



PSG College of Arts & Science
An Epitome of Quality Learning

M.Sc. ELECTRONIC MEDIA

2015 - 2017

MSc Electronic Media
Scheme of Examinations
(For students admitted from 2014-15 & onwards)

Code No.	Subject	Duration (Hrs)	Max. Marks			Credit Points
			CA	CE	Total	
First Semester						
14EMP01	Media Society & Culture	3	25	75	100	4
14EMP02	Media Laws	3	25	75	100	4
14EMP03	Reporting, Writing & Editing for Broadcasting Media	3	25	75	100	4
14EMP04	Audio Production	3	25	75	100	4
14EMP05	Photography -Practical I	6	40	60	100	4
14EMP06	Print Production -Practical II	6	40	60	100	4
Second Semester						
14EMP07	<u>Core Elective-I :</u> Information and Communication Technology	3	25	75	100	4
14EMP08	Communication Theories	3	25	75	100	4
14EMP09	Television and Video Production	3	25	75	100	4
14EMP10	Compositing & Visual Effects - Practical III	6	40	60	100	4
14EMP11	Electronic Media Production Practical IV	6	40	60	100	4
14SBP01	<u>Skill Based Subject :</u> Cyber Security	---	100	---	100	2

Since - 1947

Code No.	Subject	Duration (Hrs)	Max. Marks			Credit Points
			CA	CE	Total	
Third Semester						
14EMP12	<u>Core Elective-II</u> : Media Management	3	25	75	100	4
14EMP13	Film Studies	3	25	75	100	4
14EMP14	Research Methods in Communication	3	25	75	100	4
14EMP15	Multimedia Graphics & 3D Animation – Practical V	6	40	60	100	4
14EMP16	Audio Production – Practical VI	6	40	60	100	4
14EMP17	Internship & Viva	-	40	60	100	4
14EMP18A/ 14EMP18B/ 14EMP18C/ 14EMP18D	<u>Cluster IDC</u> : Professional English (EN) OR Computer Hardware and Maintenance (EL) OR Fashion & Visual Merchandising (CD) OR Intellectual Property Rights (IB)	3	25	75	100	4
Fourth Semester						
14EMP19	Integrated Marketing Communication	3	25	75	100	4
14EMP20	Project 1 : Portfolio Production	-	80	120	200	4
14EMP21	Project 2 : Electronic media Research Dissertation & Viva Voce	-	80	120	200	4
14EMP22	Project 3 : Short film/Documentary Production	-	80	120	200	4
Total						90

IDC Offered by the Department

CLUSTER IDC:

14ENP15B/14ELP17C/
14CDP22C/14MIB21D

Introduction to Multimedia
(for MA English, MSc Applied Electronics,
MSc Costume & MIB)

14EMP01

MEDIA SOCIETY & CULTURE

Objective:

To give a basic introduction about media in the social and cultural framework.

UNIT I

Communication: Definition –Types: Interpersonal, Intra-personal, Mass Communication: The Process of Communication- SMCR Model- Feedback analysis, importance of language in Communication- Spoken, Written and Digital- Media organization and Audiences: Access, Reach and Effect
(12 hours)

UNIT II

Media and Society: Contemporary importance of media in modern Society: Media's influence on audiences' thinking and social behavior: Media dependency- Pluralistic media and Indian Society
(12 hours)

UNIT III

Media in Democratic Society – Media and social process: Mediated role and Social Conferment, Status Conferral, socialization- Politics and Industrial power: Political economy of policy perspectives.
(12 hours)

UNIT IV

Media, politics and ideology: Market-oriented media and the social dilemma – Culture and Communication – Mass-mediated culture- Communication and social conflicts – Religion and Communication. Contemporary relevance of Gandhian model of Communication.
(12 hours)

UNIT V

Communication Across cultures-New communication technologies- Change and challenges- Trends in Mass Communication in the Internet era- knowledge society: Information Rich and information poor.
(12 hours)



REFERENCE:

