

DEPARTMENT OF VISUAL COMMUNICATION TECHNOLOGY
LIST OF PAPERS
2017 ONWARDS

SEMESTER -I:
NSQF Level: L 4

S. No.	GE/S C	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
1	GE	Language - I*	17UVT110001	Language	2	2		2
2		Language - I: English - I	17UVT120101		2	2		2
3		Visual Literacy	17UVT130201	Core - Theory	3	3		3
4		Introduction to visual communication	17UVT130401	Allied - Theory	3	3		3
5	SC	Sound Engineer QP : MES/ Q 3402	14UVT130202	Theory	3		3	9
6				Practical	3		3	
				Field Work	3+3*		3	
6		Photography	14UVT130203	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
7	GE	Value Education: Life Skills	14UVT141001		2	2		2
					30+6* =36	12	18	30

& - Language - I: Tamil -I/ Hindi - I/ Sanskrit - I/ French - I

* - Field work outside the class hours for each major 2hrs (2x3=6)

SEMESTER - II:
NSQF Level: L 5

S. No.	GE/ SC	Paper	Subject code	Type	Hours	Credits		
						General	Skill	Total
8	GE	Language - I*	17UVT210002	Language	2	2		2
9		Language - II: English - II	17UVT220102		2	2		2
10		Communication Media Scenario	17UVT230204	Core - Theory	3	3		3
11		Basics of Advertising	17UVT230402	Allied - Theory	3	3		3
12	SC	Sound Designing QP: MES/ 03401	14UVT230205	Theory	3		3	9
13				Practical	3		3	
				Field Work	3+3*		3	
13		Image Editing and Manipulation	14UVT230206	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
14	GE	Environmental science	14UVT240901		2	2		2
					30+6* =36	12	18	30

& - Language - I: Tamil -II/ Hindi - II/ Sanskrit - II/ French - II

* - Field work outside the class hours for each major 2hrs (2x3=6)

SEMESTER – III

NSQF Level: L6

S. No.	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
15	GE	Language – I*	17UVT310003	Language	2	2		2
16		Language – II: English - III	17UVT320103		2	2		2
17		Elements of Films and Film Appreciation	17UVT330207	Core - Theory	3	3		3
18		Graphic Design	17UVT330403	Allied - Theory	3	3		3
19	SC	Camera Operator QP: MES/Q0602	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
20		Marketing Manager QP: MES/Q02102	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
21	GE	Soft Skills	14UVT341002		2	2		2
					30+6* =36	12	18	30

& - Language – I: Tamil -III/ Hindi - III/ Sanskrit - III/ French - III

* - Field work outside the class hours for each major 2hrs (2x3=6)

@- Practical examination in the following Semester

SEMESTER – IV

NSQF Level: L6

S. No.	GE/ SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
22	GE	Language – I*	17UVT410004	Language	2	2		2
123		Language – II: English - IV	17UVT420104		2	2		2
24		Script Writing	17UVT430210	Core - Theory	3	3		3
25		Media Culture and Society	17UVT430404	Allied - Theory	3	3		3
126	SC	Camera Operator QP: MES/Q0602	14UVT430208	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*			
27		Marketing Manager QP: MES/Q02102	14UVT430209	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
28	GE	Media Gender studies	14UVT441003		2	2		2
					30+6* =36	12	18	30

& - Language – I: Tamil -IV/ Hindi - IV/ Sanskrit - IV/ French - IV

* - Field work outside the class hours for each major 2hrs (2x3=6)

SEMESTER - V
NSQF Level: L7

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
29	GE	Media Research Orientation	17UVT530211	Core - Theory	4	4		4
30		Visual analysis Technique	17UVT530212	Core- Theory	4	4		4
31		Media Equipment Maintenance and Media Presentation Skills	17UVT530213	Core - Theory	4	4		4
32	SC	Executive Producer QP: MES/ Q2801	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
33		Director Of Photography QP: MES/ Q 0601	@	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6* =36	12	18	30

* - Field work outside the class hours for each major 2hrs (2x3=6)

@ - Practical examination in the following Semester

SEMESTER - VI
NSQF Level: L7

S. No.	GE/SC	Paper	Subject Code	Type	Hours	Credits		
						General	Skill	Total
34	GE	Media Management	17UVT630216	Core - Theory	4	4		4
35		Public Relations	17UVT630217	Core- Theory	4	4		4
36		Media Internship	17UVT630218	Core - Theory	4	4		4
37	SC	Executive Producer QP: MES/ Q 2801	17UVT630214	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
38		Director Of Photography QP: MES/ Q 0601	17UVT630215	Theory	3		3	9
				Practical	3		3	
				Field Work	3+3*		3	
					30+6* =36	12	18	30

* - Field work outside the class hours for each major 2hrs (2x3=6)

SYLLABUS
B. VOC. VISUAL COMMUNICATION TECHNOLOGY

Sem-I

L P C

16UVT110101

Language – I: தமிழ் - I

2 0 2

KATRALIL URUTHITHANMAI

- தமிழ்மொழிப் பயிற்சி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- வாசிப்புப் பயிற்சி முறையை அறிதல்
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 1

அலகு -1

தமிழ்மொழிப் பயிற்சி – பேச்சுத் தமிழ் – வட்டார வழக்குச் சொற்கள் பயன்பாடு – பழமொழி மரபுத் தொடர் பற்றிய அறிவு – குரல் வளம் – குரல் தேர்வு - குரல் ஏற்ற இறக்கம் – உச்சரிப்புப் பயிற்சி - வாசிப்புப் பயிற்சி.

அலகு - 2

காலத்திற்கேற்ப நிகழ்ச்சி உருவாக்குதல் – நிகழ்ச்சியின் வகைகள் – நேர்காணலின் முக்கியத்துவம் – ஒருங்கிணைப்புப் பயிற்சி – பொது அறிவு நிகழ்ச்சிகள் – திரைப்படம் சார்ந்த நிகழ்ச்சிகள் – விவசாயம், குழந்தைகள், இளைஞர்கள் இவர்களுக்கான நிகழ்ச்சிகள் – தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி உருவாக்கம்.

Sem-I

16UVT120101

Language – II: English - I

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Assurance of Learning

- To help students acquire the nuances of newspaper language and its style.
- To introduce basic Tenses to students.
- To widen the scope of students' employability in print media.

Unit-I

1. Simple present tense.
2. Simple past tense.
3. Simple future tense.
4. Present continuous tense.

Unit-II

5. News stories and their structures.
6. The task of a newspaper reporter.

Unit- III

7. English newspapers in India.
8. Advertisement in newspaper.
9. Writing headlines and the lead.

Unit – IV

10. Present perfect tense.
11. Past continuous tense.
12. Past perfect tense.
13. Future perfect tense.

Unit – V

14. Body paragraphs and slant.
15. Writing editorials and op-ed pieces.
16. Writing for magazines.

BOOK FOR STUDY

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Friedman, Anthony(2007) Writing for Visual Media. New Delhi: Focal Press.

BOOKS FOR REFERENCES

1. Timothy Gerard(1997) Writing for Multimedia: Education, Training, Advertising and World Wide Web, Oxford: Focal Press.
2. Agee K. Waren(1979) Introduction to Mass Communication. New Delhi: Oxford.
3. Keval, J. Kumar(1994) Mass Communication in India. India: Jaico.
4. Roy, Barun (2010)Beginners' Guide to Journalism and Mass Communication. Delhi: Pustak Mahal.

Sem-I
17UVT130201

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3 0 3

Core Paper- I
VISUAL LITERACY

Assurance of Learning:

- Ability to understand the Principles of visual field
- Ability to analyze the Technicality of Designing
- Knowledge about the Colour, Rhythm, Balance
- Ability to understand the Geometrical shapes and forms
- Ability to understand and use visual literacy and design as a medium for effective communication

UNIT I: INTRODUCTION TO VISUAL LITERACY

Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication - Definition of Fine Art - Art tools & Equipment- sketching - Elements of Visual Art - Basic Sketching and Drawing Skills .

UNIT II: DESIGN PRINCIPLES AND RULES

Defining Design- Process of designing- Elements of design: Line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts- Principles of Design : Unity- Gestalt and visual unity, Thematic unity - Contrast, balance- Formal and informal balance- Symmetrical and asymmetrical - Balance by shape, texture, position and eye direction radial balance- Rhythm, harmony and direction - Structure of Visual field- Figure – Ground relationship- Figure organization - Attraction and attention value

UNIT III: GEOMETRIC SHAPES

Points and lines- Types of line- Contours- Shape- Geometric and rectilinear- Curvilinear and Biomorphic shape - Abstract shapes - Non - Representational- Positive and negative shapes- Texture -Tactile and visual texture - Pattern

UNIT IV: PERCEPTIVE , COLOUR & COMPOSITION

Psychology of human perception - Proportion and Perspective Drawing - Composition Shallow and deep size- Types of perspective-Open and closed compositions- Spatial confusion Motion and movement- Internal and external movement - Value- Patterns of value- Characteristics of colour.

