# DEPARTMENT OF MEDIA SCIENCES
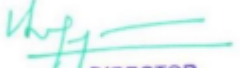## ANNA UNIVERSITY, CHENNAI

VISION

- To offer quality media studies and research, using state-of-the-art images for building an inter-disciplinary knowledge base, so as to contribute to development and democracy.
- To produce creative and technically apt professionals for the media industry.
- The theoretical and practical media courses taught in the PG programme will improve, explore, innovate and implement core media techniques by "learn by doing" philosophy.
- The PG programme will continue to prepare students for professional and personal success in today's exciting and innovative media landscape.

MISSION

- To create an enabling environment to nurture ideas, freedom of expression, creativity and scholarship, and develop leaders in the arena of media and mass communication.
- The mission of the PG programme is to excel in media education on fundamental media concepts, values and skills in various platforms that focus on problem solving, critical thinking, innovation and communications.
- To promote the understanding of ethical and legal implication of all forms of media and the importance of cultural and intellectual diversity, techno-savvy, civic engagement and social responsibility in preparing the students for leadership role in media industry.
- To enable students to understand the role of media in nation building.
- To instill a sense by creating and innovation among journal minds for better societal contribution.
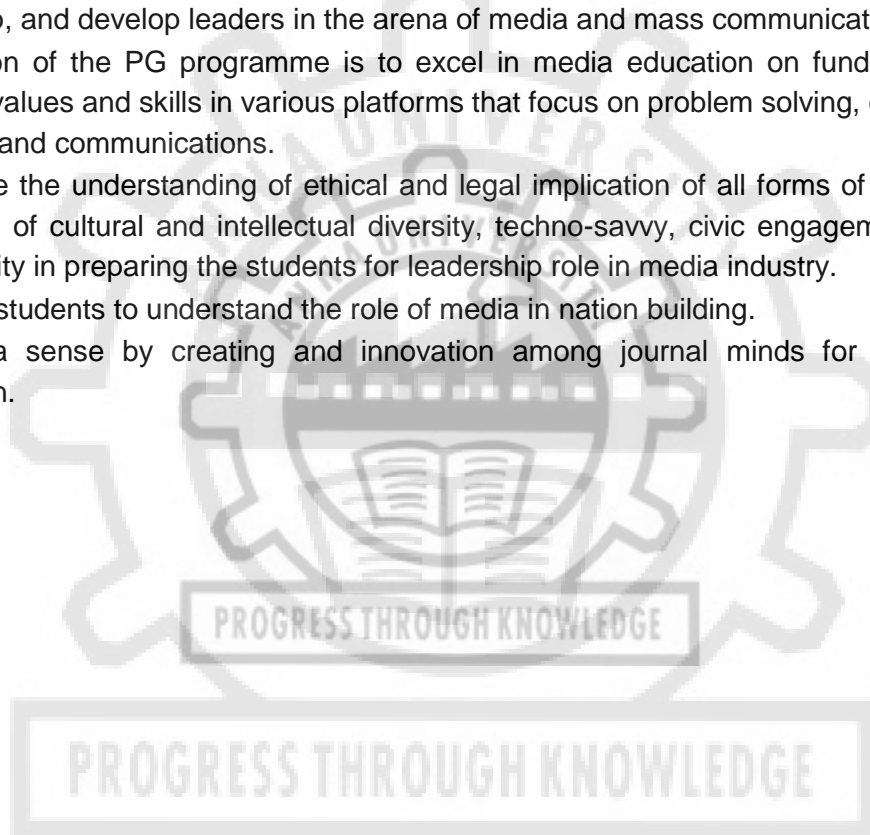
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ANNA UNIVERSITY, CHENNAI
UNIVERSITY DEPARTMENTS

M.Sc. ELECTRONIC MEDIA (2 YEARS)

REGULATIONS 2023
CHOICE BASED CREDIT SYSTEM

1. PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

1. To produce multi-skilled media content producers for ever changing media landscape.
2. Learn a broad range of digital media skills, concepts, terminologies, formats, trends, and infrastructure requirements.
3. Find gainful employment in media and entertainment industry.
4. Get elevated to managerial position and lead the organization completely.
5. Become a media entrepreneur and own successful media outlets.

2. PROGRAMME OUTCOMES (POs):

PO#	Programme Outcome
1.	An ability to independently carry out research/investigation and development work to solve societal problems.
2.	An ability to write and present a substantial technical report/document.
3.	Students should be able to demonstrate a degree of mastery over the area as per the specialization of the program. The mastery should be at a level higher than the requirements in the appropriate bachelor program.
4.	Students should be able to learn and apply various creative techniques & critical thinking methods in media production and problem solving.
5.	Students will be able to learn necessary skills required to produce various aspects of media content such as scripting, writing, direction, cinematography, graphics, animation etc. for different mediums.
6.	Students will gain understanding of public policies and issues to pursue successful media interventions. This will help the students to learn various media techniques and groom themselves as responsible media person.

3. PEO/PO MAPPING

Programme Educational Objectives	PO1	PO2	PO3	PO4	PO5	PO6
PEO1	1	2	3	3	3	1
PEO2	3	3	3	3	3	2
PEO3	1	2	2	3	2	1
PEO4	1	3	3	3	3	2
PEO5	2	2	2	3	3	3

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MAPPING COURSE OUTCOMES AND PROGRAMME OUTCOMES
PROGRAM ARTICULATION MATRIX OF PG
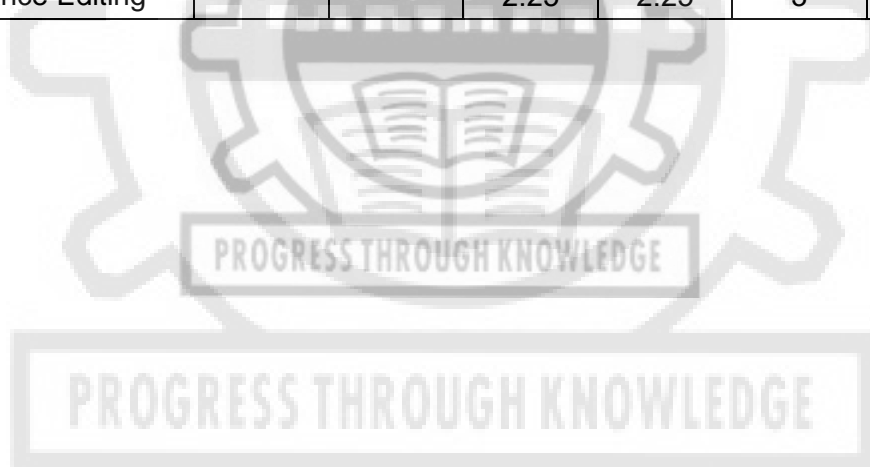# M.Sc. ELECTRONIC MEDIA (2 YEARS)

		Course Name	PO1	PO2	PO3	PO4	PO5	PO6
YEAR1	Semester I	Theories of Communication and Media	1.8	1.75	2	2	1.8	1.6
		Journalism and News Writing	-	2	2	2.5	2.5	2
		Sound Design and Acoustics	3	-	-	1	-	-
		Advertising	1.3	1	1.3	2.3	1.8	2.5
		Transmedia Storytelling	1	1.5	3	1.5	3	-
		Graphics and Animation Lab	3	-	3	-	3	-
		Audio Production Lab	3	-	1	3	2	1.5
		Practical Photography	2	-	2	2.5	-	-
		Communication Skills Lab	2	1.6	-	-	-	-
	Semester II	Indian Constitution Media Laws and Human Rights	2.2	1.2	3	3	-	3
		Production and Post Production	2	3	2.75	2.75	3	-
		Communication for Development	2.2	1.8	1.6	1	1	1.75
		User Experience	2.5	2.5	2.3	2.3	2.6	1
		Program Elective-I						
		Production and Post Production Lab	1	2	2.25	2.5	2.3	-
		User Experience Lab	3	2.6	2.6	2.6	-	-
		Script Writing Lab	2	3	3	3	2.6	3
YEAR 2	Semester III	Research Methodology	2.6	2.6	2.5	3	-	1.5
		Web Designing	-	-	1.5	-	2.2	1.5

	Course	PO1	PO2	PO3	PO4	PO5	PO6
	Film Appreciation	1.3	1	1.3	2.3	1.8	2.5
	Statistics and Data Analysis	2.6	2.5	2.25	2	2	1
	Program Elective-II						
	Web Designing Lab	-	-	2	2	2	-
	Internship						
	Mini Research Project						
Semester IV	AR & VR in Media	2.6	3	1.75	2.5	2.5	3
Semester IV	Digital Marketing	1.5	2	1.6	2.5	1.5	-
Semester IV	Dissertation						

MAPPING OF ELECTIVES AND PROGRAMME OUTCOMES
PROGRAM ARTICULATION MATRIX OF PG
M.Sc. ELECTRONIC MEDIA (2 YEARS)

	Course Name	PO1	PO2	PO3	PO4	PO5	PO6
PROFESSIONAL ELECTIVES	Business News Production	3	2	2.5	3	1.5	2
PROFESSIONAL ELECTIVES	Critical Issues in Media	1	1.5	2	2	2	2
PROFESSIONAL ELECTIVES	Development Reporting	2	2.3	2.3	2.3	2	2
PROFESSIONAL ELECTIVES	Electronic Journalism	1	1.5	2.5	1.75	2.5	3
PROFESSIONAL ELECTIVES	Broadcast Journalism	2.25	2.3	2	3	3	3
PROFESSIONAL ELECTIVES	Peace Journalism	1	1	3	1	2.5	1
PROFESSIONAL ELECTIVES	Sports Reporting	1.6	2	2.5	2	2	1
PROFESSIONAL ELECTIVES	Writing for Media	2.6	3	3	2.8	2.5	2
PROFESSIONAL ELECTIVES	Content creation	2	2	2	2	1.8	1.6
PROFESSIONAL ELECTIVES	Technical Writing	1.25	2	1.6	2	1.2	2.25
PROFESSIONAL ELECTIVES	Participatory Media	3	3	2	2	2.3	2
PROFESSIONAL ELECTIVES	Multimedia Story Telling	1.6	2.6	2.2	1.8	-	-
PROFESSIONAL ELECTIVES	Documentary Film Making	3	2.5	1.6	2	-	2
PROFESSIONAL ELECTIVES	Short Film Making	1.3	2	2.5	2.3	2	3
PROFESSIONAL ELECTIVES	Commercials	1.6	2	1	1.75	1.7	1
PROFESSIONAL ELECTIVES	E-Content Creation	1.5	2	2.5	3	3	-
PROFESSIONAL ELECTIVES	Electronic Media Management	2	1.5	2	2	2	3

	Event Management	1.5	2	2.5	2	2.5	-
	PR & CSR	3	2	2	3	2	3
	Media Entrepreneurship	1.5	1.6	1.6	2	1.5	-
	Programming Language	3	2	-	-	-	-
	2D Graphics and Animation	2	3	3	2.75	2.5	3
	2D Game Design	2	2	-	2	3	3
	3D Graphics and Animation	1.5	2	2.6	2.75	2.3	3
	3D Character Animation	2	2	3	2.75	2.3	3
	Visual Effects and Compositing	-	-	2.4	2.4	2.4	1
	Communicating Climate Change	1.3	1.25	1.6	-	-	-
	Communicating Health	1.3	1	1.3	2.3	3.5	3.5
	Disaster Communication	3	3	2	2	2.3	2
	Media and Social Inclusion	2	2	2	2.6	2	1.5
	Women and Media	2	2	3	3	3	3
	Advance Editing	-	-	2.25	2.25	3	-

ANNA UNIVERSITY, CHENNAI
UNIVERSITY DEPARTMENTS

M.Sc. ELECTRONIC MEDIA (TWO YEARS)

REGULATIONS 2023
CHOISE-BASED CREDIT SYSTEM
CURRICULA AND SYLLABI

SEMESTER I

S.NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIOD	CREDITS
				L	T	P		
THEORY								
1.	EA3101	Theory of Communication and Media	PCC	3	0	0	3	3
2.	EA3102	Journalism and News Writing	PCC	3	0	0	3	3
3.	EA3103	Sound Design and Acoustics	PCC	3	0	0	3	3
4.	EA3104	Advertising	PCC	3	0	0	3	3
5.	EA3105	Transmedia Storytelling	PCC	3	0	0	3	3
PRACTICAL								
6.	EA3111	Graphics and Animation Lab	PCC	0	0	4	4	2
7.	EA3112	Audio Production Lab	PCC	0	0	4	4	2
8.	EA3113	Practical Photography	PCC	0	0	4	4	2
9.	HS3112	Communication Skills Lab	FC	0	0	4	4	2
			TOTAL	**15**	**0**	**16**	**31**	**23**

SEMESTER II

S.NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIOD	CREDITS
				L	T	P		
THEORY								
1.	EA3201	Indian constitution, Media Laws and Ethics	PCC	3	0	0	3	3
2.	EA3202	Production and Post Production	PCC	3	0	0	3	3
3.	EA3203	Communication for Development	PCC	3	0	0	3	3
4.	EA3204	User Experience	PCC	3	0	0	3	3
5.		Professional Elective-I	PEC	3	0	0	3	3
PRACTICAL								
6.	EA3211	Production and Post Production Laboratory	PCC	0	0	4	4	2
7.	EA3212	User Experience Laboratory	PCC	0	0	4	4	2
8.	EA3213	Script Writing Laboratory	PCC	0	0	4	4	2
			TOTAL	**15**	**0**	**12**	**27**	**21**

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S.NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIOD	CREDITS
				L	T	P		
THEORY								
1.	EA3301	Research Methodology	RMC	3	0	0	3	3
2.	EA3302	Web Designing	PCC	3	0	0	3	3
3.	EA3303	Film Appreciation	PCC	3	0	0	3	3
4.	EA3304	Statistics and Data Analysis	PCC	3	0	0	3	3
5.		Professional Elective-II	PEC	3	0	0	3	3
PRACTICAL								
6.	EA3311	Web Designing Lab	PCC	0	0	4	4	2
7.	EA3312	Internship	EEC	0	0	4	4	2
8.	EA3313	Mini Research Project	EEC	0	0	4	4	2
			TOTAL	**15**	**0**	**12**	**27**	**21**

SEMESTER IV

S.NO.	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			TOTAL CONTACT PERIOD	CREDITS
				L	T	P		
THEORY								
1.	EA3401	AR and VR in Media	PCC	2	0	0	2	2
2.	EA3402	Digital Marketing	PCC	3	0	0	3	3
PRACTICAL								
3.	EA3411	Project Work	EEC	0	0	24	24	12
			TOTAL	**5**	**0**	**24**	**29**	**17**

TOTAL CREDIT FOR THE PROGRAMME: 82

FOUNDATION COURSES (FC)

S.NO.	COURSE CODE	COURSE TITLE	PERIODS PER WEEK			CREDITS	SEMESTER
			L	T	P		
1.	HS3112	Communication Skills Lab	0	0	4	2	I
		TOTAL CREDITS				**2**	

PROGRAMME CORE COURSES (PCC)

S.NO	COURSE CODE	COURSE TITLE	CATE GORY	PERIODS PER WEEK			CREDITS	SEMESTER
				L	T	P		
1.	EA3101	Theories of Communication and Media	PCC	3	0	0	3	1
2.	EA3102	Journalism and News Writing	PCC	3	0	0	3	1
3.	EA3103	Sound Design and Acoustics	PCC	3	0	0	3	1

S.NO	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	TOTAL CONTACT PERIOD	CREDITS
4.	EA3104	Advertising	PCC	3	0	0	3	1
5.	EA3105	Transmedia Storytelling	PCC	3	0	0	3	1
6.	EA3111	Graphics and Animation Lab	PCC	0	0	4	2	1
7.	EA3112	Audio Production Lab	PCC	0	0	4	2	1
8.	EA3113	Practical Photography	PCC	0	0	4	2	1
10.	EA3201	Indian Constitution Media Laws and Ethics	PCC	3	0	0	3	2
11.	EA3202	Production and Post Production	PCC	3	0	0	3	2
12.	EA3203	Communication for Development	PCC	3	0	0	3	2
13.	EA3204	User Experience	PCC	3	0	0	3	2
14.	EA3211	Production and Post Production Lab	PCC	0	0	4	2	2
15.	EA3212	User Experience Lab	PCC	0	0	4	2	2
16.	EA3213	Script Writing Lab	PCC	0	0	2	2	2
17.	EA3301	Research Methodology	PCC	3	0	0	3	3
18.	EA3302	Web Designing	PCC	3	0	0	3	3
19.	EA3303	Film Appreciation	PCC	3	0	0	3	3
20.	EA3304	Statistics and Data Analysis	PCC	3	0	0	3	3
21.	EA3311	Web Designing Lab	PCC	0	0	4	2	3
24.	EA3401	AR and VR in Media	PCC	2	0	0	2	4
25.	EA3402	Digital Marketing	PCC	3	0	0	3	4
						TOTAL CREDITS	57	

PROFESSIONAL ELECTIVE COURSES (PEC) I, II

S.NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIOD	CREDITS
				L	T	P		
ELECTIVES (THEORY) FOR PROGRAMME ELECTIVE – I,II								
1.	EA3001	Business News Production	PEC	3	0	0	3	3
2.	EA3002	Critical Issues in Media	PEC	3	0	0	3	3
3.	EA3003	Development Reporting	PEC	3	0	0	3	3
4.	EA3004	Electronic Journalism	PEC	3	0	0	3	3
5.	EA3005	Broadcast Journalism	PEC	3	0	0	3	3
6.	EA3006	Peace Journalism	PEC	3	0	0	3	3
7.	EA3007	Sports Reporting	PEC	3	0	0	3	3
8.	EA3008	Writing for Media	PEC	3	0	0	3	3
9.	EA3009	Content Creation	PEC	3	0	0	3	3
10.	EA3010	Technical Writing	PEC	3	0	0	3	3
11.	EA3011	Participatory Media	PEC	3	0	0	3	3
12.	EA3012	Multimedia Story Telling	PEC	3	0	0	3	3
13.	EA3013	Documentary Film Making	PEC	3	0	0	3	3
14.	EA3014	Short Film Making	PEC	3	0	0	3	3
15.	EA3015	Commercials	PEC	3	0	0	3	3
16.	EA3016	E-Content Creation	PEC	3	0	0	3	3

17.	EA3017	Electronic Media Management	PEC	3	0	0	3	3
18.	EA3018	Event Management	PEC	3	0	0	3	3
19.	EA3019	PR and CSR	PEC	3	0	0	3	3
20.	EA3020	Media Entrepreneurship	PEC	3	0	0	3	3
21.	EA3021	Programming Language	PEC	3	0	0	3	3
22.	EA3022	2D Graphics and Animation	PEC	3	0	0	3	3
23.	EA3023	2D Game Design	PEC	3	0	0	3	3
24.	EA3024	3D Graphics and Animation	PEC	3	0	0	3	3
25.	EA3025	3D Character Animation	PEC	3	0	0	3	3
26.	EA3026	Visual Effects and Compositing	PEC	3	0	0	3	3
27.	EA3027	Communicating Climate Change	PEC	3	0	0	3	3
28.	EA3028	Communicating Health	PEC	3	0	0	3	3
29.	EA3029	Disaster Communication	PEC	3	0	0	3	3
30.	EA3030	Media and Social Inclusion	PEC	3	0	0	3	3
31.	EA3031	Women and Media	PEC	3	0	0	3	3
32.	EA3032	Advance Editing	PEC	3	0	0	3	3

RESEARCH METHODOLOGY AND IPR COURSE (RMC)

S.No.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			CREDITS	SEMESTER
				L	T	P		
1.	EA3301	Research Methodology	RMC	3	0	0	3	3

EMPLOYABILITY ENHANCEMENT COURSES (EEC)

S.No.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			CREDITS	SEMESTER
				L	T	P		
1.	EA3312	Internship	EEC	0	0	4	2	3
2.	EA3313	Mini Research Project	EEC	0	0	4	2	3
3.	EA3411	Project Work	EEC	0	0	24	12	4

SUMMARY

S.NO.	M.Sc. Electronic Media (TWO YEARS)					
	SUBJECT AREA	CREDITS PER SEMESTER				CREDITS TOTAL
		I	II	III	IV	
1.	PCC	20	18	14	05	57
2.	PEC	00	03	03	00	06
3.	RMC	03	00	00	00	03
4.	EEC	00	00	04	14	16
TOTAL CREDITS		23	21	21	17	82

EA3101 **THEORY OF COMMUNICATION AND MEDIA**

L	T	P	C
3	0	0	3

OBJECTIVES
- To throw light on the theories of communication
- To deal in depth the models of communication
- To provide an account of the theories of the press
- To ascertain the functions and state of media in India
- To understand the western and eastern perspectives of the communication theories
- To learn the evaluation of communication theories

UNIT I   INTRODUCTION   9

Definition and Importance of Theory - Mutuality of Research and Theory- Functions of theories - Historical development of theory - Origin of mass communication theories - Paradigm shifts in Mass communication theories – Goals of Mass Communication theories – Alternative tradition of theoretical analysis – Mass Society theory

UNIT II   COMMUNICATION THEORIES   9

World Systems, Dependency, Structural Imperialism, Cultural Imperialism, Globalization, Social Constructivist, Persuasion theories, Media Dependency, Cognitive Dissonance theories, Reinforcement, Symbolic Interaction. Banton's Social categories theory, Bandura's Social Learning theory, Reception theory, Ackerman's Individual Differences, Smith's Selectivity Process, Tichenor-Knowledge Gap theory, Berkowitz's Aggressive Cues, Freud's Catharsis, Davison's Third Person Effect , Vygotsky-Piaget's Constructivism. Social Penetration Theory

UNIT III   GENDER AND FILM THEORIES   9

Media and Gender Theories – Patriarchy, Role theory, Symbolic Annihilation, Muted Group, Feminist theory, Queer, Media Representation. Film Theories – Auteur, Symbolic Annihilation, Feminist Film theories, Reception, Play, Meaning Theory of Portrayal, Film Criticism (Realist and formalist, Psychoanalytic, Ideological, New historicist)

UNIT IV   THEORIES AND RESPONSIBILITY OF MEDIA   9

Normative Theories of press: Authoritarian, Libertarian, Social responsibility and Soviet Communist theories, Democratic Participant, Development Media, Social systems and media responsibility, Issues of monopoly and ownership patterns of mass media in India. Media dependency Theory - Stephenson's Play Theory - Modeling Behaviour Theory - Stalagmite Theories - Cognitive Dissonance Theory, Media & Violence.

UNIT V   NEW MEDIA / TECHNOLOGY THEORIES   9

Technological Determinism - Technology Acceptance Model – Domestication – Mediation - Social Shaping of Technology – Cyber Communication Theories -Digital Divide – Future of Media Theory and Research : New Media theory and Research – Computer Mediated Communication theories – New Media literacy.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
CO1. This course enriches them to nature and process of communication
CO2. An in-depth understanding of the models of communication would be acquired.
CO3. Students will learn the responsibility of media theories in the society.
CO4. Students would be provided a sound knowledge in theories of media and theories of press.
CO5. Students will learn and compare the communication theories and its implications across the world in different perspectives.

REFERENCES
1. Berger, Arthur Asa, "Essentials of Mass Communication" Sage Publication, 2000
2. Mattelart A, Mattelart M. Theories of communication: A short introduction. Sage; 1998.
3. McGraw-Hill. Boston, MA:Mcquail, Dennis, "Mass Communication Theories" 4th edition. Sage Publication, 2000
4. Mortsen, David C, 'Communication Theory', Transaction Publishers, 2008
5. Watson, James, 'Media Communication-An Introduction to theory and process, Palgrave, 2006
6. West, R., & Turner, L. H. Introducing communication theory: Analysis and application.(2nd ed.), 2004.
7. Keval J. Kumar, Mass Communication in India, Jaico publishing, 57th edition, 2018.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	1	-	2	2	2	2
2	2	1	2	2	1	1
3	2	2	3	2	2	2
4	2	-	1	2	2	1
5	2	3	2	2	2	2
Avg.	1.8	1.75	2	2	1.8	1.6

EA3102	JOURNALISM AND NEWS WRITING	L	T	P	C
		3	0	0	3

OBJECTIVES
- To know the basic principles & characteristics of journalism.
- To understand the news gathering process and the importance of sources.
- To develop story ideas for beat and off beat stories.
- To learn the writing techniques in news writing
- To aware of ethical issues in journalism.

UNIT I   PRICNIPLES AND CHARACTERISTICS   9
Definition - Meaning and scope of journalism - Fundamental values and principles of journalism, such as truth-telling, watchdog, accuracy, credibility - Functions - Different Forms and Genres - - Role of Journalism in society, popular theories related to Journalism.

UNIT II   NEWS GATHERING PROCESS   9
News gathering techniques - Importance of sources - Types of sources - Identifying, establishing and maintaining contacts - Confidentiality – Beat: Types of beats, Skills required for the various beats – news organization- work flow – roles and responsibility.

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UNIT III DEVELOPING THE NEWS AND NEWS VALUES 9

Brainstorming - Story Idea - Story mapping - Deciding story angle and approach – Research - Interesting techniques - Idea for Features and News Documentary - News values / Nose for news - Criteria, factors of news worthiness: proximity, immediacy, relevance, timeliness.

