

2017-2018-M.Sc Viscom

SVC5004	MASS MEDIA AUDIENCES	L	T	P	Credits	Total Marks
		3	1	0	4	100

COURSE OBJECTIVE

- To know the kind of audience and to help students understand the psychology of media audience

UNIT 1 INTRODUCTION TO MASS AUDIENCE 12 Hrs.

Mass Audience - Centrality of audiences in communication discourse - Rise of media of mass communication- Demands from media industries 'Audience' as an important socio-cultural phenomenon - Development and characteristics of Audiences - 'Receivers' to 'Audiences'- a media continuum - From 'Group' to 'Market'- a social continuum - 'Mass-ness' of audience - 'Audience-hood' in people, places, content and experiences - Audiences as different constructs.

UNIT 2 UNDERSTANDING MASS AUDIENCE 12 Hrs.

A typology of mass audiences- society- Mass audiences in critical perspectives - Revisiting Structural tradition- Revisiting Behavioral tradition- Revisiting Cultural tradition –Escaping effects? - Reaching Mass Audiences - Audience in a flux- Forces of change: Social, Economic and Technological Factors - Abundance and Fragmentation.

UNIT 3 MEASURING MASS AUDIENCE 12 Hrs.

Various pressures for measuring audiences - Key concepts for measurement-viewer, reader, listener-The history and economics of audience measurement -The rating systems and business - Indian context of measurement- TAM, INTAM, NRS, IRS etc.- Measurement Tools and Techniques for Television & Radio .

UNIT 4 PSYCHOLOGY & SOCIOLOGY OF MEDIA AUDIENCES 12 Hrs.

Communication and the social sciences – audience as 'Market' – psychology of Audiences – The 'Mass' Audience – The public and Public Opinion - public Opinion Surveys – Mass Media and politics – Persuasion & Propaganda - Media and Behavior.

UNIT 5 AUDIENCE – HOOD 12 Hrs.

The concept of active audience - Use and Gratification: Concepts and Issues- cultivation theory – the Resistive audience - Ethnographic perspectives – corporate intrusion –fragmented audience and problem of measurement – resistance through appropriation - Media Usage as Ritual/ Routine, Public and Pvt. - Social Factors: Subculture, Gender, Social Agent - Towards a holistic understanding of audience-hood.

Max. 60 Hours**COURSE OUTCOMES:**

- CO1. Identify the concepts of mass audience
- CO2. Understand the different perspectives on mass audiences
- CO3. Identify the concepts of measuring the mass audience
- CO4. Gain Knowledge on psychological and sociological aspects of audiences
- CO5. Understand the theory of audiences
- CO6. To identify the types of audiences

TEXT / REFERENCE BOOKS

- McQuail Denis ,Audience Analysis, SAGE Publications, 1997.

2. McQuail Denis ,Mass Communication Theory, Sage Publication, 2005.
3. Raymond A. Kent , Measuring Media Audiences, Routledge, 1994
4. Ang len ,Desperately Seeking the Audiences-, Routledge, 1991
5. Keval J. Kumar,Mass Communication in India, Jaico Publsing House,2000.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks++

PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.

50 Marks

SVC5006	MEDIA ECONOMICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

- To understand the activities and functions of media companies as economic institutions.
- To understand the structure, conduct and performance of media firms and industries; the interplay of economics, policy, and regulation; audience behaviors and preferences.

UNIT 1 INTRODUCTION TO MEDIA ECONOMICS 9 Hrs.

The development of media economics - Early approaches, classical economics; Marxist and marginalist economics market economy macroeconomic approaches.

UNIT 2 THEORIES & MODELS 9 Hrs.

Theories and models: Industrial organizational model. Theory of the firm; Media concentration; Trend studies, financial analysis.

UNIT 3 MEDIA PRODUCTS 9 Hrs.

