	1	5	4
3	Internship	1	-	1
3	Field Visit	1	-	1
2 - 4	Extra Credit Course	3	-	(9)
4	Project Work and Viva Voce	1	6	5
4	Comprehensive Examination	1	-	2
2 - 4	Outreach Programme (SHEPHERD)	-	-	4
	Total	30	120	110(9)

		M Sc VISUAL COMMUNICATION					
		PROGRAMME PATTERN					
		Course Details			**Scheme of Exams**		
Sem	**Course Code**	**Course Title**	**Hours**	**Credits**	**CIA**	**SE**	**Final**
1	24PVC1CC01	**Core Course - 1:** Dynamics of Communication and Theories	6	6	100	100	100
	24PVC1CC02	**Core Course - 2:** Visual Design Principles and Packaging	6	5	100	100	100
	24PVC1CP01	**Core Practical - 1**: Professional Photography	6	5	100	100	100
	24PVC1ES01	**Elective - 1:** Visual Culture and Communication	5	3	100	100	100
	24PVC1ES02	**Elective - 2:** Mobile Journalism	5	3	100	100	100
	24PVC1AE01	**Ability Enhancement Course:** Contemporary Advertising	2	1	100	-	100
		Total	**30**	**23**			
2	24PVC2CC03	**Core Course - 3:** Global and Indian Cinema	6	5	100	100	100
	24PVC2CC04	**Core Course - 4:** Writing and Editing for Media	6	5	100	100	100
	24PVC2CP02	**Core Practical - 2:** Film Analysis and Criticism	5	5	100	100	100
	24PVC2SP01	**Self-paced Learning:** Anchoring for Media Practice*	-	2	50	50	50
	24PVC2ES03A	**Elective - 3:** Story Development and Scriptwriting	5	4	100	100	100
	24PVC2ES03B	**Elective - 3:** Media Literacy					
	23PSS2SE01	**Skill Enhancement Course:** Soft skills	4	3	100	-	100
	-	**Generic Elective - 1 (WS):** Refer ANNEXURE 1	4	3	100	100	100
	-	Extra Credit Courses (MOOC/Certificate Course) - 1	-	(3)			
		Total	**30**	**27(3)**			
3	24PVC3CC05	**Core Course - 5:** Corporate Communication	6	6	100	100	100
	24PVC3CC06	**Core Course - 6:** Contemporary Trends in Electronic Media	6	6	100	100	100
	24PVC3CP03	**Core Practical - 3:** Television Programme Production	5	4	100	100	100
	24PVC3CP04	**Core Practical - 4:** Visual Editing Techniques	4	3	100	100	100
	24SMV3CC01A	**Common Core:** Strategic Communication for Social Change	5	4	100	100	100
	24SMV3CC01B	**Common Core:** Digital Marketing and Media Management					
	-	**Generic Elective - 2 (BS):** Refer ANNEXURE 2	4	3	100	100	100
	24PVC3IS01	Internship	-	1	100	100	100
	24PVC3FV01	Field Visit	-	1	100	100	100
	-	Extra Credit Courses (MOOC/Certificate Course) - 2		(3)			
		Total	**30**	**28(3)**			
4	24PVC4CC07	**Core Course - 7:** Advanced Research Methods	6	6	100	100	100
	24PVC4CC08	**Core Course - 8:** Laws and Ethics for Media	5	5	100	100	100
	24PVC4CP05	**Core Practical - 5:** Animation and Visual Effects	4	3	100	100	100
	24PVC4CP06	**Core Practical - 6:** Research Dissertation	5	3	100	100	100
	24PVC4ES04A	**Elective - 4:** Communication for Social Development	4	4	100	100	100
	24PVC4ES04B	**Elective - 4:** Event Management					
	24PVC4PW01	Project Work and Viva Voce	6	5	100	100	100
	24PVC4CE01	Comprehensive Examinations*	-	2	50	50	50
	-	Extra Credit Courses (MOOC/Certificate Course) - 3	-	(3)			
		Total	**30**	**28(3)**			
1-4	24PCW4OR01	Outreach programme (SHEPHERD)		4			
		Total	**120**	**110(9)**			

*-for grade calculation 50 marks are converted into 100 in the mark statements.

ANNEXURE 1
Generic Elective - 1 (WS)*

Course Details		
School	**Course Code**	**Title of the Course**
SMV	24PVC2EG01	Journalistic Writing Skills for Media

Offered to students from other Departments within School

ANNEXURE 2
Generic Elective - 2 (BS)*

Course Details		
School	**Course Code**	**Title of the Course**
SBS	23PBI3EG02	First Aid Management
	23PBT3EG02	Food Technology
	23PBO3EG02	Horticulture and Landscaping
SCS	23PCA3EG02	Web Design
	23PCS3EG02	Advances in Computer Science
	23PDS3EG02	Information Security and Ethics
	23PMA3EG02	Operations Research
SLAC	23PEN3EG02	English for Effective Communication
SMS	23PCO3EG02	Basics of TallyPrime
	23PCC3EG02	Dynamics of Human Behaviour in Business
	23PCP3EG02	Social Psychology
	23PEC3EG02	Managerial Economics
	23PHR3EG02	Counselling and Guidance
SPS	23PCH3EG02	Health Science
	23PEL3EG02	Computer Hardware and Networks
	23PPH3EG02A	Physics for Competitive Exams
	23PPH3EG02B	Nanoscience

Offered to students from other Schools

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24PVC1CC01	**Core Course -1** Dynamics of Communication and Theories	6	6

Course Objectives
To acquire knowledge about Communication and its techniques
To understand verbal and non-verbal communication ability through mass media presentations.
To analyse the concept and features of types of communication
To apply the various communication skills for an effective communication in the media
To evaluate the various communication theories and its implications

UNIT I: Introduction to Communication (18 Hours)

Meaning of communication - features - patterns - Techniques of communication - formal/informal - verbal/written - downward & upward - Barriers of communication - Essentials of communication - 7 C's of communication - Factors affecting communication process.

UNIT II: Types and forms of communication (18 Hours)

Verbal and non - verbal communication - Interpersonal - intrapersonal - group - public and mass communication - visual communication- Interactive communication and its fundamental principles.

UNIT III: Theories of Communication (18 Hours)

Meaning of theories based on scientific study and analysis - four major theories of Press - Authoritarian Theory - Libertarian Theory - Social Responsibility Theory - Soviet Communist/Workers Theory. Hypodermic Needle theory - Two-step & Multi-step Theory - Play Theory - Uses and Gratification Theory - Selective Exposure - Selective Perception & Selective Retention Theory - Individual Difference Theory.

UNIT IV: Listening and spoken skills (18 Hours)

Listening skills: Listening - types of listening - barriers to listening - effective listening skills - Reading skills: Model of reading to learning - reading tactics and strategies - reading purposes - kind of purposes and associated apprehensions - reading for meaning- reading outcomes - oral communication - Public speaking - Essential spoken skills.

UNIT V: Written Communication (18 Hours)

Business Report Writing and Presentation- Telephone handling manners - Preparation of matters of Meetings. The writing of notices - agenda & minutes - organization & conduct of conference - the use of charts - Power Points etc.

Teaching Methodology	Lecture, PPTs, practical assignments

Book for Study

1. Kumar, K. J. (2013). *Mass Communication in India*, (4th Ed.). Jaico Publishing House.
   Unit-I Section -I (Page:1-20) Unit-II Section -II(Page:251-293) Unit-III Section -I (Page:294-360)
2. Bloom, S. G., & Blackwell. (2009). *Inside the Writer's Mind- Writing Narrative Journalism.* reprinted in India by Surjeet. Unit-IV&V (Page: 254-300)

Books for Reference

1. Hasan, S. (2013). *Introduction to Mass Communication*, (2nd Ed.). CBS Publishers.
2. McQuail, D. *McQuail's Mass Communication Theory*, Sage.

Websites and eLearning Sources

1. https://www.peoi.org/Courses/Coursesen/mass/mass2.html

2. https://www.communicationtheory.org/list-of-theories/

3. https://prezi.com/vpwmtv_zluga/theories-of-communication-dynamics/

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	acquire knowledge about Communication and its techniques	**K1**
CO2	understand verbal and non-verbal communication ability through mass media presentations.	**K2**
CO3	analyse the concept and features of types of communication	**K3**
CO4	apply the various communication skills for an effective communication in the media	**K4**
CO5	evaluate the various communication theories and its implications	**K5**
CO6	construct the techniques to develop an effective written communication	**K6**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**24PVC1CC01**		**Core Course -1** Dynamics of Communication and Theories							**6**	**6**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	1	1	3	3	3	2	2	**2.2**
CO2	3	3	1	2	2	3	3	3	3	2	**2.8**
CO3	2	2	1	3	2	3	3	2	3	2	**2.3**
CO4	2	3	2	3	3	2	3	2	3	2	**2.5**
CO5	3	3	2	2	3	3	2	2	2	3	**2.5**
CO6	3	3	2	2	2	3	2	1	2	2	**2.2**
										Mean Overall Score	**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	**24PVC1CC02**	**Core Course – 2:** Visual Design Principles and Packaging	**6**	**5**

Course Objectives
To gain knowledge about visual design to create the innovate things.
To critique real world examples of defining image.
To develop the software skills that include the preliminary design process like colour and typography.
To relate the elements, principles and aesthetics of visual design.
To explore the visual design process for a Packaging to promote brand.
To identify the dynamics of packaging.

UNIT I: Introduction and brief history of Design   (18 Hours)

Elements of design - Principles of Design- Impact and implications of design - Functions of Design - Role of creativity in design- Traditional and modern design Role of design in visual communication.

UNIT II: Understanding the term Image   (18 Hours)

Elements and structure of Visual Design - Construction of visual Image - Structure of visual field- Figure organisation - the organisation of figure elements - Types of grouping - Principles of Visual Aesthetics.

UNIT III: Principles of Layout Design   (18 Hours)

Text and image - Typography - Styles and features of colour in design - Colour theories, Colour Wheel, Colour Symbolism - Fundamentals Visuals in Compositions - Graphic design software's - Features and applications of graphic design software's like InDesign, PageMaker, Photoshop, Corel draw, Illustrator.

UNIT IV: Packaging and its types   (18 Hours)

Definition of packaging - The changing face of retailing - Packaging and social change - Packaging design today - Future developments - Types of packaging; basic, surprising, interactive and promotional.

UNIT V: Packaging process   (18 Hours)

Analysis of product - deciding the mode of packaging - Flexible packaging - Paper - Plastic films -Foils and specialty films - containers; Board based containers - Plastic containers -Glass containers - Metal containers - Labelling and Legislations; Nutritional and barcode labelling - Legal requirements.

Teaching Methodology	Lecture, PPTs, practical assignments

Books for Study

1. Hillman, D. (1998). *Multimedia Technology Applications*. Galgotia Publishers.
   Unit I Chapter 1(Pages 1-11), Chapter 2 (Pages 12 & 18)
   Unit II Chapter 11 (Pages 119-130) & Chapter 14 (Pages 170-172)
   Unit III Chapter 13 (Pages 158 - 168)
2. Philliphs, R. (2001). *Packaging Graphics Design*.Rockport Publishers.
   Unit IV Chapter 3 (Pages 70-81)
   Unit V Chapter 4 (Pages 88 - 99) & Chapter 5 (Pages 100-108)

Books for References

1. Bridgewater, P. (1997). *An Introduction to Graphic Design*. Quintel Publications.
2. Gollingwood, R.G. (1958). *The Principles of Art*. Oxford University Press.
3. Nakamira, S. (1990). The colour source book for Graphic Designers. Shoin Pub. Co.
4. (1993). *Best of Graphic Design*. Page One Publishing.

