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</table>
Objectives:

- To understand the basic concepts in Human Communication, with specific reference to Visual Communication.
- To apply the basic concepts of Human Communication in Communication.


Unit 4: Interpersonal communication and relationships. Relationship development and deterioration. Group and organizational communication


Methodology:

Theoretical inputs coupled with discussions and assignments.

Evaluation:

1. Internal 50%: CA I &II Tests = 40 marks and Assignments = 10 marks
2. External 50%: Semester Examination – Written = 100 marks

Key Texts:


Books for Reference:

1. Hedwig Lewis, [2000] Body Language, Response books, New Delhi,

16UVC1MC02 VISUAL LITERACY

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Objectives

- To acquire theoretical knowledge and understand aspects of the visual language.
- To develop visual sensitivity and improve the ability to use this language wisely and critically.
To deepen familiarity with the possible uses of visual tools and improve the skill in using them for the promotion of social and environmental goals.

**Unit 1:** Foundational concepts of Visual Literacy: Perceptual theory, Physiological aspects, imagery and memory, historical development. Definition of visual literacy; perceptual aesthetics and visual language. Communication models, nonverbal communication: study of Symbols, body language and object language.

**Unit 2:** Visual Theories: Basic visual concepts and Principles: Gestalt Theory, Gestalt psychology, constructivism; Perceptual Theories: Role of Perception, semiotics, cognitive.

**Unit 3:** Visual Cues: Colour, Form, dot, lines, shapes, 2D and 3D forms, texture; Depth, perspective, size and proportion, movement; Composition and visual-balance; visual/verbal relationships; design considerations for visuals.


**Unit 5:** Analysis of Visuals: The Personal, Social, Cultural, Political, Technical, Ethical, Critical perspectives; Deconstruction, cultural and Technical coding, mass media, semiotic, and post structural thoughts and concepts. Moral and Ethical issues.

**Methodology:**

Theory and Practical sessions with extensive lab work on various assignments.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20
External 50%: Semester Practical Exam-30, Project- 20
Key Texts:

Books for Reference:

16UEL1AL02 WRITING FOR MEDIA

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OBJECTIVES:
1. To familiarize the students with different genres of writing associated with media and enable them to write news stories, scripts, features, reviews, punch lines and tag lines.
2. To expose them to both theory and practice in different forms of writing and to educate them on grammar and rules of punctuation and proof reading.
3. To kindle their creativity by encouraging them to write and provide hands-on training in writing.
UNIT I Script Writing

i. Different kinds of script writing
ii. Theories of script writing: The three-act structure, Syd Field’s Paradigm and the sequence approach.
iii. Converting a short story into a script, television writing, radio writing and anchoring.

UNIT II Writing features and reviews

i. Definition
ii. Characteristics
iii. Classification of features
iv. Lead for features
v. Feature leads vs hard news lead
vi. Review writing
vii. Systematic and non systematic approach.
viii. Writing features, book reviews and movie reviews

UNIT III Writing News stories

i. Headlines
ii. Rules guiding headlines
iii. News stories
iv. Inverted pyramid style
v. V. Lead
vi. Snippets
vii. Editorials
viii. Advertorials
ix. Writing news stories
x. Converting news stories into snippet
xi. Blowing a snippet into a full length news story

UNIT IV Ad Writing

i. Importance of advertising
ii. Demography
iii. Different kinds of ads
iv. USP- punch line- body copy- Tag line- by line.
Writing punch lines, body copy and tag line - designing pamphlets and brochures - designing newspaper and magazine ads.

UNIT V Text Mechanics

i. Grammar Basics
ii. Different kinds of errors
iii. Punctuation.
iv. Identifying errors and proof reading.
v. Editing

Books for Reference

16UVC2MC01 DRAWING

SEMMETER II CREDITS 5
CATEGORY MC NO.OF HOURS/ WEEK 5

Objectives:

- To understand the nuances of Art and master the Techniques of Painting.
- To acquire knowledge to express ideas in the form of Painting and Paintings.


Unit 2: Tradition and gradual development of art; Art movements in history; Visual reality and conceptual reality; development of ideas and concepts; Artist’s views, expression based on aesthetical and philosophical views and of social and structural change.

Unit 3: Media, materials and applications: Water colour, Wash method on paper and silk, Tempera and Gouache, Oil painting, Alla prima and old master process, priming canvas, glazing and scumbling, types of oils, acrylic, pastel, relief and mixed media, encaustic wax, modern media, collage. Mural techniques, Fresco-secco and Buon Fresco; Brushes, canvas, paper, wood, silk, etc.

Unit 4: Types of paintings: Outdoor and indoor, Patronized art, art movements based paintings; Landscape, seascape, still life, thematic, realistic and abstract art.

Unit V Portraiture study: human form, stick figures, manikins, anatomy, body measurement, head, hands, legs, clothed full figures, pastures and movement; Comparison with animals, birds and other creatures. Memory drawing, cartoons, caricature and animation.
Methodology:

Extensive studio demonstrations and practical sessions to help students visualize and represent various forms, using various methods and media.

Evaluation:

Internal 50% : CA I & II Tests = 30, Assignments = 20

External 50%: Semester Practical Exam = 30, Project = 20

Key Texts:


Books for Reference:

Objectives:

- To understand the dynamics of media culture and society.
- To study the core concepts of critical reading of the media.


Unit 3: Media as the consciousness industry. Media ideology. Dominant and subordinate ideologies. Agenda Setting. Media and realism. Media and identity, cultural approach in studying the media.


Unit 5: Alternate media: Indian and global initiatives; social media for social change; Future of mass media: digital technologies, changing media, Globalization and media.

Methodology:

Theoretical inputs through classroom lectures and discussions on media education.

Evaluation:
- Internal 50%: CA I & II Tests 40 marks and Assignments 10 marks
- External 50%: Semester Examination - Written 100 marks

**Key texts:**
5. Len Masterman, [1985] Teaching the Media, Co-media Publishing Group, London,

**Books for Reference:**

16UHT2AL03 HISTORY OF ART AND ARCHITECTURE

SEMMESTER II CREDITS 3
CATEGORY AL NO. OF HOURS/ WEEK 4

Objectives:

- To have a proper understanding of our rich Cultural Heritage.
- To become aware of the rich contributions through Architecture, Sculpture and Painting.

