

**M. A. Journalism and Mass Communication**

Syllabus

SCHOOL OF DISTANCE EDUCATION

**OPEN AND DISTANCE LEARNING**

**2023– 2024onwards**



**BHARATHIARUNIVERSITY**

**AStateUniversity,Accreditedwith“A++”Gradeby NAACRanked21stamongIndianUniversitiesby MHRD-NIRF**

**Coimbatore-641 046, TamilNadu,India**





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| **ProgramEducationalObjectives(PEOs)** |
| The **M.A. Journalism and Mass Communication** program describe accomplishments thatgraduates are expected toattain within fiveto seven yearsafter graduation |
| Applyandadvancetheknowledgeand skillsacquiredtobecome acreativeprofessionalin theirchosen field. |
| Developmanagementskillsandentrepreneurialskillsbyharnessingcorecompetenciestempered by values and ethics. |
| Thegraduateswillhaveeffectivecommunicationskill,teamspirits,ethicalprinciplesanddesireforlifelonglearningandcreativeskillstosucceedintheir professionalcareer. |
| Thegraduateswillbetechnicallycompetent toexcelinMediaindustryandtopursuehigherstudies. |
| Thegraduateswillpossesstheskillstodevelopeconomicallyandtechnicallyusing the knowledgeto ensuretheirown department in industry. |



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| **ProgramSpecificOutcomes(PSOs)** |
| After the successful completion of**M.A. Journalism and Mass Communication** program,thestudents areexpectedto |
| Understandandmakeuseofthe natureandbasicconceptsof print,electronicandnewmedia productions. |
| Rememberingthetechniqueusedtoproducefilms,design,photograph,illustrationand animation. |
| Interpretandapplythetheoryofcommunicationanddemonstrateinmedia. |
| GainInformationCommunicationTechnologies(ICTs)skillsanddigitalcompetency. |
| Designmediacontentwithprofessionalethicsandsocialresponsibilitytomeetthe demands of media environment at various levels including regional, national andglobal. |



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| **ProgramOutcomes(POs)** | |
| Onsuccessfulcompletionofthe**M.A.Journalism andMassCommunication**program | |
| To develop the ability to use critical, analytical, and deep in thought thinking andanalysis in visual communication. An ability to think laterally and vertically withcreative approach. |
| To provide adequate basic understanding about Media Education among thestudents and to develop language abilities of students to inculcate writing skills andBusinesscorrespondence. |
| Explore media, communication and dissemination techniques for reporting andeditingvia written, oral and visual media. |
| Understanding of and ability develop strategies for planning, producing, anddisseminatingvisual communications. |
| Togainknowledgeandself-confidenceinthedistributionofproject/researchoutputsin thefieldsof Media Arts, Design,and Visual Effects. |

**SCHOOL OF DISTANCE EDUCATION**

## BHARATHIAR UNIVERSITY, COIMBATORE-641 046

OPEN AND DISTANCE LEARNING PROGRAMME (ODL)

## M.A. Journalism and Mass CommunicationCurriculum

*(Forthe studentsadmitted duringthe academicyear2023–24 onwards)*

**SCHEME OF EXAMINATIONS**

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| **Titleof theCourse** | **Credits** | **MaximumMarks** | | |
| **CIA** | **ESE** | **Total** |
| **FIRSTSEMESTER** |  |  |  |  |
| Introduction toCommunication | 4 | 25 | 75 | 100 |
| Reporting | 4 | 25 | 75 | 100 |
| Editing | 4 | 25 | 75 | 100 |
| MediaHistory,LawsandEthics | 4 | 25 | 75 | 100 |
| MediaManagementandPublicRelations | 4 | 25 | 75 | 100 |
| Practical – I : PrintProduction | - | - | - | - |
| Elective–I: Graphic Design | 4 | 25 | 75 | 100 |
| **SECONDSEMESTER** |  |  |  |  |
| Advertising | 4 | 25 | 75 | 100 |
| BroadcastJournalism | 4 | 25 | 75 | 100 |
| Print ProductionTechnologies | 4 | 25 | 75 | 100 |
| Theories ofCommunication | 4 | 25 | 75 | 100 |
| Practical–IPrintProduction | 4 | 40 | 60 | 100 |
| Practical– IIAdvertising | 4 | 40 | 60 | 100 |
| Elective II: Web Designing Principles and Techniques | 4 | 25 | 75 | 100 |
| **THIRDSEMESTER** |  |  |  |  |
| Film studies andPhotography | 4 | 25 | 75 | 100 |
| MassMediaResearchMethods | 4 | 25 | 75 | 100 |
| DevelopmentCommunication | 4 | 25 | 75 | 100 |
| MarketingCommunication | 4 | 25 | 75 | 100 |
| Practical –IIIPhotographyandVideoProduction | - | - | - | - |
| Elective–III: | 4 | 25 | 75 | 100 |

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| **FOURTHSEMESTER** |  |  |  |  |
| Practical –IIIPhotographyandVideoProduction | 4 | 40 | 60 | 100 |
| Internship  (Report 80% and Viva20%) | 4 | 25 | 75 | 100 |
| ProjectWork&VivaVoce  (Project120 &Viva30) | 6 | - | - | 150 |
| Elective–IVTheory/Practical | 4 | - | - | 100\* |
| **Grand Total** | **90** |  |  | **2250** |

## (\*Includes25 /40%CIAMarkfortheoryandpracticalpapers)

#**Electives:**

## ListofGroup ElectivePapers:

(CollegescanchooseanyoneoftheGroupPapers asElectives)

## GROUP-A

* 1. IntroductiontoGraphicDesign
  2. GraphicandAnimation
  3. WebDesigningPrinciplesandTechniques
  4. GraphicandAnimationandWebDesigning(Practical)

## GROUP-B

* 1. ConsumerBehavior
  2. MediaPlanning
  3. Convergenceadvertising
  4. Marketresearch(Paper)

## GROUP-C

1. Scripting
2. Direction
3. Cinematography
4. FilmProduction(Practical)



FirstSemester



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| **CourseCode** | | **SEMESTER IPAPERI**  **INTRODUCTIONTOCOMMUNICATION** | |  |
| **Pre-requisite** | | **Basicunderstandingofreal-lifesituationsindifferentforms of communication** | |
| **CourseObjectives:** | | | | |
| Themain objectivesof thiscourseare:   1. Tounderstandthe functionsand natureofthevarioustypes ofcommunication. 2. Togive thebasicunderstanding of thecommunication models. 3. ToorientthestudentsontheemergenceofNewMediaandtheevolvingtrendsinDigitalMedia. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | |
| ToRememberandunderstand thevarious forms ofcommunication. | | | | | |
| ToUnderstand the functions andnatureof thevarious typesof communication | | | | | |
| ToApplythecommunicationconceptsinday-to-daylife. | | | | | |
| ToAnalyzetheglobalmediacontentwhich affecttheculturalchanges. | | | | | |
| ToDeveloptheir Communicationskills andknowledgeonthe subjectlearnt | | | | | |
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| **Unit:1** | **COMMUNICATION** | | |  |
| Definitions, scope, forms and purpose; Types of Communication – Interpersonal, Intra personal,Mass,Organizational,Verbal,Non-verbal,PoliticalCommunication;NewCommunicationtechnologiesand the emerging trend: global and Indian context. | | | | |
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| **Unit:2** | **PROCESSOFCOMMUNICATION** | | |  |
| Source, Massage, Channel, Receiver, Feedback, Encoder, Decoder, Noise in communication –types of noise- Basic ModelsinCommunication- conceptof Gate keeping:Gate keepers inmass media. | | | | |
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| **Unit:3** | **LANGUAGEANDCOMMUNICATION** | |  | |
| Importanceanduseoflanguage,Psychologyoflanguage,LanguageandSemantics:Denotative, Connotative, Contextual, Structural meanings; semiotics; Language as a barrier inmulti-lingualsocietiesandcrosscultural communication–translation-problems andsolutions. | | | | |
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| **Unit:4** | **COMMUNICATION SYSTEMS IN INDIANCONTEXT** | |  | |
| Interpersonal and group networks – New media situation and its Socio, Economic, Political andCultural implications. Public and private ownership; media conglomeration - Social, Economic,Political and Cultural factors and their influence on communication Systems – media and PublicOpinionprocess. Communication policies, issuesand Futuredevelopments. | | | | |
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| **Unit:5** | **MASSCOMMUNICATION** | |  | |



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| Characteristics;Massmedia–Growth,Newmediacontext,access,controlanduse.FunctionsofMasscommunication–information,educationandentertainment,SocialNorm,Statusconferral,Privatization,Monopolization,Canalization,Inoculation,MasssocietyandMassculture.-Dysfunctions:stereotyping,culturalalienation,impactonchildren;Regulatorymechanism:government, professionalbodies andcitizen groups. | |
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| **TextBook(s)** | |
| 1 | “MassCommunication:Anintroduction”,Bittner,John.Prentice-Hall,NewJersey.1980. |
| 2 | “Humancommunication”,Bugoonetal,3rdEdn.,Sage, NewDelhi,1994. |
| 3 | “TaxonomyofConceptsinCommunication”,Blake&Haroldsen,HastingHouse,NY.1979. |
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| **ReferenceBooks** | |
| 1 | “CommunicationModels.Mcquail”,DennisandWindahl,Sven.Longman, London.1981. |
| 2 | “India’sCommunicationRevolution”,Singhal&Rogers,Sage,NewDelhi.2001. |
| 3 | “ThedynamicsofMassCommunication”.Dominick,Joseph.McGrawHill,1993. |
| 4 | “Mediatowards21st Century”,KM.Srivastava,SterlingP ub.NewDelhi.1998. |
| 5 | “MediaandGlobalisation”.Rantanen,Terhi.Sage,London.2005. |



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| **CourseCode** | | **SEMESTER IPAPER IIREPORTING** | |  |
| **Pre-requisite** | | **Aflairforwritingis desirabletocreatecontent fornewspaperaudiences** | |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis courseare:   1. Togain knowledgeon thevariousconcepts and classification ofprint journalism. 2. Toacquaintwithdifferentnewsagenciesandnewsgathering techniques. 3. Todevelop skillsin writing,editingand proofreading ofnews story. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthe course,studentwill beable: | | | | |
| ToUnderstandtheknowledge onhowtoidentifyanews story. | | | | | |
| ToApplythe varioustypesof newssources forwritingnews. | | | | | |
| ToAnalyzetheglobalmediacontent whichaffecttheculturalchange | | | | | |
| ToEvaluate thebasicsofnewswritingskills. | | | | | |
| ToDeveloptheirvocabularyandlanguageproficiency. | | | | | |
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| **Unit:1** | **NEWSPAPERORGANIZATION** | | |  |
| Newspaper organization: structure – Reporting section: Chief Reporter, Correspondents andreporters.Duties,responsibilities,rightsandprivileges–Objectivity,editorialfreedomvs.newspaper’s policies and objectives. Trends in reporting: Interpretative andInvestigative–Freelancing. | | | | |
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| **Unit:2** | **WRITINGNEWSREPORT** | | |  |
| Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types oflead; body of the story; attribution, objectivity; Interviews\_ types, techniques, preparation andwritinginterviewstory. | | | | |
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| **Unit:3** | **REPORTINGGOVERNMENTANDOTHERAGENCIES** | |  | |
| Central, State and Local Governments, Rural reporting –Beats and Special Coverages. Coveringessential services Communications, Transport, Education, and Health etc.- sources of news -PressConference: Preparation, Handout, and Pressrelease. | | | | |
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| **Unit:4** | **REPORTINGLEGISLATURE** | |  | |
| Proceedings,PowersandPrivilegesoftheHouse.Responsibilitiesofthepress.ReportingJudiciary: Powers and Privileges of the Court – Precautions in reporting. Crime Reporting:Sourceofnews,procedure,reportingstyle,precautionsincrimereporting,problemsandhazards;Covering publicmeetings and speeches:dos and don’ts. | | | | |
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| **Unit:5** | **SPORTSREPORTING** | |  | |
| SportsReporting:WritingStyle,Languageuse,Sportsterms,Useofpictures.ScienceReporting,FinancialReporting.Features:Types,Characteristics,Styles,SubjectsandScope. | | | | |



