## DEPARTMENT OF VISION COMMUNICATION

### PG SYLLABUS

Effective from the Academic Year 2006

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**LOYOLA COLLEGE**

Autonomous

College Conferred with Potential for Excellence by UGC

Accredited at A+ by NAAC

Chennai - 600 034

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VC 1800 IMAGE AND IMAGINATION

Objective: to provide an understanding of how images are used imaginatively, to help them understand how images are created and to think imaginatively.

Unit 1: Introduction to image and imagination, form and content, context, code, colour; images in sequence and sound.
Unit 2: Types and stereotypes.
Unit 3: Linear and lateral thinking – holistic visual thinking.
Unit 4: Creativity and creative process.
Unit 5: Techniques of imagination.

KEY TEXTS

REFERENCES

VC 1804 BASICS OF VISUAL COMMUNICATION

Objective: to orient students to the basics of communication; to expose them to the types of communication especially pertaining to Visual Communication

Unit 1: Communication: history, definitions, functions and types.
Unit 2: Human communication process: elements, features and barriers.
Unit 3: Nonverbal communication: importance, aspects, relationship between verbal and nonverbal aspects of communication.
Unit 4: Mass communication: definitions, functions, features and types.
Unit 5: Impact of communication technology on culture.

KEY TEXTS
2. Paul Rand, Forms and Chaos, Yale University press 1993

REFERENCES

VC 1805 VISUAL DESIGN THEORY

Objective: to orient students to the basics of communication; to expose them to the types of communication especially pertaining to Visual Communication

Unit 1: Awareness of environment, observation, experience, analysis, and man made environment, tools, shelter and communication.
Unit 2: The elements of design – line, form, surface, mass pattern, texture, tone, colour, point, image, space and three-dimensional design concepts.
Unit 3: The principles of design – unity contrast, balance, rhythm, harmony and direction.
Unit 4: The process of design – the needs, information, planning, exploration, creation, satisfaction.
Unit 5: Functions of Design – orderly presentation, attraction, stimulation, reflection, support, and retention.

KEY TEXTS
2. Paul Rand, Forms and Chaos, Yale University press 1993

REFERENCES
VC 1806 INTERNATIONAL MEDIA

Objective: to provide an overview of the media systems, functioning and trends at the global from a historical perspective so student understand the evolution of media in various societies

Unit 1 : The Print medium: prehistory, origins and evolution; penny press, old journalism, new journalism, tabloidisation etc

Unit 2 : The Electronic media: international origins; an overview of radio and television and the entry of satellite TV, Cable, DTH and Local TV, Public broadcasting etc

Unit 3 : The Film medium: birth of cinema, evolution of cinema silent to sound era, techniques and trends in filmmaking across the over 100 year existence.

Unit 4 : The Traditional Media : introduction to the traditional means of communication and their influence on our cultural consumption patterns, oral and folk traditions media forms with reference to India and Thamizh Nadu.

Unit 5 : The New Media : The emergence of newer media of communication in the global village, the Internet, Email and mobile telephony as media of cultural and socio-political communication, cross-cultural communication with technology

METHODOLOGY:

Theoretical inputs through classroom lectures, visits to media organizations, seminars and interaction with practicing media persons.

KEY TEXTS:


VC 1807 MEDIA MANAGEMENT

Unit 1 : Principles of management - management theories, personal management, role and function of personal manager.

Unit 2 : Managing media organization - planning, coordination, motivation, control, decision-making and departmentalization.

Unit 3 : Production management - preproduction, scheduling, budgeting, financing, controlling, production, post-production and delivery.

Unit 4 : Advertising management - profit, sales and market share objectives, setting the budget, media selection and media scheduling.

Unit 5 : sales promotions, purpose, tools and techniques, program, publicity, messages and vehicles, sponsored events and campaigns.

KEY TEXTS


REFERENCES


VC 1808 - TELEVISION PRODUCTION INDOOR

Unit 1 : Topic/theme based programme (1+3 discussion exercise)

Unit 2 : Current affairs type programme

Unit 3 : Magazine Programme (current film release)

Unit 4 : Drama Practical (simple drama exercise) and Quiz programme.

Unit 5 : Mime type programme and Studio Live (a live studio exercise)
**KEY TEXTS**

**REFERENCES**
2. David Self, Television Drama: An Introduction, Macmillan, Basingstoke, 1984

**VC 1809 COMPUTER GRAPHICS MEDIA DESIGN**

**SEMESTER : I**

**CREDIT : 4**

**CATEGORY : MC**

**NO. OF HOURS / WEEK : 6**

**Unit 1:** Visual thinking and Designing- techniques, concept development, composing, using objects, texture, colour AND SPACE.