5. Sonsino, S. (1990). *Packaging design-Graphics materials technology*, Thames & Hudson Ltd.

Websites and eLearning Sources

1. https://www.dsource.in/course/packaging-design-introduction/design-considerations/principles
2. https://packagingoftheworld.com/2024/04/mastering-the-4c-principles-of-packaging-design.html

CO No.	CO-Statements	Cognitive Levels (K- Level)
	Course Outcomes	
	On successful completion of this course, the students will be able to	
CO1	get knowledge about visual design to create the innovate things.	K1
CO2	critique real world examples of defining image.	K2
CO3	develop the software skills that include the preliminary design process like colour and typography.	K3
CO4	relate the elements, principles and aesthetics of visual design.	K4
CO5	explore the visual design process for a Packaging to promote brand.	K5
CO6	identify the dynamics of packaging.	K6

Relationship Matrix											
Semester	**Course Code**	**Title of the Course**								**Hours**	**Credits**
1	24PVC1CC02	Core Course – 2: Visual Design Principles and Packaging								6	5
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	3	2	3	2	2.4
CO2	2	3	1	3	3	3	3	2	2	2	2.4
CO3	2	2	1	3	3	3	3	2	3	2	2.4
CO4	3	3	2	3	2	2	3	2	3	2	2.5
CO5	3	3	2	2	3	3	2	2	2	3	2.5
CO6	3	3	2	2	3	3	2	1	2	3	2.4
										Mean Overall Score	**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24PVC1CP01	**Core Practical-1:** Professional Photography	6	5

Course Objectives
To understand the core concepts of digital photography.
To apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.
To apply the mechanics of exposure to control light and influence the final product.
To analyze the principles of composition to produce professional images.
To select and use photographic equipment and technologies appropriate to the task.
To develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.

UNIT I: Camera and its types (18 Hours)

Types and Parts of Camera - Camera Obscura to Digital cameras (Pin-hole, Point and shoot and SLR, TLR, DSLR etc.)- Mirrorless Technology.

UNIT Il: Genres of Photography (18 Hours)

Types of photography- Overview of Camera Body and Accessories - Filters- Image Sensors and various image formats

UNIT III : Framing and Focusing (18 Hours)

Exposure Triangle: ISO, Shutter Speed, Aperture - Depth of Field (Narrow and Wide Depth of field) - Composition - Golden Ratio Types of shots and angles.

UNIT IV: Camera Accessories (18 Hours)

Lenses: Types: (Normal, Wide Angle, Telephoto, Macro lens etc), Filters, Lights, Tripods, Monopods, Gimbal -   Aspect Ratio- Frame rates. Flash and functions of Flash- Reflector and its types -Diffusor.

UNIT V: Types of Lighting and Colour Temperature (18 Hours)

Different types of Lighting - Three-point Light Technique - White Balance - Colour Temperature and Colour Correction.

* Students are required to know theoretical knowledge to experience the practical output of the subject.

List of Practicals

Students has to choose any ten topics given below

1. Framing and Composition - Same elements in different positions
2. Lighting - Same subject in different lighting (Key light, Fill light, Back light & Background lighting)
3. Forms & Texture - Natural & Artificial
4. Patterns and Abstracts - Natural & Artificial
5. Portraits - Single & Group
6. Still Life
7. Nature (Landscape)
8. Street Photography
9. Product Photography
10. Travel Photograph
11. Freeze the moment
12. Photo journalism Photography
13. Macro Photography
14. Photo Story telling

Architecture photography / Monumental

Books for References

1. Longford, M. Fox, A. & Smith, R. S. (2007). *Basic Photography.* London Focal Press.
2. Hedgeco, J. (1979). *Complete Photography Course*, Fireside Book.
3. Beazley, T. A. M. *Digital photography, A Step- by- Step Guide and Manipulating Great Images*
4. Sharma, O.P. *Practical Photography.* Hind pocket books.

Websites and eLearning Sources

1. Communication Arts - https://www.commarts.com/
2. Eye Magazine - https://www.eyemagazine.com/
3. Print Magazine - https://www.printmag.com/
4. How Design - https://www.howdesign.com/

CO No.	Course Outcomes	Cognitive Levels (K- Level)
	CO-Statements	
	On successful completion of this course, the students will be able to	
CO1	understand the core concepts of digital photography.	K1
CO2	apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.	K2
CO3	apply the mechanics of exposure to control light and influence the final product.	K3
CO4	analyze the principles of composition to produce professional images.	K4
CO5	select and use photographic equipment and technologies appropriate to the task.	K5
CO6	develop proposals and organize and orchestrate photo shoots through the successful management of resources and time.	K6

Relationship Matrix

Semester	Course Code	Title of the Course									Hours	Credits
1	24PVC1CP01	Core Practical-1: Professional Photography									6	5

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	2	2	3	2	2.5
CO2	3	3	2	3	2	3	3	3	3	2	2.7
CO3	3	3	3	3	2	3	3	3	3	2	2.8
CO4	3	3	3	2	2	3	3	3	2	2	2.6
CO5	3	3	3	3	2	3	3	2	3	2	2.7
CO6	3	3	2	2	3	3	2	2	2	3	2.5
									Mean Overall Score		2.6 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	**24PVC1ES01**	**Elective-1:** Visual Culture and Communication	**5**	**3**

Course Objectives
To recall the history and fundamental principles of visual arts.
To understand the types of visual media.
To employ the visual elements in the visual communication.
To examine the theories of visual communication.
To evaluate the visual images and visual signs.
To create aesthetic visuals and interpret the semiotics understanding of visuals.

UNIT I: Introduction to Visual Communication (15 Hours)

Visual communication and fundamental principles - History and development of visual arts and communication - Visual communication and visual culture.

UNIT II: Visual Media (15 Hours)

What is visual media - Forms of visual media - folk and performing art forms, theatre, drawing, painting, photography, film and television- New media and multimedia products- Spatial relationships, compositions in 2 and 3-dimensional space- Visual communication aesthetics.

UNIT III: Sensual and perceptual theories of visual communication (15 Hours)

What the brain sees: colour, form, depth, and movement- Visual messages and viewers' meaning making process - perception, visual thinking/visualization.

UNIT IV: The visual media and the public sphere (15 Hours)

Global flow of visual culture- Potential of visual media in the scenario of education- Visual media tools and technologies-Visual literacy.

UNIT V: Visual Culture and Semiotics (15 Hours)

Visual culture - Visualizing - Visual power - Visual pleasure, Picture, Semiotics, Signs and symbols.

Book for Study
1. Agarwal, V. *Handbook of Journalism and Mass Communication*
   Unit I-Part 1 (Pages 19-39), Unit II - Part 2 (Pages 103-123)
2. Blanchard, R.O., Christ, W.G. *Media Education and the Liberal Arts*. Trinity University
   Unit III - (Pages 23-52), Unit IV- (Pages 65-82), Unit V- (Pages 112-122)

Books for References
1. Mirzoeff, N. (1999). *An Introduction to Visual Culture*. London: Routledge.
2. Sturken, M., & Cartwright, L. (2007). *Practices of Looking: An Introduction to Visual Culture.* Oxford University Press.
3. Honour, H., & Fleming, J. (2002). *The Visual Arts: A History.* New York: Englewood Cliffs.
4. Lester, E. (2000). *Visual Communication: Image with Messages*.

Websites and eLearning Sources
1. https://www.mojo-manual.org/storytelling/mobile-journalism-video/what-is-mobile-journalism/
2. https://www.gkftii.com/blog/how-do-become-mobile-journalist.html
3. https://www.avid.com/resource-center/inside-the-rise-of-the-mobile-journalist

Course Outcomes

CO No.	CO-Statements On successful completion of this course, the students will be able to	Cognitive Levels (K- Level)
CO1	recall the history and fundamental principles of visual arts.	K1
CO2	understand the types of visual media.	K2
CO3	employ the visual elements in the visual communication.	K3
CO4	examine the theories of visual communication.	K4
CO5	evaluate the visual images and visual signs.	K5
CO6	create aesthetic visuals and interpret the semiotics understanding of visuals.	K6

Relationship Matrix

Semester	Course Code	Title of the Course		Hours	Credits
1	24PVC1ES01	Elective-1: Visual Culture and Communication		5	3

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	2	3	2	2	2.4
CO2	3	3	2	2	3	3	2	2	2	2	2.4
CO3	3	2	2	3	3	2	2	3	2	2	2.4
CO4	3	2	2	3	3	2	3	3	2	2	2.5
CO5	3	3	2	3	3	2	2	3	2	2	2.4
CO6	3	3	2	2	3	3	2	2	2	2	2.4
									Mean Overall Score		2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24PVC1ES02	**Elective-2:** Mobile Journalism	5	3

Course Objectives
To recall the evolution of Mojo and basics of Storytelling
To understand the Need and potential of mobile Journalism
To employ the skills to handle MOJO tools and apps for news gathering
To examine the social media and networking
To get awareness about the ethical and legal issues
To produce news stories across the social media platforms.

UNIT I: Understanding Mobile Journalism   (15 Hours)

Mobile Journalism (MoJo) definition - Purpose of Mobile Journalism; MoJo in India- The Mobile Journalism Revolution - Timeline of News Gathering tools - MoJo in India; Skills Required - Tools & Apps for Mojo - MOJO workflow.

UNIT II: MoJo's Basic Equipment   (15 Hours)

MoJo & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone;; Apps to make an audio or video documentary, or a narrated photo essay; Accessories that enhance quality of MoJo.

UNIT III: MoJo Storytelling   (15 Hours)

Multi-Planar form - SCRAP: Story, Character, Resolution, Actuality and Production - Six pattern shots, Five method shot - conceiving a news story in 30 seconds. Narrative motion vs camera motion, story format-3 levels on the spectrum of interactive storytelling.

UNIT IV: Social Media   (15 Hours)

Introduction, Types of Social Media & Networking Technologies: Social Networking sites (Facebook, X, Google, WhatsApp, Instagram, YouTube), Professional Networking (LinkedIn etc.,) Content marketing, Keyword marketing like SEO - The power of Smartphone and Mojo - growth of Citizen journalism - SEM Case Studies: Arab Revolution, Anna Hazare Movement and Jallikattu **.**

UNIT V: Mobile Journalism and Society   (15 Hours)

Live streaming and content strategy, - Ethical and Legal Issues related to MoJo - MoJo limitation and challenges -Mojo impact across different platforms - Data transmission and data cleaning, archiving.

Teaching Methodology	Lecture, PPTs, practical assignments

Books for Study

1. Chawla, A. (2021). *New Media and Online Journalism*, (1st Ed.)., Pearson India.
   Unit -I &II (Page:1-57)
2. Cohen, J., Kenny, T. (2015). *Producing New and Digital Media - Your Guide to Savvy Use of the Web.* Taylor & Francis Publications.
   Unit - III, IV & V (Page:97-200)

Books for References

1. Adornato, A. *Mobile and Social Media Journalism.* Taylor & Francis Ltd2.
2. Bradshaw, P. (2007). *The Online Journalism Handbook*, Routledge.
3. Scott Eldridge II. (2017). *Online Journalism from The Periphery*, Routledge.
4. Foust, J. (2011). *Online Journalism: Principles and Practices of News for the Web*. Routledge, 2011.
5. Hill, S., & Lashmar, P. (2013). *Online Journalism:The Essential Guide* -, SAGE Publications Ltd.

