

*Placed at the meeting of
Academic Council
held on 26.03.2018*

APPENDIX - BS
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

B.Sc. Visual Communication (Semester)
Revised Syllabus
(With effect from the Academic year 2018-2019 onwards)
SCHEME OF EXAMINATION AND REGULATIONS

1. INTRODUCTION OF THE PROGRAMME

Visual Communication is a discipline that covers a wide range of subjects such as Photography, Advertising, Cinematography, Graphics and Animation, This cross-fertilization in the visual communication discipline provides a sound theoretical base and insights that can work effectively to address rapidly changing global and local milieu.

2. ELIGIBILITY FOR ADMISSION

A candidate for admission to B.Sc., Visual Communication shall be required to have passed the Higher Secondary Examination or 10 + 2 or an Examination accepted as equivalent there to by the Madurai Kamaraj University with a minimum of 35% of marks in Aggregate.

AGE LIMIT: The maximum age limit to admit a candidate in B.Sc., Visual Communication is 25 years and for SC/ST students 3 years of relaxation can be given.

2.1. Duration of the Programme: Three Years

2.2. Medium of Instruction of the Programme: English

3. OBJECTIVES OF THE PROGRAMME:

The main objectives of the programme are:

- To develop comprehensive and critical awareness of diverse communication and media environments.
- To introduce to the students about the various genres and branches in the visual media so as to enable them to locate the ultimate possibilities to creatively engage the visual media.
- To train students towards better understanding of Media by sharpening their creativity.
- To impart technique of emphasizing alternative perspectives and aesthetic presentation of local realities using global media strategies.

4. OUTCOME OF THE PROGRAMME

This programme will enhance the students' creative and visual thinking. It will also nurture new ideas in Television Production and Film Industry and other media. It helps to inculcate the social responsibility among the future media professionals.

5. CORE SUBJECT PAPERS:

01	Introduction to Visual Communication
02	Basic Videography
03	Basic Audiography
04	Television Production (Theory)
05	Television Production (Practical)
06	Advertising
07	Advertising Production
08	Visual Analysis Tools
09	Media Budgeting and Marketing
10	Media Management

6. SUBJECT ELECTIVE PAPERS:

01	Drawing and Visual Art
02	Basic Photography(Theory)
03	Basic Drawing and Designing(Practical)
04	Radio Production
05	Graphic Design(Practical)
06	Layout and Designing
07	Photography(Practical)
08	Film Appreciation(Theory)
09	Writing for Electronic Media(Practical)
10	Audio/Video Editing
11	Corporate Communication(Theory)
12	Traditional Media (Practical)
13	Art Direction(Practical)
14	Media Laws and Ethics (Theory)
15	Script to Screen (Practical)
16	Climate Change Communication
17	Development Communication
18	Writing for Media

7. NON – MAJOR ELECTIVE PAPERS:

01	New Media Literacy
02	Media Presentation Skills

8. UNITIZATION:

Each Subject is segregated into five units with each unit consisting of equal distribution of major concepts.

9. PATTERN OF SEMESTER EXAM:

Examination will be conducted at the end of each semester. Each Semester has two patterns of examination namely Internal (25 marks) and external (75marks).

10. SCHEME FOR INTERNAL ASSESSMENT:

The Internal assessment will be as follows:

Test	=	10Marks (Average of the best two tests)
Assignment	=	5 marks
Seminar / Group Discussion	=	5 marks
Peer- team – teaching	=	5 marks
Total	=	25 marks

11. EXTERNAL EXAM:

External Examination will be conducted as semester exams as per University norms with common question paper for all affiliated colleges.

12. QUESTION PAPER PATTERN:

The existing pattern of Question paper will be as follows:

Time: 3 hrs

Max. Marks: 75

Section A: (10 X1 = 10 marks)

Question No. 1 to 10 (Multiple Choice)

- 1) Two Questions from each unit.
- 2) Four Choices in each question
- 3) No “None of These’ Choice should be given.

Section B: (5 x 7 = 35 marks)

Answer all the questions choosing either (a) or (b)

Answers not exceeding two pages

- (One question from each unit)
- 11 (a) or 11 (b)
 - 12 (a) or 12 (b)
 - 13 (a) or 13 (b)
 - 14 (a) or 14 (b)
 - 15 (a) or 15 (b)

Section C: (3x10=30 marks)

Answer not exceeding four pages

Answer any three out of five (one question from each unit)

Question 16 – 20

13. SCHEME OF EVALUATION:

External Evaluation is done at the University level by Central Evaluation Procedure.

14. PASSING MINIMUM:

Passing Minimum for the UG Course is 35% of marks in Internal and External Separately.

15. MODEL QUESTION PAPER:

MODEL QUESTION PAPER
ADVERTISING
SECTION A

I. Answer the Following

10x1=10 Marks

1. Advertising is a form of..... intended to persuade an audience to purchase a product or services
 - a. Communication
 - b. Sales
 - c. Market planning
 - d. Revenue planning
2. Online advertising uses
 - a. Internet
 - b. World wide web
 - c. Both 1 and 2
 - d. Radio
3. A catchphrase that evokes some kind of feeling about the company and the product
 - a. Slogan
 - b. Signature Tune
 - c. Logo
 - d. None of the above

4. Advertising that presents information about a business's contributions to the community rather than about the business's products is called _____ advertising.
- a. Promotional
 - b. Product
 - c. Institutional
 - d. Billboards
5. An ad copy uses humor to charm the prospects and create a lasting impression
- a. Narrative Ad Copy
 - b. Suggestive Ad Copy
 - c. Comic Ad Copy
 - d. Straight selling copy
6. Which type of ad agency is built into the product manufacturer's corporate structure?
- a. Full service agency
 - b. In-house agency
 - c. Boutique agency
 - d. All of these
7. A magazine falls under the following category
- a. Convenience Product
 - b. Speciality Product
 - c. Unsought Product
 - d. Shopping Product.
8. A brand can be created by developing a distinctive:
- a. Name
 - b. Packaging
 - c. Design
 - d. All of the above
9. What type of market consists of a defined group most likely to buy a company's products or services?
- a. Focus group.
 - b. Target market.
 - c. Objective market.
 - d. Concentration zone.
10. The part of the media plan that notes when and where ads will appear is the:
- a. marketing analysis
 - b. advertising analysis
 - c. media strategy
 - d. media schedule

SECTION B

II. Answer the Following

5x7=35 Marks

11. a. Illustrate and explain the different stages of Layout.
(or)
b. Write a short note on Advertising and the Standard of Living.
12. a. Depict the various stages of Product life cycle and explain.
(or)
b. Explain the concept of Brand Image.
13. a. What are the different types of Advertising Agency.
(or)
b. Discuss on the portrayal of Women in Advertisements.
14. a. Write a note on the various qualities of PRO.
(or)
b. "Photography is vitally important to the presentation of a story in PR"-Discuss.
15. a. Deliberate the various common PR Tools.
(or)
b. Critically analyse the Public Relations in Public Sector.

SECTION C

III. Answer any three of the Following

3x10=30 Marks

16. Explain the various elements of Advertising and create an ad for your own company.
17. Write in detail about appeals and the various types of appeals used in Advertising.
18. Discuss about the organisational structure of an Advertising Agency in detail.
19. Elaborate about the various steps involved in conducting a PR Campaign.
20. How does PR differ from publicity, propaganda and public opinion.

16. TEACHING METHODOLOGY:

To enhance the quality of students through creative and effective teaching the following teaching methodologies by classroom teaching methods, Practical training, Power Point Presentation classes, Guest lectures, Demonstrations, Industrial Visits and Internship.

17. TEXT BOOKS:

The text books are mentioned below each individual paper.

18. REFERENCE BOOKS:

The reference books are mentioned below each individual paper.

19. RETOTALLING AND REVALUATION PROVISION:

Revaluation and re totaling shall be pursued by submission of respective application forms duly filled and authorised by the head of the Institution as per University norms. The applications must reach the University within the stipulated time frame as set by University.

20. TRANSITORY PROVISION:

The revision of syllabus shall be done once in three years for better enhancement and updations.

21. SUBJECT AND PAPER RELATED WEBSITE:

The websites are mentioned below the reference books column for every subject.

