

M Sc VISUAL COMMUNICATION

LOCF SYLLABUS 2025



Department of Visual Communication

School of Biological Sciences

St. Joseph's College (Autonomous)

Tiruchirappalli – 620002, Tamil Nadu, India

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

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

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

The overarching objectives of these five schools are as follows:

1. **Optimal Resource Utilization:** Ensuring the efficient use of both human and material resources to foster academic flexibility and attain excellence across disciplines.
2. **Horizontal Mobility for Students:** Providing students with the freedom to choose courses aligning with their interests and facilitating credit transfers, thereby enhancing their academic mobility and enriching their learning experience.
3. **Credit-Transfer Across Disciplines (CTAD):** The existing curricular structure, compliant with regulations from entities such as TANSCHÉ and other higher educational institutions, facilitates seamless credit transfers across diverse disciplines. This underscores the adaptability and uniqueness of the choice-based credit system.
4. **Promotion of Human Excellence:** Nurturing excellence in specialized areas through focused attention and resources, thus empowering individuals to excel in their respective fields.
5. **Emphasis on Internships and Projects:** Encouraging students to engage in internships and projects, serving as stepping stones toward research endeavors, thereby fostering a culture of inquiry and innovation.
6. **Addressing Stakeholder Needs:** The multi-disciplinary nature of the School System is tailored to meet the requirements of various stakeholders, particularly employers, by equipping students with versatile skills and competencies essential for success in the contemporary professional landscape.

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

Credit system

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

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

For postgraduate (PG) courses, students are required to accumulate a minimum of 92 credits, as stipulated in the programme pattern table. The total minimum number of courses offered by the department is outlined in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)

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

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

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

Here are some key aspects of Outcome-Based Education:

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

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

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

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

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

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

LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

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

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

Some important terminologies

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

Discipline Specific Elective Courses (ES): Elective courses are offered within the main discipline or subject of study. They allow students to select specialized or advanced options from a range of courses, offering in-

depth exposure to their chosen area of study. Typically, ES are more applied in nature and provide a deeper understanding of specific topics.

Research Methodology (RM): It is a two-credit course offered in the third semester designed to cultivate a strong research aptitude among postgraduate students. The course equips learners with essential skills for formulating research problems and pursuing impactful research.

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

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

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

Self-Learning (SL): A two-credit course designed to foster students' ability for independent and self-directed learning. There are Three Self-Learning Courses:

- 'Global Citizenship Education' a common online course offered to all PG students in Semester I on JosTEL.
- Compulsory MOOC on NPTEL-SWAYAM in Semester I or II
- A Department-Specific Self-Learning Course in Semester III on JosTEL

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

Extra Credit Courses: To support students in acquiring knowledge and skills through online platforms such as Massive Open Online Courses (MOOCs), additional credits are granted upon verification of course completion. These extra credits can be availed across three semesters (1 - 4). In line with UGC guidelines, students are encouraged to enhance their learning by enrolling in MOOCs offered by portals like SWAYAM, NPTEL, and others. Additionally, certificate courses provided by the college are also considered for these extra credits.

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

Course Coding

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

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

Course Specific Initials

CC - Core Course

CP - Core Practical

ES - Discipline Specific Elective

AE - Ability Enhancement Course

SL - Self-Learning

OE – Open Elective

PW - Project and Viva Voce

CE - Comprehensive Examination

OR - Outreach Programme

IS – Internship

RM – Research Methodology

EVALUATION PATTERN (PG)

Continuous Internal Assessment

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

Passing minimum: 50 marks

* The first component is a compulsory online test (JosTEL platform) for 15 marks comprising 7 questions (1 mark) at K1 level and 4 questions (2 marks) at K2 level; The second component is decided by the course in-charge in accordance with the prescribed K levels.

Question Paper Blueprint for Mid and End Semester Tests

Duration: 2 Hours			Maximum Marks: 60						
Section			K levels						Marks
			K1	K2	K3	K4	K5	K6	
A (compulsory)			7						$7 \times 1 = 7$
B (compulsory)				5					$5 \times 3 = 15$
C (either...or type)					3				$3 \times 6 = 18$
D (2 out of 3)	Mid Sem					1(2)	1*		$2 \times 10 = 20$
	End Sem						1(2)	1*	
Total									60

* Compulsory

Question Paper Blueprint for Semester Examination

Duration: 3 Hours							Maximum Marks: 100
Section	K levels						Marks
	K1	K2	K3	K4	K5	K6	
A (<i>compulsory</i>)	10						$10 \times 1 = 10$
B (<i>compulsory</i>)		10					$10 \times 3 = 30$
C (<i>either...or type</i>)			5				$5 \times 6 = 30$
D (<i>3 out of 5</i>)				1(2)	1(2)	1*	$3 \times 10 = 30$
Total							100

* *Compulsory*

Evaluation Pattern for One/Two-credit Courses

Title of the Course	CIA	Semester Examination	Final
• Ability Enhancement Course	$20 + 10 + 20 = 50$	50 (<i>Department</i>)	100
• Self - Learning Course (Dept. Specific) • Comprehensive Examination	$25 + 25 = 50$	50 (<i>CoE</i>)	100
• Internship • Self - Learning Course (Common) • Self - Learning Online Course (NPTEL / SWAYAM)	100	-	100
• Skill Enhancement Course: Soft Skills	100	-	100
• Project Work and Viva Voce	100	100	100

Grading System

The marks obtained in the CIA and semester for each course will be graded as per the scheme provided in Table - 1.

From the second semester onwards, the total performance within a semester and the continuous performance starting from the first semester are indicated by Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA), respectively. These two are calculated by the following formulae:

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

$$WAM = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$$

Where,

C_i - credit earned for the Course i

Gp_i - Grade Point obtained for the Course i

M_i - Marks obtained for the Course i

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

WAM - Weighted Average Marks

Table - 1: Grading of the Courses for PG

Mark Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above and below 90	9	A+
70 and above and below 80	8	A
60 and above and below 70	7	B+
50 and above and below 60	6	B
Below 50	0	RA

Table - 2: Grading of the Final Performance for PG

CGPA	Grade	Performance
9.00 and above	O	Outstanding*
8.00 to 8.99	A+	Excellent*
7.00 to 7.99	A	Very Good
6.00 to 6.99	B+	Good
5.00 to 5.99	B	Above Average
Below 5.00	RA	Re-appear

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

Vision

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

Mission

- Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.
- Nurturing comprehensive learning and best practices through innovative and value- driven pedagogy.
- Contributing significantly to Higher Education through Teaching, Learning, Research and Extension.

Programme Educational Objectives (PEOs)

1. Graduates will be able to accomplish professional standards in the global environment.
2. Graduates will be able to uphold integrity and human values.
3. Graduates will be able to appreciate and promote pluralism and multiculturalism in working environment.

Programme Outcomes (POs)

1. Graduates will be able to equip themselves to use critical, analytical, and deep in thought thinking and analysis in visual communication.
2. Graduates will be able to apply and create with modern Media Tools and Applications for the advancements in achieving the Professional Knowledge.
3. Graduates will be able to engage in socially relevant research and effectively communicate through the findings.
4. Graduates will progress with a sense of commitment to fully meet the expectation of the media industry.
5. Graduates will become ethically committed professional and entrepreneurs with upholding human values.

Programme Specific Outcomes (PSOs)

1. Gain the ability to meet out the parallel growth in theoretical and practical skills to face the current enlargement of the media industry.
2. Remembering the technique used to produce films, design, photograph, illustration, animation.
3. Interpret and apply the theory of communication and demonstrate in media.
4. Prepared with an ability of rational thinking, logical thinking and creativity, based on the societal needs.
5. Design media content with professional ethics and social responsibility to meet the demands of media environment at various levels including regional, national and global.