Websites and eLearning Sources

1. https://www.mojo-manual.org/storytelling/mobile-journalism-video/what-is-mobile-journalism/
2. https://www.gkftii.com/blog/how-do-become-mobile-journalist.html
3. https://www.avid.com/resource-center/inside-the-rise-of-the-mobile-journalist

	Course Outcomes	
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	recall the evolution of Mojo and basics of Storytelling	**K1**
CO2	understand the Need and potential of mobile Journalism	**K2**
CO3	employ the skills to handle MOJO tools and apps for news gathering	**K3**
CO4	examine the social media and networking	**K4**
CO5	awareness about the ethical and legal issues	**K5**
CO6	produce news stories across the social media platforms.	**K6**

	Relationship Matrix										
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**24PVC1ES02**		**Elective-2:** Mobile Journalism							**5**	**3**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	2	2	3	2	3	2	2	2.3
CO2	3	3	2	2	2	3	3	2	2	2	2.4
CO3	3	2	2	2	3	2	2	2	3	3	2.4
CO4	3	3	2	2	2	3	3	2	1	2	2.3
CO5	3	3	2	2	2	3	3	2	2	1	2.3
CO6	3	3	2	2	2	3	3	2	1	2	2.3
									Mean Overall Score		**2.3 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	24PVC1AE01	**Ability Enhancement Course:** Contemporary Advertising	2	1

Course Objectives
To summarize the growth and the history of advertising media and utilize the ethical laws in advertising
To explain the important components, functions, working nature in Advertisements & advertising agencies.
To develop creative perspectives of advertising.
To analyze the methods of media planning and implement, media strategy, and media economics
To evaluate the functions of media industry for the development of online marketing
To formulate the methodologies to be reframed and adopted for online advertising and successful campaigns

UNIT I: Nature and Scope of Advertising (6 Hours)

Evolution of advertising - Advertising: Definition -History of print advertising in India - Traditional advertising and modern advertising.

UNIT II: Classification of Advertising (6 Hours)

Types of Advertising - Types of Newspaper Advertisements - Elements of Advertising: Copy - Headlines - Sub-headlines - Slogan - Logo - Writings - Ad-Layout: Thumbnail-Rough-Comprehensive Layouts.

UNIT III: Advertising Agencies (6 Hours)

Definition - Structure of advertising agency - Functions of advertising agencies- Advertising Department of a Newspaper - Television - Media Groups in the Corporate world.

UNIT IV: Advertising and Media Industry (6 Hours)

Electronic media as business - Program management (Planning, scheduling - production and broadcasting) Media planning and Media selection- Television rating point (TRP)

UNIT V: Online Advertising (6 Hours)

Definition, scope and growth- Types of online advertising- Knowing the audience- Digital campaign checklist- Successful online advertising campaigns case studies

Books for Study
1. Chunawalla, S. A. *Foundations of Advertising*
   Unit - I, II & III (Page:1-55)
2. Vilanilam, J.V., & Varghese, A.K. (2004). *The Advertising Basics*.
   Unit – IV & V (Page: 65-122)

Books for Reference
1. Ogilvy, D. (2007). *Ogilvy on Advertising Fundamentals of Advertising*. (1st Ed.). Otto Kleppner & Prentice Hall, New Jersey, Vintage.
2. Fletcher, W. (2013). *Advertising: A Very Short Introduction*, (2nd Ed.). Oxford University Press.
3. Sachdeva, Q.S. (2000). *Public relations Principles and practice*, Oxford Publication.

Websites and eLearning Sources
1. https://afribary.com/works/the-impacts-of-contemporary-advertising-strategies-on-public-spaces-in-india-a-study-of-trends-and-consequences
2. https://www.zerogravitycommunications.com/next-for-indian-digital-advertising/
3. https://caravanmagazine.in/reviews-and-essays/enjoy-show

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	summarize the growth and the history of advertising media and utilize the ethical laws in advertising	**K1**
CO2	explain the important components, functions, working nature in Advertisements & advertising agencies.	**K2**
CO3	develop creative perspectives of advertising.	**K3**
CO4	analyze methods of media planning and implement, media strategy, and media economics	**K4**
CO5	infer and evaluate the functions of media industry for the development of online marketing	**K5**
CO6	formulate the methodologies to be reframed and adopted for online advertising and successful campaigns	**K6**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
1	**24PVC1AE01**		**Ability Enhancement Course:** Contemporary Advertising							**2**	**1**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	3	2	2	2	3	3	2	2	2.5
CO2	3	3	3	2	2	2	3	3	3	2	2.6
CO3	3	3	3	2	2	2	3	3	3	2	2.6
CO4	3	3	3	2	2	2	3	3	3	2	2.6
CO5	3	3	3	2	2	2	3	3	3	2	2.6
CO6	3	3	2	2	2	3	2	2	2	2	2.3
									Mean Overall Score		**2. 5 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24PVC2CC03	**Core Course - 3:** Global and Indian Cinema	6	5

Course Objectives
Understand the rise of Cinema from beginning to till date.
Interpret the different era of Cinema.
Identify the different schools of Cinema movement.
Study about contribution of pioneers towards cinema.
Compare and analyse the movie making skills from various film directors.
Create their own style of film making.

UNIT I: Motion Picture an overview (18 Hours)

History of Cinema- Pioneers of Cinema:(Eadweard Muybridge, Etienne- Jules Marey & George Eastman)- The Birth of Cinema- Thomas Alva Edison, Lumiere Brothers & Georges Melies; Pre-Hollywood Cinema- Edwin S. Porter, Nickelodeon - The Motion Picture Patent Company (MPPC), David Wark Griffith & Charlie Chaplin.

UNIT II: Classical Hollywood Cinema (18 Hours)

Origin of Hollywood and Modern Hollywood- Development of Cinema- The Birth of the Talkie- Great Depression era- Second World War era- The Western Era- Box- Office Era -New Technology Era- Special Effects Era- Digital Era & High Definition Era (HD).

UNIT III: World Cinema (18 Hours)

Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevelod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Latin Cinema

UNIT IV: Pioneers of Indian Cinema (18 Hours)

Arrival of the Cinema - Dada Saheb Phalke; Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; Dynasty of Actors and Director- Mehboob, Raj Kapoor & Guru Dutt; New Indian Cinema- Satyajit Ray & Mrinal Sen; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society - Indian Women Filmmakers

UNIT V: Pioneers of Tamil Cinema (18 Hours)

Pioneers of Tamil Cinema - Development of Tamil Talkies - Writer's era- C.N. Annadurai & Kalaignar Karunanidhi; Film Makers and Actors- M. K. Thyagaraja Bagavathar, MGR, Sivaji Ganesan, C.V. Sridhar & K. Balachandar; Kamal Hassan, Rajinikanth, Bharathiraaja & Ilayaraja; New Dimensions like AI in Tamil Cinema- Marketing & Distribution.

Teaching Methodology	Lecture, PPTs, Movie Screening and assignments on movie review

Books for Study
1. Graham, N., & Jones. (1994). *Film and Television handbook*.
   Unit I - Chapter 2,7,10,11 (page 32,102) Unit II - Chapter 12,13(page 42, 71)
2. Shamas, L. (1991). *Playwriting for theatre film and Television*.
   Unit III - Chapter 5,6 (page 46 - 91) Unit IV-Chapter 4(page 88 -110)
   Unit V - Chapter 9 (page 112, 131)

Books for References
1. Dechamma, S. C.C. (2010). *Cinemas of South India*, (1st Ed.). Oxford University, Press, UK.

2. Kupsc, J. (2011). *History of Cinema for Beginners,* (1st ED.). Orient Blackswar, UK .

3. Nowell, G.S. (1999). *The Oxford History of World Cinema*, (3rd Ed.). Oxford University Press, UK.

Websites and eLearning Source

1. https://www.sothetheorygoes.com/the-evolution-of-cinema/

2. https://leverageedu.com/discover/general-knowledge/indian-history-indian-cinema-history/

3. https://www.culturopedia.com/tamil-cinema/#google_vignette

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	understand the rise of Cinema from beginning to till date.	**K1**
CO2	interpret the different era of Cinema.	**K2**
CO3	identify the different schools of Cinema movement.	**K3**
CO4	study about contribution of pioneers towards cinema.	**K4**
CO5	compare and analyse the movie making skills from various film directors.	**K5**
CO6	create their own style of film making.	**K6**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
2	**24PVC2CC03**		**Core Course - 3:** Global and Indian Cinema							**6**	**5**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	2	1	3	3	2	2	2	2.3
CO2	3	3	2	2	1	3	3	2	2	2	2.3
CO3	3	3	2	2	1	3	3	2	2	2	2.3
CO4	3	3	2	2	1	3	3	2	2	2	2.3
CO5	3	3	2	2	2	3	3	2	2	2	2.4
CO6	3	3	2	2	2	3	2	2	2	2	2.3
									Mean Overall Score		**2.3 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24PVC2CC04	**Core Course - 4:** Writing and Editing for Media	6	5

Course Objectives
To gain knowledge about the nuances of writing for media.
To understand the principles and elements of news writing.
To apply various styles of writing for print.
To analyze techniques and rules of content editing.
To assess the principles of writing and editing for electronic media.
To prepare accurate content for new media.

UNIT I: Print media (18 Hours)

Nature and Characteristics - News story: Elements, deadline, Content - Readers perception - inverted pyramid style - headline, lead and its types - Principles of news writing - Deadline - Content variety - General and specialized newspapers - Attribution - Writing features and articles.

UNIT II: Editorial policy and style (18 Hours)

Editorial freedom vs newspaper policies and objectives - writing style and use of language - general and specialized magazines - vernacular magazines - feature writing: types, characteristics and styles - Special articles - Editorial practice

UNIT III: Radio (18 Hours)

Characteristics of the medium - broadcasting policies and codes - writing for radio: Principles and guidelines, programme formats for general and special audience - News production - Interviews - features - Talk shows - Radio jockeying and commercial aspects

UNIT IV: Television (18 Hours)

characteristics of the medium - Television for information, education and entertainment - writing television news - language and style of presentation - pre production - programme production - post production - Television formats - Video jockeying - Live programme broadcasting.

UNIT V: Digital Journalism (18 Hours)

Internet - nature and characteristics - users profile - Newspapers online - hypertext - Data visualization - language and style - Social media reporting - Data journalism - Digital ethics and privacy concerns - regulations.

Teaching Methodology	Lecture, PPT, Field visit and field work

Books for Study
1. Graham, N., & Jones. (1994). *Film and Television handbook*.
   Unit I - Chapter (page32,102) Unit II-Chapter 2,7,10,11,12,13(page 42, 71)
2. Srivastave. (1989). *Radio and TV Journalism*, Sterling Publications.
   Unit III - Chapter 5,6 (page 46-91)   Unit IV - Chapter 4 (page 88-110)
   Unit V - Chapter 9 (page 112, 131)

Books for References
1. Richard, K. (2001). *Newpaper handbook.* Routledge publications, London.
2. (2004). *Writing for TV, Radi o & New Media*, (8th Ed.). Belmont wadsworth Publications.
3. (2006). *Broadcast Newswriting, reporting and production*, (4th Ed.). Oxford, Focal Press.

4. Bittner, J. (1981). *Professional Broadcasting - a brief introduction*, Prentice hall 1981.
5. Mencher, M. (2003). *Newspaper Reporting and writing* by, McGraw Hill, NewYork.