Unit I: General Characteristics of Indian Art - Indus Valley Civilization: Architecture, Sculpture Minor Arts.

Unit II: Architecture: Stambha Stupa Caitya Hall Vihara Hindu temple Northern Temples Southern Temples Temples in the Deccan.

Unit III: Islamic Architecture – Mosque, tomb, minar, fort, mausoleum – garden, palaces - Contemporary Indian Architecture.

Unit V: Painting: Ajanta School of Painting  Mughal School of Painting  Rajput School of Painting - Modern Indian Painting.

BOOKS FOR REFERENCE:

- Brown, Percy., Indian Painting under the Mughals, London 1924.
- History and Culture of the Indian People, Volume II,III, V & VI, BharatiyaVidyaBhavan, Bombay
- Indian Art through the Ages, The Publication Division, Government of India, New Delhi, 1948.
- Rawlinson H. G & Others, Indian Art, Sidgwick, and Jackson Ltd., London 1966
16UVC3MC01 PHOTOGRAPHY

SEMESTER  III  CREDITS  5  
CATEGORY  MC  NO.OF HOURS/ WEEK  5

Objectives:

- To understand the elements and concepts of photography.
- To get a practical orientation and hands-on training in basic photography.


Unit 2: Types of camera, Structure, Features of the camera, Lens and its types. Understanding of Exposure. Aperture, Shutter & ISO Correlation. Depth of Field


Methodology:

Practical Sessions coupled with group works and exercises.

Evaluation:

Internal 50%: CA I & II = 30 marks and Assignments = 20 marks.

-15-
External 50%: Semester Examination Practical = 100 marks

**Key Texts:**


**Reference Books:**


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16UVC3MC02 ELEMENTS OF FILM

| SEMESTER | III | CREDITS | 3 |
| CATEGORY | MC  | NO.OF HOURS/ WEEK | 3 |

**Objectives:**

- To understand the fundamentals of film as a form of communication & to develop a technical approach to film.

**Unit 1:** Film as an experience, entertainment, commodity, communication medium: a brief overview of film industry, with
special reference to Tamil Nadu and India; Films in relation to ethics, morality, philosophy and aesthetics.

**Unit 2:** Film production process - a detailed overview. Understanding the functioning of this industry. Brief comparison of industry functioning in various parts of the country. Preproduction, production and post-production process & various departments involved in it.

**Unit 3:** Technical Studies: Camera & its functioning - The Shot: characteristics, types, meanings; scene and sequence. Camera angles and movements, performance, settings, props, costume, lighting, Editing, Different types of editing. Importance of editing grammar. Sound Mixing & Sound Design, SFX.

**Unit 4:** Film concepts and film movements - Mise-en-scene, montage, cinematic codes, conventions, film form and narrative structure – Genre forms – documentary and animation forms.

**Unit 5:** Documentary: Comparison between Fiction films & Documentary. Importance of documentary making in contemporary society. Different Narrative Techniques of documentary. Technical aspects of producing a Documentary.

**Methodology:** Theoretical Sessions coupled with group work and exercises.

**Evaluation:** Internal 50%: CA I & II = 40 marks and Assignments = 10 marks.

External 50%: Semester examination – Practical = 100 marks

**Key Texts:**

Reference Books:


16UVC3MC03 GRAPHIC DESIGN

SEMESTER III CREDITS 4
CATEGORY MC NO.OF HOURS/ WEEK 3

Objectives:

- To help understand and learn graphic design principles.
- To conceptualize ideas in a graphic form and produce designs creatively.
- To learn to create designs using software.

Unit 1: Fundamentals of Design- definition, applications of geometrical forms- line, 2D and 3D forms, texture, pattern, colour, space, movement, colour and space, form and space, visual structure, Understanding Composition: Field figure Relationship, methods of composition; Approaches to design: light to dark, dark to light (reduction method), Optical Illusion and doodling, symbols and pictograms.

Unit 2: Principles of design – balance, contrast, harmony, rhythm & movement, proportion, emphasis, scale and unity; layout principles: rule of thirds, grids; proportion-the golden mean and the unity of layout elements; basic design applications. Designing using software like Photoshop, InDesign, etc.
Unit 3: Typography — classification groups and subgroups, families, fonts: serifs, sans serifs, hand formed and specialized; craft of typography- point system, selection and use of fonts - type specification, copy fitting and spacing; calligraphy.

Unit 4: Graphic reproduction - elements of printing-basic production steps - fundamentals of letterpress, lithography, offset, gravure, flexography, screen-printing - colour separation, reproduction and registration - computerized prints; papers and inks for printing.

Unit 5: Message presentation from concept to visual; process of design; problem identifying; preliminaries refinement, analysis decision making and implementation; Designing products, evaluate imagination, abstract symbolism, creativity and innovation.

Methodology:
Exposure through lectures to elements, principles of design and the design process coupled with practical sessions. [Learn to create designs using software like InDesign and Photoshop].

Evaluation:
Internal 50% : CA I & II Tests = 30, Assignments = 20
External 50%: Semester Practical Exam-30, Project = 20

Key texts:

Books for Reference:


Web sources:


16UEC3AL02 ECONOMICS FOR MEDIA AND ENTERTAINMENT

UG Offered to: B.Sc. Viscom
Category: AL Credits: 3
Semester: III Hrs/Wk: 6 hrs.

Objectives:

1. To enable the students to apply economic principles in the study of media industries.

2. To help students to analyse the functions and activities of companies involved in the media.

Unit 1: Introduction (18 Hours)

Definition of Media Economics, the importance of studying media economics, macro & micro economic issues in media, types of media companies, the economic problem of production, distribution & consumption, types of economies.

Unit 2: Principles of Media Economics (18 Hours)

Supply & demand, the demand curve, price elasticity & cross elasticity of demand, types of demand for media products. Product & geographic dimensions of media markets, market
structures – monopoly, oligopoly, monopolistic competition, perfect competition, media industries and market structure, market conduct.

**Unit 3: Evaluating Media Markets** (18 Hours)

What is a media market and who are its major players? Methods used to measure market concentration and diversification within a firm, impact of regulation and impact of technology on media markets and individual firms.