1. <https://www.finearttips.com>
2. <https://www.thoughtco.com>
3. <https://www.youtube.com/watch?v=WXdAX0No2hM>
4. Instagram.com
5. https://www.youtube.com/watch?v=6_B8pVoANyY
6. <https://www.creativebloq.com/photography/websites-10121096>
7. <https://digital-photography-school.com/>
8. <http://mediafolk.org/>
9. <http://www.mastermummers.org/>
10. <http://folkheritage.org/>
11. www.edudemic.com
12. www.mediasmarts.ca/ digital media literacy
13. <https://www.youtube.com/watch?v=w8BzeZEGEYY>
14. <https://www.youtube.com/watch?v=x-gfkXu8OpI>
15. <https://www.youtube.com/watch?v=Qj3QIQXYyik>
16. www.m.hearit.org
17. www.crc.losrios.edu
18. www.bbc.co.uk
19. www.howdesign.com
20. www.websitebuilderexpert.com
21. www.creativeblog.com/web-designs/steps
22. www.project-website-layout
23. www.practical-photography.com
24. <https://archive.india.gov.in/knowindia/cinema.php?pg=2>
25. <https://www.oscar.com/>
26. <https://www.youtube.com/watch?v=Jky6k8FsBr4>
27. <https://www.lib.berkeley.edu/MRC/filmstudies/filmreviewsintro.html>
28. https://www.youtube.com/watch?v=2vIUgEJ81gU&list=PL9QS4mSP_yrbgeEhd2IVxJvjmVI_sodH2
29. <https://www.tes.com/teaching.../the-power-of-advertising-full-lesson-powerpoint-6177>

30. <https://www.youtube.com/watch?v=Pq95vQqUBWw>
 31. <https://www.youtube.com/watch?v=ddcABILJHtE>
 32. <https://www.youtube.com/watch?v=FeCz5fy02JE>
 33. www.vibrantcompany.com
 34. www.creativeedgepro.com

SCHEME OF EXAMINATIONS AND COURSE PAPERS

First Semester							
Part	Study Component	Course	Credit	Hour	Internal	Ext	Total
I	Tamil/Other Language		3	6	25	75	100
II	English		3	6	25	75	100
III	Core Subject	Introduction to Visual Communication	4	6	25	75	100
	Allied Subject	Drawing and Visual Art	3	6	25	75	100
IV	Skill Based Subject	Basic Photography(Theory)	2	2	25	75	100
IV	Skill Based Subject	Basic Drawing and Designing(Practical)	2	2	25	75	100
	Non-Major Elective	New Media Literacy	2	2	25	75	100
	Total		19				

Second Semester							
Part	Study Component	Course	Credit	Hour	Internal	External	Total
I	Tamil/Other Language		3	6	25	75	100
II	English		3	6	25	75	100
III	Core Subject	Basic Videography	4	6	25	75	100
III	Core Subject	Basic Audiography	4	6	25	75	100
	Allied Subject	Radio Production	3	6	25	75	100
	Allied Subject	Graphic Design(Practical)	3	6	25	75	100

IV	Skill Based Subject	Layout and Designing	2	2	25	75	100
IV	Skill Based Subject	Photography(Practical)	2	2	25	75	100
	Non-Major Elective	Media Presentation Skills	2	2	25	75	100
	Total		26				

Third Semester							
Part	Study Component	Course	Credit	Hour	Internal	Ext	Total
I	Tamil/Other Language		3	6	25	75	100
II	English		3	6	25	75	100
III	Core Subject	Television Production (Theory)	4	6	25	75	100
	Core Subject	Television Production (Practical)	4	6	25	75	100
	Allied Subject	Film Appreciation(Theory)	3	6	25	75	100
	Allied Subject	Writing for Electronic Media(Practical)	3	6	25	75	100
	Allied Subject	Audio/Video Editing	3	6	25	75	100
	Total		28				

Fourth Semester							
Part	Study Component	Course	Credit	Hour	Internal	External	Total
I	Tamil/Other Language		3	6	25	75	100
II	English		3	6	25	75	100
III	Core Subject	Advertising	4	6	25	75	100
	Core Subject	Advertising Production	4	6	25	75	100
	Allied Subject	Corporate Communication(Theory)	3	6	25	75	100
	Allied Subject	Traditional Media (Practical)	3	6	25	75	100

	Allied Subject	Art Direction(Practical)	3	6	25	75	100
	Extension Activities		1	1			
	Total		24				

Fifth Semester							
Part	Study Component	Course	Credit	Hour	Internal	Ext	Total
III	Core Subject	Visual Analysis Tools	4	6	25	75	100
III	Core Subject	Media Budgeting and Marketing	4	6	25	75	100
III	Core Subject	Media Management	4	6	25	75	100
	Allied Subject	Media Laws and Ethics (Theory)	3	6	25	75	100
IV	Skill Based Subject	Script to Screen (Practical)	2	2	25	75	100
	Environmental Studies		2	2	25	75	100
	Internship (Advertising Agency)		5				
	Total		24				

Sixth Semester							
Part	Study Component	Course	Credit	Hour	Internal	External	Total
III	Project	Documentary/ Short Film/ Advertising PSA/ Radio	9	6	25	75	100
	Allied Subject	Climate Change Communication	3	6	25	75	100
	Allied Subject	Development Communication	3	6	25	75	100
IV	Skill Based Communication	Writing for Media	2	2	25	75	100
	Value Education		2	2	25	75	100
	Total		19				

INTRODUCTION TO VISUAL COMMUNICATION

OBJECTIVES:

- To trace the Origin and evolution of visual communication
- To be familiar with the various theories of visual communication
- To gain knowledge of the visual culture

LEARNING OUTCOME:

- The learner can explain the origin, status and trends of visual communication
- The learner can analyze the models of communication
- The learner can adopt visual culture for better understanding of the subjects

UNIT – I: ORIGIN AND DEVELOPMENT OF COMMUNICATION

Definition – Origin and Development –Importance of Communication – Essentials of communication – Types of communication– Functions and Barriers of Communication – History of Human Communication.

UNIT- II: VISUAL COMMUNICATION

Visual Communication – Definition – Origin and Development – Advantages and disadvantages – Scope of visual communication – Elements of visual communication– Communication and public opinion.

UNIT – III: MODELS OF COMMUNICATION

Communication models and Body language – Various models of communication, SMCR Model, Lasswell model, Shannon and Weaver Model, Wilbur Schramm model, Osgood Model, Helical Dances model, Aristotle model, George Gerbner Model – Verbal and Non verbal Communication– Body language and its main aspects.

UNIT- IV: VISUAL AND SENSORY PERCEPTION

Sensation and perception – Learning and thinking – Human intelligence – Aptitude and personality – Motivation and creativity – Application of psychological concepts of visual communication.

UNIT- V: COMMUNICATION AND VISUAL CULTURE

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

Text Books:

1. KevalJ.Kumar “Introduction to Mass Communication”, VipulPrakashan, Bombay. 1994.
2. SeemaHasan, Mass Communication, Principles and concepts, second edition.
3. McQuail Dennis, “Communication Models”, Longman, London, 1981.

Reference Books

1. Blake et al,” A Taxonomy of concepts in Communication”. Hasting House, NY, 1979.
2. John R.Bitner, “Mass Communication – An introduction”. Prentice Hall, New Jersey, 1980.
3. Seetharam K.S, “Communication and Culture – A world view”. McGraw Hill, New Delhi, 1991.
4. Shukla, SK. “Mass media and Communication”. Cybertech Publishing, New Delhi. 2006.
5. Joseph Devito, Harper and Row, “Human Communication, A basic course”, New York, 1988.
6. Paul Martin Lestner, Visual Communication, Images with messages, Third Edition, Thomson Wadsworth, 2003, California.

DRAWING (THEORY)

OBJECTIVES:

- To visually perceive, analyze, and interpret visual information through the act of drawing.
- To recognize and synthesize the representational and abstract considerations of drawing.
- To gain an understanding of how to incorporate narrative, psychological, emotional, and conceptual aspects of drawing.
- To develop an individual drawing language that allows you to express your own vision and ideas.

LEARNING OUTCOME:

- After learning this course, students are able the different shades and shapes, demonstrate drawing lines, different texture using in drawing, demonstrate drawing perspectives.

TEACHING METHODOLOGY

1. Class room teaching with on introduction of drawing skill.
2. Some hands on training given in creating simple projects.
3. At the end of semester series of project works may be given.

UNIT –I:INTRODUCTION TO DRAWING

Definitions of drawing, Starting a drawing & composition- Shading, blending, contrast- Lines & crosshatch basics- One/two-point basic linear perspective

UNIT -II: INTRODUCTION TO VISUAL LITERACY

Basic principles of Visual Literacy. Application of Visual Elements – Basic Sketching and Drawing Skills – About Colour – Types of medium- Mixing media, found materials & collage.

UNIT -III: STUDY OF HUMAN ANATOMY

Psychology Of Human Perception- Proportion and Perspective drawing – Composition, Light and Shade, Surface textures- Forms and postures, portraiture stick figures, cartoon characters and story board.

UNIT -IV: PRINCIPLES OF DESIGN

Principles of Design – Symmetry, Rhythm, contrast, balance, focal point. Application – Transforming the visuals into layout – Finished layouts – Qualities of effective layouts – Thumb nail, rough layouts – Designing industrial products.

UNIT -V: MEDIA MIX

Pencil, charcoal, pen and ink, crayons, pastels, water and oil.Colour paints. Study of still life- Inanimate objects, Vegetables, fruits, birds, animals, etc. Study of trees, buildings, landscape, cityscape, seascape

Text Books:

1. Loomis, A. *Figure Drawing, for All It's Worth*, by Andrew Loomis. Chapman and hall.

Reference Books:

1. Goldfinger, E. (1991). *Human anatomy for artists: The elements of form*. New York: Oxford University Press.
2. Thomson, A. (1896). *A handbook of anatomy for art students*. Clarendon Press.
3. Dow, A. W. (1997). *Composition: A series of exercises in art structure for the use of students and teachers*. Univ of California Press.

Websites:

1. <https://www.finearttips.com>
2. <https://www.thoughtco.com>

BASIC PHOTOGRAPHY

OBJECTIVES:

- To introduce the basic knowledge in Photography and its techniques theoretically.
- To familiarize the lenses and accessories required for better photography.

LEARNING OUTCOME:

- Students will have the knowledge about lights and its manipulation through camera and lenses.

UNIT - I: PHOTOGRAPHY - AN INTRODUCTION

History – Evolution – Applications – Light – Characteristics – Parts of a camera: Lenses, Shutter, View finder, Prism, Focusing system, Film, Sensors, Storage media.