UNIT IV NEWS WRITING AND EDITING 9

Basics of news writing - Elements of news - Structure of news - Formats of news writing - Headlines, byline, dateline, leads - Types of news: Features, Analysis, Column, Editorial - Telling the story - Placing the key words - Developing the story - News editing - Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Adjectives, Editing techniques, Editing Software, Proof reading.

UNIT V NEWS ETHICS, LAW AND SOCIETY 9

Ethics in news writing and reporting - Freedom of press - Defamation - Limitations - Indian constitutional provisions and laws - Civil and criminal proceedings against news - Social responsibility of the journalists – Code of conduct for journalists – ethical dilemmas.

TOTAL: 45 PERIODS

OUTCOMES

After this course the students will able to -
CO1. Understand the basic principles of journalism.
CO2. Write news articles for different beats.
CO3. Will develop the own story ideas through various creative techniques.
CO4. Will understand the hierarchy in news organization and work process.
CO5. Learn the importance of news ethics in society.

REFERENCES

1. Rodrigo Zamith, The International Journalism Handbook, "University of Massachusetts, Amherst, USA, 2022.
2. Benjamin Wielechowski, "Introduction to Narrative Journalism, University of Michigan, 2021.
3. M.V. Kamath, The Journalists Handbook, Vikas Publishing House Pvt. Ltd., New Delhi, 2009.
4. Paul Manning, News and News Sources, Sage Publications, 2004.
5. Robert L. Hilliard, Writing for TV, Radio, and News Media, Thomson Learning, 2005.
6. Tony Harcup, Journalism Principles and Practice, Vistar publication, New Delhi, 2005.
7. Sallyanne Duncan "Ethics for Journalists" Routledge, 2023.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	-	-	2	-
2	-	--	-	3	-	2
3	-	--	2	2	2	2
4	-	2	-	-	2	-
5	-	-	-	-	2	2
Avg.	-	2	2	2.5	2.5	2

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EA3103	SOUND DESIGN AND ACOUSTICS	L	T	P	C
		3	0	0	3

OBJECTIVES
- To make students aware of the characteristics of audio medium.
- To learn about radio programming formats and its presentation.
- To impart knowledge on radio production management.
- To make them aware about the nuances of sound designing
- To introduce the innovative developments in radio communication

UNIT I   INTRODUCTION OF THE MEDIUM   9

Introduction to radio as a mass medium – Radio in today's Media Scenario – Types of ownership: Private and Public- Nature and characteristics of Radio medium – Radio Vs Other mediums - Organizational Structure and Management : Administration, Traffic/Continuity, Sales, Production/Programming/ Engineering, IT, Promotions, Webmasters – Narrowcasting – Importance of audio component in visual medium

UNIT II   SOUND DESIGNING AND ACOUSTICS   9

Radio for information, education and entertainment - principles of sound – educated ear - Acoustics & Psycho Acoustics of Sound - Production elements: creative usage of sound – dubbing – Signposting – Hooking – Sound designing – Function of sound: speech, special effects, music – functions of sound in relation to picture.

UNIT III   PROGRAMMING FORMATS AND PRESENTATION TECHNIQUES   9

Evolution of radiobroadcast formats; Scripting for radio – types of scripts; script formats; story treatment; summary, treatment, guidelines- Principles of Infotainment/Edutainment/Entertainment – Language and Style – Content variety and style -– Radio jingles -plays – Talk – Radio discussion programmes - Radio Features and Documentaries - Radio vox-pops – phone-in programmes etc -Special Audience programmes on Radio – Programme for Children, Women, Youth, Rural Folk,etc.

UNIT IV   PRODUCTION MANAGEMENT   9

Three phases of production management: Pre-production, Production and Post-production; Management of personnel - Improve work team leadership ability in studio environment; Financial and Technical resources; Budgetary planning – control - Direct and Indirect costs; Radio advertising: tariff; Subject research; Feedback and Analysis of existing formats, its form and content as a distinctive characteristic of certain radio styles.

UNIT V   INNOVATIVE DEVELOPMENTS IN RADIO COMMUNICATION   9

Field Programme Production, Live Programme Production - OB Van - latest audio recording softwares; Radio as a tool of development – Radio and popular culture - Interactive broadcasting - educational broadcasting – Media convergence - Future of Radio: FM, Online Radio, Visual radio, Satellite radio, Local Radio; Mobile Radio, Campus Radio; Amateur Radio/Ham Radio, PAS, New wave FM Radio - Community Radio, Programming Content and style - a critical review.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
- CO1. Know the difference between the characteristics of radio and other mediums.
- CO2. Write scripts for radio programmes
- CO3. Understand the principles involved in producing various programming formats.
- CO4. Understanding on presentation techniques
- CO5. Practice radio production management techniques and innovative developments in audio production

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REFERENCES

1. All India Radio, Audience Research Unit, Prasar Bharat, 2002
2. Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
3. Michele Hilmes and Jason Lovigilio, eds., Radio Reader: Essays in the Cultural History of Radio, Routledge, 2002.
4. Neelamalar M. "Radio programme production" PHI, 2018.
5. The Radio Handbook – Carole Fleming 2 nd edition, Routledge , 2002
6. William Moylan "The art of recording" – 2002 edition. Focal Press,2001

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3	-	-	1	-	-
2	-	3	-	-	-	2
3	-	-	2	3	3	2
4	-	-	-	2	2	-
5	-	-	-	2	2	2
Avg.	3	3	2	2	2.3	2

EA3104	ADVERTISING	L T P C
		3 0 0 3

OBJECTIVES

- To introduce the concept and process of advertising and its role in marketing.
- To educate the uses of digital advertising
- To educate the student about the advertising campaign
- To introduce the students media planning process and its functioning.
- To prepare professionals interested in careers in advertising, marketing, promotions.

UNIT I   ADVERTISING ENVIRONMENT   9

Concept, Nature, Definitions, History-Role, Objectives, Functions, and Significance, Advertising as a tool of communication, Role of advertising in Marketing mix, PR, Types of Advertising and Classification of Advertising, Factors determining advertising opportunity of a product/service/idea, Types of Appeals and Advertising Messages, Advertising Theories and Models- AIDA Model, DAGMAR Model, Maslow's Hierarchy Model, Communication theories applied to advertising.

UNIT II   AGENCY STRUCTURE: ROLES AND RESPONSIBILITIES   9

Evolution of Ad Agencies- Various Stages and Current Status, Various Functional Departments and Scope of their works. Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client-Agency Relationship- Revenue and Commission Systems.

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UNIT III   CREATIVITY AND PRODUCTION FOR VARIOUS MEDIA   9

Copywriting, Responsibility Of Copy Writer , Phases Of Campaign Creation- Brief - The Big Idea- - Advertorial - Infomercial – Print, Radio, Television and Digital advertising. Mobile advertising and location based targeting- Augumented Reality (AR) and VirtualRelaity (VR) and interactive advertising.

UNIT IV   STRATEGIC PLANNING AND BRAND MANAGEMENT   9

Understanding the Branding Process and Advertising Perspective, Structure and Process of Strategic Planning. Brand Management-The Evolution of Branding in Today's World, Brand Name Spectrum, Brand Positioning, Brand Benefits, Brand Positioning, Personality Image, Brand Extensions. How Integrated Marketing Communications (IMC) Builds Brands, The Making of Indian & Global Brands, Leveraging Secondary Brand Associations to Build, Brand Equity, Digital Brand Building.

UNIT V   ADVERTISING AND SOCIETY   9

Advertising and Gender issues, Ethical Issues in Advertising, Social Criticism of Advertising, Laws in Advertising, Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986, The Information Technology Act, 2000, Cable Television Networks (Regulation) Act, 1995 etc.) Advertising Statutory Bodies in India, Role of AAA and ASCI and the study of various codes of conduct and case studies.- Analysis of Gender Issues in Professional Codes of Ethics of ASCI, AAAI at BCCCI and BARC.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1.   Students will be able to understand the concepts and principles of Advertising, Ad Agency Management and Brand Management.

CO2.   Students will understand the media planning process, tools and functioning.

CO3.   Students will understand the creative process and the role of creativity in brand building.

CO4.   Students will learn to integrate the learning of various courses while conceptualizing, planning and producing campaigns in groups.

CO5.   Students will learn and use tools for positioning and advertising strategies that sell products and build brands.

REFERENCES

1. JoAnn Sciarrino, Advertising Intelligence: The science behind the art of the world's best campaigns,Routledge; 2023
2. Paul O' Mahony &Sam Druce, RETHiNK Social Media Advertising,Rethink academy Ltd,2023
3. Clifton Rita & John Simmons: Brands and Branding ,Profile Books Ltd. UK, 2011
4. .Halve Anand: Darwin's Brands, Adapting For Success, Sage Publications India Pvt. Ltd. New Delhi, 2012
5. Kapferer Jean-Noel: Strategic Brand Management- Creating & Sustaining Brand Equity, Kogan Page, 2009.
6. Miles Young, Oglivy on advertising in Digital age, Carlton Books, 2018.
7. Wells Moriarty Burnett, Advertising principles, and practice, Pearson prentice hall, seventh edition, 2005.

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CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	1	2	3	-
2	-	2	2	-	2	2
3	1	-	1	-	2	-
4	2	-	-	2	1	3
5	1	2	-	3	1	-
Avg.	1.3	1	1.3	2.3	1.8	2.5

EA3105	TRANSMEDIA STORYTELLING	L	T	P	C
		3	0	0	3

OBJECTIVES

- To groom the student as competent transmedia programme producer.
- To provide a strong background in media effects theory and principles of programme production.
- To make the student well verse in all aspects of indoor and outdoor production.
- To develop writing and creative skills for television concepts and production.
- To understand the knowledge of types of genre and programmes, how to write script and composite shots for each one

UNIT I   TRANSMEDIA STORYTELLING   9

Introduction to Transmedia-Traditional Narrative Texts Vs Transmedia Storytelling. Over the Top (OTT) as Transmedia Storytelling. Influence of Internet and Social Media in Visual Storytelling. The Four Creative Purposes for Transmedia Storytelling, Basics of Traditional Storytelling Transmedia Storytelling in Entertainment, Journalism, Marketing, and Strategic Communications, Writing for Transmedia Is Different-Covering Actions Multiple Platforms.

**UNIT II   OVER THE TOP (OTT) SERVICES AS TRANSMEDIA   9
                STORYTELLING**

Over The Top (OTT) Services as Transmedia Storytelling Netflix, Amazon, and Other OTT Streaming Services. Access, Popularity and Audience Reception. SWOT Analysis of Netflix, Analyzing Transmedia Storytelling Strategies in Web Series and Online Television. Web Documentaries (e.g., Social Dilemma) Understanding the Complexity of OTT Production Process. People, Resources and Strategies Employed in Production of Web Series. Mediations of Hashtags Within Transmedia OTT Programming

UNIT III   TRANSMEDIA STRATEGIES   9

Immersive Media Design Within a Transmedia Space, Integrating social media in Transmedia Projects, Can Transmedia Strategy Revitalise Television, Entertainment and Media Industry? Strategies for Promoting Transmedia Content. Lessons from OTT Popular Platforms

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UNIT IV   TRANSMEDIA PRODUCTION   9

Technical Review: Composition Sound Design. Visual Montage, Transmedia Storytelling Structure. Codifying Story Elements- Story Structure, Transmedia Script for Nonfictional Narratives. Interactive Narratives. Scriptwriting and Storyboarding for Transmedia Project. Scripting for Web Series, Adding Interactivity to Script

UNIT V   TRANSMEDIA EFFECTS STUDIES   9

Understanding the effects of Transmedia to make better programmes for the benefit of society. Understanding contemporary content and user generated content. Bardic Television, Catharsis, Narcosis effect, Different types of Audience- Research, Antisocial and Prosocial effects of Media content, Uses and Gratifications, Cultivation of Perceptions of Social Reality, Social Impact of Television programmes.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Critically evaluate popular, on-going transmedia projects.
CO2. Prepare a strategic plan and budget for transmedia storytelling for OTT platform on entertainment or strategic communication content.
CO3. Demonstrate an ability to prepare a script and storyboard for transmedia project and a web series for OTT
CO4. Apply multimedia skills to produce a short project for transmedia distribution
CO5. The very important knowledge they will gain is how to work with team and how to solve the production problem effectively.

REFERENCES

1. Harte, Lawrence, and Roger McGarrahan. 2016. Internet TV Systems: OTT Technologies, Services, Operation, and Content. DiscoverNet.
2. Hern ndez-Santaolalla, V¡ctor, and M¢nica Barrientos-Bueno. 2020. Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies. IGI Global.
3. Joyce, Stephen. 2018. Transmedia Storytelling and the Apocalypse. Springer.
4. Kellison, Cathrine, Dustin Morrow, and Kacey Morrow. 2013. Producing for TV and New Media: A Real-World Approach for Producers. CRC Press.
5. Zeiser, Anne. 2015. Transmedia Marketing: From Film and TV to Games and Digital Media. CRC Press.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	-	-	3	2	-	-
2	-	2	3	-	3	-
3	1	1	3	-	3	-
4	-	-	3	1	3	-
5	-	-	-	-	-	-
Avg.	1	1.5	3	1.5	3	-

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EA3111   **GRAPHICS AND ANIMATION LABORATORY**   L T P C
                                                                   0 0 4 2

OBJECTIVES
- To train students with a sound understanding of multimedia
- To apply the theoretical knowledge and demonstrate the skills acquired in professional manner to create an animation.
- To apply principles of mechanics and physics to animation
- To familiarize with animation techniques and production process.
- To acquaint the Scripting language for creating interactive animations, website and games.

UNIT I   IMAGE CORRECTION   12
Introduction – Concepts – Tools – Advantages – Designing – Editing photographs: Image Enhancement, Image Manipulation, Color correction, Filter Effects – Projects –Brochure, cards creation – Developing Backgrounds and Different Layouts –Image Ready.

UNIT II   PAGE DESIGN   12
Layers, scale. Page layout and design – Creating images for print and for web pages: managing file size. Types of Page Layouts for Print Media. Digital Painting.

UNIT III   INFORGRAPHCIS   12
Preparing illustrations for news reports in newspapers starting from simple graphs such as bar diagram, pie charts. Illustrations particularly when photographs of an event is not available or photographs do not give the details clearly

UNIT IV   2D ANIMATION   12
Animation involving basic principles like Bouncing Ball, falling balloon, ball rolling on wooden ramp/coming to halt. Character and Background Design Animation involving anatomy: Character walk, run, posing, Weighted object lifting, pushing and pulling • Static Mask: Text and Image Masking Dynamic Mask: Text and Image Masking

UNIT V   SCRIPTING   12
Action Script: Website , Action Script: Quiz / Interactive Presentation , Animation Portfolio.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
- CO1.   Students will be perform to create the new design using the existing design principles
- CO2.   Students will create a layout design for web as well as print
- CO3.   Students will create the interactive animation video.

REFERENCES
1.   Adobe Creative Team, Adobe Flash Professional CC Classroom in a Book, 2013
2.   Albers J. Interaction of color. Yale University Press; 2013.
3.   Cooper J. Game Anim: Video Game Animation Explained: A Complete Guide to Video Game Animation. CRC Press; 2019
4.   Francis Glebas, "The Animator's Eye", Focal Press, 2013.
5.   Marschner S, Shirley P. Fundamentals of computer graphics. CRC Press; 2015.
6.   Moore Rick, UI Design with Adobe Illustrator, Peachpit press 2013

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3	-	3	-	3	-
2	-	-	3	-	3	Attested
3	-	-	3	-	3	-
Avg.	3	-	3	-	3	-

EA3112	**AUDIO PRODUCTION LABORATORY**	L	T	P	C
		0	0	4	2

OBJECTIVES
- To make students aware of the script writing.
- To learn about radio production by producing different radio genres.
- To impart practical knowledge on radio programme presentation.
- To make them understand sound designing
- To introduce the innovations in this field

UNIT I   BASICS OF AUDIO   12
Practical exposure to the station's organizational structure, functions and management – Case study of private FM radio stations, All India Radio, Community Radio - a critical review of programming content and style for various genres.

UNIT II   PROGRAMME GENRES   12
Developing the concept - Script writing for various programme genres – Production of some of the radio formats such as Radio Jingles, Radio Plays, Radio Vox-Pops, Radio Documentaries/Radio Features, Radio Interviews/Radio News, Radio Discussion Programmes/Radio Speciality Programmes etc – Recording using audio software – The mix down – Editing – The final master.

UNIT III   PRESENTATION SKILLS   12
Practicing innovative presentation techniques – Application of infotainment/edutainment content in the existing formats – New radio genres – Production of special audience programmes – Working with musical instruments.

UNIT IV   PRODUCTION STAGES   12
Practicing the managerial techniques in three phases of production: Pre production, production, post production – Budget planning and execution – Team work and personnel management – Analysis of existing formats - Promotion of radio programmes.

UNIT V   PRODUCTION   12
Production of interactive radio programmes – Application of different radio genres in educational and informational programmes – Research on need based content - Producing campus/community based programmes.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
- CO1.   The students will be writing scripts for various radio programmes.
- CO2.   The students will practically learn and produce radio programmes and attempt different presentation styles.
- CO3.   The students will be learning the techniques of radio production management while they produce radio programmes.

REFERENCES
1.   All India Radio, Audience Research Unit, Prasar Bharat, 2002
2.   Michele Hilmes and Jason Lovigilio, eds., Radio Reader: Essays in the Cultural History of Radio (Routledge, 2002).
3.   Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
4.   Neelamalar M. "Radio programme production" PHI, 2018.
5.   The Radio Handbook – Carole Fleming 2 nd edition, Routledge , 2002
6.   William Moylan "The art of recording" – 2002 edition. Focal Press,2001

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CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3	-	-	3	2	1
2	3	-	-	-	-	-
3	-	-	1	3	2	2
Avg.	3	-	1	3	2	1.5

EA3113	PRACTICAL PHOTOGRAPHY	L	T	P	C
		0	0	4	2

OBJECTIVES

- To create opportunities for professional and creative expression through the practice and art of photography.
- To educate the photojournalism
- To understand the genres of photography
- To equip students with different types of lighting techniques
- To inculcate aesthetic sense involved in creativity

UNIT I INTRODUCTION 12

Practice in DSLR Cameras to learn manual focusing. Understanding Aperture, Shutter, ISO,White Balance, Exposure Compensation, Practice in semi manual modes like shutter and aperture priority mode, assignments to practice Exposure, Freeze action, Depth of Field and Light painting (Bulb setting).

UNIT II COMPOSITION 12

Practice in Monochromes and Colour to practice contrast, texture, pattern, shapes and Practice in Monochromes and Colour to practice contrast, texture, pattern, shapes and Perspectives. Framing and Composition with different shots and Camera Angles in DSLR.

UNIT III LIGHTING 12

Practicing in available light on selected themes. Use of different metering modes, Manipulation of light to create different moods. Concentrating on assignments based on use of colours in photography. Use of Reflectors and diffusers, Practice in various patterns of lighting for portraits in indoor and outdoor, self-portrait and other genres.

UNIT IV PHOTO JOURNALISM 12

Covering selected News Events based on various news elements and practice inside the campus events for news.

UNIT V GENRES OF PHOTOGRAPHY 12

Practice in fully manual and semi manual modes for capturing sports and moving objects. Practice in social themes and selected genres of Photography like Product Photography, Pets, Events, Automobile.

TOTAL: 60 PERIODS

OUTCOMES

By the end of the Couse, students will be able to

CO1. Recognize the principles of good composition in photography.
CO2. Create the new lighting strategies
CO3. Develop an individual style in representing the society through photographs.

REFERENCES

1. Bernhard JSuess, Creative Black and White Photography, Allworth Press, 2013.
2. Bryan Peterson, Understanding Exposure,Amphoto Books,2009.
3. Christopher Grey, Master Lighting guide for Portrait Photographers, Amherst Media, 2004.
4. Dan Simon, Digital Photography Bible, Wiley Publishing, 2004.
5. Michael Busselle and David Wilson, The perfect Portrait Guide, Rotovision 2002.
6. Scott Kelby, The Digital Photography Book, Peahpit press, 2014.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	1	2	-	-
2	-	-	3	3	-	-
3	2	-	-	-	-	-
Avg.	2/1=2	-	4/2=2	5/2=2.5	-	-

HS3112	COMMUNICATION SKILLS LABORATORY	L	T	P	C
		0	0	4	2

OBJECTIVES

- To explore the language used in different types of media.
- To teach different types of writing for media that includes news reporting, online content writing etc.
- To analyze media content for underlying messages and respond appropriately.
- To enhance required listening and speaking skills in media context.
- To study the various aspects of popular media and its impact on people.

UNIT I   POWER OF LANGUAGE IN PRINT MEDIA   12
Listening – News reports and completing information gap; Speaking – Producing a radio programme; Reading – Newspaper articles and having a short group discussion; Writing – Newspaper articles.

UNIT II   LANGUAGE IN BROADCAST MEDIA   12
Listening – Interviews and summarising; Speaking – Interviewing a local celebrity (real-time); Reading – Print interviews to identify the use of appropriate language; Writing – Dialogue writing.

UNIT III   INFLUENCE OF TELEVISION   12
Fundamentals of composition techniques and layout using Illustrator - Incorporating photographic elements into illustrations - Working with mask filter and special effects - Working with transform and blend tools - Advanced vector and raster illustration techniques - Creating vector-based illustrations for t-shirt designs.

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UNIT IV   IMPACT OF ONLINE MEDIA   12

Listening – Inspiring talks, TED Talks; Speaking – Dramatising, Role-play; Reading – Short stories, One-act plays; Writing – Converting a short story to a skit.

UNIT V   POPULAR MEDIA   12

Listening – Watching movie clippings/ web series / TV programme for information and comprehension; Speaking – Making presentations about interesting topic / book / movie; Reading – Book/Movie reviews and responding; Writing – Movie reviews.

TOTAL: 60 PERIODS

OUTCOMES

By the end of the Couse, students will be able to

CO1. Use appropriate language for different types of media.
CO2. Write reports, online content and other such media related writing.
CO3. Analyze media content to infer the underlying messages.

REFERENCES

1. Bellanca, James & Ron Brandt. 21st Century Skills: Rethinking How Students Learn. Canada: Solution Tree, 2010.
2. McErlean, Kelly. Interactive Narratives and Transmedia Storytelling: Creative Immersive Stories across New Media Platforms. London: Routledge: 2018.
3. Goddard, Angela. The Language of Advertising (Intertext).London: Routledge, 2002.
4. Turkle, Sherry. Reclaiming Conversation: The Power of Talk in a Digital Age. London: Penguin Press, 2015.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	1	-	-	-	-
2	2	3	-	-	-	-
3	-	1	-	-	-	-
Avg.	2/1=2	5/3=1.6	-	-	-	-

PROGRESS THROUGH KNOWLEDGE

EA3201	INDIAN CONSTITUTION, MEDIA LAWS AND ETHICS	L	T	P	C
		3	0	0	3

OBJECTIVES

- To provide a basic knowledge of the Indian constitution.
- To analyze the responsibilities and ethics of media towards the society.
- To familiarize the students with various acts relevant to media.
- To provide the students an overview of the intellectual property rights.
- To Provide a thorough knowledge of the cyber law.

UNIT I   INDIAN CONSTITUTION   9

Overview of the Indian Constitution, Fundamental rights, Directive Principles of state policy, Fundamental duties, Powers and Privileges of parliament, Provisions for declaring Emergency, Provision for amending the Constitution, Freedom of the Press and restrictions.

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UNIT II   MEDIA LAWS IN INDIA   9

Defamation, Press and Registration of Books Act, Press Council Act, Working Journalists Act, Cable TV Networks (Regulations) Act, The Cinematograph Act, Drugs and Magic remedies Act. Contempt of the Court Act, Intellectual property rights, Information Technology Act.

UNIT III   CODE OF ETHICS FOR MEDIA IN INDIA   9

Press Council's code of ethics for journalists, AINEC code of ethics, ethics of broadcasting, ethics of telecasting, ethics of advertising.

UNIT IV   OVERVIEW OF THE INTELLECTUAL PROPERTY RIGHTS   9

Indian Knowledge System and Intellectual Property Rights – A brief history, Forms of Intellectual Property, The Designs Act, Trade and Merchandise Marks Act, The Patents act, The Copyright Act, Case studies on IPR.

UNIT V   CYBER LAW   9

Nature and scope of cyber law, nature of cybercrimes in India, digital signature, Piracy, Information Technology Act. The IT (Intermediary Guidelines and Digital Media Ethics Code), Digital Rights Management (DRM), DRM provisions in Indian Copyright Act.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1.   The students will acquire a basic knowledge of the Indian constitution.
CO2.   The students will gain knowledge regarding the responsibilities of media.
CO3.   The students will acquire knowledge on media ethics.
CO4.   The students will acquire a thorough understanding of various Acts relevant to media.
CO5.   The students will be able to understand the issues relevant to intellectual property right.