M. Sc. Visual Communication				
Programme Structure				
Semester	Specification	No. of Courses	Hours	Credits
1 – 4	Core Course	8	46	38
1 - 4	Core Practical	8	38	23
1, 3 & 4	Discipline Specific Elective	3	12	9
1 – 2	Open Elective	2	8	4
1	Ability Enhancement Course	1	2	1
1 – 3	Self-Learning	3	-	4
2	Skill Enhancement Course	1	4	2
3	Research Methodology	1	4	2
4	Project	1	6	3
4	Comprehensive Examination	1	-	2
2 – 4	Outreach Programme (SHEPHERD)	-	-	4
1 – 4	Extra Credit Course	4	-	12
	Total	33	120	92 (12)

M. Sc. VISUAL COMMUNICATION PROGRAMME PATTERN								
Course Details						Scheme of Exams		
Sem.	Course Code	Course Type	Title of the Course	Hours	Credits	CIA	SE	Final
1	25PVC1CC01	CC Major	Core Course - 1: Dynamics of communication and theories	6	5	100	100	100
	25PVC1CC02		Core Course - 2: Media and Environment	6	5	100	100	100
	25PVC1CP01		Core Practical – 1: Visual Design Principles and Packaging	4	3	100	100	100
	25PVC1CP02		Core Practical – 2: Professional Photography	4	2	100	100	100
	25PVC1ES01A	DSE	Discipline Specific Elective - 1: Media Literacy	4	3	100	100	100
	25PVC1ES01B		Discipline Specific Elective - 1: Visual Culture and Communication					
	25PVC1AE01	AEC	Ability Enhancement Course: Contemporary Advertising	2	1	100	-	100
	25PVC1OE01	OE	Open Elective - 1 (WS): Digital marketing and Media Management	4	2	100	100	100
	25PGC1SL01	SL	Global Citizenship Education (Online)	0	1	100	-	100
			Extra Credit Course		(3)			
Total				30	22 (3)			
2	25PVC2CC03	CC Major	Core Course - 3: Global and Indian Cinema	6	5	100	100	100
	25PVC2CC04		Core Course - 4: Writing and Editing for Media	6	5	100	100	100
	25PVC2CP03		Core Practical – 3: Media Production (Internship Embedded Course)	5	3	100	100	100
	25PVC2CP04		Core Practical – 4: Mobile Journalism	5	3	100	100	100
	25PVC2OE02	OE	Open Elective - 2 (BS): Women and Media	4	2	100	100	100
	25PSS2SE01	SEC	Skill Enhancement Course: Soft skills	4	2	100	-	100
	25PVC2SL02	SL	Online Courses: NPTEL / SWAYAM	0	2	-	100	100
			Extra Credit Course	-	(3)			
Total				30	22 (3)			
3	25PVC3CC05	CC Major	Core Course - 5: Story Development and Scriptwriting	6	5	100	100	100
	25PVC3CC06		Core Course - 6: Contemporary trends in Electronic media	6	5	100	100	100
	25PVC3CP05		Core Practical – 5: Visual Editing Techniques	5	3	100	100	100
	25PVC3CP06		Core Practical – 6: Executive Producer MES/Q2801	5	3	100	100	100
	25PVC3ES02A	DSE	Discipline Specific Elective - 2: Digital Filmmaking	4	3	100	100	100
	25PVC3ES02B		Discipline Specific Elective - 2: Strategic Communication for Social Change					
	25PVC3RM01	RM	Advanced Research Methods	4	2	100	100	100
	25PVC3SL03	SL	Self - Learning: Anchoring for Media Practice*	-	1	50	50	50
			Extra Credit Course		(3)			
Total				30	22 (3)			
4	25PVC4CC07	CC Major	Core Course - 7: Corporate Communication	5	4	100	100	100
	25PVC4CC08		Core Course - 8: Laws and Ethics for Media	5	4	100	100	100
	25PVC4CP07		Core Practical – 7: Advertising Campaign	5	3	100	100	100
	25PVC4CP08		Core Practical – 8: Research Dissertation	5	3	100	100	100
	25PVC4ES03A	DSE	Discipline Specific Elective - 3: Communication for Social Development	4	3	100	100	100
	25PVC4ES03B		Discipline Specific Elective - 3: Event Management					
	25PVC4PW01	PW	Project work and Viva Voce	6	3	100	100	100
	25PVC4CE01	CE	Comprehensive Examination*	-	2	50	50	50
			Extra Credit Course	-	(3)			
	Total			30	22 (3)			
I - IV	25PCW4OR01		Outreach Programme (SHEPHERD)		4			
Total				120	92 (12)			

*For Grade Calculation: Marks obtained out of 50 will be converted into 100 in the mark statements.

Open Elective – 2 (BS): 2nd Semester
Offered to students from other Schools

School	Course Code	Title of the Course
SBS		
Botany	25PBO2OE02	Sustainable Horticulture and Urban Landscaping
Biochemistry	25PBI2OE02	First Aid Management
Biotechnology	25PBT2OE02	Food Technology
SCS		
Artificial Intelligence and Machine Learning	25PAI2OE02	Cyber Security
Computer Science	25PCA2OE02A	Web Design
	25PCA2OE02B	Cyber Security
Information Technology	25PCS2OE02	Recent Trends in Computing
Data Science	25PDS2OE02	Discrete Mathematics
Mathematics	25PMA2OE02	Operations Research
Visual Communication	25PVC2OE02	Women and Media
SLAC		
English	25PEN2OE02	English for Digital Media
History	25PHS2OE02	Public Administration
Tamil	25PTA2OE02	விளம்பரக்கலை (Art of advertising)
SMS		
Commerce	25PCO2OE02	Basics of Tally Prime
Commerce Computer Application	25PCC2OE02	Behavioural Dynamics and Psychology
Counselling Psychology	25PCP2OE02	Artificial Intelligence in Psychology
Economics	25PEC2OE02	Managerial Economics
Human Resource Management	25PHR2OE02	Counselling and Guidance
SPS		
Chemistry	25PCH2OE02	Chemistry of Health and Nutrition
Electronics	25PEL2OE02	Computer Hardware and Networks
Physics	25PPH2OE02A	Physics for Competitive Exams
	25PPH2OE02B	Nanoscience

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25PVC1CC01	Core Course – 1: Dynamics of Communication and Theories	6	5

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

UNIT I: Introduction to Communication

(18 Hours)

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

UNIT II: Types and forms of communication

(18 Hours)

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

UNIT III: Theories of Communication

(18 Hours)

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

UNIT IV: Listening and spoken skills

(18 Hours)

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

UNIT V: Written Communication

(18 Hours)

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

Teaching Methodology	Lecture, PPTs, practical assignments
Assessment Methods	Seminar, Presentation, MCQ, GD

Books for Study:

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

Books for Reference:

1. Hasan, S. (2013). *Introduction to Mass Communication*, (2nd Ed.). CBS Publishers.
2. McQuail, D. *McQuail's Mass Communication Theory*, Sage.
3. Luckie, M. S. (2012). *The digital journalists handbook*. S. l.: CreateSpace
4. Bowles, D. A. & Borden, D.L. (2007). *Creative Editing for Print Media*. New York: Wadsworth Publishing.

Websites and eLearning Sources:

1. <https://www.peoi.org/Courses/Coursesen/mass/mass2.html>
2. <https://www.communicationtheory.org/list-of-theories/>

3. https://prezi.com/vpwmtv_zluga/theories-of-communication-dynamics/
4. https://issuu.com/mariogarcia/docs/mario_garcia_pure_design

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

Relationship Matrix												
Semester	Course Code		Title of the Course								Hours	Credits
1	25PVC1CC01		Core Course - 1: Dynamics of Communication and Theories								6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	1	1	3	3	3	2	2	2.2	
CO2	3	3	1	2	2	3	3	3	3	2	2.8	
CO3	2	2	1	3	2	3	3	2	3	2	2.3	
CO4	2	3	2	3	3	2	3	2	3	2	2.5	
CO5	3	3	2	2	3	3	2	2	2	3	2.5	
CO6	3	3	2	2	2	3	2	1	2	2	2.2	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours/ Weeks	Credits
1	25PVC1CC02	Core Course – 2: Media and Environment	6	5

Course Objectives
To equip students with the awareness on environmental issues faced by the society
To extend their skills to apply the techniques of media in covering the environmental issues
To help students apply the various media formats
To simplify the environmental issues and knowledge on various movements
To interpret the essence of various Non -Governmental Organizations

UNIT I: Environment

(18 Hours)

Environment Concerns and Role of media in environment management- Environmental Risks – Pollution and its types, Energy, Technology, Chemicals and Waste, Ecosystem degradation, Water scarcity and pollution, Climate change, Disasters and conflicts.

UNIT II: Ecology

(18 Hours)

Concept of an ecosystem- Structure and function of an ecosystem, Energy flow in an ecosystem, Ecological succession Food chains, food webs and ecological pyramids. Types of ecosystems- desert, aquatic, forest, grassland.

UNIT III: Mass media and Environment

(18 Hours)

Environmental Communication, Environmental Journalism, Functions of Mass Media towards Environment, Media Platforms and Environmental Awareness - Newspapers and Magazines, Radio, Community Media, Television, New Media.

UNIT IV: Environmental Movements

(18 Hours)

Environment Conservation Movements in India - Chipko Movement, The Silent Valley Project, Jungle Bachao Andolan, Navdanya Movement, Narmada Bachao Andolan, Bhopal Gas Tragedy. “Save our Tigers” Campaign.

UNIT V: Environment and Sustainability

(18 Hours)

Scope of Environment Communication Role of NGOs, Government, brands, companies and industries, Regulatory bodies in environment communication. Communicating sustainability- Village Study, Urban town planning.

Teaching Methodology	Chalk and talk, PPT, Videos, Photographs, GD
Assessment Methods	Seminar, Presentation, MCQ, Group Work

Books for Study:

1. Sarin, Madhu (2001). ‘Empowerment and disempowerment of forest women in Uttarakhand, India’. Gender Technology and Development.
2. Warren, Karen (2000). Ecofeminist Philosophy: A Western Perspective on What it is and Why it Matters. Rowman and Littlefield.