**Unit 2:** Typographic concepts for print, interactive and web media.

**Unit 3:** Fundamentals of media elements, Internet and concepts of digital image editing.

**Unit 4:** Graphics creation- brand and corporate identity manual, poster, brochure, label artwork presentation.

**Unit 5:** Interactive, navigation techniques and authoring skills.

**SOFTWARES**

Adobe Photoshop, Adobe Premiere, Adobe Illustrator, Coral draw, PowerPoint, Aftereffects, Digital Fusion, Macromedia Director, Sound forge/Sound edit.

**VC 2801 - DEVELOPMENT COMMUNICATION**

**SEMESTER : II**

**CREDIT : 3**

**CATEGORY : MC**

**NO. OF HOURS / WEEK : 5**

**Unit 1:** Key concepts in Development, complexities of development efforts, alternate paths to development.

**Unit 2:** Towards an understanding of holistic social development, empowerment of the people.

**Unit 3:** Evolution of the Theory and practice of Development Communication- International and Indian models.

**Unit 4:** Critical perspectives on Communication and Development: Dominant paradigm of development, modernization approach, and information and communication technologies for rural development.

**Unit 5:** Communication for Social change- role of a communicator in the process of social change. Folk forms, Third theatre and other alternative media for social change.

**KEY TEXTS**
2. Maglaland Demetrio (Ed), From the Village to the Medium – An Experience in Development Communication, Communication for Asia, Philippines, 1976.

**REFERENCES**

**VC 2802 - THEORIES OF VISUAL ANALYSIS**

**SEMESTER : II**

**CREDIT : 4**

**CATEGORY : MC**

**NO. OF HOURS / WEEK : 6**

**Unit 1:** The sign and the meaning making processes. The semiotic and structuristic approach to visuals.

**Unit 2:** Psychoanalysis and visuality: Subjectivity and the unconscious. Voyeuristic gaze to the Laconian gaze.

**Unit 3:** Feminist approach to visual media.

**Unit 4:** Postmodern and Postcolonial approach to visuals.

**Unit 5:** Marxist approach to visual texts.
**VC 2806 - TELEVISION PRODUCTION OUTDOOR SPECIALIZATION**

**SEMESTER:** II  
**CREDIT:** 6  
**CATEGORY:** MC  
**NO. OF HOURS / WEEK:** 6

**Unit 1:** Documentary filming and Directing Telefilm.

**Unit 2:** Popular Music practical (Music and art type program)

**Unit 3:** Magazine type programme on travel/holidays.

**Unit 4:** Single Camera continuity (on site)

**Unit 5:** Caption Exercise on fashion and city round-up practical.

**KEY TEXTS**


**REFERENCES**


**VC 2807 - COMPUTER GRAPHICS MULTIMEDIA**

**SEMESTER:** II  
**CREDIT:** 6  
**CATEGORY:** MC  
**NO. OF HOURS / WEEK:** 6

**Unit 1:** Concept creation, story boarding, scripting and project developing methods.

**Unit 2:** 3D designing and Animation dynamics - lens, effects, ray tracing, lighting, shading, reflection, texturing techniques.

**Unit 3:** Modeling concepts - background and object modeling.

**Unit 4:** Special effects - rendering techniques, morphing and warping for media formats.

**Unit 5:** Digital audio and video tools

**SOFTWARES**

1. 3D modeling and Animation softwares (3D Studio Max)
2. Video editing Software (Adobe Premiere)
3. Animator Pro.

**VC 2904 INFORMATION AND COMMUNICATION TECHNOLOGY SUPPORTIVE**

**SEMESTER:** II  
**CREDIT:** 3  
**CATEGORY:** MC  
**NO. OF HOURS / WEEK:** 5

**Objective:** The main objective of this course is to provide an overall view and enhance the computer and communication skills to cope with emerging Information and communication Technology.

**Unit 1:** Information & Communication- Theories & models, Characteristics of information, Communication Channels, Barriers to communication.

**Unit 2:** Information Transfer: Information Flow, Generation and Diffusion patterns; Information transfer cycle, Emerging Trends in information transfer.

**Unit 3:** Overview of Information Technology: Searching for resources- CD-ROM Databases and information retrieval - On-line information retrieval

**Unit 4:** Database Management Systems, National & International information sources, services etc.

**Unit 5:** Introduction to e- marketing and e-governance

**Methodology:** Theoretical inputs on Information and Communication Technology models and Practical exposure to computer and communication skills.

**KEY TEXTS:**

1. Information Technology – Everett M. Rogers
VC 2955 WRITING FOR THE MEDIA

SUBJECT ELECTIVE (Any one of the two)

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Unit 1: History and processes of word making and change of meaning, perspective writing.

