



# SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY**  
(DEEMED TO BE UNIVERSITY)

Accredited with 'A' grade by NAAC  
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

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## DEPARTMENT OF VISUAL COMMUNICATION BOARD OF STUDIES

**Minutes of Board of Studies Meeting held on 22<sup>nd</sup> April 2019**

**Venue: TVP Lab, Department of Visual Communication,  
Sathyabama University, Chennai- 119**

**Time: 11:00 AM - 3:00 PM**

The BOS meeting has been convened today, **22<sup>nd</sup> April 2019**, to frame the new curriculum and syllabi for the School of Science and Humanities to be implemented from the Academic year 2019-20.

### AGENDA

- Revision of Syllabus for 2019 B.Sc & M.Sc curriculum.
- Discussion for approval of syllabus.

### Minutes of the Meeting – Dated on 22<sup>nd</sup> April 2019

- The Head of the Department commenced the Board of studies meet by welcoming the dignitaries Mr.Suresh Paul, HOD, Department of Visual Communication, Loyola College and Mr. Pradeep Milroy Peter, Senior – Vice President, Programming Head, Vijay TV.
- A new syllabus for Under Graduation and Post-Graduation was prepared and placed before the panel of Board of Studies members for their approval.
- The suggestions received from the External members earlier were also discussed before the board for modifications.
- The content of the individual syllabus was discussed in detail. In regard to the UG subjects Mr. Suresh Paul suggested to add some more topics in the subject Introduction to Communication.
- He further recommended extending Language paper for Semester II from 2019 regulations to concentrate on language courses.
- Mr. Pradeep Milroy Peter stressed to change the Psychology subject title to Socio-Psychology.
- He insisted to introduce a new subject for Film Appreciation in the V Semester.
- Mr. Pradeep Milroy also suggested to update unit 1 of Script Writing Subject.
- Ms. N. Nazini, Head of the Department requested suggestions from the Board Members for the recommendations towards Environmental Science paper introduced in Semester IV as per UGC Guidelines.
- Mr.Suresh Paul suggested to remove Printing publication and introducing the Film Studies subject for the B.Sc Programmes to the future batches.

- Mr.Suresh Paul insisted to modify unit 4 and unit 5 of Media Ethics and to include the topics related to cyber-crimes and data preservation.
- Board of Studies members suggested to update audio production subject on par with the recent trends
- In regard to M.Sc Curriculum, Board members advocated the eligibility for M.Sc Viscom besides B.Sc Viscom students; non-media related course students must undergo a ‘Bridge Course-Course’ for a period of Six months handled by the same department other than curriculum after the class hours.
- Mr.Suresh Paul recommended to remove the Theatrical forms subject and add those concepts in training of Theatre arts practical subject. He also stressed to update the units.
- Mr. Pradeep Milroy Peter suggested to introduce ‘Digital Photography’ in the first semester as an elective subject and ‘Introduction to Sound Design’ in the third semester.
- Mr.Suresh Paul suggested to introduce the nomenclature as ‘Digital Media Management’ in Semester II in M.Sc Curriculum instead of Media Management and Economic Concepts.
- External members insisted to focus on field visit, outreach activities and co-curricular activities to enrich the practical knowledge of media industry.
- Mr. Raja N, Assistant Professor, Department of Visual communication hinted the suggestions of Ms Shreesha Reddy, alumnus of 2005-2008 batch and the former reporter of India Today Television to introduce subjects that are related to film studies and writing for media.
- Ms.Samandha Smith, Assistant Professor, Department of Visual communication, highlighted the recommendation of our student, Ms Srividhya, 2017-2020 batch, to focus on field visit, outreach activities and co-curricular activities to enrich the practical knowledge of media industry
- The Board members finally reviewed the changes that have been implemented as per the discussions held.
- All their suggestions and comments have been noted and corresponding alterations were done in the syllabi.



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**SCHOOL OF SCIENCE & HUMANITIES**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**BOARD OF STUDIES MEMBERS**

**EXTERNAL MEMBERS**

S. No	Name	Designation & Organization/ Institution	Signature
1.	Mr. E. Suresh Paul, M.A.(Pol.Sci.),M.Phil.,M.A.(Commn.)	HOD, Department of Visual Communication, School of Media Studies, Loyolla College, Chennai	 HOD Dept. of Visual Communication Loyolla College (Autonomous) Chennai-600 034
2	Mr.Pradeep Milroy Peter	Sr.Vice President – Programming Head of Programming Star Vijay Television Pvt. Ltd.	

**INTERNAL MEMBERS**

S.No	Name	Designation	Signature
1	Mrs.N.Nazini	HOD	
2.	Mr.R.Pugalendhi	Asst. Professor	
3.	Mr.A.R.Vimal Raj	Asst. Professor	
4	Mr.N.Raja	Asst. Professor	
5	Ms.M.Samandha smith	Asst. Professor	
6	Mr.A.Edward kennedy	Asst. Professor	
7	Mr.E.Senthil Kumaran	Asst. Professor	

**PROGRAMME: B.Sc.  
VISUAL COMMUNICATION  
CURRICULUM**

<b>SEMESTER - 1</b>										
Sl. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	<b>SHSA1102</b>	General English – I	3	0	0	3	50	50	1
2	Theory	<b>STA1101</b>	Language – Tamil I (Optional)	2	1	0	3	50	50	3
3		<b>SFR1101</b>	Language – French I (Optional)	2	1	0	3	50	50	5
4		<b>SHN1101</b>	Language – Hindi I (Optional)	2	1	0	3	50	50	6
5	Theory	<b>SVCA1101</b>	Introduction to Communication	3	0	0	3	50	50	7
6	Theory	<b>SVCA1102</b>	Socio Psychology	3	0	0	3	50	50	8
7	Lab	<b>SVCA2104</b>	Visual Literacy	0	2	6	4	50	50	9
8	Lab	<b>SVCA2105</b>	Art & Set Design	0	4	2	2	50	50	10
9	Lab	<b>SVCA2106</b>	Writing for Media	0	4	2	2	50	50	11
<i>Total Credits for 1<sup>st</sup> Semester = 20</i>										
<i>Total Marks for 1<sup>st</sup> Semester = 700</i>										