Media change- technology, globalization, regulation, socio cultural developments .Economic characteristics of media - Ownership structure of media,- Production and distribution costs in media,- Production and circulation of media products.

UNIT 4 BRAND MANAGEMENT 9 Hrs.

Concepts- media products, dual product market place, competition, branding, economics of scale and scope, mergers and acquisitions, labor.

UNIT 5 CONTEMPORARY ISSUES 9 Hrs.

Contemporary issues in media economics. Delineating the market and defining market structure. Measures used to assess competition and concentration. Media economics research. Broader theoretical development.

Max. 45 Hours

COURSE OUTCOMES:

- CO1.To gain knowledge on media economics
- CO2.To understand the theories and models of media economics
- CO3. Learn the different products of media
- CO4. To develop the basic understanding of brand management
- CO5. Ability to understand the contemporary issues in media economics
- CO6. To explore research concepts on media economics

TEXT / REFERENCE BOOKS

1. Gillian Doyle, Understanding Media Economics SAGE Publications Ltd., 2002.
2. Harold L. Vogel, [Entertainment Industry Economics: A Guide for Financial Analysis Cambridge University Press, 2010.
3. Effulin, [The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World Focal Press, 2009.
4. Colin Hoskins, [Media Economics: Applying Economics to New and Traditional Media SAGE Publications, Inc; 1 edition, 2004.
5. Albarran, A. B. Media economics: Understanding markets, industries and concepts (2nd ed.). Ames: Iowa State University Press, 2002.
6. Bagdikian, B. H The media monopoly (6th ed.). Boston: Beacon, 2000.

END SEMESTER EXAM QUESTION PAPER PATTERN

SATHYABAMA

DEPARTMENT OF VISUAL COMMUNICATION

Max. Marks: 80

Exam Duration : 3 Hrs.

PART A : 6 questions of 5 marks each uniformly distributed - without choice.

30 Marks

PART B : 2 Questions from each unit of internal choice, each carrying 10 marks.

50 Marks

SVC6506	ELEMENTS OF CINEMATOGRAPHY	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

- To understand the essential techniques in filming so that students can create flawless films

UNIT 1 INTRODUCTION TO CINEMATOGRAPHY**9 Hrs.**

Types of photography - Introduction to Cinematography – the Concept of photography as painting with light- Attributes of light – Quantity – Quality Colour quality – Colour Temperature – Colour temperature of various light sources – Direction of light- Different types of shots and their uses .

UNIT 2 LIGHTING TECHNIQUES**9 Hrs.**

Primary and Secondary colours – Additive and subtractive synthesis – Complementary colours – colour schemes – Colour wheel - Light sources – Artificial light sources – Nature of daylight– Advantages and disadvantages of hard and soft light -Aims of lighting –Basic Portrait lighting –Lighting ratio –Contrast –Styles of portrait lighting – Low-key lighting – High-key lighting.

UNIT 3 FUNCTIONS OF CAMERA**9 Hrs.**

Essential parts of a Video camera – their functions and uses – Camera body – View imaging - Sensors – Pixels – Resolution and Interpolation – pixilation – Compression – Lossless compression – File formats – TIFF – PNG – JPEG – GIF – RAW files - DPI .

UNIT 4 NEW TECHNOLOGY**9 Hrs.**

Image storing devices –memory cards – Smart Media – Multimedia card – Memory stick – CD-R – Compact flash – XD card – Memory card reader - Essential features of a digital camera – Advantages and disadvantages of film and digital systems. purpose of Composition

UNIT 5 COMPOSITION**9 Hrs.**

Photographic exposure – Effect of overexposure – Effect of Under exposure – The importance of correct exposure – The role of filters – Types of filter materials – Glass filters – Gelatin filters – Sandwich filters – Filters for Black & White photography – Filters Introduction to a movie camera. Good and bad composition – Elements of composition - Balance in composition – Vertical composition – Horizontal composition – Golden Rule of 2/3rds-Shots and explanation.