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| WritingReviews:Book,Film:ProcedureandStyle. | |
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| **TextBook(s)** | |
| 1 | “NewsReportingandWriting”,Mencher,Melvin. MCGrawHill,NY.2003 |
| 2 | “TheCompleteReporter”, (4thed.).Harris,Julianet.Al.,Macmillian,NY. 1981. |
| 3 | “InterpretativeReporting”, (7thEdn).CurtisMacdougall.Macmillian,NY.1977 |
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| **ReferenceBooks** | |
| 1 | “ReportingforthePrintmedia”.(2nded).;Fedler,Fred.Harcout,BruceJovanovichInc.,NY.1979 |
| 2 | “NewsReportingandWriting”.(9thed).Mencher,Melvin.McGrawHill,NY.2003. |
| 3 | “Professional Journalism”MVKamath,VikasPub. NewDelhi .1980. |
| 4 | “ProfessionalJournalism”JanNakemulderetal.AnmolPub.NewDelhi,1998 |
| 5 | “JournalismToday” .NavinChandra&Chaughan,Kanishka Pub.NewDelhi.1997 |



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| **CourseCode** | | **SEMESTER IPAPER IIIEDITING** | |  | |
| **Pre-requisite** | | **Aflairforwritingisprudenttogeneratecreativecontentsfortheprint media** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Todescribevarioustypesof newsstoriessuchashard news andsoft news. 2. Tooutlinethelayoutanddesignofnewspaperandmagazine. 3. Toexplainthelegal and ethicalaspectsof newsreportingandediting. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| To Understand the news gathering techniques of reporting pertaining to differentmedia. | | | | |
| ToUnderstandtheNews Valuesandeditorialpolicy. | | | | |
| ToApply theknowledgewith regardto thedifferenttypesofheadlinewriting. | | | | |
| To Remember the different types of editing symbols used in news and editingtechniques. | | | | |
| ToDevelopthecontent writingandeditingskills. | | | | |
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| **Unit:1** | **ORGANIZATION OF EDITORIAL DEPARTMENT INANEWSPAPER** | | |  | |
| Functions of editorial department; duties, responsibilities and qualifications of editorial staff:Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors;Copydesk functions , path of acopy, morgue | | | | | |
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| **Unit:2** | **PRINCIPLESOFEDITING** | | |  | |
| Editorial space – news value - copy fitting, checking facts, continuity; paragraphing, grammar,punctuation, taste, style, spelling etc; Rewriting. Headlines: Importance, functions of headlines,typography and style, language, types of headlines; readability and legibility. Picture editing:Importance of pictures, selection of news pictures, cutlines, cropping methods. Style sheet /manual. | | | | | |
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| **Unit:3** | **NEWSAGENCIES** | |  | | |
| Structure and functioning of news agencies – agency services : subscription procedure, cost anduse; Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI. Wire editing: news selection ,Problemsof Translation. | | | | | |
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| **Unit:4** | **OPINIONPAGE** | |  | | |
| Editorial writing: Purpose, Types of editorials, subjects, editorial policy, influencing factors,editorialwritersandeditorialfreedom.EditorialBoard:constitution,responsibilitiesandfunctionsof editorial board;ombudsman-Reviewofnewspaper editorials | | | | | |
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| **Unit:5** | **EDITORIAL** | |  | | |
| Profiles,Guestcolumns,Letterstotheeditor,Syndicatedcolumns,Sponsoredcolumns. | | | | | |



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| Columnists–advertisements-newspaperlayoutanddesign.Reviewofeditorialpageofnewspapers.  (Note:Regularpracticalexercisesandworkshopsineditingusingtheappropriatesoftwarestobeconducted.) | |
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| **TextBook(s)** | |
| 1 | “NewspapersHandbook” (3rded.)Keeble,Richard.Routledge,London.2001. |
| 2 | “NewsEditing intheoryand practice”Banerji, Bagchi& Co., NewDelhi.1992. |
| 3 | “Artofediting”Baskette&Sissors,MacMillian,NY,1977. |
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| **ReferenceBooks** | |
| 1 | EditorialThinkingandWriting‟..Bush,Chilton.Greenwood press,Connecticut.1970. |
| 2 | NewspaperOrganisationandManagement‟(5thed.).Williamson,Herbert.IowaStateUniv.1978. |
| 3 | Editorialandpersuasivewriting‟.HarryStonecipher,HastingHouse,NY,1979. |
| 4 | ArtofEditing‟.ManoharPuri.PragaPub.NewDelhi.2006. |
| 5 | ChicagoManual ofStyle‟.(14thEd).Prentice Hall ,New Delhi,1996. |
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| **CourseCode** | | **SEMESTER IPAPERIV**  **MEDIAHISTORY, LAWS ANDETHICS** | |  | |
| **Pre-requisite** | | **A basic knowledge on the roles and powers as acitizen needed in order to comprehend thechallengesandissuesfacedinMediaIndustry** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Toimpartknowledgeonthe understandingof Media Ethics. 2. Toprovideknowledgeaboutmedia,democracyandpresscouncil. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRemembertherolesand responsibilitiesofthePress. | | | | |
| ToUnderstandthe conceptofFreedom ofPressanditslimitations. | | | | |
| ToAnalyzethe editorialpolicyand agendasettingbyvariousmedia. | | | | |
| ToEvaluatethevarioussources ofnewsand news values. | | | | |
| ToEvaluatetherolesand powersofpresscouncil of Indiaandadvertisingstandards. | | | | |
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| **Unit:1** | **WORLDPRESS** | | |  | |
| A brief comparative account of the press systems in the USA, UK, Japan and China: Leadingdailies and news agencies – ownership pattern – newspaper design and format – content andstyle– new technologiesand developments. | | | | | |
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| **Unit:2** | **INDIANPRESS** | | |  | |
| Pre-Independence Press in India: Early Newspapers, Indian languages journals, growth of Tamilpress,Vernacularpressact1878,RajaramMohanRoy,IndianNationalCongress,Swedesamitran,India,News Agency, GandhiasaJournalist. | | | | | |
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| **Unit:3** | **CHARACTERISTICSOFTHEENGLISHPRESS** | |  | | |
| TimesofIndia,TheTribune,Patriot,HindustanTimes,theHindu,TheIndianExpressandDeccanHerald.Pressafterindependence;NewsAgencies,PressCommissions;Tamilpress:  Leading Tamil dailies and magazines, Status, ownership, circulation, editorial content , style anddesign. | | | | | |
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| **Unit:4** | **PRESSLAWS** | |  | | |
| National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the pressand Reasonable Restrictions; Defamation, Sedition, Obscenity,Incitement of violence, Pressand registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956,and 1958.; wage board for journalists ; Contempt of court act 1971. The newspaper (Price &Page)Act 1971. Right to information Bill. | | | | | |
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| **Unit:5** | | **FOURTHESTATE** |  |
| Pressasfourthestate,pressandsociety,professionalcodeofethics,violations(cases),Influencing factors, self-regulation; Press council: powers and responsibilities; other agenciesregulating the press, problems. Debate on entry of foreign press in India; future developmentsandissues. | | | |
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| **TextBook(s)** | | | |
| 1 | Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed).Longman, New York,1991. „ | | |
| 2 | PressandPublic:whoreadswhatwhenwhereand whyinAmericannewspapers‟.Bogart,Leoetal.  LawrenceErlbaum Associates,NewJersey.1981. | | |
| 3 | MarchofJournalism‟.Herd.Greenwoodpress,Connecticut,1976 | | |
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| **ReferenceBooks** | | | |
| 1 | PopularmediainChina‟.C.Chu.Univ.PressofHawaii,Honolulu.1978. | | |
| 2 | ThePress andBroadcastinginBritain: JamesCurran&Seaton,FontanaPaper Backs,UK.1981. | | |
| 3 | CharacteristicofJapanesePress‟.SusumuEjiri,NihonShinbunKyokai.1972. | | |
| 4 | PressCommissionreports‟.Govt.ofIndiaPress. | | |
| 5 | Press,politicsandpublicopinioninIndia„BMSankhder,DeepPub. NewDelhi,1984. | | |



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| **CourseCode** | | **SEMESTER IPAPERV**  **MEDIAMANAGEMENTANDPUBLICRELATIONS** | |  | |
| **Pre-requisite** | | **An ability to understand the media audiencesand to create content based on the Internal andExternalpublics**. | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Tounderstandthe perception ofmediamanagement. 2. Toenable thestudents togain theskills in PR. 3. ToenhancestudentswithunderstandingofMedia ManagementSkills. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion of thecourse,student willbe able: | | | | | |
| ToRememberthe structureand ownershippattern of mediaindustries. | | | | |
| ToUnderstandthebarrierspertainingtomanagementskills. | | | | |
| ToApply thehiring process inthe media organizationusing suitablestrategies. | | | | |
| ToAnalyzetheknowledge with regardto the processof newsroom management. | | | | |
| ToEvaluatetheprintmedia managementtechniques. | | | | |
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| **Unit:1** | **MEDIACORPORATES** | | |  | |
| Media Corporates: manufacturing of messages, Characteristics of media companies, Structureand ownership of media industries; Media audiences, Media credibility, Media responsibilities,Publicperception of media. | | | | | |
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| **Unit:2** | **MEDIAAS PRODUCTS** | | |  | |
| Planning and decision making process: goal setting, strategy, action plan. Organizing workflow,elements, functions, forms, and innovation. Budget process; Marketing: marketing mix, productlifecycle,marketanalysis,productdevelopment,productionandpricing,distribution,promotionstrategy: legal issues. | | | | | |
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| **Unit:3** | **PUBLICRELATIONS** | |  | | |
| Definitions,elementsofPR,evolutionofPR,PRasaprofession,Functions:publicopinion,propaganda,and publicity.PR practicein globaland Indian context-PRfirms inIndia. | | | | | |
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| **Unit:4** | **TOOLSOF PR** | |  | | |
| Mass media, ICT, press conference, press kits, exhibition, out door media, house journal, specialevents, advertising. PR publics: Employees, shareholders, consumers, community, government,media.PRcampaign:process,elements,research.Casestudiesandexercisesincampaignpreparation. | | | | | |
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| **Unit:5** | | **PRINPRIVATEANDPUBLICSECTORS** |  |
| PR in private and public sectors, educational institutions and in Government – a critical review.PR policies, professional organizations in PR , code of ethics – Future developments – Casestudies. | | | |
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| **TextBook(s)** | | | |
| 1 | Managingmediaorganisations‟,JohnLavine andWackman,Longman,NY.1988. | | |
| 2 | Newspaperorganizationandmanagement‟,Williams,IowaStateuniversitypress,1978. | | |
| 3 | MediamanagementinIndia‟DibakarPanigrahy,&Biswasroy,Kanishkapub,NewDelhi1993. | | |
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| **ReferenceBooks** | | | |
| 1 | Managementconceptsandpractices‟TimHannagan,Macmillan,1995. | | |
| 2 | Essentialsofmanagement‟.Koontz&Weihrich, TataMcGrawHill.1990. | | |
| 3 | EffectivePublicRelations‟.Cutlipetal.,PrenticeHall,NewJersey,1982. | | |
| 4 | HandbookofPublicRelations‟.Stephenson,Howard.McGrawHillPub.,Illinois.1971. | | |
| 5 | PracticalPublicRelations‟,AnilBasu | | |



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| **CourseCode** | | **SEMESTERIPRACTICAL–I-PRINTPRODUCTION** |  | |
| **Pre-requisite** | | **Anabilitytovisualizeandperceiveconceptsbecomes fundamental in producinguniquedesigningoutputs** |
| **CourseObjectives:** | | | | |
| Themain objectivesof thiscourseare:   1. Toenablethestudentstogainvisualaestheticsand perceptioninprintproduction. 2. Togainvariousskillsneededfordesigning. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | |
| ToUnderstand thebasicsofgraphics designforprintindustry. | | | | | |
| ToApply colour combinations in various designs. | | | | | |
| ToApplyvarious colours,Tone,Balance andProportionin designing. | | | | | |
| ToCreatedifferentlayoutsformagazines andnewspapers. | | | | | |
| ToCreate logosforvariousneeds. | | | | | |
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|  | **LISTOFPRACTICALS** | | |  |
| **INewspaperProduction**   1. Designanewspaperpagewith **formalbalance.** 2. Designanewspaperpagewith **informalbalance.** 3. Designanewspaperpageemphasizing**contrast**inshape,size,coloretc., 4. Designanewspaperpageemphasizing**proportion** ofshape,sizeetc., 5. Designanewspaperpageemphasizing**texture**. 6. Designanewspaper pageemphasizing **harmony**. 7. Designthe**frontpage**ofanewspaper 8. Designthe**specialpage**ofanewspaper (eg.Editorialpage,sportspage,etc.) | | | | |
| **IIMagazineProduction**   1. Designfewpages(notless thaneightsides)of a**generalmagazine**. 2. Designfewpages(not lessthaneight sides)of a**sportsmagazine.** 3. Designfewpages (notless thaneight sides)ofa **cinema magazine.** 4. Designfewpages(not lessthaneight sides)of a**women’smagazine.** 5. Designfewpages(notlessthaneight sides)of a **children’smagazine.** 6. Designfewpages(notless thaneightsides)ofan**investigativemagazine.** 7. Designfewpages(not lessthaneight sides)of a **special interestmagazine.**   (Note:Questionsforthecomprehensivepracticalexaminationshouldcoverbothcategoriesoftheprint medium as given abovedistributed equally) | | | | |