UNIT - II: CAMERAS, LENSES AND ACCESSORIES

Types of camera: Pinhole, Aim and shoot, SLR, Mirror less – Types of Lenses: Zoom, Macro, Telephoto, Prime, STM, Wide angle, Tilt-Shift, Fish-eye – Accessories and Uses: Tripods, Monopods, Filters, Remote release, Flash, Flash diffusers, Lens hoods.

UNIT - III: SHOOTING A PHOTOGRAPH

Aperture: f number, f –stops, Sunny 16 rule – Shutter speed – ISO – Auto-focus: Types and applications – Zoom – Depth of Field – Framing: Rule of thirds, Lines, Curves, Symmetry, Head room & Nose room – Composition – Subject – Balance – Metering.

UNIT- IV: LIGHTING

Understanding Lighting – Types of lighting – Controlling lights – Light meter – White Balance – Colour Temperature.

UNIT - V: POST PROCESSING

Basic colour corrections – Developing digital negatives – RAW/DNG – Advantages – Colour Filters – Panorama – HDR – Spot Removal.

Text Books:

1. Digital Photography: The Ultimate Beginners Guide To Mastering The Art of Digital Photography, Jennifer Inston, Asia Amazon.
2. Complete Photography (Reader's Digest), Ailsa McWhinnie
3. Digital Photographer's Handbook, Tom Ang, DK Publishers

Reference Books:

1. Bruce Barnbaum, The Art of Photography: An Approach to Personal Expression. Rocky Nook, 2010
2. Jim Zuckerman, Pro Secrets to Dramatic Digital Photos, Pixiq, 2010
3. Scott Kelby, The Digital Photography Book, Peachpit Press, 2014
4. Bryan Peterson, Understanding Exposure: How to Shoot Great Photographs with Any Camera, Amphoto Books, 2010
5. Jim Miotke. BetterPhoto Basics: The Absolute Beginner's Guide to Taking Photos Like a Pro. Amphoto Books. 2010

Websites:

1. <https://www.youtube.com/watch?v=WXdAX0No2hM>
2. Instagram.com
3. https://www.youtube.com/watch?v=6_B8pVoANyY
4. <https://www.creativebloq.com/photography/websites-10121096>
5. <https://digital-photography-school.com/>

BASIC DRAWING AND DESIGNING (PRACTICAL)

OBJECTIVES:

- To draw from observation
- To use different shapes
- To use line as the principle conveyor of form

LEARNING OUTCOME:

Students successfully completing this course should be able to:

- Produce finished drawings in multiple media that synthesize core observational drawing concepts and techniques.
- Evaluate and critique student drawings and receive criticism from others.
- Describe, interpret, analyze and evaluate drawings utilizing discipline-appropriate criteria.

TEACHING METHODOLOGY

- Drawing is a skill which needs regular practice. Regular sketch book assignments will be required as homework in every week.

UNIT –I:

Line, dot, shades – and learning to observe, minor projects, exercises and smaller drawings

UNIT – II:

Project – Shaded pencil drawing, basic colours

UNIT –III:

Perspective, space, Projects – interior & exterior perspective

UNIT- IV:

Color, project – Colored pencil drawing

UNIT- V:

Pattern, texture, line, project – Pen and Ink drawing, Anatomy study (Human and animals), Live Models (Portraits), Landscapes and Composition, Monuments, Still Life

Text Books:

1. John Devne, (1988), Drawing and painting – The Portrait, Tiger books International.
2. Gaspare De Fiore, (1983), Draw it! Drawing Course, Eagle Mass Publications Limited.

REFERENCES

1. Garcia, C. W. (2003). *Drawing for the absolute and utter beginner*. Watson-Guptill.
2. Dodson, B. (1990). *Keys to drawing*. North Light Books.
3. Edwards, B. (1997). *Drawing on the Right Side of the Brain*(pp. 188-189). ACM.

WEB SITES

1. <http://mediafolk.org/>
2. <http://www.mastermummers.org/>
3. <http://folkheritage.org/>

NEW MEDIA LITERACY

OBJECTIVES:

- To acquire an understanding of the historical context, current trends and future projections of digital communication methods.
- To develop an awareness of the unintended consequences of new technology
- To become a critical consumer of information
- To become better writers and more analytical thinkers

LEARNING OUTCOME:

- Understand the basic concepts and theories in new media
- Cognize the historical context of computer and communication

UNIT –I: INTRODUCTION TO MEDIA LITERACY

Definition of Media Literacy, Media Literacy: Nature, Scope and Importance, Sub fields: Digital Literacy and Visual literacy.

UNIT –II: MEDIA MESSAGES

Skills in Media Literacy, Interpreting Media messages: Semiotics, Ideology, Media as Text, Commercial messages. Writing for New contexts and the new environment of writing.

UNIT –III: LITERACY AND MULTIMODALITY

Modes and fitness for purpose, Modes and the shaping of knowledge, Mode and epistemological commitment, Mode and causality, Mode and conceptual-cognitive complexity, Mode imagination and design. Writing as transcription, two examples of transformation.

UNIT –IV: GENRE

A multimodal view of genre, Genre as design: text and the new media, Genre labels, Genre and educational strategies. Definition of Semiosis, Three types of Semiosis, Semiosis interpreting the world and ordering the world.

UNIT –V: MEDIA MESSAGES RECEPTION AND ECOSYSTEM IN GLOBALIZATION

Process of message generation and communication, nature of media messages; Media Exposure and Filters, Media stereotypes. Media Empires and Ownership patterns; Media markets and Propaganda and hegemony.

Text Books:

1. Dill, K. How Fantasy Becomes Reality: Seeing Through Media Influence, 1st ed. (OUP, 2009)
2. Hodgkinson, P. Media, Culture and Society: An Introduction (Sage, 2010)
3. John, V. The Media of Mass Communication (PHI, 2012)
4. Gunther Kress Literacy in the New Media Age (Routledge Taylor and Francis 2005)

Reference Books:

1. Mackey, M. Literacies Across Media: Playing the Text (Taylor and Francis, 2004)
2. Pike, D.M. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass
3. Messages (IDEA, 2013)
4. Potter, W.J. Theory of Media Literacy: A cognitive approach (Sage, 2004)
5. W.J. Potter, Media Literacy, 7th ed. (Sage, 2013)

Websites:

1. www.edudemic.com
2. [www.mediasmarts.ca/ digital media literacy](http://www.mediasmarts.ca/digital-media-literacy)

BASIC VIDEOGRAPHY**OBJECTIVES:**

- To introduce the basic knowledge in Videography and its techniques theoretically.
- To familiarize the angles and shot types required for better videography.

LEARNING OUTCOME:

- Students will have the knowledge about subjects, perspectives and various types of shots

UNIT – I: ELEMENTS OF VIDEOGRAPHY

Videography – Introduction – History – Shot – Frame – Composition – Sequence.

UNIT – II: CAMERA ANGLES

Objective angle, Subjective angle, Point-of-view angle – Factors: Subject size, Subject angle, Camera height.

UNIT – III: CONTINUITY

Continuity of Content, Continuity of Movement, Continuity of Position, Continuity of Time - Filming techniques, Master scene, Triple-take.

UNIT – IV: CUTTING

Content Cut, Action Cut, POV Cut, Match Cut, Conceptual Cut, Zero Cut.

UNIT – V: SHOT- TYPES

Long Shot – Extreme Long Shot – Mid-shot – Close ups: Medium, Choker, Big Head CU, ECU.

UNIT – VI: COMPOSITION

Still vs. Motion picture composition, Compositional Rules: Lines, Forms, Masses, Movements, Balance: Symmetrical & Asymmetrical, Frames: Requirement, Frame Movement, Frame Focus – Dynamic Composition.

Text Books:

1. The DSLR Filmmaker's Handbook: Real-World Production Techniques, BarreyAnderson , WILEY, 2016.
2. Video Shooter: Storytelling with HD Cameras, Barry Braverman, Focal Press 2010
3. Digital Filmmaking for Beginners A Practical Guide to Video Production, Michael K. Hughes, McGraw Hill, 2012.
4. VasukiBelavadi, Video Production - Tools and techniques, Oxford University Press

Reference Books:

1. Blain Brown, Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, Focal Press, 2013
2. Joseph V. Mascelli, The Five C's of Cinematography: Motion Picture Filming Techniques, Silman-James Press, 1998
3. Benjamin Bergery, Reflections: Twenty-One Cinematographers At Work, A S C Holding Corp., 2002
4. John Alton, Painting With Light, University of California Press, 2013
5. Vittorio Storaro, Writing with Light, Aperture, 2002

Websites:

1. <https://www.youtube.com/watch?v=w8BzeZEGEYY>
2. <https://www.youtube.com/watch?v=x-gfkXu8OpI>
3. <https://www.youtube.com/watch?v=Qj3QIQXYyik>

BASIC AUDIOGRAPHY

OBJECTIVES:

- To introduce the basic concepts of audio (sound)
- To learn the recording aspects of Audiography

LEARNING OUTCOME:

The students are exposed and acquired knowledge on the basic concepts of audiography and get into sound recording profession.

TEACHING METHODOLOGY:

Lecture (Class Teaching) Practical (Sound recording in studio) Tutorials (sound recording spot and recording studio)

UNIT – I: NATURE OF SOUND

Definition and nature of Sound - Sound and its relevance use and importance in communication - Characteristics of sound and its propagation- wave to digital- Quality of sound, frequency references, S/N ratio, Acoustics, Echo, RT, Decibels etc.; distortions.