UNIT V: ILLUSTRATIONS & CARICATURE

Study of Human Anatomy - Study of head drawing - Portraits and Postures - Human scale- Proportion- Contrast Isolation- Placement- Absence of focal point/ rhythm and motion- Principles of visual aesthetics - Principles of illustration- Illustration techniques- Cartooning, Caricature, satirical cartooning, underground cartoon and cartoons or other nations.

BOOK FOR STUDY

- 1.Richard Zakia(1997)Perception and imaging , focal press. Oxford.
1. Donis A. Dondis(1974) A Primer of Visual Literacy, 1st Edition.

BOOK FOR REFERENCES

1. Philip Rawson (1987) Design, Prentice Hall, London
2. Paul Rand(1993) Forms and Chaos, Yale University press
3. Russell N. Baird(1987) The Graphic Communication, Holt, Rinehart and Winston, Canada
4. Jerry Palmer & MacDodson(1995)Design and Aesthetics, Rutledge, London.
- 5.Rick Williams & Julianne Newton (2009) Visual Communication - Integrating media art & science – The Complete to Drawing Techniques - Eugene Felder Emmett Elwin Kandour Ltd .

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16UVT130401

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Allied Paper - I

INTRODUCTION TO VISUAL COMMUNICATION

Assurance Of Learning:

- Ability to understand concepts in communication and need for communication
- Ability to analyze the Visual communication Trends
- Knowledge about Various Communication Models and its influence on the Society
- Ability to understand Audio Visual Media intricacies
- Acquire knowledge on the Recent New Media Trends and importance of Social Media

Unit - I : INTRODUCTION TO COMMUNICATION

1 Communication: Definition, meaning, nature and scope- Need for communication- Functions of communication- History of human communication- Communication process: Berlo's SMCR model, Barriers of communication- 7C's of Communication.

Unit - II : COMMUNICATION TYPES

Types of communication: Interpersonal, Intrapersonal, Group, Mass communication- Forms of communication: Verbal, Non-verbal communication- appearance and artifacts- Kinesics- Facial Expressions- Paralanguage- Proxemics- Haptics- Chronemics- Alfacics- Eye behavior

UNIT - III: THEORIES OF VISUAL COMMUNICATION

Harold D. Lasswell's model-Shannon and Weaver's model -Osgood and Schramm's model Theodore M.Newcombs model- Sociological Theories: Social learning theory, Agenda setting theory, Uses and gratification theory, Dependency theory, Theories of persuasion: Hypodermic bullet theory, Individual difference theory, Cognitive theory, Personal influence theory Normative theories

Unit -IV : SEMIOTICS

Introduction to semiotics-analysis-Aspects of signs and symbols - sign and meanings- description of signs- Denotations and connotations- paradigmatic and syntagmatic aspects of Signs- Signs and Codes- Referent Systems - Audience and Interpretation.

Unit- V : New Media Concepts and Trends

Marshall McLuhan as historical media theoretician - major works and theories- Current Trends of Vis.Com - New Media Trends - Social Media Trends - Globalized media and its issues- Growing job opportunities in current media field (Blue Collars and White Collars)

BOOKS FOR STUDY

1. Little John W. Stephen, Theories of Human Communication , Library of Congress Cataloging-in -Publication Data, New Mexico, 2003.

BOOK FOR REFERENCE

1. Morreale, Sherwayn. P, Spitsbergen, Brain. H & Barge's Kevin – Human communication - Motivation, Knowledge & Skills, Sage publishers, London, 2000.
2. Allan & Barbara Pease –Body language, Manjul publishing house pvt ltd , Bhopal, Mumbai,2004
3. Hedwig Lewis, Body language, Sage publications India pvt.ltd greater Kailas market, New Delhi ,2002.

Sem-I

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16UVT130202

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SKILL COMPONENT

SOUND ENGINEER

Unit-I:SOUND, SIGNAL AND STUDIO ACOUSTICS

Sound wave creation and Characteristics of sound wave: Creation of sound wave, A vibrating source, Compression, rarefaction, amplitude, frequency, wavelength, phase and phase shift, Phase Interference, harmonics and envelope Behavior of sound: Reflection, Refraction, Diffraction, Interference, Echoes, Reverberation, diffusion. Tame Echoes and Reverberation, Auditory Perception-Signal Characteristics of Audio Devices.

Unit- II: Fundamentals of electronics:

Signal – types of signal- measuring Instruments: Multimeter, CRO , dB meter - Measuring techniques : amplitude (peak to peak Voltage), RMS Voltage, frequency. Voltage and Current Stabilization, inverter, Types of Cables and Connectors.

Unit-III:MICROPHONE AND LOUDSPEAKER

Principle of microphone and Microphone physical properties- Theory of operation- Microphone Types- Microphone Accessories-Pop Filter, Stands and booms, Shock mount, cables and connectors, snake, Splitter-Types of Loudspeaker-Mounting and Loading Drive Units-Complete Loudspeaker systems-Setting up Loudspeakers:

Unit - IV: MIXER CONSOLE

Mixing console section- Input, output, Processing and Monitoring Section, Channel grouping, VCA grouping (voltage-controlled amplifier grouping), DCA grouping (digital-controlled amplifier grouping)- Typical Mixer Facilities -Equalization - Principal EQ bands, Filters- Automation- Metering systems

UNIT-V RECORDING AND MONITORING



Analog Recording -Magnetic tape, Noise Reduction, Digital Recording, D/A Conversion, Signal Processing, Sampling, Aliasing, Quantization, Codec Formats, Evolution of recording devices.

BOOKS FOR REFERENCE:

1. Sound and Recording, sixth edition, Francis Rumsey and Tim McCormick.
2. Practical recording techniques, fifth edition, Bartlett and Bartlett.
3. The art of digital audio recording, Stave Savage.
4. Audio Electronics by John Linsley hood.
5. 5. Fundamentals of Acoustics by Lawrence E Kinsler John Wiley & Sons Canada,

SKILL COMPONENT

SOUND ENGINEER

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contact Us:
Media & Entertainment Skills Council

E-mail:
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Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units.....P.2
4. Glossary of Key TermsP.3
5. Annexure: Nomenclature for QP & OS... P.5



Introduction

Qualifications Pack- Sound engineer

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Radio, Animation, Gaming, Advertising

OCCUPATION: Sound engineer

REFERENCE ID: MES/ Q 3402

ALIGNED TO: NCO-2004/2144.50

Sound engineer in the Media & Entertainment Industry is also known as a Sound mixer or Sound recordist

Brief Job Description: Individuals at this job are responsible to record/mix sound sources to create end-products that meet the quality standards and requirements of production.

Personal Attributes: This job requires the individual to know how to operate a range of sound equipment and software. The individual must be well-versed with the principles of sound and acoustics. The individual must be able to select sound sources and apply various mixing techniques and treatments to create quality end-products that meet production requirements.

SKILL COMPONENT

SOUND ENGINEER



Qualifications Pack For Sound engineer



Job Details	Qualifications Pack Code	MES/ Q 3402		
	Job Role	Sound engineer <small>This job role is applicable in both national and international scenarios</small>		
	Credits (NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	10/11/14
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on	21/11/14
	Occupation	Sound	Next review date	20/11/16

Job Role	Sound engineer
Role Description	Record/mix sound sources to create required end-products
NSQF level	4
Minimum Educational Qualifications	Class XII, preferably with a background in physical sciences
Maximum Educational Qualifications	Graduation, preferably in electronics
Training (Suggested but not mandatory)	Sound mixing, editing, production and sound editing software
Experience	2+ Years of work experience, with experience as an apprentice installing studio equipment
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 3405 (Prepare sound equipment) 2. MES / N 3407 (Record/mix sound) 3. MES / N 3409 (Maintain workplace health and safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

**SKILL COMPONENT
PHOTOGRAPHY**

Assurance of Learning:

- Ability to understand the principles of Photography
- Ability to analyze the Technicality of Photographing
- Knowledge about the Lens , Camera Movements, Angles and Framing
- Ability to understand the Working Place health and safety
- Ability to understand and use photographs as a medium for effective communication

UNIT – I: Photography an Overview

Photography - Genres of Photography - Language of Photography, Chemistry of Photography- Different Types of Camera: Digital SLR (Single lens Reflex cameras- DSLR-Compact, Digital cameras-Bridge cameras-Mirror less interchangeable lens cameras- Image Sensors: CCD, CMOS – Resolution – Storing images – Light – characteristics of light- Sources of light natural and artificial lighting- Types of lighting - Indoor and outdoor lighting – Three point lighting - Flash light intensity measurements- lighting equipments- Gribs

UNIT – II: Technicality of Photography

Framing - Focus- View point-Perspective- Shots - Types of shots-Moods of shots- Shot determination and Framing- Camera Positioning- Camera Angle- camera movement- Camera Lens -Types of Camera lenses: Standard lenses-Macro lenses-Telephoto lenses-Wide angle lenses-Exposure Triangle : Aperture, Shutter speed , ISO – Depth of field –Composition: Subject and Content-Specialist lenses-Kit lenses- maintenance of camera and lens- Filters- Types of filters- Functions and uses of filters- special effects equipments.