SecondSemester



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| **CourseCode** | | **SEMESTER IIPAPER VIADVERTISING** | |  |
| **Pre-requisite** | | **A thorough understanding on the consumerbehavior and attitude is highly essential inorder to design innovative products based onadvertisingtechniquesandstrategies** | |
| **CourseObjectives:** | | | | |
| Themain objectivesof thiscourseare:   1. Togivethem thebasicknowledgerequiredpertaining to advertisingand Adagency. 2. TohelpthemtocreateAdvertisementsethically. 3. Togivethem therequiredinputs toanalyzeandevaluatetheadcontent. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completion of thecourse, student will beable: | | | | |
| ToRememberandUnderstandthefoundationsof advertising. | | | | |
| ToUnderstandthetypes ofadvertisingandApply theknowledgeforadcontentcreation. | | | | |
| To Understand the structure of ad agency that would help them to establish anagency. | | | | |
| ToAnalyzethe advertisementsandevaluateitseffectiveness. | | | | |
| To Understand the ethical responsibility of advertisers in order to create thecontentaccordingly. | | | | |
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| **Unit:1** | **EFFECTS OF ADVERTISING** | | |  |
| Marketing Mix , Status of Advertising industry in India, Socio economic effects of Advertising,AdvertisinginGlobalmarketingcontext;Leadingadvertisers(nationalandinternational);Advertisingtheories: Hierarchy of needs, Stimulus-Responsetheory | | | | |
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| **Unit:2** | **TYPESOFADVERTISING** | | |  |
| Consumer,industrial,Corporate,Cooperative,Retail,Farm,Comparative,Publicservice,Life-styleand Trade. Strategies, meritsand demerits; Critical analysis ofads. | | | | |
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| **Unit:3** | **ADVERTISINGAGENCY** | |  | |
| Structure and functions, Types of Agencies , Agency selection, Advertiser- Agency –Mediarelationship,ProfilesofleadinginternationalandIndianAgencies,diversificationsandspecializations, professional challengesand requirements. | | | | |
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| **Unit:4** | **ADVERTISINGFORMS** | |  | |
| Ad. Production:Copy:copyplatform, copyformat,elements,appeals,visualsandother creative | | | | |



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| elements.Techniquesofprintad.Production.Audiovisualcommercials:procedureandtechniques.Media:Print,electronic,outdoorandnewmedia:characteristics,costandeffectiveness.Mediaplanning strategyandmethods. Casestudyof printads andcommercials. | | | |
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| **Unit:5** | | **RESEARCH** |  |
| Measuring advertising effectiveness- Pre and post test, Research methods and techniques, Mediaand Market research. Cross-cultural and Lifestyle research, Trends in Advertising research inIndia. Professional Bodies: Advertising Agencies Association, Advertising Standards Council,Press Council. Professional Ethics, issues and problems; Global marketing and advertising infuture.  (Practical for production of print advertisements, Radio and TV Commercials will be conductedregularlyand thesame will be evaluated.) | | | |
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| **TextBook(s)** | | | |
| 1 | FundamentalsofAdvertising‟,OttoKleppner,PrenticeHall,NewJersey,1980. | | |
| 2 | Ogilvyonadvertising‟. DavidOgilvy. | | |
| 3 | ThePracticeofAdvertising‟3rdFdn.NormanHart,Heinemann Pub.London.1990 | | |
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| **ReferenceBooks** | | | |
| 1 | GlobalMarketingandadvertising:UnderstandingCulturalparadoxes‟MariekedeMooij,Sage,New Delhi, 1998. | | |
| 2 | Advertisingworldwide‟(2ndEdn).MariekedeMooij,PrenticeHall,UK.1994. | | |
| 3 | PromotionalCulture:Advertising,Ideology,SymbolicExpression‟,AndrewWernick,Sage,London, 1994 | | |
| 4 | Brandpositioning‟.SenGupta,TataMcGrawHill.NewDelhi.1990 | | |
| 5 | AdvertisingManagement conceptsand cases‟M. Mohan,TataMcGrawHill,1989. | | |



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| **CourseCode** | | **SEMESTER IIPAPERVII**  **BROADCASTJOURNLISM** | |  | |
| **Pre-requisite** | | **Possessing the talent of exploring sounds alongwith visualization is the key to handle thiscommercialcomponent/visual treat** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Tounderstandthecharacteristicsofprintandelectronicmedia. 2. Tohelpthemanalyzethe contentfornewmedia. 3. Toimpart knowledgeonthe varioustypes ofbroadcasting mediaandits functions. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToUnderstandthenatureandcharacteristicsofprintmedia. | | | | |
| ToAnalyzethecharacteristicsofelectronicmedium. | | | | |
| ToAnalyzethe globalmediacontent. | | | | |
| ToAnalyzethefinancialimplicationofproducingacontentfor commercialbroadcasting. | | | | |
| ToEvaluatetheprocessofcasting,pre-scoringandpost-scoringprocess. | | | | |
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| **Unit:1** | **INTRODUCTIONTORADIO** | | |  | |
| Radio – a brief history of broadcasting in India, Nature and characteristics of the medium,Broadcastingpolicy,Objectives,Roleofradioindevelopment,RecommendationsofCommittees and Working groups– Vidyalankar, Chanda,Joshi andVerghese Committees.PrasarBharathi Bill, Autonomy and Futureof Radio. | | | | | |
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| **Unit:2** | **FUNCTIONSOFRADIO** | | |  | |
| Radiostation–structureandfunctioning,Personnel–responsibilities,Radioprogrammeproductionprocess–studiofacilities,tapes.Writingfor radio–principlesandguidelines.Recording,Editing–methodsandtechniques.Programmeformatsforgeneralandspecialaudiences,productionof news,interviews,featuresanddocumentaries,Listenershipsurveys. | | | | | |
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| **Unit:3** | **INTRODUCTIONTOTELEVISION** | |  | | |
| Television: Nature and Characteristics of the medium, Development of TV network in India, TVas a social and cultural force, TV and national development – SITE, INSAT; Policies andProgrammesofDoordarshan,SatelliteTVandCablenetworks;Committeesandrecommendations. | | | | | |
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| **Unit:4** | **TELEVISIONSTATION** | |  | | |
| Television station – structure and functioning; Planning and production of TV programmes: preproduction process – camera, film formats, lenses, shots, lighting principles and techniques,types of sound, audiocontrol, writing for TV;Post production process:sequence, structure,typesoftransition,filmeditingmethodsandtechniques,soundandgraphics;Productionof | | | | | |



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| news,features,interviewsandotherprogrammes;Sponsoredprogrammes,commercials,educationalbroadcast. | | | |
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| **Unit:5** | | **SOCIALANDCULTURALIMPACTS** |  |
| SocialandculturalimpactofforeignTVnetworks,needforpolicyframework,factorsinfluencingmediaenvironment,futureofpublicbroadcastinginIndia,audienceresearch,researchmethods and techniques, trends in audienceresearch. | | | |
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| **TextBook(s)** | | | |
| 1 | RadioandTVJournalism‟byShrivastava.K.M.,SteringPub.,1989. | | |
| 2 | TelevisioninIndia‟byA.N. Acharya,ManasPublications,NewDelhi,1987. | | |
| 3 | ThestoryofMassmedia‟byGurmeetSinghMann.Harnampub., NewDelhi,1987 | | |
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| **ReferenceBooks** | | | |
| 1 | ProfessionalBroadcasting:abriefintroduction‟byJohnBittner,PrenticeHall,1981. | | |
| 2 | WritingforTelevision,radioandNewmedia.(8thed.)Hilliart,Robert.WadsworthPub.Belmont.2004.. | | |
| 3 | Broadcast news writing, Reporting and producing.(4th ed.). White, Ted. Focal Press, Oxford,2006 | | |
| 4 | DirectingTelevisionandFilm‟(2ndedn.)byAlanArmer,WadsworthPub.,California,1990. | | |
| 5 | Broadcast Journalism: Techniques of radio and television news‟ (4th edn.) by Andrew Boyd,FocalPress, 1997. | | |



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| **CourseCode** | | **SEMESTER IIPAPERVIII**  **PRINTPRODUCTIONTECHNOLOGIES** | |  |
| **Pre-requisite** | | **Anabilitytovisualizeandperceiveconceptsbecomes fundamental in producinguniquedesigningoutputs** | |
| **CourseObjectives:** | | | | |
| Themain objectivesof thiscourseare:   1. Tounderstandthevisualaestheticsandperceptionindesignand package. 2. Toenablethestudentstogain skillsonthefundamentalsofdesigning. | | | | |
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| **Expected CourseOutcomes:** | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | |
| ToUnderstandthe knowledgepertaining to designingin printmedia. | | | | | |
| ToAnalyzethelayoutdesign ofNewspapersandMagazines. | | | | | |
| ToEvaluatetheoverallfunctionsofprintingtechnologies. | | | | | |
| ToUnderstand theprocess andtechniques in Desktop Publishing. | | | | | |
| ToDevelopdesigning skills pertainingto printmedia | | | | | |
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| **Unit:1** | **PRINTINGBASICS** | | |  |
| History of printing, basic principles of graphic reproduction processes; Typography: type face,type body, measurement techniques, type classification, characteristics of different type styles,identificationoftypes;Spacing:importance,techniques,spacingmaterials,pointsystem;Elements ofgood typography. | | | | |
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| **Unit:2** | **TYPECOMPOSITION** | | |  |
| Typecomposition:Manual,Mechanical;Linotype,monotype,photocomposition–Letterpressprocess:Lineblock, Halftoneblock, printingequipment, advantagesanddisadvantages. | | | | |
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| **Unit:3** | **THELITHOGRAPHYPROCESS** | |  | |
| TheLithographyprocess:Offsetlitho,lithoplate,andlithonegative.Gravureprocess:photogravure,gravureplate, advantages and disadvantages. | | | | |
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| **Unit:4** | **COLOURPRINTING** | |  | |
| ColourPrinting:colourscanning,colourseparation,correction,combination,filters,moderntechniquesand equipment in colour processing, costof production . | | | | |
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| **Unit:5** | **DESIGNANDLAYOUT** | |  | |
| Designandlayout:Importance,principles,typesandfunctions;Newspapertypographyand | | | | |



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| make-up components; Designing different pages of newspaper; Magazine layout and designtechniques. Paper: Types of paper for printing, paper selection, cost; Screenprinting: methodand techniques, cost advantages. Desktop publishing; process, techniques, cost, advantages.Recenttrends in printing. | |
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| **TextBook(s)** | |
| 1 | RichardSchlemmer.HandbookofAdvertisingArt Production‟,PrenticeHall,NewYork, |
| 2 | MarioGarcia.„ContemporaryNewspaperDesign‟,PrenticeHall.NY.1980. |
| 3 | EdmundArnold.„DesigningthetotalNewspaper‟.HarperCollins,NY.1981. |
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| **ReferenceBooks** | |
| 1 | HaroldEvans.„NewspaperDesign‟.Heinemann.London.1976. |
| 2 | Moen,Daryl.NewspaperLayoutandDesign.(4thedn.).SurjeetPublications,NewDelhi.2004 |
| 3 | McKay,Jenny.„MagazineHandbook‟.Routledge,London.2000 |
| 4 | King,Stacey.„MagazineDesignThatWorks‟.2001. |
| 5 | FrankRamanoetal.EncyclopediaofGraphicCommunication.PrenticeHall.NY.1998. |