Books for Reference:

1. Acharya, K. & Noronha. F. (Eds). (2010). The Green Pen: Environmental Journalism in India and the South Asian Region. New Delhi, India. SAGE
2. Bennett, W. L. & Entman, R. M. (Eds). (2001). Mediated Politics: Communication in the Future of Democracy. New York, NY: Cambridge University Press.
3. Cox, R. (2010). Environmental Communication and the Public Sphere (2nd ed.). Thousand Oaks: Sage Publications
4. Flor, A. (2003). Environmental Communication Diliman, Quezon City: University of the Philippines- Open University.
5. Sarin, Madhu (2001). ‘Empowerment and disempowerment of forest women in Uttarakhand, India’. Gender Technology and Development.

Websites and eLearning Sources:

1. <https://www.youtube.com/watch?v=RAQxalkWPSw>
2. <https://www.youtube.com/watch?v=a8JaaeRU9DA>
3. https://www.youtube.com/watch?v=J_0sUSt250Y

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Understand environmental issues and its consequences	K1
CO2	Understand the role of mass media and its application techniques for media coverage.	K2
CO3	Analyze the impact of mass movements on environmental issues and the effect of media.	K3
CO4	Solve the environmental and societal issues through media campaigning	K4
CO5	Find the various tools and techniques with media formats	K5
CO6	Formulate and propose the creative ideas for campaigning and media reach	K6

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	25PVC1CC02		Core Course – 2: Media and Environment							6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	1	1	3	3	3	2	2	2.2
CO2	3	3	1	2	2	3	3	3	3	2	2.8
CO3	2	2	1	3	2	3	3	2	3	2	2.3
CO4	2	3	2	3	3	2	3	2	3	2	2.5
CO5	3	3	2	2	3	3	2	2	2	3	2.5
CO6	3	3	2	2	2	3	2	1	2	2	2.2
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25PVC1CP01	Core Practical – 1: Visual Design Principles and Packaging	4	3

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

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

UNIT I: Introduction and brief history of Design (12 Hours)

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

UNIT II: Understanding the term Image (12 Hours)

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

UNIT III: Principles of Layout Design (12 Hours)

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

UNIT IV: Packaging and its types (12 Hours)

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

UNIT V: Packaging process (12 Hours)

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

***List of Practical**

1. Create Logo design
2. Visiting card design
3. Typography
4. Poster Design
5. Advertisement
6. Dangler
7. Brochure
8. Pamphlet
9. Package design
10. CD Wrapper
11. Newsletter designing
12. Lab Journal for four pages

Teaching Methodology	Lecture, PPTs, practical assignments
Assessment Methods	Practical assignments, practical record

Books for Study:

1. Hillman, D. (1998). *Multimedia Technology Applications*. Galgotia Publishers. Unit I Chapter 1(Pages 1-11), Chapter 2 (Pages 12 & 18)
Unit II Chapter 11 (Pages 119-130) & Chapter 14 (Pages 170-172)

- Unit III Chapter 13 (Pages 158 - 168)
2. Phillips, R. (2001). *Packaging Graphics Design*. Rockport Publishers. Unit IV Chapter 3 (Pages 70-81)
- Unit V Chapter 4 (Pages 88 - 99) & Chapter 5 (Pages 100-108)

Books for References:

1. Bridgewater, P. (1997). *An Introduction to Graphic Design*. Quintel Publications.
2. Golling wood, R.G. (1958). *The Principles of Art*. Oxford University Press.
3. Nakamira, S. (1990). *The colour source book for Graphic Designers*. Shoin Pub. Co.
4. (1993). *Best of Graphic Design*. Page One Publishing.
5. Sonsino, S. (1990). *Packaging design - Graphics materials technology*, Thames & Hudson Ltd.

Websites and eLearning Sources:

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25PVC1CP02	Core Practical – 2: Professional Photography	4	2

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

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

UNIT I: Camera and its types (12 Hours)

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

UNIT II: Genres of Photography (12 Hours)

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

UNIT III: Framing and Focusing (12 Hours)

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

UNIT IV: Camera Accessories (12 Hours)

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

UNIT V: Types of Lighting and Colour Temperature (12 Hours)

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

Teaching Methodology	Lecture, PPTs, practical assignments, Video lectures
Assessment Methods	Practical assignments, practical record

List of Practical

Students has to choose any ten topics from given below

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

Books for References:

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

Websites and eLearning Sources:

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25PVC1ES01A	Discipline Specific Elective - 1: Media Literacy	4	3

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

UNIT I: Introduction of Media Literacy (12 Hours)

Media Education - Definition - Objectives of Media Education - Key concepts of Media Education - Media literacy: Nature, Scope and Importance - Power of media literacy - Media in the academic system- Obstacles to media literacy.

UNIT II: Media and Society (12 Hours)

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

UNIT III: Media Communicator (12 Hours)

Role of a Media Communicator - Process of interpreting media messages- Comparative media - Media communicators point of view - Functions of media communicator in the process of communicating, Audience and Audience identification

UNIT IV: Media Literacy and its Approaches (12 Hours)

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

UNIT V: Social Development and Digital World (12 Hours)

Media literacy for building citizenship - Promoting participation- Creating awareness among school students on the necessity of media education- Need for Media regulation- Social development.

Teaching Methodology	Lecture, PPTs, Video lectures, Gamification
Assessment Methods	Seminar, Presentation, MCQ, GD, Group activity

Books for Study:

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

Books for References:

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

Websites and eLearning Sources:

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, the students will be able to	
CO1	Acquire knowledge on various concepts such as media, education and literacy.	K1
CO2	Understand the importance media education.	K2
CO3	Employ the skills related to media literacy.	K3
CO4	Examine the role of media literacy for development.	K4
CO5	Summarize the laws related media content.	K5
CO6	Formulate media content for societal development.	K6

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	25PVC1ES01A		Discipline Specific Elective - 1: Media Literacy							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	2	2	3	2	2	2	3	2.5
CO2	3	3	2	2	2	3	2	2	2	2	2.2
CO3	3	3	3	2	2	3	1	2	2	2	2.3
CO4	3	3	3	2	2	3	1	2	3	2	2.4
CO5	3	3	3	2	2	3	2	2	2	2	2.4
CO6	3	3	2	3	3	3	2	3	3	2	2.7
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25PVC1ES01B	Discipline Specific Elective - 1: Visual Culture and Communication	4	3

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

UNIT I: Introduction to Visual Communication (12 Hours)

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

UNIT II: Visual Media (12 Hours)

What is visual media - Forms of visual media - folk and performing art forms, theatre, drawing, painting, photography, film and television- New media and multimedia products- Visual communication aesthetics.

UNIT III: Sensual and perceptual theories of visual communication (12 Hours)

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

UNIT IV: The visual media and the public sphere (12 Hours)

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

UNIT V: Visual Culture and Semiotics (12 Hours)

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

Teaching Methodology	Chalk and talk, PPT, Animated Videos, Photographs
Assessment Methods	Presentation, Practical works, Print, Audio and Video creation

Books for Study:

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

Books for References:

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

Websites and eLearning Sources:

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

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K- Level)
	On successful completion of this course, the students will be able to	
CO1	Recall the history and fundamental principles of visual arts.	K1
CO2	Understand the types of visual media.	K2
CO3	Employ the visual elements in the visual communication.	K3
CO4	Examine the theories of visual communication.	K4
CO5	Evaluate the visual images and visual signs.	K5
CO6	Create aesthetic visuals and interpret the semiotics understanding of visuals.	K6

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	25PVC1ES01B		Discipline Specific Elective - 1: Visual Culture and Communication							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	2	3	2	2	2.4
CO2	3	3	2	2	3	3	2	2	2	2	2.4
CO3	3	2	2	3	3	2	2	3	2	2	2.4
CO4	3	2	2	3	3	2	3	3	2	2	2.5
CO5	3	3	2	3	3	2	2	3	2	2	2.4
CO6	3	3	2	2	3	3	2	2	2	2	2.4
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25PVC1AE01	Ability Enhancement Course: Contemporary Advertising	2	1

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

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

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

Evolution of advertising - Advertising: Definition - Traditional advertising and modern advertising.

UNIT II: Classification of Advertising (6 Hours)

Types of Advertising - Types of Newspaper Advertisements - Elements of Advertising: Copy - Headlines - Sub-headlines - Slogan - Logo - Ad-Layout and Types.

UNIT III: Advertising Agencies (6 Hours)

Definition - Structure of advertising agency - Functions of advertising agencies- Advertising Department of a Newspaper

UNIT IV: Advertising and Media Industry (6 Hours)

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

UNIT V: Online Advertising (6 Hours)

Definition, scope and growth- Types of online advertising- Knowing the audience- Digital campaign

List of Practical

Each student has to design all the following for one product

1. Logo design
2. Visiting Card design
3. Dangler
4. Print advertisement
5. Brochure
6. Online advertisement
7. Pop ups
8. Standee
9. Hoarding
10. Package cover

Teaching Methodology	Chalk and talk, PPT, Animated Videos, Photographs
Assessment Methods	Presentation, Practical works, Print, Audio and Video creation

Books for Study:

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

Books for Reference:

1. Ogilvy, D. (2007). *Ogilvy on Advertising Fundamentals of Advertising*. (1st Ed.). Otto

- Kleppner & Prentice Hall, New Jersey, Vintage.
2. Fletcher, W. (2013). *Advertising: A Very Short Introduction*, (2nd Ed.). Oxford University Press.
 3. Sachdeva, Q.S. (2000). *Public relations Principles and practice*, Oxford Publication.