**L - Lecture Hours T - Tutorial Hours P - Practical Hours C - Credits**

<b>SEMESTER - 2</b>										
Sl. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	<b>SHSA1201</b>	General English – II	3	0	0	3	50	50	12
2	Theory	<b>STA1102</b>	Language – Tamil II (Optional)	2	1	0	3	50	50	14
3		<b>SFR1102</b>	Language – French II (Optional)	2	1	0	3	50	50	17
4		<b>SHN1102</b>	Language – Hindi II (Optional)	2	1	0	3	50	50	18
5	Theory	<b>SVCA1201</b>	Communication Theories	3	0	0	3	50	50	19
6	Theory	<b>SVCA1202</b>	Media Culture & Society	3	0	0	3	50	50	20
8	Lab	<b>SVCA2201</b>	Elements of Film	0	2	2	2	50	50	21
9	Lab	<b>SVCA2202</b>	Basic Photography	0	2	6	4	50	50	22
10	Lab	<b>SVCA2203</b>	Theatre Arts	0	2	2	2	50	50	23
<i>Total Credits for 2<sup>nd</sup> Semester = 20</i>										
<i>Total Marks for 2<sup>nd</sup> Semester = 700</i>										

**CAE – Continuous Assessment Examination  
ESE – End Semester Examination**

<b>SEMESTER – 3</b>										
SI. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SVCA1301	Audio Production Theory	3	0	0	3	50	50	24
2	Theory	SVCA1302	Introduction to Film Studies	3	0	0	3	50	50	25
3	Theory	SVCA1303	Introduction to Social Media	3	0	0	3	50	50	26
4	Lab	SVCA2301	Visual Analysis Tool	0	2	6	4	50	50	27
5	Lab	SVCA2302	Basics of Advertising	0	2	6	4	50	50	28
6	Lab	SVCA2303	Computer Graphics Design	0	2	6	4	50	50	29
7	Lab	SVCA2304	Script Writing	0	2	6	4	50	50	30
<i>Total Credits for 3<sup>rd</sup> Semester = 24</i>										
<i>Total Marks for 3<sup>rd</sup> Semester = 700</i>										

<b>SEMESTER – 4</b>										
SI. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SVCA1401	Media Management	3	0	0	3	50	50	31
2	Theory	SVCA1402	Television Production Theory	3	0	0	3	50	50	32
3	Theory	SVCA1403	Public Relations	3	0	0	3	50	50	33
4	Theory	SBBA1101	Environmental Science	3	0	0	3	50	50	34
5	Lab	SVCA2401	Animation & Web Designing	0	2	6	4	50	50	36
6	Lab	SVCA2402	Radio Production	0	2	6	4	50	50	37
7	Lab	SVCA2403	Advanced Photography	0	2	6	4	50	50	38
<i>Total Credits for 4<sup>th</sup> Semester = 24</i>										
<i>Total Marks for 4<sup>th</sup> Semester = 600</i>										

**L - Lecture Hours T - Tutorial Hours P - Practical Hours C - Credits  
CAE – Continuous Assessment Examination  
ESE – End Semester Examination**

SEMESTER - 5										
Sl. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SVCA1501	Introduction to Communication Research	3	0	0	3	50	50	39
2	Theory	SVCA1502	Media law and Ethics	3	0	0	3	50	50	40
3	Theory	SVCA1503	Art & Aesthetics	3	0	0	3	50	50	41
4	Lab	SVCA2501	Film Appreciation	0	2	6	4	50	50	42
5	Elective Lab (Optional)	SVCA3501	Television Production Lab	0	2	6	4	50	50	43
6		SVCA3502	Commercial Photography	0	2	6	4	50	50	44
7		SVCA3503	3D Modelling & Special Effects	0	2	6	4	50	50	45
8		SVCA3504	Digital Video Editing	0	2	6	4	50	50	46
9		SVCA3505	Film Making	0	2	6	4	50	50	47
10		SVCA3506	Audio Production Lab	0	2	6	4	50	50	48
<i>Total Credits for 5<sup>th</sup> Semester = 17</i>										
<i>Total Marks for 5<sup>th</sup> Semester = 600</i>										

SEMESTER-6										
Sl. No.	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.	
							CAE	ESE		
1	SVC2601	Comprehensive Study Paper	0	0	6	3	50	50	49	
2	S27INT	Internship	0	0	12	6	50	50	49	
3	S27PROJ	Project	0	0	20	10	50	50	49	
<i>Total Credits for 6<sup>th</sup> Semester = 19</i>										
<i>Total Marks for 6<sup>th</sup> Semester = 300</i>										

**L - Lecture Hours T - Tutorial Hours P - Practical Hours C - Credits**  
**CAE – Continuous Assessment Examination**  
**ESE – End Semester Examination**

## PROGRAMME CURRICULUM GROUPING BASED ON COURSE COMPONENTS – 2019 REGULATION

COURSE COMPONENTS	CURRICULUM CONTENT (% of total number of credits of the programme)	Total Number of Subjects		Total number of credits
		<i>Theory - 18</i>	<i>Lab - 15</i>	
Programme Core	102	<i>Theory - 18</i>	<i>Lab - 15</i>	<b>102</b>
Programme Electives	4	1		<b>4</b>
Comprehensive Paper	3	1		<b>3</b>
Internship	6	1		<b>6</b>
Project	10	1		<b>10</b>
<b>Total</b>	<b>125</b>	<b>37</b>		<b>125</b>

## CBCS COURSE -UNIVERSITY OPEN ELECTIVE

COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	CAE	ESE	PAGE No.
Theory	SVCA4001	Film Appreciation	3	2	0	4	50	50	50

SHSA1102	GENERAL ENGLISH - I	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVES:**

The paper provides opportunities for students to read and respond to representations of current issues through texts that present themes and topics that are familiar, insightful and informative. The thrust is on preparing students to effectively communicate by applying reflective thinking practices. In this paper students will have an opportunity to improve their vocabulary related to immediate environment, practice speaking skills by discussing about issues based on reading texts, read texts that include everyday problems that provide opportunities to develop problem solving skills in cooperative learning situations, develop writing skills through writing essay, substance of a poem, letters and composition of dialogues.

**Unit I: Dress in communication****(9Hrs)**

Speaking - Rhetorical analysis and Group Discussion. Reading for details and Global Comprehension - *Dress in communication, I have a Dream Speech by Martin Luther King and The Justice Peace by Hilaire Belloc* Critical Thinking: Asking Questions, Analysing Assumptions and Biases. Vocabulary: Expressions and markers. Collocations – Identifying collocations by reading prose passages mentioned in the unit one. Fill gap and matching type. Language Focus Determiners, Parts of Speech Writing: Paragraph writing based on hints given ('my dream for my family/ country', 'importance of clothing for communication, 'social inequality in society', 'Judge the Book by its Cover- Can we judge people by their appearance?')