REFERENCES

1. TCrook .Comparative Media Law and Ethics, Routledge, 2010
2. DD Basu, Law of the press in India, Prentice Hall of India, 2003
3. J H Lipschultz , Social Media Law and Ethics , Routledge, 2021
4. M. Neelamalar. Media Law and Ethics , Prentice Hall of India, 2010.
5. R L. Moore et al, Media Law and Ethics, Routledge,2021

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	2	1	-	-	-	3
2	2	1	3	-	-	3
3	3	2	3	-	-	3
4	2	1	-	3	-	3
5	2	-	3	-	-	3
Avg.	11/5=2.2	5/4=1.2	9/3=3	3/1=3	-	15/5=3

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EA3202 **PRODUCTION AND POST PRODUCTION** **L T P C**
3 0 0 3

OBJECTIVES
*   To equip students with the necessary Knowledge and skills to effectively plan, execute, and refine the production and post-production processes in various media projects.
*   The syllabus aims to provide a comprehensive understanding of the principles, techniques, and tools used in production and post-production.
*   To enabling students to create high quality audiovisual content.
*   To provide knowledge on the technical aspects of video editing and complete postproduction.
*   To acquire skills to perform edit for a range of storytelling for multimedia platforms.

UNIT I **INTRODUCTION TO PRODUCTION AND POST PRODUCTION** **9**
Types of Shots & Angles - Focus – Shot Size – The Rule of Thirds – Depth of a Shot – Depth of Field – Balanced and Unbalanced Compositions – Objective vs. Subjective angles - Video formats and Codec – Film Formats – Resolution – 180-degree rule and 30-degree rule – Time code and Edge code – The Four Elements of Exposure.

UNIT II **VISUAL GRAMMER AND LIGHT** **9**
Definition of shot, Scene and Sequence – Five shot rule – Types of Continuity: Screen Direction, The Prime Directive, Turn around and Cheating the Turnaround – Five c's of Cinematography – Staging People and action – Screen Direction - Color in Visual Story Telling – Color Space – Color Temperature - Types of Lens: Lens Perspective – Deep Focus – Selective Focus – Types of Filters – Exposure and Lighting – Aspects of Light: hard light and soft light.

UNIT III **9**
Visualisation-Looking at an event – Preproduction activities: Scripting, Screenplay, Story board, Ethics, Selecting the Location, Checking the Feasibility, Budgeting, Proposal Writing Form story line to Final output, getting sponsors – Critical analysis of the television genres to produce effective programs – Different formats of cine based programmes – Enrichment Programmes.

UNIT IV **COLOR, LIGHTING AND FILTERS** **9**
Editing to Manipulate Time - Dynamics of Sound – Planning the nonlinear editing Process – Dimension of Edit - – Treatment of Editing – Montage – Components in Sound Design – When to cut and Why: Factors that lead to Making and edit based on Transitions – Pudovkin's five Principles of editing – Order of shots – Duration of shots – Editing for story order – Rules of Film Editing - Assessing the footage: selecting the best shots for the Edit – Roles and Responsibilities of Editors – Skills required for a Successful Editor.

UNIT V **EDITING DIFFERENT GENRES** **9**
Multi Camera Production Techniques and Live Editing – Digital Story Telling – Editing Styles for Reality Programs – News, Features, Bulletins, Documentaries, Reality Shows – Editing Styles Fictional Narratives – Short Films, Serials, Films, Editing Styles for PSAs, Advertisements and Music Videos. Editing for Sports and other live events.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Grasp the fundamental concepts and stages involved in production
CO2. Proficient in handling various production equipment, such as cameras, lighting, sound recording devices, and video editing applications.
CO3. Apply composition techniques, proper lighting setups, and sound recording techniques to capture high-quality audiovisual content.
CO4. Capable of performing post-production tasks, including video editing, audio editing, color correction, visual effects, and motion graphics.
CO5. analyze their own work and that of others objectively

REFERENCES

1. B. Brown, Cinematography theory and practice image making for cinematographers and directors, Focal Press, 2013.
2. T. Hoser, Introduction to Cinematography Learning Through Practice, Focal Press, 2018.
3. J. V. Mascelli, The Five C's of Cinematography, Silman-James Press, 1998.
4. G. Millerson and J. Owens, Video Production Handbook, Focal Press, 2008.
5. Bryce Button, Nonlinear Editing: Storytelling, Aesthetics, & Craft, Focal Press, 2002
6. Dancyger Ken, The Technique of Film and Video Editing — History, Theory and Practice.Focal Press, 2005.
7. Koppelman Charles, Behind The Seen - How Walter Murch Edited Cold Mountain on FinalCut Pro - Pearson Publications, 2014.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	2	2	2	3	-
2	-	-	3	3	3	-
3	-	2	3	3	3	-
4	-	-	3	3	3	-
5	2	2	-	-	-	-
Avg.	2/1=2	6/2=3	11/4=2.75	11/4=2.75	12/4=3	-

EA3203	COMMUNICATION FOR DEVELOPMENT	L	T	P	C
		3	0	0	3

OBJECTIVES

- The objective is to provide the students with a theoretical overview of the concept of the development and how it relates to the empirical experience in developing countries.
- The students are expected to learn the key concepts in development and development communication with a substantial component of fieldwork with a foundational knowledge involved in communication task.
- To familiarize with the principles and strategies of development communications.
- To highlight the importance of participatory communication in development contexts.
- To explore the role of media and technology in development communication.

Attested

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UNIT I   DEVELOPMENT COMMUNICATION: AN INTRODUCTION   9

Introduction to HTML, Markup Tags, Types of Attributes, Presentation Tags, Semantic Elements, Inserting Images. Creating Hyperlinks, Client Side Image Mapping, Types of hyperlinks: external links and internal links, Lists and the different types of lists. Table and its related Tags. Incorporating form elements, Form Attributes, Inline frame, Adding Multimedia Contents using different media related, Adding Graphics, Head Document Elements.

UNIT II   DEVELOPMENT COMMUNICATION THEORIES AND MODEL   9

Introduction to development models, theories, Diffusion of innovation, Agenda Setting, Health Belief Model, Theory of Reasoned Action/Theory of Planned Behaviour, Social Cognitive Theory, Magic Multiplier, Empathy, ACADA Model of Development Communication, P-Process Model, Participatory Development Communication, Development Communication paradigms- Dominant paradigm, alternative paradigm, Application of Theories to Development Communication Study and Practice

UNIT III   ROLE OF MEDIA IN DEVELOPMENT COMMUNICATION   9

Role of Print, Radio, Television, New Media in Development communication. Their performances, structure and distribution of development communication programs in media, Role of internet in developing the communication, Role of development agencies, NGOs and RTI in Development Communication, Social interventions in Development Programmes, , Government schemes in India such as SITE, Kheda, Jhabua projects and AdharYojana, Applying Communication Strategies to initiate behavior change and acceptance of social ideas, Mobilizing people in development programmes

UNIT IV   COMMUNITY DEVELOPMENT AND ISSUES IN DEVELOPMENT   9
                   COMMUNICATION

Introduction to community development, Community Development Resources, Community Planning Process, Community Capacity Building, Community Assets and Capacity Assessment, Developing a Process of Community Development. Discussing issues for development communication- The Environment, Population Growth, Poverty, Agriculture and Malnutrition, Women in Development, Child Rights, Health, Economic Program me, Education. Discussing success case studies related to the development communication, Participatory Development Communication.

UNIT V   PRACTISE OF DEVELOPMENT COMMUNICATION STRATEGIES IN   9
                   MEDIA

Finding issues on development communication, Strategies for designing the message for print, Development Programme production for Community radio, find the issue, field work, interviewing sources, recording and publishing the program. Television programme production for development issues like health, poverty, education, civic issues, gathering information, shooting, developing the development communication program. Designing communicative materials to publish in NewMedia, Use of ICT in development programmes.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1. Gather knowledge on different communication strategies for development issues
   CO2. Understand the importance of community development.
   CO3. Understand the role of media in development communication
   CO4. Produce materials for development communication programs
   CO5. Produce the different development communication strategies for various media platforms.

REFERENCES
1. Anaeto, S.G. & Solomon Anaeto Development Communciation: Principles and Practice. Ibadan: Stirling - Horden Publishers, 2010.
2. Arulchelvan, S. Role and Effectiveness of Electronic Media in Higher Education – A Study on Indian Educational Media Efforts. Published by LAP LAMBERT Academic Publishing GmbH& Co. KG, Germany, 2010.
3. Development communication, Nora Cruz Quebral, College of Agriculture, University of the Philippines at Los Baños College, 1988.
4. McPhail, T. L. Development communication: Reframing the role of the media. Chichester, W. Sussex: Wiley-Blackwell, 2009.
5. Naarula, Uma, Development Communication Theory and Practice. Har-Anand Publication, Ltd. New Dehli, 1990.
6. Srampickal, J., & Aram, A. (Eds.). Understanding development communication. New Delhi: Media House, 2007.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	2	2	2	-	-	1
2	2	1	-	-	-	-
3	3	2	1	1	1	2
4	3	3	2	1	-	3
5	1	1	-	-	-	1
Avg.	11/5=2.2	9/5=1.8	5/3=1.6	2/2=1	1/1=1	7/4=1.75

EA3204	USER EXPERIENCE	L	T	P	C
		3	0	0	3

OBJECTIVES
- To identify the users and learn various methods to collect user behaviour data.
- To develop a deep understanding of business-cantered design.
- To create efficient prototype to communicate and validate the design definition.
- To apply UX process to mobile & small screen device.
- To develop skills in analysing the usability of a website.

UNIT I   INTRODUCTION TO UX, UI   9

Introduction to UI, UX, it's importance and future, Elements of UX, Fundamental of User Experience (UX), Customer Experience (CX), Customer Digital Touch Points, User Interface Design (UI), Interaction Design (IxD), Human computer interaction (HCI), Design Process. The UXD Ecosystem: Identify the project parameters, Brand presence, Marketing campaign, Content source, ecommerce applications, Social networking applications, Responsive considerations. UXD Design Principles: Visual design, Unity and variety, Focal point, Economy of elements, Balance and proportion Interaction, Association and affordance, Economy of motion, Responsive design, Psychology, The effects of good UXD design, Flow and Interaction, Guiding principles

UNIT II   USER RESEARCH METHODS   9

User interview, Contextual enquiry, Heuristic Review, Survey, Empathy Map, Focus group, Research basics, User group definitions, Research techniques, Research analysis. Information Architecture Types of Navigation, Card sorting, Reverse card sorting, Sorting Tools, Use Cases and User Flow, Information Architecture

UNIT III   WIRE FRAMING AND PROTOTYPING   9

Wireframe & Prototyping : Low fidelity wireframes, Hi fidelity wireframes, Wireframes tool (Balsamiq/Sketch) , Prototype tool (Adobe XD, InvisionApp), Annotating essentials, Wireframing essentials, Toolkits, Wireframing 101, Sample processing, Sketching, Digital wireframes, Visual design, Responsive design, Wireframes vs Prototypes.

UNIT IV   USER TESTING   9

Design User Testing: Preparation for Usability test (Screeners, Scenario), How to create a Test Plan, Testing Tools, Usability Testing, Remote Usability Testing, Usability Metrics, How to capture data & Prepare Test Report, Visual design mockups exploration, Choosing a design testing approach, Qualitative and quantitative research, In-person and remote research, Moderated and automated techniques, Usability testing, Research, Logistics, Facilitation, Analyzing results, Crafting recommendations.

UNIT V   UX FOR MOBILE AND WEB   9

Mobile Design approach: Mobile device platforms, screen sizes, Designing for Native Applications, Hybrid Applications, Designing for Android and iOS, Design Guidelines (Android and iOS), Mobile Design Patterns (Navigation, Forms, Tables, Search, Sort & Filter, etc.) Web Design approach: Mobile first approach (design guideline), Responsive design, Global standards for Color, fonts, Style Guide & Assets.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Understand the UX and differentiate between business- cantered design and user-cantered design.

CO2. The prototyping for mobile and small screen devices.

CO3. Design and develop content for multiple mobile resolutions.

CO4. Require to create an Information Architecture document for a website

CO5. Establish requirements for User Experience design concepts using creative techniques

REFERENCES

1. Christian Kraft. User Experience Innovation: User Centred Design that Works, Apress, 2012.
2. Craig Grannell, "The Essential Guide to CSS and HTML web design (Essentials)", Friends of ED Publishers. 2008.
3. Dan Saffer, Designing for interaction, New Riders publications, 2010.
4. Don Norman, The Design of Everyday Things, Basic Books, 2013.
5. Steve Krug, Don't Make Me Think! A Common Sense Approach to Web Usability, Second Edition, New Riders publications, 2006.
6. Tom Tullis and Bill Albert. Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics, Morgan Kaufmann Publishers, 2008.

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CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	2	2	2	3	-	-
2	-	-	-	-	3	-
3	-	-	3	3	2	-
4	3	3	-	-	-	1
5	-	-	2	1	3	-
Avg.	5/2=2.5	5/2=2.5	7/3=2.3	7/3=2.3	8/3=2.6	1/1=1

			L	T	P	C
EA3211	**PRODUCTION AND POST PRODUCTION LABORATORY**		**0**	**0**	**4**	**2**

OBJECTIVES

- To improve the overall quality of the media content through processes like color grading, sound editing, visual effects, and other post-production techniques.
- To enable editors and post-production teams to work collaboratively and effectively to create a coherent and engaging final product.
- To encourage creativity and provide a space for artistic expression.
- Adherence to technical guidelines, and compatibility across various platforms and distribution channels.
- To facilitate knowledge sharing, cross-pollination of ideas, and potential partnerships.

UNIT I   PRACTICING EQUIPMENTS AND SOFTWARE UI   12
Video Camera Functions – Camera Operation – Practicing with other accessories of production tools – user Interface of the Editing software – Importing (AAF and XML project) – Tools – Types of Functions of Edit and Trim Options

UNIT II   SCRIPTED AND UNSCRIPTED PRODUCTION   12
Shooting Interviews : Testimony shoots, one person interview, three or more person interview with multiple camera and edit in Multicam setup in editing software. Practicing Unplanned productions : sports, corporate overview.

UNIT III   AUDIO, MASKING , TRACKING AND TEXT   12
Rendering and Previewing Sequences – Key Frames – Masking and Tracking – Blending Modes – Modifying Audio Channels – Audio Balancing and Panning – Audio Effects and Transitions – Create a title, essential graphics, working with captions – Text Effects.

UNIT IV   COLOR CORRECTION   12
Essential Color correction Vocabulary - Colour correction workflow - types of scopes and functions, - Color spaces - Color management - Looks and LUTs - Tone mapping - HDR for broadcasters - Legalizing for broadcasting - Exporting media - Workflow and overview for exporting - Encoding settings - Video compression.

UNIT V   PRODUCTION, MASTERING AND PUBLISHING   12
Finishing, Mastering and delivery- preparation for various medium distribution technique is behind it – Ad film production – Short Film Production – PSA – Corporate Films – Talk Shows.

TOTAL: 60 PERIODS

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OUTCOMES

At the end of the course, the student will be able to:

CO1. Gain a comprehensive understanding of the various stages involved in production, including pre-production planning, production techniques, and post-production workflows.

CO2. Learn the principles of visual storytelling and how editing choices can influence the narrative flow and emotional impact of a film or video.

CO3. Production and post-production are collaborative processes, and students will develop skills in working effectively within a team

CO4. Develop critical thinking skills to analyze and evaluate the effectiveness of editing choices, post-production techniques, and overall production quality.

CO5. Students will have a portfolio of completed projects that showcase their technical skills, creativity, and ability to apply the knowledge gained during the course.

REFERENCES

1. B. Brown, Cinematography theory and practice image making for cinematographers and directors, Focal Press, 2013.
2. T. Hoser, Introduction to Cinematography Learning Through Practice, Focal Press, 2018.
3. J. V. Mascelli, The Five C's of Cinematography, Silman-James Press, 1998.
4. G. Millerson and J. Owens, Video Production Handbook, Focal Press, 2008.
5. Bryce Button, Nonlinear Editing: Storytelling, Aesthetics, & Craft, Focal Press, 2002
6. Dancyger Ken, The Technique of Film and Video Editing — History, Theory and Practice.Focal Press, 2005.
7. Koppelman Charles, Behind The Seen - How Walter Murch Edited Cold Mountain on FinalCut Pro - Pearson Publications, 2014.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	2	3	-	-
2	-	2	2	3	3	-
3	-	-	-	-	-	-
4	1	2	2	2	2	-
5	-	-	3	2	2	-
Avg.	1/1=1	4/2=2	9/4=2.25	10/4=2.5	7/3=2.3	-

PROGRESS THROUGH KNOWLEDGE

EA3212	USER EXPERIENCE LABORATORY	L	T	P	C
		0	0	4	2

OBJECTIVES

- To develop skills in analysing the usability of a website.
- To impart the skills required to create an Information Architecture document for a website.
- To establish requirements for User Experience design concepts using techniques such as personality development, task description, and use cases.

UNIT I   UNDERSTANDING EVERYDAY THINGS- AN ANALYSIS   12

Identifying and analyzing the everyday things using design principles, Critical Analysis of the websites using design principles, Critical Analysis of the mobile applications using design principles.

UNIT II   DEVELOPMENT OF THE CONCEPT   12
Developing the new concept (only product or mobile application) to create the user centered design, Planning for field visits, understanding users, preparing the questionnaire, task list and designing for users, creating User Personas and Scenarios, Creating user stories, red routes and user journey maps.

UNIT III   INFORMATION ARCHITECTURE AND PROTOTYPE   12
Designing Structure: Interaction design and Information Architecture, Design for Network Effects, pattern libraries and social patterns, Designing Interfaces and Wireframes UX Prototyping.

UNIT IV   DEVELOPMENT AND USABILITY TESTING   12
Use Cases and Tasks, Conceptual Designs, Usability Testing and Heuristic analysis of the concept.

UNIT V   DEVELOPMENT OF PRODUCT   12
Students should create a new website/mobile application using HTML and CSS by implementing all the principles learnt in the previous units. That should be submitted to the course instructor for evaluation along with other projects.

TOTAL: 60 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1.   Identify the users and learn the entire user experience lifecycle.
   CO2.   Develop a deep understanding of business-centred design.
   CO3.   Create efficient prototype to communicate and validate the design definition.

REFERENCES
   1.   Christian Kraft, User Experience Innovation: User Centred Design that Works, Apress, 2012.
   2.   Steve Krug, Don't Make Me Think! A Common Sense Approach to Web Usability, Second Edition, New Riders publications, 2006.
   3.   Ted Roden, Building the Realtime User Experience: Creating Immersive and Interactive Websites, Shroff/O'Reilly, 2010.
   4.   Tom Tullis and Bill Albert, Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics, Morgan Kaufmann Publishers, 2008.
   5.   Trevor van Gorp and Edie Adams, Design for Emotion, Morgan Kaufmann Publishers, San Francisco, 2012.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3	2	2	3	-	-
2	3	3	3	3	-	-
3	-	3	3	2	-	-
Avg.	6/2=3	8/3=2.6	8/3=2.6	8/3=2.6	-	-

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EA3213   **SCRIPT WRITING LABORATORY** | L | T | P | C |
|---|---|---|---|
| 0 | 0 | 4 | 2 |

OBJECTIVES

- The fundamentals of storytelling, including the three-act structure, character development, and narrative arcs.
- To explore techniques for creating well-rounded and relatable characters
- To learn the art of writing effective and realistic dialogue that advances the plot, reveals character traits, and engages the audience.
- To delve into the nuances of different genres and tones, understanding how to effectively create mood and atmosphere in their scripts.
- To become proficient in script formatting and industry standards, ensuring their scripts are presented professionally and are easy to read for producers, directors, and actors.

UNIT I   PRINT MEDIA   12

Writing News Articles-Inverted Pyramid-Writing Editorials-Identifying different types of news features-Writing news features-Profile writing-Writing human interest stories

UNIT II   BROADCAST MEDIA   12

Scripting for radio and television news shows-Different news formats-Understanding the nature of reality shows-Scripting for reality shows

UNIT III   SCRIPTING FOR FICTIONAL PROGRAMMES   12

Scripting for television series-Pilot episode development- Scripting for episodes-Scripting for web series and web episodes

UNIT IV   SCRIPTING FOR NON FICTIONAL PROGRAMMES   12

Scripting for documentaries-Doing research-Scripting for instructional videos and educational programmes

UNIT V   WRITING SCREENPLAY   12

Splitting the script into scenes-Writing slug line-Dialogue writing-Formatting as per the standard guidelines

TOTAL: 60 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
  CO1.   Understand the nuances of writing for various media and it types
  CO2.   Efficiently develop and write scripts for fictional and non-fictional programmes.
  CO3.   Create their own script that can be produced in the media

REFERENCES
  1. DiMaggio, M. How to write for television. New York: Simon & Schuster. 2008.
  2. Das, Trisha, "How to Write a Documentary Script" Public Service Broadcasting Trust, New Delhi, 2007.
  3. Friedman, Anthony, "Writing for Visual Media", 3RD Edition, Focal Press, USA, 2010.
  4. Musburger, B. Robert, "An Introduction to Writing for Electronic Media", Taylor and Francis, UK, 2007.
  5. Musburger, R. B. An introduction to writing for electronic media: Scriptwriting essentials across the genres. New York: Focal Press. 2016.
  6. Monaco, James. "How to read a film: Movies, Media, Multimedia"Oxford University Press, 3rd Edition. USA. 2000.

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CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	2	3	3	3	3	-
2	-	-	3	3	3	3
3	-	-	-	3	2	-
Avg.	2/1=2	3/1=3	6/2=3	9/3=3	8/3=2.6	3/1=3

EA3301	**RESEARCH METHODOLOGY**	**L**	**T**	**P**	**C**
		3	**0**	**0**	**3**

OBJECTIVES
- Understand the nature and purpose of research in the creative media industry.
- Be able to apply a range of research methods and techniques.
- Be able to present results of research.
- To educate the research methodology.
- To understand the different type of statistical tools.

UNIT I   AAPROACHES TO RESEARCH   9

The PAPA Model of Research – Stages of Research – Types of research– Some actual research projects - Scope of communication research – Ethics in research – Role of theories in research: Socio-Ecological Model (SEM) – Research Accuracy.

UNIT II   RESEARCH PROPOSAL AND LITERATURE REVIEW   9

Research proposal – Research problems and limitation – Elements of research - Writing review of literature – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Abstracting – Plagiarism.

UNIT III   RESEARCH METHODOLOGY   9

Research Hypothesis – Objective and subjective – Triangulation. Sampling techniques. Quantitative research methods – Goal / aim of the research, usage, type of data and approach; - Data collection techniques – Survey, Interviews. Qualitative research methods - Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Discourse analysis – Cultural studies. Formative research – Processes and stages, problem grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

UNIT IV   DATA COLLECTION AND ANALYSIS   9

Measurement Principles-Data gathering instruments – Questionnaire, Schedules – Construction of tools – Analysis of data – Statistics: scales of measurement; central tendencies; range; correlation co-efficient, t-test, chi-square, ANOVA, MANOVA, regression – SPSS.

Attested

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UNIT V   MONITORING, EVALUATION AND REPORT WRITING   9

Monitoring: Needs and purposes, types, processes, important stages of monitoring, methods and tools, monitoring to ensure proper application, data coding, data processing, data analysis and reporting findings – Evaluation: Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation in policy change. Report Writing.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Understand the scope and techniques of media research, their utility and limitations.
CO2. Develop practical knowledge on quantitative and qualitative methods of research.
CO3. Do research in the field of advertising, social media, journalism, communication etc.
CO4. Apply statistics for their research.
CO5. Apply quantitative method for their research.

REFERENCES

1. C.R. Kothari and GauravGarg. Research Methodology Methods and Techniques (3rd edition), New Age International Publishers, New Delhi, 2014.
2. Gerard Guthrie. Basic Research Methods- An entry to social science research, Sage Publishers, New Delhi, 2014.
3. Kultar Singh. Quantitative Social Research Methods, Sage Publishers, New Delhi, 2007.
4. Ranjit Kumar. Research Methodology – A step by step guide for beginners, Sage Publishers, Fourth edition, New Delhi, 2014.
5. Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction (9th Edition), Thomson Wadsworth Publications, 2011.
6. Susanna Hornig Priest. Doing Media Research: An Introduction, Sage Publishers, New Delhi, 2009

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	3	3	2	-	-	1
2	3	3	2	-	-	-
3	2	2	-	-	-	2
4	-	-	3	-	-	-
5	-	-	3	3	-	-
Avg.	8/3=2.6	8/3=2.6	10/4=2.5	3/1=3	-	3/2=1.5

EA3302	WEB DESIGNING	L	T	P	C
		3	0	0	3

OBJECTIVES

- To divulge the guidelines for creating an effective web page
- To impart the necessary skills for designing and developing a website.
- To learn the language of the web: HTML, CSS, JavaScript, jQuery, Angular JS. *Attested*

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UNIT I HYPER TEXT MARK-UP LANGUAGE (HTML) 9

Introduction to HTML, Markup Tags, Types of Attributes, Presentation Tags, Semantic Elements, Inserting Images. Creating Hyperlinks, Client Side Image Mapping, Types of hyperlinks: external links and internal links, Lists and the different types of lists. Table and its related Tags. Incorporating form elements, Form Attributes, Inline frame, Adding Multimedia Contents using different media related, Adding Graphics, Head Document Elements.