UNIT – II: AESTHETICS OF SOUND

Mechanism of human speech and hearing psychology, Anatomy of Human ear- perception of sound-Binaural, Fletcher and Munson Curve etc., Aesthetics of Sound, reader interaction with media sound, response and reaction; Microphones- different types, directional response and polar diagram

UNIT – III: AUDIO ASSESSORIES

Microphones- special types and accessories, wireless, lapel, reflected type, shotgun- factors governing the selection of mikes; types of cables and connectors and their uses; Sound safety, erasing, dope sheet, storage; sound in the era of multimedia- application in the media platform and formats; Sound bites and AV clips on Internet, SMS and MMS etc.

UNIT- IV: SOURCES OF SOUND

Sources of sound, Introduction to digital sound- theory, process and application; introduction to location recording in Camcorder; Selection of mikes, boom operation etc; Post production- Editing, dubbing, track laying, mixing; Sound engineering techniques.

UNIT – V: AUDIO EXERCISES

Sound track design with images: the images to be shot in a camcorder, Sound can be recorded simultaneously or separately-pre-laid or laid during post production Seminars, Workshops, Tutorials etc., will be held as per norms on the subject.

Text Books:

1. Hausman, Carl and Benoi Philip, Messere Fritz, Modern Radio Production, New York: Rout ledge, (2005)
2. Baruah U. L., All India Radio, New Delhi, Government of India Publications, (1983)

Reference Books:

1. Robert Campbell, Pro Tools 10 Advanced Music Production Techniques, Cengage Learning, USA, 2013
2. Frank D. Cook, Pro Tools 101- An Introduction to Pro Tools 10, Cengage Learning, USA, 2012
3. Guide to Microphones by Loren Alidrin
4. Tomlinson Holman, Sound for Film and Television, Focal Press, UK, 2010
5. David Sonnenschein, Sound Design- Expressive Power of Music, Voice & Sound Effects in Cinema, Michael Wiese, USA, 2001
6. Modern Recording Techniques 6th edition by David Miles Hybber
7. Master Hand Book of Acoustics 4th edition by Alton Everest
8. Recording Studio Design by Philip Newell
9. Loudspeakers: For Music Recording and Reproduction by Philip Newell, Philip Richard Newell, Keith Holland.

Websites:

1. www.m.hearit.org

RADIO PRODUCTION**OBJECTIVES:**

- To understand the audio related fundamentals.
- To learn the techniques involved in Radio Production.

LEARNING OUTCOME:

- It will enable the students to be creatively and technically aware of the technologies and production systems in Radio Media.

UNIT – I: HISTORY OF RADIO

Brief history of broadcasting in India, Evolution of Radio – Amateur – HAM – FM – Digital – Radio broadcast in India – Radio broadcast structure – Radio and Democracy – Participatory Communication – Community Radio – Development Communication.

UNIT – II: SOUND

Sound Waves – Frequency – Wavelength – Amplitude – Velocity of Sound Waves – Units used in sound – Decibels – Ear and sound – Loudness – Pitch – Timbre – Perceptions of Sound – Basic Acoustics – Analog and Digital Audio.

UNIT – III: RADIO PRODUCTION TECHNIQUES

Nature of Radio – Characteristics of Radio Medium – Formats in Radio Production – Jingles, Drama, Discussion Programme, Phone in Programme, Feature and Documentary – Types of Audio Scripts – Use of BGM – Digital Technologies – Audio Special Effects.

UNIT – IV: PRODUCTION EQUIPMENTS

Microphone types – Direction pick up pattern – Techniques – Positioning of Microphones – Special Musical Instruments – Standard Rules – Care and Handling – Foley and sound effect creations – Mixing Console – Echo and Reverberation – Special Effects Units – Equalizers and Compressors – Plug-ins – Digital Recording Softwares.

UNIT – V: RECORDING AND EDITING

Recording – Splicing and editing a sound file – Marking the edit points – Looking at wave forms – Non-destructive editing – Copying, Pasting and Looping.

Text Books:

1. Hausman and Carl, Modern Radio Production: Production Programming, California: Brooks (2008)
2. Bhatt, S.C., Broadcast Journalism – Basic Principle, New Delhi: Haranand Publications, (1993)
3. McLeish, James, Radio Production, Burlington: Focal Press (1999)

Reference Books:

1. Hausman, Carl and Benoi Philip, Messere Fritz, Modern Radio Production, New York: Routledge, (2005)
2. Baruah U. L., All India Radio, New Delhi, Government of India Publications, (1983)

Websites:

1. www.crc.losrios.edu
2. www.bbc.co.uk

GRAPHIC DESIGN**OBJECTIVES:**

- To know the fundamentals and principles of graphic design
- To be acquainted with the various applications in print and electronic media
- To learn the basics of color theory

LEARNING OUTCOME:

- The learner can design the layout for Print and Electronic Media
- The learner can understand the usage of graphics in various media
- The learner can create new designs

UNIT I- INTRODUCTION TO DESIGN

Design practices and process: Role of design in society- Graphic design process. Principles and Elements of graphic design: Sketching and Drawing – Color theory

UNIT II –COMPOSITION

Fundamentals of Visual Composition - Typography: Types of Letterforms-structure-design function-function of type composition

UNIT III–PRINCIPLES OF DESIGN

Fundamentals of design: Principles of composition – elements of Composition – relational visual devices

UNIT IV - LAYOUT

Principles of Layout Design: Theme and content – types of layout – layout composition – color in layout-design for publication-layout of a Newspaper – Layout for a magazine.

UNIT V- METHODS OF DESIGN

Media and Design: Advertising Design: Media Planning – Print Media – Electronic Media – New Media. Integrated methods of Design: Kinds of events – Corporate Social Responsibility. Graphic Design for Interactive Media: Website Design- Gestalt for web design - Designing Navigation- Interactivity.

Text Books:

1. Publication Division, (2011) Towards a new age graphic design. New Delhi: NCERT.
2. Sayre Henry M.(2010) World of Art New Jersey: Pearson Education Inc.
3. Sarkar, N.(2008) Art and Print Production. New Delhi: Oxford University Press

Reference Books:

1. Arntson, Amy E. (2007) Graphic Design Basics. California: Thomson Wadsworth.
2. Hanks Kurt.(2006) Rapid Viz., Boston: Thomson Course Technology
3. Kress, Genther R.(2006) Reading Images: the grammar of Visual Design, New York: Rutledge
4. Dodson, Bert.(2007) Keys to Drawing with Imagination, Cincinnati: North Light Books
5. Gavin Ambrose, Paul Harris, GRIDS, AVA Publishing, 2008, Singapore.
6. Gavin Ambrose, Paul Harris, Layout, AVA Publishing, 2005, Singapore

Websites:

1. www.howdesign.com

LAYOUT AND DESIGNING**OBJECTIVES:**

- To understand the various elements of Designing
- To understand the Techniques in composition
- To understand the applications and areas of designing

LEARNING OUTCOME:

- The students may be asked to apply the knowledge of all the concepts, methods and elements of designing in a creative manner.
- The created designs may be presented and analyzed.

UNIT 1- INTRODUCTION TO DESIGN:

Introduction to design Principles – Balance – Rhythm-Proportion– Dominance – Unity – Emphasis– Harmony– Opposition– Variety– Depth– Repetition– Motion.

UNIT II- ELEMENTS OF DESIGN:

Elements of Design – Line – Shape – Direction– Size – Texture –Colour – Value – Concepts of Layouts –Hierarchy – Centre of Visual Impact – Organization – Contrast –Colours – Typography – Unexpectedness – Rules – Consistency.

UNIT III- FUNDAMENTALS OF COMPOSITION:

Fundamental of Composition – Interpretation – Spatial Organization–Light– Expression– Montage– Content- Analysis.

UNIT IV-PHOTO EDITING:

Photo manipulation – working with layers– tools and techniques– highlights, mid tones and shadows – levels and curves – filters and effects

UNIT V- PRODUCTION PROCESS

Production Process – Dummy- Pre-press requirements – technical considerations – volume of print- printing process- quality in reproduction of text, pictures and illustrations – advertisements – paper quality and cost – other input cost considerations.

Text Book:

1. Tom Ang. Picture Editing : An Introduction . Oxford :Focasl Press , 1996..
2. vans, Harold. Volume series on Picutres Editing and Newspaper Desing. London: Heinemann

Reference Books:

1. Mc.Kay, Jenny, Magazine Handbook. London: Routledge,2000.
2. King, Stacey. Magazine Design that Works. London: Routledge,2001.
3. Morrish, John. Magazine Editing.London: Routledge,1996

Websites:

1. www.websitebuilderexpert.com
2. www.creativeblog.com/web-designs/steps
3. www.project-website-layout

PHOTOGRAPHY PRACTICAL

OBJECTIVES:

- To understand the various elements of Photography
- To understand the basic techniques in Photo Composition
- To learn Digital Photography
- To know the applications and areas of Photography

LEARNING OUTCOME:

- The students shall gain the knowledge of all the concepts, methods, elements of photography and they shall apply all the components of the syllabus in various activities.

UNIT I – CAMERA AND ITS ACCESSORIES

Camera- lens- lights-filters-film-Tripod-light metre- flash types and usages- other accessories

UNIT II – BASIC CONTROLS

Aperture- Shutter speed- Depth of Field- Focal Length. Basic Lighting- Three point lighting- Key Fill Back- Low key lighting and High key lighting – Rule of Third- Picture Composition.