**Unit II: An Inconvenient Truth****(9Hrs)**

Speaking: Debate on the topics related to Environmental issues and Discrimination in Society. Reading for details and Global Comprehension on *An Inconvenient Truth, A Different History* by Kamala Das and Sujata Bhatt. Critical Thinking: Identifying Facts and Opinions, Distinguish a main idea in text from a subordinate idea. Examine views on a controversial issue and consider one's own biases and personal interest.. 'Vocabulary: Collocations, Useful words to express point of view. Language focus- Tenses, Conjunctions and discourse markers Writing- Responding to Slogans, Campaign Leaflet and Writing Film Review , Letter writing

**UNIT III: A Speech by N R Narayana Murthy****(9Hrs)**

Speaking: Giving Impromptu speeches- Welcome address and Vote of Thanks. Reading for details and Global Comprehension- *A Speech by NR Narayana Murthy and Digging by Seamus Heaney* Critical Thinking: Asking 'wh' questions, Making informed decisions based on evidence, Examining Evidence by citing evidence from the textbook or lecture to support a position. Vocabulary - Word association, onomatopoeic words. Language focus: Sentence Function and Sentence Kinds Writing: Writing email, Writing Diary Entry

**Unit IV: After Twenty Years****(9Hrs)**

Listening: For details and Overall Idea , Speaking: Informal Speech, Reading for details and Global Comprehension- *After Twenty Years* by Jamila and *After Twenty Years* by O Henry Writing: Problem solving paragraph writing. Letter to the editor with solutions to current problems related to areas covered in the course Critical Thinking: Problem Solving selecting effective solutions for overcoming obstacles or constraints by explaining why it is the most effective of the possible solutions. Vocabulary: Phrasal Verbs Language Focus Types of sentences -simple, compound and complex. Language Focus: Subject verb Agreement

**Unit V: I Love You Mom****(9Hrs)**

Listening for details Speaking- Greeting, thanking, and apologising, offering condolences by doing Role plays Reading for details and Global Comprehension- *I Love you Mom* by Joanna Fuchs and Prose passage on 'I Love You Mom'. Writing: Writing restaurant review, argumentative writing. Vocabulary: Phrasal Verbs, Synonyms and Antonyms Critical Thinking: Argumentation provides a well-articulated and detailed argument

**COURSE OUTCOMES:**

- CO1:** Demonstrate knowledge of linking words related to both spoken and written discourse, identify collocations, words to express one's point of view both in writing and speaking
- CO2:** Apply the rules for writing by using cohesive devices based on prompts given thereby to write letters and reviews
- CO3:** Demonstrate critical thinking skills by framing questions that generate information related to elements of reasoning
- CO4:** Read topics suggested for to answer inferential and factual information
- CO5:** Evaluate written pieces to self-correct in the topic areas of determiners, verbs, concord, identifying sentence functions and sentence types.

**Text Book Prescribed:**



1. P Bhaskaran Nair, C Radha Krishna Pillai, Geetha Rajeevan, CLN Prakash, Nadhini Nayar Reflections - An Anthology of Prose, Poetry and Fiction (2015) Foundation Books, Chennai . Foundation Books. ISBN 978-93-85386-008

**References:**

Sen S , Mahendra Etal. (2015) Communication and Language Skills . Foundation books. Chennai

**Reference Links for teachers on Critical Thinking**

<https://designteachengage.wisc.edu/course-activities-learner-interaction/sdc-activity-types-active-learning/>

<https://www.uen.org/rubric/previewRubric.html?id=1219>

<https://www.diigo.com/profile/Teachonlineuw?query=%22Critical+Thinking%22+rubric>

**END SEMESTER EXAM QUESTION PAPER PATTERN**

**Max. Marks : 100**

**PART A :** 10 Questions of 2 marks each uniformly distributed – No choice

**PART B :** 2 Questions from each unit of internal choice, each carrying 16 marks

**Exam Duration : 3 Hrs.**

**20 Marks**

**80 Marks**

STA1101	LANGUAGE - TAMIL- I (OPTIONAL)	L	T	P	Credits	Total Marks
		3	0	0	3	100

**நோக்கம்**

மாணவர்களுக்குத் தமிழ் இலக்கியப் பரப்பை எடுத்துரைத்து சிற்றிலக்கியம், உரைநடை, புதினம், சிறுகதை, புதுக்கவிதை ஆகிய இலக்கிய வகைமைகளை அறிமுகப்படுத்துதல்.

**அலகு - ஒன்று: சிற்றிலக்கியம்****8 மணி நேரம்**

1. சிற்றிலக்கியம் – தோற்றமும் வளர்ச்சியும்.
2. கலிங்கத்துப்பரணி – போர்பாடியது : 404 - 408 பாடல்கள்
3. திருக்குற்றாலக்குறவஞ்சி - மலைவளம்
  - i.வானரங்கள் கனிகொடுத்து ... எனத் தொடங்கும் பாடல்.
  - ii.முழங்கு திரைப்புலனருவி கழங்கென முத்தாடும் ... எனத் தொடங்கும் பாடல்

**அலகு - இரண்டு: புதுக்கவிதைகள்****8 மணி நேரம்**

1. புதுக்கவிதை – தோற்றமும் வளர்ச்சியும்.
2. பாரதியார் - நெஞ்சு பொறுக்கு திலையே ... என்று தொடங்கும் கவிதை.
3. பாரதிதாசன் - உலக ஒற்றுமை – தன்பெண்டு தன்பிள்ளை ... என்று தொடங்கும் கவிதை.
4. நா.காமராசன் – கருப்புமலர்கள்  
காகிதப்பூக்கள் – கால மழைத் தூறலிலே... என்று தொடங்கும் கவிதை.
5. இன்குலாப் – மரங்களின் சுற்றம்.
6. பாரதிபுத்திரன் – மாறிக்காலஇரவுகள்  
சிவகாசிச்சிசுக்கள் – மகனேஅன்றொருநாள்... என்று தொடங்கும் கவிதை.

**அலகு - மூன்று : சிறுகதை****8 மணி நேரம்**

1. சிறுகதை – தோற்றமும் வளர்ச்சியும்.
2. புதுமைப்பித்தன் சிறுகதைகள்
  - அ. சாபவிமோசனம்,
  - ஆ. கடவுளும் கந்தசாமிப்பிள்ளையும்,
  - இ. அன்று இரவு,
  - ஈ. வாடாமல்லி,
  - உ. ஒருநாள் கழிந்தது.