UNIT II CASCADING STYLE SHEETS 9

Introduction to CSS, Different ways to incorporate Styles, Styles - Background, Text, Font, Link, Lists, Tables, Border, CSS Pseudo Elements, separate style sheets for print and screen, Print Media: controlling line breaks, The box model: Styling with content, padding, borders and margin. using margins to separate and position, CSS Positioning: static, relative and absolute. CSS Floating: Floated elements and their margin, Transparency Effects: CSS transparency and "see- through" effects, Colors, Gradients, Shadows, 2D Transforms, 3D Transforms, Navigation Bar, Dropdowns, Tooltips, Counters, Animations, Buttons, Pagination, Multiple Columns, User Interface, Box Sizing, CSS3 Responsive.

UNIT III JAVA SCRIPT 9

Introduction to Scripting Language, Uses of JavaScript, how a scripting language works, different ways to incorporate JavaScript, Datatypes, Variables, Expressions, Operators, and Statements, Pre-Defined Dialog Boxes, HTML DOM: Map html elements using Document Object Model, JavaScript BOM. Arrays, User defined functions, Events and Event Handling, Pre-defined JavaScript Objects, Browser Objects, RegExp, Hoisting, Strict Mode, Functions.

UNIT IV JQUERY 9

Introduction to jQuery, Syntax, Selectors, Events, Effects, HTML Traversing, AJAX, Introduction to jQuery Mobile, Mobile pages, Transitions, Buttons, Icons, Popups, Toolbars, Navbars, Panels, Collapsible, Tables, Grids, Lists, Forms, Themes, Events.

UNIT V BOOTSTRAP 9

Introduction to Bootstrap - Basics, typography, tables, buttons, icons, pagination, list, panels, dropdown, navbar, form, inputs, media objects, filters. Bootstrap Grids- Grid System, Bootstrap Themes, Bootstrap CSS, Bootstrap JS references.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
- CO1. Define the fundamental terms and concepts related to web development.
- CO2. Logically separate the content from style.
- CO3. Develop a full-fledged website using HTML5, CSS and JavaScript.
- CO4. Expose to the programs related to jQuery.
- CO5. Understand and implement the bootstrap in website.

REFERENCES

1. Craig Grannell, *The Essential Guide to CSS and HTML web design (Essentials)*, Friends of ED Publishers. 2008.
2. Danny Goodman, Michael Morrison, Paul Novitski, and Cynthia GustaffRayl, *JavaScript Bible*, Wiley Publications. 2010.
3. Jon Duckett, Gilles Ruppert, Jack Moore, *JavaScript and JQuery: Interactive Front-End Web Development Hardcover*, John Wiley and Sons Inc., 2014.

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4. Cody Lindley, *jQuery Cookbook: Solutions & Examples for jQuery Developers*, O'Reilly Media Inc. 2010.
5. Lavanya R., *HTML 5*, Ane Book House, 2010.

CO-PO MAPPING

CO	PO 1	2	3	4	5	6
1	-	-	2	-	2	2
2	-	-	-	-	2	1
3	-	-	1	-	3	-
4	-	-	2	-	2	-
5	-	-	1	-	2	-
Avg.	-	-	6/4=1.5	-	11/5=2.2	3/2=1.5

EA3303	FILM APPRECIATION	L	T	P	C
		3	0	0	3

OBJECTIVES
* To understand the functions of cinema as an institution for production and distribution of social knowledge and entertainment.
* To expose students to a variety of film styles, narrative conventions, visual styles, genres and analyze the dominant forms of popular cinema
* To develop a critically informed sense of the history and development of film conventions, both mainstream and alternative.
* To impart knowledge on the historical development and cultural impact of film as an art form
* To analyse the ideologies on ethics and social justice through representations of culture on film.

UNIT I   INTRODUCTION TO FILMS   9
History and development of cinema – Film as an art form and cultural artifact – key concepts and terminology in film studies – Approaches to analyzing and interpreting films – Film genres and their characteristics. Visual story telling techniques – Cinematography- mise-en-scene- sound- editing and its impact in story telling. Film and Technology

UNIT II   FILM THEORIES AND CRITICISM   9
Major Film theories and Theorists- Auteur, Formalism, Realism, structuralism, Marxist Feminist Film theory, Postcolonial theory. The role of ideology in film and its representation of social political and cultural issues, Analysis of film narratives, structures, and styles, Interpretation of film symbolism, motifs, and themes

UNIT III   GLOBAL CINEMA   9
Comparative study of different national cinemas (e.g.,Hollywood, European cinema, Asian Cinema, African Cinema) – Exploration of cultural, historical and social contexts in international films – case studies of influential filmmakers and their works from various regions. Transnational

cinema and the impact of globalization on film production, distribution and consumption. Film festivals and their significance in promoting international cinema.

UNIT IV   NATIONAL AND REGIONAL CINEMA   9

Introduction to Indian cinema, History of Tamil cinema- Cinema as an institution – Cinema as popular culture -Influence of cinema on social, cultural economic, political milieu in India and Tamil Nadu– Understanding audiences –Censorship and regulation of films - Need for media literacy in society.

UNIT V   FILM DISTRIBUTION AND OTT PLATFORMS   9

Overview of film distribution: Traditional versus Digital, Introduction to Over -
The Top (OTT) Platforms – History and evolution of OTT platforms Major OTT Platforms and their impact on the film industry – case studies of successful films distributed through OTT Platforms – Business models of OTT Platforms: Subscription based, ad- supported, transactional –Legal and copyright considerations in OTT distribution – Impact of OTT platforms on film exhibition and theatrical experience. Future trends in film distribution.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Students will understand, analyse, and critically evaluate films using various theories for its aesthetic as well as cultural constructs.
CO2. Students will recognize the social, economic, and technological factors that shape films from different historical periods, ideological perspectives and cultural contexts.
CO3. Students can apply critical thinking and aesthetic judgment in the analysis of fiction and nonfiction film, experimental and mainstream cinema, feature and short form narratives.
CO4. Students will demonstrate their understanding of the critical and technical language associated with film studies.
CO5. Students will understand how films as a cultural force, intersect with religion, politics, race, gender, values, and globalization.

REFERENCES

1. Toby miller, Robert Stam, A companion to film theory, Blackwell publishing, 2018.
2. Syd Field, Screenplay: The Foundations of Screenwriting –Random House Publishing group 2022,
3. James Monoco, How to read a film, Oxford University Press,30 th Edition 2009.
4. Jill Nelmes, Introduction to Film studies,Routledge, 5 th Edition, 2011
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6. K.M.Gokulsing, W.Dissanayake, Routledge handbook of Indian cinemas. Routledge, 2013.
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CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	1	2	3	-
2	-	2	2	-	2	2
3	1	-	1	-	2	-
4	2	-	-	2	1	3
5	1	2	-	3	1	-
Avg.	4/3=1.3	4/2=1	4/3=1.3	7/3=2.3	9/5=1.8	5/2=2.5

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EA3304   **STATISTICS AND DATA ANALYSIS**   L   T   P   C
                                                                 3   0   0   3

OBJECTIVES
- To make the students acquire a sound knowledge in statistical techniques.
- The Students will have a fundamental knowledge of the concepts of probability.
- The students will get to know the types of variables

UNIT I   INTRODUCTION TO STATISTICS   9
Introduction : Definition of statistics, Nature of Statistics, Uses of Statistics, Types of statistics-
Descriptive and Inferential, Statistics in relation to social sciences, Fundamental of statistical
method – Law of statistical regularity, Law of inertia and large numbers. Introduction to Sampling-
Definition- Different methods of sampling- Different types of data collection methods- Collection,
organization, classification and interpretation of data.

UNIT II   PROBABILITY   9
Definition, Types. Types of variables – Organizing data - Descriptive Measures. Basic definitions
and rules for probability, conditional probability independence of events, Baye's theorem, and
random variables, Probability distributions: Binomial, Poisson, Uniform and Normal distributions.

UNIT III   DESCRIPTIVE STATISTICS   9
Presentation of data – Editing, coding and tabulating data – Diagrammatic and Graphic
representation of data. Mean, Median, Mode and Weighted average – Benefits and Usage-
Dispersion : Range, Standard deviation, Co-efficient of variation and Gini Ratio – Skewness,
Peason's and Bowley's coefficient of skewness. Correlation – Simple, Partial and Multiple –
Pearson's co-efficient of correlation and Rank correlation- Regression : Simple, Linear and
Nonlinear regression – Multiple regression Time Series Analysis – Components and Uses –
Methods of estimating trend and seasonal variations - Scaling techniques – Types – Reliability and
validity

UNIT IV   INFERENTIAL STATISTICS   9
Steps in testing of hypothesis – Z-Test – Uses and Simple problems- T-Test : Assumptions,
Properties and Applications and Simple problems- F-Test: Assumptions, Properties and
Applications Simple problems- Chi-square Test : Assumptions, Properties and Applications,
ANOVA Test (one way and two way classification) and non-parametric tests – U test and H test.

UNIT V   WORKING WITH DATA'S USING SOFTWARES   9
Applications of Statistics in social sciences research- Classification of different data- Data analysis
Introduction to software's for statistical analysis- Introduction to Excel- Data conversions, entering
data into excel-conducting different tests in excel. Introduction to SPSS- Conducting statistical test
for different research studies- Need of the statistical test, Results- Descriptive Analysis with data,
Elementary statistical approaches-Mean, Median, Mode. Conducting Inferential Statistical Test
using the software's- Representation and writing of the data's as Reports. Introduction to Structural
Equation Modeling (SEM) - Drawing SEM Model- Interpreting SEM results.

TOTAL: 45 PERIODS

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OUTCOMES

At the end of the course, the student will be able to:

CO1. Students will learn the basics of probability and statistical analysis
CO2. Students can do small projects, data interpretation on their own
CO3. Students are able to produce more in-depth data outputs
CO4. Students will be able to understand the types of variables
CO5. Students will explore the different ways of presenting data

REFERENCES

1. Johnson, R.A. and Gupta, C.B., "Miller and Freund's Probability and Statistics for Engineers", 8th Edition, Pearson Education, Asia, 2011.
2. Joseph F. Hair Jr. William C. Black Barry J. Babin Rolph E. Anderson. Multivariate Data Analysis. Pearson New international edition. Pearson education limited. 2013.
3. Keith A. Carlson & Jennifer R Winquis. An introduction to statistics: An active learning approach, Sage Publications. 2014.
4. Milton, J. S. and Arnold, J.C., "Introduction to Probability and Statistics", 4th Edition, 3rd Reprint, TataMcGraw Hill, New Delhi, 2008. Problems of Probability and Statistics", Tata McGraw Hill, New Delhi, 2004.
5. Spiegel, M.R., Schiller, J. and Srinivasan, R.A., "Schaum's Outline of Theory and 6. Statistical Methods by S P Gupta, Sultan Chand & Sons, 2011.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	2	3	2	2	-	-
2	3	2	3	2	2	1
3	-	-	2	2	2	-
4	-	2	2	-	-	1
5	3	3	-	-	-	-
Avg.	8/3=2.6	10/4=2.5	9/4=2.25	6/3=2	4/2=2	2/2-=1

PROGRESS THROUGH KNOWLEDGE

PROGRESS THROUGH KNOWLEDGE

EA3311	**WEB DESIGNING LABORATORY**	**L T P C**
		0 0 4 2

OBJECTIVES

- To Acquire the knowledge and skills to design and develop a website
- To acquaint with HTML, CSS, JavaScript, JQuery and Bootstrap
- To impart the skills required to construct a web site that conforms to the web standards.

UNIT I   HYPERTEXT MARKUP LANGUAGES   12

- Create a basic webpage using different presentation tags
- Insert Images and tables
- Create different types of Lists.
- Create external and internal hyperlinks, Image Mapping, Mail Links
- Create registration forms using all the form elements
- Include Multimedia Elements in the website

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UNIT II   CASCADING STYLE SHEETS   12
- Create a CSS template for the website created above.
- Create a box model using CSS
- Skin a menu with CSS : Styling Navigational Links
- Create a drop down menu, image gallery, responsive designs

UNIT III   INTRODUCTION TO JAVA SCRIPT   12
- Validate the website using Javascript objects
- Creating dynamic Calendar, TimeStamp and Banner
- Programs related to Event handling, Events, and Error handlings
- Programs related to Window and Document objects.
- Programs related to javascripts objects and methods.
- Design and develop a professional interactive and dynamic website

UNIT IV   INTRODUCTION TO J Query   12
- Programs related to jQuery Selectors, jQuery Events, jQuery Effects, jQuery HTML, jQuery Traversing, jQuery AJAX, jQuery Misc.
- Programs related to jQuery-Mobile Pages, Mobile Transitions, Buttons, Mobile Icons, Mobile Popups, Toolbars, Navbars, Panels, Collapsibles, Tables, Mobile Grids, Mobile Lists, Mobile Forms, Mobile Themes, Mobile Events.

UNIT V   BOOTSTRAP   12
- Programs demonstrating Bootstrap Basics, Bootstrap Grids, Bootstrap Themes, Bootstrap CSS, JS.

TOTAL: 60 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
- CO1.   Develop a full-functional website using HTML5, CSS and JavaScript.
- CO2.   Expose to the programs related to jQuery.
- CO3.   Implement the bootstrap in website and create responsive design websites.

REFERENCES

1. Craig Grannell, *The Essential Guide to CSS and HTML web design (Essentials)*, Friends of ED Publishers. 2008.
2. Danny Goodman, Michael Morrison, Paul Novitski, and Cynthia GustaffRayl, *JavaScript Bible*, Wiley Publications. 2010.
3. Jon Duckett, Gilles Ruppert, Jack Moore, *JavaScript and JQuery: Interactive Front-End Web Development Hardcover*, John Wiley and Sons Inc., 2014.
4. Cody Lindley*, jQuery Cookbook: Solutions & Examples for jQuery Developers*, O'Reilly Media Inc. 2010.
5. Lavanya R., *HTML 5*, Ane Book House, 2010.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	2	2	2	-
2	-	-	-	2	2	-
3	-	-	-	2	2	-
Avg.	-	-	2/1=2	6/3=2	6/3=2	-

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EA3312	INTERNSHIP	L	T	P	C
		0	0	4	2

OBJECTIVES

- The core objective of the Summer Internship is to give an opportunity to the students, industry exposure in a media organization of their choice, learn about its structure, functions, and work process for a month.
- **Guidelines for Students choosing Media Organization:**
  The students will approach a reputed media organization of their choice anywhere in India. They have to get an acceptance letter from the organization for not less than a month. Internship with independent media professionals / experts will be approved only on the basis of the merit of the professionals by the Internship Faculty Co-coordinator.
- **Final Evaluation:**
  Field wise evaluation form (prepared by the department) marked signed with the seal by the supervisor/ manager of the media organization to whom the intern is reporting to should be submitted. The final evaluation will be internal evaluation, where the students have to present their learning through a brief presentation and also by submitting a report. The report should contain all their work samples. The internal reviewer panel marks and the evaluation sheet marks from the supervisor / manager from the organization are considered equally, and Marked for 100. The Internal review panel will be constituted by the Internship Co-ordinator after getting the approval from the Head of the department.

TOTAL: 60 PERIODS

OUTCOMES

- At the end of the semester, the students will be able to understand and experience the actual function of media organization, its work process, roles of professionals, importance of meeting deadlines, work culture and ethics in organization set-up

EA3313	MINI RESEARCH PROJECT	L	T	P	C
		0	0	4	2

OBJECTIVES

- The main objective of Research Project and seminar is to make the students understand the nuances of doing a media research, and give them an opportunity to present the findings of their research in a seminar conducted by the subject teacher.

Guidelines for choosing the topic for research project:
The students have to choose a topic for the research project that is relevant to communication and media studies. They will be doing the research project under the supervision of a faculty member. Though the topic should be in the field of communication and media studies, inter-disciplinary studies are also allowed but communication and/or media element is a major requirement in the topic chosen

Research Project Reviews:

The progress of the research work of students will be monitored by the subject teacher and/or supervisor in review meetings. Finally, students will have to take a seminar on their research, which will be assessed by the subject teacher and/or supervisor.

Final Viva-Voce Examination and Thesis Submission:

The final evaluation will be conducted by the subject teacher and/or supervisor, where the students have to present their research findings in the seminar conducted by the subject teacher. They have to submit a thesis on the same. The students have to follow Anna University guidelines for Thesis preparation. The student's thesis will be scrutinized for Plagiarism. Plagiarized works will not be considered for evaluation. The students are encouraged to present their research findings in conferences or publish their work in national / international journal with the approval from their supervisor.

TOTAL: 60 PERIODS

OUTCOME

- At the end of the semester the students will be able to attain the skills required for conducting media research. Also, they will be getting the confidence to present their work, with enhanced presentation skills. This will give them the experience and a thorough understanding on taking up their major research project in the final semester.

EA3401	AR AND VR IN MEDIA	L	T	P	C
		2	0	0	2

OBJECTIVES

- To create experiences that hold users' attention, spark their curiosity, and leave a lasting impact.
- To leverage immersive technologies to communicate information, emotions, or concepts in a compelling manner.
- To ensure that the design is visually appealing, intuitive to use, and enhances the overall user experience.
- To stay at the forefront of these technologies, pushing their boundaries, and exploring their potential to create innovative and groundbreaking experiences.
- The objective is to prioritize the needs, preferences, and behaviors of the target audience throughout the design process.

UNIT I   IMMERSIVE MEDIA DESIGN   6

Introduction to Immersive Media Design – Metaverse – Extending Reality – Fundamentals of Immersive Innovations – Principle of Interactive Design – Overview of VR, AR and Emerging Technologies – Sound Design – Extended Reality.

UNIT II   VIRTUAL REALITY   6

The history of VR – types of VR technology and terminology – interface overview and navigation – sensory influence, GHOST and virtual environments

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UNIT III AUGUMENTED REALITY 6

Defining augmented reality – Augmented Reality Hardware – Displays – Audio Displays – Tracking & Sensors – Mobile Sensors – VR Headsets – Oculus – Google Glass – HoloLens – See-through vs Screens vs Projection.

UNIT IV MIXED REALITY AND METAVERSE 6

Applications of mixed reality – Simultaneous localization and mapping – Dense tracking and mapping – PTAM and Metaverse environment

UNIT V GAME DESIGN 6

Game idea and Visualisation – Mobile/Social Game Design and Game Interface Design – Introducing Unity and Unity Interface – Real time rendering and future development in technology

TOTAL: 30 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
- CO1. Adapt the use of immersive technology.
- CO2. Applied the technology of virtual reality
- CO3. Compare the mobile technology usage combined with augmented reality
- CO4. Evaluate the different immersive technology of mixed reality
- CO5. Plan to organize the dame design

REFERENCES

1. Hillmann, C. (2021). UX for XR: User Experience Design and Strategies for Immersive Technologies. Apress.
2. Virtual Reality, Steven M. LaValle, Cambridge University Press, 2016.
3. Augmented Reality: Principles & Practice by Schmalstieg / Hollerer, Pearson Education India; First edition (12 October 2016),ISBN-10: 9332578494
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6. Blokdyk, g. (2020). Immersive design a complete guide - 2020 edition. Emereo pty limited.
7. Dalton, j. (2021). Reality check: how immersive technologies can transform your business. Kogan page publishers.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3	-	1	2	-	-
2	-	-	3	3	-	-
3	2	-	1	-	2	-
4	3	3	-	-	-	-
5	-	-	2	-	3	3
Avg.	8/3=2.6	3/1=3	7/4=1.75	5/2=2.5	5/2=2.5	3/1=3

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EA3402	**DIGITAL MARKETING**	**L**	**T**	**P**	**C**
		3	**0**	**0**	**3**

OBJECTIVES
- To understand the new marketing principles.
- To learn the new trends in digital marketing.
- To teach the impact of marketing 4.0 om customers
- To understand the role of digital marketing in digital economy.

UNIT I   FUNDAMENTAL TRENDS SHAPING MARKETING   9
Power shifts to the connected customers – Exclusive to Inclusive, Vertical to Horizontal, Individual to social. Digital Marketing Theories and Models.

UNIT II   MARKETING TO CONNECTED CUSTOMERS   9
Breaking the myths of connectivity – The influential Digital subcultures, Youth: Acquiring the mind share, Women: Growing the market share. Netizens: Expanding the Heart share.

UNIT III   MARKETING 4.0 IN THE DIGITAL ECONOMY   9
Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing –Search Engine Optimization – Understanding SEO – Meta Tags and Meta Description – Website content optimization – Mobile SEO – eCommerce SEO –Optimizing with Google Algorithms – measuring SEO effectiveness.

UNIT IV   THE NEW CUSTOMER PATH   9
Understanding how people buy: Driving from Awareness, Appeal, Ask, Act to advocacy. Marketing Productivity Metrics – Introducing and Decomposing Purchase Action Ratio and Brand Advocacy Ratio. Driving up productivity.

UNIT V   TACTICAL MARKETING APP IN THE DIGITAL ECONOMY   9
Human centric marketing for Brand Attraction – Content Marketing for Brand curiosity – Omni channel Marketing for Brand commitment – Engagement marketing for Brand affinity

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1. Students will be able to develop a digital marketing plan.
   CO2. Students will be able to identify the importance of digital marketing for marketing success.
   CO3. Students will manage customer relationships across all channels.
   CO4. Students will integrate different Digital Media.
   CO5. Students will understand and do optimization of website and SEO.

REFERENCES
1. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0, moving from Traditional to Digital, Wiley U.S.A, 2017.
2. Chuck Hemann and Ken Burbary, Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, Oue, U.K, 2013.
3. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable online campaigns, John Wiley &sons, 2016.
4. Alan Charlesworth, Digital Marketing: A practical approach, Routledge, second edition, 2014.
5. Chris J. Snook and Travis Wright, Digital Sense: The Common Sense Approach to Effectively Blending Social Business Strategy, Marketing Technology, and Customer Experience, John Wiley & Sons, New Jersey, 2017.

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CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	1	2	-	-	-	-
2	2	-	2	2	1	-
3	-	-	-	-	-	-
4	-	-	1	-	-	-
5	-	-	2	3	2	-
Avg.	3/2=1.5	2/1=2	5/3=1.6	5/2=2.5	3/2=1.5	-

EA3411	**PROJECT WORK**	**L T P C**
		0 0 24 12

OBJECTIVES

* The main objective of Research Project is to inculcate research interest to the students, and give them an opportunity to explore research various research techniques in the field of communication studies, and conduct research under the guidance of a faculty member and submit a thesis.

Guidelines for Students choosing Research Topic:

The students will be allowed to choose a research topic of their choice under the supervision of a faculty member. The topics should be related communication / media studies. Inter-disciplinary studies are allowed only if there is a communication/ media element in the research topic.

Research Project Reviews:

The students will have to present before the Review committee to finalise the topic. Three reviews will be conducted to assess the progress in research. First-review to present their aim, objectives, scope and need for the study, Second-Review to present the review of literature and methodology, Third- review to present their findings before the research review panel. The review panel will be constituted by the Project Co-ordinator on the approval of the Head of the Department. The review committee consists of the Supervisor, subject expert and the Co-ordinator.

Final Viva-Voce Examination and Thesis Submission:

The final evaluation will be external evaluation, where the students have to present their research findings through a presentation and also by submitting a thesis. The students have to follow Anna University guidelines for Thesis preparation. The external evaluator will be from other University / College and they will be approved by the HOD and Chairman, Science and Humanities, Anna University. The student's thesis will be scrutinized for Plagiarism. Plagiarized works will not be considered for evaluation. The students are encouraged to present their research findings in conferences or publish their work in national / international journal with the approval from their supervisor.

TOTAL: 360 PERIODS

OUTCOME

* At the end of the semester the students will understand the importance of communication research, employ research techniques and tools, and gain confidence in working on a contemporary research area independently.

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EA3001	BUSINESS NEWS PRODUCTION	L	T	P	C
		3	0	0	3

OBJECTIVES

- To understand the fundamental of Indian Economic System and Policies
- To understand the basic function of financial markets
- To explore the financial system in India
- To put in practice the business language and writing
- To learn the sector wise growth and region of India

UNIT I   FUNDAMENTAL OF BUSINESS AND FINANCIAL NEWS   9

Introduction to business and financial news — basic skills of a Business Journalist - new trends in business journalism; new information technology; commercial database, ethics in business reporting, concept of social audit - Basics of economic reporting and the importance of the census - Understanding financial markets and privatization - Reading and interpreting company accounts – getting the best from press conferences.

UNIT II   FINANCE SYSTEM IN INDIA   9

Basic knowledge of the Finance system in India; gathering, distribution and allocation of revenue vis-à- vis the Central and State Governments; Finance and Planning commission - Central and State budgets; budget-making exercise - Key concepts in economics - Introduction to tax laws, Industrial relations acts, companies act.

UNIT III   INDIAN ECONOMY AND INDUSTRIES   9

Introduction to major industries and their role in the economy - Companies: Public vs. private vs. non-profit - differences and similarities between private and public companies – Enterprise stories, Company meetings, industrial developments, industrial production, exports, imports, financial companies, foreign capital investment, stock markets - investigating the tie-up agreements, bureaucracy and business tie-ups, census data to enterprise stories.