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| **CourseCode** | | **SEMESTER IIPAPERIX**  **THEORIESOFCOMMUNICATION** | |  |
| **Pre-requisite** | | **Anabilitytointegratethereallifesituationswiththeexisting communication theories** | |
| **CourseObjectives:** | | | | |
| Themain objectivesof thiscourseare:   1. ToUnderstand the functions andnatureofthevarioustypes ofcommunication 2. Toanalyzetheeffectivenessofcommunicationpatternstowardsdevelopment. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | |
| ToRememberthevarious formsof communication. | | | | | |
| ToUnderstand thefunctions and natureof thevarious types ofcommunication. | | | | | |
| ToApplythecommunicationtypesingeneral public. | | | | | |
| ToAnalyzetheglobalmediacontentwhichcouldaffecttheculturalchanges. | | | | | |
| To Develop their Communication skills and knowledge with regard to the subjectlearnt. | | | | | |
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| **Unit:1** | **MEDIAANDSOCIETY** | | |  |
| MediaandSociety–MediaIndustry,Social,PoliticalandCulturalinfluence,InformationSocietyMedia Privatization ,Media Audiences, Mediaand socialchange. | | | | |
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| **Unit:2** | **COMMUNICATIONTHEORY** | | |  |
| CommunicationTheory:TheoreticalconceptsandconstructsinCommunicationmodels:\_Lasswell‟smodel,Two-stepflowtheory,Schramm‟scircularmodel,WhitesGatekeeper theory, Shannon &Weaver‟s mathematical model, Dance‟s Helical model, WestleyandMaclean model. Powerfulmedia thesis, Limitedeffects tradition. | | | | |
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| **Unit:3** | **MEDIAUSESAND EFFECTS** | |  | |
| MediaUsesandEffects:Individualcharacteristics,expectations,andperceptionofmedia,mediause.UsesandGratificationsTheory:–socialandpsychologicaloriginsofneeds,gratificationssought,gratificationsfulfilled:Mediadependencytheory;Knowledgegap  hypothesis. | | | | |
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| **Unit:4** | **SOCIALLEARNINGTHEORY** | |  | |
| Social Learning theory: Learning positive and negative social behavior, attitudes. CultivationAnalysis: Process and effects –, prosocial and antisocial content; users‟ perception and attitudes,media portrayal,effectsonchildren;Agenda setting:media agenda,public opinion,mediagatekeepers,other sources of media control– casestudies. | | | | |
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| **Unit:5** | **INNOVATIONDIFFUSION** | |  | |
| InnovationDiffusion:Processofdiffusion,variables,innovationadoptionprocess,factorsofinfluence:applicationofthemodelinIndiancontext.Culturalstudiesapproach;Political | | | | |



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| economyofmedia:MarxistsandCriticalapproaches;Visualcultureandissuesofrepresentation;human rights andmedia; New media conceptsandapplications. | |
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| **TextBook(s)** | |
| 1 | Communicationmodels‟byMcQuail,DenisandSvenWindahl.; Longman,NewYork1981. |
| 2 | ThemassmediaEd,byArvindkumar,NewDelhi,Anmolpub,1999. |
| 3 | Culture,societyandmedia‟byMichael Gurevitchet al,(Ed).Routlege,London.1998. |
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| **ReferenceBooks** | |
| 1 | TheoriesofMassCommunication‟byMattelartetal.,Sage,London.1998 |
| 2 | EssentialsofMassCommunication”byAsaBerger,Sage,NewDelhi,2000. |
| 3 | MediaGratificationsResearch‟byRosengrenetal.,Sage,London,1985. |
| 4 | MassCommunicationTheory(2nd ed.)byMcQuail,Denis. Sage,London.1987. |
| 5 | CommunicationTheories:Origins,methods,uses‟Severin,WernerandTankard,HastingsHousePub. New York: 1979 |
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| **CourseCode** | | **SEMESTER IIPRACTICAL–II-ADVERTISING** | |  | |
| **Pre-requisite** | | **A methodical knowledge on the theoreticaldomainisvitalinordertoapplytheconceptsofappeals in designing Print/Electronicadvertisements** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Tomakethe students orientationin designingPrint ads. 2. Tohelpthem toanalyzeand evaluatedifferenttypes ofPrintadvertisements. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToUnderstandthe structureof printAdvertisements. | | | | |
| ToAnalyzethe impactof design inprintingtechnology | | | | |
| ToEvaluatetheeffectivenessofPrintAdvertisements. | | | | |
| ToCreateadvertisementsforPrint/Electronic medium. | | | | |
| ToApplytheknowledgegainedinevaluatingtheeffectivenessofPrintads. | | | | |
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|  | **ListofPracticals** | | |  | |
| **IPRINTADVERTISEMENTS**   1. Designa**visualdominant** advertisement. 2. Designa**textdominant**advertisement. 3. Designa**strip**advertisement. 4. Designa**solus**advertisement. 5. Designtwo**earpanels.** 6. Designa**salespromotional advertisement** withaspecial **coupon/offer/discount**. | | | | | |
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|  | **IIRADIOCOMMERCIALS** | | |  | |
| 1. Producearadiospot/jinglepromotinga **socialcause.** 2. Producearadio spot/jingle promoting an**institution.** 3. Producearadio spot/jinglepromoting an **event.** 4. Producearadiospot /jinglepromotinga **programme.** 5. Producearadiospot/jingle fora**consumerproduct.** | | | | | |
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|  | **IIITELEVISIONCOMMERCIALS** | |  | | |
| 1. Producea**publicservice**televisioncommercial. 2. Produceatelevisioncommercialfor a**consumerproduct.** 3. Produceatelevision commercialforan **industrialproduct.** 4. Produceatelevisioncommercialfora **service.** | | | | | |
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| (Note:PracticalRecordshouldcontainthethumbnail,rough,comprehensiveartwork/script/storyboardforalltheprintadvertisements,radiospotsandtelevisioncommercialsrespectively. | | | | | |



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| Thequestionsforthecomprehensivepracticalexaminationshallcoverallthethreecategoriesviz.Print ads., radio spots and Television commercials.) |



ThirdSemester



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| **CourseCode** | | **SEMESTER IIIPAPERX**  **FILMSTUDIESANDPHOTOGRAPHY** | |  |  |  |  |
| **Pre-requisite** | | **Theconceptofdeconstructioniscrucialtounderstand the implied meaning in a filmlanguage** | |  | |  | |
| **CourseObjectives:** | | | | | | | |
| Themain objectivesof thiscourseare:   1. Toprovideanintroduction toFilmas amediumofcommunication. 2. Todisseminateknowledgeinvariousaspectsoffilmtheoriesandapproaches. 3. Toimpartknowledgeonaestheticvaluesinphotography. | | | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | | | |
| ToUnderstandthe filmhistorywithspecialreferencetoIndianfilms. | | | | | | | | |
| To Comprehend the Knowledge on conceptualization and making ofdocumentaryfilms | | | | | | | | |
| ToRememberthe various regulationson film industry. | | | | | | | | |
| ToAnalyzethe various visual elements of composition. | | | | | | | | |
| ToCreate designusingvarious applicationsof Photoediting tools. | | | | | | | | |
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| **Unit:1** | **INTRODUCTIONTOINDIANCINEMA** | | |  | | | |
| ThegrowthofIndianCinemaintheworldFilmMarket–FilmtheoryandCriticismPerception  – Representation – Signification – Semiotics and realism – Narrative structure Film Culture –Film genre, ideology, language – Popular cinema – Parallel cinema – Documentaries – FilmIndustry and its division – Cinematic Society –imagination, reality, ethnography- cinema andculturalstudies. | | | | | | | |
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| **Unit:2** | **STAGESOF PRE -PRODUCTION** | | |  | | | |
| Pre-production and Cinematography: Script writing-fiction and nonfiction – Characterization –Staging of actors – Visualization Process – Story boards – Tools and techniques – Productioncycle – Production phase – Cinematography – Composing shots – Mi-san-scene – Depth offrame–cameraangles–perspective–openandcloseframing–Pointofview–Staging  dialogues-Digitalfilming. | | | | | | | |
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| **Unit:3** | **STAGESINPOST -PRODUCTION** | |  | | | | |
| Post - Production: Editing- Montage- Dimensions of editing – continuity editing – alteration tocontinuity editing – non-linear editing – Editing software and graphics – Sounds in cinema –fundamentals, dimensions and functions – Censorship – Film institutes – Film festivals – Filmawards–Film review and criticism–Sociology ofaudiencesand its subculture. | | | | | | | |
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| **Unit:4** | **PHOTOJOURNALISM** | |  | | | | |
| Photography,Photojournalism:Natureandscope,techniques,qualitiesofaphotojournalist, | | | | | | | |



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| coverage of spot news, general news, sports, illustration – new value of pictures, photo essay,photo feature, photo editing – principles and techniques. Digital images, use of computer andsoftware. | | | |
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| **Unit:5** | | **BASICSOFCAMERA** |  |
| Cameras Basics – types, features and use. Camera accessories– Lenses– types, features anduse.Films–typesandcharacteristics,cost–Lighting–varietyandtechniques.Shots–typesandtechniques–Developingandprinting–methodsandtechniques-Moderntrendsinphotography– photo reality, Ethical issues – Webhosting and Privacy. | | | |
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| **TextBook(s)** | | | |
| 1 | AshishRajadhyasha,PaulWileman,2005.EncyclopediaofIndian cinema. OxfordUniversityPress.New Delhi. | | |
| 2 | Rabiger,Michael.2004.DirectingtheDocumentary.4thedition. | | |
| 3 | Oxford.Focalpress.Proferes,Nicholas.2001. | | |
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| **ReferenceBooks** | | | |
| 1 | FilmDirectingFundamentals.Oxford:FocalPress. | | |
| 2 | Mamer,Bruce.2000.FilmProductionTechnique.2ndEdition.BelmontWadsworthPublication. | | |
| 3 | Perisic,Zoran.2000.VisualEffectsCinematography.OxfordFocalPress.Nelmes,Jill.1996. | | |
| 4 | Introductiontofilmstudies.Routledge.London.EditedbyGeraldMast,CohenMarshallandBraudyLeo. 1992. | | |
| 5 | FilmTheoryandcriticism:IntroductoryReadings.4thEdition.OxfordUniversityPress.NewDelhi. | | |



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| **CourseCode** | | **SEMESTER IIIPAPERXI**  **MASSMEDIARESEARCHMETHODS** | |  | |
| **Pre-requisite** | | **A need to identify the research problem inordertosolvecomplexitiesthatareexistinginthemedia environment** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Tounderstandthevarioustypesofresearchmethodsandtools,includingtheirbenefitsandshortcomings. 2. To understand the practical applications of research methods in the field of masscommunication. 3. Todesignandexecute aresearchproject usingthemethodslearnt intheclass. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToEvaluatesamplingtechniquesand researchprocesses. | | | | |
| ToUnderstandthetechniquesofmassmediaresearch. | | | | |
| ToApplyvariousstatisticaltoolsinmediaresearch. | | | | |
| ToCreatequantitative andqualitativeresearchdesigns. | | | | |
| ToDevelopideasaboutvarioustestsandanalysisinresearch. | | | | |
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| **Unit:1** | **INTRODUCTIONTORESEARCH** | | |  | |
| Development of mass media research around the world – Phases of media research – MassCommunication research in India – Thrust areas in Media research – present media context –evolution of new media and the audiences –Need for media analysis - Concepts and theories inMediastudies. | | | | | |
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| **Unit:2** | **RESEARCHPROCEDURE** | | |  | |
| Research procedure: Steps in doing research – Media Research problems – Review of mediastudies – sources of secondary data - Research questions and Hypothesis – Types of hypothesis -SamplingProcedure-probabilityandnon-probabilitysamplingtechniques–meritsanddemeritsof each – determinants ofSamplesize – Sampling error. | | | | | |
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| **Unit:3** | **TECHNIQUESANDTOOLSOF RESEARCH** | |  | | |
| Primary Data: Types of data– nominal, ordinal, interval and ratio– Data collection methodsandtools:Questionnaire–Typesofquestions–constructionofaquestionnaire–administration; Interview schedule and techniques – Focus group – observation techniques;Measurement of variables: Scales – Attitude scales: Procedure and application of Thurstone,Likert,SemanticDifferentialscales–MethodsoftestingValidityandReliabilityofmeasurements. | | | | | |
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| **Unit:4** | | **RESEARCHDESIGN** |  |
| ResearchDesign:ExperimentalandNon-experimentalresearchmethodsandprocedures–qualitative and quantitative studies – Descriptive and Analytical research- Cross sectional andLongitudinal research designs - factorial design - Content Analysis procedure and methods -Casestudy approach | | | |
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| **Unit:5** | | **DATAANALYSIS** |  |
| Date Analysis: Data classification, coding and tabulation – Graphic representation of data –Basicelementsofstatistics–ApplicationofParametricandnonparametricstatisticsinhypothesis testing: chi-square, Student „t‟ test, correlation techniques, Analysis of Variance;Thesis writing method – Use of SPSS – Thesis writing format and style - Ethics in conductingresearch. | | | |
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| **TextBook(s)** | | | |
| 1 | Researchmethodsinmasscommunication‟bystempellandwestley,PrenticeHall,1981. | | |
| 2 | Communication Theories: origins, methods and uses‟ by severin and tankard, Hastings housePublishers, 1979. | | |
| 3 | MassMediaResearch –An IntroductionbyRogerwimmer&JosephDominick.(3rdedn.)WadsworthPub.991 | | |
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| **ReferenceBooks** | | | |
| 1 | Handbookofradio&TVBroadcasting‟Ed–byJamesFletcher,VanNostrandReinholdcompany,London 1981. | | |
| 2 | StudiesinMasscommunication&technology‟Ed,byArtThomas,AblexPublishingcompany,1984. | | |
| 3 | QualitativemethodologiesforMasscommunicationresearch‟EdbyKlausBruhnJensenandNicholas W.Jankowski ,Routledge, London, 1991. | | |
| 4 | Introductiontocommunicationstudies‟(2ndedn.)byJohnFiske,Routledge.1990. | | |
| 5 | ChannelsofDiscourse‟editedbyRobert Allen,Methuen&Co...Ltd.,London, 1987 | | |