Websites and eLearning Sources:

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
1	25PVC1OE01	Open Elective - 1 (WS): Digital marketing and Media Management	4	2

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

UNIT I: Digital media marketing (12 Hours)

Digital media marketing overview - Digital marketing vs Traditional marketing- Online marketing - changing trends in digital marketing

UNIT II: Digital marketing and advertising (12 Hours)

Digital marketing plan- Digital advertising- Types Display advertising- Social media marketing- mobile marketing

UNIT III: Media Management (12 Hours)

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

UNIT IV: Organization structure (12 Hours)

Organization structure of Media- Print media and Electronic media - Functions - finance, circulation and Sales promotion.

UNIT V: Planning and Execution (12 Hours)

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

Teaching Methodology	Lecture, PPTs, Practical assignments PPT, Animated Videos, Photographs
Assessment Methods	Presentation, Practical works, Print, Audio and Video creation

Books for Study:

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

Books for References:

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

Websites and eLearning Sources:

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
1	25PVC1OE01		Open Elective - 1 (WS): Digital marketing and Media Management							4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	2	3	2	1	2	1	2.5
CO2	3	3	3	2	2	3	2	1	2	2	2.4
CO3	2	3	3	2	2	3	3	3	2	2	2.4
CO4	3	3	3	2	2	2	3	3	2	1	2.2
CO5	3	3	3	2	2	2	2	3	2	2	2.5
CO6	3	2	2	3	2	2	2	3	2	2	2.3
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours/ Weeks	Credits
1	25PGC1SL01	Global Citizenship Education	Online	1

Course Objectives
To develop an understanding of global governance structures, rights and responsibilities.
To recognize and respect differences, multiple identities and diversity.
To examine beliefs and perceptions about social justice, equality and civic engagement.
To develop attitudes of care and empathy for others and the environment.
To develop global competence and ethical considerations by enhancing communication and collaboration skills across cultures

UNIT I: Introduction to Global Citizenship

01. Historical and Philosophical Foundations of Global Citizenship
02. Rights and Responsibilities of Global Citizenship
03. Key Organizations and Movements Promoting Global Citizenship

UNIT II: Globalization and Its Impact on Society

04. Globalization and Its Key Drivers
05. Positive and Negative Impacts of Globalization
06. Role of Education in Fostering a Global Perspective

UNIT III: Human Rights, Social Justice, Equality and Diversity

07. Key Human Rights Treaties, Frameworks and Declarations
08. Advocacy, Activism, and Movements for Social Justice and Equality
09. Global Challenges to Human Rights, Equality and Diversity

UNIT IV: Sustainable Development and Environmental Responsibility

10. The Sustainable Development Goals and Their Relevance to Global Citizenship
11. Climate Change, Environmental Degradation and Sustainable Development
12. Strategies for Promoting Environmental Responsibility

UNIT V: Building Global Competence and Engagement

13. Effective Communication and Collaboration Across Cultures
14. Volunteering and Community Engagement in Global Initiatives
15. Ethical Considerations in Global Citizenship

Teaching Methodology	Recorded Lectures/Videos, Reading Materials, PPTs, Case Studies, Collaborative Projects, Quizzes and Polls
Assessment Methods	Seminars, Assignments, MCQs, Reflection Essays, Group Project Presentations, Problem-Solving Scenarios

Books for Study:

1. Clapham, A. (2007). *Human rights: A very short introduction*. Oxford University Press.
2. Desai, A. (2018). *Global citizenship and cultural diplomacy: India's role in a changing world*. Routledge India.
3. Gould, J. A. (2012). *The ethics of global citizenship*. Routledge.
4. Held, D., et al. (2022). *Globalization and its impact on the developing world*. Cambridge University Press.
5. Sen, A. (2009). *The idea of justice*. Penguin Books India.

Books for Reference:

1. Ghosh, A. (2007). *The global impact of Indian civilization*. HarperCollins India.
2. Kreckler, E. (2008). *The global citizen: A guide to creating an international life and career*. Career Press.
3. Kumar, R. (2017). *Sustainable development and environmental justice in India*. Oxford University Press.
4. Nair, K. G. (2014). *Human rights: A socio-political perspective*. Orient Blackswan.

5. Patel, V. (2015). *Social justice and equality in India: Theories and practices*. Oxford University Press.
6. Pillai, V. (2016). *Globalization and its impact on Indian society*. SAGE Publications India.

Websites and eLearning Sources:

1. <https://www.unesco.org/en/global-citizenship-peace-education/need-know>
2. TEDxCincinnati: Global Citizenship in the Classroom: Jenny Buccos at TEDxCincinnati
<https://www.youtube.com/watch?v=6jjLHmyBs7o>
3. Social justice -- is it still relevant in the 21st century? | Charles L. Robbins | TEDxSBU
<https://www.youtube.com/watch?v=Wtroop739uU>
4. Are We the Last Generation — or the First Sustainable One? | Hannah Ritchie | TED
<https://www.youtube.com/watch?v=Kl3VVrggKz4>
5. Diversity, Equity & Inclusion. Learning how to get it right | Asif Sadiq | TEDxCroydon
<https://www.youtube.com/watch?v=HR4wz1b54hw>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Recall the historical, philosophical and practical foundations of global citizenship.	K1
CO2	Explain the key drivers of globalization and the role of education in fostering a global perspective.	K2
CO3	Apply human rights frameworks, social justice principles, and advocacy strategies to real-world challenges.	K3
CO4	Analyze the relevance of the Sustainable Development Goals in addressing climate change and environmental degradation.	K4
CO5	Develop strategies for fostering global competence by enhancing communication and collaboration skills across cultures.	K5
CO6	Critically evaluate the effectiveness of current global strategies and policies in addressing social justice and environmental sustainability.	K6

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25PVC2CC03	Core Course - 3: Global and Indian Cinema	6	5

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

UNIT I: Motion Picture an overview (18 Hours)

History of Cinema- Pioneers of Cinema:(Eadweard Muybridge, Etienne- Jules Marey & George Eastman)- The Birth of Cinema- Thomas Alva Edison, Lumiere Brothers & Georges Melies, Edwin S. Porter, David Wark Griffith & Charlie Chaplin.

UNIT II: Classical Hollywood Cinema (18 Hours)

Origin of Hollywood and Modern Hollywood- Development of Cinema- The Birth of the Talkie - Box-Office Era -New Technology Era- Special Effects Era

UNIT III: World Cinema (18 Hours)

German Expressionism- French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Italian Neo Realism- Japanese Cinema- Latin Cinema

UNIT IV: Pioneers of Indian Cinema (18 Hours)

Dada Saheb Phalke. Talkie Indian Cinema, Studio System- New Indian Cinema- Satyajit Ray & Mrinal Sen. CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society - Indian Women Filmmakers

UNIT V: Pioneers of Tamil Cinema (18 Hours)

Pioneers of Tamil Cinema - Development of Tamil Talkies - Writer's era- Film Makers and Actors- New Dimensions like AI in Tamil Cinema

Teaching Methodology	Lecture, PPTs, Movie Screening and assignments on movie review
Assessment Methods	Presentation, Practical works, Film Analysis, GD

Books for Study:

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

Books for References:

- Dechamma, S. C.C. (2010). *Cinemas of South India*, (1st Ed.). Oxford University, Press, UK.
- Kupsc, J. (2011). *History of Cinema for Beginners*, (1st ED.). Orient Blackswar, UK.
- Nowell, G.S. (1999). *The Oxford History of World Cinema*, (3rd Ed.). Oxford University Press, UK.

Websites and eLearning Source

- <https://www.sothetheorygoes.com/the-evolution-of-cinema/>
- <https://leverageedu.com/discover/general-knowledge/indian-history-indian-cinema-history/>
- https://www.culturopedia.com/tamil-cinema/#google_vignette

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	25PVC2CC03		Core Course - 3: Global and Indian Cinema							6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	1	3	3	2	2	2	2.3
CO2	3	3	2	2	1	3	3	2	2	2	2.3
CO3	3	3	2	2	1	3	3	2	2	2	2.3
CO4	3	3	2	2	1	3	3	2	2	2	2.3
CO5	3	3	2	2	2	3	3	2	2	2	2.4
CO6	3	3	2	2	2	3	2	2	2	2	2.3
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25PVC2CC04	Core Course - 4: Writing and Editing for Media	6	5

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

UNIT I: Print media (18 Hours)

Nature and Characteristics - News story: Elements, deadline, Content - inverted pyramid style - headline, lead and its types - Principles of news writing - Deadline - Content variety

UNIT II: Editorial policy and style (18 Hours)

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

UNIT III: Radio (18 Hours)

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

UNIT IV: Television (18 Hours)

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

UNIT V: Digital Journalism (18 Hours)

Internet - nature and characteristics - E-Newspapers - Social media reporting - Data journalism - Digital ethics and privacy concerns - regulations.