UNIT - III : Packing and Dismantling Equipment

Need for Dismantle and packing the equipment -Equipment borrowing- Equipment dispatching- Equipment vendoring- Relationship with equipment vendors/suppliers - identify and report equipment repair- Making location reusable -Documentation- Planning and Timeliness-Problem Solving- Health and safety guidelines.

UNIT - IV :Image Editing and Manipulation

Layout an introduction - concepts of designing : an Introduction - creative elements of production, master layouts - Conceptualizing backgrounds, props designs- Visualization-storyboard - **Tools of Photoshop:** Introduction of photo shop-Exploring the Menu Bar-Toolbox- Options Bar- Layers - different layer types-Creating multiple layers-Working with Layers-Applying Layer Styles- Fill and Adjustment Layers: palette-naming-creating-deleting-viewing-moving- Exploring Layer Components- Masks- Using Layer Masks-Merging and Flattening Layers

UNIT- V: Safety And Healthy Working

Material in the market- copyright norms and intellectual property rights- health and safety guidelines- Understanding the health, safety and security risks prevalent in the workplace- Responsibility for health and safety -Identifying and reporting risks- Organization's norms and policies relating to health and safety- Government norms and policies regarding health and safety and related-emergency procedures- Limitations dealing with risks/ hazards

BOOK FOR STUDY

1. Hands Geoffrey ,The Handbook of Digital Photography, Silver Dale Book, 2004.

BOOK FOR REFERENCES

1. Neblette C.B. Fundamentals of Photography, Van Nostnand Reinhold Company New York, 1970.
2. Zuckerman Jim, Techniques of Natural Light Photography, Writer's Digest Books, China, 1996.
3. Hands Geoffrey , The Handbook of Digital Photography, Silver Dale Book, 2004.
4. Jacobs ,Close Up Photography, Writers Digest Book, Ohio,2001.
5. Thiagarajan.S , Practical Photography, Himalaya publishers, New Delhi 2000.

Sem-I

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16UVT130203

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**SKILL COMPONENT
PHOTOGRAPHY- LIST OF PRACTICALS**

Practical's:

1. Study on photography
2. Study on difference types of camera
3. Study on the working principles of camera
4. Study on 3 point, 5 point, 7 point lighting
5. Study of different camera handling techniques
6. Study of Mirror less interchangeable lens cameras.
7. Study of camera resolution
8. Study of optical and digital zoom
9. Exercise on Aperture
10. Exercise on Composition
11. Exercise on camera Focus
12. Exercise on basic Lighting
13. Exercise on View point and Perspective
14. Exercise on shutter speed
15. Exercise on Depth of field
16. Study of different camera lenses
17. Maintenance of camera and lens
18. Exercise on Shape, Pattern ,Perspective
19. Flora and Portraits-photography
20. Capturing Motion through Shutter Speed Control
21. Exercise on Cultural photography
22. Exercise on Candid Portraits.
23. Exercise on Low-light photography
24. Exercise on Night Landscapes.
25. Exercise on Sports Photography
26. Exercise on Product Photography

Sem-II

L P C

16UVT210002

2 0 2

Language – I: தமிழ் - II

நோக்கங்கள்

- உலக வானொலி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- பண்பலை வானொலி அமைப்பு முறையை அறிதல்

பயன்கள்

- வானொலி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 2

அலகு - 1

வானொலி வரலாறு - உலக வானொலி நிலையங்கள் – தேசிய நிகழ்ச்சிகள் – மாநில நிகழ்ச்சிகள் – வானொலியின் கொள்கைகள்.

அலகு - 2

அலுவலக அமைப்பு முறை – நிலையத்தில் பணியாற்றும் முறைகள் - நிகழ்ச்சி ஒருங்கிணைப்பு – நிகழ்ச்சியைத் திட்டமிடுதல் – நிகழ்ச்சியைப் பதிவு செய்தல் – நிலைய நிகழ்ச்சிகளை உருவாக்குதல் - நேரம் ஒருங்கிணைப்பு.

Sem-II
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Language – II: English - II

Assurance of Learning:

- To help students acquire the nuances of Radio and its uses.
- To introduce basic Tenses to students.
- To widen the scope of students' employability to work in the fields of Radio.

Unit-I

1. Present perfect continuous.
2. Past perfect continuous.
3. Future perfect continuous.

Unit- II

4. Introduction to Radio.
5. Techniques of writing for the Broadcast media.

Unit-III

6. Use of language debriefing.
7. Radio presenter and writing for Radio programmers.
8. Advertising in Radio.

Unit-IV

9. Usage of will and would.
10. Usage of shall and should.
11. Usage of may and might.

Unit-V

12. Radio Talk shows and Radio Reviews.
13. Origination of FM Radio.

BOOKS FOR STUDY

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Gilmurray, Bob(2010) The Media Student's Guide to Radio Production. U.S: Mightier Pen Publishing.

BOOKS FOR REFERENCES

1. Latha Nair(2014) English for The Media, Delhi: Foundation Books.
2. Stracynski J. Michall (2006) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.
3. David Keith Cohler,(2000) Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Abbot and Richard Lee Rider(1957) Handbook of Broadcasting. California, McGraw-Hill.

Sem-II
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Core Paper - II
COMMUNICATION MEDIA SCENARIO

Assurance Of Learning:

- Ability to understand the various forms of media
- Ability to analyze the Various medium of communication
- Knowledge about current technology growths
- Ability to understand mass mediums structure and its function
- Acquire knowledge on the Indian media scenario.

UNIT I: PRINT MEDIUM

Print Medium: History, structure of a newspaper Organization- Types of newspapers and magazines: general and specialized – structure and functioning of newspapers and magazines- technological developments – competition, content and style of Magazines - Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights- Intellectual Property Rights

UNIT II: AUDIO MEDIUM

Development of Radio – International, National and Regional- Radio as a medium of mass communication – types of ownership: Private and Public-Organizational structure and functioning - FM broadcasting and the audiences: Programming Content and style- a critical review- Telecasting Ethics -TRAI

UNIT III: AUDIO VISUAL MEDIUM

Development of Television- International, National and Regional.-Emergence of television in India – the LPG concept in India. Television as a mass medium: Characteristics, ownership, organizational structure of Doordarshan – Programming pattern, content and style – foreign and regional Satellite and cable TV – Prasar Bharati Act- Broadcasting Regulations - Cable Act.

UNIT IV: CINEMA MEDIUM

Motion pictures – historical background – structure and organization of motion picture industry in India – new developments in film production - status, problems and prospects of film industry with special reference to regional cinema – documentary films- future of film as a medium of entertainment – film audiences - critical review of noted regional/national films- CBFC

UNIT V: NEW MEDIA

New Media: Information age, knowledge society and global media and audiences; New media technologies: digital revolution, internet, satellite TV and DTH, media convergence, ICT uses in Public and private sector – information super high way – issues and challenges- Cyber Laws

BOOKS FOR STUDY

1. Keval J. Kumar (2008). Mass Communication in India, Oxford Press, Delhi.
2. Hausman ,Carl (2002) Modern Radio Production: Production Programming, Brooks Publication California,

BOOKS FOR REFERENCE

1. Arvind Singhal, Everett. M. Rogers(2001) India's Communication revolution from bullock carts to cyber marts, Sage publication.
2. KM. Srivastava,(1998)Media towards 21st Century , Sterling Pub. New Delhi.
3. Mc Leish, James(1999), Radio production. Focal Press Burlington.

Sem-II
16UVT230204

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Allied Paper - II
BASICS OF ADVERTISING

Assurance Of Learning:

- Ability to understand advertising and its scope
- Ability to analyze the Advertising Campaign and its dynamics
- Knowledge about various creative aspects in advertising
- Ability to understand Creative Perspectives of Advertising.
- Acquire knowledge on the Recent Advertising Trends

UNIT I: FUNDAMENTALS OF ADVERTISING

Introduction to Advertising – Definition, need and scope of advertising- Functions of advertising- The AIDA process. Role of Advertising- Types of advertising- Advertiser and Agency partnership- Structure and functioning of an Ad agency.

UNIT II :PRODUCT AND BRANDING

The lifecycle of a product- Audience analysis – buyer behaviour- segmentation, targeting and positioning-Advertising research- objectives- Strategy and Plans-Brand- process involved in branding- Types of Appeal

UNIT III: VISUALISATION

Creative perspectives of advertising - creativity- creative strategy- copy writing- art Direction- print production and electronic production.