PROJECT OUTLINE**100 Marks****TOPICS**

- Mise – en – scene, Continuity shots
- Short film & Documentary

Students should submit Output File & Source file in CD / DVD

COURSE OUTCOMES:

- CO1.** To understand about Cinematography basics and composition principles
- CO2.** To understand basic light source and principles of lighting
- CO3.** Ability to learn with basic cinematography cameras and camera operation
- CO4.** To develop the basic understanding of Digital cinematography
- CO5.** Ability to handle Cinematography Equipment's and lighting Equipment's
- CO6.** To explore more on Shots segmentation and Composition Techniques

TEXT / REFERENCE BOOKS

- Joseph V. Mascelli , The Five C's of Cinematography: Motion Picture Filming Techniques,
- David Vestal , The Craft of Photography , Harper & Row, 1975
- D.A. Spencer, Colour Photography in practice, Focal Press, 1975
- A.S. Kanal. The Cinematography Hand Book Film and Video , Vikshi Institute of Media Studies, 2008
- Kodak Master Photo guide, Eastman Kodak Series
- Raymond Spottiswoode Focal Encyclopedia of Film & Television, Focal Press, 1969.

2018-2019 M.Sc Viscom

SVC5011	MEDIA MANAGEMENT AND ECONOMIC CONCEPTS	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

1. To understand the activities and functions of media companies as economic institutions.
2. To understand the structure, conduct and performance of media firms and industries;
3. To understand the interplay of economics, policy, and regulation; audience behaviors and preferences

Unit I Media Economics

Introduction to media economics – theory and practices meaning – Early approaches – Classical economics – Marxist and marginalization economics – Market Economy – Closed economy , open economy, mixed economy –LPG (Liberalization, Privatization, Globalization)

Unit II Media Product

Introduction to Radio, TV, and Film industries media – Theories of production (fundamental and factors) – Social media (Products, Policies and issues)

Unit III Microeconomics

Demand ;meaning – Factors influencing demand, elasticity of demand- supply; meaning factors influencing supply; elasticity of supply – Market categories –Perfect & Imperfect – Pricing in perfect market

Unit IV Brand management

Management – Meaning- POMC model –Forms of business – Mergers and acquisition – Introduction to Advertisement concepts and service marking – Brand management concepts

Unit V Macroeconomics

National income – Calculation -Consumption – investment – Govt Polices – fiscal policy & Monetary policy – regulation –meaning importance- inflation –demonetization - introduction to Asia & global economic policies

TEXT BOOKS /REFERENCE

1. Alexander, A., Owers, J. E., Carveth, R., Hollifield, C. A., & Greco, A. N. (Eds.). (2003). *Media economics: Theory and practice*. Routledge.
2. Dwivedi, D. N. (1980). *Managerial economics*. Vikas Publishing House.
3. Kennedy, M. M. J. (2011). *Macroeconomic theory*. PHI Learning Pvt. Ltd..
4. Albarran, A. B. Media economics: Understanding markets, industries and concepts (2nd ed.). Ames: Iowa State University Press, 2002.
5. Albarran, A., Mierzejewska, B., & Jung, J. (Eds.). (2006). *Handbook of media management and economics*. Routledge.
6. Friedrichsen, M. (2013). *Handbook of social media management: Value chain and business models in changing media markets*. Springer.

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 hrs

Part A: 6 questions of 5 marks each - without choice.

30 marks

Part B: 2 Questions from each unit of internal choice, each carrying 14 marks.