- CULTURE, SOCIETY AND MEDIA Michael Gurenvitch, Tony Ben net and James Curran London: Rout ledge 1998
- MASS MEDIA IN FREE SOCIETY Edited by Warren K Ager New Delhi: oxford publication, 1969
- MEDIA, CULTURE AND SOCIETY Edited by Richard Collins, James Curran and Nicholas garn Han London: stage publications, 1986
- Baran, Stanley J, Introduction to Mass Communication, New York: Mcgraw Hill, 2010
- Hasan, Seema, Mass Communication Principles and Concept, New Delhi: Cbs Publishers, 2010
- Shetty, Karun, Communication for Social Change, Delhi: Pacific Publication, 2011
- MEDIA IN SOCIETY: READING IN MASS COMMUNICATION caren j Deming, Becker Samuel l Chicago: Scott, Formosan & co, 1988
- MEDIA AND SOCIETY Open University course team Madras: Tamil nadu book society, 1977
- Communication and Culture- A World View. K S Seetharam, McGraw hill Publishers, New Delhi, 1991.
- Social Accounting in Communication, Richard Butney, SAGE Publications, 1993.
- Global Information and World Communication, Hamid Mowlana, Sage, 1997.
- Mass Media and Political Thought (Ed) Sidney Krans ans Richard Perlof, SAGE, 1985.
- The Languages of Communication, George N Gorden, Hustings Howe, 1969.
- Theory of Information Society, France webstar, Routledge, 1997.
- Mass Mediated Culture, Micheal R.Real, Prentice Hall, 1977.
- Communications and Media: Constructing a Cross Discipline- George N.Gorden, Hastings House, 1975.
- More than words: An Introduction to Communication, Richard Dimpleby and Greema Buton, Routledge, 1998.
- Global Communication in Transition : The end of Diversity? Hamid Mowlana, SAGE 1996.
- Media Audience and Social Structure (Ed) Sandra J Ball – Rokeach and Muviel G Cantor, SAGE, 1986.
- Communication Tomorrow, S K Goel, Commonwealths Publications, 1999.
- Mass Communication in India, Keval J Kumar, Jaico, 1999.
- World Communication Report: The Media and the challenges of the new technologies, UNESCO, 1997.
- Communication in personal Relationship across Cultures (Ed) W B Gudykunst, Stella T Toomey and T Sukasa Nishida, SAGE, 1996.
- Television Culture, John Fisk, Methuen, 1987.
- Human Communication (Ed) M Bugoon, F G Hun Saken & E J Darton, SAGE, 1994.
- The Media in Question: Popular Culture and Public Issues, (Ed) Kees Branss, Joke Hermes and Viesbet Van Zoomen, SAGE, 1998.
- Religious Communication in India, J V Vilanilam, Kairali, 1987.
- Media, Culture and Society, A Cultural Reader, (Ed) Richard Collins et al. SAGE, 1986.
- Information Inequality, Herbert I Shiller, routledge, 1996.
- Mediamorphosis, Understanding New Media, Roger Fidler, Pine Forge Press, 1997.
- Dasgupta, Sanjukta ,Media, Gender, and Popular Culture in India,Chennai: Sage, 2011
- Johnston, Jane,Media Relations , Boston: Allyn and Unwin, 2008
- Kumar, Praveen,History of Media and Mass Communication ,New Delhi: Centrum Press, 2010
- Maya Ranganathan, Indian Media in a Globalised World ,Chennai: Sage, 2010
- Ott, Brian L,Critical Media Studies an Introduction, England: Blackwell Scientific, 2009

MEDIA LAWS

OBJECTIVE: To understand the fundamental of Media laws & ethics.

UNIT I:

Indian constitution an overview: preamble, salient features, fundamental rights and duties, directive principles of state policy, freedom of speech and expression: article 19(1)(a) and article 19(2) – overview of media laws, the news paper (prices and pages) act 1956, press council act, TRAI - Prasarbharathi , Censorship of films – Censorship under the Cinematograph Act. (12 hours)

UNIT II:

Powers of Legislative – Executive – Judiciary – Election commission – Planning commission – Powers of Union and state – Official Secrets Act – Indian Evidence Act – real, oral, documentary, primary and secondary evidence – E-Media – Free Flow of Information beyond boundaries and barriers, Common court terminology – plaintiff, defendant, affidavit, evidence, prosecution, conviction, accused, acquittal, bail, prima facie, subjudice . (12 hours)

UNIT III:

Media Laws: Freedom of the Media – Freedom of the Media in India (12 hours)

UNIT IV:

+The Law of Copyrights – TRIPS & TRIMS
+International Intellectual propriety of rights
+The Contempt of courts Act 1971
+ The India penal Code, Sections 124-A, 495, 496, to 501
+The Criminal procedure code, sections 108,144
+ The India Telegraph Act (12 hours)