UNIT III – EXPOSURE AND IMAGE MAKING

Exposure meter- Light meter- Flash meter built in meter- external light meter- metering techniques- incident light metering- reflective light metering- o spot metering – gray scale- framing- perspective- texture- pattern.

UNIT IV – DIGITAL PHOTOGRAPHY

Digital still camera Digital SLR Camera– Working with Digital Camera–setup for Digital Imaging – Windows and Macintosh. Desk top Computer Components – Data Storage and Transfer Options. Softwares for Digital Processes– Image Editor–File formats– Converters.

UNIT V –EXERCISES

Portraits and Landscape – Abstract-- Macro- Animals- Nature- Black and White- People- Celebrities - Performing Arts- Architecture and City- Sport- Commercial- Still life- Concert- Street- Family- Transportation- Fashion- Travel - Film- Fine art- urban exploration- food - wedding- Photo Journalism and Landscape.

Text Book:

1. The Basic Book of Photography by Tom Grimm, Michele Grimm.
2. Bryan Peterson , Understanding Exposure : How to shoot Great Photographs with any cameras, Amphoto books.

Reference Books:

1. Bruce Barnbaum, The Art of Photography: An Approach To personal Expression. Rocky Nook, 2010.
2. Jim Zukerman, Pro Secrets To Dramatic Photos , Pixiq, 2010.
3. Scott Kelby, The Digital Photography Book, Peachpit Press, 2014.
4. Bryan Peterson, Understanding Exposure: How To Shoot Great Photographs With Any Camera, Amphoto Books, 2010.
5. Jim Miotke. Betterphoto Basics: The Absolute Beginner's Guide To Taking Photos
7. Like a Pro. Amphoto Books. 2010.

Websites:

1. www.practical photography.com

MEDIA PRESENTATION SKILLS

OBJECTIVE OF THE COURSE:

This paper introduces the basic concepts of Media Presentation skills to understand the various presentation techniques.

OUTCOME OF THE COURSE:

The students are exposed and acquired knowledge on the various Media presentation skills apply to Media industry as well get solutions for practical problems in their real life too.

TEACHING METHODOLOGY:Lecture (Class Teaching) Practical (Soft skill training and Media skill presentation) Tutorials (Soft skill training and Media skill presentation)

UNIT-I :MEDIA COMMUNICATION SKILL TRAINING

Reading, writing and listening skills - Prepare a media scenario involving a news issue you are likely to face in real life - read books on various topics - watch DVDs/CDs and listen - The Most Effective and Least Popular Tool for Improving Communication

UNIT-II:PUBLIC SPEAKING

Create and deliver sound bites- Create and deliver a stump speech- equipment -Improving oral Communication - Hone your campaign messages - Speak to the media with confidence, Eliminating Verbal Tics -Speak to any audience large and small - Secrets from the Audience - recording of speaking with cell phone or studio find a role model and stalk them.

UNIT-III:PRESENTATION SKILLS

Presentation and speech writing, Private Public Speak Presentation Skills, Unreadable and/or unmemorable presentations, Monotonous or non-relatable stories/anecdotes, dreary data dumps - Absolutely no audience participation How to Say “No Comment” without Saying “No Comment”

UNIT-IV: COMMUNICATION TRAINING

Media interview/Training/Coaching - Presentation Training –Speech/speaker Training, Public Speaking Training - Reputation Management

UNIT-V:

Students have to work on a selected topic and submit a report not more than 50 pages or Audio Visual recording of Media Presentation Skill under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance.

TELEVISION PRODUCTION

Course Objectives:

To enable the students

- To gain knowledge on program production in TV.
- To understand the role of Television for the development of the society.
- To understand the importance of image editing.

Learning Outcome:

- The learner knows the production stages and scripting types.
- The learner understands the camera production, the role of lighting and sound in program production.

UNIT I

Television Standards – NTSC – PAL – SECAM – Television technology – Standard – HD - Production stages – pre production – production – post production – Analog and Digital forms of television – Genres in Television - Understanding the television medium – signs – codes and functions of television.

UNIT II

Television Scripting – types of scripting – scripting for various programs in television – story board – Set Design - Production Crew and its functions.

UNIT III

Camera – an introduction – mounting devices - ENG and EFP Production - Single Camera Production – Multi-camera Production – Camera for various production – Fiction – TV Serials – Reality show – Nonfiction – News – Interview – TV Documentary – Video journalism.

UNIT IV

Lighting – an introduction – its importance in television– Colour Temperature – Types of lighting – Chromo Key – Chrominance - Luminance – Sound Design – On screen sound and Off screen sound - Microphone – Types of microphone – Usage of microphone in various programs.

UNIT V

Editing - On line editing and off line editing – Basic transitions – Television graphics, titling and special effects .

Reference Books:

1. Herbert Zettl, Television Production Handbook, Wordsworth Publication, New York 2009.
2. Seema Hasan, Mass Communication – Principles and Concepts, CBS Publishers and Distributors Pvt. Ltd., New Delhi, 2013.
3. Gerald Millerson, Jim Owens, Video Production Handbook: Fourth Edition, Focal Press, Burlington, 2008.
4. Charlotte Worthington, Basics Film making of Producing, AVA Publishing (UK) Ltd., Switzerland, 2009.

TELEVISION PRODUCTION PRACTICAL

Unit – I

Understanding TV Medium - Differences from film medium - Video formats – VHS, SVHS - U-Matic, and Beta, Digi Beta - Types of telecasting - Production standards – NTSC- PAL - SECAM

Unit - II

Framing shots and movements - camera lenses – filters - various types of Lights - colour temperature – Three Point lighting (Key, Fill and Back Light) Conceptualization – Visualization - Different genre in studio production: Interview, Educational shows, Drama, Game shows, Anchor, News reader, Grammar of outdoor production - Single camera and multi camera production

Unit - III

Television Crew - an overview of direction - art direction - Floor management – indoor and outdoor - production management - Facing Production problems – three phase of production - problem in each phase and their solutions – scheduling – budgeting - breakdown of scripts - contracts - some legal issues in production - Teamwork and work ethics

Note: Student needs to submit Paper works (Binded), Rushes in tape, Final DVD / CD

References:

1. Millerson G.H., “Effective TV Production”, Focal press, 1993.
2. Holland P. Browne.,”The Television Hand Book”, Routledge, 1998.
3. Ralph S.Singleton,”Film Scheduling”, (2 ED) Lone Eagle Publishing Company, Loss Angles, CA, 1991.

FILM APPRECIATION

Objective of the Course

To understand the art, culture and humanism that reflects through a film.

Outcome of the Course

At the end of the course, students can able to understand how a script becomes a film and moreover they can able to understand how do arts and artefacts build a film.

UNIT –I: INTRODUCTION

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

UNIT-II: FILM FORMS

Film forms: narrative and non-narrative - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism - Fiction: realism, symbolic simulation - typology of genres of fiction - Subjectivity, causality and time.

UNIT-III: VISUAL AESTHETICS

Continuity style - composing shots - temporal (montage) - Camera shots: pan, crane, tracking, and transition - Sound in cinema - dimensions and functions - Film editing and special effects - Film audience - Review and appreciation of film.

UNIT- IV: CONCEPTS OF FILMS

Concept of films - principles of film - narrative form - non-narrative form- dividing a film into parts and Genres(language, style, grammar, syntax.)- Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

UNIT-V: FILM SCREENING

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

TEXT BOOKS

- 1.Understanding Indian movies; Culture, Cogniton and Cinematic Imagination by Patrick Colm Hogan, University of texas press (2008).
- 2.Cinema,Emergence and the Films of Satyajit Ray by Keya Ganguly, University of California press(2010).
3. Art of Watching Films by Joseph M. Boggs, Dennis W.Petrie (2006).
4. The Film club by David Gilmour (2008).

REFERENCE BOOKS

1. The Film Appreciation bookby Jim Piper,Allworth press, Newyork (2014).
2. Film Analysis for Beginners; How to analyse movies by Manon De Reeper,a Film Inquiry publication(2016).
3. Eric Baranenn&Krishnaswamy OVP Indian Film, , 1980 2nd Edition.
4. Cinematography Censorship rules, Govt. of India Press, Nasik, 1969.

WEB RESOURCES

1. <https://archive.india.gov.in/knowindia/cinema.php?pg=2>
- 2.<https://www.oscar.com/>
3. <https://www.youtube.com/watch?v=Jky6k8FsBr4>
- 4.<https://www.lib.berkeley.edu/MRC/filmstudies/filmreviewsintro.html>
- 5.https://www.youtube.com/watch?v=2vIUgEJ81gU&list=PL9QS4mSP_yrbgeEhd2IVxJvjmVI_sodH2

WRITING FOR ELECTRONIC MEDIA

OBJECTIVES

- To introduce students to writing techniques for various media.
- To understand the importance of writing and the role of script/copy writer in media.
- To make students understand the basics of media writing by giving them
- related exercises

OUTCOMES

At the end of the semester the students will be able to -

- Students will be able to understand the nuances of writing for various media & efficiently develop and write scripts for both fictional & Non-Fictionals.
- Students will learn how to use various commercial software's for script and screenplay etc.,

UNIT I BASIC TOOLS OF WRITING

Four characteristics of media writing- accuracy, clarity, efficiency, precision, Importance of Basics tools for writing – Grammar, Spelling, Punctuation, Following the Style and Stylebook – AP Style book, Libel Manual. Shooting Script and Post –Shoot Script, Importance of the beginning, the middle and the end. Writing for different genres, Writing for fictional and factual.