Websites and eLearning Source
1. https://egyankosh.ac.in/handle/123456789/59570
2. https://journalism.university/writing-and-editing-for-print-media/
3. https://www.henryharvin.com/blog/why-is-editing-important-in-writing/

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	gain knowledge about the nuances of writing for media.	**K1**
CO2	understand the principles and elements of news writing .	**K2**
CO3	apply various styles of writing for print.	**K3**
CO4	analyze techniques and rules of content editing.	**K4**
CO5	assess the principles of writing and editing for electronic media.	**K5**
CO6	prepare accurate content for new media.	**K6**

Relationship Matrix											
Semester	**Course Code**	**Title of the Course**							**Hours**		**Credits**
2	**24PVC2CC04**	**Core Course - 4:** Writing and Editing for Media							**6**		**5**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	2	2	2	3	2	3	2	2	2.3
CO2	3	3	2	2	2	3	3	2	2	2	2.4
CO3	3	2	2	2	3	2	2	2	3	3	2.4
CO4	3	3	2	2	2	3	3	2	1	2	2.3
CO5	3	3	2	2	2	2	3	2	2	2	2.3
CO6	3	3	2	2	2	3	3	3	2	2	2.5
									Mean Overall Score		**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24PVC2CP02	**Core Practical-2:** Film Analysis and Criticism	5	5

Course Objectives
Recognize cinema and forms of film movements.
Identify the nuances of film making process.
Apply the elements of Mise-en- scene in film making.
Distinguish the story structure.
Compare the various Film genres.
Take part in the Film appreciation work and providing valuable criticism to the movie .

UNIT I: Film Analysis (15 Hours)

Definition and Concept - Film as culture and art- Film as a medium; Characteristic of Film Studies- Film theory and semiotics - Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics and Film interpretation.

UNIT II: Mise-en-scene (15 Hours)

Mise-en-scene- definition & concept; Four P's of Mise-en-scene- point of view, posture, props & position; Elements of Mise-en-scene- setting, costume, character's movement & lighting; Aspects of Mise-en-scene- time & space; Narrative functions of Mise-en-scene - Cinematographer properties.

UNIT III: Montage (15 Hours)

Definition and concept - Origin of Montage - Development of Soviet Montage- Types of Montage- Tonal. Over tonal, rhythmic and metric montage- Montage Vs Parallel Editing; Visible Vs. Invisible Technique- Editing- dimensions of film editing and continuity editing; Alternative to continuity editing.

UNIT IV: Narrative Cinema and Film Form (15 Hours)

Narrative Cinema- definition and concept; Story & Plot; Non Narrative cinema- Avant-Garde Experimental film -Types of Non Narrative Cinema: documentary, abstract, music videos & live cinema (Performance) Film Form- definition & concept; Elements of Film Form -Principles of Film Form.

UNIT V: Film Genre and Film Analysis (15 Hours)

Film Genre- Definition and concept- Types of Film Genres- Narrative structure analysis - Character analysis - Semiotic analysis - Psychoanalytic film theory - Feminist film theory - Marxist film theory

Books for Study
1. Dyer, R. (2000). *Film Studies: Critical Approaches*, (1st Ed.). Oxford University Press, UK. Unit - I Chapter 2 (Pages 14-20), Chapter 6 (Pages 73-76), Chapter 9 (Pages 132-140) & Chapter 10 (Pages 146 - 150) Unit-II Chapter 1 (Pages 15 - 36)
2. Hampe, B. (2010). *Video scriptwriting: how to write for the $4 billion commercial video market.* New York, N.Y., U.S.A. : Plume, Reprinted. Unit - III Chapter 3 (Pages 156 - 166) Unit - IV Chapter 7 (Pages 93-98) & Chapter 11 (Pages 156-160) Unit -V Chapter 1 (Pages 35 - 54) & Chapter 2 (Pages 101 -108)

Books for References
1. Nelmes, J. (2012). *Introduction to Film Studies*, (1st Ed.). Routledge, USA.
2. Hill, J. (2011). *The Oxford Guide to Film Studies*, (1st Ed.). Oxford University Press, UK.
3. Buckland, W. (2010). *Film Studies: Teach Yourself*, (1st Ed.). McGraw-Hill.

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	**24PVC2SP01**	**Self-paced Learning:** Anchoring for Media Practice	**-**	**2**

Course Objectives
To recall the basics techniques and tips of anchoring.
To identify the nuances of Voice and importance of Tonation.
To develop news anchoring skill by understanding the script formats.
To distinguish voice grooming and voice modulation.
To compare the public speaking and anchoring.
To hold audience attention and control the body language.

UNIT I: Anchoring Basics

Tips and techniques of Anchoring -The basics of fluency- Basics of TelePrompter (TP) Newsroom: Structure and Function; Production control room - Examples of anchors work and detailed analysis of their styles.

UNIT II: Voice and its functions

Introduction to Voice: Human Voice, 5 P's of Voice: Pitch - Pace - Pause - Projection -Punch - Tone - Intonation - Breathing : Breathing and Voice relationship - How to Breathe - Controlling the Airflow- Resonance

UNIT III: News Anchoring

An Overview-Basics of News Anchoring - How to Face Camera Tips and Techniques - Understanding the scripts formats and agenda - How to Produce News Shows - Types of news anchor - Difference between news anchor and news caster .

UNIT IV: Voice grooming

Voice modulation and Diction -Essential skills for news anchor - Tips and techniques for voice grooming - Using of Microphone/lapel, prompter- Anchoring style - TV dress code for men and women and location anchoring- Theory of controlling emotions.

UNIT V: Public Speaking and Reporting

Public Speaking: Showing how to hold an audience's attention - Demonstrating how to control body language and articulation - Theory of controlling emotions - How to grab audience attention- How to conduct Live debate shows - Outdoor anchoring- Reporting techniques: Reporting a News and Interviewing, Recording the byte, Transcription - Understanding legal pitfalls and different reporting styles, moderating new events.

Teaching Methodology	Video lectures, PPT, Handouts, Study materials

Books for Study

1. Sathaye, K. *Introduction to Broadcast Journalism*.
   Unit I Chapter 1(Pages 1-11), Chapter 2 (Pages 12 & 18) Unit II Chapter 11 (Pages 119-130)& Chapter 14 (Pages 170-172) Unit III Chapter 13 (Pages 158 - 168)
2. Sharma, D. *Modern Journalism: Reporting and Writing*. Deep & Deep Publications, New Delhi.
   Unit IV Chapter 3 (Pages 70-81), Unit V Chapter 4 (Pages 88 - 99) & Chapter 5 (Pages 100-108)

Books for References

1. Mill, J. *Introduction to Broadcast Voice.*
2. *The Art of Public Speaking*. McGraw-Hill.

3. *Biographies of distinguished Performers & Actors like ShreeramLagoo, Dada Kondke, Amitabh Bachchan.*

Websites and eLearning Sources

1. https://egyankosh.ac.in/bitstream/123456789/57136/1/Unit%2010.pdf
2. https://www.mindler.com/blog/become-news-anchor/
3. https://www.media-match.com/usa/jobtypes/anchor-jobs-402669.php

	Course Outcomes	
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	recall the basics techniques and tips of anchoring.	**K1**
CO2	identify the nuances of Voice and importance of Tonation.	**K2**
CO3	develop news anchoring skill by understanding the script formats.	**K3**
CO4	distinguish voice grooming and voice modulation.	**K4**
CO5	compare the public speaking and anchoring.	**K5**
CO6	hold audience attention and control the body language.	**K6**

		Relationship Matrix				
Semester	**Course Code**	**Title of the Course**			**Hours**	**Credits**
2	**24PVC2SP01**	**Self-paced Learning:** Anchoring for Media Practice			**-**	**2**

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	3	2	2	2	2	2	2	3	**2.3**
CO2	3	2	2	2	3	2	2	3	2	2	**2.3**
CO3	2	2	2	2	2	3	2	3	2	3	**2.3**
CO4	3	3	3	2	3	2	2	2	2	3	**2.5**
CO5	2	2	3	2	3	3	2	2	2	2	**2.3**
CO6	3	3	2	3	3	3	2	2	2	2	**2.5**
									Mean Overall Score		**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24PVC2ES03A	**Elective - 3:** Story Development and Scriptwriting	5	4

Course Objectives
Recall the basic concepts and elements of story development and script writing.
Outline the structure of script writing.
Construct effective character archetypes in script writing.
Distinguish the various script formats.
Choose standard screenwriting formats to present their ideas
Write scripts for special budget.

UNIT I: Developing the Story (15 Hours)

Concept Creation - Pitching the Story - Developing themes and messages - Developing the story through plot structure - Syd Field's Three Act Structure (Beginning, Middle and End) - Rising Action - Dramatic conflict - Sketching Characters, Backgrounds, and Props - Rewriting and Editing

UNIT II: Character Creation (15 Hours)

Creating character profiles - constructing character - Character Arc - Physical appreciation and psychological motivation - Protagonist and Antagonist - Secondary characters - Principles of Suspense and Surprise -Pacing and Timing

UNIT III: Stages and Formats of Scripting (15 Hours)

Different stages of scripting - Idea - Research - Synopsis - Outline-treatment - Story board - Screen play script - Script writing formats - Master Scene script format - Split page format

UNIT IV: Screenplay Techniques (15 Hours)

Visualizing the screenplay - Constructing continuity for the narrative - Visualizing characters and locations, Scenes and shot breakdown - Deciding Camera angles and movements of the shots - Shooting logistics-Designing Audio components

UNIT V: Screen Writing (15 Hours)

Script writing for Radio, Television, Film and Social Media. Students should write script for all types of media.

Teaching Methodology	Lecture, PPT, Hands on training

Books for Study
1. Field, *S. The Screenwriter's Workbook* (Revised Edition).
   Unit - I (Pages 14-20) , (Pages 73-76), (Pages 132-140) & (Pages 146 - 150)
   Unit - IV (Pages 93-98) & (Pages 156-160)
2. Mercurio, J. (2019). *The Craft of Screen Writing*, Quill Driver Books.
   Unit-II (Pages 15 - 36) Unit-III   (Pages 156 - 166) Unit -V (Pages 35 - 54) & (Pages 101 -108)

Books for References
1. Katz, S.D. *Film Directing Shot by Shot: Visualizing from Concepts to Screen*.
2. Schreibman, M.A. *The Film Director Prepares: A Complete Guide to Directing for Film and TV*
3. Irving, D.K., & Rea, P.W. *Producing and Directing the Short Film and Video*
4. Cooper, P. & Dancyger, K. *Writing the Short Film*.
5. Frensham, R.G. *Screenwriting*

Websites and eLearning Sources

1. https://www.torontofilmschool.ca/blog/script-writing-the-a-to-z-of-script-writing-explained
2. https://www.creativescreenwriting.com/how-does-the-story-development-process-work/
3. https://www.indeed.com/career-advice/career-development/how-to-write-a-script

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	recall the basic concepts and elements of story development and script writing.	**K1**
CO2	outline the structure of script writing.	**K2**
CO3	construct effective character archetypes in script writing.	**K3**
CO4	distinguish the various script formats.	**K4**
CO5	choose standard screenwriting formats to present their ideas	**K5**
CO6	write scripts for special budget.	**K6**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
2	**24PVC2ES03A**		**Elective - 3:** Story Development and Scriptwriting							**5**	**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	3	2	3	2	3	2	2	**2.4**
CO2	3	3	2	2	3	3	2	2	2	2	**2.4**
CO3	3	2	2	3	3	2	2	3	2	2	**2.4**
CO4	3	2	2	3	3	2	3	3	2	2	**2.5**
CO5	3	3	2	3	3	2	2	3	2	2	**2.4**
CO6	3	3	2	3	3	3	2	2	2	2	**2.5**
									Mean Overall Score		**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	24PVC2ES03B	**Elective-3:** Media Literacy	5	4

Course Objectives
To acquire knowledge on various concepts such as media, education and literacy.
To understand the importance media education.
To employ the skills related to media literacy.
To examine the role of media literacy for development.
To summarize the laws related media content.
To formulate media content for societal development.