70 marks

2019-2020 M.Sc Viscom

SVCA5203	DIGITAL MEDIA MANAGEMENT	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES

- Understand the new venture of digital media.
- Understand the Strategic Flow of Market and social media marketing strategy

Unit I DIGITAL MEDIA**9 Hrs.**

New Media Content - Production and Consumption – Strategic Implication for Media Companies - New Venture Creation in Social Media Platform - Digital Journalism - Role of Social Media in News Provision and Participation - Social Media in the Audiovisual Business

Unit II DIGITAL MARKETING**9 Hrs.**

Digital marketing - needs – importance - Difference between Traditional marketing and Digital marketing - Marketing Mix - Marketing v/s Sales - Social Networks as Marketing Tools for Media - Strategic Flow for Market - Internet and Social Media Changing the Movie Business

Unit III MARKETING AND COMMUNICATIONS**9 Hrs.**

Social Media marketing - marketing tools - difference between social media marketing and traditional marketing - media relations - Social Media marketing a boon or a Bane - identifying target market - Blog, Portal and Website - Marketing Communication in Social Media

Unit IV SOCIAL MEDIA OPTIMIZATION**9 Hrs.**

Social media optimization - origins and implementations - Tips to optimize social media marketing – how to optimize social media marketing strategy - Facebook marketing - Instagram marketing -Twitter marketing - LinkedIn marketing - Google plus marketing - Word Press blog creation - Google Plus marketing

Unit V SOCIAL MEDIA STRATEGY**9 Hrs.**

Developing the marketing strategy - Creating multi-channel Social Media Strategy - Online advertising -Email marketing - Content marketing - Search engine marketing – Risk management & assessment - Search analytics - Web analytics - Mobile advertising - Advertising techniques

Max. 45 Hours**COURSE OUTCOMES:****CO1:** Understand the new Venture Creation in Social Media Platform**CO2:** Recognize Strategic Flow for Market**CO3:** Classify the social media marketing and traditional marketing**CO4:** Create social media marketing strategy**CO5:** Understand multi-channel Social Media Strategy and Online advertising**CO6:** Identify the Search engine marketing**TEXT BOOKS /REFERENCE**

1. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management, Springer.
2. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.

**UNIVERSITY EXAM QUESTION PAPER
PATTERN**

Max. Marks: 100**Part A:** 6 questions of 5 marks each - without choice. **30 Marks****Part B:** 2 Questions from each unit of internal choice, each carrying 14 marks. **70 Marks****2020-2021- M.Sc Viscom**

		L	T	P	Credits	Total Marks
SVCA7303	DIGITAL PHOTOGRAPHY	0	2	6	4	100

OBJECTIVE:

- To study different types of digital camera and their uses
- To know Ethics of Digital photography

UNIT I Photo Journalism 9 Hrs.

History of photojournalism - Basic Concepts of Photography and photojournalism - Principles and Ethics of photojournalism - Role of photojournalists in a newsroom - Elements of photo news story telling - Spot News Photography - opportunities for young photojournalists

UNIT II Digital Photography 9 Hrs.

Digital camera – Digital camera types - Overview of current digital cameras - Understanding how digital cameras works – Digital Capture - Digital Image – Image Sensors – Pixel Aspect Ratio – Shutter speed and Aperture – Exposure—Dynamic Colour Range – Colour Models – Image Compression – File Formats and Size

UNIT III Digital Technologies 9 Hrs.

Digital Image Enhancement - Image size – Resolution – Selection of tools and techniques –mounting techniques – Digital Manipulation: Applying selective effects to images and filters – Different photo Capturing Method – Image Scanner - Flash Card type - Hard Disc type - zip and Internet

UNIT IV Functions of Digital Cameras 9 Hrs.

Digital camera functions - Mechanics of digital photography: apertures, shutter speeds, focus, and focal lengths - Different types of lenses - Lighting – composition - Digital archive and management of digital photographs – Adjustment of brightness, Contrast, Tonal and Colour Values

UNIT V Features of Digital Photography 9 Hrs.