**அலகு - நான்கு : புதினம்****8 மணி நேரம்**

1. புதினம் – தோற்றமும் வளர்ச்சியும்.
2. புதினம்  
வாடிவாசல் – சி.சு. செல்லப்பா.

**அலகு - ஐந்து : உரைநடைப்பகுதி****8 மணி நேரம்**

1. உரைநடை – தோற்றமும் வளர்ச்சியும்.
2. தமிழ்ப் பண்பாடு – த.அருள் பத்மராசன்  
பண்பாடு – அறிமுகம்.

**மாணவர்கள் அடையும் பயன்****அலகு - ஒன்று**

சிற்றிலக்கியங்கள் தோற்றம் வளர்ச்சி குறித்தும் அவற்றுள் பரணி இலக்கியங்களில் முதன்மையான கவிங்கத்துப்பரணியையும் குறவஞ்சி இலக்கியங்களில் திருக்குற்றாலக் குறவஞ்சியையும் மாணவர்கள் இவ்வலகின் மூலம் அறிந்து கொள்வர்.

#### அலகு – இரண்டு

புதுக்கவிதை தோற்றம் வளர்ச்சி குறித்தும் புதுக்கவிதைகளின் முன்னோடிகளான பாதியார், பாரதிதாசன், நா.காமராசன், இன்குலாப், பாரதிபுத்தின் ஆகியோர் தம் கவிதைகள் குறித்து மாணவர்கள் அறிந்து கொள்வர்.

#### அலகு – மூன்று

தமிழ் இலக்கிய வரலாற்றில் சிறுகதைகளின் தோற்றம் வளர்ச்சி குறித்தும் சிறுகதை உலகின் மன்னன் என்று புகழப்படும் புதுமைப்பித்தன் அவர்களின் தேர்ந்தெடுக்கப்பட்ட சில சிறுகதைகளையும் அவற்றின் உள்ளடக்கங்களையும் மாணவர்கள் அறிந்து கொள்வர்.

#### அலகு – நான்கு

மறுமலர்ச்சி இலக்கிய வரலாற்றில் புதின இலக்கியம் பற்றியும் அதன் தோற்றம் வளர்ச்சி குறித்தும் அவற்றுள் சி.சு.செல்லப்பாவின் வாடிவாசல் புதினம் குறித்தும் மாணவர்கள் அறிந்து கொள்வர்.

#### அலகு – ஐந்து

தமிழ் இலக்கிய வரலாற்றில் மறுமலர்ச்சி இலக்கிய வகைகளில் முதன்மையானதான உரைநடைகளின் தோற்றம் வளர்ச்சி குறித்து மாணவர்கள் அறிந்து கொள்வர்

#### மாணவர்கள் அடைந்த பயன்

- நெடிய தமிழ் இலக்கிய வரலாற்றில் சிற்றிலக்கியம், உரைநடை, புதினம், சிறுகதை, புதுக்கவிதை ஆகிய இலக்கிய வகைமைகளை அறிதல்.
- பல்வேறு இலக்கிய ஆளுமைகளையும் அவர்தம் படைப்பு, மொழிநடை, மொழிப்பற்று ஆகியவற்றை உணர்ந்துகொள்ளுதல்.
- நவீன சிந்தனைகளோடு மாணவர்தம் கருத்தாக்கங்கள் உருப்பெறல்.
- படைப்பாக்க உத்திகளையும் திறன்களையும் அறிதல்.
- மாணவர்கள் இலக்கிய படைப்புகளை உருவாக்க அறிந்து கொள்ளுதல்.

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#### பார்வை நூல்கள்

1. புதுக்கவிதை தோற்றமும் வளர்ச்சியும் – வல்லிக்கண்ணன்
2. தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும் – சிட்டி, சிவபாதசுந்தரம்
3. தமிழ் நாவல் (புதினம்) தோற்றமும் வளர்ச்சியும் – சிட்டி, சிவபாதசுந்தரம்,
4. தமிழ் உரைநடை வரலாறு - வி.செல்வநாயகம்
5. நூற்றாண்டு தமிழ் உரைநடை – சு.சக்திவேல்
6. கவிங்கத்துப்பரணி – புலியூர்க் கேசிகன் உரை
7. குற்றாலக்குறவஞ்சி – புலியூர்க் கேசிகன் உரை
8. பாரதியார் கவிதைகள்
9. பாரதிதாசன் கவிதைகள்
10. மரங்களின் சுற்றம் - இன்குலாப்
11. கருப்புமலர்கள் – நா.காமராசன்
12. மாறிக்கால இரவுகள் - பாரதிபுத்திரன்
13. புதுமைப்பித்தன் சிறுகதைகள்
14. வாடிவாசல் – சி.சு. செல்லப்பா
15. தமிழ்ப் பண்பாடு – த.அருள் பத்மராசன்.

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#### பருவத்தேர்வு வினாத்தாள் அமைப்பு

மொத்த மதிப்பெண்கள்: 100

காலம்: 3மணிநேரம்.

பகுதி அ:	10 வினாக்களுக்குத் தலா 2 மதிப்பெண்கள்	-20 மதிப்பெண்கள்
பகுதி ஆ:	7 வினாக்களில் 5 வினாக்களுக்குத் தலா 7 மதிப்பெண்கள்	- 35 மதிப்பெண்கள்
பகுதி இ:	3 வினாக்களுக்குத் தலா 15 மதிப்பெண்கள்	- 45 மதிப்பெண்கள்

SFR1101	LANGUAGE – FRENCH - I (OPTIONAL)	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVES**

- To teach basic skills in written and spoken French.
- To encourage students oral and written mastery of the language.