UNIT V

+ Right to Information (Information Bill) – Information Technology Bill
+ Case studies
+ Laws related to consumer rights
+Laws of Human Rights – Child labour Acts – Women’s rights
+ Cyber Laws – Cable Act (12 hours)

REFERENCE:

- Laws of the Press in India – Durga Doss Basu –1987
- Press and the Law – DK Umrekar
- Laws of the Press – Dawson
- Constitutional law of India (updated every year) – J. N. Pandey
- Reports on Consumer rights, human rights and draft report of the IT ACT.
- Turow, Joseph, Media Today, London: Routledge, 2008
- Bryant, Jennings, Media Effects Advanced in Theory and Research, New Jersey: Lawrence Erlbaum Associates, 2009
- Burton, Graeme, Media and Society, New York: Mcgraw Hill, 2010
- Patterson, Philip, Media Ethics: Issues and Cases, New York: Mcgraw Hill, 2010
- Thakurta, Paranjay Guha, Media Ethics, New Delhi: Oxford University Press, 2009

14EMP03

REPORTING, WRITING & EDITING FOR BROADCASTING MEDIA

Objective:

To introduce the students into the field of journalism and to enrich them with the principles and methods of reporting.

UNIT I

Methods and Techniques of reporting - Structure of a Reporting Unit- Attributes of a Reporter- Duties and Responsibilities, privileges and rights of a Reporter. (12 hours)

UNIT II

NEWS- Definition- Structure of news story: Inverted Pyramid- Lead- Types of Lead- Sources of NEWS- Objectivity, Slant and Bias- Writing Crime Stories- Suicide, Accident, Mishaps, Famine etc.- Reporting Public Speeches, Elections, Conferences etc. (12 hours)

UNIT III

Editing: Principles of editing. Editorial department, duties and responsibilities of Editor and Sub editors. Qualification, news selection, copy-editing symbols, checking facts pronunciation and presentation. (12hours)

UNIT IV

Opinion Stories: leader stories - -editorial freedom- concept of editorial policy- - Computers and online editing, editing and publishing in the internet -Computer graphics in Television and Radio. (12hours)

UNIT V

Scripting for special groups: Feed back programmes- special programmes children woman profile business, Features- Principle and techniques- Choice of subjects. (12 hours)

REFERENCE:

- Fredler Fred, John R. Bender and Lucida D. Davenport 7th edition Oxford University Press, 2001
- REPORTING FOR THE PRINT MEDIA Author- Fedler, Fred 2nd edition
- New York: Harcourt, Bruce and World, 1979
- Macdougall D. Curtis, Interpretative Reporting. Macmillan Publishing Co. Inc. New York 1979.
- Harris, Julian et al., 'The Complete Reporter', Macmillan Publishing Co. Inc., New York, 1981.
- Metz, William, News Writing: From Lead to '30' Prentice-Hall Inc. New Jersey, 1979.
- Sethi, Pathanjali, Professional Journalism, Orient Longman, New Delhi, 1974.
- Outline of Editing - Mn. Joseph, 1997.
- Effective writing - Robert Bunning
- Art of effective writing - Rudolf Flesch
- Newsman's English - Harold Evans
- Professional Journalist - Hohenberg
- Editing a small magazine - Rowena Ferguson
- Newspaper and Design (V. Volumes) - Harold Evans
- The simple sub Book - Leslie Sellers
- Beyond the facts - A guide to the art of feature writing- Louis Alexander
- Editorial and persuasive writing - Harry Stonecipher.

AUDIO PRODUCTION

Objective:

To understand the tools and techniques involved in audio production

Unit I

Language and Grammar of Audio medium- Structure and working of a radio station – Techniques of Audio Production – Structure and Layout of an Audio Studio. (12 hours)

Unit II

Radio genres / formats – types of radio programme- home- external and commercial services. Radio talks- features- discussion – Interviews
Radio Plays- Music - Vocal and Instrumental – special audience programmes- Rural-youth- children- entertainment educational- Health etc. (12 hours)

Unit III

Sound recording – Indoor- Out door- Equipments- Types of tapes – Types of Microphones- mixers- recorders- Analogue and digital equipments. (12 hours)

Unit IV

Dubbing- Voice over – Audio conferencing – Audio editing procedures- Track Mixing- Audio special effects generator (12 hours)