UNIT IV: MEDIA SELECTION AND STRATEGIES

Strategy – Marketing- Advertising and Media strategy- Media selection- objectives, strategies and planning- Client servicing- print media- electronic media- direct marketing and out of home advertising - Advertising Ethics.

UNIT V: ADVERTISING CAMPAIGN

Advertising campaign - Dynamics of creating and executing the complete campaign strategy – sales promotion- Public relations- local advertising- Campaign budgeting and execution- testing and Evaluation.

BOOKS FOR STUDY

S. A. Chunawalla (2010) Foundations of Advertising Revised: (Theory and Practice), Himalayan Books, New Delhi

BOOKS FOR REFERENCE

1. Lank Jefkins (1992) Advertising Made Simple, Rupa & Co., New Delhi.
2. Thomas Russell, J. Ronald Lane, W. Kleppner's (2002) Advertising procedure, Prentice Hall International, Inc., New Jersey.
3. Meenakshi R. Chauhan (1995) Advertising – The Social ad Challenge, Anmol Publications Pvt. Ltd., New Delhi.

SKILL COMPONENT

SOUND DESIGNER

Unit-I: Acoustics and Auditorium

Architectural plan of room- specification- analyzing acoustic level of room- hydrography(echo sounding)- echo Cancellation techniques- selection: microphones, amplifiers, speakers – positioning the speakers- Sound System Installation – Electrification : power stabilization, earthing , Cooling - Multi Amplifier System Arrangement. Safety and precautions.

Unit-II : COMPUTER-BASED AUDIO PRODUCTION

Digital Recording: Differences between analog and Digital, Digital Recording, The clock, Digital audio signal formats, Dither, Jitter, Digital Transfers and copies, 2-Track Digital Recorders, Multitrack Digital Recorders, Backup-Basic Operations Audio Interface, DSP Card, Analog summing Amplifier, Recording Software, Optimizing computer for Multitrack Recording, Audio for video- Sound meets the computer Signal Processing, Introduction to DAW, Signal flow, I/O routing, troubleshooting, Understanding virtual tracks, Inserts/Plug-ins, Send and Return, Auto-switching

Unit- III: THE ESSENTIALS: WHERE AND HOW RECORDINGS ARE MADE

Recording rooms and Control Rooms- Isolation, Room ambience, Control room acoustics, Studio monitors, Microphones and Mic Placement, Mixing boards and Control Surface- 2.2 FX -EQ: General Information, Filters: HPF, LPF, BPF, BELL, and Shelving Filter- Dynamics: Compressor, Limiter, Gate, Expander-3 Delay, Reverb -beyond traditional DSP

Unit-IV: DAW

Basic terms in DAW: Activate or Enable, Deactivate or Disable, Delay Compensation, Edit List, Project/ Session, Types of Sessions: Master Sessions (MST), Slave Sessions (SLV), Render, Segment, Timeline Marker, and Source-MIDI Studio Equipment and Recording procedures-MIDI-Studio Components, Recording Music made by Soft Synths, Recording a hardware Synth, "NO SOUND" MIDI troubleshooting, Recording with a keyboard Workstation, Recording with a drum Machine and Synth, Loop-Based Recording.

Unit-V: MIXING

Mixing Requirements: Mixing and remixing, The Mixing environment: The room and playback system, Relating to Composing, arranging, and performing. Mixing tools, mixing in and out of the box, Processing gear (Plug-ins), Tracks, Grouping and routing, Submixes, subgroups, Master fader-Building a Mix- Mixing: Creating ambience and dimension: Using delays in Mixing, Using reverbs in Mixing, Panning reverb returns, Advanced techniques with delays and reverbs.

BOOKS FOR STUDY:



1. Practical recording techniques, fifth edition, Bartlett and Bartlett.
2. The art of digital audio recording, Stave Savage.

BOOK FOR REFERENCE:

1. Handbook for sound engineers, Fourth edition, Glen Ballou.
2. Mixing secrets for the small studio, Mike senior.
3. Audio HI-Fi Handbook, Third Edition, IAN Sinclair.

SKILL COMPONENT

SOUND DESIGNER





QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Media & Entertainment Skills Council
E-mail: mesc@ficci.com





Contents

1. Introduction and Contacts P.1
2. Qualifications Pack P.2
3. OS Units P.2
4. Glossary of Key Terms P.3
5. Annexure: Nomenclature for QP & OS P.5

Introduction

Qualifications Pack- Sound designer


SECTOR: MEDIA AND ENTERTAINMENT
SUB-SECTOR: Film, Television, Radio, Animation, Gaming, Advertising
OCCUPATION: Sound designer
REFERENCE ID: MES/ Q 3401
ALIGNED TO: NCO-2004/Nil

Sound designer in the Media & Entertainment Industry is also known as a Sound supervisor or Creative Sound Director


Brief Job Description: Individuals at this job design the sound concept for a production and select the studios/equipment for recordings.

Personal Attributes: This job requires the individual to think creatively and develop a range of sound concepts. The individual must have a good understanding of the various music forms and styles prevalent in the industry. The individual must be aware of the language and principles of sound, acoustics and psychoacoustics. The individual must be able to interpret sound requirements and select the equipment/ studios required for production.

SKILL COMPONENT
SOUND DESIGNER



Qualifications Pack For Sound designer



Job Details	Qualifications Pack Code	MES/ Q 3401		
	Job Role	Sound designer <small>This job role is applicable in both national and international scenarios</small>		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	10/11/14
	Sub-sector	Film, Television, Radio, Animation, Gaming, Advertising	Last reviewed on	21/11/14
	Occupation	Sound Effects / Audio Engineers & Technicians	Next review date	20/11/16

Job Role	Sound designer
Role Description	Create appropriate sound concepts for various productions and select sound studios/equipment
NSQF level	5
Minimum Educational Qualifications	Class XII with a background in physical sciences,
Maximum Educational Qualifications	Graduation, preferably in electronics
Training (Suggested but not mandatory)	Training in Sound Recording & Engineering. Additional technical knowledge of film making preferable
Experience	4+ Years of work experience, with experience as an apprentice in a mixing studio
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 3401 (Conceptualise sound concepts) 2. MES / N 3402 (Select sound equipment) 3. MES / N 3403 (Select sound studios for recording) 4. MES / N 3409 (Maintain workplace health and safety) Optional: N.A
Performance Criteria	As described in the relevant OS units

2

SKILL COMPONENT

IMAGE EDITING AND MANIPULATION

Assurance Of Learning:

- Ability to understand the need for Image Manipulation
- Ability to analyze the Tools of Photoshop
- Knowledge about Image Special Effects
- Ability to understand Masking and Filters in Photoshop
- Acquire knowledge on the Album Designing and Various Designing concepts

Unit – I: Tools of Photoshop

Introduction of photo shop-Exploring the Menu Bar- Toolbox- Options Bar-usage of Marquee Tools-Exploring the Lasso Tools-Creating Selections Using the Magic Wand- Using Color Range to Create Selections-Creating Selections Using Extractions-Transforming a Selection-Copying Pasting and Moving a Selection

Unit – II: Layer image formation

Layers - different layer types-Creating multiple layers-Working with Layers-Appling Layer Styles- Fill and Adjustment Layers: palette-naming-creating-deleting-viewing-moving- Exploring Layer Components- Masks- Using Layer Masks-Merging and Flattening Layers

Unit – III: Image editing and special effects

Cropping images and manipulation -Using various stencils and template designs -Working with textures and importing -Correcting your photos to remove red eyes, blemishes, ageing etc- blur and sharpen - creation of various collages -Working with text and custom fonts -Creating vector

Unit – IV: Masking and Designing

Induction- Summary- Instruction-Reformation of images-Creating graphics and simulations-Design and painting in Photoshop-Processing computer graphic integration.-Making special effects: collages, editing of warm and cool colours -Designing of advertisements, posters, business cards -Greeting card-Brochure designing- wedding card designing-Book layout-magazine layout-Newspaper layout-calendars designing-Building a booklet

Unit – V: Photo Essay (Album Making)

The theoretical study of the world of digital album design from induction, to summary and instruction-Reformation of images- design and paint in photo shop-Creating a Photo Panorama-Creating a photo Slide Show-Creating a Photo Calendar-Creating special effects on collages - editing warm and cool colours

BOOK FOR STUDY

1.Gregory Georges,Photoshop (2002) Ver(8) CS Professional Tricks and Techniques, Unique Color Carton Offset Printers, New Delhi-4.

BOOKS FOR REFERENCE

1. Alan and Isabella Livingston (2003) Graphic Design and Designers New Edition, Thames & Hudson world of art, Singapore.
2. Bride M. Whelan(1998) Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rock fort Publishers.
3. David E. Carter(2004)The Little Book Of Logo Recipes, successful designs and how to create them, Harper Collin Publishers, New York
4. Stephen House(2004)Photoshop CS, LP Editorial Board, Lawpt, Blue Line Printing Industries, Kolkata.