UNIT II WRITING MEDIA RELEASES

Writing for Corporate films, Promotional films, PSA's, Structure for press release, types of press release, Writing press statements, Advertorials, Writing Rejoinder, Writing product brief, Product features, Proposal writing for funding organization.

UNIT IV SCRIPTING FOR NON-FICTIONALS

Inverted Pyramid, 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. , Writing POV, The elements of pacing – Rhythm and tempo, The elements of progression – social progression, Personal progression, Symbolic Ascension, Ironic Ascension.

UNIT III SCRIPTING FOR FICTIONAL PROGRAMMES

Understanding the plot of the story- Arch plot, mini plot, Anti-plot, Character age, education and socio-economic background of the characters, types of scripts for fictional – single and dual column scripts, Screenplay, Dialogues, Voice-over scripts, Narration – First person narration and voice of god,.

UNIT V Writing for Web

Writing for web: characteristics of the web, demand of the audience, characteristics of web writing, forms of writing, lateral reporting Uses of various commercial software's for scripting and pagination, formatting your screenplay, organizing related documents, storyboarding, saving notes.

TEXTBOOKS

1. Das, Trisha, "How to Write a Documentary Script" Public Service Broadcasting Trust, New Delhi, 2007.
2. Friedman, Anthony, "Writing for Visual Media", 3RD Edition, Focal Press, USA, 2010.
3. Musburger, B. Robert, "An Introduction to Writing for Electronic Media", Taylor and Francis, UK, 2007.

REFERENCES

1. Monaco, James. *“How to read a film: Movies, Media, Multimedia”* Oxford University Press (2000) 3rd Edition. USA.
2. Sheila, Bernard. *“Documentary Storytelling for Video and Filmmakers”* Focal Press Publications (2004). USA
3. Field, Sydney *“Screenplay: The Foundations of Screenwriting”* Dell Publishing (1994) 3rd Edition. USA
4. Dwight V. Swain with Joye R. Swain. *“Scriptwriting; A Practical Manual”* Focal Press Publications (1988). USA
5. *Web journalism: practice and promise of a new medium* by James Glen Stovall

AUDIO VIDEO EDITING

OBJECTIVES:

- To understand the basics of audio and video editing.
- To learn the special effect techniques.

LEARNING OUTCOME:

- It enables the students to create an audio and visual production.

UNIT – I: INTRODUCTION TO VIDEO EDITING

Editing – Definition - Principles – Foundation of Editing – Editing Equipment and Control Systems – Digital loots – Linear and Non-linear editing – Visual Effects – Editing rough – Final drafts – Planning edits and limitations.

UNIT – II: EFFECTS

Editing banes – Cut, Fade – Mix and Wipe – Super Import ion – Order of Shots – Montage – Duration of shots – Cutting rate – Cutting Rhythm Visual effects - Mirror effects – Projections. (Real, Front, Reflex) Camera Mattes - Electronic Effects – Multi split Screen – Chromo Key Insertion techniques – Visual Settings – Digital Video Effects.

UNIT – III: EDITING OF TITLING

Customizing Monitor Displays – Controlling Playback – Making and Sub cataloging footage – Setting up sequence and Tracks – undoing / redoing edits – Trim – Finding framesand clips Titling – Editing, Removing, Replacing, Fading Tittles - Replacing fills Tracks.

UNIT – VI: AUDIO AND EXPORTING

Soloing Audio Tracks – Audio Scrubbing – Audio Effect Tool – Audio Mix Tool – Automation gain tool – Audio editing tools – Audio Plug-ins – Mixing Video Tracks – Recording to tape – Exporting formats.

UNIT – V: PROJECT

Project summary – Audio and Video Synchronization – Finished Projects.

Text Books:

1. Goodman, R., and McGrath, P. (2002), Editing digital Video, New York: McGraw-Hill.
2. Bowne, S. (1998). Nonlinear editing basics: Electronic film and Video editing. Boston: Focal Press.

Reference Books:

1. Anderson, G. (1999). Video editing and post-production, A Professional guide (4th ed.) Boston: Focal Press.
2. Langford, S. (n.d). Digital audio editing, Correcting and enhancing audio in Pro Tools, Logic Pro, Cubase and Studio One.

Websites: website.com/features/audio-video-images/

ADVERTISING

Objective of the Course

To make fundamental understanding of Advertising and its role in business, branding and society.

Outcome of the Course

Students can able to develop advertising copies and able to plan media vehicles to carry the advertisements to audience.

UNIT – 1: ORIGIN AND EVOLUTION

Definitions – Origin – Evolution of Modern Advertising – Scope and present status - Advertising History – Advertising in the 20th Century. Advertising and Economy.

UNIT – 2: ADVERTISING AND MEDIA

Advertising Media Vehicles – Newspaper – Radio – Television – Outdoor Ads, Exhibitions, Hoardings, Hand Bills etc., Types of Advertising: Classified - Display - Political advertising - Public service ads - Audio and Television spots.

UNIT – 3: MEDIA PLANNING

Media Planning: Media information and Media selection, Media planning- frame work - Media Mix - Space Selling and Timing of insertion - Creativity in media planning – Scheduling and Patterns of scheduling.

UNIT – 4: THE ADVERTISING AGENCIES

Advertisers and Advertising Agencies - Agency Structure Research - Creative - Profile of the advertising professional, Encoding the Ad Cultural Codes, Ethical Issues in Advertising – Regulatory Bodies.

UNIT – 5: DESIGNING ADVERTISEMENTS

Advertisement Creation - Conceptualization & Ideation. Translation of ideas to campaigns, Visualization Designing & Layout, Copy writing – Headlines, Body, Slogans, Logos & Trademarks.

TEXT BOOKS

1. Jack G. Wiechmann, N.T.C's Dictionary of Advertising, (Publishers - NTC Publishing Group Lincolnwood, Illinois, U.S.A. Year - 1998, 2nd Edition).
2. Suman Chopra, Dictionary of Advertising and Sales Managements (Publishers - Sarup & Sons, New Delhi, Year – 1997).
3. Chunawalla. Advertising Theory and Practice, Himalaya Publishing House.

REFERENCE BOOKS

1. Jefkins, Frank. Advertising Made Simple, Rupa & Co.
2. Jethwaney, Jaishri. Advertising, Phoenix Publishing House.
3. Ogilvy, David. Ogilvy on Advertising, Pan/Prion Books.
4. Goldman, R. Reading Ads Socially, London Routledge, 1992.

WEB RESOURCES

1. <https://www.tes.com/teaching.../the-power-of-advertising-full-lesson-powerpoint-6177>
2. <https://www.youtube.com/watch?v=Pq95vQqUBWw>
3. <https://www.youtube.com/watch?v=ddcABILJHtE>
4. <https://www.youtube.com/watch?v=FeCz5fy02JE>

ADVERTISING PRODUCTION

OBJECTIVES:

- To expose the students the nature, scope and impact of Advertising.
- To train the students the visual codes of Advertisements.
- To create effective advertisements.

LEARNING OUTCOME:

- It enables the students to create various advertisements for various media.
- It enriches the creative thinking.

UNIT –I: ADVERTISING

Advertising – Definition – Nature and growth – Advertising and its role – Advertising as a process of Communication – Responsibilities and functions of Advertising.

UNIT –II: TYPES OF ADVERTISING

Types of Advertising – Advertising Media Vehicles – Advantages and disadvantages – Advertising Policy and regulations of Newspaper, Radio Stations, TV Channels, Web – Tariff – Space and Time allocation – Schedule Preparation – Agency – Client Relations.

UNIT –III: ADVERTISING AGENCY

Advertising Agency – Structure and functions of Indian Advertising Agencies – Types of Advertising Agencies.

UNIT –IV:ADVERTISING CAMPAIGNS

Advertising Campaigns: Objectives, Creative Strategy, Message, Appeals, targets, Media Planning, Budgeting, Brand Management, Brand Positioning, Brand Image, Brand Equity, Pre testing and Post testing.

UNIT –V:CREATIVITY

The creative process – Conceptualization to Idea – Creativity – Creative strategy and Copy writing – Art Production – Print Production – Electronic Production.

Text Books:

1. Courtland L. Bovee, Advertising Excellence, McGraw – Hill Inc. Publications, 2001.

Reference Books:

1. Sean Brierley, The advertising and hand book, 2000.
2. McGraw hill, Principles of Advertising and IMC, 2000.
3. John McDonough, Encyclopedia of Advertising, Vol 1, 2000.

Websites:

1. www.vibrantcompany.com
2. www.creativeedgepro.com

CORPORATE COMMUNICATION

OBJECTIVES:

- To introduce the students to strategic planning and execution of media and people
- To enable stress management and exploring possible avenues
- To make them understand the various perspectives of Strategic Corporate Communication

LEARNING OUTCOMES

- Understanding the significance of planning and execution
- Understands the key aspects of Media relations
- Understanding of the New Technology and its implications

UNIT-I: INTRODUCTION

Corporate Communication- Meaning and Definition – Corporate Communication Model- Significance of Stakeholders to an organization- Communication Functions- Government and Investor Relations.

UNIT-II: PLANNING AND RESEARCH

Strategic Communication Plan- Importance and value of strategic planning- cost effective communication tactics and program execution – Role of spokesperson selection in communication problem solving- communication research methods used to evaluate program effectiveness- Primary and Secondary Research.

UNIT-III: MEDIA RELATIONS

Traditional and New methods of Communication- Viability of Traditional media implications- Impact of New Media- media uses and gratifications- New media – impact – control and flow of news and information to external publics – growth of new media and changes in Corporate Media Relations practices.