UNIT IV   WRITING FOR BUSINESS   9

Writing and reporting business news story - Writing effective leads - Reporting business news on television - Basic structure of a business news story - numbers and how to use them in writing - sources of information for covering business entities - financial & business events worthy of news coverage - Interviewing Business Leaders, Reviewing Biography of the Business Icons, Following Forbes lists - What Journalists need to know in a global economy -The relevance of Globalization.

UNIT V   FINANCIAL JOURNALISM   9

History of corporate disclosure rules, corporate financial statement - Analysis of decisions, company reports and statements, AGMs, Investigating company accounts- Listed companies and how exchange-based stock trading has evolved economic fundamentals and the role of a central bank - Covering financial markets – How financial markets operate – Covering daily activity in stock, bond &currency markets - Making it personal: writing about investing, personal finance, consumer issues.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Obtain an overview of world business and role of financial markets in India

CO2. Become familiar with the basic principle of financial and business reporting

CO3. To understand strength of business sector and region in India

CO4. To understand the role of business and government relationship

CO5. To conceive stories relates to stock market and budget analysis

REFERENCES

1. Arora D,D., 'Business Journalism' , Mohit Publication, Delhi, 2010
2. Darren Kelsey, ' The Discourse of Financial crisis ' Routledge Publication, USA, 2017.
3. Ibrahim Shaw' 'Business Journalism 'Taylor and Francis, 2017.
4. Keith Hayes, 'Business Journalism: How to Report on Business and Economics', Apress 2010.
5. Kinsey, Marie, "Financial Journalism – Money matters" Routledge Publications, UK, 2014.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	3	-	-	1
2	3	2	2	-	2	-
3	-	-	-	-	-	2
4	-	-	-	-	-	3
5	-	-	-	3	1	-
Avg.	3/1=3	2/1=2	5/2=2.5	3/1=3	3/2=1.5	6/3=2

EA3002	CRITICAL ISSUES IN MEDIA	L	T	P	C
		3	0	0	3

OBJECTIVES

- The key objective is to introduce students to critical perspectives on global media.
- The Student will be exposed to major concepts, theories, models related to Critical Issues in Media.
- To analyse the conundrum of media discourses of eastern and western traditions, and to identify the counter narratives of media discourses especially in the third world countries.
- To give the sort of general acquaintance with the history of media and issues it covers.
- The students will be exposed to gender, society and its relationship with the media

UNIT I   INTERNATIONAL MEDIA LANDSCAPE   9

International media and political nexus, globalization, socialist and capitalist ideologies, How media thrives in capitalist countries vs. how media thrives in communist countries, Countries in which the government regulates media, media in conflict zones- Afghanistan, Syria, Iraq and other Middle eastern countries.

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UNIT II   DECONSTRUCTING THE MEDIA TEXTS   9
Derrida's theory of deconstruction, Hall's theory of encoding/decoding, media representations and expression of identities, denotation and connotation, image analysis, realism and mythology, postmodernism, genre conventions, discourse analysis

UNIT III   GENDER AND MEDIA   9
Underrepresentation and lack of diversity of different genders in mainstream media, gender disparity in media careers, reduction, objectification and domestication of women in the media, promotion of gender based stereotypes, toxic masculinity, portrayal of gender non-binary characters, recommendations for healthy representations of sexual minorities in the media.

UNIT IV   MEDIA AND CULTURE   9
Media hegemony theory, Gramsci's ideology, media's influence on social norms, media and rape culture, media consumption and identity formation, Indian media and the different fabrics of caste, how media builds up the caste aggression, religious minorities in the digital age.

UNIT V   ROLE OF INTERNATIONAL MEDIA FORUMS   9
The Pulitzer prize, Pew research centre for the people and he press, Neimen journalism centre, Ramon Magsaysay award, Woodrow Wilson centre, Bill gates foundation, Poynter institute, International media support, GLAAD foundation, Aljazeera.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1.   Students will understand media as a system of interrelated forces, including historical, technological, economic, regulatory, and ethical concerns.
   CO2.   Students will be able to grasp the complex relationship between media theories and a diverse set of individual, social, and professional practices.
   CO3.   Students will understand the underlying philosophical assumptions of, and be able to apply, to address a range of media texts and audiences, production and technological practices, and relevant social issues.
   CO4.   Students will comprehend the foundations, process, and practices of discussing for and about the media and its issues.
   CO5.   Students will be able to understand the role of international media organization and its role in media freedom.

REFERENCES
   1.   Adorno, t. w., &Bernstein, j. m. the culture industry: selected essays on mass culture. London: Routledge, 2001.
   2.   Beauvoir, Simone de. The second sex /New York, vintage books, 1989.
   3.   Burton,g. media and society- critical perspectives. Rawat publication, 2009.
   4.   Carah, n. & louw, e. Media and societyproduction, content and participation. Sage publications, 2015.
   5.   Herman, e. s., & Chomsky, n. manufacturing consent: the political economy of the mass media. NewYork: pantheon books, 1988.
   6.   Hodkinson . p. Media, culture and society: an introduction. London: sage publications ltd, 2017.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	-	2	2	-	-	-
2	-	-	2	-	-	-
3	-	-	2	2	2	-
4	-	-	2	-	-	2
5	1	1	-	-	-	-
Avg.	1/1=1	3/2=1.5	8/4=2	2/1=2	2/1=2	2/1=2

EA3003   **DEVELOPMENT REPORTING**   L   T   P   C
                                                                          3   0   0   3

OBJECTIVES
- The objective is to provide the students with an overview of the concept of the development journalism and the different ways of collecting development news.
- The students will learn the different practices followed by the development journalists.

UNIT I   DEVELOPMENT JOURNALISM- INTRODUCTION   9
Introduction to Development: Meaning and concept, Definition, nature and scope of Development. Development Journalism - Development Communication-Origin and theories of Development – The Dominant Paradigm - Third World Countries - Development communication: meaning and concept – Approaches to Development Communication.

UNIT II   DEVELOPMENT REPORTING IN INDIA, CONCEPTS & PROCESS   9
Development Journalism and the Indian Press – Objectives, Need and Principles for Development Reporting - Role of Regional Press – Media Democracy and Free Press Practice - Positive media – Noteworthy initiatives, Theories of Development Journalism – Development Reporting – Experiments, problems and Criticisms of Development Journalism- Examples of Development Reporting – Trends in Reporting - Finding Story Ideas – News Values in Development Reporting - Constraints in Development Reporting – Dos and Don'ts in Development Reporting.

UNIT III   WRITING FOR DEVELOPMENT ISSUES   9
Finding the development issues for reporting, Poverty, unemployment, child labor, government schemes, deciding the source, conducting interviews, field works, Principles followed for development report writing. Proof reading the articles, preparing news reports – International Collaborative Reporting.

UNIT IV   REPORTING FOR ELECTRONIC MEDIA   9
Producing Development news item for radio. Focus on use of Community Radio - Finding development issues, script writing, recording news bulletin. Coverage of Development issues in Television, Identifying news, Interviewing sources, script writing, Shooting, editing and publishing news. Idea generation for development reports in new media – Advocacy Journalism.

UNIT V   ETHICS IN DEVELOPMENT JOURNALISM   9
Ethical Perspectives followed in development reporting, Roles, responsibilities and good qualities of development reporter. Discussions on different development report case studies. Analysis on different development news reports and television news published on various media.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1.   Students can obtain knowledge in development journalism.
CO2.   Students can write and produce news reports on development related issues
CO3.   Students can produce development electronic news items for radio and television
CO4.   They should be able to identify and analyze the root causes of these issues and the various factors contributing to development.
CO5.   Conduct interviews, use data and statistics effectively, and employ journalistic techniques to produce accurate and reliable reports.

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REFERENCES
1. Development Communication in Practice,J.N.Vilanilam, Sage Publlications.
2. Sustainable development reporting, Bert Heemskerk, Pasquale Pistorio, Martin Scicluna, World Business Council for Sustainable Development, World Business Council for Sustainable Development, 2002
3. Handbook of Journalism Studies edited by Karin Wahl-Jorgensen, Thomas Hanitzsch
4. Arulchelvan, S. (2012), Nuclear Energy Concerns in India – Media Reportage and Public Awareness, Published by LAP LAMBERT Academic Publishing GmbH & Co. KG, Germany.
5. Chalkley, A. B. (1970). A manual of development journalism. Delhi: Vikas Publications.
6. Bhanawat, S., & Kothari, K. S. (2016). Development journalism: The way forward. Jaipur: Centre for Mass Communication, University of Rajasthan.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	3	-	-	-
2	2	2	-	-	-	-
3	-	-	2	3	2	-
4	-	3	-	2	2	2
5	2	2	2	2	2	2
Avg.	4/2=2	7/3=2.3	7/3=2.3	7/3=2.3	6/3=2	4/2=2

EA3004	ELECTRONIC JOURNALISM	L	T	P	C
		3	0	0	3

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

UNIT I   INTRODUCTION TO ELECTRONIC JOURNALISM   9
Origin and Development of Electronic News Broadcasting, Differences between Print and Electronic Journalism, Consumption pattern of news in Television, Radio and Online, Importance of Sound and visuals, Emergence of electronic news gathering tools and practice.

UNIT II   RADIO NEWS PRODUCTION   9
Basics of Radio News, Components of News, Radio news room set-up, Radio News Reporting, News writing and presentation, Elements of editing, integrating audio bytes, Radio talks and discussions, radio interviews.

UNIT III TELEVISION NEWS PRODUCTION 9

TV News room work process, Basics of TV News, sources and contacts, news research and planning, hour glass structure, TV interviewing techniques, Piece-to –camera, Process of Live inputs, News anchoring.

UNIT IV ONLINE JOURNALISM 9

Development of the online news media, Features of online media: interactivity and hyper-textuality, online storytelling, - Presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative - Identification of relative stories for hyper-linking ,Search engine optimization (SEO), user engagement, user generated content, Use of Twitter, Facebook, YouTube, Flickr, LinkedIn, blog

UNIT V TECHNOLOGIES FOR ELECTRONIC JOURNALISM 9

Outside Broadcast van and its functions, Mobile technology and its role in aiding news coverage, Bi-media reporting, convergence newsroom, Multi-skilling, broadcasting software's.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Impart skills of news writing for radio, television and online media.
CO2. Understanding the structure of news room and its functioning
CO3. Expose to the latest technology in Electronic Journalism.
CO4. Comprehensive understanding of the digital news production process
CO5. Familiar with the ethical challenges and considerations specific to electronic journalism.

REFERENCES

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

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	-	2	3	-
2	-	-	-	2	2	-
3	-	-	3	1	3	-
4	-	2	2	2	2	-
5	1	1	-	-	-	3
Avg.	1/1=1	3/2=1.5	5/2=2.5	7/4=1.75	10/4=2.5	3/1=3

EA3005   **BROADCAST JOURNALISM** | L | T | P | C |
                                                                |---|---|---|---|
                                                                | 3 | 0 | 0 | 3 |

OBJECTIVES
* To impart fundamental journalism skills of reporting, writing, critical thinking and ethics
* To create stories combine text, images, sound, and other features of digital journalism including Mobile devices.
* To understand the use of digital platforms for the dissemination of news.
* To expose the multimedia tools for online stories
* To learn the art of making online news stories viral.

UNIT I   INTRODUCTION TO INTERNET   9
Internet as a medium of communication - Features of the Internet - World Wide Web and other services - History of the Internet - Why did the dotcom bubble burst - Features of online media: multimediality, interactivity and hyper-textuality. Emergence of social media, news portals, online edition of newspapers, e- archives.

UNIT II   MULTIMEDIA JOURNALISM   9
Different between web journalism and journalism of other media – online storytelling –Language of news, Grammar, Punctuation, Spelling Importance,- Writing and editing for online newspapers, e- magazines, newsletters - Presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative - Identification of relative stories for hyper-linking , Citizen Journalism.

UNIT III   WEB ANALYTICS   9
Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors. Introduction to online media law, Contempt of court, ethical guidelines, copyright law, database rights, libel risks, privacy issues

UNIT IV   SOCIAL MEDIA TOOLS   9
Use of Twitter, Facebook, YouTube, Flickr, LinkedIn, blog, Google maps etc. students will set up tier own Twitter accounts and get to know how it works: following Course instructor, following each other, following a journalist, etc. Case studies to be discussed of how social media can be used as reporting tools: for finding source and story idea / topic, research, engaging audience, content curation, etc.

UNIT V   LIVEBLOGGING AND MOBILE JOURNALISM   9
Live blogging, Types of Live blogging, Ingredients of Live blog, ideas for live blogging, Understanding the features of Smartphone's, How to tell compelling stories / photo stories using Mobile devices, rich Multi-media enable apps, storytelling methods for mobile consumers, Tools and best practices for editing and posting video's, Ethics of accuracy, Online audio, audio formats for online, podcasting, publishing and optimizing audio for web. Creating online videos, different video formats, Drone Journalism, Virtual Reality, Shooting and Editing video.

TOTAL: 45 PERIODS

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OUTCOMES

At the end of the course, the student will be able to:

CO1. Write web articles following professional standards for style, linking, and search optimization.

CO2. Build audiences and research by using social media

CO3. Research, report and promote your work via Twitter, mobile platforms and the web.

CO4. Learn how to tell news stories via mobile devices.

CO5. Learn the ethical risks involved in online journalism

REFERENCES

1. Andy Dickinson, Web Design for Journalism, Butterworth-Heinemann, 2003.
2. James Glen Stovall, Journalism on the Web, Pearson Allyn & Bacon, 2003.
3. Mike Ward, Journalism Online, Focal Press, 2002.
4. Paul Bradshaw, The Online Journalism Handbook, Skills to survive and Thrive in the Digital Age, Routledge, 2018.
5. Roland De Wolk, Introduction to Online Journalism: Publishing News and Information, Pearson Allyn and Bacon, 2001.
6. Sunil Saxena, Breaking News: The Craft and Technology of Online Journalism, Tata McGraw-Hill, New Delhi, 2004.
7. Tapas Ray, Online Journalism: A Basic Text, Foundation Books, Delhi, 2006.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3	2	3	-	-	-
2	2	2	2	-	-	-
3	3	3	-	-	-	-
4	-	-	1	3	3	-
5	1	-	-	-	-	3
Avg.	9/4=2.25	7/3=2.3	6/3=2	3/1=3	3/1=3	3/1=3

EA3006	**PEACE JOURNALISM**	**L**	**T**	**P**	**C**
		3	**0**	**0**	**3**

OBJECTIVES

- To understanding techniques for mapping conflict.
- To understand the role of media in post-conflict reconstruction.
- To analyze the role of media in war and conflict situation and its role in bringing peace.

UNIT I   INTRODUCTION   9

Peace journalism: Definition – fundamental principles- The role played by the news media in violent conflicts and peace processes - Difference between war journalism and peace journalism – Techniques for practical peace journalism - Role of Media in Conflict - Reporting Conflict: Impact of the global/national/Local Press - News Media in National and International conflict - Legal conditions and mandates for media interventions - Public information, media, and the ordinance.

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UNIT II CONFLICT ANALYSIS 9

What is conflict? – Types of conflict – Nature of conflict – Reasons of conflict – Identifying conflicts – Conflict theories and terminologies – Mapping a conflict – Manifest and latent conflict – A topology of violence: direct, structural and cultural – News representations in times of conflict - Consequence of reporting - kidnapping and captivity stories -Gender representations.

UNIT III PROPAGANDA 9

Ways to recognize propaganda – Why propaganda works – Psychology of propaganda and persuasion - The relationship between the news media and decision makers in conflict situations - ICT and Peace building - ICT for Conflict Transformation and Peace building - Challenges & Future for ICT in Peace building - Alternative arenas: You tube and civic journalism.

UNIT IV APPLICATION OF PEACE JOURNALISM 9

Peace process indicators – Track two diplomacy – Humanitarianism – Reconceptualizing – Resourcing – Reframing – Rewriting – Reporting on peace proposals, talks and 'deals' – Follow-up stories of conflict – Peace negotiation – Mediation – Alternative dispute resolution - Journalistic criticism in wartime - The relationship between news media and decision makers, political elites in conflict situations - How independent is the media in framing events?

UNIT V THEORIES AND MODELS OF NEWS 9

Gate keeping theory – Propaganda model – Feedback loop model – Liberal theory of press freedom – Objectivity versus reflexivity – Deconstruction – Public service and media campaigning – Game theory – Conflict resolution theories – Galtung triangle – Human Needs theory. Media Content – Formats, Ethics and Functions - Media landscape, legislation and institution - Building International standards for media landscapes - Media legislation in war-torn societies - Case Studies (J & K).

TOTAL:45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. To get students introduced to different types of conflict.

CO2. To make the students understand conflict theories and terminologies.

CO3. To equip students to practice conflict-sensitive journalism.

CO4. Familiar with the theoretical foundations and ethical considerations of peace journalism as a distinct approach to reporting conflicts and promoting peace.

CO5. Students should develop critical thinking skills to analyze and evaluate media coverage of conflicts.

REFERENCES

1. Sontag, Susan 'Regarding the Pain of Others', New York: Farrar, Straus and Giroux 2003.

2. Jake Lynch, Robert A Hackett and Ibrahim Seaga Shaw; 'Expanding Peace Journalism : comparative and critical approaches', Sydney University Press, 2011.

3. Steven Youngblood; 'Peace Journalism Principles and Practices: Responsibly Reporting Conflicts, Reconciliation, and Solutions', Routledge 2016.

4. Susan Dente Ross and Majid Tehranian, Peace Journalism in Times of War, Routledge 2017.

5. Jake Lynch, Johan Galtung 'Reporting Conflict New Direction in Peace Journalism' University of Queensland Press 2010.

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CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	3	-	-	-
2	-	-	3	1	-	-
3	-	-	3	-	3	-
4	1	1	-	1	-	1
5	-	-	-	-	2	-
Avg.	1/1=1	1/1=1	9/3=3	2/2=1	5/2=2.5	1/1=1

EA3007	SPORTS REPORTING	L	T	P	C
		3	0	0	3

OBJECTIVES
- This course will inculcate the technology –aided sports reporting and writing.
- The students will demonstrate the good practices of sports reporting through case studies

UNIT I MAJOR SPORTS EVENTS AND STATISTICS 9
Definition of Sports News, Characteristics of Sports Journalist, and Sports Journalism: Trends and Theories – Understanding the rules and guidelines of sports and games – tracking and maintaining individual and team statistics and records - Analysis of Sports News - Reporting Sports Events - National and International Sports News Agencies.

UNIT II SPORTS NEWS AND DIGITAL AGE 9
Concept of Sports Bulletin - Journalism and sports education -Structure of sports bulletin - Types of bulletin – Structure, content and style - The rise of sports channels such as ESPN, Star sports, Sony Max and Ten Sports –   Radio   and   T.V.   Commentary - Sports presenter/studio host - Live phone-in programmes - Running commentary on the radio - Sports expert's comments – Sports blog writing.

UNIT III UNDERSTANDING AUDIENCE AND CROWD PSYCHOLOGY 9
Interacting with the audience - Audience Interest – Audience base – Audience motivation and home ground advantage – audience emotion and drama – mob psychology – live audience and TV viewing audience – creativity among sporting fans – Advertising and business promotion to attract audience – Sponsorship and Clubs.

UNIT IV SPORTS REPORTING AND WRITING 9
Writing for magazines and online media Law related to sports and important decisions, ruling and guidelines in sports - sports photography –equipments, editing and publishing - Importance of collecting archives – importance of collecting life events through lens – reviewing biography of sports legends – Interviewing techniques.

UNIT V SPORTS ADMINISTRATION AND GOVERNANCE 9
Sports organization and sports journalism - Socio-political significance- Role of ministry of Youth welfare and Sports - Indian Olympic Association – International Olympic association – BCCI – ICC – WADA – ATP – IPL – Various sporting Federation and Association in India - Law

related to sports and important decisions, ruling and guidelines in sports – Sports politics and controversies.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Learn to report and write about sports/event for print and online platform.
CO2. Understand the emotion and drama as part of sport stories.
CO3. Realize the importance of technology role in sports reporting.
CO4. Provide more in-depth coverage, behind-the-scenes access, and interactive experiences to connect with fans on a deeper level.
CO5. Understand the ethical challenges in sports journalism.

REFERENCES

1. Phil Andrews: Sports Journalism: A Practical Introduction; Sage Publications.
2. Hoshiyar Singh: Sports Journalism and Mass Media; Khle Sahitya Khendra; 2017.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	2	3	3	1	1	-
2	1	1	-	-	-	-
3	-	-	-	3	3	-
4	2	2	2	-	-	-
5	-	-	-	-	-	1
Avg.	5/3=1.6	6/3=2	5/2=2.5	4/2=2	4/2=2	1/1=1

PROGRESS THROUGH KNOWLEDGE

EA3008	**WRITING FOR MEDIA**	**L**	**T**	**P**	**C**
		3	**0**	**0**	**3**

OBJECTIVES

- Enhance students' ability to write effectively for various media platforms, including print, online, broadcast, and social media. Improve their proficiency in crafting clear, concise, and engaging content.
- Familiarize students with the different forms of media, including newspapers, magazines, websites, radio, television, and social media platforms. Explore the unique characteristics and requirements of each medium.
- Teach students how to adapt their writing style and tone according to the target audience, purpose, and medium.
- Introduce students to storytelling techniques and narrative structures that are effective in media writing.
- Emphasize the importance of thorough research and accurate fact-checking in media writing.

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UNIT I   TOOLS OF WRITING   9

Four characteristics of media writing- accuracy, clarity, efficiency, precision. Importance of the beginning, the middle and the end. Writing for different genres. Writing for fictional and factual works. Scripting for print media- elements and structure of news writing-Feature writing

UNIT II   CREATION OF SCRIPT   9

Concept creation- Identification of suitable story concept/idea – Anatomy of a Screenplay - Beginning/middle/ end elaborating and breaking up the selected concept into scenes - Elaborating individual scenes – Slug line - Action – Dialogue - Creating a detailed script / screenplay.

UNIT III   WRITING FOR FICTIONAL PROGRAMMES   9

Understanding the plot of the story- Arch plot, mini plot, Anti-plot, types of scripts for fictional programmes– single and dual column scripts, Dialogues, Voice-over, Narration – Scripting for television series& web series. Understanding and choosing Point of View- Scripting for animated content.

UNIT IV   WRITING FOR NON-FICTIONALS   9

News writing for broadcast media, Writing for Documentaries, , Print Research, Field Research and Interview Research, Distinguishing the 'top' of the issue and 'heart' of the issue and 'branches' of the issue.

UNIT V   SOFTWARE APPLICATION FOR SCRIPTING   9

Software for news writing, Uses of various commercial software for scripting and pagination, formatting the screenplay, organizing related documents-Storyboarding, software for storyboarding.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

- CO1. Understand the nuances of writing for various media
- CO2. Understand the different types of script
- CO3. Efficiently develop and write scripts for fictional programmes.
- CO4. Efficiently develop and write scripts for non-fictional programmes.
- CO5. Create their own script that can be produced in the media

REFERENCES

1. DiMaggio, M. How to write for television. New York: Simon & Schuster. 2008.
2. Das, Trisha, "How to Write a Documentary Script" Public Service Broadcasting Trust, New Delhi, 2007.
3. Friedman, Anthony, "Writing for Visual Media", 3RD Edition, Focal Press, USA, 2010.
4. Musburger, B. Robert, "An Introduction to Writing for Electronic Media", Taylor and Francis, UK, 2007.
5. Musburger, R. B. An introduction to writing for electronic media: Scriptwriting essentials across the genres. New York: Focal Press. 2016.
6. Monaco, James. "How to read a film: Movies, Media, Multimedia"Oxford University Press, 3rd Edition. USA. 2000.

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CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	2	3	3	3	3	-
2	-	-	3	3	3	-
3	-	-	-	3	2	-
4	3	-	-	3	-	2
5	3	-	3	2	2	-
Avg.	8/3=2.6	3/1=3	9/3=3	14/5=2.8	10/4=2.5	2/1=2

EA3009   **CONTENT CREATION**   L T P C
                                                                      3 0 0 3

OBJECTIVES
- To understand the fundamental concepts of content writing.
- To be exposed to blogging.
- To critically analyze and understand Search Engine Optimization.
- To generate graphics for content.
- To demonstrate the ability of creating engaging content for social media platforms.

UNIT I   CONTENT WRITING PRINCILES AND PROCESSES   9
Building confidence and technique for writing – Process and principles of writing – Storytelling techniques – Copywriting types – Researching competitors – Focusing on buyer persona – Finding your passion – Finding your NICHE, selecting a profitable and in-demand NICHE.

UNIT II   WRITING FOR BLOGS   9
Search topics for blog – Content writing for blogging, its structure and planning – Types of blogs – Adding variety while giving information – Headline strategies – Trust building in online content – Communication method to make your visitor click (CTR) – Register you blog – Write and publish your first post.

UNIT III   SEARCH ENGINE OPTIMIZATION   9
Keyword Research & Planner – Keyword relevance for content creation – Elements of SEO – Writing meta tags – Title and description tags for Google search engine – Identify long tail keywords – LSI (Latent Semantic Indexing) keywords – Use of LSI keywords in article, blog and website – SEO copywriting – Writing HEAD, Meta tags, Title AND Description tags for search engine.