**UNIT 1****9 Hrs.**

Se présenter à des publics différents et saluer-Saluer et Prendre congé-La présentation, s'appeler et être et pronoms sujets,c'est / il est / elle est.- Articles définis /indéfinis, Voici / voilà/il y a-Des cartes d'identité.-Présenter quelqu'un- Les chiffres 1 à 50.- Des vedettes et leurs nationalités.- Épreuves

**UNIT 2****9 Hrs.**

Exprimer ses goûts, ses préférences.- La négation, les articles définis.- Les mois et les jours / le calendrier.-Les verbes er (suite).-L'interrogation avec intonation.-Décrire un lieu, les noms des différentes salles...-Les adjectifs qualificatifs et les articles partitif-Les verbes ir et re, les verbes venir, devoir, faire.-Les adjectifs possessifs mon, ma, mes et notre, nos.-Épreuves

**UNIT 3****9 Hrs.**

Donner des directions / localiser un lieu/ trouver un lieu-Les verbes aller et mettre.-L'article contracté et les prépositions de lieu (en, à, au...)- L'impératif-Les mots de caractérisation d'un lieu et les lieux urbains-Les transports

**UNIT 4****9 Hrs.**

Discuter et acheter des produits, Ça fait...-Les expressions de quantité-Les fruits, les légumes, les produits alimentaires-les produits propres aux pays différents.-La negation-le COD-Le conditionnel (je voudrais) et les verbs-irréguliers : pouvoir, vouloir, prendre.-Épreuves

**UNIT 5****9 Hrs.**

Fixer un rendez-vous avec le médecin-L'heure et Les nombres de 51 à 100-Les verbes sortir et partir-L'interrogation avec est-ce que-Les parties du corps, avoir + les expressions et les-maladies communes-Les adjectifs possessifs – notre/nos, votre/vos, sa/ses/son, ...-Le COI-L'entraînement DELF et épreuves

**Max. 45 Hours****TEXT / REFERENCE BOOKS**

1. Krishnan, C & Albert Adeline, Le Tramway Volant - I, Saraswathi House Pvt Ltd, India, 2011.
2. CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008
3. MERIEUX , Régine; LOISEAU, Yves, Connexions-1, Didier, Paris , 2004
4. MIQUEL, Claire,Vite et Bien-1, CLE International, Paris, 2009
5. POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical -1, CLE International, Paris, 20011

**END SEMESTER EXAM QUESTION PAPER PATTERN**

Max. marks:100

Exam Duration:3 Hrs.

Part A: 10 question of 2 marks each – No choice

20 marks

Part B: 5 Questions out of 7 questions with 7 marks each

35 marks

Part C : 3 Questions of 15 marks each

45 marks

SHN1101	LANGUAGE -HINDI – I (OPTIONAL)	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVES**

- To express and communicate literature which is part of life
- To incorporate day to day personal & professional life's need to communicate in the language.
- To help the students to imagine& express their mind through Literature

**UNIT 1****9 Hrs.****PROSE**

Usne kaha tha (story) - chandradhar sharma guleri- chief ki dawaat (story) - bhisham sahni - premchand (nibandh) - dr. Ramvilas sharma - bholaram ka jeev (satire story) - harishankar parsai- bhagwan ne kaha tha (satire story) - surya bala - chamar ki beti (story) - dr.n. chandrshekhara nair

**UNIT 2****9 Hrs.****ONEACTPLAY**

Laxmi ka sawagat upendranath ashk - jab maa ro padi seth govind das -

**UNIT 3****9 Hrs.**

Correspondence - official letter - demi- official letter

**UNIT 4****9 Hrs.**

Computer

**UNIT 5****9 Hrs.**

Technical terminology

**Max. 45 Hours****TEXT/ REFERENCE BOOKS**

1. Hindi I Edited by Dr.S.Preethi, Dr.MD.Islam, Dr. S. Razia Begum
2. PrayajonMulak Hindi (Author - MadhavSontakke)

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 Questions of 2 marks each uniformly distributed – No choice****20 Marks****PART B : 2 Questions from each unit of internal choice, each carrying 16 marks****80 Marks**

SVCA1101	INTRODUCTION TO COMMUNICATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE:**

- To understand the basics of communication and various concepts
- To acquire the skills to effectively use and interpret messages and enhance the importance of Communication

**UNIT 1: UNDERSTANDING COMMUNICATION****9 Hrs.**

Nature and Process of Human Communication; Importance of Communication; Basic Models of Communication: Aristotle; Berlo's SMCR; Shannon & Weaver; Harold. D. Lasswell; Osgood & Wilbur Schramm.

**UNIT 2: TYPES OF COMMUNICATION****9 Hrs.**

Types of Communication: Intrapersonal; Interpersonal; Group; Public; Organization; Verbal; Non Verbal: Signs – Kinesics – Proxemics – Haptic – Paralanguage - Orientation.

**UNIT 3: COMMUNICATION PROCESS****9 Hrs.**

Elements of Communication Process; Use of Language in Communication; Need for Effective Communication; Effective sending skills: Receiving skills - Factors affecting effective communication.

**UNIT 4: FORMS OF COMMUNICATION****9 Hrs.**

Levels of communication: Syntagmatic and Pragmatic; Message – Meaning - Connotation – Myth - Denotation; Transactional analysis of interactive model: Complimentary - Crossed Transactions.

**UNIT 5: INDIAN MEDIA****9 Hrs.**

Folk Media; Evolution Of cinema - Pioneers of Indian Cinema; Growth Of Print Media; Radio Broadcasting; History of Indian television; Online Media; Media Globalization; ICT for Social Empowerment.

**Max. 45 Hours****COURSE OUTCOME:**

- CO1:** To understand the basics of communication  
**CO2:** To apply the communication skills in their effective communication  
**CO3:** To understand the evolution of communication from signs to smart phones  
**CO4:** Remember the concepts related to communication  
**CO5:** To focus on the evolution of Mass Media in India  
**CO6:** To introduce ICT for Social Empowerment.

**TEXT / REFERENCE BOOKS:**

- Steve Duck, David T. McMahan, the Basics of Communication, Second Edition, Sage Publishing House, 2012
- Keval J.Kumar, Mass Communication in India, Fourth Edition, Jaico Publishing House, 2010
- John Vivian, the Media of Mass Communication, Ninth Edition, Allyn & Bacon 2008
- James Watson, Media Communication, Second Edition: Palgrave MacMillan, (2003)
- John T.Warren, Communication- A Critical/Cultural Introduction, Second Edition, Sage 2014.

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 100****Part A:** 10 question of 2 marks each – No choice**Part B:** 2 questions from each unit of internal choice, each carrying 16 marks**Exam Duration: 3 Hrs.****20 marks****80 marks**

SVCA1102	SOCIO-PSYCHOLOGY	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVES:**

- To make students understand the science of society and gain knowledge in Psychology in everyday social life.
- To gain an understanding of the psychological phenomena that occur in the field of Visual Communication.

**UNIT 1: INTRODUCTION TO SOCIETY****9 Hrs.**

Sociology: The science of society – some definitions - Origin of society - Elements of Society - Types of societies

**UNIT 2: SOCIALIZATION****9 Hrs.**

Meaning of Socialization –Factors of the process of Socialization –Phases of socialization - Cooley's Theory – Meads Theory- Freud's Theory – Agencies of Socialization

**UNIT 3: INTRODUCTION TO PSYCHOLOGY****9 Hrs.**

Introduction to Psychology – Definition – Origin of psychology– Major perspectives of modern psychology – Major subfields of Psychology. Foundations of behaviour.