Sem-II

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**SKILL COMPONENT
IMAGE EDITING AND MANIPULATION - PRACTICALS**

1. Cropping and slicing the image
2. Image color changes
3. Image rotation
4. Colour adjustments in background
5. Formation of layer in given image
6. Adding channels in given image
7. Cropping and slicing the given image
8. Blur - sharper settings in image
9. Photo editing
10. Logo Designing
11. Designing of posters
12. Designing Business cards
13. Designing Greeting cards
14. Brochure designing
15. Designing wedding cards
16. Dangler Designing
17. Designing Book layout
18. Magazine layout
19. Newspaper layout
20. Designing calendars
21. Designing a booklet
22. Wrapper Designing
23. Designing various sample albums
24. Developing a photo story/Essay
25. Banner Designing
26. Online Designing

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LANGUAGE I - தமிழ் - III

நோக்கங்கள்

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

பயன்கள்

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 3

அலகு - 1

தொலைக்காட்சி, வானொலி வேறுபாடுகள் – தொலைக்காட்சி நிகழ்ச்சி உருவாக்கம் – நிகழ்ச்சிக்கான களம் தேர்ந்தெடுத்தல் – நேரம் திட்டமிடுதல் – நிகழ்ச்சித் தொகுப்பாளர்க்கான தகுதிகள் – பொறுப்புகள் – நாட்டு நடப்புகள் - செய்தி வாசிப்பு – பொது அறிவு நிகழ்ச்சி – அவசரகால அழைப்புகள் – அரசு செயல்பாடுகளை அறிவித்தல்.

அலகு - 2

தொலைக்காட்சி அலுவலக அமைப்பு முறைகள் – ஒப்பனையின் இன்றியமையாமை – உடல்மொழியின் முக்கியத்துவம் – ஆடை அலங்கார நெறிமுறைகள் – விழிப்புணர்வுக் கருத்துக்களைப் பரப்புதல் – நிகழ்ச்சிகளை வகைப்படுத்துதல்.

Sem-III
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Language II- English III

Assurance of Learning:

- To help students acquire the nuances of Television and its uses.
- To introduce Modal Verbs and their uses to students.
- To widen the scope of students' employability to work in the field of television.

Unit-I

1. Usage of can and cannot.
2. Usage of could and could not.
3. Usage of able to.
4. Usage of can you and could you.

Unit-II

5. Introduction to Television.
6. Television in India.
7. Various television shows.

Unit-III

8. Advertising in Television.
9. Interview techniques in Television
10. News reading in Television.

Unit-IV

11. Usage of must and must not.
12. Usage of have to.
13. Usage of need and need not.

Unit-V

14. V.Js. in Television shows.
15. The role of News Channels.
16. Television as an entertainer.

BOOKS FOR STUDY

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Yorke, Ivor(1989) Television Journalism. Manchester: Focal press.

BOOKS FOR REFERENCES

1. Srivastava, K.M. (1987) Radio and Television, Sterling Publishers New Delhi.
2. Stracynski J. Michall,(2004) The Complete Books Script Writing: Television, Radio, Motion Pictures, The stage.
3. David Keith Cohler, (2004)Broadcast Journalism: A Guide for Presentation of Radio and Television News.
4. Riber, John(2005) Writing and Producing for Television and Film, Sage Publications New Delhi.

Sem-III
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**Core Paper- III
FILM STUDIES**

Assurance Of Learning:

- Ability to understand the Film Forms and Movements
- Ability to analyze the Film Making Process
- Knowledge about Mise-en- scene
- Ability to understand the genres of Films
- Acquire knowledge on the Great Auteur both at the International as well National and Regional

Unit I: Film History and Major Movements

Early Cinema (1893-1903) - Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - The Classical Hollywood Cinema after the coming of sound- Italian neo-realism (1942-1951) - The French New wave (1959-1964) - Indian (Hindi, Tamil & other languages) - Contemporary trends.

Unit II : Film Making Process and Film Forms

Planning, Pre-production : Concept , Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition Film forms: narrative and non-narrative -Realism, Symbolic simulation - Typology of genres of fiction - Subjectivity, causality and time - Concepts of national cinema - Issues in world and Indian cinema.

Unit III : Elements of Film

Mise-en-scene : Aspects of mise-en-scene, Functions of Mise-en-scene : space and time, narrative - Cinematographer properties: photographic image, framing, duration of the image, montage and long take.

Unit IV: Genre

Approaches to studying film- Narrative and Non Narrative films- Structure of a narrative film- Cinematic codes - Film Forms : Principles of film, narrative form, non-narrative films- Dividing a feature film into parts and Genres (language, style, grammar, syntax.)- Documentary genres- Film and postmodernism - Film and cultural identity: Criticism and Film Review Writing.

Unit V: Great Auteur

Study of Great Indian and International filmmakers like : D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosowa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendry Tamil Directors: S.P. Muthuraman, Sridhar, Balachander, Balu mahendra, Bharathiraja, and others.

BOOKS FOR STUDY

1. Ascher Steven, Pinous Edward (1984)The Film Maker's Hand Book, Penguin Group, New York.
2. Walter Murch (2004) In The Blink of an Eye: A Perspective on Film Editing .

BOOKS FOR REFERENCE

1. Bordwell David(1979) Thompson Kristin – Film Art an Introduction, Mc Gram Hill.
2. Hayward Susan(2000) Key Concept in Cinema Studies, Routledge, London.
- 3.Jones Chris, Jolliffe Genevieve(2000)The Guerilla Film Makers Handbook, Continuum Wellington house, London.
4. Wasko Janet (2003) How Hollywood Works, Sage Publication, London.

Sem-III
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**Allied Paper - III
GRAPHIC DESIGN**

Assurance of Learning :

- Ability to understand the how to create illusionary images, segments of Production
- Ability to analyze the Visual effects
- Knowledge about After Effects
- Ability to understand interpolation and Masking Techniques
- Acquire knowledge on the Time Remapping and Rotoscopy techniques

UNIT I: GRAPHIC COMMUNICATION

Components of graphic communication - Functions of Graphic communication- Making the print work- Visual Art- Visual Aesthetics - Creativity in Communication

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 and Colour- Basic Approaches in Designing- Design Software.

UNIT III: TYPOGRAPHY

Introduction- Development IN India - Typography Structures And Design and Functions - Design Style : Grouping Of Typefaces - Type Families - Functions Of Type Composition- Readabilities Legibility- Type for text, Display and Poster

UNIT IV: COLOURS IN DESIGN

Functions Of Colours- Colour Vision- Our Responses To Colour - Colour Combination- Colour Schemes - Colour Perspectives - Reproduction Of Colour - Fake Colour- Spot Colours- Process Colours

UNIT V: COMPOSITION

Fundamentals of Composition –Interpretation-Spatial Organization-Light- Expression-Montage- Content analysis - **Layout – types of Layout.**

BOOK FOR STUDY

1. N.N. Sarkar (2008) Art and Print Production, Oxford University Press, New Delhi.

BOOKS FOR REFERENCE

1. Mordy Golding(2008) Real World Adobe Illustrator CS4, Peachpit Press
2. Gavin Ambrose(2008), Paul Harris The Fundamentals of Graphic Design, Ava publication.
3. Harvey R.Leverson (1981) Art and Copy Preparation, Graphic Art Technical Foundation, USA.
4. Russell N.Baird (1987) The Graphic Communication.
5. Bride M. Whelan,(1994) Color Harmony 2, Guide to Creative Color Combinations, U.S.A , Rockfort Publishers

SKILL COMPONENT MARKETING MANAGER



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms.....P.3
4. NOS Units.....P.5
5. Nomenclature for QP & NOS.....P.40
6. Criteria For Assessment of Trainees.P.42

Introduction

Qualifications Pack-Marketing Manager

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising

OCCUPATION: Marketing/Branding and Communications

REFERENCE ID: MES/ Q 2102

ALIGNED TO: NOC-2004/1233.90

Marketing Manager in the Media & Entertainment Industry is responsible for the daily operations of the marketing division at a media company

Brief Job Description: Individuals at this job are responsible for managing the daily operations of the marketing team. These individuals are the driving force behind execution of every marketing initiative in the organization.

Personal Attributes: This job requires the individual to understand the business objectives and bridge the gap between strategy and execution. The individual is required to understand the expectations the senior management has from the marketing team and put resources in place to meet those expectations. The individual must also provide expertise and guidance to the execution team, using her knowledge and experience in the field of marketing.