UNIT IV   CONTENT ON IMAGES   9
Creating Graphic content – Infographics, blog images, quotes – Using image to get audience attention – Techniques to create graphics for content – Construction of White paper – Layout and body of White paper – Case studies – Writing email – Cliff-hanger effect.

UNIT V SOCIAL MEDIA CONTENT WRITING 9

Creating engaging content for social media platforms – Visitor engagement and tactics to maximize interaction – Facebook and Instagram engagement – Pitches and tactics – Strategies to create viral content – Case studies and learning points – Instagram influencer – Writing captions that reflect brand's voice and personality – Choose the write hashtags.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
- CO1. Understand the principles and processes of content writing.
- CO2. Write and publish blogs.
- CO3. Exposed to Search Engine Optimization.
- CO4. Create graphic content.
- CO5. Write engaging content for social media platforms.

REFERENCES

1. Kounal Gupta, "Content Writing Handbook", Henry Harvin Publisher, 2020.
2. Michael Nelson and David Ezeanaka, "Blogging for Beginners", AC publishing, 2019.
3. Paul Lima, "Fundamentals of writing", Ingram short title publisher, 2013.
4. Jim Edwards, "Copywriting Secrets", Author Academy Elite publisher, 2019.
5. Eric Enge and Stephan Spencer, "Art of SEO – Mastering Search Engine Optimization", Shroff/O'Reily, 2016.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	2	2	2	2	2	2
2	2	1	2	2	1	1
3	2	2	3	2	2	2
4	2	2	1	2	2	1
5	2	3	2	2	2	2
Avg.	10/5=2	10/5=2	10/5=2	10/5=2	9/5=1.8	8/4=1.6

EA3010	TECHNICAL WRITING	L	T	P	C
		3	0	0	3

OBJECTIVES

- To impart skills for researching for different types of audience.
- To know how to go about writing a technical report.
- To understand issues concerning patenting.

UNIT I UNIQUENESS OF TECHNICAL WRITING 9

Unique features of technical writing - Scientific & Technical writing & Creative writing - Technical writing as profession – Audience awareness - Technical vocabulary - Content - punctuation - Unity, coherence and logic in writing.

UNIT II SIMPLIFYING INFORMATION 9

Analysing, classification, partition, formal definition, informal definition, expanded definition - Describing and illustrating: General Vs specific description – Communicating technical information to Public.

UNIT III   RESEARCHING   9

Research paper writing - Researching and abstracting - Basic types of research, original research, searching the literature, researching for different audiences – Plagiarism - Documentation - Writing for scientific journals - Thesis writing & assignments.

UNIT IV   VISUAL COMMUNICATION   9

Importance of visual elements in technical documents – Creating effective charts, graphs and tables – Incorporating images and diagrams – Design principles for visual communication- Captioning and labelling visual elements.

UNIT V   PROJECT PROPOSALS   9

Research proposals, Request for proposals, business proposal - Basic types of technical writing – Formal report: justification report, progress & related report - Proposals: research / project – Dissertation writing: chaptalization, references, etc. Presentations: talk, Interview, Group discussion - Body language – Narrating skills.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
- CO1. develop an understanding of the unique features of technical writing.
- CO2. Specialize in various forms of scientific writing.
- CO3. communicate technical information to Public.
- CO4. Design visual elements aesthetically
- CO5. Draft proposals and present it effectively.

REFERENCES

1. Phillip A. Laplante, Technical Writing: A Practical Guide for Engineers, Scientists, and Nontechnical Professionals, Second Edition, CRC Press –2018.
2. T O'Neal-McElrath,Winning Grants Step by Step - The Complete Workbook for Planning, Developing, and Writing Successful Proposals, Fifth Edition,The Jossey-Bass, 2019.
3. Mark Baker Every Page is Page One: Topic-based Writing for Technical Communication and the Web,XML Press, 2013.
4. Kenneth W. Houp, Reporting Technical Information, Oxford University Press, USA, 2006.
5. Meenakshi Raman and Sangeeta Sharma, Technical Communication: Principles and Practice, Oxford University Press, New Delhi, 2011.
6. Philip Rubens, Science & Technical Writing: A Manual of Style, Routledge, New York, 2014.
7. Joan Ramirez, The Write Rules: Technical Writing/Presentation and English as a Second Language Guide: Technical Writing/Presentation , Joan Regen, 2020.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	1	1	2	2	1	1
2	1	3	2	1	1	2
3	-	2	2	3	2	3
4	1	-	1	-	1	-
5	2	-	1	-	1	3
Avg.	5/4=1.25	6/3=2	8/5=1.6	6/3=2	6/5=1.2	9/4=2.25

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EA3011   **PARTICIPATORY MEDIA**   **L T P C**
                                                                          3 0 0 3

OBJECTIVES
- The objective is to introduce them to the types of community media.
- The students will be exposed to community media revolution in India.
- To make them understand the managerial functions of community radio
- To introduce the writing formats and types of scripting for community radio
- To give them the field exposure using case studies

UNIT I   COMMUNITY MEDIA   9
Definition of Community and Community media; Differences between community VS commercial media; Campus media; Role of Community media; Functions of community media; Purposes behind the community media

UNIT II   TYPES OF COMMUNITY MEDIA   9
Types of community media – Folk media , newspapers, neighbourgood newspapers – radio – TV – other indigenious community media.

UNIT III   WORLD AND INDIA'S COMMUNITY MEDIA REVOLUTION   9
Introduction to Community Radio; FM Revolution – World Systems and Format – Community Radio in India – Current Trends – Structure and Organization Three tier broadcasting, Community Participation; Broadcast Ethics in Programming and broadcasting – accountability

UNIT IV   WRITING FOR COMMUNITY MEDIA   9
Community Radio – Issues – content development – writing for community radio – types and formats of community radio – Interview Techniques – the art of developing commentary and scripting narration

UNIT V   CASE STUDIES   9
Professional Bodies – World Association of Community Broadcasters- Examples of CR in India and abroad and their impact on Development

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1. Know different communication strategies and media usage for community development.
   CO2. Understand the managerial functions of community radio
   CO3. Understand the writing formats and types of scripting for community radio
   CO4. Field exposure through the case studies
   CO5. Understand the role of media in community development.
   CO6. Produce programs for local communities.

REFERENCES
   1. Benita Pavlicevic, "Curriculum training for Radio Station Managers" ,1999.
   2. Carl Hausmanm Philip Benoit Lewis B. O'Donnell-Radio Production, Focal Press,2011
   3. Colin Fraser and Sonia Restrepo Estrada, "Community Radio Handbook", UNESCO 2001.
   4. Fuller, Linda K. "Community Media", Palgrave Macmillan, 2017.
   5. Louie Tabing, "How to do Community Radio", UNESCO, 2002.
   6. Vinod Pavarala, "Other Voices: The Struggle for Community Radio in India", Sage Publications, 2017.

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CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	3	-	-	1	-	-
2	-	3	-	-	-	2
3	-	-	2	3	3	2
4	-	-	-	2	2	-
5	-	-	-	2	2	2
Avg.	3/1=3	3/1=3	2/1=2	8/4=2	7/3=2.3	6/3=2

EA3012	MULTIMEDIA STORY TELLING	L	T	P	C
		3	0	0	3

OBJECTIVES
- To develop the story ideas
- To develop the knowledge Scripting and finalizing with shots.
- To develop the scripts and produce programs for the web medium.

UNIT I   DEVELOPING THE IDEA   9

Creativity-creativity myths- Rule of third, Foreground, Middle and background, Developing drawing, skills, Shot angles, Layout of storyboard, Perceptive.

UNIT II   UNDERGOING THE RESEARCH   9

Research, Brainstorming the ideas, Developing the brain storm idea, Black and white drawing,Drawing human in action, human proportions, Light shadows, light sources, Depth of field,.

UNIT III   RULE OF DESCRIBING THE STORY   12

Reader, Way of capturing the ideas, Acton, character, Theme, Structure. Introduction to screen grammer, Shot and scene description, Shot breakdown using different shot. Match and jump cut, 180-degree rule. Different type of lead to introduction, Story plot patterns, Creative dialogue, action scenes

UNIT IV   DRAFTING THE STORY   9

Story – Protagonist, Motivation, Antagonist, Conflict. 8 Steps of writing - Find a small idea, Explore the structure, Define your world, character and problem, Beat it out, Write the first draft, Find a critical friend, Write the second draft, Write the third draft. Goals and rules, communication through story. Positive and negative criticism.

UNIT V   FINALIZING WITH SHOTS   9

Scripting – story board scripting, Different type of story board. Visualization, Montage, Sequence, Editing, special effects, Extreme wide shot, wide shot, full shot, close up, chocker shot, extreme close up, over the shoulder, point of view, reaction shot, insert shots.

TOTAL: 45 PERIODS

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OUTCOMES

At the end of the course, the student will be able to:

CO1. Brainstorm the concept and develop the story.

CO2. Various aesthetics of storytelling for digital medium.

CO3. Rules in describing the story

CO4. Produce the own stories/series for the web medium.

CO5. Create different emotions in the storyboard.

REFERENCES

1. Francis Glebas, "Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation", Focal Press, 2009.
2. Harold Whitaker, John Halas, Tom Sito, "Timing for Animation", Focal Press, 2009.
3. Marcie Begleiter, "Storyboarding and the Filmmaking Process (2nd edition), Michael Wiese Productions, 2012.
4. Marcie Begleiter, "Storyboarding and the Filmmaking Process (2nd edition), Michael Wiese Productions, 2012.
5. Nancy beiman, "Prepare to board" (2nd edition), Focal press, 2013.
6. Sergio Paez& Anson Jew, "Professional Storyboarding", Focal Press 2013.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	1	3	3	2	-	-
2	-	-	2	3	-	-
3	2	3	3	2	-	-
4	2	2	2	1	-	-
5	-	-	1	1	-	-
Avg.	5/3=1.6	8/3=2.6	11/5=2.2	9/5=1.8	-	-

EA3013	DOCUMENTARY FILM MAKING	L	T	P	C
		3	0	0	3

OBJECTIVES

- Understand the functions, importance and forms of documentary films.
- Learn structure and story curve in documentary
- Examine the techniques involved in factual storytelling and its applications
- Learn the rudiments of creating a documentary.
- Introduced to preproduction (idea conception, research), production (camera work, interview), and postproduction (sound and picture editing) aspects

UNIT I   INTRODUCTION TO DOCUMENTARY   9

History of Documentary, Elements of the Documentary, Evidence and Point of View in the Documentary, Time – development and Structure. Docudrama, Documentary theory and the issue of representation.

UNIT II   DIFFERENT FORMS OF DOCUMENTARY   9

Poetic Documentaries, Expository Documentaries, Observational documentaries, Participatory documentaries, Reflexive Documentaries and Performative Documentaries. Documentaries of different issues – Wild life – Child Labour – Women trafficking – Gender issues.

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UNIT III DOCUMENTARY RESEARCH 9

Content research and conceptualizing the appropriate treatment and style, Ethical issues for documentaries, Structural analysis for documentaries.Interview technique of documentaries, Different microphones for different occasions/locations, Sound design in documentary video - Writing proposals.

UNIT IV DOCUMENTARY PRODUCTION 9

Preproduction – Research leading up to the shoot –production team, Production –Camera Equipment and shooting Procedure – Lighting Location sound – Interviewing – Directing Participants, Post production – Designing a structure – Narration – using music –Titling.

UNIT V APPRECIATION OF DOCUMENTARIES 9

Screening of world-renowned documentaries - BBC Documentaries- Indian Documentaries – Local issue based documentaries, Analysing the documentaries through various media techniques. Interaction with documentary filmmakers.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
- CO1. Appreciate the importance of the documentary film formats
- CO2. Explore various documentary formats through viewing and analyses of important documentaries.
- CO3. Develop an individual style in representing the society through documentary
- CO4. Examine the story structure and story formats
- CO5. Develop a proposal & script based on intensive field research for a documentary.

REFERENCES

1. Alan Rosenthal. Writing, Directing, and Producing Documentary Film, SIU Press, 2007
2. Andy Glynne. Documentaries and How to Make Them,Kamera Books, Harpenden, Herts,2012.
3. Barry Hampe. Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing Documentaries, Henry Holt and Company, 2007.
4. Genevieve Jolliffe and Andrew Zinnes. The Documentary Film Makers Handbook: A Guerilla Guide, Continuum International Publishing Group,New York, 2006.
5. Louise Spence and Vinicius Navarro. Crafting Truth: Documentary Form and Meaning, Rutgers University Press, New Brunswick, N.J., 2011.
6. Michael Rabiger, Directing the Documentary, Focal Press,2007.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	-	-	2	2	-	-
2	-	-	2	3	-	-
3	3	2	1	2	-	2
4	3	3	-	1	-	-
5	-	-	-	2	-	-
Avg.	6/2=3	5/2=2.5	5/3=1.6	10/5=2	-	2/1=2

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EA3014   **SHORT FILM MAKING**   L   T   P   C
                                                                      3   0   0   3

OBJECTIVES
- To give an overview of the short film genre from scripting to postproduction.
- To study the critical ethical and aesthetic concepts related to short film making.
- To introduce the technical nuances of short film making.
- To understand the narrative patterns and techniques involved in short film making.
- To develop a complete screenplay for production of a short film.

UNIT I   UNDERSTANDING THE SHORT FILM GENRE   9
Principles of drama, Difference between short films & features, Elements of good short films, Purpose of short films, films for social change, entertainment & inspiration, Researching story ideas, ideation to film story, Audience Centric Approaches.

UNIT II   SCRIPTING   9
Structure of short film narratives, plot & story, three act structure, conflict in a story, establishment, rising action, resolution.

UNIT III   SCREENPLAY   9
Narrative styles & formats, creating characters, settings, screen time, construction of a scene, functions of dialogues, elements of good dialogue writing

UNIT IV   PRODUCTION   9
Screenplay Talent, hiring crew & equipment, scheduling, budgeting, production roles- director, camera, producer, editors, music. Managing the shoot on location, costume design, lighting, Shooting ratio, production design. Editing short films, graphics, animation, titling, dubbing, music, subtitling.

UNIT V   FILM SCREENING, SHARING & PUBLICITY   9
Using digital media for film promotion & distribution, video sharing websites & social media, film exhibitions, films festivals, competitions, private & public screening, censorship and certification, pitching to production companies, creating show reels, social media sharing & creating your social media channels.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
  CO1.   Understand the various trends, formats, techniques & styles involved short film making
  CO2.   Gain insights into the structure of a short film and its genres.
  CO3.   Learn the steps involved in scripting, directing, editing and screening of short films.
  CO4.   Understand the various narrative formats and presentation styles of story telling
  CO5.   Able to develop a complete screenplay for production

REFERENCES
1. Cowgill J.Linda, Writing Short Films: Structure and Content for Screenwriters, Lone Eagle, New York 2016
2. Frederick Levy, How to make short film and launch your film making career, Penguin Putnam Inc, 2016
3. Munroe Marie Roberta, How Not to Make a Short Film: Secrets from a Sundance Programmer, Hyperon publishers, New york, 2015

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4. Oberg Emmanuel Screenwriting Unchained: Reclaim Your Creativity, Screenplay publishing, New York, 2016
5. Scott Graham Gini, The Complete Guide to Writing, Producing and Directing a Low-Budget Short Film, Limelight, New York 2011
6. Thurlow Clifford& Thurlow Max, Making Short Films: The Complete Guide from Script to Screen, Bloomsbury, New York, 2013.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	3	2	-	-
2	-	-	-	-	-	-
3	1	-	2	-	2	-
4	2	-	-	2	-	3
5	1	2	-	3	-	3
Avg.	4/3=1.3	2/1=2	5/2=2.5	7/3=2.3	2/1=2	6/2=3

EA3015	COMMERCIALS	L	T	P	C
		3	0	0	3

OBJECTIVES
- To make acquainted with different formats of TV commercials.
- To develop writing and creative skills for television, radio and web commercials.
- To have a critical assessment of the commercials broadcast in various media.
- To understand the knowledge on planning and execution of concept into a project.
- To create innovative web commercial

UNIT I   TYPES OF COMMERCIALS   9
Commercials: Meaning and definition, historical development, social and economic benefits – Elements of a good commercial – types and importance of commercials in electronic media: lifestyle, slice of life, demonstration, product's self promotion - new trends like sequence, colours and teaser usage – Comparative of competing products –Sports and super bowl commercials – Fantasy commercials –political ads and Interactive indoor media TV and their functions.

UNIT II   MEDIA STRATEGIES   9
Commercials for consumer, corporate, Industrial, retail, national, trade, professional and social – Target audience: Brand image, brand umbrella, rebranding – Media selection – radio, television, web and films – Strategy, media budget, campaign planning – brand endorsements and brand ambassadors – positioning of sports materials in TVC - Commercials for children products, youngsters, women – commercials aimed with branding, sub-branding, re-branding - Copyright, label, trademark involved in commercial production- Surrogate commercials and benefits.

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UNIT III   CREATING CONCEPTS   9
Concept, Ideation, Copywriting and production techniques for radio, television, web and films – Writing for commercials (jingles and spots) – Visualization & storyboard for TV commercials – Precautions to follow while making life insurance or stock market related commercials - Commercial genres - Adventurous, humour, automobile, jewellery, ethnic and cultural, traditional, tourism, apparels, beauty products - case study of international versus regional products.

UNIT IV   PLANNING AND EXECUTION   9
Research: Planning, execution, market research, ethical aspects, emerging trends – Advertising agency – Structure and functions – Creativity Relevance of TVC, infomercials and commotainment- positive and negative portrayal of men, women, children and animals in TVC – critical analysis of commercials - success stories and failure models – commercials promoting violence and proved as non-sensical and annoying in nature – Comparative ads and case studies pertaining to judicial problems – Seasonal ads and relevance.

UNIT V   WEB COMMERCIALS   9
Evolution of Web Commercials – Types – Web portals and commercial revenue – Production process – Online ads, function, types and use – Budget involved-Jingles, Flogos - Webisode-Commercials for social media- animated ads- Indoor media televised ads- commercials for smart phones and games – product placement in films and websites – spoof, parody and adapted commercials - future and longevity of a web commercial - Ambient ads creation and new trends followed for promotion.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. do copywriting and production techniques involved for radio, television, web and films.
CO2. get wider knowledge about planning and execution for television commercials
CO3. create bumper ads for social media
CO4. know about how much a television is important for brand strategies
CO5. script for various media platform and have their own portfolio

REFERENCES
1. Marc Andrews,Hidden Persuasion: 33 Psychological Influences Techniques in Advertising, Laurence King Publishing,2019.
2. Jason Mc Donald,Social Media Marketing Workbook: How to Use Social Media for Business,Independently Published,2022
3. Tom Altstiel, Jean M. Grow, Dan Augustine, Joanna L. Jenkins, Advertising Creative: Strategy, Copy, and Design Sixth Edition, SAGE Publications,2022
4. Barrie Gunter; Caroline Oates; Mark Blades. Advertising to Children on TV: Content, Impact, and Regulation, Lawrence Erlbaum Associates, 2012.
5. Hooper White. How to produce effective TV commercials, McGraw-Hill, 2010.
6. Ivan Cury. TV Commercials – How to Make Them, Focal Press, 2012.
7. Pete Barry, The Advertising Concept Book: Think Now, Design Later ,Thames & Hudson Ltd; 2nd Revised edition, 2012.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	3	3	1	1	3	-
2	1	2	1	2	-	-
3	1	1	1	-	-	-
4	2	-	1	1	1	1
5	1	2	-	3	1	-
Avg.	8/5=1.6	8/4=2	4/4=1	7/4=1.75	5/3=1.7	2/2=1

EA3016	E-CONTENT CREATION	L	T	P	C
		3	0	0	3

OBJECTIVES
- To know the basics, concepts and need of e-content in the media industry.
- To learn the production process and techniques of e-content.
- To produce effective e-content materials for different field.
- The students will be able to understand the new trends and opportunities in technology enhanced learning systems.
- To develop an understanding on the present trends and future of e-content business.

UNIT I   NATURE AND SCOPE   9
Content production and management – Concepts, past, present and future of content industry Various media and contents, new trends and opportunities in Content and Technology Enhanced Learning Systems.

UNIT II   E-CONTENT PRODUCTION   9
Definition of e-content – Designing of e-content, structures, modules, e-content planning – Moodle web application – Production techniques, software, lifecycle of e-content – Content Management Systems – Templates, standard characteristics and, delivery, effectiveness of econtent– Case studies, simulations, games, exercises, evaluation – SCORM Model – e-Publishing processes – e- Author, e-Editing, e-Publishing.

UNIT III   E-LEARNING   9
e-Learning and e-learners, e-courses, e-learning ability – Open educational resources – Learning authoring – e-learning technologies – Learning authoring tools, Repository of educational content, Problem Based Learning – e-Learning Platforms, Production and Re-utilization – Learning processes and context, Management of e-content production (project) – Design of ecourses and e- content, Learning objects, Content creation tools, Online learning evaluation – Designing and creating e-courses for a certain learning context – Planning the learning content to be developed – Producing learning content according to international standards – Creating, integrating and exploring the learning content in the LMS – Building/selecting instruments toevaluate the learning content produced.

UNIT IV   TECHNOLOGY LEARNING SYSTEMS   9

Computer and Internet Enabled Learning – IP Learning – Mobile learning – Videoconferencing – VSAT – Online learning – Web conferencing – Standalone e-learning – Assisted e-learning – e-Cooperative learning – Blended learning – Info Learning – Small learning – Open source Software.

UNIT V   E-CONTENT BUSINESS   9

Content business – Present trends and future – e-Content for different types of industries – Education, marketing, training, agriculture, etc. – Economics of e-content business, budget and market trends.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Students will be able to understand the new trends and opportunities in technology enhanced learning systems.

CO2. Students will familiarize with the management of e-content production.

CO3. Students will develop an understanding on the present trends and future of e-learning business.

CO4. Students will promote generation of e-Content in all subjects.

CO5. Students will be skilled in e-content production in their future endeavors

REFERENCES

1. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU, New Delhi, 2005.
2. Jeong-Baeson and Shirley O'Neil. Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic & Professional Publishers & Consultancy Services, Queensland, Australia, 2007.
3. K.L. Kumar. Educational Technology, H.S. Poplai for New Age International Pvt. Ltd., New Delhi. 1998.
4. Robin Manston and Frank Rennie.e-Learning: The Key Concepts, Routledge, London & New York, 2006.
5. The gamification of learning and instruction, Karl M. Kapp, 2012
6. U.V. Reddi and Sanjaya Mishra, Educational Media in Asia, Commonwealth of Learning, Vancouver, 2005.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	3	-	-	-
2	1	2	2	-	-	-
3	-	-	2	-	-	-
4	2	2	-	-	-	-
5	-	-	3	3	3	-
Avg.	3/2=1.5	4/2=2	10/4=2.5	3/1=3	3/1=3	-

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EA3017   **ELECTRONIC MEDIA MANAGEMENT**   L   T   P   C
                                                                       3   0   0   3

OBJECTIVES
- To develop an understanding of the basic functions of management.
- To introduce the concept and process of media management and their role in marketing
- To prepare professionals interested in careers in media management, advertising, marketing, promotions, managerial jobs, or for individuals in the field.

UNIT I   MANAGING THE ELECTRONIC MEDIA   9
An Overview Of Electronic Media In Society , Management in the Electronic Media, Levels Of Management ,Management Skills ,Management Functions and management roles .Strategic Alliances And Partnerships, Ethics Of Management ,Ethical Codes And Mission Statement, Ethical Issues In Media Management .

UNIT II   THEORIES OF MANAGEMENT   9
Management As Process, Approaches To Management, Classical School Of Management Human Relations School of Management, Modern Approaches to Management, Management and Electronic Media.

UNIT III   MARKETING MANAGEMENT   9
New Product Development- Types of new products - Test Marketing a new product –Portfolio analysis, Branding - Definition, Purpose and Significance, Branding decisions -Packaging & Labeling - Purpose, Types and new trends in packaging.

UNIT IV   PERSONNEL MANAGEMENT   9
Computer and Internet Enabled Learning – IP Learning – Mobile learning – Videoconferencing – VSAT – Online learning – Web conferencing – Standalone e-learning – Assisted e-learning – e-Cooperative learning – Blended learning – Info Learning – Small learning – Open source Software.

UNIT V   E-CONTENT BUSINESS   9
Content business – Present trends and future – e-Content for different types of industries – Education, marketing, training, agriculture, etc. – Economics of e-content business, budget and market trends.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
- CO1. Gain knowledge of the different components, stakeholders, and business models within the electronic media ecosystem.
- CO2. Understand the roles and responsibilities of media managers, including strategic planning, organizational behavior, decision-making, and leadership.
- CO3. Understand the importance of audience engagement and develop strategies to attract and retain viewers/listeners/users across different electronic media platforms.
- CO4. Gain knowledge of ethical considerations and social responsibility in electronic media management.
- CO5. Learn to create effective promotional campaigns, develop brand strategies, and leverage social media and digital marketing platforms to increase audience reach and engagement.