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| **CourseCode** | | **SEMESTER IIIPAPERXII**  **DEVELOPMENTCOMMUNICATION** | |  | |
| **Pre-requisite** | | **A need to identify the communication gap aswell as developmental issue in order to solvecomplexities that are existing in the mediaenvironment** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. To impart an understanding of development and its indicators significant for economic growthwiththeoretical underpinnings. 2. Tohelpstudentsknowtheroleof communicationinsocial change. 3. Toacquaintstudentswiththeintegralroleof Indianmediaindevelopmentcommunication. 4. Tointroducealternativetheoriesofcommunicationfordevelopmentforstrategizingparticipatorycommunication. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToApplyadevelopmentsupportcommunicationsystem. | | | | |
| ToApplythestrategiesofparticipatorycommunicationwithitsethicaldimension. | | | | |
| ToEvaluatedevelopmentalapproachesandprogrammesinthecontextofeconomicand developmental theories**.** | | | | |
| ToEvaluatethecasesof communicationexperimentsinIndia. | | | | |
| ToEvaluateontheinitiatives ofdevelopmentsupportorganizations. | | | | |
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| **Unit:1** | **ROLEOFCOMMUNICATION** | | |  | |
| Definition and meanings of Development – Role of Communication in Development – Conceptsand Theories - Communication for Development in Third World countries – Developments indifferentsectorsinIndia–Communicationinfrastructureandnewmediagrowth-Communicationas atool forsocial andeconomicchange. | | | | | |
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| **Unit:2** | **COMMUNICATIONTECHNOLOGY** | | |  | |
| CommunicationTechnologiesandhumandevelopment–Massmediaanddisseminationdevelopmentnews–Communicationnetworksandmovementsfordevelopment–Communicationforliteracyandempowerment-Massmediaandruraldevelopment–Communitymediaand development-Challengesand issues. | | | | | |
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| **Unit:3** | **ICT** | |  | | |
| Information and Communication Technology in Development – Technology transfer – strategicmanagement in developing countries – New media for socio economic growth – access andcontrolissues – Govt. and private agencies indevelopment campaigns | | | | | |
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| **Unit:4** | | **GLOBALCOMMUNICATION** | | | | |  |  | |
| Globalisation – international political economy – IT policies – implementation of IT projects –private participation – competition – Public information and services through IT – developmentprojectsin Tamilnadu–Diffusionof innovation andadoption throughmedia–cases. | | | | | | | | | |
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| **Unit:5** | | **E-GOVERANCE** | | | | |  | | |
| E-Government: Concept and functioning of e-governance – system and operational control andmanagement of e-government – public and private participation- information and services to therural poor – e-govt. Projects in Tamilnadu – policies and programmes of e governance in India –problemsof access and useandchallenges forthefuture. | | | | | | | | | |
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| **TextBook(s)** | | | | | | | | | |
| 1 | AshwaniSaith,MVijayabaskar(2005).ICTsand IndianEconomicDevelopment,Sage,NewDelhi. | | | | | | | | |
| 2 | RichardHeeks(2006). Implementing&Managinggovernment:An InternationalText.Sage.NewDelhi. | | | | | | | | |
| 3 | AvikGosh(200^).CommunicationTechnologyandHumanDevelopment: RecentExperiencesin theIndian Social Sector. Sage,New Delhi | | | | | | | | |
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| **ReferenceBooks** | | | | | | | | | |
| 1 | SrinivasRMelkote&LeslieSteeves(2001).CommunicationforDevelopmentintheThirdWord:Theroyand Practiceforempowerment. Sage, New Delhi. | | | | | | | | |
| 2 | SumitRoy(2005).Globalisation,ICTInformationAge.Sage,NewDelhi. | | and | Developing | Nations: | Challenges | | in | the |
| 3 | ArvindSinghalandEverettMRogers(2001).India‟sCommunicationRevolution.Sage,NewDelhi. | | | | | | | | |
| 4 | SubashBhatnagarandRobert Schware(2000).InformationandCommunicationTechnologyinDevelopment: Cases from India. Sage, New Delhi. | | | | | | | | |
| 5 | BellaMody(1991).DesigningMessagesforDevelopmentCommunication:Anaudienceparticipationbasedapproach. Sage, New Delhi. | | | | | | | | |



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| **CourseCode** | | **SEMESTER IIIPAPERXIII**  **MARKETINGCOMMUNICATION** | |  | |
| **Pre-requisite** | | **An indispensable technique to classify thepreciseconsumerstomarkettherightsetofproductsbecomes essential** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. TounderstandthebasicsofMarketingCommunication 2. Toapplythetechniquesin Advertisingindustry 3. Tosolvepracticalproblemsinreal-lifesituations | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRememberthe marketing mix and its benefits. | | | | |
| ToUnderstandtheneedsandwantsoftheconsumers. | | | | |
| ToApply SWOTanalysis inaudienceresearch | | | | |
| ToAnalyzethe impacton consumerrelationsandbrandmanagement. | | | | |
| ToDeveloptheirintegratedmarketingskills. | | | | |
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| **Unit:1** | **INTRODUCTIONTO MARKETING** | | |  | |
| MarketandMarketing:MeaningandDefinitionofMarket–Classificationsofmarkets–Marketingmeaning,concepts–Markingmix–Marketingenvironment:Economic,Socio  cultural,technological,physical,legalfactors–Marketingineconomicdevelopment–GreenMarketing– Corporate Social Responsibility. | | | | | |
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| **Unit:2** | **CONSUMERBEHAVIOUR** | | |  | |
| ConsumerBehaviour:Marketsegmentation,demographic,psychologicalusage,geographic–Consumerbuyingbehaviour:Traditionalfactors–Social,culturalandsituationalenvironments  –Consumerpurchasingprocess:problem,hierarchyofneeds,recognition,informationsearch,attitudes,values,cognitivemapping,alteration –Purchasedecision,postpurchase evaluation. | | | | | |
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| **Unit:3** | **TOOLSFORMARKETING** | |  | | |
| IntegratedMarketingCommunication:IMCComponents:Situationanalysis,marketingobjectives,marketingbudget,marketingstrategies,marketingtactics,evaluationofperformance. IMC Plan: Integration tools, promotion tools, advertising tools, foundations –Globalintegrated Marketing communication. | | | | | |
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| **Unit:4** | **FUNCTIONSOFMARKETING** | |  | | |
| Internet Marketing : Marketing function on internet – E – commerce, e-commerce initiatives -buying behaviour – International e-commerce – IMC and the Internet – Direct marketing onInternet – Internet design issues – International marketing study – Global brands – Multinationalcampaigns– Regulationand ethical issues. | | | | | |
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| **Unit:5** | | **ANALYSISOFMARKET** |  |
| Evaluating an IMC programme : Message evaluation : Concept testing, copy testing, recall test –Recognition tests – attitude and opinion tests – Persuasion analysis – Evaluation criteria –Behavioralevaluation –EvaluatingPR activities –EvaluatingoverallIMC programmes. | | | |
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| **TextBook(s)** | | | |
| 1 | KennethEClow,Donald Baack.2005. IntegratedAdvertising,Promotion&MarketingCommunication:2nd Edition. PrenticeHall.NewDelhi. | | |
| 2 | RSNPillai,Bagathy.2006ModernMarketing:Principles &Practices.SChand&Co.Ltd.NewDelhi. | | |
| 3 | CNSontakki.2000.PrinciplesofMarketing.Kalyanipublications.NewDelhi. | | |
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| **ReferenceBooks** | | | |
| 1 | AgarwalKumar.2006.Consumerbehaviour:AnIndianperspective.PragatiPrakashanPublications.Meerut. | | |
| 2 | MichaelD.Hutt,ThomasW.Spetis.2006.BusinessMarketingManagement.ThomsonBusinessInformation. Bangalore | | |
| 3 | ArunKumar,N.Meenakshi.2006.MarketingManagement.VikasPublishingHouse.NewDelhi | | |
| 4 | LouisE.Boone,DavidL.Kurtz. 1977.ContemporaryMarketing.TheDryden.USA. | | |



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| **CourseCode** | | **SEMESTER IIIPRACTICALIII**  **PHOTOGRAPHY&VIDEOPRODUCTION** |  |
| **Pre-requisite** | | **An interest to handle camera becomes a keycomponent in order to create visual outputsbasedon professionalism** |
| **CourseObjectives:** | | | |
| Themain objectivesof thiscourseare:  1 Tounderstandthe variousfeatures ofindoorand outdoorphotography.   1. Toenablethestudentstogainknowledgein variousfields ofphotography. 2. Toenablethestudents togainvisual aestheticsandperception invisualculture. | | | |
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| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | |
| ToUnderstandtheknowledgeofwritingscripts fortelevisionprogrammes. | | | | |
| ToAnalyzetheskillsonhandlingprofessionalvideocamera. | | | | |
| ToRemembertheknowledgeon exportingvideofootages. | | | | |
| ToDevelop knowledgeon incorporatinganimation into the video. | | | | |
| ToEvaluatecreativetechniquesthat canbeusedin VideoProduction. | | | | |
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|  | **LISTOFPRACTICALS** | |  |
| **PHOTOGRAPHY:**   1. CompositionofLens 2. Compositionofobjects 3. Differenttypes(angles)ofshots 4. Differenttypesoflighting 5. Stilllife 6. Portraits 7. Landscape 8. Newsphotography 9. Fashionphotography 10. Productphotography 11. Naturephotography 12. PhotoEssay 13. PhotoFeature | | | |
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| **VIDEOPRODUCTION**   1. Televisioncommercial 2. Shortfilm/Documentary 3. Televisionprogramme:News/talkshow/interview/Compeering 4. PSA | | | |



ComprehensivePracticalExamination(Time:6hrs.Max.Marks100)Splitupofmarks.Photography:

Record10marks

PracticalExam.40marks

VideoProduction:

Record(Text)10marks

VideopracticalsonCD/DVD10marksPracticalExamination30marks



FourthSemester



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| **CourseCode** | | | **PROJECTSTUDY** |  | |
| **Pre-requisite** | | | **Todemonstratethestudent’scompetenceinthechosenarea of Mediaspecialization** |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:  1.Toanalyzethelearningandunderstandingtechniquesforprojectplanning,schedulingandexecutioncontrol. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| 1 | ToCreate aResearchproject. | | | | | |
| 2 | To Evaluate the field experience in media industry and to Post a special link forindividualspecialization | | | | | |
| 3 | ToApplythetheoreticalaspectsofresearchmethodologies | | | | | |
| 4 | ToUnderstandthe researchmethodsin order tobe relatedwiththeindustry. | | | | | |
| 5 | ToDevelopresearchquestionsanddesignmethodologies. | | | | | |
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|  | | **PROJECTSTUDY** | | |  |
| GuidelinesforProjectStudyforPostGraduation:  ConceptualizationofSubjectandResearchProblem (20marks)   1. AnalyticalPresentationofReviewofLiterature (30marks) 2. Presentationof Methodology (30marks) 3. DataAnalysis andDiscussion (30marks) 4. FinalDraftandPresentation (10marks)   **Total 120marks**  **Chapters**   1. Introduction 2. Reviewof RelatedLiterature 3. ResearchMethodology 4. Analysisandinterpretation 5. DiscussionandConclusionBibliography   **Viva-voce 30Marks** | | | | | |