SKILL COMPONENT MARKETING MANAGER



Qualifications Pack For Marketing Manager



Job Details	Qualifications Pack Code	MES/ Q 2102		
	Job Role	Marketing Manager <small>This job role is applicable in both national and international scenarios</small>		
	Credits(NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	18/03/15
	Sub-sector	Television, Print, Radio, Animation, Gaming, Digital, Out-of-home, Advertising	Last reviewed on	25/03/15
	Occupation	Marketing/Branding and Communications	Next review date	24/03/17

Job Role	Marketing Manager
Role Description	Manage marketing operations at a media and entertainment company
NSQF level	6
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Post-graduate in Sales & Marketing
Training (Suggested but not mandatory)	Customer Relationship Management, Marketing techniques
Minimum Job Entry Age	18 years
Experience	4-6 years
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> 1. MES / N 2102 (Select and finalize creative agencies) 2. MES / N 2103 (Prepare and manage the marketing budget) 3. MES / N 2104 (Identify and understand target audiences) 4. MES / N 2106 (Media planning and buying) 5. MES / N 2107 (Develop creative marketing communications) 6. MES / N 2108 (Develop corporate communications) 7. MES / N 0104 (Maintain workplace health and safety) Optional: N.A.
Performance Criteria	As described in the relevant OS units

SKILL COMPONENT

CAMERA OPERATOR




QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack..... P.2
3. OS Units.....P.2
4. Glossary of Key TermsP.3
5. Annexure: Nomenclature for QP & OS... P.6

Introduction

Qualifications Pack-Camera Operator

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television

OCCUPATION: Camera

REFERENCE ID: MES/ Q.0602

Camera Operator in the Media & Entertainment Industry supports the head of the camera department

Brief Job Description: Individuals at this job need to operate the camera during shoots in accordance to instructions provided by the Director of Photography (DoP). They also need to coordinate efforts of the camera crew during shoots.

Personal Attributes: The individual must be creative and have a good understanding of composition, perspective and movement. The individual must know and keep updated on the various camera equipment, shooting techniques and mediums. The individual must have excellent communication skills and must possess the ability to guide efforts and work collaboratively.

SKILL COMPONENT

CAMERA OPERATOR



Qualifications Pack For Camera Operator



Job Details	Qualifications Pack Code	MES/ Q 0602		
	Job Role	Camera Operator <small>This job role is applicable in both national and international scenarios</small>		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	01
	Sector	Media and Entertainment	Drafted on	25/04/13
	Sub-sector	Film, Television, Animation	Last reviewed on	Dd/mm/yy
	Occupation	Camera	Next review date	Dd/mm/yy

Job Role	Camera Operator
Role Description	Operating the camera and coordinate efforts of the camera crew during shoots
NVEQF/NVQF level	
Minimum Educational Qualifications	
Maximum Educational Qualifications	
Training (Suggested but not mandatory)	
Experience	6-8 Years of work experience
Applicable National Occupational Standards (NOS)	Compulsory: 1. MES / N 0606 (Prepare for Shoot) 2. MES / N 0607 (Operate Camera during Shoot)
Performance Criteria	As described in the relevant OS units

Sem-IV

L P C

16UVT410004

2 0 2

LANGUAGE I - தமிழ் - IV

நோக்கங்கள்

- உலக தொலைக்காட்சி நிலையங்களைப் பற்றி அறிதல்
- சிறந்த நிகழ்ச்சித் தொகுப்பாளரை உருவாக்குதல்
- தொலைக்காட்சி அமைப்பு முறையை அறிதல்

பயன்கள்

- தொலைக்காட்சி நிலையத்தில் பணி வாய்ப்பு பெறல்.
- தகவல் தொடர்புத்துறையில் வாய்ப்பு பெறுதல்.
- ஊடகத்துறையில் பணியாற்றும் வாய்ப்பு பெறல்.

பருவம் - 4

அலகு - 1

தொலைக்காட்சியில் பாடல் தெரிவு செய்யும் முறை - பின்னணி இசை - ஒலிக்கலவை பற்றிய அறிவு - நிகழ்ச்சிப் பங்களிப்பு - நாகரிக அணுகுமுறை - நேயர்களோடு உரையாடும் திறன் - கற்பனைத் திறனுடன் பேச்சாற்றல்.

அலகு - 2

நேர்காணல் பயிற்சி - தேசியத் தலைவர்கள் பற்றிய நிகழ்ச்சி மாதிரி - குழுப்பகிர்வு மாதிரிப் பயிற்சி - பலதரப்பட்டவர்களுடன் உரையாடும் திறன் - நேரடி ஒளிபரப்பின் போது கவனிக்க வேண்டியவை - விளம்பரங்களின் முக்கியத்துவம் - விளம்பரதாரர்களின் பங்களிப்பு - ஊடக அணுகுமுறைகள்.

BOOK FOR STUDY

1. B.K. Ahuja(2013) Mass Media Communication, Sanjeeth Publications.
2. B.N. Ahuja (2012) Theory and Practice of Journalism, Sanjeeth Publications.

BOOKS FOR REFERENCE

3. B.K. Ahuja (2013)Mass Media Communication, Sanjeeth Publications.
4. B.N. Ahuja(2012) Theory and Practice of Journalism, Sanjeeth Publications.

Sem-IV
16UVT420104

L P C
2 0 2

LANGUAGE II - English-IV

Assurance For Learning :

- To help students acquire the nuances of online journalism and its uses.
- To introduce passive voice and conditional clauses and their uses to students.

Unit-I

1. Introduction to passive voice.
2. Usage of is done/ was done.
3. Usage of be/ been/ being done.
4. It is said that/ he is said to/ (be) supposed to.

Unit-II

5. Introduction to internet.
6. Net as a medium of communication.
7. Features of the Net.

Unit-III

8. Origin of the Web.
9. History of the Net in India.
10. Online advertising.

Unit-IV

11. Conditional clauses and wish.
12. Usage of if I do/ if I did.
13. Usage of if I know/ I wish I knew.
14. Usage of if I had known.
15. Usage of who/ that/ which/ whose/whom/where.

Unit-V

16. Internet in India.
17. Writing and preparing packages for the Web.
18. News editing in the online environment.
19. Impact of Internet as a medium.

BOOKS FOR STUDY

1. Murphy, Raymond(2007) Intermediate English Grammar. New Delhi: Cambridge University Press.
2. Murphy, Raymond(2007) Essential English Grammar. New Delhi: Cambridge University Press.
3. Ray, Tapas(2014) Online Journalism. New Delhi: Foundation Books.

BOOKS FOR REFERENCES

1. Hall, Jim(2001) Online Journalism: A Critical Primer. VA, Pluto Press.
2. Meyer, Philip(1991) The New Precision Journalism. Indiana University Press.
3. Fiske, John(1998) Introduction to Communication Studies, 2nd Edition. London and New York, Routledge.

Sem-IV
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L P C
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Core paper - IV

SCRIPT WRITING

Assurance Of Learning:

- Ability to understand process of Production for Script
- Ability to analyze the Narrative Structure of Story
- Knowledge about Scripting Software's and Typing Skills
- Ability to understand the genres of script for various media
- Acquire knowledge on the Creative Thinking

Unit - I : Script

Definitions - fundamental principles, norms, guidelines, techniques- Script writing elements : Story, Screen play and Dialogue and Lyric writing - Script formats and style: parenthesis, description, scene transitions - dialogue - light and sound details - story board - Script types (short and full length script). Three Act Structure - Story : Definitions - Tag line - One line - Synopsis to decision makers like directors and producers.

Unit - II : Story Telling as a Folk Oral Culture

Story telling techniques and ethos in a dramatic way - Pitch presentation - Structuring the story - credible characterization - Real life event characterization - Event observation

Unit - III : Creativity Thinking

Thinking out of the box- Critical thinking - Creative thinking - related competencies - Adopting creative thinking in daily life - Various methods to boost creative thinking skills and creative presentation skills.

Unit - IV: Narrative Structure in Script

Beginning, development and climax - Principle of suspense - Various writing nature: for Animation, Ads, Documentaries, Short films, TV series - Drama (for radio & TV) -Writing nature to specific genres : action, comedy, crime, history, horror, romance, science fiction, teens, thrillers - News reporting - Interview writing - Writing nature to target audience-Typing skills in regional languages, Bamini type sets, using unicode - Correct grammar, spelling, punctuation, phonetics etc.

Unit - V : Script Related Laws

Copy rights - Contractual protocols- Writers problems & issues- Protections & Writers' union- Script safety practices : issues and solutions.

BOOKS FOR STUDY

- 1.Hilliard L. Robert(2000) Writing for television, Radio and New Media .New York :Routledge.
- 2.Copper, Patt, (2001)Writing the short Film, Elsevier Publication.

BOOKS FOR REFERENCE

- 1Usha Raman (2016) Writing for Media
- 2..Milton, Shirley(1982) Creative Connections, Sage Publication New York.
- 3.Hunters Lew(1994)Screen Writing 432, The Berkley Publishing Group. New York.
- 4.Kaushik Sharda,(2000) Script to Screen, Macmillan India Ltd.
- 5.Mencher Melvin (2002) Basics of Media Writing, Jaico Publication New Delhi.