Unit 2: Conventional writing - telling the story, writing for a mass audience.

Unit 3: Writing for Radio and Television – advertisements, documentary, game show, variety programmes, information programmes, children, women and minority programmes.

Unit 4: News writing - news angle, multiangled stories, feature openers, development of story, news formula, sign posting, accuracy and field work.

Unit 5: Writing for Multimedia - Script formatting and HTML, interactive script format, writing narrative multimedia.

KEY TEXTS

REFERENCES

VC 2956 CAMPAIGN STRATEGIES

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 5

To help student to work individually and in a group in planning and executing a campaign.

Methodology
After a few initial input sessions on what a campaign is and its strategies, the student will begin planning a campaign on some socially relevant theme. Using their knowledge and skills regarding main stream media and group media, they will come up with an effective campaign targeted towards a group of their choice - either in the city or in the surrounding area. Interactive sessions with NGO’s, Event Managers, and Exhibition Designers will be organized.

VC 3804 / VC 3805 - COMMUNICATION RESEARCH METHODS/APPLICATIONS

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 6

Unit 1: The scientific study of communication- science and scientists-communication as a field of research- presuppositions of research in communication

Unit 2: Image based research

Unit 3: Quantitative research- terms techniques of quantitative methods - hypothesis - protocols in quantitative research - testing the hypothesis.

Unit 4: Measurement strategies, research design, sampling design and techniques.

Unit 5: Descriptive statistics, multivariate analysis and report writing.

KEY TEXTS
VC 3875 - QUANTITATIVE MEDIA ANALYSIS TOOLS
INTERDISCIPLINARY

SEMESTER : II  CREDIT : 3
CATEGORY : MC  NO. OF HOURS / WEEK : 4

Objective: to expose students to the techniques and tools of analysis for media studies based on the quantitative approaches to media research

Unit 1: Introduction to quantitative approaches to media research with emphasis on studies undertaken for motivational research, public opinion etc

Unit 2: Quantitative research - terms techniques of quantitative methods - hypothesis - protocols in quantitative research - testing the hypothesis.

Unit 3: Measurement strategies, research design, sampling design and techniques

Unit 4: Descriptive statistics, multivariate analysis, SPSS applications

Unit 5: Presentation of data and interpretations and conclusions in specific formats

KEY TEXTS:

REFERENCE TEXTS
1. Klaus Krippendorff, Content Analysis, Sage, Newbury Park, 1980

VC 3806 TELEVISION PRODUCTION EDITING
SPECIALIZATION

SEMESTER : II  CREDIT : 6
CATEGORY : MC  NO. OF HOURS / WEEK : 6

Unit 1: Historical Perspective - evolution of editing.

Unit 2: Editing procedure - assembling shots, symbolic editing and editing errors.

Unit 3: The language of editing - shooting and editing.

Unit 4: Sound in editing, categories of sound, post-synchronization, effects, voice-over or narration, music and dubbing.

Unit 5: Technology and editing - non-linear, digital storage, random access through computer technology.

KEY TEXTS

REFERENCE

VC 3807 COMPUTER GRAPHICS WEB DESIGN

SEMESTER : II  CREDIT : 6
CATEGORY : MC  NO. OF HOURS / WEEK : 6

Unit 1: Planning and designing web page - HT ML programming, Text, Table, Image and audio.

Unit 2: Web Animation - graphics, interactive elements & sound, macro media and Flash.

Unit 3: Creating web site and ad pages, edit cross-platform and cross-browse pages - Macro media Dream weaver.

Unit 4: Interactive web pages, Java script, developing dynamic, cross-platform, web-based applications.
VC 3900 - SCIENCE AND ART OF SOUND
SUPPORTIVE

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 4

Objective: to train students to recognize the importance of sound and utilize sound effectively to communicate across the media spectrum with particular reference to Radio, TV and New Media programming and production.

Unit 1: Definition and nature of sound; sound and its relevance use and importance in communication

Unit 2: Aesthetics of sound, reader interaction with media sound, response and reaction involvement and engagement theories of sound perception and retention recall value

Unit 3: Sources of sound, microphones and their types and uses, assessment of quality of sound etc

Unit 4: Sound engineering techniques, dead air, sound and silence, integration of sound and visual, sound messaging

Unit 5: Sound in the era of multimedia – application in the media platforms, and formats – sound bytes and AV clips on Internet, SMS and MMS etc

KEY TEXTS:

REFERENCE TEXTS:
1. Tremaine Howard, Audio encyclopedia, 2nd Ed. Indianapolis, SAMS, 1979

VC 3954 INTEGRATED MARKETING COMMUNICATION
SUBJECT ELECTIVE

SEMESTER : II CREDIT : 3
CATEGORY : MC NO. OF HOURS / WEEK : 4

Objective: to familiarise students with concepts and practices of Marketing, Advertising, Public Relations & strategies for an integrated approach to marketing communication management.