ElectiveCourse



**ELECTIVEPAPER**

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| **CourseCode** | | **GROUP-A PAPER-IINTRODUCTIONTOGRAPHICDESIGN** | |  | |
| **Pre-requisite** | | **Tounderstandthenuancesofworkingwithtypes and typefaces in order to put theseinputsinto actual art form** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Toanalyzetheconcept ofgraphics, toneandcolour inPrinting Technology. 2. Toapplythedesigningskillswithregardtocomputeraidedapplications. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRememberthe various forms of communication. | | | | |
| ToUnderstandthefunctionsandnatureofGraphicCommunication. | | | | |
| ToApply thevariouscolours and methodsof printing. | | | | |
| ToAnalyzethe globalDesigns in Printing Technology. | | | | |
| ToDeveloptheir GraphicSkills. | | | | |
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| **Unit:1** | **GRAPHICDESIGN** | | |  | |
| A brief history of graphic design: Elements of design; Principles of design: Unity, balance,rhythm, proportion, movement; Language of design: white space, fonts, pictures, page layout anddesign. | | | | | |
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| **Unit:2** | **DESIGNPROCESS** | | |  | |
| Designprocess:conceptualization,stagesinvolved;typesofdesign;creativityindesign;traditionaland modern designs– technology in designing. | | | | | |
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| **Unit:3** | **TYPOGRAPHY** | |  | | |
| Text and Images: typography- styles and features, application and techniques in design; Colour indesign: colour theory, colour combinations, colours and meanings, psychology of colours, Logodesign,illustration techniques, design and composition. | | | | | |
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| **Unit:4** | **DESIGNINGSOFTWARES** | |  | | |
| Introductiontographicdesignsoftwares–FeaturesandapplicationofCoralDraw,Photoshop,Illustrator, QuarkXpress,PageMaker.Reviewof graphicdesigns (cases). | | | | | |
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| **Unit:5** | **APPLICATIONOFDESIGN** | |  | | |
| Graphicdesignapplicationinbrochure,newsletter,directmail,magazines,posters,newspapers, | | | | | |



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| billboards,catalogue,letterhead,corporatemerchandising,packaging,product. (Practicalexercisesin creating designs using computer softwares tobedoneregularly. | |
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| **TextBook(s)** | |
| 1 | Bridgewater,Peter.AnIntroductiontoGraphicDesign.QuintelPub.London.1997. |
| 2 | Gollingwood,R.G.ThePrinciplesofArt.OxfordUniv.Press.NY.1958. |
|  | Nakamira,Sadao. The Colour sourcebookfor GraphicDesigners.Shoin Pub. Co.Japan.1990. |
|  | |
| **ReferenceBooks** | |
| 1 | PradeepMandav.VisualMediaCommunication.AuthorsPress,NewDelhi.2001. |
| 2 | BestofGraphicDesign.PageOnePublishing,Singapore.1993. |
| 3 | Hillman,David.MultimediaTechnologyApplications.GalgotiaPub.NewDelhi.1998. |



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| **CourseCode** | | **GROUP-A PAPER –IIGRAPHICSANDANIMATION** | |  | |
| **Pre-requisite** | | **Agoodtheoreticalknowledgeonthesubjectneeded to create unique outputs throughpracticaldomain** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Toenhanceskillsindesigningand animation. 2. Tolearndifferent featuresofdesigningandanimationsoftwares. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRememberthe variousdesigning principles. | | | | |
| ToUnderstandthefeaturesofQuarkExpressand CorelDraw | | | | |
| ToApplythevariousfeatures ofPhotoshop toapply specialeffects. | | | | |
| ToAnalyzethe variousdesigning principlesin currentcontext. | | | | |
| ToDeveloptheskillsindesigningforpackagingandanimation industry. | | | | |
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| **Unit:1** | **INTRODUCTIONTOANIMATION** | | |  | |
| Introduction and overview of animation - basics of animation - classical animation - time lineinstances –stage – layers - scene , Principles of Animation , Key frames-Frame Rates- EditingFrames, Building Skills with Tools and Colors - Defining Terms - Using the drawing tools -Modifying and Editing - Grouping - Mixer Panel , Production of an animation using existingsoftware. | | | | | |
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| **Unit:2** | **2DANIMATION** | | |  | |
| Flash – Tweening –motion tweening –shape tweening, onion skining –buttons –instances ShapeHinting , Multiples , Defining Layer Properties , Gradient Animation , Symbols, Instances andLibraries,EditingColorStyles,Text- scripting-Working withWords- Block Types–Creating  –Modifying -Formatting-Animatingthem. | | | | | |
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| **Unit:3** | **3DANIMATION** | |  | | |
| 3D concpts –viewports – perspective -camera –standard primitives – polygonslow polygon,camera motion – Lights- sound generation -Motion Tweening, Difference between Shape &Motion Tweening - Basics - Effects – Editing - Motion Guides - Exploding Text - Options andLimits. | | | | | |
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| **Unit:4** | **APPLICATIONSOF3DANIMATION** | |  | | |
| Modeling&Animationwith3DMax–primitives-lowpolygonmodeling–organicmodeling-nervesmodeling,texturing–mapping,Painting3DObjectswithDeepPaint,MovieClips- | | | | | |



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| GraphicSymbolsvs.MovieClipSymbols-AnimatedRolloverButtons-TestingtheMovie-motioncapturetechniques | | | |
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| **Unit:5** | | **VISUALEFFECTS** |  |
| Particles system - dynamics – inverse kinematics - reverse kinematics –timeline-key frames,Character Animation and Visual Fx , Variability in Animations of Human Motion , ActionScripting –Defined-Interactivity and Actions- Events- Scenes-Drop-Down Menus, LoadingMovie- Sound- Importing- Compressing- Background- Settings – Controlling – Synchronizing,Componentsand Forms -Creating Configuring– Modifying | | | |
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| **TextBook(s)** | | | |
| 1 | MarkSimon.Storyboards:MotioninArt,Focal Press,2000. | | |
| 2 | RickParent.Computer Animation:AlgorithmsandTechniques.MorganKaufmann,2005. | | |
| 3 | KyleClark.Inspired3Dcharacteranimation.PremierPress,2003. | | |
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| **ReferenceBooks** | | | |
| 1 | BradClark,JohnHood,JoeHarkins.3DAdvancedRiggingandDeformations.ThomsonCourseTechnology, 2005. | | |
| 2 | EadweardMuybridge.Animalsinmotion.DoverPictorialArchiveSeries,1987. | | |
| 3 | EadweardMuybridge.TheHumanFigureinmotion.DoverPictorial ArchiveSeries,1951. | | |



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| **CourseCode** | | **GROUP-APAPERIII**  **WEB DESIGINING PRINCIPLES &TECHNIQUES** | |  |  | |  |  | |
| **Pre-requisite** | | **Abasicintuitioningeneratingideastocreatecontent through this platform becomesindispensable** | |  | |  | | | |
| **CourseObjectives:** | | | | | | | | | |
| Themain objectivesof thiscourseare:   1. Tounderstandthebasicsof webdesigninganditstools. 2. Tolearntheinternetapplicationsanditscrossplatformfeatures. | | | | | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | | | | | |
| ToRemember thevariousconcepts in web designing. | | | | | | | | |
| ToUnderstandthebasics ofvirtualrealityandartificialintelligence. | | | | | | | | |
| ToApplytheskillsinauthoringtoolsandwebdesigningsoftwares. | | | | | | | | |
| ToAnalyzetheobjectivitiesandcontent strategiesfordevelopinga webpage. | | | | | | | | |
| ToDevelop their skills andknowledgein webdesigning. | | | | | | | | |
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| **Unit:1** | **INTRODUCTIONTO WEBDESIGNING** | | |  | | | | | |
| IntroductiontoWebDesigning:Design-PrinciplesofDesign.WebsiteDesignPrinciples.DesignforMedium-LowBandwidth-Portables-EasyAccessible.DesigntheWholeSight-Smooth Transition. Visual Structure. Active White Space. Design for the User- Interaction,Location- Guide the User‟s Eye. Flat Hierarchy. Hyper Text Linking. Limitations of Content.DesignforaScreen-Screen is NOT apage. | | | | | | | | | |
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| **Unit:2** | **OBJECTIVESOFWEB DESIGNING** | | |  | | | | | |
| IdentifytheAimandObjectivesofWebDesigning:AnalyzeyourAudience-IdentifyTechnology, Issues and Constrains. Diagram the Sight- Create the Information Structure andData. Using text based Navigation- Linking with individual files, Documentary Fragments,ExternalDocumentsFragments,andUsingGraphicBasedNavigation.TablePointers-Easy-to  -ReadTableCode.CreatingaPageTemplate-FutureCells.LinkColumnwidh,VerticalAligningCells, Two Columns, And ThreeColumn Templates | | | | | | | | | |
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| **Unit:3** | **ELEMENTSOFWEBDESIGNING** | |  | | | | | | |
| Web typography: Fonts – Size and Color. Design for Legibility. Controlling Typography withelementsandStyleSheet,StylingwithCSS-DocumentaryDivision,StandardParagraphs,ChapterNumberandTitle.FileFormat:GIF,JPG,PNG,UsingtheElements(IMG),Replacing  <IMG> attributes with Style Sheets. Aligning Texts and Images. Adding White Spaces aroundImages. Using Single Pixels Rules. Working with Hexadecimal colors: Universal Color names,BackgroundPageColors, Changing Link Colors. | | | | | | | | | |



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| **Unit:4** | | **3DANIMATIONTECHNIQUES** |  |
| IntrotoInteractivefeaturesandInternet;Advanced3Danimationtechniques.MorphingMaterials editing. Texture mapping and scaling. Reflection mapping and scaling. Bump map.Opacity map. Audio editing features. Incorporating 3D models and 3D renderings. Linkingdigital video. User interface building principles. User interface toolkit and interaction scripting.Embeddingcompleted animations in web pages and othermediacontainers | | | |
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| **Unit:5** | | **GRAPHICANIMATION** |  |
| Introduction to telecommunication terms, concepts, equipment. Electronic mail accounts. Usingbrowsers Anatomy of a URL. Connecting to an intranet server to download. Copyright laws andimplications . Bookmarking sites: Good models. Storyboarding a site. Saving Text files andMoving Between applications. Using HTML to format text. Working with background Colors.Working with Tables. Scanning Pictures -Digital Pictures. Working with Graphics: ModifyingGraphics,illustrating,graphictoolsontheInternet.locatingandsharingHTMLresources  .IncludinggraphicsintoHTMLDocuments.CodingforGraphics. | | | |
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| **TextBook(s)** | | | |
| 1 | Transcending CSS: The Fine Art of Web Design (2004) by Andy Clarke, Molly E.Holzschlag-New RidersPress. New Delhi. | | |
| 2 | PrinciplesofWebDesign2ndEdn.(2007);byJoelsklarThomsoncourseTechnology.HaryanaIndia. | | |
| 3 | TheInternetcompletereference(2005)by Harley Hahl–TataMcGrawhill,NewDelhi | | |
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| **ReferenceBooks** | | | |
| 1 | 3dsMax7FundamentalsandBeyondCourseware(2002) .byDiscreet–Focalpress.Boston. | | |
| 2 | WEBDESIGN-CSSCookbook(2006),2ndEdn.byChristopherSchmitt-O'ReillyMediaLondon. | | |
| 3 | WEB DESIGN- 1 HourWebSite: 120ProfessionalTemplatesandSkins(2007).by MichaelUtvich,Ken Milhous, YanaBeylinson. Wiley. New york. | | |



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| **CourseCode** | | **GROUP-A PAPER IVPRACTICAL - GRAPHICS ANDANIMATION AND WEB DESIGNING** |  | |
| **Pre-requisite** | | **Abasicinsightingeneratingimaginativeideastocreativeanimated content** |
| **CourseObjectives:** | | | | |
| Themain objectivesof thiscourseare:   1. Toaugmentpracticalskillsinthefieldofgraphicsand animation. 2. Todiscovertheunique features thatisinvolvedthroughthe useofanimated softwares. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | |
| ToRememberthevarious designprinciples. | | | |
| ToUnderstandthefeaturesofdifferentdesigning softwares. | | | |
| ToApplythevariousfeaturesof softwaresincreating specialeffects. | | | |
| ToAnalyzethevarious designprinciples incurrent environment. | | | |
| ToDeveloptheskillsindesigning2Dand 3DAnimations. | | | |
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|  | **CREATEA2DAND3D ANIMATION** | |  | |
| **ListofPracticals:**  Createa2Dand3DAnimationforthefollowingitemsusingtheappropriatesoftware   1. CreatemultipleobjectsusingPentoolandanimatethesame 2. CreateandanimatetextusingFlash 3. Createahumancharacterusinglinesandanimate 4. CreateakeyframeanimationusinglibraryandsymbolsinFlash 5. Createan objectandtextanimationusingTweeningmethods 6. CreatemaskinganimationusingFlash 7. Createbackgroundusingmulti-layertechniquesinFlash 8. Createanimationwithsound 9. CreatemultipleobjectsusingstandardPrimitivesin3DStudioMax 10. Convert 2Dobjectsinto3Dobjects 11. Createananimated3Dtitlingwithsound 12. Createanobject/characterhighlightingtexturingusing 3DStudioMax 13. Create multiple objects with different lightings using 3D Studio Max14.Create a human character using Character studio and animate the same15 .Createa walk-throughusing3DStudioMax. | | | | |
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|  | **WEBDESIGNINGLISTOFPRACTICALS:** | |  | |
| Designa websiteHomepagewith alltheelements forthe following:   1. ForanEducational Institution 2. Foranin-houseadvertisingagency 3. Foramulti-specialtyhospital 4. ForaTravelandTourismAgency 5. Foranon-linenewspaper | | | | |