**Unit 4: The Broadcast, Cable, Satellite Television & Internet Industries** (18 Hours)

The radio, cable & satellite television and internet industries – industry trends, major players, market structure and economic characteristics, role of regulatory and technological forces and future of the respective industries.

**Unit 5: The Print Media** (18 Hours)

The newspaper industry – major players, market structure and economic characteristics, role and type of advertising in newspapers, impact of the internet on newspapers, economic future of the newspaper industry. The magazine industry – major players, market structure and economic characteristics, types of division in magazine publishing, various markets for magazines, impact of technology and the internet on the magazine industry.

**Books for Study:**


Books for Reference:


16UVC4MC01 COMMUNICATION THEORIES

SEMESTER V CREDITS 3
CATEGORY MC NO.OF HOURS/ WEEK 3

Objectives:

- To expose students to classical and contemporary theories of communication
- To prepare students to examine the validity of theories in this dissertation projects

Unit 1: Communication and Psychology: Balance theory, Congruity theory and Dissonance theory, Educational communication and basic theories of learning, Bandura's Social learning theory, Diffusion of innovation - KAP, AIETA, AIDA; persuasion and attitudinal and behavioral changes
Unit 2: Communication and politics: Political communication and its effects in democracies; public opinion, propaganda and war, priming, framing, stereotyping, structuring reality, manufacturing consent.

Unit 3: Communication and culture: Cultural effects of mass media, entertainment effects of mass media, cultivation theory, media and violence, gender and media, children and media, expatriates and their media.

Unit 4: Communication and language: Linguistic approach to communication, media genres and texts, news narratives, semiotics, problems and prospects of visual language.

Unit 5: Globalization and mass communication: Issues in global media governance, transnational media ownership and media corporates, media imperialism, impact of technology on international communication, new media, future of communication theories.

Methodology: Theoretical Sessions coupled with group work and exercises.

Evaluation: Internal 50%: CA I & II = 40marks and Assignments = 10marks.

External 50%: Semester examination – Practical = 100 marks

Key Texts:

Books for References:

16UVC4MC02 ADVERTISING

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Objectives:
- To increase your understanding of the advertising process.
- To help students identify, understand, and apply integrated brand promotion
- To translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.

Unit 1: Introduction to Advertising: Definition of Advertising, History of Indian Advertising, Role of Advertising in the Product Life Cycle (PLC), Agency-Client Relationship; Creative Pitch - Agency compensation-Agency accreditation. Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising, Political Advertising.

Unit 2: Marketing Concepts and Evolution (Exchange, Production, Product, Selling and Marketing), Fundamental Nature of rural market, Understanding the Rural Mind and buying process. Social Marketing: Definition of social marketing, need, objectives and publics 6 P’s of a social marketing program.

Unit 3: Role of creativity in advertising - Determining the message theme / major selling idea - Introduction to
Unique Selling Proposition (USP) - Positioning strategies - Persuasion and types of advertising appeals. Role of different elements of ads such as logo, company signature, slogan, tagline, jingle, illustration etc. - Copywriting for various media. Pre-testing and post-testing of ads.

**Unit 4:** The Creative Brief- Setting communication and/or Sales Objectives for the ad/ad campaign. Methods of setting ad budget- media planning and buying- media objectives - Factors to be considered in media planning and media vehicle. Developing media strategy with media mix and media scheduling strategies.

**Unit 5:** Regulatory system for control on advertising in India – Advertising Standard Council of India (ASCI) - Various laws and enactment concerning advertising in India.

**Methodology:** Theoretical Sessions coupled with group work and exercises.

**Evaluation:** Internal 50%: CA I & II = 40 marks and Assignments = 10 marks.

External 50%: Semester examination – Practical = 100 marks

**Key Texts:**

2. Jim Atchison, [2007] Cutting Edge Advertising, Pearson Prentice Hall,

**Books for References:**


16UVC4ES01 PROFESSIONAL PHOTOGRAPHY

SEMESTER IV CREDITS 4
CATEGORY ES NO. OF HOURS/ WEEK 6

Objectives:

- To help understand photography in terms of the various branches of photography. To provide specialized training in photography catering to professions of photography.


Unit 2: Introduction to Fashion, Advertising, Food, Product & Special effects photography – Basics on Advertising & fashion. Setting up, Theme, Background, Model styling, costumes,
Accessories, Set Design & Art Work, Lighting for various elements and Retouching.

**Unit 3:** Other Branches of professional photography – Industrial Photography, Fashion Photography, Wildlife Photography, Photography in Travel & Tourism.

**Unit 4:** Journalistic Photography, Wedding Photography, Sports Photography, Still photography in Cinema & Other Branches.

**Unit 5:** Business of Photography - Selling Photos on galleries. Online marketing – Stock images. Creating Brand value – Selling at the right market & Pricing of Photography – Social Media as a business Platform

**Methodology:** Practical Sessions coupled with group works and exercises. Industrial visit to different fields in photography and Interaction.

**Evaluation:** Internal 50%: CA I & II = 40 marks and Assignments=10 marks.

External 50%: Semester examination Practical=100 marks

**Key Texts:**


**Books for Reference**

16UVC4ES02 SCRIPT WRITING

SEMESTER IV CREDITS 4
CATEGORY ES NO.OF HOURS/ WEEK 6

Objectives:

- To understand the art and craft of scripts for Film and Television media.
- To creatively write and evolve scripts for Film and Television media.

Unit 1: Scriptwriting as a creative enterprise – Ideation Process, Brainstorming Creative thinking – creativity process – stages in the craft of script writing – basic story idea, narrative synopsis outline.

Unit 2: Narrative structure: beginning-middle-end, Syd Field’s Paradigm, conflict, development, climax and denouement – story, storyline, plot, and treatment – principles of suspense and surprise. Three point and Two point structures.


Unit 4: Understanding form of cinema. Selective narrative techniques – point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter. Scene breakdown, Drafting Process and full-fledged script.

Unit 5: Different Film Genres. Film and TV script formats, storyboards, Copyright, software for scripting. Pitching the story.

Methodology: Practical Sessions coupled with group works and exercises.