Unit V

AM- FM- Satellite Radio- Radio paging– RJ (Radio Jockey) Listener ship studies and evaluation – community broadcasting . (12 hours)

REFERENCE:

- Radio Programming : Tacts and strategy by Eric G Norberg
- Wirting for Television & Radio, Wordsworth Publishing Co., London
- B'Cast Journalism, David Keith Kohler : Prentice Hall, London.
- Writing for the media, Mayfield, Mountain View.
- Roberts-Breslin, Jan, Making Media Foundations of Sound and Image Production Oxford: Focal Press, 2010
- SOUND HANDBOOK by CROOK
- Bosi, Marina, Introduction to Digital Audio Coding and Standards, New Delhi: Springer, 2010
- Eargle, John, Handbook of Recording Engineering, New Delhi: Springer, 2011
- Herring, Brad, Sound, Lighting and Video: Resource for Worship , Oxford: Focal Press, 2011
- Izhaki, Roey, Mixing Audio Concepts, Practices and Tools, Oxford: Focal Press, 2008
- Kaye, Deene , Sound and Music for the Theatre: Art and Technique of Design, Oxford: Focal Press, 2010

Objective:

To learn the basic techniques and aesthetics in Photography

1. Outdoor – Single / Group – people
2. Still life
3. Composition – Normal, Wide, Tele
4. Nature – Landscape – wide, Close up – (depth of field)
5. Animals – Stale, Action
6. Action photography – Pan, freeze frame, zoom burst, spots
7. Indoor photography – portrait – single, group
8. Lighting – top light, key light, back light, side light, low light, fill light, diffused light, spot light
9. Special effect – bulb mode, filters, multiple exposure, pointing with light
10. Film types – black & white, transparency, CN (Colour negative) film
11. Elements – size, shape, from, texture, line



PRINT PRODUCTION -PRACTICAL II

Objective:

The Practical consists of print production, Advertising and Multimedia Applications. the Marks for the practical is : 15 marks for records , 60 marks for experiments/ practical. A practical Examination will be conducted are 6 hours excluding and internal lunch Break of an hour.

(Any fifteen practicals)

1. Anatomy of Type Face
2. Identification of typefaces
3. Logo design
4. Visiting Card Design
5. Letter Head Design
6. Package Design
7. Poster Design
8. Dangler Design
9. Magazine cover page design
10. Mast Head
11. News paper design
12. Color Separation
13. Advertisement layout
14. Sports Page Design
15. Feature page design



14EMP07

INFORMATION AND COMMUNICATION TECHNOLOGY

Objective: To understand the concept of Information communication technology & its various applications.

UNIT: I

Internet Technologies - an overview of OSI model - history of the world wide web - web documents - web servers - browsers and web spiders - search engines and applications - Computer networks: LAN, WAN, MAN, Internet, Intranet, Extranet – Client-Server Networks – History of Internet – DNS – ISP – Internet Connections – Network Devices: Cables, Hubs, Repeaters, Bridges, Routers, Gateways, Modems – FTP
(12 hours)

UNIT: II

Overview of ICT – Definition – types of ICT – applications - Concept and development of telecommunication - Types of telecommunications: Optical fiber and Satellite communication – Edusat – Low-tech and High-tech Telecommunications: Multimedia, Interactive TV, Videotext, Teletext, Telebridge – Virtual teaching and learning.
(12 hours)

UNIT: III

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.
(12 hours)

UNIT: IV

Learning strands ICT – theories – styles - Policies - ICT models - TAM - Digital divide - media convergence - ICT in education – E-learning – E-content development – elements of E-content – E-content design concepts – design element tools – designs of user interface.
(12 hours)

UNIT: V

ICT in scientific research & education - ICT in health & Medical technology – Health ICT projects – tele health – health informatics - Professional development in ICT - relationship – Teacher as learner – Teaching & Application of ICT – E-governance - Assessment and Accountability – Future & scope of ICT.
(12 hours)

Reference Books:

- Communication Technology Update and Fundamentals, August E. Grant, Jennifer, Harman Meadows, Taylor & Francis, 2008 - Technology & Engineering
- Information Communication Technology, Arun Bhattacharjee, Digital Systems and Communications, 1996 - Language Arts & Disciplines
- Handbook of Research on Information Communication Technology Policy: Trends, Issues and Advancements, Esharenana E. Adomi (Delta State University, Nigeria)
- The impact of Information and communication technology (ICT), Dorcas Ejemeh Krubu & Kingsley Efe Osawaru – nigeria
- The Language of ICT: Information and Communication Technology, Tim Shortis
- Psychology Press, 2001 -Language Arts & Disciplines

14EMP08

COMMUNICATION THEORIES

Objective:

To make the students understand the various communication theories and models. Learning this paper would help them to acquire a strong theoretical base on the subject.