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| 1. Fora fivestarrestaurant 2. Foragovernmentdepartment 3. Foraleadingmanufacturer ofconsumerelectronics 4. ForanationalBank 5. Acompleteprojectforanyoftheabove(livewithallfactualinformationonathemeoronatopicforan organization) |



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| **CourseCode** | | **GROUP-BELECTIVEPAPER1:CONSUMERBEHAVIOUR** | |  | |
| **Pre-requisite** | | **An indispensable technique to classify thepreciseconsumerstomarkettherightsetofproductsbecomes essential** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. TounderstandthefunctionsandnatureofthevarioustypesofConsumerbehaviour. 2. Toimpartknowledgeindataanalysisandinterpretationof Consumer. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRememberthebasicconceptsin ConsumerBehaviour. | | | | |
| ToUnderstand the functions and natureof Consumers. | | | | |
| ToApplytheskillsforproblemdefinitionand sampledesign. | | | | |
| ToAnalyzethemodel of consumerBehaviour. | | | | |
| ToDevelopmarketing skills thatinfluencestheconsumerbuyingbehavior pattern. | | | | |
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| **Unit:1** | **CONSUMERBEHAVIOUR** | | |  | |
| Introduction to the study of Consumer Behaviour: Meaning & Definition of CB, Differencebetween consumer & Customer, Development of the Marketing Concept-The Marketing concept,ImplementingtheMarketingConcept, Segmentation, Targeting,Positioning. | | | | | |
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| **Unit:2** | **CHARACTERISTICSOF INDIANCONSUMERS** | | |  | |
| The Marketing Mix, Nature & Characteristics of Indian Consumers, Consumer Movement andConsumer Rights, Marketing Ethics and Social Responsibility, Social and Societal MarketingConcepts, Consumer Movement in India, Rights of the Consumer, Responsibilities of consumersinIndia, Benefits of consumerism. | | | | | |
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| **Unit:3** | **ROLEOFRESEARCH** | |  | | |
| RoleofResearchinunderstandingconsumerbehaviour:ConsumerResearch:ConsumerResearch Paradigms (Qualitative & Quantitative Research Methods, Combining Qualitative andQuantitativeResearchFindings)Theconsumerresearchprocess-Developingresearchobjectives,collectingsecondarydata,designingprimaryresearch,dataanalysisandreporting  researchfindings. InputProcess-Output. | | | | | |
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| **Unit:4** | **MODELOFCONSUMER BEHAVIOUR** | |  | | |
| ModelofConsumerBehaviour-InternalInfluences:Motivation,Personality,Perception,Learning,Attitude,Communications,ExternalInfluences-SocialClass,Culture,ReferenceGroups, Family Levels of Consumer Decision Making - Complex Decision Making or ExtensiveProblem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model,RoutinisedResponseBehaviour,Fourviewsofconsumerdecisionmaking(economic,passive,  cognitive, emotional) Situational Influences- The Nature of Situational Influence (The | | | | | |



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| communication Situation, The Purchase Situation, The usage situation, The disposition situation)Situational Characteristics and consumption behavior (Physical features, Social Surroundings,TemporalPerspectives,Task Definition, Antecedent States. | | | |
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| **Unit:5** | | **INFLUENCESON CONSUMERBEHAVIOR** |  |
| Individual Influences on Consumer Behavior: Motivation, Basics of Motivation, Needs, Goals,Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal ofmotives, Selection of goals, Motivation Theories and Marketing Strategy Maslow‟s Hierarchy ofNeeds,Criticalevaluationofmarketinghierarchyandmarketingapplications,McGuire‟sPsychological Motives (Cognitive Preservation Motives, Cognitive Growth Motive, Personality :Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Perceptions : Basics of Perception & Marketing implications,ElementsofPerception(Sensation,AbsoluteThreshold,DifferentialThreshold,SubliminalPerception),DynamicsofPerception(PerceptualSelection,PerceptualInterpretation,Perceptual  Organization),ConsumerImagery,Productpositioningandrepositioning | | | |
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| **TextBook(s)** | | | |
| 1 | Consumer Behaviour-LeonSchiffman, Lesslie LazarKanuk-Pearson/PHI,2002 | | |
| 2 | ConsumerBehaviour-Hawkins,Best,Coney-TMH,9/e,2004 | | |
| 3 | ConsumerBehaviourinIndianPerspective–SujaNair–HimalayaPublishers,2004 | | |
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| **ReferenceBooks** | | | |
| 1 | Consumer Behaviour-Satish kBatra& S HHKazmi,ExcellBooks | | |
| 2 | CustomerRelationshipManagement-PeeruAhamed&SagadevanVikasPublishing | | |



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| **CourseCode** | | **GROUP-B ELECTIVEPAPER2:MEDIAPLANNING** | |  | |
| **Pre-requisite** | | **A full-fledged planning needed to createcontentbasedontheneedsandwantsoftheconsumers** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Toimpartknowledgeonthe workingpatternspertaining tomedia planningdepartment. 2. Toinculcate skillsfordevelopingmediastrategies. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRemembertheneedandimportanceofmediaplanningdepartmentinadvertisingagencies. | | | | |
| ToUnderstandthe characteristics ofvariousmediaplatforms. | | | | |
| ToApply theknowledgeondeveloping mediastrategies. | | | | |
| ToAnalyzethe concept ofimplementationand controlmediaplanning. | | | | |
| ToDevelopthestrategic contentfordigital media. | | | | |
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| **Unit:1** | **MEDIAPLANNING** | | |  | |
| Mediaplanning:Definition-needandimportanceofmediaplanninginadvertisingApertureconceptin mediaplanning-Media Planning department. | | | | | |
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| **Unit:2** | **MEDIABUYING** | | |  | |
| MediaBuying–MediaCharacterstics-Newspapers–Magazines–Television-RadioDirectResponse– Out door-pros & cons .Mediamix. | | | | | |
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| **Unit:3** | **MEDIAOBJECTIVES** | |  | | |
| Mediaplanning:InformationSourcesandanalysis-marketingsources,Creativesources&Mediasources-Setting MediaObjectives :Audienceobjective& DistributionObjective | | | | | |
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| **Unit:4** | **MEDIASTRATEGY** | |  | | |
| DevelopingMediastrategy–Maincomponentsofmediastrategy–MediaEnvironment–Calculatingcost efficiency in media planning–Testing themedia plans. | | | | | |
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| **Unit:5** | **CONTROLOFMEDIA** | |  | | |
| Implementationandcontrolofmediaplan–UseofcomputersinMediaplanning–linearprogramming,Stimulation models, and formulamodels. | | | | | |



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| **TextBook(s)** | |
| 1 | Media planning Work book, William B.Goodrich, Jack.Z.Sissors.5th Edition, 1996, NTC BusinessBooks. |
| 2 | Advertising& MediaPlanning,JackZ.Sissors,LincolnBumbaThirdEdition,1991,NTCBusiness  Books |
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| **ReferenceBook(s)** | |
| 1 | Advertising&MediaPlanning,JackZ.Sissors,LincolnBumbaThirdEdition,1991,NTCBusiness Books. |
| 2 | MediaPlanning &Buying in the21st Century, RonaldD. Gesky. |



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| **CourseCode** | | **GROUP-BELECTIVE**  **PAPER3:CONVERGENCEADVERTISING** | |  | |
| **Pre-requisite** | | **A thorough understanding on the consumerbehavior and attitude is highly essential inordertodesigninnovativeproductsbasedonadvertisingtechniquesandstrategies** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Togivethemthebasicknowledgerequiredaboutadvertisingandadvertisingagencies. 2. Tohelpthemcreateadvertisementsethically. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRememberthefundamentals ofadvertising andpublicrelation. | | | | |
| ToUnderstandthe advertisingdepartmentsinprintandelectronicmedium. | | | | |
| ToApplyvariousadvertisingstrategies. | | | | |
| ToAnalyze corporateadvertisinganditsimpact. | | | | |
| ToDeveloppublicrelationskillsfororganizations-internalandexternal. | | | | |
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| **Unit:1** | **INTRODUCTIONTOADVERTISING** | | |  | |
| Definition,nature&scopeofadvertising,Rolesofadvertising;societal,communication,marketing& economic, functions of advertising. | | | | | |
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| **Unit:2** | **TARGETAUDIENCE** | | |  | |
| Basedontargetaudience,geographicarea,media&purpose.Corporateandpromotionaladvertising,web advertising, Digital Signage. | | | | | |
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| **Unit:3** | **ADVERTISNGAGENCY** | |  | | |
| Environment components-advertiser,advertisingagency & media. Consumer behavior, latesttrends in advertising (India and abroad). Ad agency- structure of small, medium & big agencies,functions.Types of agencies-in-house,Independent, Full service&Specialized. | | | | | |
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| **Unit:4** | **BRANDING** | |  | | |
| ClientBrief,accountplanning,creativestrategyandbrief,communicationplan,brandmanagement,positioning brandpersonality, brandimagebrand equity,casestudies. | | | | | |
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| **Unit:5** | **PACKAGINGANDDESIGNING** | |  | | |
| Conceptualization and Ideation, Translation of ideas into campaigns, Visualization Designing &layout, copy writing- types of headlines, body copy base lines, slogans, logos & trade marks,scripting,story board. Advertising campaign-from conceptionto execution | | | | | |



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| **TextBook(s)** | |
| 1 | Sandage,Fryburgerand Rotzoll(l996)AdvertisingTheoryandPractice.AAITBSPublishers |
| 2 | Stansfied,Richard:AdvertisingManagersHandbook.UBBSPDPublications.ThirdEdition |
| 3 | AdvertisingHandbook:AReferenceAnnuakonPressTV,RadioandOutdoorAdvertising.DifferentYears ATLANTIS Publications. |
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| **ReferenceBooks** | |
| 1 | Mohan:AdvertisingManagement:Conceptsand Cases. |
| 2 | TataMcGraw- HillJewler,E(1998):CreativeStrategyinAdvertising.ThomsonLearning |



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| **CourseCode** | | **GROUP-B ELECTIVEPAPER-4:MARKETRESEARCH** | |  | |
| **Pre-requisite** | | **A need to identify the research problem inordertosolvecomplexitiesthatareexistinginthemedia environment** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:  1.Tounderstandthefunctions andnatureofthe various typesof marketsurvey.  2 Todevelopskillsrequiredbytheresearcherandunderstanddifferentapplicationsof Marketing Research  3.TounderstandtheMarketingResearchdataformanagement decision making. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRememberthe basicconceptsin marketingsurvey. | | | | |
| ToUnderstandthe functionsandnatureofmarketresearchagencies. | | | | |
| ToApplytheskillsforproblemdefinition and sampledesign. | | | | |
| ToAnalyzethe researchdesignand findings. | | | | |
| ToDevelopskillsin usingcomputers fordataprocessing. | | | | |
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| **Unit:1** | **MARKETINGRESEARCH** | | |  | |
| Introduction to Marketing Research; Role of marketing research in marketing; Definition: Scope,Significance,Limitations,Obstaclesinacceptance,Ethicsinmarketingresearch,Differencebetween Marketing Research and Market Research, Introduction to Market Research; Types ofResearch–Basic&Applied,Nature,Scope,Objectives,ImportanceandLimitationsofMarket  Research, Prominent Research agencies in India; Jobs in marketing research – skill sets required -joband growth prospects | | | | | |
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| **Unit:2** | **MARKETINGINTELLIGENCE** | | |  | |
| MarketingIntelligencesystem;Marketing Decision Support System components; Scope andSignificanceofMarketingIntelligenceindecisionmaking;QualityandquantityofMarketInformation; Value of information; Decision tree and Bayesian analysis concept; Types of marketinformation. | | | | | |
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| **Unit:3** | **RESEARCHPROCESS** | |  | | |
| Research process; Identification of Management Problem; Formulation of Research Problem;Steps in Research Process; Common Research Errors; Evaluation and Control of the MarketingResearchEfforts. | | | | | |
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| **Unit:4** | **RESEARCHDESIGNS** | |  | | |
| Researchdesigns;DefinitionofResearchDesign;TypesofResearchDesign;ExploratoryResearch;ConclusiveResearchSourcesandcollectionofSecondaryData.;Typesofdata;Secondary data Sources and collection of Primary Data.; Advantages & Limitations of primarydata;MethodsofCollectingPrimaryData;SurveymethodofPrimaryDataCollectionQuestionnaire Design; Observation Method; Consumer Panel Method Experimental ResearchMethodScalingTechniquesConceptofAttitude;TypesofScales;Criterionforgoodscale; | | | | | |