Evaluation: Internal 50%: CA I & II = 40 marks and Assignments = 10 marks.
External 50%: Semester examination Practical = 100 marks

Key Texts:

5. Blake Snyder, [2005] Save the Cat, Michael Wiese Productions, U.S.

Books for References:

1. Sujatha, ThiraiKathaiEzhuthuvathuEppadi.
2. Sujatha, Workbook on Screenplay Writing in Tamil.

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<th>சிறந்தலிப்புக்குழு முறையிடும் விளக்கு (VC)</th>
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சொகுற்றுப்பதிவு:

1. சிறந்தலிப்புக்குழு முறையிடும் அடர்வித்தியாத, குறுகிய, பெரிதிய பெருக்கு மறையிடும் தலைகதை அட்சு பல்கலை போர்ப்பித்துதேனு.

-29-
2. விளையாட்டு பெருமளவான முன்னேற்றங்கள் கிளிக்குவது முழுந்தலே.
3. மன்னர்களுக்கு வெளிப்படுத்துவதற்காக ஒரு பிரிவுபட்டமாக விளக்கம்.
4. இந்தக் கொள்கை மற்றைய பாங்கைப் பாடல் மற்றும் - கல இந்த விளக்கமும் தமிழ் பொறுப்பு மாணவர்களுக்கு விளக்கம்.
5. மீண்டும் வெளியே, மீண்டும் விளக்கமும் கூற்று விளக்கம்.

அண்டு - 1

நான் அவ்வகையில் பாட்டு அண்டத்து - ஒரு வரையத்து - தமிழ் வரையத்து

அண்டு - 2


அண்டு - 3

திருமணம் முடியவும் - கூர்க்கு முடியவும் முடியவும் சுக்கலை - விளக்கமும் - விளak - திருமணம் விளக்கமும் - விளக்கமும் சுக்கலை - கூர்க்கு விளak, சுக்கலை - மீண்டும் விளak, சுக்கலை - மீண்டும் விளak, சுக்கலை - மீண்டும் விளak.

அண்டு - 4
அங்கு - 5

இச்சமயத்தில் பற்றி: குழு - தொடர்க்கை - விளையாட்டு
- தருணம் -
தனித்துப் பெருமளவில் பாதுகாப்பு - புதியபொருளுக்கு - காலத்திற்கு பக்தியான சான்றித் துவப்பு.

பாடல்:

தனித்துப்பொருள், க. கார்பில், சிறுகுறித்து, மதிப்பாச்சுறுப் பிரிவுகள், பிரிவுகள்,

நிகழும்

பாடல் வருடங்கள்:

1. காலத்திற்கு முற்பொருளில், க. அருகில்
2. தனித்துப் பாதுகாப்பு-பாதுகாப்பு, அடுத்த தினமாகக்
3. காலத்திற்குப் புதியபொருள், தான திட்டங்கிராப்பு
4. தனித்துப்பொருளில் காலத்திற்கு, க. மறுவல்ல
5. காலத்திற்கு தருணம் பார்வை, க. தினமாக, பாதுகாப்பு

-31-
ART AND AESTHETICS

SEMESTER V CREDITS 6
CATEGORY MC NO. OF HOURS/ WEEK 6

Objective:

- To acquire knowledge of Art and Aesthetics to appreciate Arts in various forms.
- To imbibe a historical understanding of Art of India and the West.

Unit 1: General principles of art and beauty in Indian art; principles of image making; Six limbs of Indian paintings (shadanga) and six Chinese canons; Theories of Rasa, Dhvani, Alankara, Auchitya and Riti. Visual and performing art. Paintings in Chitrasutra. Visible and invisible aspect of art (Drishyam/Adrishyam), Tamil literature: Agam, Puram, Thinai.

Unit 2: Art history, criticism and aesthetic theories: Development of formalism (Wolfflin, Reigl, Roger Fry, Greenberg), Iconology (Gombrich and Panofsky), Visual Perception (Rudolf Arnheim) and New Art History (Bryson, Hal Foster). Ananda Coomaraswamy and Stella Kramrisch and their relevance in the Indian Art History study.

Unit 3: Formal and stylistic aspect of Indian sculpture and architecture. Indian paintings: Ajanta, mural tradition, manuscripts, Rajasthani, Malwa, Pahari and Deccani; Indian Iconography; Indianschools of Art: Raja Ravi Varma followers, Neo-Bengal School, Indigenous, Figurative-narrative and Abstract trends in 60s and 70s, Modern Trends.


Unit 5: European Art: Pre-historic art, Greek, Roman, Early Christian art, Byzantine, Gothic, Renaissance, Mannerist, Baroque, Romanticism, Realism, Impressionism, Post-

**Evaluation:**

Internal 50%: CA I &II Tests = 40 marks and Assignments = 10 marks

External 50%: Semester Examination – Written = 100 marks

**Key Texts:**


**Books for Reference:**

2. Ernst Fischer [1963], The necessity of Art, penguin Books, U.K.
16UVC5MC02 VISUAL ANALYSIS

SEMMETER      V      CREDITS      6
CATEGORY      MC      NO.OF HOURS/ WEEK      6

Objectives:
- To help understand and interpret media texts effectively.
- To critically look at visuals and learn to apply visual analysis tools.

Unit 1: Visual Text and meanings. The six perceptions of visual Image. Personal, Historical, Technical, Ethical, Cultural, Critical Perspectives.


Evaluation:
Internal 50%: CA I & II Tests 40 marks and Assignments 10 marks
External 50%: Semester Examination - Written 100 marks

Key Texts:
Books for Reference:

16UVC5MC03 DEVELOPMENT COMMUNICATION

SEMESTER VI CREDITS 6
CATEGORY MC NO.OF HOURS/ WEEK 6

Objectives:
- To understand the nature and potential of communication for holistic social development.
- To acquire skills to use development communication for social change.


Unit 2: Evolution of the Theory and practice of Development Communication- International and Indian models. Millennium Development Goals


Unit 4: Communication for Social change- role of a communicator in the process of social change. Inclusive Society. Community-centric intervention. Folk forms and Third

**Unit 5:** Development organizations-national and International; Resources for development- funding agencies; Development as career.

**Methodology:**

Class room lectures coupled with practical sessions and campaigns.

**Evaluation**

Internal 50%: CA I & II = 35 marks and Assignments = 15 marks.