UNIT I

Communication and society, Perception and communication; Theories in communication: Aristotle, Shannon and Weaver, DeFluer, Lazarsfelds, Lasswell etc.

(12 hours)

UNIT II

Communication models; Function and evaluation; Lasswell, Schramm, Shannon & Weaver, Westley & Maclean, Gerbner, Jakobson etc.

(12 hours)

UNIT III

Effects of Mass Communication – Bullet Theory, Limited effects model, Moderate effects model, Information seeking paradigm, Uses and gratification, Agenda setting, Cultural norms theory, Powerful effects model.

(12 hours)

UNIT IV

Diffusion of innovation – Elements of diffusion, Generation of innovation, Adoption process, Opinion leadership and diffusion network, Consequences of innovation; Critique of diffusion of innovation model – new approaches to communication theory: The paradigm shift etc.

(12 hours)

UNIT V

Evolution of communication models in developing countries – A comparison of Latin American and Indian experiences; Participation theory – Kheda experiment.

(12 hours)

REFERENCE:

- Werner J Severin., James W Tankard., Communication Theories;
- Origins Methods Uses. Hastings House. 1979.
- Harry. C. Triandis, Attitude and Attitude change, John Wiley, 1971.
- Stuart Oskamp Attitude and Opinion, Prentice Hall, 1977.
- Everett M. Rogers, Diffusion of Innovations, Free Press, 1983.
- Communication models, Dennis Mcquail, Longman, 1981.
- Communication and Development, m Taruna Talwar.
- Gandhi and Mao, Kusam Singh.
- Takur and Agarwal, Women and Development.
- Theories of Communication, J.S. Yadava.
- From SITE to INSAT, Binod Agarwal.
- Kheda Experiment, Binod Agarwal.
- Littlejohn, Stephen W, Encyclopedia of Communication Theory, London: Sage, 2009

TELEVISION AND VIDEO PRODUCTION

Objective:

To understand basics tools and techniques of Television production.

Unit I

Structure and working of a TV production center- Layout of a TV studio- Television Production- Process- Single camera process- Multi camera process. (12 hours)

Unit II

Basic equipment – cameras- Types of cameras- formats- uses-Teleprompter- chroma key – microphone- vision mixer- monitors- CCU- Vectroscope – wave from monitors- Patch panel – VTRS- Cassettes and formats.-Video Switcher – HDTV basic transmission techniques. (12 hours)

Unit III

Language and grammar of the medium- frame- Image sizes- types of shot- composition-Principles of Editing – Linear and Non-linear- Online editing and sound recording. (12 hours)

Unit IV

Graphic for television – News paper cutting- Still Pictures- Slides –Computer Graphics- Maps- graphs – Charts etc. (12 hours)

Unit V

Sets- planning and designing – Scenery- costume – make up- Out door shooting – Planning problems and execution of out door shooting – Special events – Programme Management – Costing and Budgeting- VJ (Video Jockey) (12 hours)

Reference:

- The technique of television production, Gerald Millerson, Focal Press London.
- Advanced television system by Joan Vim Tassel
- Video Camera techniques by Gerald Millerson
- Effective TV production by Gerald Millerson
- The Scriptwriter's Work Book - A Media Writer's companion - William J Van Nostran
- Millerson, Gerald, TELEVISION PRODUCTION,Oxford: Focal Press, 2009
- Browne, Steven E ,Video Editing,Oxford: Focal Press, 2011
- Artis, Anthony Q,Shut Up and Shoot: Freelance Video Guide,Oxford: Focal Press, 2011
- Sweetow, StuartCorporate Video Production,Oxford: Focal Press, 2011
- broadcast basics by Cappe.

14EMP10

COMPOSITING & VISUAL EFFECTS - PRACTICAL III

Objective: To train the students in 2D, 3D animation & special effects.