Teaching Methodology	Lecture, PPT, Field visit and field work
Assessment Methods	Seminar, Presentation, MCQ, Article writing

Books for Study:

- Graham, N., & Jones. (1994). *Film and Television handbook*.
Unit I - Chapter (page 32, 102) Unit II - Chapter 2, 7, 10, 11, 12, 13 (page 42, 71)
- Srivastave. (1989). *Radio and TV Journalism*, Sterling Publications.
Unit III - Chapter 5, 6 (page 46-91) Unit IV - Chapter 4 (page 88-110) Unit V - Chapter 9 (page 112, 131)

Books for References:

- Richard, K. (2001). *New paper handbook*. Routledge publications, London.
- (2004). *Writing for TV, Radi o & New Media*, (8th Ed.). Belmont wads worth Publications.
- (2006). *Broadcast Newswriting, reporting and production*, (4th Ed.). Oxford, Focal Press.
- Bittner, J. (1981). *Professional Broadcasting - a brief introduction*, Prentice hall 1981.
- Mencher, M. (2003). *Newspaper Reporting and writing by*, McGraw Hill, New York.

Websites and eLearning Source:

- <https://egyankosh.ac.in/handle/123456789/59570>
- <https://journalism.university/writing-and-editing-for-print-media/>
- <https://www.henryharvin.com/blog/why-is-editing-important-in-writing/>

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	25PVC2CC04		Core Course - 4: Writing and Editing for Media							6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	2	3	2	3	2	2	2.3
CO2	3	3	2	2	2	3	3	2	2	2	2.4
CO3	3	2	2	2	3	2	2	2	3	3	2.4
CO4	3	3	2	2	2	3	3	2	1	2	2.3
CO5	3	3	2	2	2	2	3	2	2	2	2.3
CO6	3	3	2	2	2	3	3	3	2	2	2.5
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/ Weeks	Credits
2	25PVC2CP03	Core Practical – 3: Media Production (Internship Embedded course)	5	3

Course Objectives
To equip students with the introduction to advertising and its classification
To develop their skills to apply the technical knowledge of different media
To help students apply the various media formats
To simplify the environmental issues and knowledge on various movements
To interpret the essence of various Non- Governmental Organizations

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

UNIT I: Introduction to Media (15 Hours)

A Brief Introduction to Creative Writing- Various forms of writing styles, Genres of story, Introduction to Photography, News Production, Audio Production, Video Production and Social Media.

UNIT II: Photography (15 Hours)

Development of Photography over the years: Difference between film and digital photography, Cameras & Techniques, Lighting. Post production of Photos, Digital Image Editing

UNIT III: Audio Production (15 Hours)

Basics of Sound - Microphones Types, Mixing Console Basics. Audio for Film and Video. Genres of Music - Jingle creation, Music album creation and Folk Music. Use of Folk music in Indian Cinema.

UNIT IV: Film and Television Production (15 Hours)

Understanding Television Culture & Writing for Television - Research, Ideation and Conceptualization. Elements of a TV Program. Understanding Digital Video Recording.

UNIT V: Print and Digital Media Production (15 Hours)

News Writing techniques, Capturing impactful photographs, Audio Production –PSA Video, Product advertisement creation, Television program creation, Short film / Documentary Creation.

List of Practical

1. Write a news story
2. Feature Writing
3. News reel
4. Interview
5. Blog news creation
6. Vlog news creation
7. Blog writing
8. Photo feature
9. Photo essay
10. PSA Poster design
11. Product advertisement design
12. Music album creation

Books for Study:

1. John Hedgeco (1979) Complete Photography Course, fireside book, New York.
2. Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom Ang Mitchell Beazley.
3. Nicholas Mirzoeff (1999). An Introduction to Visual Culture. London: Routledge,

Books for Reference:

1. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
2. Hugh Honour and John Fleming (2002). The Visual Arts: A History, New York: Englewood Cliffs.

3. Writing for TV, Radio & New Media 8th Edn, (2004). Belmont wadsworth Publications,
4. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
5. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, (2005) Tata McGraw Hill Publication.
6. David Ogilvy, (2012) Confessions of an Advertising Man, Southbank Publishing.

Websites and eLearning Sources:

1. <https://leverageedu.com/discover/general-knowledge/indian-history-indian-cinema-history/>
2. <https://www.marketingtutor.net/advertising-campaign/>
3. [https://www.seamedu.com/blog/understanding-and-maintaining-ethical-standards-in-broadcast journalism](https://www.seamedu.com/blog/understanding-and-maintaining-ethical-standards-in-broadcast-journalism)

Semester	Course Code	Title of the Course	Hours/Week	Credits
2	25PVC2CP04	Core Practical – 4: Mobile Journalism	5	3

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

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

UNIT I: Understanding Mobile Journalism (15 Hours)

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

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

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

UNIT III: MoJo Storytelling (15 Hours)

Multi-Planar form - SCRAP: Story, Character, Resolution, Actuality and Production - conceiving a news story in 30 seconds. Narrative motion vs camera motion, story format- interactive storytelling.

UNIT IV: Social Media (15 Hours)

Introduction, Types of Social Media & Networking Technologies: Social Networking sites (Facebook, X, Google, WhatsApp, Instagram, YouTube), The power of Smartphone and Mojo - growth of Citizen journalism - Case Studies: Arab Revolution, Anna Hazare Movement and Jallikattu.

UNIT V: Mobile Journalism and Society (15 Hours)

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

List of Practical

1. A talk show
2. News byte creation
3. Social awareness vlog
4. Product advertisement
5. News programme
6. Live reporting
7. Studio reporting
8. Vlog creation
9. Talent show
10. Interview
11. Event coverage
12. Story telling

Teaching Methodology	Lecture, PPTs, practical assignments
Assessment Methods	Presentation, Practical works, Audio and Video creation, News story, vlog creation

Books for Study:

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

Books for References:

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

Websites and eLearning Sources:

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

Semester	Course Code	Title of the Course	Hours/ Weeks	Credits
2	25PVC2OE02	Open Elective - 2 (BS): Women and Media	4	2

Course Objectives
To equip students with the awareness on media studies and portrayal of women in different media
To extend their skills to understand societal and community development
To help students apply the various media formats for better understanding of societal issues faced by women
To simplify the gender issues by providing solutions to those problems
To interpret the understanding of laws and ethics for safeguarding and women development

UNIT I: Introduction on Media Studies (12 Hours)

The Portrayal of women in Indian Media – Positive and Negative portrayal of women in Print Media, Broadcasting Media and Social Media.

UNIT II: Women and Development (12 Hours)

Society and Community development – women's participation, Role of women organizations and self-help groups in India, Changing status of women in India; status of women in ancient, medieval and modern period.

UNIT III: Media and Indian Society (12 Hours)

Media in Indian Society - Introduction, Meaning of society -Gender roles and inequality in family, marriage. Women and Politics.

UNIT IV: Women and Media (12 Hours)

Role of women in different media- Television, Radio, Advertisements, Films, Social media. Responsibilities and risk, Costume and characters, Job opportunities.

UNIT V: Laws Related to Women (12 Hours)

Right to education, Single female child, Government policies related to women, Property rights, Reservation for Women. Women Social Activists-Me Too Movement

Teaching Methodology	Chalk and talk, PPT, Videos, Photographs
Assessment Methods	Seminar, Presentation, MCQ

Books for Study:

1. Padia, Chandrakala (2011). Theorizing Feminism. Rawat Publications.
2. Ferber, Marianne A., and Julie A. Nelson, eds (2009). Beyond economic man: Feminist theory and economics. University of Chicago Press.

Books for Reference:

1. Salleh, Ariel (2017). Ecofeminism as politics: Nature, Marx and the postmodern. Zed Books Ltd.
2. Sen, Sanjay, and Amorjit Saikia (2021). A Concise Book of Feminism: Theory and Practice. Mahaveer Publications.
3. Joseph, Ammu (2000). Women in Journalism: Making News, Konark Publishers Pvt. Ltd, Delhi.
4. Gupta, Abha and Sinha, Smita (2005.). Empowerment of Women: Language and Other Facets, Mangal Deep Publications, Jaipur.
5. Lal, Malashri & Kumar, Sukrita Paul (2002.) (eds.). Women's Studies in India: Contours of Change, IAS, Shimla.