**UNIT 4: PERSONALITY AND PSYCHOLOGY OF INDIVIDUAL DIFFERENCES****9 Hrs.**

Approaches to personality – Psychodynamic, humanistic, dispositional and social-cognitive; Abnormality and personality disorders. Intelligence Quotient, Emotional Quotient, Social Quotient and Spiritual Quotient.

**UNIT 5: HIGHER ORDER COGNITIVE FUNCTIONS****9 Hrs.**

Concept formation, Reasoning, Problem solving, Decision making, Creative thinking. Applications of Psychological Concepts of Visual Communication.

**Max. 45 Hours****COURSE OUTCOMES:**

**CO1:** To Understand the emergence of society and its elements.

**CO2:** To Understand the Theories of socialization and its Process

**CO3:** To analyse the concepts of basic psychological processes, systems and methods underlying human behaviour.

**CO4:** Remember, and at all times apply, the highest ethical standards when gathering information, contacting others, creating images and publishing communication work.

**CO5:** Evaluating the people skills to enhance the ability to serve as a leader both within and outside the workplace.

**CO6:** Creating the value of collaboration and be able to incorporate personal ideas and goals into outstanding group efforts.

**TEXT / REFERENCE BOOKS:**

- Clifford T Morgan introduction to psychology 7th edition Tata McGraw- Hill Publishing Company Limited, New Delhi 2005.
- A.B. Bhatnagar et al., Psychology of teaching learning process Surya Publication Meerut 2004.
- Charles.E. Skinner Educational psychology, 4th edition Prentice Hall of India Private Limited, New Delhi 2004.

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 100****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**Exam Duration: 3 Hrs.****20 Marks****80 Marks**

SVCA2104	VISUAL LITERACY	L	T	P	Credits	Total Marks
		0	0	2	2	100

**COURSE OBJECTIVE:**

- To understand the importance of basic sketching and colour theories
- To learn psychology of human perception and study human anatomy, still life, Light and shadow

**UNIT 1: INTRODUCTION TO VISUAL LITERACY****9 Hrs.**

Introduction to visual literacy - Basic principles of visual literacy - About Visual Communication - Definition of Fine Art - About art tools & Equipment.

**UNIT 2: SKETCHING****9 Hrs.**

Elements of Visual Art - Basic Sketching and Drawing Skills - About Color – Types of medium

**UNIT 3: PERCEPTION & COMPOSITION****9 Hrs.**

Psychology of human perception - Proportion and Perspective Drawing - Composition - Light and Shadow

**UNIT 4: ANATOMY & DRAWING****9 Hrs.**

Study of Human Anatomy - Study of head drawing - Portraits and Postures

**UNIT 5: SKETCHING STILL LIFE****9 Hrs.**

Drawing Still life - Landscape - Interior – Animals

**Max. 45 Hours****PROJECT OUTLINE****To Train students to develop their drawing skills and practice them the basic components of drawing**

- Geometrical Shapes
- Perspectives
- Light and shade
- Humans Anatomy
- Landscape Painting , Postures Drawing, Story Board Colours

**Requirements:** A3 size Sketch book - Poster Colour - Different Size brush - HB Pencils, Colour Pencils & 2 Feet Scale

**COURSE OUTCOMES:**

- CO1:** To draw basic sketches by implying drawing principles  
**CO2:** To choose the right tool and equipment's while doing an illustration  
**CO3:** To apply the techniques involved in illustration  
**CO4:** To comprehend the techniques involved in human perception and human anatomy  
**CO5:** To understand the importance of light and shade in sketching  
**CO6:** To execute the procedures involved in posture drawing and story board sketching

**TEXT / REFERENCE BOOKS**

1. Donis A. Dondis ,A Primer of Visual Literacy ,Wildside Press LLC, 2007
2. Rick Williams & Julianne Newton, Visual Communication - Integrating media art & science ,Routledge, 2009.
3. Eugene Felder & Emmett Elwin, Draw manga: complete techniques, Kandour Ltd.,2005



SVCA2105	ART & SET DESIGN	L	T	P	Credits	Total Marks
		0	0	2	2	100

**COURSE OBJECTIVES:**

- To understand three-dimensional qualities of volume, form and space
- To study a range of techniques and become familiar with several methods of decoration, understand firing and glazing, and have knowledge of the different uses of ceramics and understand the importance of set design, costume design and lighting.

**UNIT 1: SCULPTURE****9 Hrs.**

Explore form, space, mass, volume, surface and materials.- range of processes, techniques and materials such as carving and modeling, casting or constructing.

**UNIT 2: CERAMICS****9 Hrs.**

Understanding of the processes involved in making, drying, firing, decorating and glazing. Candidates should also show ability in constructional methods such as slab building and coil and hand making and the application of surface treatments, e.g. slips, oxides and glaze.

**UNIT 3: ENVIRONMENTAL/VISUAL DESIGN****9 Hrs.**

Understanding through the use of spatial design in an environmental /visual context in either public or private spaces. with role, function, location and audience as well as environmental /Visual issues.

**UNIT 4: THEATRE DESIGN/SET DESIGN/ CRAFT DESIGN****9 Hrs.**

The use of design for performance through areas such as costume, set design and lighting. Candidates should document their work through photographs or digital layouts, as well as a sketchbook, three-dimensional models and scale drawings. - cover a wide range of techniques, skills and materials. - work should indicate a clear design brief. - demonstrate how they can problem-solve by designing and/or creating craft that has a functional and/or decorative role. Case study – Students should do Presentation in PPT& Chart presentation.

**UNIT 5: SET DESIGN****9 Hrs.**

How they can problem-solve by designing or creating sets that have a functional or decorative role - work with a range of materials such as wood, metal, plastics and glass - demonstrate how the design process itself results in a variety of possible design solutions. candidates to produce full-scale models. But they should be aware of the possible constraints that might occur during the manufacturing process. Design software and technology should be explored where available, e.g. three-dimensional digital media and laser cutting.

**Max. 45 Hours****PROJECT OUTLINE:**

*Based on each design students create projects and submit their work based on their own creativity.*

**COURSE OUTCOMES:**

- CO1:** To understand the importance of three dimensional qualities such as volume, form and space.  
**CO2:** To create three dimensional object by expressing functional and decorative response.  
**CO3:** To apply the techniques involved in carving, modelling and construction in sculpture using clay, plaster & wax  
**CO4:** To apply the techniques involved in ceramics (firing and glazing)  
**CO5:** To understand the importance of aesthetic values in their work  
**CO6:** To demonstrate how the design process itself results in a variety of possible design solutions.