1. Chromo keying using video taken in indoor.
2. Creating Roto scopic Techniques in video.
3. 2D& 3D compositing techniques.
4. Video retouching i)String removal, ii)Warp,
5. Video back ground creation.
6. Film 3D stereoscopic using image and video.
7. Rendering and multiphase-rendering after compositing.
8. Do video color correction (digital intermediate)



14EMP11

ELECTRONIC MEDIA PRODUCTION PRACTICAL IV

Objective:

To enhance the activity of producing various TV programs/analysis of different genres. To compare the contents of different channels/program for the improvisation of student creation. It aims to make the students competent to fulfill the expectations of the media requirements in today's scenario..

The Practical consists of reporting exercises, editing work and writing practical. The marks for the practical are: 20+20marks for records, 60 marks for experiments/practical.

List of Practicals:

1. Create 5 minutes of TV coverage-camera as an investigator.
2. Create 5 minutes of video-as a travelogue show
3. Create 5 minutes of either an instructional video/video demonstration of a device
4. Cover a live event(festival/culture)edit ,add commentary submit /as a special report
5. Demonstrate multi-camera for a studio based program
6. Use chroma-keying and create imaginary weather reporting.
7. Integrate text, animation, charts to present 2 minutes of business report



OBJECTIVES:

To have an orientation and foundation in media house management and production

UNIT I

Introduction to media management - Principles of media management - Media presence - Business strategy - Best practices - Implementing strategy.

(12 hours)

UNIT II

Introduction to media marketing - Fundamental structure and functions of media houses - Core strength and core products - Innovations - Digital marketing and social marketing - Fundamentals of movie business - Film as an industry - media planning buying and selling - Market challenges.

(12 hours)

UNIT III

Managing consumption and production of media time and material - Resource allocation - Talent management - Call sheet management - Operation and challenges - Financing of cinema - Promotions - Embedded advertisement - Audience measurement and media analysis.

(12 hours)

UNIT IV

Brand communication - Brands in rural India - Hosting and scheduling meetings with professional - celebrities - Interpersonal leadership skills - Risk management and Insurance - Time - Performance management.

(12 hours)

UNIT V

Film production and distribution - Publishing - Online distribution - Digital release.

(12 hours)

REFERENCE

- William F Eadic — 2 Pst century communication
- Edith Smith ,Marjolein Moorma and Peter Neijens -Media planning
- Lucy Kung - Media Management
- Mark R Philips Jr - Media Marketing
- Pringle, Peter, K,Electronic Media Management,Oxford: Focal Press, 2011
- Roberts-Breslin, Jan,Making Media Foundations of Sound and Image Production, Oxford: Focal Press, 2010
- Ranganathan, Maya.Indian Media in a Globalised World,Chennai: Sage, 2011
- Stovall, James Glen,Writing for the Mass Media,New Delhi: Pearson, 2008
- Siapera, Eugenia,Cultural Diversity and Global Media: Mediation of Difference,England: Blackwell Scientific, 2010
- Sarkar, Rita,Media Ownership: Research and Regulation,New Delhi: Arise Publishers and Distributors, 2011
- Sabin, Alec, You`re On: How to Develop Great Media Skills for Tv Radio and the Internet, New Delhi: Viva Books, 2010
- Eugenia, Understanding New Media,Singapore: Sage, 2011

Objective:

To have a foundation about films and various theories. To understand the technical and creative aspects of films and filmmakers.

Unit I

Film as a medium: Characteristic- Film perception: levels of understanding- Film theory and semiotics-formalism and neo formalism- film language- film and psycho-analysis-film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

(12 hours)

Unit II

Film forms: narrative and non-narrative- Acting, costume and music- Film and post modernism- post structuralism and deconstruction. Impressionism, expressionism, and surrealism- Fiction: realism, symbolic simulation- typology of genres of fiction- Subjectivity, causality and time- Concepts of national cinema- Issues in world and Indian cinema.

(12 hours)

Unit III

Film production: Visualisation- script-writing-characterisation-storyboard-tools & techniques. Continuity style: composing shots-spatial (mise en scene)- temporal (montage)- Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions- Film editing and special effects- Film audience- Review and appreciation of film.

(12 hours)

Unit IV

Film festival- Film awards- Film institutes censorship certification- Cinema theatres and Projections.

(12 hours)

Unit V

Film business and Industry – Economic- finance and business of film- film distribution- import and export of films- regional cinema with special reference to Tamil cinema. Budgeting and schedules.