Websites and eLearning Sources:

1. <https://feminisminindia.com/2022/08/02/technology-and-women-empowerment-digital-spaces-help-women-find-resources-solidarity/>
2. <https://indiafoundation.in/articles-and-commentaries/women-in-indian-media/>
3. <https://www.annualreviews.org/content/journals/10.1146/annurev-devpsych-051120-010630>

Course Outcomes		
CO No.	CO-Statements	Cognitive Levels (K-Level)
	On successful completion of this course, students will be able to	
CO1	Understand the growing influence of Indian media on the portrayal of women	K1
CO2	Understand societal and community development of women in different periods.	K2
CO3	Analyze the various types of problems faced by women and the role of media for women empowerment	K3
CO4	Solve the societal and community issues faced by women through various media formats	K4
CO5	Find the various media tools and techniques to the changing scenario of the society	K5
CO6	Formulate and propose awareness programmes for solving the societal issues against women	K6

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
2	25PVC2OE02		Open Elective - 2 (BS): Women and Media							4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	2	3	2	1	2	1	2.5
CO2	3	3	3	2	2	3	2	1	2	2	2.4
CO3	2	3	3	2	2	3	3	3	2	2	2.4
CO4	3	3	3	2	2	2	3	3	2	1	2.2
CO5	3	3	3	2	2	2	2	3	2	2	2.5
CO6	3	2	2	3	2	2	2	3	2	2	2.3
Mean Overall Score											2.53 (High)

Semester	Course Code	Title of the Course	Hours / Week	Credits
2	25PSS2SE01	Skill Enhancement Course: Soft Skills	4	2

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

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

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

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

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

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

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

Basics of Group Discussion, Parameters of GD, Topics for Practice, Mock GD & Practicum & Team Building. Personal Effectiveness: Self Discovery; Goal Setting with questionnaires & Exercises

Unit IV: Numerical Ability (12 Hours)

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

Unit V: Test of Reasoning (12 Hours)

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

Teaching Methodology	Chalk and talk, Lectures, Demonstrations, PPT.
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Books for study:

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

Books for Reference:

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours		Credits
2	25PSS2SE01		Skill Enhancement Course: Soft Skills						4		2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	2	3	2	3	2	3	2.7
CO2	3	3	3	2	3	3	3	3	3	3	2.9
CO3	3	2	2	3	3	3	3	3	3	3	2.8
CO4	3	3	2	2	3	3	3	3	3	3	2.8
CO5	3	3	3	2	2	3	3	3	3	3	2.8
CO6	3	3	3	2	2	3	3	3	3	3	2.8
Mean Overall Score											2.8 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25PVC3CC05	Core Course - 5: Story Development and Scriptwriting	6	5

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

UNIT I: Developing the Story (18 Hours)

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

UNIT II: Character Creation (18 Hours)

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

UNIT III: Stages and Formats of Scripting (18 Hours)

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

UNIT IV: Screenplay Techniques (18 Hours)

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

UNIT V: Screen Writing (18 Hours)

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

Teaching Methodology	Lecture, PPT, Hands on training
Assessment Methods	Seminar, Presentation, MCQ

Books for Study:

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

Books for References:

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

Websites and eLearning Sources:

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course						Hours	Credits	
3	25PVC3CC05		Core Course - 5: Story Development and Scriptwriting						6	5	
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	2	3	2	2	2.4
CO2	3	3	2	2	3	3	2	2	2	2	2.4
CO3	3	2	2	3	3	2	2	3	2	2	2.4
CO4	3	2	2	3	3	2	3	3	2	2	2.5
CO5	3	3	2	3	3	2	2	3	2	2	2.4
CO6	3	3	2	3	3	3	2	2	2	2	2.5
Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25PVC3CC06	Core Course - 6: Contemporary Trends in Electronic Media	6	5

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

UNIT I: Development of Radio Broadcasting (18 Hours)

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

UNIT II: Television (18 Hours)

Development of Television in India - News Programmes - Documentary - Special Features - Interviews. Sponsored Programme - Educational Service (ETV) - Role of TV in Social Changes - Cultural Exchanges - Economic Uplift - Advertisement in TV -TV News and Agencies.

UNIT III: Cinema (18 Hours)

Cinema and Society - Influence over Society- Effects - Powerful Media to Spread Message - Cinema for Political supremacy- Documentary Film - Newsreels - Future of Indian Cinema.

UNIT IV: Visual Media (18 Hours)

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

UNIT V: Online Media (18 Hours)

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

Teaching Methodology	Lecture, PPTs and Assignments
Assessment Methods	Seminar, Presentation, MCQ, Gamification

Books for Study:

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

Books for Reference:

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

Websites and eLearning Sources:

- <https://www.agilebroadcast.com.au/types-of-radio-broadcasting/>
- <https://www.seamedu.com/blog/understanding-and-maintaining-ethical-standards-in-broadcast-journalism>
- <https://www.rtdna.org/ethics>

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25PVC3CC06		Core Course - 6: Contemporary Trends in Electronic Media							6	5
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	3	3	2	2	1	2.3
CO2	2	2	3	2	2	2	2	2	3	2	2.2
CO3	3	2	3	1	2	3	2	3	2	2	2.3
CO4	2	3	2	3	1	2	3	2	3	1	2.3
CO5	3	2	2	2	1	3	3	2	2	1	2.3
CO6	2	2	2	3	2	2	2	3	2	2	2.2
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25PVC3CP05	Core Practical - 5: Visual Editing Techniques	5	3

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

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

UNIT I

(15 Hours)

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

UNIT II

(15 Hours)

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

UNIT III

(15 Hours)

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

UNIT IV

(15 Hours)

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

UNIT V

(15 Hours)

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

List of Practical

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

1. Create titling
2. Working with editing tools
3. Modify workspace
4. Add and delete sequence, tracks (Audio and Video)
5. Edit and modify video effects
6. Insert transitions
7. Setting final output
8. Rendering video
9. Create SFX
10. Do colour gradation
11. Multi camera edit
12. Dubbing

Teaching Methodology	Editing using software, PPT, Videos, Lectures
Assessment Methods	Video editing, Practical assignments, Practical record

Books for Reference:

1. Goold, A. *The Video Editing Handbook*.
2. Keast, G. *The Art of The Cut: Editing Concepts Every Filmmaker Should Know*.
3. Bowen, C.J. *Grammar of the Edit*.
4. Jackson, W. *Digital Video Editing Fundamentals*.

5. McGrath, P., & Goodman, R.M. *Editing Digital Video: The Complete Creative and Technical Guide.*
6. Millerson, G. *Video Camera Techniques.*
7. Browne, S.E. *Nonlinear Editing Basics: Electronic Film and Video Editing.*

Semester	Course Code	Title of the Course	Hours / Weeks	Credits
3	25PVC3CP06	Core Practical – 6: Executive Producer MES/Q2801	5	3

Course Objectives
To equip students in understanding the pre- production concept development
To develop their skills to apply the technical knowledge of different media
To help students apply the various media formats
To analyse the methods of media planning and implement, media strategy, and media economics
To interpret the safety measure and planning for a safe production

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

UNIT I: Creativity and Production

(15 Hours)

Development of pre-production concepts for media, feature films, animated content, live television, radio programming, production styles and methods.

UNIT II: Production Preparation

(15 Hours)

Understand and research various production styles, technologies and methods, Creating the events plan for the month and quarter. Corresponding implications on time schedule, cast and crew requirements.

UNIT III: Production Process

(15 Hours)

Prepare a production schedule either using scheduling software, spreadsheets, other word processing. Duration of involvement and job specifications of each role (based on the production schedule)

UNIT IV: Finance

(15 Hours)

Production budget- Manage the cash flow, finalize candidate salaries for the cast and crew. Procure Equipment and Material for Production.

UNIT V: Workplace Maintenance

(15 Hours)

Understand and comply with the organization's current health, safety and security policies and procedures. Policies relating to emergency procedures for illness, accidents, fires.

List of Practical

1. Create a social awareness program for Podcast
2. Create a one -minute television PSA
3. Television Talk Show on recent topics
4. Movie Review in Television
5. Create a news reel
6. Any children show in television
7. Create a radio jingle for a product
8. Phone – in program on social awareness topic
9. Create a three - minute video news byte.
10. Create a three – minute music album on environment.
11. Create a promo for an upcoming event.
12. Conduct a game show

Teaching Methodology	Chalk and talk, PPT, Videos, Photographs, GD
Assessment Methods	Seminar, Presentation, MCQ, Group Work

Books for Study:

1. Pete Shaner (2011). Digital Filmmaking: An Introduction, First Edition, Mercury Learning, UK
2. Writing for TV, Radio & New Media 8th Edn, (2004). Belmont wads worth Publications.

Books for Reference:

1. Graham, N., & Jones. (1994). Film and Television handbook.

2. Bennett, W. L. & Entman, R. M. (Eds). (2001). Mediated Politics: Communication in the Future of Democracy. New York, NY: Cambridge University Press.
3. McQuail, D. McQuail's Mass Communication Theory, Sage.
4. Flor, A. (2003). Environmental Communication Diliman, Quezon City: University of the Philippines-Open University.
5. Lester, E. (2000). Visual Communication: Image with Messages.