**TEXT / REFERENCES BOOKS:**

1. Colin Winslow, The Handbook of Model-making for Set Designers Paperback , Crowood Press, 2008.
2. Tony Davis , Stage Design Paperback , 2001.

SVCA2106	WRITING FOR MEDIA	L	T	P	Credits	Total Marks
		0	0	2	2	100

**COURSE OBJECTIVES:**

- To get introduced to the special technique of writing for media.
- To understand the nuances of writing for all media and thus help students cope with the modern journalistic skills.

**UNIT 1: WRITING FOR NEWS & FEATURE STORIES****9 Hrs.**

Understanding what makes News – copy editing symbols – the characteristics of news – writing for interview –types of leads – writing obituaries – editorials – Writing feature stories –Special articles columns /columnists.

**Assignment:** Writing a news story and giving a suitable headline.

**UNIT 2: WRITING FOR RADIO****9 Hrs.**

Characteristic of radio – cue materials - Writing radio news – Radio advertisement - Radio interview – Actualities – Sound bites – teaser

**Assignment:** Write a short script on radio programme/ radio news.

**UNIT 3: WRITING FOR SOCIAL MEDIA****9 Hrs.**

Online journalism– Blogs - Reporters and Social Media ethics - citizen journalists and using citizen content - Content Planning & Writing – Visual and Social Sharing tactics – Twitter in Newsrooms

**Assignment:** Create an own blog& write a feature story and publish it along with a photo on your blog and twitter.

**UNIT 4: WRITING FOR TV NEWS****9 Hrs.**

TV news gathering–Basic news scripts in TV – types of stories - Electronic News Gathering - Preproduction – Production - Post Production- Electronic Field Production (EFP) – News casting – Audio & Video in Multi- Platform Environment.

**Assignment:** Shoot any feature stories video and post on your web blog.

**UNIT 5: MAGAZINE PUBLICATION****9 Hrs.**

Layout design of the magazine – difference between newspaper and magazine layout – collection of articles – approval of articles – correction – final work of magazine – publishing of the magazine.

**Max. 45 Hours**

**Project: Publication of the Magazine**

**COURSE OUTCOMES:**

**CO1:** Understand and classify what the different categories of news are such as: techniques of reporting, methods of interviewing, appropriate editorial, and touching obituaries.

**CO2:** Interpret and demonstrate the viability of the current news according to the signs of the times in the Radio.

**CO3:** Draw connections, organise the sequences, and analyse the sectional news -Week-end pull-outs, Supplements, backgrounders and Special articles columns.

**CO4:** Create own video on feature stories and post on your own blog.

**CO5:** Scientifically and ethically justify, argue, defend and critique many of the trend setters in the news-making areas.

**CO6:** Produce new features, sectional stories, supplements and attractive weekly-columns.

**TEXT / REFERENCE BOOKS:**

1. Ted White, Broadcast News writing, Reporting, and Producing, Elsevier Inc., 2005
2. Usha Raman, Writing for the Media, Oxford University Press, 2009
3. Fred Fedler, John .R.Bender, Reporting for the media, Oxford University press, New York, 2000
4. Vincent F. Filak, Convergent Journalism: An Introduction: Writing and Producing Across Media Routledge, 2019.
5. Alecia Swasy,How Journalists Use Twitter: The Changing Landscape of U.S. Newsrooms,Lexington Books,2016.

SHSA1201	GENERAL ENGLISH – II	L	T	P	Credits
		3	0	0	3

**OBJECTIVES OF THE COURSE:**

The paper provides opportunities for students to read and respond to representations of current issues through texts that present themes and topics that are familiar, insightful and informative. The thrust is on preparing students to effectively communicate by applying reflective thinking practices. Students will have an opportunity to improve their vocabulary related to immediate environment, practice speaking skills by discussing about issues based on reading texts, read texts that include everyday problems that provide opportunities to develop problem solving skills in cooperative learning situations, develop writing skills by summarising substance of a poems, letters and composition of dialogues and paragraphs.

**Learner Outcomes:** At the end of the course the learners will be able to –

- Demonstrate knowledge of linking words related to both spoken and written discourse, identify collocations, words to express one's point of view both in writing and speaking
- Apply the rules for writing compare and contrast paragraphs by using cohesive devices based on prompts given, write imperatives sentences as instructions based on prompts
- Demonstrate critical thinking skills by framing questions that generate information related to elements of reasoning
- Read topics suggested to answer inferential and factual information
- Evaluate written pieces to self correct in topic areas of verbs, reported speech, punctuation.

**UNIT I : *Unity of Minds* - A P J Abdul Kalam****(9Hrs)**

Listening for details, Speaking - making a presentation , Reading for details and Global Comprehension *Unity of Minds* by APJ Abdul Kalam - Vocabulary Binomials Writing: Writing compare contrast paragraphs by representing data given in pie chart, Tables; Writing Speeches. Vocabulary : Binomials , Affixes Language Focus : Active and Passive Voice , Punctuation. Critical Thinking : Comparing & Contrasting presenting information by including important characteristics on which the items should be compared or contrasted

**Unit II: *Leave this Chanting and Singing and Telling of Beads* by Rabindranath Tagore and *Engine Trouble* by R K Narayanan****(9Hrs)**

Listening for details Speaking: Giving impromptu speech based on topics given in the class for clarifying one's point of view. Reading for Comprehension and for overall idea -*Leave this Chanting and Singing and Telling of Beads* by Rabindranath Tagore and *Engine Trouble* by R K Narayanan , Vocabulary : Archaic words , phrases Writing: Language Focus Imperatives. Writing: Writing Instructions and recommendations based on quotations given as prompts, writing an advertisement Critical Thinking: Expressing point of view

**UNIT III: *The Happy Prince* by Oscar Wilde****(9Hrs)**

Speaking Telephonic conversation, Drama In the class based on the story prescribed Reading for details and Global Comprehension *The Happy Prince* by Oscar Wilde Language Focus: Adjective- degrees of Comparison , Functional and personal Nouns Vocabulary : positive and negative connotations. Writing: Letter writing- personal letters Critical Thinking Self-regulation: Continuing improvement in thinking, involving monitoring one's cognitive process and correcting errors and biases as needed.