(12 hours)

REFERENCE:

- Indian Film, Eric Baranad & Krishnaswamy OVP, 1980 2nd Edition
- How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977
- Film as an art and appreciation, Maric Setton, NCERT, New Delhi
- Cinematography Censorship rules, Govt. of India Press, Nasik, 1969
- Cultural Heritage of India, A.L. Basham
- Film analysis by Geiger
- Filming the fantastic by Sawicki

14EMP14

RESEARCH METHODS IN COMMUNICATION

Objectives:

- i) To study the current status of research activities
- ii) To incorporate the different research methodology in recent/current trends of media uses/convergence.
- iii) To compare and trace out various research patterns and its applications in the society.

UNIT I

Communication research in India – nature and scope – Areas of research – Scientific method – Definition and characteristics – Elements of research – concepts, variables and theories.
(12 hours)

UNIT II

Research procedure – Research problem – Hypothesis – types of hypothesis – research questions – Sampling methods – probability and non-probability – Sample size. (12 hours)

UNIT III

Data collection methods and tools – Questionnaire – preparation and administration – interviews – methods and techniques – Types of data – nominal, ordinal and ratio – Scales – Thurstone, Likert, Semantic Differential – Validity and Reliability methods.
(12 hours)

UNIT IV

Research Design – types and characteristics – Descriptive, Analytical, Experimental, Cross-sectional and Longitudinal– Content Analysis – methods and uses – case studies.
(12 hours)

UNIT V

Data Analysis – Tabulation, Frequency distribution, Statistical tools – parametric and non-parametric statistics – Chi- Square, 't' test, Correction techniques, Analysis of Variance (ANOVA), Thesis writing – Ethics in conducting research.
(12 hours)

REFERENCE:

- 'Research Methods in Mass Communication' by Stempell and Westley Prentice Hall, 1981.
- 'Communication Theories: Origins, Methods and Uses' by Severin and Tankard, Hastings House Publishers, 1979.
- 'Mass Media Research – an introduction' by Roger Wimmer and Joseph Dominick, (III EDITION), Wadsworth Pub., 1991.
- 'Handbook of Radio and TV Broadcasting' Ed. By James Fletcher, Van Nostrand Reinhold Company, London, 1981.
- 'Studies in Mass Communication and Technology' Ed. By Sari Thomaas, Ablex Publishing Company, 1984.
- Wrench, Jason S, Quantitative Research Methods for Communication, New Delhi: O U P, 2009
- Berger, Arthur Asa, Media and Communication Research Methods, London: Sage, 2011
- Vivian, John, Media of Mass Communication, New Delhi: Phi Learning Pvt Ltd, 2011
- Wimmer, Roger D, Mass Media Research, New Delhi: Cengage, 2011

14EMP15

MULTIMEDIA GRAPHICS & 3D ANIMATION – PRACTICAL V

Objective:

To give training to create print media works. To give training in 2D & 3D animation.

1. 3D Polygon model any one model
2. UV Texturing using 3D software & Photoshop & any plug-in
3. Rigging The polygon Model
4. Animating the Rigging, polygon model using Animation editor
5. Creating dynamic & fluids effects
6. Creating muscle, fur, hair, n-cloth for human model
7. Rendering Using mental ray, lighting, shaders, cameras
8. Rendering using V-ray Plug-in.
9. Render Using Multiphase rendering.



14EMP16

AUDIO PRODUCTION – PRACTICAL VI

1. Write a script for a 3 minutes radio production (any one of emotions as the subject).
2. Make an audio recording of the script.(conventional microphone positioning)
3. Record a 2 minutes speech based recording for older listeners.(slow pacc & mellow);
4. Record a 2 minutes music based live recording for all age groups.(more dynamic & cheerful).
5. Conduct and record live interview with senior academics (6 min)-(intelligence & maturity)
6. Location recording of a festival /sports event.(6 min)-(convey immediacy -impromptu-natural qualities of the occasion)
7. Create 2 minutes of audio work to convey space and time to the listener using audio clips.
8. Record a radio drama (6min) -create localization of sound & effects by microphone placement, obstruction and electronic means)
9. Submit original, edited interview done off-studio in a quite indoor location, crowded indoor location, an outdoor location.(from 5min edit .remove glitches, distortions, do sweetening cut to 1 min-each).
10. Create an audio story book (5 min) with ambience sound and effects.
11. Do dubbing (ADR) using protocols add BGM, EFX for animation/video 6 minutes.
12. Using multi mike and multi track, show automated equalization, mixing on protocols.