Websites and eLearning Sources:

1. <https://www.filmmaker.tools/role-an-executive-producer-film-television>
2. <https://blog.celtx.com/executive-producer-vs-producer/>
3. <https://indietips.com/what-does-an-executive-producer-do/>

Semester	Course Code	Title of the Course	Hours	Credits
3	25PVC3ES02A	Discipline Specific Elective - 2: Digital Filmmaking	4	3

Course Objectives
Recall the aesthetic process of film making.
Interpret the elements of composition and nuances of film making.
Learn how to translate a script into a film.
Connect various departments of film making.
Plan locations and equipment's of shooting a film.
Analysis the microphones, importance of sound tracks and aesthetics.

Unit I: DSLR and Video Camera (12 Hours)

Introduction to DSLR and Camera – Principles of videography- video recording systems – colour coding systems – Difference between Studio cameras and video cameras- video recording formats- Types of Video cameras.

Unit II: Composition (12 Hours)

Elements of Composition – Image size – Camera Shots, Movements and Camera angles – 5Cs of cinematography (Closeup, Camera angles, Continuity, Cut, Composition).

Unit III: Film Scripting (12 Hours)

Introduction to film script - Treatment- screenplay - Formats- narrative structures- protagonist and antagonist- adoption, Genres, Loglines and storyboard.

Unit IV: Production arrangement (12 Hours)

Film crew an over view- Various departments of film making – Stages of film production- Planning, proposals, Budgeting, Scheduling, Finding locations and equipment's, Role of Production Crew- Working with actors

Unit V: Audio Production (12 Hours)

Audio field production -sound nature and aesthetics - Microphones- Music- sound effects – Shooting with knowledge of editing- Research – Mini interviews.

Teaching Methodology	Chalk and talk, PPT, Animated Videos, Photographs
Assessment Methods	Presentation, Practical works, Print, Audio and Video creation

Books for Study:

1. Dechamma, S. C.C. (2010). *Cinemas of South India*, (1st Ed.). Oxford University, Press, UK.
2. Graham, N., & Jones. (1994). *Film and Television handbook*.

Books for Reference:

1. Sonja Schenk (2012). *The Digital Filmmaking Handbook*, First Edition, Cengage Learning, USA
2. Michael Hughes (2012). *Digital Filmmaking for Beginners*, First Edition, McGraw Hill, USA
3. Pete Shaner (2011). *Digital Filmmaking: An Introduction*, First Edition, Mercury Learning, UK
4. The 5 C's of Cinematography, Joseph V. Mascelli, Los Angeles, Silman James Press, 1965

Websites and eLearning Sources:

1. <https://www.creativescreenwriting.com/how-does-the-story-development-process-work/>
2. <https://journalism.university/writing-and-editing-for-print-media/>
3. <https://www.henryharvin.com/blog/why-is-editing-important-in-writing/>

CO No	CO-Statements	Cognitive Levels (K-levels)
	On successful completion of this course, students will be able to	
CO-1	Recall the aesthetic process of film making.	K1
CO-2	Interpret the elements of composition and nuances of film making.	K2
CO-3	Learn how to translate a script into a film.	K3
CO-4	Connect various departments of film making.	K4
CO-5	Plan locations and equipment's of shooting a film.	K5
CO-6	Analysis the microphones, importance of sound tracks and aesthetics.	K6

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25PVC3ES02A		Discipline Specific Elective - 2: Digital Filmmaking							4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	2	2	3	2	2	2	1	2.6
CO-2	3	3	3	2	2	3	2	2	2	2	2.5
CO-3	2	3	3	2	2	3	3	3	2	2	2.4
CO-4	3	3	3	2	2	2	3	3	2	1	2.2
CO-5	3	2	3	2	2	2	2	3	2	2	2.4
CO-6	3	2	2	3	2	2	2	3	2	2	2.3
Mean Overall Score											2.3
											High

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25PVC3ES02B	Discipline Specific Elective - 2: Strategic Communication for Social Change	4	3

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

UNIT I: Introduction to Participatory Media (12 Hours)

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

UNIT II: Pedagogy and Practice (12 Hours)

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

UNIT III: Media and Community Development (12 Hours)

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

UNIT IV: Documentary and social change (12 Hours)

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

UNIT V: Societal development (12 Hours)

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

Teaching Methodology	Lecture, PPTs, Field Work and organise participatory activity
Assessment Methods	Presentation, Practical works, Print, Audio and Video creation

Books for Study:

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

Books for References:

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

Websites and eLearning Sources:

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25PVC3ES02B		Discipline Specific Elective - 2: Strategic Communication for Social Change							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	3	2	3	2	2	2.5
CO2	2	3	2	2	2	3	2	2	3	2	2.3
CO3	3	2	2	3	2	3	3	2	1	2	2.3
CO4	3	2	2	2	2	3	3	2	1	2	2.2
CO5	3	3	2	2	2	3	3	3	1	2	2.4
CO6	3	2	2	3	2	2	3	3	2	2	2.4
Mean Overall Score										2.3 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
3	25PVC3RM01	Advanced Research Methods	4	2

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

UNIT I: Introduction to Research

(12 Hours)

Concept of research- meaning, definition and nature of research. Purpose of research Communication Importance of media research. Research Process.

UNIT II: Types of Research

(12 Hours)

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

UNIT III: Research Methods

(12 Hours)

Types of Research- Descriptive, Survey research, experimental and field research, panel research. Qualitative Research methods and its types, Quantitative Research Methods and its types.

UNIT IV: Research Tools

(12 Hours)

Questionnaire - Types of questions - construction of a questionnaire - Focus group - observation techniques; Measurement of variables: Scales - Attitude scales, Likert Scale. Sources of data - Types of data- Primary and secondary.

UNIT V: Data Analysis

(12 Hours)

Data classification, coding and tabulation - Hypothesis testing: chi-square, t- test, correlation techniques, Analysis of Variance; Thesis writing method- Use of SPSS.

Teaching Methodology	Lecture, PPTs, practical assignments and field work
Assessment Methods	Presentation, Practical works, Assignments, Mini Project

Books for Study:

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

Books for Reference:

1. Hasan, S. (2013). *Introduction to Mass Communication*, (2nd Ed.). CBS Publishers.
2. McQuail, D. *McQuail's Mass Communication Theory*, London/New Delhi.
3. Rose, G. (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials*.
4. Kothari, C.R. *Research Methodology - Methods & Techniques*, (2nd ED.). New Age International (P) Limited Publishers.

Websites and eLearning Sources:

1. <https://gradcoach.com/what-is-research-methodology/>
2. <https://www.educba.com/what-is-spss/>
3. <https://paperpile.com/g/what-is-research-methodology/>

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25PVC3RM01		Advanced Research Methods							4	2
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	3	3	2	2	2	2.4
CO2	2	2	3	2	2	3	2	2	2	2	2.2
CO3	3	2	2	2	2	2	2	3	3	2	2.3
CO4	3	3	2	2	2	2	3	2	2	2	2.3
CO5	2	2	2	2	2	3	2	3	3	2	2.3
CO6	3	2	2	3	2	2	2	3	2	2	2.3
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours / Week	Credits
3	25PVC3SL03	Self – Learning: Anchoring for Media Practice	-	1

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

UNIT I: Anchoring Basics

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

UNIT II: Voice and its functions

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

UNIT III: News Anchoring

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

UNIT IV: Voice grooming

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

UNIT V: Public Speaking and Reporting

Public Speaking: Showing how to hold an audience's attention - Demonstrating how to control body language and articulation - How to grab audience attention- How to conduct Live debate shows - Outdoor anchoring- Reporting techniques.

Teaching Methodology	Video lectures, PPT, Handouts, Study materials
Assessment Methods	Presentation, Practical works, Audio content creation

Books for Study:

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

Books for References:

1. Mill, J. *Introduction to Broadcast Voice*.
2. *The Art of Public Speaking*. McGraw-Hill.
3. *Biographies of distinguished Performers & Actors like ShreeramLagoo, Dada Kondke, Amitabh Bachchan*.

Websites and eLearning Sources

1. <https://egyankosh.ac.in/bitstream/123456789/57136/1/Unit%2010.pdf>
2. <https://www.mindler.com/blog/become-news-anchor/>

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
3	25PVC3SL03		Self – Learning: Anchoring for Media Practice							-	1
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	2	2	2	2	2	3	2.3
CO2	3	2	2	2	3	2	2	3	2	2	2.3
CO3	2	2	2	2	2	3	2	3	2	3	2.3
CO4	3	3	3	2	3	2	2	2	2	3	2.5
CO5	2	2	3	2	3	3	2	2	2	2	2.3
CO6	3	3	2	3	3	3	2	2	2	2	2.5
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25PVC4CC07	Core Course - 7: Corporate Communication	5	4

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

UNIT I: Introduction to Organization

(15 Hours)

Definition -Structure and characteristics of an organization- Management Hierarchy - Flow of communication in an organization - Organization culture: Intercultural and cross - cultural communication.