External 50%: Semester examination written = 100 marks

**Key Texts**


Books for Reference

4. Sadanand Menon and Shirly, Perspectives in Development Communication.

16UVC5ES01 DIGITAL FILMMAKING

SEMESTER V CREDITS 4
CATEGORY ES NO.OF HOURS/ WEEK 6

Objectives:

- The Detailed Study of Film Style and Form and the practical application of the same.


Unit 2: Preproduction Process: Ideation Process, Research, Understanding the structure of screenplay, Scripting, Script
writing Software, drafting Process, Film Grammar, Budgeting, Pitching the story, Scheduling, Casting, and other preparations for the shoot.

**Unit 3:** Production Process: Role of the Director, Shooting, Directing the actors, directing the camera and working with the crew. Understanding Cinematography. Current Trends in Digital Formats & Cameras Used, Blocking and Staging of a camera. Working with sound department on set. Live sound Recording. Executing the production.


**Unit 5:** Digital Film Marketing & Distribution. Ways of Film Distribution. Understanding the Film Market. Promotion and Marketing of Films. Digital Promotions. Digital Market Sales & Foreign Sales. Scope for online sales for independent films & Film festival Marketing.

**Methodology:** Practical Sessions coupled with group works and exercises. Students will produce a final independent project.

**Evaluation:** Internal 50%: CA I & II = 10marks and Assignments 10marks.

External 50%: Semester examination Practical 100 marks

**Key Texts:**

Books for Reference

1. Walter Murch [1995], In the Blink of an Eye, Barnes & Noble, U.S.
2. Richard T. Kelly [2011] The Name of this Book is Dogme95, Faber & Faber Film.

16UVC5ES02 COPYWRITING

SEMESTER      V      CREDITS      4
CATEGORY      ES      NO.OF HOURS/ WEEK      6

Objectives:

- To understand the language of advertising effectively.
- To equip the students with tools to write effective copy for advertising.

Unit 1: Language of communication – strategies of address. Advertising-psychological mirror, advertising ideology-marketing mix, sales promotion, incentive, temporary incentives, planning promotion, assess the brief, sales and marketing objective and pretest.

Unit 2: The creative process-the anatomy of press ads, Agency brief, Advertising strategy-creative brief and creative strategy. Target audience, tone of voice, brand image, the proposition-the brand positioning statement-brainstorming and the Big Idea.

Unit 3: Visualization and layout, visual and copy, advertising copy, long and short copy, headline – basics of writing, functions, essentials and different forms. Slogans – necessity, characteristics and different types.

Unit 4: Types of copy – scientific, descriptive, narrative, colloquial, humorous, topical, endorsement, interrogative, prestige, reason why, co-operative and intentional.
Unit 5: Copywriting for New and Social Media: Sharing Science, Valuable Content, Emotional Triggers, Headlines & Hashtags, Adapting a Single Piece of Writing across Platforms, Content Curation for Social Media, Measuring Social Media Success.

Practice:

1. Copy for Direct mailer, basic structure, crafting the copy.
2. Writing for in-shop media-poster, dangler, counter dispenser, point of sales, and point of purchase materials. Outdoor and Transit commercials, Hoarding/Billboards- innovations, exhibitions, events etc.
3. Scripting for an audio-visual and writing for the Internet. The difference between Paper and Online Presentation, Writing Effective Web Copy.

Methodology:

Theoretical inputs and intensive case study applied in the creation of the simulated advertising campaign.

Evaluation:

Internal 50% : CA I & II Tests-30, Assignments-20
External 50%: Semester Practical Exam-30, Project- 20

Key Texts:


Reference:


16UVC5ES03 ADVERTISING PRODUCTION

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Objectives:

- To develop skills in visualizing and illustrating potential layout for complex ideas.
- To acquire knowledge and skill to execute design graphics for information.

**Unit 1:** Product mix-distribution channel- marketing communication channel- planning advertising, advertising collaboration, product positioning, creative blue print, advertising strategy, creative strategy, brain storming, Big idea, copy writer’s, Art director’s contribution & collaboration, purpose of copy and Illustration.

**Unit 2:** Principles and qualities of good illustration: concept and visualization; creative process; Visualizing advertisement, structure and types of layout, kinds of layouts.

**Unit 3:** Business and Information Graphics: Visual/verbal relationship, what are Infographics? Perspective: Personal, Technical, Ethical, Cultural; Information Design: Tuft,
Jacobson; Role of Graphics in Business, Visual Topologies, Concept Graphic, Charts, Tables, Graphs, and Diagrams.

**Unit 4:** Visualizing promotional materials: typography & type design, publication design, image making, packaging, print design, corporate identity, branding and information & communication systems like signage or way finding.


**Methodology:**
Intensive studio and lab work complemented with theoretical inputs.

**Evaluation:**
**Internal 50% :** CA I & II Tests-30, Assignments-20  
**External 50%:** Semester Practical Exam-30, Project-20

**Key Texts:**

**Reference:**

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16UVC5ES04 EDITING

SEMESTER V CREDITS 4
CATEGORY ES NO.OF HOURS/WEEK 6

Objectives:

- To understand the basic concepts in Editing with specific reference to Television Production and Film Making.
- To apply the basic concepts of Editing in Production.


Unit 2: Editing as a Craft: Rational Editing, Principles of Editing like Contrast, Parallelism, Symbolism, Simultaneity & Leit-motif (Reiteration of theme). Understanding Continuity, Delivering a meaning, bearing audio in mind, Control of Overuse technique or Visual effects.


Unit 5: Preparing for Final Cut: NLE Compositing, Color Correction & Color Grading, Dub matching and track lying. (To prepare for re-recording and optical effects.) Working on Audio, Titling, Final Review & Project

Methodology:

Practical inputs coupled with discussions and assignments.

Evaluation:
Internal 50%: CA I & II Tests 40 marks and Assignments 10 marks

External 50%: Semester Examination - Written 100 marks

Key Texts:
2. Roy Thompson, Christopher J. Bowen [2013], Grammar of the Edit, Focal Press.

Books for Reference:
3. Gael Chandler [2012], Cut By Cut: Editing Your Film or Video, Michael Weise Productions, U.S.
4. Walter Murch [2009], In the Blink of an Eye: A Perspective on Film Editing, Harper Collins.
5. Karel Reisz, The History of Film Editing.