INTERNSHIP & VIVA

Students have to undergo three internships for a period of 4 to 5 weeks during their course of study. It is mandatory for the students to intern in media organizations. The department will give directions regarding the time and schedule of internship. At the end of the internship the students have to produce a certificate from the media organization. A record of evidence (Internship report) for the work done has to be submitted to the department. There will be a viva-voce examination at the end of each Internship.



14EMP19

INTEGRATED MARKETING COMMUNICATION

Unit I:

An Introduction to Integrated Marketing Communications IMC as an Integral Part of Marketing Strategy. (12 hours)

Unit II:

Understanding Consumer Behavior - Understanding the Communications Process - Structure of the Advertising & Promotions World (12 hours)

Unit III:

Advertising Research - Advertising Strategy -. Finding the Big Idea - Creative Execution in Advertising - Creative Execution and Design in Print - Creative Execution on Radio- Creative Execution on Television - Creative Execution Online (12 hours)

Unit IV:

Sales Promotion - Direct Marketing- Public Relations, Publicity and Corporate Advertising - Unconventional Promotional Media (includes mobile advertising) (12 hours)

Unit V:

Print Media - Broadcast Media- Support Media- Developing the Media Plan - Promotion Objectives and Budget Determination - Monitoring, Evaluation and Controlling Promotions- The Legal, Ethical and Economic Environments of Promotions (12 hours)

References:

- ADVERTISING AND PROMOTIONS AN IMC PERSPECTIVE
[Kruti Shah](#), [Alen D](#). Edition: 1 - Pub Date: 01-SEP-08
Tata McGraw Hill
- IMC, The Next Generation
[Don Schultz](#), [Heidi Schultz](#)
Edition: 1 - Pub Date: 02-JUL-10
Tata McGraw Hill
- Principles of Advertising and IMC
[Tom Duncan](#). Edition: 2 - Pub Date: 18-MAR-04
Tata McGraw Hill
- IMC: Using Advertising & Promotion to Build Brands
[Tom Duncan](#). Edition: 1 - Pub Date: 03-MAY-02
Tata McGraw Hill

14EMP20

PROJECT 1: PORTFOLIO PRODUCTION

Updated & Compiled presentation of practical's from Ist semester to VI th semester in the digital format.



14EMP21

PROJECT 2: ELECTRONIC MEDIA RESEARCH DISSERTATION & VIVA VOCE

- Every student has to do a research about a media related topic
- Every student has to appear for the Viva-Voc examination after the completion and submission of the project.
- The students will not be permitted to take the Viva without project submission.



14EMP22

PROJECT 3: SHORT FILM/DOCUMENTARY PRODUCTION

- Each student has to prepare the script and execute the post production work for a documentary of at least 15 minutes, which includes animation - titling etc.
- Every student has to appear for the Viva-Voc examination after the completion and submission of the project.
- The students will not be permitted to take the Viva without project submission.



(cluster IDC for English, Applied Electronics, Costume Design & Fashion,
International Business, Corporate, MCom (CA))

UNIT I

Multimedia - definitions – applications – interactive – non-interactive applications – multimedia in broadcast applications – animations principles & techniques

UNIT II

Video basics – working with video – video formats – video hardware – encoding – decoding – video editing – non-linear editing – video compression – video conversions.

UNIT III

Audio basics – working with audio – audio formats – audio hardware & software, Digitization of audio – electronic music & synthesizer – sound card.

UNIT IV

Basics of 2D & 3D animations – warping – morphing – tweening – timeline – scanning for animation – onion skinning – project planning – execution – delivering the project.

UNIT V

Macromedia flash basics – drawing – working with colors – using imported artworks – adding sound – working with objects – layers – symbols & instances – creating animation & interactivity – publishing & exporting.

REFERENCES :

- Principles of interactive multimedia mark elson cook, Mc grawhil 2004.
- Introduction to multimedia solomen, andreas, Mc grawhill 2005.
- Mulltimedia applications, ralf steinmetz, klara nahrstedt, springer, 2007.
- Multimedia basics, holzinger, andreas lakshmi publications, 2000.
- Multimedia sound and video Lozano, jose, prentice hall of India, 2007.
- Multimedia and applications d. s. shrawat, sanjay sharam, S. K Kalarua, 2007.
- Introduction to digital multimedia by Savage