REFERENCES
1. IGNOU. Effective Learning: A Practical Guide for Open and Distance Learners, IGNOU, New Delhi, 2005.
2. Jeong-Baeson and Shirley O'Neil. Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic & Professional Publishers & Consultancy Services, Queensland, Australia, 2007.
3. K.L. Kumar. Educational Technology, H.S. Poplai for New Age International Pvt. Ltd., New Delhi. 1998.
4. Robin Manston and Frank Rennie.e-Learning: The Key Concepts, Routledge, London & New York, 2006.
5. The gamification of learning and instruction, Karl M. Kapp, 2012
6. U.V. Reddi and Sanjaya Mishra, Educational Media in Asia, Commonwealth of Learning, Vancouver, 2005.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	2	-	-	-
2	-	2	-	-	-	-
3	2	1	2	-	-	-
4	-	-	-	-	-	3
5	-	-	-	2	2	-
Avg.	2/1=2	3/2=1.5	4/2=2	2/1=2	2/1=2	3/1=3

EA3018	**EVENT MANAGEMENT**	L T P C
		3 0 0 3

OBJECTIVES
- To Understand the structure of event industry, economy, culture and trends of Market.
- Applying the Concepts and practices of Marketing research on event related issues.

UNIT I   INTRODUCTION TO EVENT MARKETING   9
An overview of event marketing – Types of events – Understanding the structure of event industry, economy, culture and trends – Marketing skills for event marketers, Requirement analysis.

UNIT II   DESIGNING EVENT MARKETING   9
Application of Marketing mix to events – Designing and developing – Adoption of events – Event life cycle analysis – Key drivers influencing strategic planning and execution of different types of events – Branding issues for events.

UNIT III   PRICING STRATEGIES   9
Pricing methods for events – Approach towards sponsorships, funding agencies - types and Choice of sponsorships – Profitability analysis – Negotiations for the best deal.

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UNIT IV   EVENT PROMOTION   9

Campaign for sports cultural - Entertainment - Formal functions – Event advertising – Establishment – Festivals – Conventions – Exhibitions - Public relations – Interpersonal relationship – Media management – Role of regulatory authorities.

UNIT V   EVENT DELIVERY   9

Dealing with agents, Promoters and event executors – Event Planning Implementation and evaluation from stake holder's perspectives - Concepts and practices of Marketing research on event related issues. Post event steps.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

   CO1. The students acquire an understanding of the role and purpose(s) of special events in the organizations.
   CO2. Students will acquire an understanding of the techniques and strategies required to plan successful special events.
   CO3. Students will acquire the knowledge and competencies required to promote, implement and conduct special events.
   CO4. Acquire the knowledge and competencies required to assess the quality and success of special events.
   CO5. Use research and analytical skills to guide the development of communication objectives and public relations activities, evaluate their impact, and support organizational objectives and stakeholder relationships.

REFERENCES

1. Allison Saget, The Event Marketing Handbook : Beyond Logistics & planning, Kaplan Publishing, 2006.
2. Cheryl Mallen, Lorne J. Adams ,Event Management in Sport, Recreation and Tourism: Theoretical and Practical Dimensions,2016.
3. Glenn Bowdin, Johnny Allen, Rob Harris, Ian McDonnell, William O'Toole, Events Management, Routledge, 2012.
4. Judy Allen, Event Planning, Wiley India, 2007.
5. Julia Rutherford Silvers and Joe Goldblatt, Professional Event Coordination, John Wiley, 2003
6. Shannon Kilkenny, The complete guide to successful Event Planning: A guide book to producing Memorable Events, Atlantic Publishing Company. 2011.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	-	-	3	-	-	-
2	-	-	-	3	-	-
3	2	2	2	-	2	-
4	-	-	-	1	3	-
5	1	-	-	-	-	-
Avg.	3/2=1.5	2/1=2	5/2=2.5	4/2=2	5/2=2.5	-

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EA3019   **PR AND CSR**   L T P C
                                                                            3 0 0 3

OBJECTIVES

- To give Exposure to the information and PR needs of the professionals in different sectors through theoretical presentations and practical Assignments.
- To educate the rules while doing the campaign
- To study the audio-video channel boom and the Internet revolution the dynamics and paradigm of controlled media.
- To create the strategic planning for the public relation campaign
- To provide in-depth knowledge of all aspects in this sphere of media activity. This course is also placement-oriented.

UNIT I   INTRODUCTION TO PUBLIC RELATIONS   9

Historical Perspective-Industrial revolution-the beginnings of PR, PR role in the Indian Setting-Developing economy, PR during First and Second World Wars – The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of PR in India, Defining Public Relations, Top 10 Foundational Principles of Public Relations, RACE (Research, Action, Communication, Evaluation) , Persuasion, Finding & Generating News (and Effective Media Relations) 6 PR Trends (Where the Profession is Headed).

UNIT II   STRATEGIC PUBLIC RELATIONS   9

Government public relations: concept and scope, Government and Public Affairs, Corporate Public relations: Internal communication, Theories and models, corporate identity, corporate social responsibility, Stakeholder Public Relations: Public sector public relations, Consumer public relations, Business to business public relations, Role of top management categories, PR ethics and values, PR ethics in judging an organization. Comparative Cultural Metrics. The State of public relation Profession globally.

UNIT III   PUBLICS & PUBLIC OPINION   9

Public Opinion – Meaning and Definition, Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation-persuasion, Government and Public Affairs, Social Media and PR, Crisis and credibility , Anticipating a crisis, characteristics of crisis, categories of crisis, crisis management, communication plan, crisis evaluating ,successful crisis handling.

UNIT IV   CAMPAIGN MANAGEMENT   9

Definition for campaign, types of PR campaigns, successful campaign models, planning a campaign, implementing the campaign, evaluating the campaign, changing behaviour with campaigns, government campaigns, global campaigns, Benefits of digital social media in public relations campaigns, Planning public relations campaigns in digital media : Goals and strategies- Identifying target audiences - Rules of Engagement for social media.

UNIT V   CORPORATE SOCIAL RESPONSIBILITY   9

Concepts of Social Responsibility - The social responsibility of organizations: Historical background. Characteristics of social responsibility , Principles of Social Responsibility Definition of Social Responsibility- Social responsibility toward the environment - Prevention of pollution, Sustainable resource use , Climate change mitigation and adaptation ,Protection of the environment, biodiversity and restoration of natural habitats.

                                                            TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Gain knowledge of the history, theories, and principles of public relations practice.

CO2. Learn to identify communication goals, target audiences, key messages, and appropriate communication channels.

CO3. Learn to write press releases, speeches, articles, blog posts, social media content, and other forms of communication materials.

CO4. Learn strategies and techniques for managing crises and protecting organizational reputation.

CO5. Understand the ethical responsibilities of public relations professionals, including truthfulness, transparency, confidentiality, and conflicts of interest. Learn about relevant laws, regulations, and industry codes of ethics.

REFERENCES

1. Broom, G., & Dozier, D. ,Using research in public relations: Applications to program management, Englewood Cliffs, NJ: Prentice Hall, 1990.

2. Cutlip, S. H., Center, A. H. and Broom, G. M. Effective Public Relations, 9th Edition. Upper Saddle River: Pearson Education Inc, 2006.

3. Goodpaster, K. E., Conscience and corporate culture. Malden, MA: Blackwell, 2007.

4. Grunig, J. E. ,Two-way symmetrical public relations: Past, present, and future. In R. L. Heath (Ed.), Thousand Oaks, CA: Sage,2007.

5. Hendrix, J. APublic relations cases (7th ed.). Belmont, CA: Wadsworth, 2000.

6. Paine, K. D.. Measuring public relationships: The data-driven communicator's guide to success. Berlin, NH: KDPaine & Partners, 2007.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	3	-	-	-
2	-	1	2	-	-	-
3	3	3	-	-	-	-
4	-	-	1	3	2	-
5	-	-	-	-	-	3
Avg.	3/1=3	4/2=2	6/3=2	3/1=3	2/1=2	3/1=3

EA3020	MEDIA ENTERPRENEURSHIP	L	T	P	C
		3	0	0	3

OBJECTIVES

- To Understand the dynamic role of entrepreneurship and small businesses
- To develop and strengthen entrepreneurial quality and motivation in students.
- To impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

UNIT I   ENTREPRENEURAL COMPETENCE   9

Entrepreneurship concept – Entrepreneurship as a Career – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

UNIT II   ENTREPRENEURAL ENVIRONMENT   9

Business Environment - Role of Family and Society - Entrepreneurship Development Training and Other Support Organisational Services - Central and State Government Industrial Policies and Regulations - International Business.

UNIT III   BUSINESS PLAN PREPARATION   9

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

UNIT IV   FINANCING THE NEW VENTURE   9

Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks, Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

UNIT V   MANAGEMENT OF SMALL BUSINESS   9

Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business.

TOTAL: 45 PERIODS

OUTCOMES

CO1.   Students will gain knowledge and skills needed to run a business.
CO2.   Students will be able to know the forms of Ownership for Small Business.
CO3.   Students will be able to do Strategic Marketing Planning.
CO4.   Students will be able to innovate new product or service development.
CO5.   Students will do a business plan creation, Forms of Ownership for Small Business.

REFERENCES

1. Arya Kumar. Entrepreneurship. Pearson. 2012
2. Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective. Cengage Learning. 2012
3. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005
4. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
5. P.Saravanavel, Entrepreneurial Development, Ess Pee kay Publishing House, Chennai - 1997.
6. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, NewDelhi, 2001.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	2	-	-	-
2	-	2	-	2	-	-
3	2	2	2	1	-	-
4	-	-	-	-	2	-
5	1	1	1	1	1	Attested
Avg.	3/2=1.5	5/3=1.6	5/3=1.6	4/2=2	3/2=1.5	-

EA3021   **PROGRAMMING LANGUAGE**   **L T P C**
                                                                             3 0 0 3

OBJECTIVES

- To know the basics of algorithmic problem solving.
- To develop Python programs with conditionals and loops.
- To define and call Python functions, modules
- To work with strings and files in Python.
- To use Python data structures – lists, tuples, dictionaries.

UNIT I   INTRODUCTION TO PROBLEM SOLVING AND PYTHON   9

Fundamentals of computing – Problem Solving Strategies – Program Design Tools: Algorithms, Pseudo codes and flowcharts – Different Flow Controls - Types of Errors – Testing and Debugging – Introduction to Python programming – Python interpreter and interactive mode – Variables and identifiers – Datatypes – Input Operations – Comment – Indentations – Operators and Expressions – Operations on strings and other datatypes.

UNIT II   DECISION CONTROL STATEMENTS AND LOOPING STATEMENTS   9

Introduction to decision control statements – variations of If-elif-else constructs – Loop structures/iterative statements – While loop – For loop – Definite – Infinite loops - Nested Loops – Break – continue - pass statements – Else used with loop statements.

UNIT III   FUNCTIONS, MODULES AND PACKAGES   9

Need for functions - Function Definition – Function calling and returning values – Scope and Lifetime: Local and global - Defining functions with Required Arguments, Keyword Arguments, Default Arguments, Variable - Length Argument – Lambda Functions – Recursive Functions- Documentation String - Modules and Namespace – User-defined modules – Python Module – Standard Library Modules – Packages in Python – Function Redefinitions.

UNIT IV   STRINGS AND FILE HANDLING   9

Strings: Introduction, Immutable string formatting operators - indexing, traversing, concatenating, appending, multiplying, formatting, slicing, comparing, iterating strings – Basic Built-In String Methods Modules and Functions Regular expressions – Metacharacters in Regular Expressions, Introduction to Files – Opening and closing files – Reading and writing files – Searching through files – Renaming and Deleting Files - File positions.

UNIT V   DATA STRUCTURES   9

Sequence - List: Access, Update, Traversing a list, List Operations, List Methods, Using List as Stack, Queues - Tuples: Creating Tuples, Utility of Tuples, Basic Tuple Operations – Sets – Dictionaries – Creating, Accessing, Modifying, Sorting, Deleting.

                                                                    TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:
   CO1.   Develop algorithmic solutions to simple computational problems.
   CO2.   Develop and execute simple Python programs for solving problems.
   CO3.   Decompose a Python program into functions.
   CO4.   Represent compound data using Python lists, tuples, dictionaries etc.
   CO5.   Read and write data from/to files in Python programs.

Attested

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REFERENCES
1. R. Nageswara Rao, Core Python Programming, DreamTech Press Publisher, 2021.
2. Reema Thareja, Python Programming: Using Problem Solving Approach, Oxford UniversityPress, 2017.
3. John V Guttag, Introduction to Computation and Programming Using Python, Revised andExpanded Edition, MIT Press, 2013.
4. Charles Dierbach, Introduction to Computer Science using Python, Wiley India Edition, 2016.
5. Timothy A. Budd, Exploring Python, Mc-Graw Hill Education (India) Private Ltd., 2015.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3	2	-	-	-	-
2	3	2	-	-	-	-
3	3	2	-	-	-	-
4	3	2	-	-	-	-
5	3	2	-	-	-	-
Avg.	15/5 = 3	10/5 = 2	-	-	-	-

EA3022	2D GRAPHICS AND ANIMATION	L	T	P	C
		3	0	0	3

OBJECTIVES
- To explore the basic and fundamentals of 2D Graphics and Animation
- To familiarize with animation techniques a
- nd production process.
- To acquaint the Scripting language for creating interactive animations, website and games.

UNIT I   GRAPHICS AND ANIMATION   9

Computer Graphics, Application of Computer Graphics, Interactive Computer Graphics, Basics of graphic design, Principles, Basic Terminologies: Pixel, resolution, Screen Size, Aspect Ratio, Raster,Scalar and Vector graphics, Frame and Frame Rate, Basic drawing and painting tools, Shading techniques: Working with colors, strokes and fills,Types of animation, memory and imagination, Editing scalar image. creating and modifying vector objects

UNIT II   PRINCIPLES AND FORMATS OF ANIMATIONS   9

Introduction to Animation, Principles of Animation, Color Theory, Styles and Formats in Animation, Animation Techniques, Introduction to Stop Motion, History of Stop Motion, Frame – sequencing features: Frame by Frame Animation, Introduction to 2D animation software interface: Tween Animation, Masking: Static and Dynamic Mask, Text and image mask, Creating human and animal walk cycle.

UNIT III   ANIMATION PRODUCTION PROCESS   9

Animation Production Pipeline: Pre-Production, Production and Post-Production. Pre-Production Phase: idea, one-liner, synopsis, plot, elements of plot, script, storyboarding. Describing Shots: Framing the shot, angle and movement,creating scenes working with symbols. Design: characters, background, environment and props, character construction with poses, size relation,

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Expressions: Face, Hand and other parts of the body. Frame action, working with joints and character movement. Creating complete walk cycle. Dubbing, Dialogues Lip sync, adding special effects and Sound Design, Compositing Backgrounds. Editing, export formats.

UNIT IV INTERACTIVE ANIMATIONS 9

Action Scripting:Programing fundamentals, working with objects, variables, datatypes, statements and expressions, operators, syntax, decisions making statements, looping statements, functions, user interaction, text, styles and fonts, events and event handlers: Interactivity with the mouse and keyboard, Creating buttons, navigations,Building applications with action script.

UNIT V 2D GRAPHICS AND ANIMATION APPLICATIONS 9

Developing Comic stories, Stop motion concepts, Animated Logo, Web advertisements, Title animation, Text Graphics and effects, Web Banners, Character animation, PSA, Product commercials, E Learning material, Interactive quiz, dynamic web pages, Portfolio development.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. Students will understand the latest techniques of 2D graphics and animation
CO2. Students will practically utilize the basic animation principles
CO3. Students will animate the scene using the scripting
CO4. Students will understand the production techniques involved in creating the 2D animation
CO5. Students will acquire a knowledge to create an interactive presentation in 2D and Portfolio

REFERENCES

1. Beiman N. Animated Performance: Bringing imaginary animal, human and fantasy characters to life. Bloomsbury Publishing; 2015.
2. Parr P. Sketching for Animation: Developing Ideas, Characters and Layouts in Your Sketchbook. Bloomsbury Publishing; 2017.
3. Simon MA. Producing Independent 2D Character Animation: Making & Selling A Short Film. Focal Press; 2013.
4. White T. How to Make Animated Films: Tony White's Master class Course on the Traditional Principles of Animation. Taylor & Francis; 2013.
5. Beverly Johnson, Draw Great Characters and Creatures: 75 Art Exercises for Comics and Animation Paperback – Illustrated, 2019
6. Kenneth Anderson, Creating Characters for the Entertainment Industry: Develop Spectacular Designs from Basic Concepts Paperback, 2019
7. John M. Blain, BLENDER 2D ANIMATION : THE COMPLETE GUIDE TO THE GREASE PENCIL Paperback – Import, Taylor & Francis Ltd Publisher, 2021

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	2	3	-	2	-	-
2	-	-	3	-	2	-
3	-	-	-	3	3	-
4	-	-	-	3	3	-
5	-	-	-	3	2	3
Avg.	2/1=2	3/1=3	3/1=3	11/4=2.75	10/4=2.5	3/1=3

EA3023   **2D GAME DESIGN**   **L T P C**
                                                                   3 0 0 3

OBJECTIVES
- To explore the history of games and the gaming industry.
- To understand the fundamentals of game design and development.
- To learn the basics of C# game scripting for making a simple game.
- To learn and understand the functions of game engine software.
- To create a 2D game using game engine and design game mechanics that create engaging game play.

UNIT I   INTRODUCTION TO COMPUTER GAMES   9
Introduction to gaming – Game play, Emergent and progressive gameplay – gamification – History of games, Gaming industry - Introduction to Android games and iOS games - Types of games: FPS, role playing games, platform, racing, design elements – game elements: strategies, actions, outcomes.

UNIT II   GAME STORY AND GAME DEVELOPMENT PROCESS   9
Concept of games as stories, narrative in video game presentation – Uses of game theory - Campbell's Monomyth theory – The normal form, pure strategy – Nash equilibrium, dominated strategies and payoffs- Game design and development processes: Game identification, terminology, concepts, level design, and interface design.

UNIT III   GAME SCRIPTING   9
Introduction to C# – Scripts as behavior components – Data types – Variable and functions – Conditional statements – Loops, classes, instantiate, scope and access modifiers – Arrays – Invoke and enumerations – Awake and start – Update and fixed update – Vector math – Activating game objects –Events – Event handlers – Delta time.

UNIT IV   GAME BEHAVIOUR   9
Behavior – Rigid body 2D – Gravity using C# Script – Handling collisions of game object using Collider 2D – Creating game objects at runtime using Prefabs – Prefab instantiation - Parent and Child Game Objects – Detecting collisions with on collision enter – Add Velocity, force - light, camera and apartment -- Add script to character – Create particle system - Add sounds.

UNIT V   GAME DEVELOPMENT WITH ENGINE   9
Introduction to Unity Game Engine Tools & navigation, Camera control in Unity, Scene Navigation, Project setting / Player setting, Game publishing using Unity Sprite Editor, Sprite Animation, 2D Physics, 2D Components, UI system, 2D Game Project Gameplay: game worlds, object models - Creating and destroying game objects – Access the components – Events for game objects – Dealing with vector variables and timing variables — Coroutine and return types – Physics components: coordinates, vectors, rigid bodies and forces – Colliders and collisions.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
CO1. Describe and differentiate between different types of games.
CO2. Demonstrate an understanding of the overall game design process.
CO3. Design and implement basic levels, models, and scripts for games.
CO4. Understand the game design principles and techniques that can be applied to gameplay
CO5. Design and build their own functional game using game-engine.

REFERENCES
1. Dave Calabrese, *Unity 2D Game Development*, Packit Publishing, 2014.
2. Steve Rabin, *Introduction to Game Development*, 2010

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3. Joe Hocking, *Unity in Action: Multiplatform Game Development in C#,* 2018
4. Gary Rosenzweig, *ActionScript 3.0 Game Programming University*, Pearson, 2013.
5. Jeannie Novak, *Game Development Essentials: An Introduction*, Delmar Cengage Learning, 2012.
6. Mario Zechner and Robert Green, *Beginning Android 4 Games Development*, Apress, 2012.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	2	-	-	-	-	-
2	-	-	-	2	-	-
3	-	-	-	-	3	-
4	-	2	-	-	-	-
5	-	-	-	-	-	3
Avg.	2/1 = 2	2/1 = 2	-	2/1 = 2	3/1 = 3	3/1 = 3

EA3024	3D GRAPHICS AND ANIMATION	L	T	P	C
		3	0	0	3

OBJECTIVES
- To understand basic tools and fundamental properties of animation
- To develop the storyboard creation process for the 3D animated film
- To teach the laws of physics in applying an animation for 3D creations.

UNIT I   UNDERSTANDING 3D GRAPHICS   9

Animation industry, history and development of 3D animation, understanding the topology, understanding 3 Dimensional concepts. Controlling and Configuring the Viewports- Working with Files- Importing- and Exporting - Customizing the Interface and Setting Preferences. Introduction to the interface, Tools in the software. Different type of video formats, pixels vector and raztor, file formats, colour depth, bit depth, frame rate, timecode. Different view exposure, parameters and properties, working with transform, rotate and scale, creating a simple object using the standard objects.

UNIT II   Basics of Modelling   9

Introduction to basics of 3D – Modeling with 3D objectes - Creating and Editing Primitive Objects- Selecting Objects- Setting Object Properties- Transforming Objects- Pivoting- Aligning- and Snapping- Cloning Objects and Creating Object Arrays - Grouping- Linking- and Parenting Objects - Learning Modeling Basics and Working with Sub objects and Helpers - Introducing Modifiers and Using the Modifier Stack - Drawing and Editing 2D Spline and Shapes - Modeling with Polygon - Working with the Schematic View, NURBS and Polygon, topology of objects, working with references.

UNIT III   CAMERA AND LIGHTING   9

Use of lights- camera- and materials in an animation using Max Materials- Cameras- and Lighting Basics - Exploring the Material Editor - Creating and Applying Standard Materials -

Creating Compound Materials and Using Material Modifiers - Adding Material Details with Maps - Configuring and Aiming Cameras - Using Lights and Basic Lighting ideas. Working with camera movements and positions.

UNIT IV   EFFECTS IN 3D GRAPHICS   9
UseS of 3D motion graphics and effects - Introduction to View Post Effects - Video Post Application and Object Id- Add Scene Event Add Image Filter Event- Add Image Out Put Event -Saving Video Post Effect In Various Formats Executing Sequences -Saving Files -Getting Start With Projects Estimating the Projects. Timing movement of object or character, space and scale. Creating the particles for the scene, modifying the particles, gravity, push and other particles, creating the basic human model, birds, animal character.

UNIT V   ANIMATION AND RENDERING   9
Rigging – pivot positions, FK and IK, parenting, deformers, scripting, expressions, rigging workflow. Keyframe, Graph editor, dope sheet, animation techniques, motion capture technology,. Character motion, placing the bones for the character, creates the motion animation with rigging formats. Reading anatomy- human and living organisms, breaking human anatomy into different parts. Concepts of rendering with V-ray - V-ray Interface- V-ray light rig- V-ray Rendering and Fx - Applying Mental Ray Shaders- Using Final Gather - Fine Tuning Mental Ray Shaders.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1.   Students will be able to understand the physics behind the 3D animation.
   CO2.   Students will understand the basic movements of 3D character.
   CO3.   Students will execute the rigging and animating a character.
   CO4.   Students will work with different types of particles system in 3D effects.
   CO5.   Students will develop the idea and create a simple animation movie

REFERENCES

1.   Amin J. Beginner's Guide to Character Creation in Maya. 3dtotal Publishing; 2015.
2.   Birn J. Digital lighting & rendering. Pearson Education; 2014.
3.   King R. 3D Animation for the Raw Beginner Using Autodesk Maya 2e. CRC Press; 2019.
4.   O'Hailey T. Rig it Right! Maya Animation Rigging Concepts. Routledge; 2018.
5.   Donald House, John C. Keyser, Foundations of Physically Based Modeling and Animation, A K Peters/CRC Press, 2020.
6.   Kelly L. Murdock, Autodesk Maya 2023 Basics Guide,2022, SDC Publications
7.   Morr Meroz, Animation for Beginners: Getting Started with Animation Filmmaking,2021, Bloop Animation studios

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	1	2	3	-	-	-
2	2	-	3	2	-	-
3	-	-	-	3	2	-
4	-	-	2	3	2	-
5	-	-	-	3	3	3
Avg.	3/2=1.5	2/1=2	8/3=2.6	11/4= 2.75	7/3=2.3	3/1=3

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EA3025	3D CHARACTER ANIMATION	L	T	P	C
		3	0	0	3

OBJECTIVES
- To create the character models digitally
- To create the character action and emotion
- To understand the physics behind the character movements

UNIT I   CHARACTERS   9
Construction of animal character- Pantomime horse construction, Cartoon four legged construction, four type of animal locomotion – walking, trotting, cantering and galloping, walk cycle or run cycle, understanding the character nature and appearances.

UNIT II   3d SURROUNDINGS   9
Understanding force, efficiency of speed due to mass , weight – Enviorment cirumstances – Solidity – surface – Construction, Bowling ball, Soccer ball, Ballon, animating 2D bowling ball, Creating a simple object.