Unit II: Role of Research in marketing – Advertising as part of marketing mix – definition, types and levels of marketing; communication and advertising theories – process of advertising – ad agency – structure and role – advertising budgeting – DAGMAR etc.


Unit IV: Campaign strategies – content, creativity, communication goals – Ad campaign tie-ups with Pr Campaign – similarities and differences and blending the two approaches to make one promotional campaign strategy.

Unit V: IMC – concept, theory and practice – management of media, events and promotional strategy – Marketing Communications mix – effective Corporate Communications

Methodology: Theoretical inputs reinforced with practical exercises and live campaigns from Advertising, Public relations and integrated marketing perspectives.

KEY TEXTS:

REFERENCE TEXTS:
1. David Ogilvy — Confessions of an ad man
2. Sam Black — Practicing Public Relations
3. Peter. F Drucker - Principles of Management
VC 3955 CONTEMPORARY MEDIA TRENDS

**SEMESTER : II**  CREDIT : 3
**CATEGORY : MC**  NO. OF HOURS / WEEK : 4

**Unit 1:** Power of the media, quality of the media content, media objectivity, ethical codes and propaganda and media.

**Unit 2:** Advertising censorship, violence & sex in media and marginalized people & media.

**Unit 3:** Politics and media, freedom of the press, media and government relationship, media and public trust, peoples right and access to media.

**Unit 4:** Religion and media.

**Unit 5:** Media and national/international crisis and global communication dominance.

**KEY TEXTS**

**REFERENCES**

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VC 3925 RADIO PROGRAMMING

**GENERAL ELECTIVE**

**SEMESTER : II**  CREDIT : 4
**CATEGORY : MC**  NO. OF HOURS / WEEK : 3

**Objective:** to provide an understanding of radio programming and radio programme formats and equip students to apply these in actual programmes.

**Unit 1:** History of Radio: ALL INDIA RADIO – its growth & reach / Broadcast management – Public & Private Radio Stations / Laws & regulations / Community Radio / Audience research

**Unit 2:** Radio Programming Skills: Writing for Radio – News gathering and reporting skills / Other genre /

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VC 4803 MEDIA EFFECTS AND ETHICS

**SEMESTER : IV**  CREDIT : 4
**CATEGORY : MC**  NO. OF HOURS / WEEK : 5

**Unit 1:** The effects and influence of visual media, long term and short-term effects.

**Unit 2:** Various theories of media effects.

**Unit 3:** Laws that control Visual media and its contents.

**Unit 4:** Visual media and social responsibility and need for media ethics.

**Unit 5:** Code of conduct for various visual media.

**KEY TEXTS**
4. (author?) This is All India Radio.
REFERENCES

VC 4804 INTERNSHIP

SEMESTER : IV CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 6

Objectives: To help student get exposed to actual situations and functioning of the media industry and experience reality.

Methodology:
The student will be attached to the media industry for a period of three months on an internship basis. The intern will be exposed to a particular area of specialization. The department in coordination with the industry will closely monitor the progress of the intern. A Report and a Viva-voce will complete the process of evaluation.

VC 4805 PROJECT

SEMESTER : IV CREDIT : 4
CATEGORY : MC NO. OF HOURS / WEEK : 6

Objective: To demonstrate the student's competence in a chosen area of specialization with a view of gaining a placement in the Media Industry.

Methodology:
Students are expected to do a project of professional nature within the stipulated time. Criteria for selecting the topic will be based on the area of specialization by the student. Emphasis will be given to producing works that are of professional and broadcasting quality that will help students enter the media industry with an evaluated portfolio.

VC 4806 COMPREHENSIVE

SEMESTER : IV CREDIT : 2
CATEGORY : MC NO. OF HOURS / WEEK : 3

Objective: To review student's performance in the course with particular reference to the area of specialization and suitability for the industry.

Methodology:
Panel interview- to assess the student’s ability to use Visual Communication effectively in the media world and to guide the student in the preparation of portfolio and the pursuance of career choice.

VC 4807 STUDY PAPER

SEMESTER : IV CREDIT : 1
CATEGORY : MC NO. OF HOURS / WEEK : 3

Objective: The students will be expected to apply the inputs in terms of concepts and media research methods to undertake a serious study on media and communication related topics and themes. A mini dissertation has to be submitted.