16UVC5ES05 CORPORATE COMMUNICATIONS
SEMESTER V CREDITS 4
CATEGORY ES NO. OF HOURS/ WEEK 6

Objectives:
- To acquire knowledge and understanding of many aspects of corporate communication.
- To develop skills to apply communication aspects to media companies and other organizations.

Unit 1: Corporate communication-definition and overview; Internal and organizational communication; Marketing communication; International communication.
Unit 2: Changing media environment, Strategic communication, Investor relations, Government relations, Crisis communication.

Unit 3: Blogs, Podcasting, Electronic media communication, the internet and on-line communication tools, social media strategy, Technical communication in the software industry.

Unit 4: Corporate Social Responsibility and communication, Media relations, Communicating the brand, Press Release.

Unit 5: Identity, Image, Reputation and Corporate Advertising, Transparent Corporation communication practice.

Methodology:

Lectures, case studies and group discussions complemented with theoretical inputs.

Evaluation:

Internal 50% : CA I & II Tests-30, Assignments-20

External 50%: Semester Practical Exam-30, Project-20

Key Texts:


16UVC5SK01 TELEVISION PRODUCTION

UG Offered To: Viscom
Category: SK Credits: 4
Semester: V Hours/Week: 6

Objectives:

- To understand the nuances of Television medium.
- To develop overall creative skills in the production of Television Programmes.

Content:

Unit 1: Understanding TV medium; differences from the Film medium; Video formats - VHS, U-Matic, Beta; Digital formats, HD, HDD. TV and Video Production approaches.

Unit 2: Preproduction: scheduling, budgeting, breakdown of scripts, contracts, Teamwork and work ethics.


Unit 4: Lighting and Sound - natural and artificial lighting, dramatic effect and special effect lighting; three point, high key and low-key lighting. Basics of Sound recording, microphones, sound manipulation.

Unit 5: Post Production: Posting voice and music. Adding special effects. Editing - Grammar of editing, Transitions,
Editing the visual, editing the sound track. Editing for music pieces. Production Problems in each phase and their solutions. Some legal issues.

**Practice:**
1. Studio Productions: Basic shots, Interviews (Single camera set-up), Shows (Multi camera set-up), Drama.
2. Outdoor Productions: News reporting / Road show, Short documentaries and drama.
3. Editing Exercises: Sequencing, Creating a story with stock shots, Music video

**Methodology:**
Theoretical inputs and extensive practical assignments in TV production.

**Evaluation:**
Internal 50%: CA I & II Tests-30, Assignments-20
External 50%: Semester Practical Exam-30, Project-20

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**16UVC6MC01 MEDIA MANAGEMENT**

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**Credits**: 4

**Objectives:**
- To have an understanding of management in media organizations.
- To acquire the managerial skills for effective execution of tasks in the industry.

**Unit I:** Principles of management, Organization theory, delegation, decentralization, motivation, control and coordination. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchises (Chains). Policy formulation –
planning and control; problems, process and prospects of launching media ventures.

Unit II: News paper organizations today. Ownership pattern and economics of Newspapers. News management and managing the newsroom. Collaborating with News service agencies.

Unit III: Film as industry - production, digitizing, distribution and exhibition systems. Financing the film - Film Development Corporations. Government and film production. Contemporary issues - cross over cinema, collaborations and the emergence of multiplexes information services and other new technologies. Consequences of new technology on film.


Unit V: Governmental regulatory mechanism and policy changes. Foreign equity and FDI in Indian media. Contemporary debates.

Methodology: Classroom lectures coupled with practical sessions.

Evaluation: Internal 50%: CA I & II = 40 marks and Assignments 10 marks.

External 50%: Semester examination written 100 marks

Key Texts:


Books for Reference:


**16UVC6MC02 MEDIA PRESENTATION SKILLS**

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**Objectives:**

- To understand the power of communication.
- To acquire communication skills to use them effectively for the media.

**Unit 1:** Human communication essentials. Verbal and nonverbal communication, human body in communication. Bodily communication. Culture, code and norms. Gesture communication; Power of speaking and listening.

**Unit 2:** Understanding self. Strength and weakness; opportunity and threat, SWOT Analysis, goal setting.

**Unit 3:** Facing interview, participation in group discussion; presentation for client; Addressing the audience. Overcoming stage fear; Stage speaking and compeering: Techniques and style.


**Unit 5:** Preparation of Resume, Portfolio and Show Reel.

**Methodology:**
The course will have lectures, demonstrations, assignments, projects in the subject according to the prescribed syllabus and references.
Evaluation:
Internal 50%: CA I & II Tests-30, Assignments-20
External 50%: Semester Practical Exam: Viva -30, Project-20

Key texts:

Books for Reference:

16UVC6MC03 MEDIA LAWS AND ETHICS

SEMMESTER VI CREDITS 4
CATEGORY MC NO.OF HOURS/ WEEK 6

Objectives:
- To enable students to understand with the various laws governing the media in the Indian context.
- To understand the ethical principles and imbibe the spirit behind the media laws.


Methodology: Class lecture coupled with group discussions and presentations.

Evaluation:
Internal 50%: CA I & II = 35marks and Assignments 15marks.
External 50%: Semester examination written 100 marks

Key Texts


**Books for reference:**


**SEMESTER VI CREDITS 4**

**CATEGORY MC NO. OF HOURS/WEEK 6**

**Objectives:**

1. To understand the core concepts of Digital Media

2. To study the emerging trends and new tools in online communication

**Unit 1:** New Media-Emergence of Digital Era-Technology, Society and Historical Change-Informationalism-Digital Revolution-Network Society and Information Age-Social Media
Unit 2: The Internet as social technology -- Computer Mediated Communication (CMC) - different types of CMC - Communication through CMC-Mediated Society - Cyberspace - Cybernetics.

Unit 3: Online communication tools (OCT) - Forming online identities - Anonymity, Pseudonymity, and Identity - Relating Online - Impersonal Communication - Social Presence Theory - Social Context Cues Theory - SIDE Model - Hyper personal Communication

Unit 4: Internet culture in India - Electronic Surveillance - Merits and De-merits of OCT - Forming Online Relationships - Self Presentation - Online Self Disclosure - Virtual Communities - Qualities of Virtual Communities - Netizenship

Unit 5: Online Therapy - Internet Addiction Disorder - Obscenity in Cyberspace - Online Communication and the Law - Information Technology Act in India - Cyber law - Ethical Aspects.