Discovering Features of digital photography – Sports - General news - Street Photography - Off-beat Photography - Documentary Photography

- Nature – portrait - Art and culture – Environment – industry – Aerial – Candid – Fashion

Course Outcome

- CO1.** Remember of various types of digital cameras
- CO2.** Understand the concept of using the different types of filters
- CO3.** Understand Aperture, exposure and Exposure
- CO4.** Apply advanced digital techniques
- CO5.** Create space in cloud for storage
- CO6.** Analysis functions of digital photography

TEXT / REFERENCES BOOKS:

1. Helen Caple, 2013, Photojournalism, MPS Limited, Chennai, India
2. Mark Galer, 2006, digital photography in available light, Focal Press

3. Joseph Ciaglia, 2004, Digital Photography, Que, USA
4. Scott Kelby, 2013, The Digital Photography, Peachpit Pres

2021-2022-M.Sc Viscom

SVCA7104	SMARTPHONE AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- Understand the principle of Smartphone.
- Create concept, ideas and production by using Smartphone

UNIT 1: Introduction to Smart Phone**9 Hrs.**

Introduction to Smart Phone – History of Cellular Systems - Evolution of Cell Phones - Smart Devices and Smart Space - Convergence of Mobile Access - Multimedia on Mobile Devices - Password Protection - Copyright issues

UNIT 2: Smart Phone Productions**9 Hrs.**

First-Generation Smart Phone Applications - Second-Generation Smart Phone Applications - Different stages of digital production techniques - Basics of digital video editing – Video-editing applications – Encoding and compressing video

UNIT 3: Wireless Technologies**9 Hrs.**

Satellite Communication - Cellular Communication - Wireless Data Communication - Mobile Wireless Communications – 4G and 5G Communication - Multiple Access Concept - Public Media Broadcasting

UNIT 4: Video Podcast**9 Hrs.**

Registering and creating own domain - Securing video domain Creating video podcast's website - Uploading video files – Encoding software - Web 2.0 - Web 3.0 - Myspace –Facebook - Flickr – YouTube – Twitter - Vimeo

UNIT 5: Mobile Live Streaming**9 Hrs.**

Wireless Transmissions – Adaptive Bitrate Streaming - Mobile Live Streaming - Integrated Mobile Broadcast – Live Streaming Apps – Key Features of Live Streaming Apps

PROJECT OUTLINE

1. Creating Educational Ads
2. Promotion through social media

COURSE OUTCOMES:

CO1: Understand process of Smartphone

- C02:** Recognize various smartphone applications
- C03:** Classify the various Smartphone tools
- C04:** Create Digital Media Productions by using smartphone
- C05:** Apply smartphone applications in video creations
- C06:** Analyze with video outputs

TEXT BOOKS /REFERENCE

1. Michael W. Geoghegan and Dan Klass, 2007. Podcast Solutions: The Complete Guide to Audio and Video Podcasting, Second Edition
2. Pei Zheng, Lionel Ni, 2006. Smart Phone and Next-Generation Mobile Computing, Elsevier

SVCA7204	VIDEO STREAMING AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To acquire knowledge about YouTube
- To develop YouTube Channel using the features of Digital Media

UNIT 1: Digital Technologies**9 Hrs.**

History of Digital Revolution–The Role of Information Technology- Digital Divide–Media Convergence - Cloud Technology–Big Data–Mobile Technology–Smart Phone–Internet of Things– Vlog – Types of Vlogs – Vimeo - Video Streaming

UNIT 2: VIDEO STREAMING**9 Hrs.**

History of YouTube - YouTube: The Early Days - YouTube Today - Creating Digital Videos –Creating Informative Videos - Creating Entertainment Videos–Webcam Videos-Tips for Producing More Effective YouTube Videos – Editing and Enhancing Your Video

UNIT 3: Managing your live video streaming**9 Hrs.**

Uploading Your Videos to YouTube – Annotating and Linking Your Videos –Managing Comments– Leveraging the YouTube Community- Incorporating YouTube Videos on Your Own Website - Tracking Performance - Marketing Your YouTube Videos- Optimizing Your Videos for Search