Sem-IV
14UVT441003

L P C
2 0 2

VALUE EDUCATION: MEDIA GENDER STUDIES

Assurance Of Learning:

- Ability to understand the concepts of gender
- Ability to analyze the sensitivity towards gender
- Knowledge about the areas of gender discrimination
- Ability to understand the women development
- Acquire knowledge on women's movement and safeguard mechanism.

Unit I : Concepts of Gender : Gender Discrimination-Gender Division of Labour-Gender stereotyping – Gender Sensitivity.

Unit II : Gender Studies: Gender Equity – Equality – Gender Mainstreaming – Empowerment.

Unit-III : Areas of Gender Discrimination : Family – Sex Ratio – Literacy – Health – Governance — Media – Politics –Domestic Violence

Unit-IV: Women Development and Gender Empowerment : National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies.

Unit – V: Women’s Movements and Safeguarding Mechanism: Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act — Eve Teasing Prevention Act – Self Help Groups.

BOOK FOR STUDY

Manimekalai. N & Suba. S (2011), Gender Studies, Publication Division, Bharathidasan University, Tiruchirappalli

BOOKS FOR REFERENCES

1. Allen. D, Rush. R., and Kaufman S.J (eds) (1996) Women Transforming Communication, Global Intersections. CA: Sage Publications, New Delhi.
2. Ammu Joseph, Kalpana Sharma (eds) (1994) Whose News? The Media and Women's Issues, Sage Publications, New Delhi.
3. Charlotte Krolokke and Anne Scot Sorensen (2005), Gender Communication: Theories and Analyses, Sage Publications.
4. Donna Allen, Susan J. Kaufman, Ramona, R. Rush (ed). Women transforming Communications. London: Sage Publications.

Sem-IV
16UVT430404

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Allied paper- IV
MEDIA CULTURE AND SOCIETY

Assurance Of Learning:

- Ability to understand the various aspects of media responsibility.
- Ability to analyze the Multimedia Systems and Hyper Media
- Knowledge about Digital Media Saturation
- Ability to understand Media Determinants
- Acquire knowledge on Ideology and Culture

UNIT I: UNDERSTANDING THE MEDIA

How to study media and how not to study media - sociological –cultural – skills- Political- Media audience analysis(Mass, segmentation, product etc, social uses) – Media education Possesses –Theoretical Frame work – Core concepts- Mode enquiry – Practical work- Media Pedagogy.

UNIT II: INTRODUCTION TO MEDIA CULTURE SOCIETY

Media saturation – Media influence – Management and manufacture of information-Media education and Democracy - Importance of Visual Communication – Education for the future- Privatizations of information – Media in Indian Society.

UNIT III: MEDIA DETERMINANTS

Media Determinants- Ownership and control – Media Institution – The state and the Law – Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources – Audience as textual determinant & audience as readers – audience positioning - establishing critical autonomy.

UNIT IV: MEDIA RHETORIC

Media Rhetoric – Selection – Social construction of reality by media - The Rhetoric of the image –Combining image and linguistic text – Suppressing the existence – Setups –Film and sound Editing – Interpretative Frame works- Visual Coding- Narrative.

UNIT V: IDEOLOGY & CULTURE

Ideology – Defining Ideology –Hegemony –Myth Ideology in the classroom –Denotation – Connotation – Ideological Analysis – Media and Popular culture – culture and subculture , popular texts , politics popular culture Vs people's Culture

BOOK FOR STUDY

1. Berger, Asa (1991) Media Analysis Techniques, Sage Publications.

BOOK FOR REFERENCES

1. Srivastava K M (1991). Media Issues, Sterling Publication, New Delhi
2. Blackwell (2008) Media Culture and Society.

Sem-V
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Major paper- V
MEDIA RESEARCH ORIENTATION

Assurance Of Learning:

- Ability to understand the types of research in social science.
- Ability to analyze the research problem
- Knowledge about the research hypothesis
- Ability to understand the sampling procedures
- Acquire knowledge on writing thesis report.

UNIT I: NATURE OF SOCIAL RESEARCH

Meaning and definition of research – Objective– types of research – significance of research
Criteria of good research.

UNIT II: LEVELS OF RESEARCH PROJECTS AND PROBLEM SELECTION

Research selection and formulation - Selecting a topic for research - Research problems - Review of literature - Formulating and stating the problem.

UNIT III: RESEARCH HYPOTHESIS

Hypothesis - Functions of hypothesis - Criteria of hypothesis - Difficulties in formulation of hypothesis - False & barren hypothesis.

UNIT IV: SAMPLING

Sampling – Types of sample – Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota, etc - Choosing a sample design.

UNIT V: EVALUATION AND WRITING THESIS REPORT

Preparation and tabulation of collected data - Data analysis - Identifying interdependencies -steps involved in writing a research paper/report.

BOOK FOR STUDY

Saravanavel (2015) Research Methodology, Kitab Mahal Publishers, NewDelhi.

BOOK FOR REFERENCE

1. Hansen, Andresse A.L (1998) -Mass Communication Research Methods, Sage, California
2. Sharma, S.R., (1996) Research in Mass Media, Radha publications, New Delhi
3. Roger D.Wimmer& Joseph R Dominick (1998) The Survey Research Handbook.
Belmont, USA
4. Denscombe, Martyn (1999) The Good Research Guide, Viva Books, New Delhi.
5. Wimmer D. Roger (2003), Mass Media Research, Wadsworth, Canada.

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Core paper- VI
VISUAL ANALYSIS TECHNIQUES

Assurance Of Learning:

- Ability to understand the media text.
- Ability to analyze the feminist analysis and media
- Knowledge about the psychoanalytic criticism
- Ability to understand the sociological analysis
- Acquire knowledge on interpretation of visual advertisements.

UNIT I: SEMIOTIC ANALYSIS

Signs-Signs and truth-Language and speaking-Connotation and denotation-Syntagmatic analysis
Paradigmatic analysis-Metaphor and metonymy.

UNIT II: FEMINIST ANALYSIS

Portrayal of Women in Media – Portrayal of women in News Media - Male gaze – Male
domination – Women Marginalization in the Media –the consumer society.

UNIT III: PSYCHOANALYTIC CRITICISM

The unconscious -The oedipus complex-Symbols-Defense mechanisms-Dreams-Aggression and
guilt-Psychoanalytic analysis of media.

UNIT IV: SOCIOLOGICAL ANALYSIS

Some basic concepts-Uses and gratifications-Content analysis.

UNIT V: INTERPRETATIONS OF PRINT ADVERTISEMENT

A case study-Psychoanalysis aspects of the text- Stereotypes and Gender Discrimination.

BOOK FOR STUDY

Berger, Arthur Asa - Media Analysis Techniques, Sage publisher's, (2002)

BOOKS FOR REFERENCE

1. Bignell, Jonathan (2002), Media Semiotics, Routledge, London
2. Leewen and Jewitt Carey(2001) – Handbook of Visual Analysis, Sage Publication, New Delhi,
3. Carey ,Jewitt(1999)- The Handbook of Visual Analysis, Himalaya publishers.
4. Leewen , Thompson (2001),- Introducing Social Semiotics, Routledge, London.
5. Rose, Gillian(2006) ,Visual Methodologies: An Introduction, Amazon publishers.

Sem-V
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L P C
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Core paper- VII

MEDIA EQUIPMENT MAINTENANCE AND MEDIA PRESENTATION SKILLS

Assurance Of Learning:

- Ability to understand the need Equipment Maintenance
- Ability to analyze the problems with the camera and Accessories
- Knowledge about Media Presentation skills
- Ability to understand Body Language and Voice Modulation

- Acquire knowledge on the presentation skills for the Audio Visual media

Unit-I : Media Equipment

Media equipment - Meaning and Definition- Need for Maintenance and Servicing- Good housekeeping practices - **Photographic equipment** and types - Digital and film photography- Digital images and their characteristics - Pixels and resolutions- Digital Camera and their types - Accessories of a digital camera - Use and store cameras accessories - Equipments in a Safety precautions - Care and maintenance of camera- Image printing equipment- Storage and memory issues of digital images. Scanners and their applications. **Equipment for Videography:** Features of Video cameras- Handycam and Broadcast quality Video Camera-Video capturing devices- Web Camera - PTZ camera -Video tuning cards - Video editing systems and their components- Video mixers -Video file rendering, storing and retrieving systems - Streaming of video over net- Block diagram of color TV receiver description of each element-CCU, signal stabilizers, special effect generators, character generators, Digital TV basics.