UNIT-IV: CORPORATE COMMUNICATION TECHNOLOGY

Changes in Corporate Communication practices – rapid evolution of computer – based technologies – Costs and benefits of Corporate – Intranet and Internet – Communication programmes and tactics – Web sites and traditional relationships – External media representatives and Internal media relations specialists – Impact of Technology on employee communication programmes – Resulting affects on workforce information flows – Impact of Electronic Media in Corporate sectors.

UNIT-V: CRISIS COMMUNICATION

Definition and Meaning of Crisis Communication – The value of rapid response of communication planning – Importance of Media relations training in terms of rapid and credible response – The need to invest in realistic crisis communication training scenarios – Indepth communication team training – Explore problem solving strategies associated with crisis communication.

Text books:

1. Clark .L. Caywood “The Handbook of Strategic Public Relations and Integrated Communications”, McGraw-Hill, 1997.

Reference books:

1. JoepCornellissen “Corporate Communication: Theory and Practice”, SAGE, 2004.
2. Brad Fitch, Mike McCurry “Media Relations handbook for agencies, associations, nonprofits and congress: The Capitol Net Inc, 2004.

TRADITIONAL MEDIA (PRACTICAL)

OBJECTIVE

1. To use the folk media for the development of society
2. To make folk art materials
3. To perform folk performances
4. To train in art and aesthetics

OUTCOME OF THE COURSE

After learning this course, students are able the create folk media materials and perform folk art forms in different themes.

TEACHING METHODOLOGY

Traditional media includes arts and performances. Regular training is needed to become a folk artist and performer. Training must be given by conducting folk media

workshops. Regular screening of documentary films on folk performances would help to widen the knowledge.

Unit –I:Identifying and collecting folk music instruments, Making costumes for different folk

Unit –II:Practicing different folk performances, practical in different folk arts-solo singing, traditional dance, story telling

Unit –III: Making postures, painting, puppets and other forms – skit, street theatre.

Unit –IV:Making social awareness by using any folk art form

Unit – V:Project work in any one folk performance

Reference:

1. Alan Dundes, *Essays in Folkloristics*, Folklore Institute, 1978.
2. Lakshmanan S.M.L., *Folklore of Tamil Nadu*, National Book Trust, 1973.
3. Terence McLaughlin, Faber &Faver, *Music and Communication*,

VISUAL ANALYSIS TECHNIQUES

Objective of The Course

To learn about the methodology of formulating visual analytic tools by combining interactive visualizations with analytical techniques.And studying the fundamentals of interactive visualizations.

Outcome of The Course

Students will have understanding about the collection of visualizations and analysis techniques. They can able to understand the perception and cognition in visual analysis.

UNIT – I: SEMIOTICS VISUALIZATION

Vision and visualisation - The social conditions and effects of visual objects.Visual culture. Critical visual methodology- Metaphor and metonymy – codes – semiology of the television medium

UNIT – II: PSYCHOANALYTIC ANALYSIS

An introduction to compositional interpretation - Colour - Spatial organization – Light - Expressive content- the Oedipus complex – id, ego, super ego – symbols – defence mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the media.

UNIT – III: CULTURAL ANALYSIS

Cultural analysis of visual – semiotics, denotation, connotation and iconography.

UNIT – IV: ANALYSIS OF VISUAL IMAGES

Analysis of film and television – six levels of analysis - psychoanalytic understanding of visual images.

UNIT – V: INTERPRETATIONS OF ADVERTISEMENT

Selling magic – Breaking the advertising code – commercials and anxiety – Laconian gaze: other ways of seeing -Laura Mulvey and visual pleasure.

REFERENCE BOOKS

1. Berger, Arthur Asa - Media Analysis Techniques, Sage, (2002)
2. Bignell, Jonathan, Media Semiotics, Routledge, London (2002)
3. Leewen and Jewitt Carey – Handbook of Visual Analysis, Sage Publication, New Delhi, (2001)

TEXT BOOKS

1. Carey, Jewitt - The Handbook of Visual Analysis, Himalaya publishers.(1999)
2. Leewen, Thompson,- Introducing Social Semiotics, Routledge, London (2001)
3. Innovative Approaches of Data Visualization and Visual Analytics edited by Huang, Mao Lin

WEB RESOURCES

1. <https://www.youtube.com/watch?v=sM2MOyonDsY>
2. <https://www.youtube.com/watch?v=WEeugeUTINg>
3. <https://www.youtube.com/watch?v=oGNijt1gC1M>
4. https://en.wikipedia.org/wiki/Visual_analytics

MEDIA MANAGEMENT

OBJECTIVES:

- To understand the basic structure of the Media Organizations.
- To understand the relationship between media and other organizations and the public.

LEARNING OUTCOME:

- It will enable the students to start their own Media Industry and become entrepreneurs.

UNIT – I: MEDIA INDUSTRY

Print – Starting of a Newspaper – Magazine – Online Journals – FM Radio – Community Radio – Television Channel – Production homes – Studios – Photography and Cinematography – Websites.

UNIT – II: PROGRAMME MANAGEMENT

Planning – Scheduling – Production Publicity – Distribution.

UNIT – III: MEDIA MARKETING

Market Survey: Media, Product and audience Profile – Television Rating Points – Agencies of rating, Process and Method of rating – Selling Programmes.

UNIT – IV: PUBLIC RELATIONS

Tools of PR: Mass Media, ICT, Press Conference, Press Kits, Exhibition, Out door Media, House Journal, Special Events, Advertising, PR Publics, Employees, Shareholders, Consumers, Community, Government, Media.

UNIT – V: PUBLIC RELATIONS IN PRIVATE AND PUBLIC

PR in private and public sectors, educational institutions and in Government – a critical review – PR policies – Professional organizations in PR, Code of ethics – Future developments – Case Studies.

Text Books:

1. Managing Media organizations, John Lavine and Wackman, Longman, New York, 1988.
2. Newspaper organizationa and management, Williams, Iowa State University Press, 1978.
3. Media Management in India, DibakarPanigrahy and Biswasroy, Kanishka Publication, New Delhi, 1993.

Reference Books:

1. Management concepts and practices, 'Tim Hannagan, Macmillan, 1995.
2. Effective Public Relations, Cutlip et al., Prentice Hall, New Jersey, 1982.
3. Practical Public Relations, Anil Basu.

Websites:

1. www.socialmediaexaminer.com

MEDIA LAW AND ETHICS

Objectives of the Course

To explain about the freedom of expression and introducing works of journalism and communications and engaging students in ethical and media issues in India.

Outcome of the Course:

Students can able to identify and analyse issues with ethical and law lenses. They can able to apply laws into the existing problems. Students can apply diverse viewpoints to ethical dilemmas in the media content generation.

UNIT – I: ETHICAL FRAMEWORK AND MEDIA PRACTICE

Freedom of speech and expression - - Issues of privacy and Surveillance in Society - Right to Information - Intellectual Property Rights -Media ethics and cultural dependence – Attack on Freedom of artists and authors.

UNIT – II: MEDIA TECHNOLOGY AND ETHICAL PARAMETERS

Live reporting and ethics - Legality and Ethicality of Sting Operations - Phone Tapping - Ethical issues in Social media - Discussion of Important cases- Relevant sections of Broadcast Bill - NBA guidelines.

UNIT – III:REPRESENTATION AND ETHICS

Case studies on media- Indecent representation of Women (Prohibition) Act, 1986 and rules 1987 - Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act 2000 and 292 IPC etc.

UNIT – IV:MEDIA AND REGULATION

Regulatory bodies- Codes and Ethical Guidelines - Self Regulation -Media Content- Debates on morality - Censorship and media debates.

UNIT – V: MEDIA AND SOCIAL RESPONSIBILITY

Economic Pressures -Media reportage of marginalized sections- children, dalits, tribals, Gender- Media coverage of violence and related laws - inflammatory writing (IPC 353) Sedition-incitement to violence -hate Speech- Relevant Case Studies.

TEXT BOOK:

1. Zelezny, John D., *Communications Law*, 6th ed. (Belmont, CA: Wadsworth, 2011). Weston,
2. Anthony, A *Practical Companion to Ethics*, 3rd ed. (New York: Oxford University Press, 2006).
3. Media Law and Ethics, Roy L. Moore, Michael D. Murray, Mike Farrell, Routledge

REFERENCE BOOK:

1. *Media Ethics: Issues and Cases*, 8th edition. McGraw-Hill,
2. *The Law of Journalism and Mass Communication*, 5th ed. (Trager, Ross & Reynolds).
3. Comparative Media Law and Ethics By Tim Crook, Routledge

WEB RESOURCES:

1. <https://comm.osu.edu/>
2. <https://clas.uiowa.edu/>
3. <https://revolutionsincommunication.com/law/>

SCRIPT TO SCREEN

OBJECTIVES:

- To introduce the techniques and aesthetics of writing for different programme genres.

LEARNING OUTCOME:

- It helps the students to learn the technique of writing and helps in the other course related to production stages.

UNIT – I: BASICS OF SCRIPT WRITING

The structure of a script – The A, B and C plots – Treatment, Plot, Character – Script Form – Types.

UNIT –II: FORMATS OF SCRIPT

Features, Documentaries, Educational Programmes, Short Films, Fiction, Non Fiction, Development Programmes – Commercials etc.,

UNIT – III: CONCEPT AND STORY IDEA

Concept – Information research – Developing Idea – The Plot – The Story elements – The teleplay structure.