UNIT I: Introduction of Media Literacy (15 Hours)

Media Education - Definition - Role and Objectives of Media Education - Key concepts of Media Education - Media literacy: Nature, Scope and Importance - The three building blocks of media literacy: Personal locus, knowledge structures and skills - Power of media literacy - Media in the academic system- Obstacles to media literacy.

UNIT II: Media and Society (15 Hours)

Media and Social influence - Digital Citizenship - Civic Engagement - Fake news - Norm shaping - Cultural Globalization - Cultural Homogenization - Cultural representation -   Language evolution - Attention span - Digital Divide - Learning Resources

UNIT III: Media Communicator (15 Hours)

Role of a Media Communicator - Process of interpreting media messages- Comparative media - Affective response and Audience - Media communicators point of view-Functions of media communicator in the process of communicating: General, Latent and undefined functions- Audience and Audience identification

UNIT IV: Media Literacy and its Approaches (15 Hours)

Skills in Media Literacy - Nature of Media Messages - Interpreting media text messages: Semiotics, Marxist Ideology, Psychoanalytic approaches - Media text as Commercial messages - Media stereotypes - Media Reconstruction of reality - Media Filters - Media stereotypes.

UNIT V: Social Development and Digital World (15 Hours)

Media literacy for building citizenship - Promoting participation- Creating awareness among school students on the necessity of media education- Need for Media regulation- Social development, Political issues and awareness- Environmental development - Relevance in a digital World.

Teaching Methodology	Lecture, PPT and videos

Books for Study

1. Sharma, A. (2010). *Principles of communication.* Random Publication
   Unit – I & II (Page:1-35)
2. Gokulsing, K.M., & Dissanayake, W. (2009). *Popular Culture in a Globalised India*.
   Unit - III, IV & V (Page: 48-112, 145-200)

Books for References

1. McLuhan, M. (1998) *Understanding Media: The Extensions of Man*. Seventh Printing. MIT Press: MA.
2. Mackey, M. (2004). *Literacies Across Media: Playing the Text.* (Taylor and Francis.)
3. Pike, D.M. (2013). *Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages* (IDEA)

4. Potter, W.J. (2004). *Theory of Media Literacy: A cognitive approach.* (Sage)

Websites and eLearning Sources
1. https://medialiteracynow.org/challenge/what-is-media-literacy/
2. https://www.verywellmind.com/what-is-media-literacy-5214468
3. https://readingpartners.org/blog/the-importance-of-media-literacy/

CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, the students will be able to	
CO1	acquire knowledge on various concepts such as media, education and literacy.	K1
CO2	understand the importance media education.	K2
CO3	employ the skills related to media literacy.	K3
CO4	examine the role of media literacy for development.	K4
CO5	summarize the laws related media content.	K5
CO6	formulate media content for societal development.	K6

Table title: **Course Outcomes**

Relationship Matrix

Semester	Course Code	Title of the Course		Hours	Credits
2	24PVC2ES03B	**Elective-3:** Media Literacy		5	4

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	3	2	2	2	3	2.5
CO2	3	3	2	2	2	3	2	2	2	2	2.2
CO3	3	3	3	2	2	3	1	2	2	2	2.3
CO4	3	3	3	2	2	3	1	2	3	2	2.4
CO5	3	3	3	2	2	3	2	2	2	2	2.4
CO6	3	3	2	3	3	3	2	3	3	2	2.7
									Mean Overall Score		2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	23PSS2SE01	**Skill Enhancement Course:** Soft Skills	4	3

Course Objectives
To provide a focused training on soft skills for students in colleges for better job prospects
To communicate effectively and professionally
To help the students take active part in group dynamics
To familiarize students with numeracy skills for quick problem solving
To make the students appraise themselves and assess others

Unit I: Effective Communication & Professional Communication (12 Hours)

Definition of communication, Barriers of Communication, Non-verbal Communication; Effective Communication - Conversation Techniques, Good manners and Etiquettes; Speech Preparations & Presentations; Professional Communication.

Unit II: Resume Writing & Interview Skills (12 Hours)

Resume Writing: What is a résumé? Types of résumés, - Chronological, Functional and Mixed Resume, Purpose and Structure of a Resume, Model Resume.

Interview Skills: Types of Interviews, Preparation for an interview, Attire, Body Language, Common interview questions, Mock interviews & Practicum

Unit III: Group Discussion & Personal Effectiveness (12 Hours)

Basics of Group Discussion, Parameters of GD, Topics for Practice, Mock GD & Practicum & Team Building.

Personal Effectiveness: Self Discovery; Goal Setting with questionnaires & Exercises

Unit IV: Numerical Ability (12 Hours)

Introducing concepts Average, Percentage; Profit and Loss, Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns.

Unit V: Test of Reasoning (12 Hours)

Introducing Verbal Reasoning: Series Completion, Analogy; Data Sufficiency, Assertion and Reasoning; and Logical Deduction. Non-Verbal Reasoning: Series; and Classification

Teaching Methodology	Chalk and talk, Lectures, Demonstrations, PPT.

Book for study
1. Melchias G., Balaiah, J. & Joy, J. L. (Eds). (2018). *Winner in the Making: A Primer on soft Skills.* Trichy, India: St. Joseph's College.

Books for Reference
1. Aggarwal, R. S. (2010). *A Modern Approach to Verbal and Non-Verbal Reasoning.*S. Chand.
2. Covey, S. (2004). *7 Habits of Highly effective people.* Free Press.
3. Gerard, E. (1994). *The Skilled Helper* (5th Ed.). Brooks/Cole.
4. Khera, S. (2003). *You Can Win.* Macmillan Books.
5. Murphy, R. (1998). *Essential English Grammar*, (2nd Ed.). Cambridge University Press.
6. Sankaran, K., & Kumar, M. (2010). *Group Discussion and Public Speaking* (5th Ed.). M.I. Publications.
7. Trishna, K. S. (2012). *How to do well in GDs & Interview*s? (3rd Ed.). Pearson Education.
8. Yate, M. (2005). *Hiring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K - Level)**
CO1	recall various soft skill sets	**K1**
CO2	understand personal effectiveness in any managerial positions	**K2**
CO3	apply verbal and non-verbal reasoning skills to solve problems	**K3**
CO4	differentiate problems at work and home; and design solutions to maintain work-life balance	**K4**
CO5	assess growth and sustainability and infuse creativity in employment that increases professional productivity	**K5**
CO6	construct plans and strategies to work for better human society	**K6**

Relationship Matrix												
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**	
2	**23PSS2SE01**		**Skill Enhancement Course:** Soft Skills							**4**	**3**	
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**		
CO1	3	3	3	3	2	3	2	3	2	3	2.7	
CO2	3	3	3	2	3	3	3	3	3	3	2.9	
CO3	3	2	2	3	3	3	3	3	3	3	2.8	
CO4	3	3	2	2	3	3	3	3	3	3	2.8	
CO5	3	3	3	2	2	3	3	3	3	3	2.8	
CO6	3	3	3	2	2	3	3	3	3	3	2.8	
										Mean Overall Score	**2.8 (High)**	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24PVC3CC05	Core Course - 5: Corporate Communication	6	6

Course Objectives
To gain knowledge on the structure of organisation and its functions.
To comprehend the tools of corporate communication.
To acquire knowledge on the role of communication in creating corporate identity.
To determine the role of public relation in an organisation and concepts of Corporate social responsibility.
To construct the skills to use public relation for crisis management.
To develop the importance of Event management and need for team management in an organisation.

UNIT I: Introduction to Organisation (18 Hours)

Definition -Structure and characteristics of an organization- Management Hierarchy - Flow of communication in an organization: Bottom step, top down vertical and horizontal - Discovering organisation culture: Intercultural and cross cultural communication.

UNIT II: Corporate Communication (18 Hours)

Role and Scope of corporate communication- Differences and similarities between Public relation and Corporate communication- Corporate communication tools (Lobbying, Sponsorship, Financial communication, Media Mileage)

UNIT III: Role of Communication (18 Hours)

Measuring the effectiveness of corporate communication- corporate social responsibility in India (CSR) - CSR in Public and Private sector - Role of Corporate Communication Department in initiating CSR activities - Case studies

UNIT IV: Role of Public relations (18 Hours)

 Public relations and various publics - internal and external, stakeholders - Public relations in Private and Public organisations- Public Relation tools - House journals -Media Relations - press conference - press releases -preparations and distributions of publicity materials to media - PR and crisis management- Ethics in Public relations

UNIT V: Event Management (18 Hours)

Event management - Idea generation- Team management - organising events - Managing competition - Reputation and Brand building

Teaching Methodology	Lecture, PPTs, Field Work and Practical assignments

Books for Study
1. Mehta, D.S. *Handbook of Public Relations in India*
   Unit I: Chapter 1, 2 and 5(Pages 7-29, 53-65, 91-100). Unit II: chapter 8 (Pages 149-164).
   Unit III: Chapter 7 (Pages- 127-141).
2. Lesley, P. *Lesley's Public Relations Handbook.*
   Unit – IV & V (Page: 254-300)

Books for References
1. Dolphin, R.R. *The Fundamentals of Corporate Communication*. Butterworth
2. Jackson, P. *Corporate Communication for Managers*.
3. Wilcox, D.L., Ault, P.H., & Agee, W.K. *Public Relations strategies & tactics.* Pitman Publishing
4. Cutlip, S.M., Centre, A.H., & Broom, G.H. *Effective Public Relations*.

5. Kaul J.M. *Public Relations handbook.*

Websites and eLearning Sources
1. https://www.yourthoughtpartner.com/blog/internal- communications-team-structure
2. https://www.bestpracticeinstitute.org/images/research_references/research_77/CommunicationsD eptOrgStructures_BenchmarkReport%20(1).pdf
3. https://www.comprend.com/corporate-communications/

CO No.	CO-Statements On successful completion of this course, the students will be able to	Cognitive Levels (K- Level)
	Course Outcomes	
CO1	gain knowledge on the structure of organisation and its functions.	K1
CO2	comprehend the tools of corporate communication.	K2
CO3	acquire knowledge on the role of communication in creating corporate identity.	K3
CO4	determine the role of public relation in an organisation and concepts of Corporate social responsibility.	K4
CO5	construct the skills to use public relation for crisis management.	K5
CO6	develop the importance of Event management and need for team management in an organisation.	K6

Relationship Matrix												
Semester	**Course Code**			**Title of the Course**							**Hours**	**Credits**
3	24PVC3CC05			Core Course - 5:Corporate Communication							6	6
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	3	2	3	2	3	2	2	2	1	2.3	
CO2	3	2	3	3	2	3	2	2	2	1	2.3	
CO3	3	3	3	3	2	3	3	3	2	1	2.6	
CO4	3	2	3	2	2	3	3	3	2	1	2.4	
CO5	3	2	3	3	2	3	3	3	2	1	2.5	
CO6	3	2	2	3	2	3	2	3	2	2	2.4	
										Mean Overall Score	2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24PVC3CC06	**Core Course - 6:** Contemporary Trends in Electronic Media	6	6

Course Objectives
To inform the popular trends in Radio Broadcasting.
To classify the components of Television and sources of economic uplift through advertisement.
To compare the benefits of cinema and society and the power of cinema.
To correlate the government policies of Audio and visual media and future of audio visual media.
To value the use of Social media.
To create & present the content for different electronic media.

UNIT I: Development of Radio Broadcasting (18 Hours)

Introduction on radio broadcasting - Ownership - Control - Autonomy for Radio - Types of Radio services- Radio as a source of News - Broadcast News - Value - Radio Language - News Bulletin - News Source for Radio - Reporters, Editors and Agencies - External News Services.