Unit- II : Maintenance of Digital Audio Recording

Need for Digital Audio Recording Maintenance - Functions of Resistors and capacitors - Use of multimeter- Power system components and UPS - Components of Radio- Audio equipments: Types and usage- Audio capturing, Amplifying, Transmitting and recording devices - Microphones-Cordless microphones - Audio storage media and types- Types of audio delivery systems - Audio mixers- FM and AM tuning- Frequency bands used in Radio communications - ADCs and DACs - Identify different parts, controls and accessories of a recording suit- Maintenance of computer accessories and recording equipments in a safe manner- Storage in different types of media such as CD- Identifying and Resolving Problems with Metering- Sorting out problems with Audio cables-Patch bays and Channel Routing

Unit - III : Communication Skills And Presentation Technique

Effective communication skills: Language skills, Oral and Written communication skills- Presentation techniques; Voice modulation, appearance, Eye contact, Facial expression, Body language, General knowledge, Appearance.

Unit-IV : Presentation Skills for Audio and Visual Medium

Radio presentation skills: Presentation techniques- R Jing, Compering, Radio commentary, Radio announcement, Radio talk, interviewing skills, News reading. Phone-in-Programmes - Television presentation skills: Presentation techniques- anchoring, News Presentation, Newscasting, Panel Discussion, Television interviews, live reporting, Phone-in-Programmes.

Unit-V: Presentation Skills for Special Programmes

Special programs: planning, preparation, scripting and Rehearsal for award functions, reality shows, Cultural and Sports programmes.

BOOKS FOR STUDY

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012
2. Shann, Media Equipment Maintenance Logbook, Spudtc Publishing,2015
3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln Pty Ltd, 2012.
4. Agarwal, Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010

BOOK FOR REFERENCE

1. Brad Philips, The Media Training Bible : The things you Absolutely Positively need to Know Before your Next Interview, Speak Good Press ,2012
2. Shann,Media Equipment Maintenance Logbook,Spudtc Publishing,2015
3. Sharyon Doolan, Media Presentation Skills: How to deal with the Media for Business and Profit, Sharyon Dooaln Pty Ltd, 2012.
4. Agarwal,Media Training and Presentation Skills : How to deal with media, Brook Publishing, Newyork,2010
5. Ian Tuhovsky ,Communication Skills Training And: A Practical Approach To Improve Your Social,2011

SKILL COMPONENT
EXECUTIVE PRODUCER



**QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR
MEDIA AND ENTERTAINMENT INDUSTRY**

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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E-mail: mesc@ficci.com





Contents

1. Introduction and Contacts..... P.1
2. Qualifications Pack..... P.2
3. Glossary of Key Terms..... P.3
4. NOS Units..... P.5
5. Nomenclature for QP & NOS.....P.57
6. Criteria For Assessment of Trainees.P.59

Introduction

Qualifications Pack-Executive Producer

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Film, Television, Animation, Radio, Gaming, Advertising

OCCUPATION: Production

REFERENCE ID: MES/ Q 2801

ALIGNED TO: NCO 2004/1229.40




The Executive Producer in the Media & Entertainment Industry is the head of the Production Department and is responsible for overseeing the entire content production process.

Brief Job Description: Individuals in this job need to ensure the successful creation of content, and manage the twin goals of achieving the creative vision and meeting cost objectives. *(Note: international terminology for this role is "Producer", however in the Indian context the "Producer" is typically the financier.)*

Personal Attributes: This job requires the individual to manage the production process and make decisions at different stages of production. A background in management studies/ business administration and/ or content production is preferred. The individual must know how to prepare a production budget. The individual must have good presentation skills to pitch concepts and secure funding from financiers. The individual must be a strong leader and guide/ groom to different heads of department and team members to help them successfully deliver their product within their budget and timeline.

SKILL COMPONENT

EXECUTIVE PRODUCER

	<i>Qualifications Pack For Executive Producer</i>			
Job Details	Qualifications Pack Code	MES/ Q 2801		
	Job Role	Executive Producer This job role is applicable in both national and international scenarios		
	Credits (NSQF)	TBD	Version number	1.0
	Sector	Media and Entertainment	Drafted on	08/11/14
	Sub-sector	Film, Television, Animation, Radio, Gaming, Advertising	Last reviewed on	26/11/14
	Occupation	Production	Next review date	07/11/16
	Job Role	Executive Producer		
Role Description	<p>Head of the Production Department and responsible for overseeing the entire content production process</p> <p><i>Note: It is important to note that given the spread of the activities under production, the size of the department can vary significantly by project. The proposed qualification packs provide a typical hierarchy. Where tasks are common across different profiles – the seniormost person would perform the most complex aspects of that task and the junior level persons would perform less complex aspects.</i></p>			
NSQF level	7			
Minimum Educational Qualifications	Graduate			
Maximum Educational Qualifications	Post-graduate in Business, Film Making			
Training (Suggested but not mandatory)	Course in Content Production			
Minimum Job Entry Age	18 years			
Experience	5-7 Years of work experience 8+ Years for Senior Executive Producers and large projects			
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. MES/ N 2801 (Contribute Creative Ideas for Production) 2. MES/ N 2802 (Develop the Production Schedule) 3. MES/ N 2803 (Create and Monitor the Production Budget) 4. MES/ N 2804 (Recruit Cast and Crew) 5. MES/ N 2805 (Procure Equipment and Material for Production) 6. MES/ N 2809 (Coordinate Production Activities) 7. MES/ N 2810 (Oversee the Post Production Process) 8. MES/ N 2811 (Produce Promotional Materials) 9. MES/ N 2813 (Purchase and Negotiate for Content) 10. MES/ N 2814 (Source Finance for a Production) 11. MES/ N 0104 (Maintain Workplace Health and Safety) <p>Optional: N.A.</p>			
Performance Criteria	As described in the relevant OS units			

Sem-V

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**Core paper- IX
MEDIA MANAGEMENT**

Assurance Of Learning:

- Ability to understand the media organization management
- Ability to analyze the Media Production and Controls
- Knowledge about Entrepreneurship
- Ability to understand Marketing Trends

- Acquire knowledge on the Advertising Management

Unit - I: Management Structure & Its Functions

Management in Media organization – Structure – Nature and Process of management – Levels of management– skills, functions and management roles - Theories of management – classical, human relationships- Modern approaches to management- Societal and organizational environment.

Unit - II : Production Management

Production management - Preproduction, Scheduling, Budgeting, Financing, Controlling, Production, Post-production and delivery.

Unit - III: Media Convergence

Entrepreneurship – Monopoly, oligopoly - Financial management – Media convergence-economics- Future of media business –Employment opportunities and status of media industry.

Unit -IV : Advertising Management

Advertising management - Profit, Sales and market share objectives- Setting the budget, Media selection - Media scheduling.

Unit- V : Marketing Management

Marketing – management – Creativity and innovation – Internal communication and external communication-Understanding market and factors - Audiences – Research and analysis, Ratings, Trends in marketing and selling.

BOOK FOR STUDY

1. Block et al. Managing in the Media. Focal Press 2001.
2. Andrej vizjak and Max Riglster, Media management, Springer, 2003

BOOKS FOR REFERENCE

1. Block et al. Managing in the Media. Focal Press 2001.
2. Alan B. Albarran, Sylvia A handbook of Media management and Economics – Lawrence Elbaun Associate Publishers, 2006.
3. William james willis and diane B.willis, New Directions in Media Management, Routledge, 2006.
4. Alan B. Albarran Management of Electronic Media, Wadsworth, 2009
5. Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

Core paper- VIII

PUBLIC RELATIONS

Assurance Of Learning:

- Ability to understand the need for Public Relation in the organisation
- Ability to analyze the PR strategies
- Knowledge about Public Relation Campaign
- Ability to understand the role of PR in media institution

- Acquire knowledge on the writing techniques for press and press release and press handouts

Unit -I : Public Relations: Introduction

Public Relations- Definition- PR as a communication function- History of PR- Growth of PR in India- Public relations- Propaganda and public opinion- PR as a management

Unit -II : Understanding Public Relations

Stages of PR – Planning, implementation research, evaluation- PR practitioners and media relations-Press conference- Press release- Exhibition and other PR tools.

Unit -III: General Practice

Communication with the public - Internal and external, Employer - employee relations, Community relations; PR in India – Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions.

Unit IV: PR Campaign

Audience – Demographics and Medium-Budget-Plan-Implement-Effectiveness

Unit V: Writing For Public Relations

Writing news releases-Brochures, Pamphlets-Letters-Handouts-Oral presentations - Company publications.

BOOK FOR STUDY

1. Lesly , Philip - Handbook of Public Relations and communications, Jaico publication New Delhi, 2002

BOOK FOR REFERENCE

1. Y. K. D'souza, Mass Media Tomorrow, Indian Publishers Distributors, New Delhi, 1977.
2. S. Ganesh, Lectures on Mass Communication, Indian Publishers Distributors, New Delhi, 1995.
3. J. L. Kumar, Mass Media, Anmol Publications Pvt Ltd., New Delhi, 1996.

Sem-VI
16UVT630218

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Core paper- X

MEDIA PROJECT/ INTERNSHIP

AIM

To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

CONTENT

- For period of one months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.
- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- The student will enter the media industry with an evaluated portfolio.