UNIT – IV: SCENES AND DIALOGUES

Scene: Definition, Types, Target audience – Consideration Dialogue – Importance of Dialogues, Dialogues for Various genres, Preparation of Shooting Script – Story board.

UNIT –V: EXERCISES

Text Books:

1. The Writer's Journey by Christopher Vogler

Reference Books:

1. Adventures in the Screen Trade by William Goldman
2. The New Screenwriter Looks at the New Screenwriter by William Froug

Websites:

1. www.scriptmag.com
2. www.writerstore.com

CLIMATE CHANGE COMMUNICATION

Objective of the Course

To learn about the effects of climate change to the surroundings and also the role of media towards climate change.

Outcome of the Course

Students will understand the counter measures to mitigate the impacts of Climate Change through Media Contents.

UNIT –I: CLIMATE CHANGE AND MEDIA

Responsibilities and Objectives of the Media in Communicating Climate Change—History of Climate Change Coverage by the National and International Media—Change in stands of Journalists in the media of different countries—Use of language in climate change coverage and its change over the years.

UNIT –II: SCIENCE TO MEDIA

The Occurrence of Climate Change- Science to Media - Scientific Education of Climate Science - Science for Journalists- Journalism for Scientists of Meteorology. Coverage of Climate change issues in major disasters in India.

UNIT – III: IMPACTS OF CLIMATE CHANGE

Impacts of Climate Change, Mitigation and Adaptation, IPCC, UNFCCC, TNSCCC, Vulnerability and resilience. Global Warming, Climate Change and Human Health, Agriculture, food security, migration, Costs of adapting climate change.

UNIT – IV: REDUCING EMISSIONS AND MEDIA

Reducing Emissions and Responsibility of Media. Energy Efficiency, Adapting in Towns and Cities. Natural disasters and preparedness and climate change. Climate Change policies of India.

UNIT – V: CLIMATE CHANGE JOURNALISM

Climate change journalism – online media for climate change – Seeing Science Information in daily life. Social Issues from Scientific angle. Science inputs in everyday news items. Understanding our local eco system and its importance.

TEXT BOOKS

1. முனைவர் சு.நாகரத்தினம், பருவநிலைமாற்றம்: சர்வதேச அகவியலாளர்களுக்கான கையேடு, யுனெஸ்கோ, புவிஇதழியல் இணையம் இன்டர்நியூஸ், தொடர்பியல்துறை மதுரை காமராசர் பல்கலைக்கழகம் வெளியீடு - 2015
2. முனைவர் சு.நாகரத்தினம், பருவநிலைமாற்றம் சர்வதேச செய்தியாளர்களுக்கான, யு.என்.டி.பி., புவிஇதழியல் இணையம் இன்டர்நியூஸ், தொடர்பியல்துறை மதுரை காமராசர் பல்கலைக்கழகம் வெளியீடு - 2015
3. Andrew Miller, House of Commons: Science and Technology Committee, Communicating Climate Science
4. Susanne C. Moser, Lisa Dilling, Creating a Climate for Change: Communicating Climate Change and Facilitating Social Change, Cambridge University Press -2007
5. பொன். தனசேகரன், நிகழ்காலம், கார்த்திகா வெளியீடு, சென்னை 2014
6. The Climate Knowledge Brokers, MANIFESTO, Informed decision making, for a climate resilient future, Renewable Energy and Energy Efficiency Partnership (REEEP), 2015

REFERENCE BOOKS

1. Gibson, T. A., Craig, R. T., Harper, A. C., & Alpert, J. M. (2015). Covering global warming in dubious times: Environmental reporters in the new media ecosystem. *Journalism*.
2. Feldman, L. (2016). The Effects of Network and Cable TV News Viewing on Climate Change Opinion, Knowledge, and Behavior. *ORE Climate Science*.
3. Rayner, S. (2016, Aug. 31). A Climate Movement at War. *The Breakthrough*

WEB RESOURCES

1. <https://www.wwf.org.uk/effectsofclimatechange>
2. <http://envirocivil.com/climate/role-of-media-in-climate-change/>
3. <http://www.worldwatch.org/node/6278>
4. <https://www.youtube.com/watch?v=ws4oLIY9L4Y>
5. <https://www.youtube.com/watch?v=AOoP56eXtzM>

DEVELOPMENT COMMUNICATION

Objective of The Course

To teach the development issues and intervention of communication to create a social change. To make knowledge about the approaches for addressing developmental issues.

Outcome of The Course

Students can able to have know-how of addressing developmental issues with communication decisions.

UNIT –I: DEVELOPMENT AND CHANGE AND ISSUES

Concept of development - Measurement of development - Global Parameters of Development and India -Global and Regional Initiatives. Human rights- social inclusion- gender- ecology and sustainable development.

UNIT –II: DEVELOPMENT COMMUNICATION APPROACHES

Development communication approaches – diffusion of innovation - empathy-magic multiplier - Alternative Development communication approaches: Sustainable Development -Participatory Development -Inclusive Development - Gender and development.

UNIT –III: ROLE OF MEDIA FOR DEVELOPMENT

Role of media in development -Mass Media as a tool for development - Creativity, performance of each media- traditional media - Development -support communication in India in the areas of: agriculture, health & family welfare, population, women empowerment, poverty -unemployment- energy and environment- literacy- consumer awareness.

UNIT –IV: MEDIA PARTICIPATION

Designing the Message for Print -Community Radio and Development- TV and Rural Outreach Digital Media and Development Communication - Practising development -Communication Strategies for designing messages for print.

UNIT –V: MAINSTREAM MEDIA IMPACT

Rural Journalism -Information needs in rural areas -Use of traditional media for development in rural areas -Rural newspapers -Critical appraisal of mainstream media's reportage on rural problems and issues.

TEXTS BOOKS

1. Rogers Everett M : Communication and Development- Critical Perspective, Sage, New Delhi, 2000
2. SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The Third World, Sage Publications.
3. DipankarSinha. Development Communication: Contexts for the Twenty-first Century, Orient Black Swan, 2013
4. Belmont CA : Technology Communication Behaviour, Wordsworth Publication, New Delhi, 2001.
5. முனைவர்.அ.சாந்தா, முனைவர்.வி.மோகன் - மக்கள்ஊடகத்தொடர்பியல்அடிப்படைகள் மீடியாபப்ளிகேசன் -மதுரை -17 3வதுவெளியீடு 2007

REFERENCE BOOKS

1. UNDP : Human Development Report (published every year), Oxford University Press, New Delhi.
2. World Bank : World Development Report (published every year) Oxford University Press, New Delhi.
3. Wilbur Schramm : Mass Media and National Development- the role of information in developing countries, UNESCO/ StanfordUniversity Press, 1964.
4. Communication for Development in the Third World: Theory and Practice for Development in the Third World, Sage Publications

WEB RESOURCES

1. download.nos.org/srsec335new/ch4.pdf
2. cfamedia.org/main/?p=2417
3. <https://www.youtube.com/watch?v=w5k92bjcSJg>
4. <https://www.youtube.com/watch?v=Ds7LpEsi3kM>

WRITING FOR NEW MEDIA

OBJECTIVES

- To introduce students to writing techniques for online media.
- To understand the importance of writing and the role of online media writing.

OUTCOMES

At the end of the semester the students will be able to -

- To understand the nuances of writing for various platforms in online media.
- Learn how to use various techniques for editing and publishing the content online effectively.

UNIT I INTRODUCTION TO ONLINE MEDIA

Analog vs. Digital media, Definition of Online media, Introduction to various online platforms, various applications of online media, technology and tools to assist online writers, web analysis tools, voice and visual tools for online media. Establishing and communicating credibility in digital spaces.

UNIT II BASIC TOOLS OF WRITING

Four characteristics of media writing- accuracy, clarity, efficiency, precision, Importance of Basics tools for writing – Grammar, Spelling, Punctuation, Script and Post –Shoot Script, Importance of the beginning, the middle and the end. Writing for different genres in online media.

UNIT II WRITING FOR ONLINE ENVIRONMENTS

Steps and techniques for writing educational content in online, Online Journalism- reporting and writing strategies for social media- values of online journalism, understanding the need of digital team in media organisations, Tips to write news for various genre of media content online, Writing content for different social media platforms, constructing messaging and techniques to reach- Writing for blogs, writing for website, writing for professional social networks online, Writing for products and services online.

UNIT IV EDITING FOR ONLINE MEDIA

Techniques for editing the content online- Online designing and Publishing for various digital platforms. Tools available to edit the content.

UNIT V PRACTICE OF ONLINE WRITING

Students will be divided into various groups and each group will be given the themes to create content for online platform. Students will be given practice to find out the effective digital platform and publishing their stories online. Also, students will be practiced with various script writing for online medium every week.

TEXTBOOKS

1. Writing and Editing for digital media by Brian Carroll, Routledge, 2017
2. Writing and Digital Media edited by Luuk van Waes, Mariëlle Leijten, Christophe Neuwirth, Elsevier
3. Writing for Digital Media, Brian Carroll, Routledge, 2010
4. Online Journalism: Reporting, Writing, and Editing for New Media, Richard Craig, Thomson/Wadsworth, 2005

REFERENCES

1. Friedman, Anthony, "Writing for Visual Media", 3RD Edition, Focal Press, USA, 2010.
2. Musburger, B. Robert, "An Introduction to Writing for Electronic Media", Taylor and Francis, UK, 2007.