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| GeneralProcedureinAttitudeScaling;SelectedAttitudeScales;LimitationsofAttitudeScale. | | | |
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| **Unit:5** | | **MARKETINGRESEARCH** |  |
| ApplicationsofMarketingResearch:Clusteranalysisforidentifyingmarketsegments;ConjointanalysisforProduct research; Multi-dimensionalscaling. | | | |
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| **TextBook(s)** | | | |
| 1 | MarketingResearch-RajendraNargundkar(TataMc) | | |
| 2 | ResearchforMarketingDecisionsbyPaul Green,DonaldTull Business | | |
| 3 | ResearchMethods-DonaldR.Cooper | | |
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| **ReferenceBooks** | | | |
| 1 | MarketingResearchbyD.M.Sarawte. | | |
| 2 | MarketingResearch–ThomasC.Kinnear | | |



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| **CourseCode** | | **GROUP-C ELECTIVEPAPER1:SCRIPTING** | |  |
| **Pre-requisite** | | **Tohaveaflairforreadingstoriesinordertogeneratemoral inputs torealism** | |
| **CourseObjectives:** | | | | |
| Themain objectivesof thiscourseare:   1. Tolearnaboutfilmandtelevision screenplay structure. 2. Toanalyzedramaticstrategies in filmand television. 3. Toapplycorrectscriptformandcreativelyengageinthevariousstagesoforiginalscriptwriting. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | |
| ToEvaluateonthevariousformats andstructure ofScreenStory. | | | | | |
| ToUnderstandthestructureofScreenplay. | | | | | |
| ToApplyvariouswritingskillsinthescreenplayaswellasthescript. | | | | | |
| ToCreate plot andcharacterconstruction. | | | | | |
| ToDevelopidea aboutthecharacterandtheplots. | | | | | |
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| **Unit:1** | **STORYTELLING** | | |  |
| TheCurrentCampfire:FilmasaStorytellingDevice-Thehistoryofstorytelling-Playsvs.novelsvs. film-What isa“story”? -The “idea”vs.“story”vs.“screenplay” | | | | |
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| **Unit:2** | **SCREENSTORY** | | |  |
| TheScreenStory-Whatisit?-Thelogline-Theessenceofascreenstory-Conflict(andwhywelove it)-Form,format and formula. | | | | |
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| **Unit:3** | **SCREENPLAY** | |  | |
| TheStructureofaScreenplay-Backtostory-Aristotle(andwhathehadincommonwithSuperbad)-Thethreeactscreenplay-Thescene-Plot point. | | | | |
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| **Unit:4** | **THREEACT STRUCTURE** | |  | |
| TheFirstAct-Establish,introduceandhook-Theincitingincident-ThefirstactplotpointTheSecondAct-Risingconflictandovercomingobstacles-ThesecondactplotpointThe ThirdAct-  The“finalbattle”-Theoutcomeofthefinalbattle-Thedenouement-Happyvs.hopefulendings. | | | | |
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| **Unit:5** | **SCREENWRITERS** | |  | |
| Character - Plot vs. Character - Character vs. Characteristics- Actions speak louder than words -The main character (our hero!)- Other characters and character types Dialogue - The functions ofdialogue – Voiceover. The Kitchen Sink-Back story & exposition- Subplots- Setup and payoff -Flashbacks- Theme Breaking the Rules - How screenwriters break them and why Genre - “Whatisthis movie anyway?” | | | | |
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| **TextBook(s)** | |
| 1 | TheWriter‟sJourneyby ChristopherVogler |
| 2 | AdventuresintheScreen Tradeby WilliamGoldman |
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| **ReferenceBooks** | |
| 1 | TheNewScreenwriterLooksattheNewScreenwriterbyWilliamFroug |



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| **CourseCode** | | **GROUP-C ELECTIVEPAPER2:DIRECTION** | |  | |
| **Pre-requisite** | | **An inclusive notion of understanding thevarious audio-visual formats is vital toamalgamatetheintricaciesofproductiontechniques** | |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Todemonstrateknowledge onthehistoricaldevelopmentandculturalimpactoffilmasanartform. 2. Toengagewithquestionsofethicsandsocialjusticethroughrepresentationsofcultureonfilm. 3. Toanalyzearangeof cinematicvisualstyles,narrativeconventionsandgenerictrends. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRemembertheaestheticsin Direction. | | | | |
| ToUnderstandthetechniques ofstoryboard creation. | | | | |
| ToApplyvarious visualdesigns infilm. | | | | |
| ToDevelopan understandingonfilm languageandgrammar. | | | | |
| ToCreatefamiliarizationonvariousworldrenownedclassicalfilms. | | | | |
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| **Unit:1** | **FILMLANGUAGE** | | |  | |
| FilmlanguageandGrammar;FilmLanguage;shots;Filmgrammar;180DegreeRule;30DegreeRule;ScreenDirection;Film–Time; Compression;Elaboration;FamiliarImage. | | | | | |
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| **Unit:2** | **ASPECTSOF FILM** | | |  | |
| Dramatic elements embedded in the screen play; Spines; character; circumstance; dynamicrelationship;wants;expectations;action;activity;actingbeats;dramaticblocks;narrativebeatsfulcrum. | | | | | |
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| **Unit:3** | **DEVELOPMENTOFSCRIPT** | |  | | |
| Staging;Patternofdramaticmovement;changingthestagewithinascene;stagingaspartofa  film’s;FloorplanDevelopmentofscreenplay;stagingandcameraanglesforstoryboardforstoryboard artist. | | | | | |
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| **Unit:4** | **STORYBOARD** | |  | | |
| Camera as Narrator; Reveal; entrance; objectives camera; subjective camera; visual design;style;coverage;lenses;composition;dramaticblocksandcamera;shotlists;storyboardandsetups . | | | | | |
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| **Unit:5** | **VARIOUSCONCEPTS OFSCRIPTS** | |  | | |



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| DialogueExercises,Advertisingfilms,Musicvideos,Documentaryincludingfullresearch. | |
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| **TextBook(s)** | |
| 1 | NicholasT.proferes(2008)Film DirectingFundamentalsFocalPress Thoraval,Yves(2000) |
| 2 | TheCinemaofIndia(1896-2000)Roberge,Gaston:theSubjectofCinema |
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| **ReferenceBooks** | |
| 1 | Roberge,Gaston(1977):FilmsforanecologyofMindHalliwell;: |
| 2 | TheFilmgoersCompanion6thEditionArora: EncyclopediaofindianCinema |



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| **CourseCode** | | **GROUP-C ELECTIVE PAPER 3 :CINEMATOGRAPHY** | |  | |
| **Pre-requisite** | | **An interest to handle camera becomes a keycomponent in order to create visual outputsbasedon professionalism** | |
| **CourseObjectives:** | | | | | |
| Themainobjectives ofthis courseare:   1. Becomingtechnicallysoundin thebasicsofphotography, includingexposure,lighting &composition. 2. Maintainingaconsistentlook foreachfilmthrough studyingaboutvisualdesign, artdirection& using colorcorrection tools. 3. Analyzeascreenplay fromtheperspectiveofacinematographer. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRememberthe equipmentsrelated tomoviemaking. | | | | |
| ToUnderstandthe application ofdifferenttypesof lensandfilters. | | | | |
| ToApplyvariouscameramovementsandangles. | | | | |
| ToCreateexpertiseontechnicalitiesofCinematography. | | | | |
| ToDevelopidea aboutvariouscamerafilters. | | | | |
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| **Unit:1** | **MOTIONPICTURECAMERAS** | | |  | |
| Motion picture cameras: Various parts of Motion picture cameras; perforation loop; pressure plate; Platecatch; Pull down claw; magazine; threading of film; loading unloading of magazine; Types of magazine;intermittent Movement; Analysis of Claw motion; Registration pin; Sprocket wheel; Frames per sec;Viewfinder;Eyepieceadjustment;cameraMotors;SlowmotionandFastmotion;ReverseMovement;  Tachometer; LensMountFlangeDepth;matteBox;Blimp; Changingbag;MagazineCover/raincover. | | | | | |
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| **Unit:2** | **PHOTOGRAPHICIMAGE** | | |  | |
| PhotographicImage:MotionpicturePhotographic;Emulation;Filmbase;latentimage;Graintechnology,graininess;halation,Antihalationbacking;Resolvingpower:definition;Sensitometer;transition; opacity; Density; base density; Relation between Density and fog level; Characteristic Curve;D-maxD-min,Shoulder,Toe;Gamma;Densitymeasurement;blackandwhitedensityandColor  density; Film speed and shopper index; Contrast. Colour reproduction; Structure of the motion picturefilm; Colournegativeprocessing Remjet backing; varioustypes ofMotionpicturefilms | | | | | |
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| **Unit:3** | **FILM DIMENSION** | |  | | |
| FilmDimensionandPackaging:Negativeandpositiveperforation;EdgeNo;Coresandcameraspool;Edgemarking; 16mmfilmwinding;a-windingand B-winding; canlabel information. | | | | | |
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| **Unit:4** | **TECHNIQUESOFFILMMAKING** | |  | | |
| VariousCameraTest:Physicalconditionofthecameraandlenses;opticalpathandfocusing;Shutter;  gate;cameraChoking;motors;Scratches;Foggingoffilm;takingcare ofyourcamera;samplelenstest;eyepiece/viewfinder/ground glass | | | | | |



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| **Unit:5** | | **MOTIONPICTURE** |  |
| VariousCameraTest:Physicalconditionofthecameraandlenses;opticalpathandfocusing;Shutter;  gate;cameraChoking;motors;Scratches;Foggingoffilm;takingcareofyourcamera;samplelenstest;eyepiece/viewfinder/ground glass | | | |
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| **TextBook(s)** | | | |
| 1 | Courter,PhilipR.TheFilmmaker'sCraft:16mmCinematography.New York:VanNostrandReinhold Company,1982. | | |
| 2 | Detmers,Fred.American CinematographerManual.6thed. NewYork:ACSHolding,1992. | | |
| 3 | 1986.Ferncase,Richard K.BasicLightingWorktextforFilmandVideo.Boston:FocalPress, | | |
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| **ReferenceBooks** | | | |
| 1 | Fitt,Brian&JoeThornley.LightingbyDesign:ATechnicalGuide.Boston:FocalPress,1992. | | |
| 2 | Malkiewicz,Kris& RobertE.Rogers. Cinematography.NewYork: Prentice-Hall,1979 | | |
| 3 | FilmandVideoLightingTermsandConcepts.Boston:FocalPress,1995 | | |



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| **CourseCode** | | **GROUP-C ELECTIVE PAPER 4 - Practical:FILMPRODUCTION** |  | | |
| **Pre-requisite** | | **An inclusive notion of understanding thevarious audio-visual formats is vital toamalgamatetheintricaciesofproductiontechniques** |
| **CourseObjectives:** | | | | | |
| Themain objectivesof thiscourseare:   1. Tounderstandthebasicsoffilmmaking. 2. Toapplythetechniques in filmmaking. | | | | | |
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| **ExpectedCourseOutcomes:** | | | | | |
| Onthesuccessful completion ofthecourse,studentwill beable: | | | | | |
| ToRememberthe workingpattern ofstudios. | | | | |
| ToUnderstandthedigitalvideoproductionprocess. | | | | |
| ToApplyvariousconcepts anddirectionstyles invideoproduction. | | | | |
| ToCreate,shoot andedit varioustypesofvideofilms. | | | | |
| ToDevelopideasaboutdigitalvideoplatforms. | | | | |
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|  | **LISTOFPRACTICALS** | | |  | |
| Preproduction   1. Scriptinproperformatandlength 2. Scriptbreakdownand scheduleforshooting 3. Detailedbudget 4. Production    1. Shootingprinciplesandpickupphotographybydeadline    2. Workascrewmemberon atleastone other person's film 5. Post-production    1. FilmEditing    2. Synchronizationofsoundtrack    3. Mixingallsound intoacompositesoundtrack 6. ProductionbookIncludingallnotes,budgetandreceipts,breakdown,camerareports,editinglogs,mixingcuesheets,talentreleases, musiclicense, etc. 7. Evaluationoffinishedfilm    1. Effectivenessofstorytelling    2. Technicalconsiderations:focus,clarityofsound,editing    3. Aestheticconsiderations:style,pace,creativity | | | | | |