Methodology:
Theoretical inputs, applied case studies, practical assignments.

Evaluation Pattern:
- Internal 50% CA I & II Tests 30 marks, and, Assignments 15 marks; and 5 marks will be reserved for class presence, student initiative, participation in subject related activities.
- External 50%: Audio-visual report of Research – 30 marks & Viva-voce – 20 marks

References

E-Book
Objectives:

- Understand the various types of media research methods and tools: benefits, shortcomings & ethical issues.
- The course must enable students to use media research for pre-production, production and post-production assessment/evaluation of their projects.
- To enable students to design and execute their final media projects using the methods learned in the class.


Unit 2: Data Collection Techniques and Analysis: Survey Toolbox: Schedule, Questionnaire, Audience Surveys like NRS-IRS, TAM-TRP; Election related surveys: Opinion Poll, Exit Poll; National Sample Surveys: Collection of data by NSSO. Case Study Method: In-depth analysis of subject of research, Cross-cultural Research, Macro and Micro Research; Observation Method; Interviews; Content Analysis, Data Analysis, Computer-assisted handling and analysis-SPSS.

Unit 3: Communication Research: Message Analysis; Discourse and Semiotic analysis; Channel/ Medium analysis: characteristics, access, appropriateness and coverage; Audience Analysis: Demographic, Socio-economic, Socio-psychological
aspects, Quantitative and Qualitative techniques; Impact Analysis: Tools and Techniques.

**Unit 4: Media Research:** Formative Research: Need assessment, Development of audience profile, Availability of audience segment, Access of the media, Resource mapping, and Production research: Print, Radio, TV, Films, Digital & New Media. Feedback and summative research: Impact of stated objectives and unintended outcomes; Ethics in research.

**Unit 5: Market Research:** Need, scope and function of product, consumer and Ad research; Product testing, test marketing; Pre & Post testing, Market segmentation, buying motives, purchase intent; Target audience/market research, message research, concept research, copy research, DAGMAR; Relevance of market research in media studies.

**Methodology:**

Theoretical inputs, applied case studies, practical assignments.

**Evaluation Pattern:**

- Internal 50% CA I = Theory Test for 15 marks & CIA II = Creating a Research Paper for 15 marks. Total CIA = 30 marks, and, Assignments = 15 marks; and 5 marks will be reserved for class presence, student initiative, participation in subject related activities.
- As per Industry standards, each student will be asked to create one Wikipedia page. It can be in English or Tamil or other languages and on any topic of the student’s interest.
- The student will use the course to research and design the strategy for their final portfolio project.
- Creating an Information-based graphic poster (Infographic) based on the research findings.
- The Students will receive one workshop and hands-on training in SPSS.
- External 50%: Audio-visual report of Research – 30 marks & Viva-voce – 20 marks
Key Texts:

4. Philip Mayer [2005], Precision Journalism, A Reporter’s Introduction to Social Science Methods, Rowman& Littlefield, Lanham, MD.
5. Sharon Lorio [2004], Qualitative Research in Journalism – Taking it to the Streets, Lawrence Erlbaum, Mahwah: NJ.

Books for Reference:


2. Berger Arthur Asa [2011], Media and Communication Research Methods, An Introduction to Qualitative and Quantitative Approaches, Sage Publications, USA.
VISCOM ALLIED OFFERED TO OTHER DEPARTMENTS

16UVC1AL01 ANIMATION FIGURE DRAWING

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Objectives:

- To introduce students to the principles of Life drawing by exploring the observation of the human form.
- Study focuses on the principles of movement, weight, balance, shape, and anatomy through gesture drawing, long form poses, and humans in motion. The practice of observation and application is the foundation from which students apply these principles.
- Study in shading, shadow, foreshortening, and action analysis further allow students to explore the importance of observing the human form and anatomy.

Content:

**Unit-1:** Basic Life Drawing Skills - Life drawing including human anatomy, emotions, actions and expressions. Stick Figures, Line of action, Basic Human, Animals and Birds Anatomy

**Unit-2:** Basic Perspective Drawings – How to draw Shapes, Buildings and Figures in 1 point, 2 point and 3 point perspectives, Worm’s Eye View, Bird’s Eye View – Out-door study
Unit-3: Light & Shade in Drawings – Basic Drawings including Humans, Animals, Birds etc. with Light & Shade, Still-life study

Unit-4: Basic Anatomy Drawings - Basic Anatomy Drawings including Humans, Animals, Birds etc. – using Mannequins, Group figure studies

Unit-5: Actions & Movements, Emotions, Postures & Gestures in Drawings: Live Action / Motion Drawings including Humans, Animals, Birds etc. Including emotions, actions and expressions, attitude, postures and gestures, Facial expressions

Assignments:

Still Life Study - Shapes, Organic & In-organic studies, Indoor and Outdoor Study, Light & Shade, Perspective and Anatomy.

Methodology:

Extensive Practical sessions, Drawing Sessions, Industry Experts, Assignments, Field Visits for out-door studies – Zoo, Park etc.

Evaluation:

Internal 50% - CA I & II = 35 Marks & Assignment – 15 Marks

External 50% - Semester Examination – Practical – 100 Marks

Reference Books & Online References:


16UVC2AL01 MEDIA DESIGN & DEVELOPMENT

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Objectives:

1. The students must appreciate & become oriented towards media production.
2. Design & develop an appropriate media strategy from start to finish on a timeline.
3. Learn to evaluate media projects based on efficiency, usability & aesthetics.

Unit 1: Introduction to Communication: Different types of Communication, SMCR, Examples of Persuasive & Effective Communication; Simon Sinek’s Golden Circle; Introduction to
Communication Concepts like 5Ws & 1H, Inverted Pyramid, AIDA, Big Idea, USP, Brand, IMC, CSR. Experiential Learning: Each student will take five photographs and tell a story with it.

**Unit 2:** Components of Successful Communication: Components of IMC: marketing & sales objectives, audience segmentation, market research, advertising, promotional & sales strategies, integrating elements & evaluation of communication. Experiential Learning: Taking examples of successful & landmark media campaigns, the students will answer: What makes an ad great? How did PR help build a strong relationship? How did Design help solve a problem?