UNIT II: Television (18 Hours)

Development of Television in India - News Programmes: a) News cast b) News Review - Formats of TV Programmes - Documentary - Special Features - Interviews. TV as a powerful Audio - Visual Media - Commercial and Sponsored Programme - Educational Service (ETV) - Satellite Instructional Television Experiment (SITE) - Role of TV   in   Social   Changes   -   Cultural Exchanges - Economic Uplift - Advertisement in TV -TV News and Agencies.

UNIT III: Cinema (18 Hours)

Cinema and Society - Influence over Society- Effects - Cinema as Main Source of Entertainment - Powerful Media to Spread Message - Cinema for Political supremacy- Film Censor - Film Censor Enquiry Committee - Documentary Film - Newsreels - Future of Indian Cinema.

UNIT IV: Visual Media (18 Hours)

Visual Media - Development of Videography - Cable TV. Audio-Visual Media in Developing Countries - Future of Audio-Visual Media in India - Research in Audio-Visual Media - Implications of Press Media over Audio- Visual Media.

UNIT V : Online Media (18 Hours)

Information superhighway - Information revolution - Internet in India- Internet and social movements - Mobile telephony - Social media: Social media Serving the Rural and urban- Gaming industry- online gambling industry- Social and Cultural implications.

Teaching Methodology	Lecture, PPTs and Assignments

Books for Study

1. Chatterjee, P.C. *Broadcasting in India.*
   Unit IV - Section 1(page 122), Unit V - Section 4 (page 135-145)
2. Aggarwal, V.B., & Gupta, V.S. *Hand Book of Journalism and Mass Communication*.
   Unit 1 - Section 1(page 42, 71), Unit II - Section 1(page 71-89), Unit III -Section 1(page 92, 101)

Books for Reference:

1. Shreevastava, K.M. *Radio and TV Journalism*.
2. Millerson, G. *Video Camera Techniques*.
3. Zettel, H.*TV Production Handbook.*
4. Millerson, G. *Techniques of TV Production*.

Websites and eLearning Sources:
1. https://www.agilebroadcast.com.au/types-of-radio-broadcasting/
2. https://www.seamedu.com/blog/understanding-and-maintaining-ethical-standards-in-broadcast-journalism
3. https://www.rtdna.org/ethics

	Course Outcomes	
CO No.	**CO-Statements**	**Cognitive Levels (K- Level)**
	On successful completion of this course, the students will be able to	
CO1	tell the popular trends in Radio Broadcasting.	**K1**
CO2	classify the components of Television and sources of economic uplift through advertisement.	**K2**
CO3	compare the benefits of cinema and society and the power of cinema.	**K3**
CO4	correlate the government policies of Audio and visual media and future of audio visual media.	**K4**
CO5	value the use of Social media.	**K5**
CO6	design & present the content for different electronic media.	**K6**

	Relationship Matrix										
Semester	**Course Code**	**Title of the Course**								**Hours**	**Credits**
3	**24PVC3CC06**	**Core Course - 6:** Contemporary Trends in Electronic Media								**6**	**6**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	2	2	3	3	2	2	1	2.3
CO2	2	2	3	2	2	2	2	2	3	2	2.2
CO3	3	2	3	1	2	3	2	3	2	2	2.3
CO4	2	3	2	3	1	2	3	2	3	1	2.3
CO5	3	2	2	2	1	3	3	2	2	1	2.3
CO6	2	2	2	3	2	2	2	3	2	2	2.2
									Mean Overall Score		**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24PVC3CP03	**Core Practical - 3:** Television Programme Production	5	4

Course Objectives
To recall the evolution of television Technology.
To explain the principles of videography.
To discover the types of TV programmes and use the skills television programme production.
To describe the work profile of key professionals involved in programme production.
To relate the language and style of presentation for different genres of programmes.
To design graphic presentation and lighting techniques for television programme.

UNIT I

Nature and characteristics of television - Growth of television in India -- Boom of interactive television Technology - contemporary Trends.

UNIT II

Video Camera: Parts of camera - Camera movements, shots, angles - Visual compositions - Single and Multi Camera operations - Video production techniques : Frame Rate, Aspect Ratio, Image sensors, CCD, White balance

UNIT III

 Types of TV Programmes - Anchoring Visual Bite - Voiceover - News Presentation - Piece to Camera (PTC) - News chit-chat - walk through News reading - Reality Shows - Interviews.

UNIT IV

Audio and visual elements - Informational and Educational Programme Production - Language and style of presentation - Video jockeying - Entertainment programmes - Audience participation.

UNIT V

Graphic element - Creating TV background - Animated Visual Background - Commercials production for television - Lighting techniques - Types of lighting ,Three-point lighting system- Video Editing Software an overview.

* Students are required to know theoretical knowledge to experience the practical output of the subject.

 Books for Reference
1. Millerson, G. *Television Lighting Techniques.*
2. Zetti, H. *Television Production Handbook.*
3. Sreevastava, K.M. *Radio and Television Journalism.*
4. Millerson, G. *Video Camera Techniques.*
5. Kyker., & Curchy. *Television Production.*
6. Millerson, G. *Techniques of TV Production.*

List of practical's
1. Camera shots and movements
2. Multi camera setup
3. Understanding lighting setup
4. Practising lighting setup
5. Shooting in indoor and outdoor
6. Working with green matte

7. Practising with character movement
8. News production- news bulletins
9. Tv shows - Movie Reviews, Anchoring, Ad films
10. Editing the programme with software

The final project includes the submission of any one of the following

- Produce a short film or documentary or news feature for about the duration ranging from 2 minutes to 20 minutes.
- Produce an advertising film / Produce a television show /Produce a comedy programme.
- Produce a game show/cookery show/interview.

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24PVC3CP04	**Core Practical-4:** Visual Editing Techniques	4	3

Course Objectives
To recognize the video editing software and related editing terminology.
To extract the fundamental concepts of editing tools.
To articulate on editing scripts and understand the workflow and workspace in Editing software.
To categorize the effects and effects transitions in FCP
Plan the keyframes and Compositing and chromakey for visuals.
Collaborate sound track with visuals for exporting and rendering on desired video formats.

UNIT I

Introduction to editing- Evolution of editing- Principles of editing- Forms of editing: Linear editing, Non - linear editing-Live editing.

UNIT II

Understanding editing tools- Match on action- Shot-reverse shot- Eye-line match - Match cut-Jump cut - Cut in- Cut away- Master shots- Montage: types and uses.

UNIT III

Editing Scripts- Workflow and workspace- Project Setup-Importing Footage- Monitoring Assets- Editing Sequences and clips- Effects and Transition.

UNIT IV

Effects- Effects Control-Transitions- Transition Editing- Editing Audio- Titling and the title, Animation and Key frames- Compositing-Exporting.

UNIT V

Video Formats- Audio formats,-Building Sound Tracks- Sound carriers- Sound Bridge, Sound effects- Rendering -Settings for final output- Generating an EDL.

* Students are required to know theoretical knowledge to experience the practical output of the subject.

Books for Reference

1. Goold, A. *The Video Editing Handbook.*
2. Keast, G. *The Art of The Cut: Editing Concepts Every Filmmaker Should Know.*
3. Bowen, C.J. *Grammar of the Edit*.
4. Jackson, W. *Digital Video Editing Fundamentals*.
5. McGrath, P., & Goodman, R.M. *Editing Digital Video : The Complete Creative and Technical Guide.*
6. Millerson, G. *Video Camera Techniques.*
7. Browne, S.E. *Nonlinear Editing Basics: Electronic Film and Video Editing.*

List of Practical's

The students will have an exposure on the video editing software namely Final cut pro / Adobe Premiere Pro CC.

1. Understanding video editing software's
2. Working with editing tools.
3. Modify workspace.
4. Add and delete sequence, tracks (Audio and Video)
5. Edit and modify video effects, transitions and sound effects.
6. Setting final output.
7. Rendering video.

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	**24SMV3CC01A**	**Common Core:** Strategic Communication for Social Change	**5**	**4**

Course Objectives
To identify the scope and nature of participatory media.
To summarise the pedagogy and practices of participatory media.
To discover the use of traditional media for development.
Conclude the media for community development.
Reframe the necessity of Documentary as a mean for social change.
To write the power of campaigns in creating knowledge awareness.

UNIT I: Introduction to Participatory Media (15 Hours)

Participatory Media definition and scope - Citizen Media - Theoretical frameworks of participatory media - Tools of participatory media - Theories of social change- Participatory culture- Henry jerkins theory of participatory culture- Community media for social change.

UNIT II: Pedagogy and Practice (15 Hours)

Participatory Media - Listening to People's Stories- Engaging Communities in Environmental Communication- Community Informatics and the Power of Participation- Participatory media for education.

UNIT III: Media and Community Development (15 Hours)

Use of traditional media for development -Feasibility of media in rural areas- Critical information flow - Knowledge sharing in innovative business transformation - International digital community network development.

UNIT IV: Documentary and social change (15 Hours)

Necessity of Documentary - Documentary audience - Documentary film communities - Social change documentary - Challenges in documentary and social change - Documentary as Rhetorical preferences.

UNIT V: Societal development (15 Hours)

Power of campaigns- Knowledge awareness about an issue- Removal of cultural and social taboo- Media framing attitudes about issues and behaviour surrounding it- Social marketing- Social mobilization.

Teaching Methodology	Lecture, PPTs, Field Work and organise participatory activity

Books for Study
1. Melkote, Srinivas R., Steeves, H.Leslie, (2001). *Communication for Development in the Third World- Theory and Practice for Empowerment,* (2nd Ed.). Sage Publications. New Delhi
   Unit I-Part 1 (Pages 19-39), Unit II - Part 2 (Pages 103-123),Unit III - Part 3 (Pages 151- 180)
2. Aggarwal, V.B., & Gupta, V.S. (2001). *Handbook of Journalism and Mass Communication*. Concept publications.
   Unit IV & V - Section 5 (Pages 265-390)

Books for References
1. Aggarwal, S.K. *Press at the crossroads in India.*
2. William & Rucker. *Newspaper Organization and Management*
3. Sarkar, R.C. *The press in India*
4. Noorani, A.G. *Freedom of Press in India.*
5. Thayer, F. *Newspaper Management.*

Websites and eLearning Sources

1. https://iproject.com.ng/project-material/the-role-of-mass-media-in-community-development/index.html
2. https://www.communitymediagroup.com/
3. https://indianmediastudies.com/community-media-in-india/

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	identify the scope and nature of participatory media.	**K1**
CO2	summarise on the pedagogy and practices of participatory media.	**K2**
CO3	discover the use of traditional media for development.	**K3**
CO4	conclude media for community development.	**K4**
CO5	reframe the necessity of Documentary as a mean for social change.	**K5**
CO6	write the power of campaigns in creating knowledge awareness.	**K6**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	**24SMV3CC01A**		**Common Core:** Strategic Communication for Social Change							**5**	**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	2	3	3	2	3	2	3	2	2	2.5
CO2	2	3	2	2	2	3	2	2	3	2	2.3
CO3	3	2	2	3	2	3	3	2	1	2	2.3
CO4	3	2	2	2	2	3	3	2	1	2	2.2
CO5	3	3	2	2	2	3	3	3	1	2	2.4
CO6	3	2	2	3	2	2	3	3	2	2	2.4
										Mean Overall Score	**2.3 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24SMV3CC01B	**Common Core:** Digital Marketing and Media Management	5	4

Course Objectives
To understand the basics of digital marketing and its application in changing digital eco system.
To paraphrase on the digital marketing strategy.
To sketch the process of management's functions.
To categorise the different departments of media and necessity of sales promotion.
To plan the market survey and techniques for successful management.
To classify the social media management tools and technology.