UNIT II: Corporate Communication

(15 Hours)

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

UNIT III: Role of Communication

(15 Hours)

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

UNIT IV: Role of Public relations

(15 Hours)

Public relations and various publics - internal and external - Public relations in Private and Public organizations- Public Relation tools -preparations and distributions of publicity materials to media - PR and crisis management- Ethics in Public relations

UNIT V: Media Management

(15 Hours)

Types of management, Advertising management, Digital marketing Management, Reputation and Brand building, Social media management.

Teaching Methodology	Lecture, PPTs, Field Work and Practical assignments
Assessment Methods	Seminar, Presentation, MCQ

Books for Study:

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

Books for References:

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

Websites and eLearning Sources:

1. <https://www.yourthoughtpartner.com/blog/internal-communications-team-structure>
2. [https://www.bestpracticeinstitute.org/images/research_references/research_77/Communication sD eptOrgStructures_BenchmarkReport%20\(1\).pdf](https://www.bestpracticeinstitute.org/images/research_references/research_77/Communication%20OrgStructures_BenchmarkReport%20(1).pdf)

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	25PVC4CC07		Core Course - 7: Corporate Communication							5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	3	2	2	2	1	2.3
CO2	3	2	3	3	2	3	2	2	2	1	2.3
CO3	3	3	3	3	2	3	3	3	2	1	2.6
CO4	3	2	3	2	2	3	3	3	2	1	2.4
CO5	3	2	3	3	2	3	3	3	2	1	2.5
CO6	3	2	2	3	2	3	2	3	2	2	2.4
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25PVC4CC08	Core Course - 8: Laws and Ethics for Media	5	4

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

UNIT I: Indian Constitution an overview (15 Hours)

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

UNIT II: Media Act (15 Hours)

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

UNIT III: Press Regulatory Bodies (15 Hours)

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

UNIT IV: Code and Ethics (15 Hours)

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

UNIT V: Ethical issues in digital media (15 Hours)

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

Teaching Methodology	Lecture, PPTs, Assignment to analyse case studies
Assessment Methods	Seminar, Presentation, MCQ, Group Work, Case study

Books for Study:

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

Books for Reference:

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

Websites and eLearning Sources:

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	25PVC4CC08		Core Course - 8: Laws and Ethics of Media							5	4
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	3	2	3	2	3	2	2	2.5
CO2	2	3	2	2	2	3	2	2	3	2	2.3
CO3	3	2	2	3	2	3	3	2	2	2	2.4
CO4	2	2	2	2	2	3	3	2	3	3	2.4
CO5	2	3	2	2	3	3	3	3	1	2	2.4
CO6	3	2	2	3	2	2	2	3	2	2	2.3
Mean Overall Score										2.4 (High)	

Semester	Course Code	Title of the Course	Hours/Weeks	Credits
4	25PVC4CP07	Core Practical – 7: Advertising Campaign	5	3

Course Objectives
To equip students with the introduction to advertising and its classification
To develop their skills to apply the technical knowledge of different media
To help students apply the various tools and techniques in creating innovative advertisements
To simplify the methods for creating advertising campaign for an effective reach
To interpret the essence of economic and social aspects of advertising on values and culture

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

UNIT I: Introduction to Advertising (15 Hours)

Advertising - Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers. Classification of advertising- Geographic, Media, Target audience and Functions.

UNIT II: Media in Advertising (15 Hours)

Traditional Media - Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media. New Age Media - Digital Media / Internet Advertising.

UNIT III: Creativity in Advertising (15 Hours)

Preparing print ads - Essentials of Copywriting, Copy Elements, Types, Layout- Principles, Illustration – Importance. Creating broadcast ads - Execution Styles, Jingles and Music – Importance, Concept of Storyboard.

UNIT IV: Planning Advertising Campaigns (15 Hours)

Advertising Campaign - Concept, Advertising Campaign Planning -Steps Determining advertising objectives - DAGMAR model. Advertising Budget. Media Planning- Concept, Process, Media Selection, Media Scheduling Strategies.

UNIT V: Economic & Social Aspects of Advertising (15 Hours)

Economic Aspects- Effect of advertising on consumer demand, monopoly and competition, Price. Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture.

List of Practical

Students are asked to choose any five topics

1. Product advertisement
2. Any three outdoor advertisements
3. Social media advertisement
4. Creation of jingles
5. Creation of radio advertisement
6. Product video advertisement
7. PSA Video advertisement
8. Print PSA advertisement
9. Advertisement reels
10. Institution / organization advertisement
11. Radio PSA
12. Promotional video for any event

Teaching Methodology	Chalk and talk, PPT, Animated Videos, Photographs
Assessment Methods	Presentation, Practical works, Print, Audio and Video creation

Books for Study:

1. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education

2. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.

Books for Reference:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson.
3. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
4. Advertising Principles and Practice, 2012 - Ruchi Gupta – S. Chand Publishing
5. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
6. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing

Websites and eLearning Sources:

1. <https://www.smartsheet.com/content/advertising-campaign-examples>
2. <https://www.sender.net/blog/advertising-campaign/>
3. <https://www.marketingtutor.net/advertising-campaign/>

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25PVC4CP08	Core Practical - 8: Research Dissertation	5	3

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

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

Books for Reference:

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

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25PVC4ES03A	Discipline Specific Elective - 3: Communication for Social Development	4	3

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

UNIT I: Concept of Development (12 Hours)

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

UNIT II: Sustainable Development (12 Hours)

Emergence of the concept of sustainable development- Principles of Sustainable Development- Sustainable Livelihood Framework- Health, Education and Empowerment of Women, Children, Youth, Non-Governmental Organizations.

UNIT III: Media and Environment (12 Hours)

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

UNIT IV: Societal development (12 Hours)

Mass Media as a tool for development - Creativity, role and performance of each media. Community media and participatory media -Cyber media and development: e-governance, e-chaupal. ICT for development - media literacy.

UNIT V: Sustainable growth (12 Hours)

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

Teaching Methodology	Lecture, PPTs, Practical assignments and field work
Assessment Methods	Seminar, Presentation, MCQ, Group Work, Case study, Workshop

Books for Study:

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

Books for Reference:

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

Websites and eLearning Sources:

1. <https://sdgs.un.org/goals>
2. <https://www.mdif.org/news/role-of-media-driving-change-sdgs/>

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	25PVC4ES03A		Discipline Specific Elective - 3: Communication for Social Development							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	2	2	3	3	3	3	2	2.6
CO2	3	3	3	2	2	3	3	3	3	2	2.7
CO3	3	3	2	3	2	3	3	3	3	2	2.7
CO4	3	3	3	3	2	3	3	3	2	2	2.7
CO5	3	3	3	2	2	3	3	3	3	2	2.7
CO6	3	2	3	3	2	2	3	3	3	2	2.6
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25PVC4ES03B	Discipline Specific Elective - 3: Event Management	4	3

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

UNIT I (12 Hours)

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

UNIT II (12 Hours)

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

UNIT III (12 Hours)

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

UNIT IV (12 Hours)

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

UNIT V (12 Hours)

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

Teaching Methodology	Lecture, PPTs, practical assignments
Assessment Methods	Seminar, Presentation, MCQ, Group Work

Books for Study:

1. Capell, I. (2013). *Event Management for Dummies*. John Wiley & Sons Publications. Unit I, II & III Chapter 1 (Pages 20 - 85)
2. Genadinik, A. (2105). *Event Planning - Management & Marketing for Successful*. CreateSpace Independent Publishing Platform.
UNIT- IV: Chapter 1, 2 and 5 (Pages 7-29, 53-65, 91-100).
UNIT- V: Chapter 8 (Pages- 149-164).

Books for Reference:

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

Websites and eLearning Sources:

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

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

Relationship Matrix											
Semester	Course Code		Title of the Course							Hours	Credits
4	25PVC4ES03B		Discipline Specific Elective - 3: Event Management							4	3
Course Outcomes	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	3	3	2	2	2	2	3	2	2.3
CO2	3	2	2	2	3	2	3	3	3	2	2.5
CO3	3	2	2	2	2	2	3	3	3	2	2.4
CO4	3	2	3	2	2	3	3	2	2	3	2.5
CO5	3	2	2	2	2	3	3	3	2	2	2.4
CO6	3	2	3	3	2	2	3	3	3	2	2.6
Mean Overall Score										2.5 (High)	

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	24PVC4PW01	Project work and Viva Voce	6	3

- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- Plan and implement her project
- Conduct research related to her topic
- Present her project for evaluation by media professionals.
- Viva voce will complete the process of evaluation. Outcome: Produce an innovative work in his/her area of specialization under the mentorship of a faculty member.

Semester	Course Code	Title of the Course	Hours/Week	Credits
4	25PVC4CE01	Comprehensive Examination	-	2

UNIT I: DYNAMICS OF COMMUNICATION

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

UNIT II: GLOBAL AND INDIAN CINEMA

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

UNIT III: WRITING AND EDITING FOR MEDIA

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

UNIT IV: COMMUNICATION RESEARCH

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

UNIT V: LAWS AND ETHICS FOR MEDIA

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