**Unit 3:** Designing a Media Project: In groups, students will be guided to choose a Social Issue/Topic/NGO/SHG/Cause and design a media strategy for the same using free social media like FB/Twitter/Instagram, etc. Taking case studies, the students will be exposed to the planning and execution of social media campaigns. Experiential Learning: Working as a group, the students will create a Client Brief and a Media Plan.

**Unit 4:** Developing a Media Project: In groups, the students will be guided to identify key resource people, use existing research, map out roles & responsibilities within the group and create a time schedule. The students will then create posts on free social media regarding their topic. Experiential Learning: The groups will create a flowchart of tasks and activities for their social media project and execute the same.

**Unit 5:** Evaluation of a Media Project: Each group will present a summary of their activities on social media and experiences. The students will be asked to critically evaluate each other’s projects on aspects like: Usability, Efficiency, Aesthetic Quality, Depth in the subject, Reach (likes/shares/tweets), etc.
Methodology:

Theoretical inputs through classroom lectures and case studies and student assignments on media economics.

Evaluation:

1. Internal 50%: CA I &II Tests 30 marks and Assignments 20marks
2. External 50%: Semester Examination - Written 100 marks

Key Texts:


Websites:


16UVC2AL02 PHOTOGRAPHY AND VIDEOGRAPHY

SEMMESTER: 2 CREDITS: 6
CATEGORY: AL NO.OF HOURS/WEEK: 6

Objectives:

- To acquire knowledge and skills in photography.
- To make the best use of the acquired knowledge in visual communication.
Content:

**Unit I**  History of photography – definition - Concept and terminology, characteristics of light - light sensitivity.

**Unit II** Camera and equipment - types of camera – structure – features of the camera; lens-types of lenses-focal length, aperture, angle of view. Digital Photography: Types & Functions of Sensor, Menus and Options in DSLR and Digital Photography Color management & Post Production Techniques

**Unit III** Chemistry of photography - light sensitivity- film and paper, developer, fixer and other chemicals. Darkroom techniques - developing and printing. Techniques and styles of photography - exposure-depth of field; action, Portraiture, product, landscape, photo feature.

**Unit IV** Videography Lighting and Sound - natural and artificial lighting, dramatic effect and special effect lighting; three point, high key and low-key lighting. Basics of Sound recording, microphones, sound manipulation.

**Unit V** Grammar of Videography - Set design and costume. Camera Movements. Production Team; Single-Camera and Multi-Camera Production. Different genre in Studio production - Interview, Educational Shows, Drama, PSA, Game Shows, reality shows. Anchor, News Reader. Out-door Production - ENG (Electronic News Gathering) and EFP (Electronic Field Production).

**Methodology:**

Theoretical inputs combined with practical sessions and execution of various assignments.

**Evaluation:**

Internal 50% : CA I & II Tests-30, Assignments-20
External 50%: Semester Practical Exam-30, Project- 20
Key Texts:

Books for reference:

16UVC3AL01ART FOR LITERATURE

UG Offered To: English
Category: AL Credits: 4
Semester: II Hours/Week: 6

Objectives:

- This course looks closely at the relationship of film, visual art, and literature.
- To create visual screenplays and screen adaptations from great works of literature.

UNIT 1: Literature and Its Elements: Different genres of Literature, Character Archetypes. Understanding how literary genres and ideas have been incorporated into theatre, cinema, and art.

UNIT 2: Art and Its Elements: Elements of Art, Organizing Principles. Taking select paintings and
analyzing them. The Art of Seeing: Adaptations from Works of Fine Art into other mediums.


UNIT4: Film and Its Elements: Narrative Structure, Two and Three Point Narrative Structures, Character Arc, Prototypes and Stereotypes. How to develop a character for Screen. Adaptations to film, and from Art and Theatre into film.

UNIT5: Bringing It All Together: Understanding how Literature, Theatre, Film and Art relate to each other and are influenced by the historical, philosophical, religious, political, and musical works of the period in which they are reproduced. The underlying human emotions that is common to all great works of Art, Literature, Theatre and Film. How they can be used effectively by a writer.

Methodology: Students are required to read and view famous works that have been adapted across platforms, like Girl with a Pearl Earring, and books of Dan Brown & Stieg Larsson.

Methodology:
Theory and Practical sessions with extensive lab work on various assignments.

Evaluation:
Internal 50% : CAI & IITests-40, Assignments-10
External 50% : Semester Written Exam-50

Key Texts:


References:

3. Blake Snyder, [2005] Save the Cat, Michael Wiese Productions, U.S.
5. All books of Irving Stone.
16UVC3AL02 WRITING FOR THE SCREEN

Category: AL  Credits: 3
Semester: III  Hours/Week: 6

OBJECTIVES:

- To understand the art and craft of scripts for Film and Television media.
- To creatively write and evolve scripts for Film and Television media.

Unit 1: Scriptwriting as a creative enterprise – Ideation Process, Brainstorming Creative thinking – creativity process – stages in the craft of script writing – basic story idea, narrative synopsis outline.

Unit 2: Narrative structure: beginning-middle-end, Syd Field’s Paradigm, conflict, development, climax and denouement – story, storyline, plot, and treatment – principles of suspense and surprise. Three point and Two point structures.


Unit 4: Understanding form of cinema. Film Movements. Selective narrative techniques – point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter. Scene breakdown, Drafting Process and full-fledged script.
**Unit 5:** Different Film Genres. Film and TV script formats, storyboards, Copyrights, software for scripting. Pitching the story, Scheduling, Casting, and preparations for the shoot.

**Methodology:** Practical Sessions coupled with group works and exercises.

**Evaluation:** Internal 50%: CA I & II = 40 marks and Assignments = 10 marks.
External 50%: Semester examination Practical = 100 marks

**Key Texts:**

   *Steven Ascher and Edward Pincus [2013]*,
5. Blake Snyder, [2005] Save the Cat, Michael Wiese Productions, U.S.

**Books for Reference**

1. Sujatha, ThiraiKathaiEzhuthuvathuEppadi. (Tamil book)
2. Sujatha, Workbook on Screenplay Writing in Tamil.(Tamil book)