UNIT I: Digital media marketing (15 Hours)

Digital media marketing overview and evolution - Digital marketing vs Traditional marketing- Importance and strategies for online marketing - changing trends in digital marketing

UNIT II: Digital marketing and advertising (15 Hours)

Digital marketing strategy - Digital marketing plan- Digital advertising- Types Display advertising- Types of Display Ads- Different ad format -Social media marketing- mobile marketing

UNIT III: Media Management (15 Hours)

Introduction to media management - Principles of media management and its significance - Media as an industry and profession -Ownership patterns of mass media in India.

UNIT IV: Organization structure (15 Hours)

Organization structure of Media and different departments - Functions - general management, finance, circulation and Sales promotion - Pricing - Advertising and marketing, personnel management, production

UNIT V: Planning and Execution (15 Hours)

Planning and execution of programme production - Employee / employer and customer relations services-marketing strategies - brand promotion (space/time, circulation) Social media management.

Teaching Methodology	Lecture, PPTs, practical assignments

Books for Study
1. Albarran, A.B. (2002). *Management of Electronic Media*, (2nd Ed.). Wadsworth.
   UNIT - IV: Chapter 1, 2 and 5 (Pages 7-29, 53-65, 91-100).
   UNIT - V: Chapter 8 (Pages- 149-164).
2. Capell, L. (2013). *Event Management for Dummies*. John Wiley & Sons Publications.
   Unit I, II & III Chapter 1 (Pages20-85)

Books for References
1. Bagdikian, B.H. (2004). *The New Media Monopoly*. (Beacon Press)
2. McChesney, R.W. (2004). *The Problem of the Media*, (Monthy Review Press)
3. Robert, G. P. (2002). *The   Economics   &   Financing   of   Media Companies*, (Fordham University Press).

Websites and eLearning Sources:
1. https://thinktreemedia.in/blog/what-are-the-five-functions-of-media-management/
2. https://www.youtube.com/watch?v=AwkF9auMRJM
3. https://simplicable.com/new/media-management

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	understand the basics of digital marketing and its application in changing digital eco system.	**K1**
CO2	paraphrase on the digital marketing strategy.	**K2**
CO3	sketch the process of management's functions.	**K3**
CO4	categorise the different departments of media and necessity of sales promotion.	**K4**
CO5	plan the market survey and techniques for successful management.	**K5**
CO6	classify the social media management tools and technology.	**K6**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
3	**24SMV3CC01B**		**Common Core:** Digital Marketing and Media Management							**5**	**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	3	2	2	2	3	2	1	2	1	2.5
CO2	3	3	3	2	2	3	2	1	2	2	2.4
CO3	2	3	3	2	2	3	3	3	2	2	2.4
CO4	3	3	3	2	2	2	3	3	2	1	2.2
CO5	3	3	3	2	2	2	2	3	2	2	2.5
CO6	3	2	2	3	2	2	2	3	2	2	2.3
										Mean Overall Score	**2.3 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	24PVC31S01	Internship	-	1

Course Objectives
Students get the first experience of working in their chosen field.
Learn how to apply all that they have learned in their job.
Much needed reality check on their aptitude as well as job skills.
Internship within the course period helps them to decide their further course of action in their professional growth.
Apply and develop practical skills in a real world context.
Discover the opportunity to strengthen the portfolio with practical experience and projects.

A student has to undergo an internship program for 60 days in his/her specialized field in any media organization. The tenure of the internship will be from December to January.

The student is required to submit a report at the completion of the internship.

The internship will provide students with the opportunity to:

1. Gain practical experience within the business environment.
2. Acquire knowledge of the industry in which the internship is done.
3. Apply knowledge and skills learned in the classroom in a work setting.
4. Develop a greater understanding about career options while more clearly defining personal career goals.

GUIDELINES:

1. The student has to report in the last/first week of March/April respectively.

2. The student has to report every week to internship guide.

3. Students who opt for internship programs out of station have to seek prior permission from the department and the reporting will be done through email.

4. The student has to submit a detailed report of his work along with the supervisor's remarks after the completion of the internship.

5. The internal evaluation will be based on the above said requirements.

6. The external evaluation will be based on the PowerPoint presentation of work done and a viva voce.

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	**24PVC4CC07**	**Core Course - 7:** Advanced Research Methods	**6**	**6**

Course Objectives
To understand the types of research.
To recall the Concept of Research and its Methods.
To identify the Data collection methods in Research.
To choose and construct the questionnaire design.
To analyse and evaluate the various measurement scales in research.
To construct the techniques to discover the methodology of writing research paper.

UNIT I: Introduction to Research (18 Hours)

Concept of research- meaning, definition and nature of research. Purpose of research Communication research and Importance of media research. Area of Media Research- Research Process. Types of Research-Descriptive, Survey research, experimental and field research, panel research.

UNIT II: Types of Research (18 Hours)

Hypothesis and variables- Research design and its types- Qualitative and Quantitative Research - Levels of Measurement - Measurement Scales - Reliability, validity and objectivity. Sampling -Population and Sample, sample size, sampling error.

UNIT III: Research Methods (18 Hours)

Types of Research- Descriptive, Survey research, experimental and field research, panel research. Qualitative Research methods: Field Observation - Focus Group Discussion, Intensive Interviews -Case study approach - Content Analysis. Quantitative Research Methods: Types of quantitative research methods, Methods of collecting data.

UNIT IV: Research Tools (18 Hours)

Questionnaire - Types of questions - construction of a questionnaire - administration; Interview schedule and techniques - Focus group - observation techniques; Measurement of variables: Scales - Attitude scales: Procedure and application of Thurstone, Likert, Semantic and Differential scales. Sources of data - Types of data- Primary and secondary.

UNIT V: Data Analysis (18 Hours)

Data classification, coding and tabulation - Graphic representation of data - Basic elements of statistics - Hypothesis testing: chi-square, t- test, correlation techniques, Analysis of Variance; Thesis writing method - Use of SPSS - Thesis writing format and style - Ethics in conducting research.

Teaching Methodology	Lecture, PPTs, practical assignments and field work

Books for Study

1. Rose, R. (2016). *Visual Methodologies:An Introduction to Researching with Visual Materials*. Unit - II - Chapter 12(Pages 4-14), Unit-IV- Chapter 8(Pages 15-65) Unit- V- Chapter 13,15(Pages 85-112)
2. Marczyk, G., DeMatteo, D., & Festinger, D. *Research Methodology - Essentials of Research Design and Methodology*. John Wiley & Sons, Inc., Publications - New Jersy. Unit I - Chapter 1,9 (Pages 1-14), Unit III - Chapter 4 (Pages 53-96)

Books for Reference

1. Hasan, S. (2013). *Introduction to Mass Communication*, (2nd Ed.). CBS Publishers.

2. McQuail, D. *McQuail's Mass Communication Theory*, London/New Delhi.
3. Rose, G. (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials*.
4. Kothari, C.R. *Research Methodology - Methods &Techniques*, (2nd ED.). New Age International (P) Limited Publishers.

Websites and eLearning Sources:
1. https://gradcoach.com/what-is-research-methodology/
2. https://www.educba.com/what-is-spss/
3. https://paperpile.com/g/what-is-research-methodology/

CO No.	CO-Statements On successful completion of this course, the students will be able to	Cognitive Levels (K- Level)
	Course Outcomes	
CO1	understand the types of research.	K1
CO2	recall the Concept of Research and its Methods.	K2
CO3	identify the Data collection methods in Research.	K3
CO4	choose and construct the questionnaire design.	K4
CO5	analyse and evaluate the various measurement scales in research.	K5
CO6	construct the techniques to discover the methodology of writing research paper.	K6

Relationship Matrix

Semester	Course Code	Title of the Course		Hours	Credits
4	24PVC4CC07	**Core Course - 7:** Advanced Research Methods		6	6

Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	3	3	2	2	2	2.4
CO2	2	2	3	2	2	3	2	2	2	2	2.2
CO3	3	2	2	2	2	2	2	3	3	2	2.3
CO4	3	3	2	2	2	2	3	2	2	2	2.3
CO5	2	2	2	2	2	3	2	3	3	2	2.3
CO6	3	2	2	3	2	2	2	3	2	2	2.3
									Mean Overall Score		2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24PVC4CC08	**Core Course - 8:** Laws and Ethics of Media	6	5

Course Objectives
To recall on the Concept of Constitution and Citizenship.
To illustrate on the functions of various types of press Act.
To identify the Act related to media.
To choose and construct the ethics in journalism.
To analyse and compute values and ethics of media.
To construct the solutions for the ethical problems in media.

UNIT I: Indian Constitution an overview (18 Hours)

Fundamental rights; freedom of speech and expression and their limits; directive principles of state policy. Parliamentary privileges- Media Roles- Responsibilities and Privileges.

UNIT II: Media Act (18 Hours)

Press and Registration of Books Act- Working Journalists Act- Contempt of Courts Act- civil and criminal law of defamation-Official Secrets Act- Defamation- Working Journalists - Right to Information.

UNIT III: Press Regulatory Bodies (18 Hours)

Press Council of India, Prasar Bharati Act, Cable TV Network (Regulation) Act, Copyright Act - Cinematography Amendment act 2023 and Film Censorship- IT act 2000 and Cyber laws- Indecent Representation of Women Act - Measures against digital piracy; Social Media and OTT self-regulation.

UNIT IV: Code and Ethics (18 Hours)

Introduction to Media Ethics - values and Ethics of Journalism, Yellow Journalism, Press Council's code of ethics, The Telecasting and broadcasting Code of All India Radio and Doordarshan, - Code of ethics for advertisement in India (ASCI)

UNIT V: Ethical issues in digital media (18 Hours)

Right to privacy, right to reply, communal writing and sensational, issues related to media ownership, Defamation - libel and slander, Obscenity, Violence, Hate speech, Fake news- Recent Case studies.

Teaching Methodology	Lecture, PPTs, Assignment to analyse case studies

Books for Study
1. Neelamalar, (2010). *Media Laws and Ethics*. PHI Learning Pvt, Ltd., New Delhi.
   Unit I - Chapter 1, 5 (Pages 1-14), Unit II - Chapter 3 (Pages -15- 29)
   Unit IV - Chapter 6, 7 (Pages 49-63), Unit V - Chapter 12,13(Pages 139-149)
2. Basu, D.D. (2002). *The Law of the Press in India*. Hall of the Indian Private Limited, New Delhi.
   Unit III - Chapter 8 (Pages 221-228)

Books for Reference
1. Basu, D.D. (2002). *The Constitutional Law of India*. Prentice Hall of India, New Delhi.
2. Bhattcharee, A. (1999). *Indian Press Profession to Industry,* Vikas Publication, Delhi.
3. Pandey, J. N. *Constitutional law of India* (updated every year).
4. Hakemulder, J.R., Jonge, F.A., & Singh, P.P. (2002). *Media Ethics and Laws*, sage publishers, London.