UNIT 4: Video streaming and Product Promotion**9 Hrs.**

Advertising Your YouTube Videos -Generating Revenues from Your YouTube Videos - Using YouTube for B2B Marketing - YouTube for Brand Awareness - YouTube for Product Advertising - YouTube for Product Support

UNIT 5: Marketing Strategy**9 Hrs.**

YouTube Preplanning Goals - YouTube Fun and Profit – YouTube Views and Revenues – Sponsorships – YouTube and Entrepreneurship - YouTube Multiplatform Strategy – YouTube Making money – Viewers Comments and Testimonials

PROJECT OUTLINE

1. Creating video streaming Channel
2. Inshorts video productions
3. Producing a Video Newscast
4. Video Product Tour

COURSE OUTCOME:

- CO1:** Understand video streaming as an effective medium
CO2: Explain the fundamentals of YouTube Channel Creation
CO3: Analyze the Video Streaming technology used in YouTube
CO4: Inference of Video Uploading in YouTube
CO5: Apply technical skills in video streaming
CO6: To evaluate feedbacks from live video streaming

TEXT BOOKS /REFERENCE

- BRAD AND DEBRA SCHEPP, 2009, HOW TO MAKE MONEY WITH YouTube, Mc Grew Hill
- Michael Miller, 2011, YouTube for Business, Second Edition, Que Publishing
- Sanne de Boer, Jen Neal & Hannah Westlake, 2015. YouTube Vlogging

SVCA7304	OTT AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To Know current trends in the OTT.
- To Identify, create and display different types of Video Projects.
- To Create an online digital media exposure by using OTT and Social Media tools.

UNIT 1: INTRODUCTION TO SOCIAL MEDIA

9 Hrs.

Introduction to the social media–History of social media- social media platforms - Content management - Target Media - Target group analysis - social media influencer - AdWords - Digital Marketing Channels - Hypertext LinksInternet Marketing

UNIT 2: DIGITAL TECHNOLOGIES

9 Hrs.

Internet - Web – WWW - Web Browsers - Web Servers – URLs – HTTP – Security -Keyword Research - Business Analysis - Types of Keywords - Keyword ResearchMethodology – KeywordsAnalysis Tools - Competition Analysis - Localized Keywords Research - Live vs. On-Demand

UNIT 3: SOCIAL MEDIA MARKETING

9 Hrs.

Social Media marketing plan - Social Media marketing strategy – Digital Content Marketing - Search engine marketing - social media marketing - Facebook marketing – YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing

UNIT 4: SOCIAL MEDIA OPTIMIZATION

9 Hrs.

Basics of Internet and Search Engine - Internet Marketing - Importance of Internet Marketing – SMO - Importance of Search Engines - Understanding the SERP - Using Search Operators - Page RankTechnology – GoogleWeb Masters Tools

UNIT 5: OTT

9 Hrs.

OTT (Over-the-top) –History of OTT Platforms - Video Streaming - Video Streaming Protocols - OTT technologies – OTT broadcasters –Disney Hot star – Netflix – Amazon Prime Video – YouTube - Google Ad sense policy–OTT Ad insertion - OTT in the Movie Business

PROJECT OUTLINE

1. Creating Ads

2. Promo Video making

3. Documentary

COURSE OUTCOME:

C01:Describe the steps of the OTT media

C02:To Identify different OTT Tools

C03:Communicate in the digital age

C04:Apply skills and techniques using Digital Film Making

C05:Apply post-production skills and techniques in Digital Film Making

C06: To evaluate and utilize of different online media

TEXT BOOKS /REFERENCE

- David Austerberry. 2005. The Technology of Video and Audio Streaming, Second Edition, Focal Press
- Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,
- Joe Follansbee. 2004. Get Streaming!Quick Steps to Delivering Audio and Video Online, Focal Press
- Jon Rognerud, 2010, How To Nail Social Media Marketing