UNIT III   HUMAN ANATOMY   9
Basic human anatomy – spine, rib cage, pelvic girdle, skull, shoulders, Joints- Plane joints, Pivot joints, Hingle joints, Ball and socket joints, saddle joints, Constructing the basic character, Skin, Bones, Parent and child relation in bones, child of joint, Naming conveniences of bones.

UNIT IV   EMOTION FOR THE CHARACTER   9
Emotions – happy, sad, smile anger, fear, disgust, pain. Eye movements, eyebrows, head angle, mouth and lip movement – M,B,P,F,V. Vowels - O, AR, A, E, Teeth and tongue movement. Basic rigging concept IK and FK concept, Skeleton set-up Orient constraints, Bending toes and twisting the knee, Advanced Character Animation with Two Leg Animation

UNIT V   PHYSICS IN 3D   9
Emotions, expressions, Eight basic efforts pressing, flicking, wringing, dabbing, slashing, gilding, thursting, floating. Body language – body postures, basic modes, palm, hand arm and leg gestures, Walk cycle, Lip sync

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
  CO1.   Students will design the imaginative character
  CO2.   Students will understand to rig the character
  CO3.   Student will animate the character
  CO4.   Students will create the environment for the background
  CO5.   Students will understand the basic emotions for the character

REFERENCES
1. Andy Beane, "3D Animation Essentials", John Wiley & Sons, Inc. 2012.
2. Marin Todorov, iOS Animation by Tutorials, 2022
3. Russell Chun, Adobe Animate CC Classroom Book, First Edition, Pearson, 2018
4. Richard E. Williams, The Animator's Survival Kit: Walks, Faber & Faber, 2021
5. Steve Roberts, " Character animation fundamentals" Focal press, 2011.
6. Vaughan WC. The Publishing Points Topology Workbook: Volume 01. Create Space

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CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	2	2	3	3	-	-
2	-	-	3	3	-	-
3	-	-	3	3	3	-
4	-	-	3	-	2	-
5	-	-	-	2	2	3
Avg.	2/1=2	2/1=2	12/4=3	11/4=2.75	7/3=2.3	3/1=3

EA3026	VISUAL EFFECTS AND COMPOSITING	L	T	P	C
		3	0	0	3

OBJECTIVES

- To provide students with a comprehensive understanding of the principles, techniques, and tools used in creating visual effects.
- To merge a live action footage with the visual effects.
- To stimulate particle items.
- To develop the technical and artistic skills necessary to design and execute high-quality visual effects.
- To foster critical thinking and problem-solving abilities within the context of visual effects production.

UNIT I   INTRODUCTION TO VFX   9

Principles of Motion Pictures and VFX – VFX Cues - Designing Visual effects shots - Introduction to interface – Import Media – Organize projects – compositions – Create Transparency for compositing – Keying – Trackers – Effects – Composite 3D Renders – Work with Rendering – Work with Immersive 360 VR- Typography – Working with Layers and Shapes – Animating – working with effects.

UNIT II   ART OF ROTOSCOPING   9

Miniatures – Motion capture – Rotoscoping and Paint – Rigging and Animation Rigging - Exploring Roto Tools: Keying effects, Rotobezier and holdout matte, improving the matter with effects, Preparation for roto, dividing to multiple masks, tracking a mask, using the Rotobrush tool, Refining soft edge, Roto Brush 2.0. Professional Roto Tools: Rotoscoping with Mocha AE, Adjusting the shape, Using Mocha Pro.

UNIT III   PARTICLES AND TRACKER   9

Working with emitters – Adjusting Particle attributes – Creating Custom Particles – Working in Three Dimensions – Building Multi-Systems – Creating Light Streaks – Creating Smoke – Creating Fire – Generating Whimsical Backgrounds – Fluid Dynamics. One-point tracking – Mask Tracker – Additional Trackers – Use Stabilization for Tracking – Planner Tracking – Camera Tracking – Mocha planar tracking.

UNIT IV   CAMERA AND LIGHTING   9

Front and rear projection system for visual effects - Working with cameras: Depth without Cameras – A quick camera primer – One node vs two node camera – Orthographic views – Adjusting custom views and framing layers – camera animation – depth of field - Photo Projection mapping - Mimicking camera movement from the real world – Camera in VR production. Lighting techniques: types of lights – 3-point lighting setup – shadows –Volumetric lighting.

UNIT V   COMPOSITING   9

Seven Essential of VFX Compositing - Compositing: Layer-based,Nodel based, Keyer - Types and Concepts - Compositing Tricks: Keying smoke and water – Handling tricky key shots – light warp – Matching shutter phase – Preserving transparency – adjustment lights – removing bonding. Fix it in Post: Day for night – Classic color match – Selective color match – Changing color match – contact shadows. Popular effects: Depth illusion, Film flash effect, Fake camera track, improving realism with displacement.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1.   Apply artistic principles, color theory, and visual storytelling techniques to enhance the overall visual impact of a project.

CO2.   Demonstrate proficiency in using industry-standard software and hardware tools for visual effects production.

CO3.   Understand the technical aspects of visual effects, including compositing.

CO4.   Effectively design and execute visually compelling and realistic visual effects.

CO5.   Demonstrate their technical proficiency, creative vision, and ability to solve visual effects challenges, thus enhancing their employability in the industry.

REFERENCES

1.   J. Gress, Digital Visual Effects & Compositing, New Riders, 2015.
2.   J. A. Okun and S. Zwerman, Eds., The VES Handbook of Visual Effects Industry Standard VFX Practices and Procedures, Second ed., Focal Press.
3.   S. Wright, Compositing Visual Effects: Essentials for the Aspiring Artist, Second ed., Focal Press, 2013.
4.   K. E. Goulekas, Visual Effects in a Digital World, Second ed., Morgan Kaufmann, 2001.
5.   B. Byrne, The Visual Effects Arsenal VFX Solutions for the Independent Filmmaker, Focal Press, 2009.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	2	2	1	-
2	-	-	3	3	3	-
3	-	-	2	2	3	-
4	-	-	3	2	2	-
5	-	-	2	3	3	1
Avg.	-	-	12/5 = 2.4	12/5 = 2.4	12/5 = 2.4	1/1 = 1

Attested

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EA3027	**COMMUNICATING CLIMATE CHANGE**	L	T	P	C
		3	0	0	3

OBJECTIVES

- To deal with the various aspects of climate change.
- To understand the role of media in delivering the climate change information.
- To get to know the components of the earth system

UNIT I   EARTH SYSTEM   9

Components of the earth system: atmosphere, hydrosphere, lithosphere, biosphere – Radiation and planetary energy exchange – Atmospheric temperature and heat – Formation of clouds, fog, dew, frost, hailstorms – Precipitation and atmospheric optics – Activity: understanding the greenhouse effect – Interactions in a multi-component system: origin, solar system, earth, atmosphere, ocean.

UNIT II   CLIMATE   9

Difference between weather and climate – Climate system – The energy balance of the earth – Activity: Modelling the greenhouse effect – Climate change 1,00,000 years (glacial cycles) – thousands of years (interglacials, interstadial events) – Natural and anthropogenic causes and Impacts of changing climate – Ozone depletion, Photochemical ozone creation, Acid rain, Ambient air quality.

UNIT III   NATURAL CLIMATE CHANGE   9

Records of climate change: written history, glaciers and their deposits, ice cores, ocean sediments and corals, terrestrial deposits, sea level rise – Climate change and human health – Climate change and water resources: impacts and adaptation – Thermohaline Circulation.

UNIT IV   GREENHOUSE GASES AND GLOBAL WARMING   9

Greenhouse gas concentration trends – Global temperature trends – Global distribution of emissions – Intergovernmental Panel on Climate Change (IPCC) – Activity: sources of CO_2 in the atmosphere, CO_2 emissions – Carbon cycling – Impacts of climate change – Ecosystems and species interaction – Role of methane – Climate change and ecosystems – Evidence of past & recent climate change – Climate change in South Asia including the Maldives – Carbon capture.

UNIT V   MEDIA AND CLIMATE   9

Societal issues and global warming – Indigenous versus Scientific knowledge – Different concerns of rich and poor countries – Low carbon energy technologies and renewable energy technologies – Mitigation and adaptation – Climate change policy of India – Worldwide effects of climate change and media coverage – The precautionary principle – The polluter pays principle – Community participation – Indigenous knowledge and folk media.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

- CO1.   Students will understand the natural and anthropogenic causes of climate change.
- CO2.   Students will understand atmospheric and oceanic impacts of climate change.
- CO3.   Students will be able to explain the media for adaptation and mitigation of climate change.
- CO4.   Students will understand the concept of greenhouse gases and global warming.
- CO5.   Students will recognize the role of the media in communicating climate change.

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REFERENCES
1. John Houghton. Global Warming, Cambridge University Press, 2009.
2. Mike Mike Hulme. Why We Disagree about Climate Change, Cambridge University Press, New York, 2009.
3. P.R. Shukla, Ashish Rana, Amit Garg, Manmohan Kapshe and Rajesh Nair. Climate Policy Assessment for India: Applications of Asia-Pacific Integrated Model, Universities Press, Hyderabad, 2004.
4. Silvia Serrao-Neumann, Anne Coudrain and Liese Coulter. Eds. Communicating Climate Change Information for Decision-Making, Springer, Chem, Switzerland, 2018.
5. Susanna Priest. Communicating Climate Change: The Path Forward, Palgrave Macmillan, London, 2016.
6. Thomas E. Lovejoy and Lee Hannah (Eds.). Climate Change and Biodiversity, TERI Press, New Delhi, 2006.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	2	-	-	-
2	-	1	-	-	-	-
3	1	1	2	-	-	-
4	1	1	1	-	-	-
5	2	2	-	-	-	-
Avg.	4/3=1.3	5/4=1.25	5/3=1.6	-	-	-

EA3028	COMMUNICATING HEATLH	L	T	P	C
		3	0	0	3

OBJECTIVES
- To gain skills to campaign for creating public awareness against an epidemic.
- To gain skills in using a multi-pronged strategy towards health communication campaigns.
- To understand the capabilities of health care technologies.
- To know about intricacies related to occupational health.

UNIT I   INTRODUCTION TO HEALTH COMMUNICATION   9

Definition, scope and importance of Health communication, Models and theories of Health communication, Role of Health communication in Public health promotion- Ethical considerations in Health Communication – Health literacy and its impact on communication.

UNIT II   HEALTH COMMUNICATION CAMPAIGNS   9

Planning and Designing Health communication campaigns – Audience segmentation and targeting in Health communication – Message development and Framing techniques – Media selection and Channels for Health communication- Evaluation and assessment of health communication campaigns.

UNIT III   HEALTH CARE AND TECHNOLOGIES   9

Benefits and challenges of Health care technologies – Implementation and Adoption of Health care technologies – Patient centered technologies and Health care. Artificial Intelligence, Block chain and secure health data exchange, Virtual and Augmented Reality in health care, personalized

mobile apps, Gadgets and Health care- e health –Internet of Medical things (IoMT)Health 2.0 – types of web 2.0 in Health care, Health 3.0. Familiarizing with technology of telemedicine.

UNIT IV   HEALTH COMMUNICATION AND MEDIA   9
Health Journalism and media coverage of Health issues – Social media and online health information, Entertainment education and health promotion in popular media – media advocacy and policy communication in public health – Addressing misinformation and promoting health literacy in the digital age.

UNIT V   MEDIA EFFECTS AND HEALTH   9
Types of Health media and their effects – Theoretical perspectives – Emotions and Health – Adolescents and sexuality – Entertainment – Social norms – Psychological Reactance- Limitations and controversies – Implications of newer communication technology.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1.   Students will familiarize in Health reporting.
   CO2.   Students will familiarize with the technologies used in health sector.
   CO3.   Student will become Knowledgeable and discuss current issues in health care.
   CO4.   Students will identify the key steps in planning, implementing and assessing health promotion campaigns.
   CO5.   Students will define the role of social support in maintaining health and coping with illness.

REFERENCES
   1.   Teresa L.Thompson, Nancy Grant Harrington,The Routledge Handbook of Health Communication Routledge,3rd Edition,2021
   2.   Claudia Parvanta & Sarah Bass,Health Communication: Strategies and Skills for a New Era: Strategies and Skills for a New Era, Jones & Bartlett Learning,2018)

   3.   Ivy O'Neil, Ruth Cross and Sam Davis, Health Communication theoretical and Critical perspectives, Wiley, 2017.
   4.   Nova Corcoran, Communicating Health, Sage Publishers, New Delhi, 2007.
   5.   Rafael Obregon and Silvio Waisbord (Eds), Handbook of Global Health Communication, Wiley, 2012.
   6.   Renata Schiavo, Health Communication: From Theory to Practice, Jossey-Bass,2nd edition 2013.
   7.   Richard K. Thomas, Health Communication, Springer, 2010.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	-	-	1	2	-	2
2	-	2	2	-	2	2
3	1	-	1	-	3	-
4	2	-	-	2	1	3
5	1	2	-	3	1	-
Avg.	4/3=1.3	4/2=1	4/3=1.3	7/3=2.3	7/2=3.5	7/2=3.5

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EA3029   **DISASTER COMMUNICATION**   L   T   P   C
                                                                                         3   0   0   3

OBJECTIVES
- To know the disaster management acts and laws.
- To know about various natural resources and their associated problems.
- To find ways to tackle the issue of disasters versus development in the media.
- To sensitize students about the intricacies concerning environmental coverage n the media.
- To make them aware about how these environmental degradation leads to disasters and how to manage them

UNIT I   DISASTER CHARACTERISTICS   9
Definition – Ecology, environment, eco-system – Scope and importance – types of natural disasters - characteristics – man-made disasters - Need for public awareness – The Environmental (Protection) Act, 1986 – Coastal Regulation Zone, 2011 – disaster management acts and laws.

UNIT II   NATURAL RESOURCES AND ASSOCIATED PROBLEMS   9
Air, Water, Forest resources and it associated problems – increasing the vulnerability to disasters – Energy resources - renewable and non-renewable energy, alternative energy – Land resources: land degradation, human-induced landslides, soil erosion and desertification – Sustainable lifestyle.

UNIT III   RISK COMMUNICATION   9
Definition – risk, vulnerability, hazard, etc. Causes, effects and control measures of natural and man-made hazards – Role of Government, NGOs and the community in the prevention of disasters – Need for preparedness - case studies - Importance of communicating the hazard risk – community based hazard mapping.

UNIT IV   SOCIAL ISSUES AND DISASTER MANAGEMENT   9
From unsustainable to sustainable development – Urban problems related to disasters –– Resettlement and rehabilitation of people – Environmental ethics – Climate change, global warming, acid rain, ozone layer depletion, sea level rise, tropical storms, tsunami, earthquake, landslides, etc – Social issues in different phases of disaster management

UNIT V   ROLE OF MEDIA   9
Science, technology and environment – Major disaster management bodies and institutions in India and abroad – Disasters and Development– Designing media programmes for disaster management – Use of media for environmental messages –- Moving from peripheral environmental coverage to holistic coverage – Media in environmental management.

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
  CO1. The students will get familiarized with the interdisciplinary nature of environmental studies.
  CO2. The students will gain knowledge on various social issues and environment.
  CO3. Students will understand the role of media in communicating environmental messages.
  CO4. The students will get introduced to intricacies concerning environmental coverage in the media.
  CO5. To students will understand how environmental degradation leads to disasters and become familiar with the ways and means to manage them
  CO6. The students will be aware of the major disaster management bodies and institutions in India and abroad

REFERENCES

1. Norman Lee (Ed.). Environmental Assessment in Developing and Transitional Countries: Principles, Methods and Practice. John Wiley and Sons, U.K., 2000.
2. F.I. Woodward (Ed.). Ecological Consequences of Global Climate Change, Vol.22, Academic Press, London, 1992.
3. Cox Robert; "Environmental Communication and the Public Sphere". Sage Publications,California, 2010.
4. GodemannJasmin, MichelsenGerd; Sustainability Communication: Interdisciplinary Perspectives and Theoretical Foundations". Springer New York, 2010.
5. Blewitt John; Understanding Sustainable Development". Earth Scan, London, 2008.
6. M. M. Sulphey. Disaster Management. PHI Learning, 2016.

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	3	-	-	1	-	-
2	-	3	-	-	-	2
3	-	-	2	3	3	2
4	-	-	-	2	2	-
5	-	-	-	2	2	2
Avg.	3/1=3	3/1=3	2/1=2	8/4=2	7/3=2.3	6/3=2

EA3030	**MEDIA AND SOCIAL INCLUSION**	**L**	**T**	**P**	**C**
		3	0	0	3

OBJECTIVES

- To deeply analyze the concept of social inclusion.
- To discuss the necessity of social inclusion of socially-disadvantaged groups.
- To analyze the role of media in social inclusion.
- To analyze the gender bias in social inclusion
- To discuss the necessity of social affirmation

UNIT I   SOCIAL INCLUSION   9

Concept and derivatives of social inclusion – Socially excluded groups and the need and necessity of their inclusion – Social inclusion in global context – Social inclusion in Indian context.

UNIT II   GENDER ANALYSIS   9

Discrimination against women and gender bias – A brief study of worldwide women's Movements – Need for the gender mainstreaming – Social protection and social inclusion of women – Indian women and the importance of their empowerment.

UNIT III   CHILDREN'S ISSUES   9

Child poverty and children's social exclusion – The relationship between children's social inclusion and social development – Social inclusion in schools – Brief overview of Child welfare committees in the world – Social and legal protection of Indian children.

UNIT IV SOCIAL AFFIRMATION 9

Affirmation of socially excluded groups – The global initiatives – The steps and actions of the Indian government for social affirmation of neglected groups – Need for a cohesive policy framework.

UNIT V MEDIA INTERVENTION 9

Media and social inclusion – Media's role and responsibility in bringing back socially excluded groups into the mainstream – Strategies to be adopted by Indian media to eliminate social rejection in India-Role of social media in social inclusion.

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

CO1. The students will be able to understand the concept and derivatives of social inclusion.
CO2. The students will understand the need of the inclusion of the socially excluded groups.
CO3. The students will gain knowledge on the media's role in Social Inclusion.
CO4. The students will get to known the responsibility of media in bringing back socially excluded groups into the mainstream.
CO5. The students will understand the gender dimensions of social inclusion.

REFERENCES

1. Ben Whitney, Social Inclusion in Schools: Improving Outcomes, Raising Standards, Routledge, 2007.
2. Gender Gaps and the Social Inclusion Movement in ICT edited by Williams, Idongesit, Millward, Olga, Layton, Roslyn, 2018
3. Helen Colley,Mentoring for Social Inclusion, A Critical Approach to Nurturing Mentoring, Routledge, 2003.
4. Kenneth A. Armstrong, Governing Social inclusion: The Law and Politics of EU Coordination, Oxford University Press, 2010.
5. Mobile Applications and Solutions for Social Inclusion edited by Paiva, Sara, 2018.
6. Sukhadev Thorat and Narendra Kumar (Eds.). B.R. Ambedkar: Perspectives on Social Inclusion and Inclusive Policies, Oxford University Press, New Delhi, 2008.
7. Pranee Liamputtong, Handbook of Social Inclusion Research and Practices in Health and Social Sciences, Springer, 2020.

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	2	2	1	-	-	-
2	-	-	3	2	-	2
3	-	-	1	3	2	-
4	-	-	2	3	1	-
5	-	-	3	-	3	1
Avg.	2/1=2	2/1=2	10/5=2	8/3=2.6	6/3=2	3/2=1.5

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EA 3031   **WOMEN AND MEDIA**   L   T   P   C
                                                                3   0   0   3

OBJECTIVES
- To explain the role of women in the Indian society.
- To comprehend the status of women in the radio industry.
- To analyze the role of women in television industry.
- To understand the impact of new media on women.
- To analyze the legal safeguarding measures available for women in India.

UNIT I   WOMEN AND SOCIETY   9
Status of women in the Indian society , Stereotyped role of women, Commodification of women, Women's movements and feminist theories, Role of media in development of women, Portrayal of women in Indian media,

UNIT II   WOMEN AND RADIO   9
Women's participation in radio production, Status of women in radio stations, Role of radio in women's development, Community radio and women, Impact of radio on women.

UNIT III   WOMEN AND TELEVISION   9
Women's participation in Television program production, Status of women in public and private television organizations, coverage of women's issues in television, Impact of Television on women.

UNIT IV   WOMEN AND MEDIA LAW   9
Media Acts and regulations relevant to women in India, Policies and programs supporting women, Legal changes required to achieve real empowerment, Legal remedies for women.

UNIT V   WOMEN AND NEW MEDIA   9
Women and New Media technologies, Role and participation of women in new media, Impact of new media on women, opportunities and challenges offered by new media for women

TOTAL: 45 PERIODS

OUTCOMES
At the end of the course, the student will be able to:
   CO1. The students will get to know the status of women in the radio industry.
   CO2. The students will understand the role of women in television industry.
   CO3. The students will come to know the portrayal of Women in Media
   CO4. The students will gain knowledge about the impact of new media on women.
   CO5. The students will get to know the legal safeguarding measures available for women in India.

REFERENCES
1. Braden M. Women politicians and the media. University Press of Kentucky; 2015.
2. Gallagher M. Media and the representation of gender. InTheRoutledge Companion to Media & Gender 2013.
3. Mitchell C. Women and radio: Airing differences. Routledge; 2014.
4. Raicheva-Stover M, Ibroscheva E, editors. Women in politics and media: Perspectives from nations in transition. Bloomsbury Publishing; 2014.
5. Ross K. Gendered media: Women, men, and identity politics. Rowman& Littlefield, 2010.

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6. Pamela J. Creedon, Laura A. Wackwitz Women in Mass Communication, Diversity, Equity, and Inclusion, Taylor and Francis, 2023
7. Paddy Scannell, Media and Communication, Sage Publishing, 2020

CO-PO MAPPING

CO	PO					
	1	2	3	4	5	6
1	2	2	3	-	-	-
2	-	-	3	3	-	-
3	-	-	-	3	3	-
4	-	-	-	3	3	3
5	-	-	-	-	3	3
Avg.	2/1=2	2/1=2	6/2=3	9/3=3	9/3=3	6/2=3

EA3032	ADVANCE EDITING	L	T	P	C
		3	0	0	3

OBJECTIVES
- To Provide historical perspectives on the developments in the art of editing and storytelling.
- To understand the role of editors in video content creation
- To help students acquire conceptual knowledge on creative aspects of video editing.
- To provide knowledge on the technical aspects of video editing and complete postproduction.
- To acquire skills to perform edit for a range of storytelling for multimedia platforms.

UNIT I   PRINCIPLES OF EDITING   9

Constructing a lucid continuity – Providing adequate coverage – Matching action - Preserving screen direction – Setting the scene – Matching tone – matching flow of a cut – Change in location and scene – The picture edit and Pace – The sound edit and clarity – The sound edit and creative sound – Importance of tone, pace and rhythm

UNIT II   EDITING FOR THE GENRE   9

Action – Dialogue: Dialogue and plot, Dialogue and Character – Multipurpose Dialogue – Comedy – Documentary – Ideas and sound - styles and techniques- factual programming: News, features, bulletins, documentaries, reality shows; fictional Programming: Short Films, Serials, feature Films; PSAs, Advertisements and Music Videos; online content, social media & OTT platforms.

UNIT III   INTRODUCTION & TRACKING   9

Interface elements – Organizing media – Assembling story – Relinking – Nodes – Keying – Essential Project setting – Trim – Insert, overwrite, and Three point edits – Essential audio tools – Transitions and Effects – Multicam edit – Tracking objects; clip vs. frame adjustments – Masking

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UNIT IV   COLOUR CORRECTION   9

Image evaluation – Broadcast safe - Log Controls - Three-way colour wheels – custom curves – scopes – automatic colour grading tools – Nodes – Copying colour corrections – Curves – Isolating corrections – Look-up tables – Automatic scene cut detection: Pruning edit, reconstructing timeline -

UNIT V   RENDERING AND DELIVERING   9

Rendering to online streaming platforms and data burn-in – Rendering for other software's – Managing the render queue – Presets and individual-clip vs. single-clip exports – Digital Cinema Package (DCP) export and playback

TOTAL: 45 PERIODS

OUTCOMES

At the end of the course, the student will be able to:

- CO1. Students will be able to understand the different principles of editing.
- CO2. Students will learn the importance of visual elements in editing.
- CO3. Students will learn the application of various styles and methods of editing in their video projects.
- CO4. Students will understand the aesthetic reason for the edit choices made by film/video makers.
- CO5. Students will be able to edit video projects.

REFERENCES

1. Grammar of the Edit Roy Thompson, Christopher J. Bowen - Focal Press, 2017 ISBN: 978-1138632202
2. Bryce Button, Nonlinear Editing: Storytelling, Aesthetics, & Craft, Focal Press, 2015
3. Dancyger Ken, The Technique of Film and Video Editing – History, Theory and Practice. Focal Press, 2018
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6.   Jacob Bricca 2018, Theory of Film & Practice, ISBN 9781138675735, 262 Pages 100 B/W Illustrations, Published December 14, 2017 by Routledge

CO-PO MAPPING

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
1	-	-	3	2	-	-
2	-	-	3	-	-	-
3	-	-	1	3	3	-
4	-	-	2	1	-	-
5	-	-	-	3	3	-
Avg.	-	-	9/4=2.25	9/4=2.25	6/2=3	-

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