Websites and eLearning Sources:

1. https://prsindia.org/theprsblog/regulation-of-media-in-india-a-brief-overview?page=43&per-page=1
2. https://www.khaitanco.com/sites/default/files/2024-01/Lexology%20Panoramic%20-%20Media%20and%20Entertainment%20Law%20-%20Edition%205%20-%20India.pdf
3. https://supremoamicus.org/wp-content/uploads/2022/07/Diksha.pdf

CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, the students will be able to	
CO1	recall on the Concept of Constitution and Citizenship.	K1
CO2	illustrate on the functions of various types of press Act.	K2
CO3	identify the Act related to media.	K3
CO4	choose and construct the ethics in journalism.	K4
CO5	analyse and compute values and ethics of media.	K5
CO6	construct the solutions for the ethical problems in media.	K6

Table heading: Course Outcomes

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
4	24PVC4CC08		Core Course - 8: Laws and Ethics of Media							6	5
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	3	2	3	2	2	2.5
CO2	2	3	2	2	2	3	2	2	3	2	2.3
CO3	3	2	2	3	2	3	3	2	2	2	2.4
CO4	2	2	2	2	2	3	3	2	3	3	2.4
CO5	2	3	2	2	3	3	3	3	1	2	2.4
CO6	3	2	2	3	2	2	2	3	2	2	2.3
									Mean Overall Score		2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24PVC4CP05	**Core Practical - 5:** Animation and Visual Effects	4	3

Course Objectives
To understand the Basics of animation tools.
To demonstrate on Adobe animate CC (flash) and After effects Software's.
To construct Animation of character.
To Prioritize the emotion and movement of animated objects.
To construct the basic types of animation.
Create the animation with basic movement and expression.

Students are asked to choose any ten topics from the given list of topics.

1. Simple Ball Bounce
2. Character Walk, Run, And Jump Cycles
3. Character Being Hit by Something
4. Character Standing up (from the ground)
5. Emotion and expressions
6. The object transformation morph
7. The slow motion animation
8. Dancing character
9. Dialogue between two characters
10. The ghost scare
11. The time travel
12. Close up of open hand closing into fist
13. Character blowing up a balloon
14. Object falling into a body of water
15. Sleeping character startled by alarm then returning to sleepy state

Books for Reference

1. Canemaker, J. (2014). *The Art and Flair of Mary Blair* (Updated edition). Disney Editions.
2. White*,* T. *Animations from pencils to pixel*.
3. Mattesi, M.D. *FORCE: Dynamic Life Drawing*: 10th Anniversary Edition.
4. Blair*,* P. *Advanced Animation*.

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	**24PVC4CP06**	**Core Practical - 6:** Research Dissertation	**5**	**3**

A candidate shall do a research on any media studies topic and shall be declared to have passed in the Project work if he/she gets not less than 40% in each of the Project Report and Viva - voce but not less than 50% in the aggregate of both the marks for Project Report and Viva-voce.

 A candidate who gets less than 40% in the Project must resubmit the Project Report within a stipulated time.

Books for Reference
1. Kothari, C.R. *Research Methodology - Methods &Techniques,* (2nd Ed.). New Age International (P) Limited Publishers - Delhi.
2. Oliver, P. *Understanding the research problem.*
3. Khanzode, V.V. *Research Methodology*.
4. Ross, R. *Research an Introduction.*

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	**24PVC4ES04A**	**Elective-4:** Communication for Social Development	**4**	**4**

Course Objectives
Understand the concept of development communication.
Classify the role of media in sustainable development.
Develop the fundamentals of biodiversity conservation.
Construct the skills to use development communication for social change.
Analyse the ethical perspectives of community media and participatory media.
Apply and construct the ethical perspectives of media in sustainable development.

UNIT I: Concept of Development   (12 Hours)

Developing countries versus developed countries- development index: GDP, poverty index, literacy index, health index and mortality rate, sustainable development -Government's schemes and policies.

UNIT II: Sustainable Development   (12 Hours)

Emergence of the concept of sustainable development- Principles of Sustainable Development- Quality of Life - Poverty, Population and Pollution - Strategies to end Rural and Urban Poverty and Hunger - Sustainable Livelihood Framework- Health, Education and Empowerment of Women, Children, Youth, Indigenous People, Non-Governmental Organizations.

UNIT III: Media and Environment   (12 Hours)

Protecting and Promoting Human Health - Investing in Natural Capital- Agriculture, Forests, Fisheries - Food security and nutrition and sustainable agriculture- Water and sanitation - Biodiversity conservation and Ecosystem integrity.

UNIT IV: Societal development   (12 Hours)

Mass Media as a tool for development - Creativity, role and performance of each media : print, radio, tv, new media, social media. Community media and participatory media role in sustainable development - Cyber media and development : e-governance, e-chaupal, national knowledge network - ICT for development - media literacy.

UNIT V: Sustainable growth   (12 Hours)

Sustainability in global, regional and national context -Approaches to measure and analyze sustainability- limitations of GDP- Ecological Footprint- Human Development Index- Human Development Report - National initiatives for Sustainable Development.

Teaching Methodology	Lecture, PPTs, Practical assignments and field work

Books for Study

1. Frechette, J., & Williams, R. *Media Education For Digital Generation*.
   Unit I - Chapter 2 (Part 1) (Pages 10-35), Unit II - Chapter 5 (Part II) (Pages 56-82)
2. Aggarwal, V.B., & Gupta, V.S. (2001). *Handbook of Journalism and Mass Communication*, Concept publications.
   Unit IV & V - Section 5 (Pages 265-390)

Books for Reference

1. Vollan, C., & Simmons, J. (Ed) (1985). *Development Communication- A Resource Manual for Teaching*. Asian Mass Communication Research and Information Center, Singapore.
2. D'Abreo, D. A. (1990). *Voice to the People- Communication for Social Change, Culture and Communication.* Madras.
3. Frechette, J., & Williams, R. *Media Education For Digital Generation*.
4. D'Abreo, D.A. (1994). *The Mass Media and Youth,* Better Yourself Books, Mumbai.

Websites and eLearning Sources

1. https://sdgs.un.org/goals
2. https://www.mdif.org/news/role-of-media-driving-change-sdgs/
3. https://sustainabledevelopment.un.org/memberstates/india

	Course Outcomes	
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	understand the concept of development communication.	**K1**
CO2	classify the role of media in sustainable development.	**K2**
CO3	develop the fundamentals of biodiversity conservation.	**K3**
CO4	construct the skills to use development communication for social change.	**K4**
CO5	analyse the ethical perspectives of community media and participatory media.	**K5**
CO6	apply and construct the ethical perspectives of media in sustainable development.	**K6**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
4	**24PVC4ES04A**		**Elective-4:** Communication for Social Development							**4**	**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	3	3	2	2	2	3	3	3	3	2	2.6
CO2	3	3	3	2	2	3	3	3	3	2	2.7
CO3	3	3	2	3	2	3	3	3	3	2	2.7
CO4	3	3	3	3	2	3	3	3	2	2	2.7
CO5	3	3	3	2	2	3	3	3	3	2	2.7
CO6	3	2	3	3	2	2	3	3	3	2	2.6
									Mean Overall Score		**2.4 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24PVC4ES04B	**Elective-4:** Event Management	4	4

Course Objectives
Relate the event management techniques.
Demonstrate the planning, scheduling and cost analysis of the event
Identify the essentials to organize the events
Plan and examine the different types of events
Analyse the issues involved in event planning.
Construct and examine the creative ideas for drafting a plan in event management.

UNIT I **(12 Hours)**

Introduction to event management - Role of Events for the promotion; Types of Events; Concepts and Design; Event Management Team; Factors affecting Event Management.

UNIT II **(12 Hours)**

Planning an event- Budget; Planning, staging & Staffing; Operation & Logistics; Safety & Security; Monitoring, Controlling & Evaluating an Event.

UNIT III **(12 Hours)**

Event Production- Role of event planner and Qualities of good event planner- Importance of organizing events and its components: Techniques, Selections, Coordination, Creativity, Designing, Marketing-Sponsorships and Production of Special, Corporate and Sports events.

UNIT IV **(12 Hours)**

Basic cost concepts - Cost classification: allocation and absorption of costs, Cost centers - Cost analysis for managerial decisions - Direct costs- Pricing - Joint costs, Make or buy, relevant fixed costs, Cost analysis and control, standard costing.

UNIT V **(12 Hours)**

Issues of event management, planning, image, perception and development of destination as a brand - Event marketing: Issues and evaluation of events through case studies; Sample Event profile.

Teaching Methodology	Lecture, PPTs, practical assignments

Books for Study
1. Capell, l. (2013). *Event Management for Dummies.* John Wiley & Sons Publications.
   Unit I, II & III Chapter 1 (Pages20 - 85)
2. Genadinik, A. (2105). *Event Planning - Management & Marketing for Successful*. CreateSpace Independent Publishing Platform.
   UNIT- IV: Chapter 1, 2 and 5 (Pages 7-29, 53-65, 91-100).
   UNIT- V: Chapter 8 (Pages- 149-164).

Books for Reference
1. Block et al. (2001). *Managing in the Media*. Focal Press..
2. Sylvie, G. (2009). *Media Management: A Casebook Approach*, Lawrence Erlbaum Associates, USA.
3. Keung, L. (2008). *Strategic Management in the Media*, Sage Publications, New Delhi.
4. Pringle, P. (2006). *Electronic Media Management*, Focal Press, UK.

Websites and eLearning Sources

1. https://thinktreemedia.in/blog/what-are-the-five-functions-of-media-management/
2. https://aaftonline.com/blog/importance-of-media-management/
3. https://www.seamedu.com/media-management-career-guide

Course Outcomes		
CO No.	**CO-Statements** On successful completion of this course, the students will be able to	**Cognitive Levels (K- Level)**
CO1	relate the event management techniques.	**K1**
CO2	demonstrate the planning, scheduling and cost analysis of the event	**K2**
CO3	identify the essentials to organize the events	**K3**
CO4	plan and examine the different types of events	**K4**
CO5	analyse the issues involved in event planning.	**K5**
CO6	construct and examine the creative ideas for drafting a plan in event management.	**K6**

Relationship Matrix											
Semester	**Course Code**		**Title of the Course**							**Hours**	**Credits**
4	**24PVC4ES04B**		**Elective-4:** Event Management							**4**	**4**
Course Outcomes	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	3	3	2	2	2	2	3	2	2.3
CO2	3	2	2	2	3	2	3	3	3	2	2.5
CO3	3	2	2	2	2	2	3	3	3	2	2.4
CO4	3	2	3	2	2	3	3	2	2	3	2.5
CO5	3	2	2	2	2	3	3	3	2	2	2.4
CO6	3	2	3	3	2	2	3	3	3	2	2.6
									Mean Overall Score		**2.5 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24PVC4PW01	**Project work and Viva Voce**	6	5

• 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.

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	**24PVC4PWO1**	Comprehensive Examination	**-**	**2**

UNIT I: DYNAMICS OF COMMUNICATION

Communication - Definition - Types - Functions and characteristics of communication - Elements of communication - Communication skills - Theories of communication - Communication outcomes - Writing and presentation.

UNIT II: GLOBAL AND INDIAN CINEMA

History of world cinema - Pioneers - World renowned filmmakers - Development of cinema - Silent Era - Talkies - Digital Cinema - Era of Cinema - Film movements- Growth of Indian Cinema - Pioneers in Indian Cinema - Film Division and Media organizations - Development of Tamil Cinema and renowned film makers - New dimension of Tamil Cinema.

UNIT III: WRITING AND EDITING FOR MEDIA

Print media and its characteristics - Editorial policy and writing style - Editor's jargons - Radio medium and its features - Principles and guidelines - types of programs - Television programs and the formats - New Media and its categories - Types of media online.

UNIT IV: COMMUNICATION RESEARCH

Media Research - Concept and definition - Methods and techniques of research - Types of Research - Research Tools - Research design - Variables and its types - Data collection and analysis - Data classification - Thesis writing and research paper writing format.

UNIT V: LAWS AND ETHICS FOR MEDIA

Constitution of India - Freedom of Press - Reasonable Restrictions - Press Act and Laws - Right to information - Mass Media Laws and Right to Privacy - Cinematography Act - Cyber Laws - Code of ethics in Media - Right to Reply - Code of ethics of newspaper - Television - Cinema - Advertising -New Media.