**UNIT IV: *Two Gentlemen of Verona* by A J Cronin****(9Hrs)**

Listening for Overall information of '*Anthem for Doomed Youth*' by Wilfred Owen Speaking: Making requests and suggestions. Reading for details *Two Gentlemen of Verona* by A J Cronin, Vocabulary: Simile, metaphor , adjectives to describe people and their personalities. Idioms. Writing: Writing recommendations; Narratives based on prompts on plot and characters. Critical Thinking: identifying the subject of the investigation and presenting a well-articulated solution to the confusions or contradictions associated with the situation based on listening speaking tasks in the class. Creative writing - stories and poems Language Focus: Reported Speech

**Unit V: *The Avenger* by Anton Chekhov****(9Hrs)**

Listening for specific details Speaking using imagination . Reading to identify factual and inferential information Writing: Imaginative writing by predicting. Vocabulary : Countable forms and meaning, foreign nouns and framing of plurals. Language focus: Modal verbs, use of would. Critical Thinking: Deductive reasoning- generating a valid prediction or conclusion by articulating the relationship between the prediction or conclusion

**Project: Portfolio Submission:**

Unit: I Critical Reading of *Unity of Minds* by APJ Abdul Kalam to identify lexical chunks. Writing Speeches to present in the class using elements of reasoning.

Unit II: Critical Thinking: Identifying Facts and Opinions in *-Leave this Chanting and Singing and Telling of Beads* by Rabindranath Tagore. Examine views on a controversial issue and consider one's own biases and personal interests by reading articles and listening to speeches

Unit III: Critical Thinking Self-regulation: Continuing improvement in thinking, involving monitoring one's cognitive process and correcting errors and biases as needed, accepting peer feedback for letters and rewriting with correction.

Unit IV: Creative writing - stories and poems based on templates provided in the class

Unit V: Deductive reasoning- generating a valid prediction or conclusion by articulating the relationship between the prediction or conclusion : working on decision making template and future plans using critical thinking skills

#### Text Book Prescribed:

[P Bhaskaran Nair](#), C Radha Krishna Pillai, [Geetha Rajeevan](#), CLN Prakash, Nadhini Nayar *Reflections - An Anthology of Prose, Poetry and Fiction* (2015) Foundation Books, Chennai . Foundation Books. ISBN 978-93-85386-008

#### References

Sen S , Mahendra etal. ( 2015) *Communication and Language Skills* . Foundation books. Chennai

<https://designteachengage.wisc.edu/course-activities-learner-interaction/sdc-activity-types-active-learning/>

<https://www.uen.org/rubric/previewRubric.html?id=1219>

<https://www.diigo.com/profile/Teachonlineuw?query=%22Critical+Thinking%22+rubric>

### END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks : 100

PART A : 10 Questions of 2 marks each uniformly distributed – No choice

PART B : 2 Questions from each unit of internal choice, each carrying 16 marks

Exam Duration : 3 Hrs.

20 Marks

80 Marks

STA1102	LANGUAGE – TAMIL – II (OPTIONAL)	L	T	P	Credits
		3	0	0	3

**நோக்கம்**

மாணவர்களுக்குத் தமிழின் செவ்விலக்கியங்கள் மற்றும் காப்பியங்களை அறிமுகப்படுத்துதல்.

**அலகு – ஒன்று : தமிழ் இலக்கிய வரலாறு****8 மணி நேரம்**

1. சங்க இலக்கியங்கள்.
2. அற இலக்கியங்கள்.
3. பக்தி இலக்கியம்.
4. காப்பியங்கள்.

**அலகு – இரண்டு : சங்க இலக்கியம்****8 மணி நேரம்**

1. ‘முளி தயிர் பிசைந்த’ என்று தொடங்கும் குறுந்தொகைப் பாடல். (167)
2. ‘நின்ற சொல்லர்’ என்று தொடங்கும் நற்றிணைப்பாடல். (1)
3. ‘மனை நடு வயலை வேழம் சுற்றும்’ என்று தொடங்கும் ஐங்குறுநூற்று பாடல். (11)
4. ‘எம்வெங்காமம் இயைவது ஆயின்’ என்று தொடங்கும் அகநானூற்றுப்பாடல். (15)
5. ‘சுடர் தொடஇ கேளாய்’ என்று தொடங்கும் கலித்தொகைப்பாடல். (51)
6. ‘மண்டு அமர் அட்ட’ என்று தொடங்கும் புறநானூற்றுப்பாடல். (213)
7. ‘நறவுவாய் உறைக்கும் நாகமுதிர்’ என்று தொடங்கும் சிறுபாணாற்றுப்படை பாடல். (51 - 67)

**அலகு – மூன்று : அற இலக்கியங்கள்****8 மணி நேரம்**

1. திருக்குறள் – நட்பாராய்தல், புலவிநுணுக்கம் (2) அதிகாரம்.
2. நாலடியார் – பொருட்பால் – மேன்மக்கள் – (5) பாடல்கள்.

**அலகு – நான்கு: பக்தி இலக்கியங்கள்****8 மணி நேரம்****சைவம் – பன்னிருதிருமுறைகள்**

1. திருஞானசம்பந்தர் தேவாரம் – முதலாம் திருமுறை  
‘காதல் ஆகி, கசிந்து’ என்று தொடங்கும் பாடல்.
2. திருநாவுக்கரசர் தேவாரம் – ஐந்தாம் திருமுறை

‘மாசில் வீணையும் மாலை’ என்று தொடங்கும் பாடல்.

3. சுந்தரர் தேவாரம் – ஏழாம் திருமுறை

‘பொன்னார் மேனியனே’ என்று தொடங்கும் பாடல்.

**வைணவம் – நாலாயிரத்திவ்யப்பிரபந்தம்**

1. பூதத்தாழ்வார்

‘பெருகு மத வேழம் மாப்பிடிக்கு’ என்று தொடங்கும் பாடல்.

2. குலசேகராழ்வார்

‘ஆனாதசெல்வத்து அரம்பையர்கள் தற்கூழ்’ என்று தொடங்கும் பாடல்.

**அலகு – ஐந்து: காப்பிய இலக்கியங்கள்**

**8 மணி நேரம்**

1. சிலப்பதிகாரம்

மங்கல வாழ்த்துப் பாடல் முழுவதும்.

2. சீவகசிந்தாமணி

கோவிந்தையார் இலம்பகம் முழுவதும்.

3. கம்பராமாயணம்

திருவடித் தொழுத படலம் - பாடல் (25 – 48)

**மாணவர்கள் அடையும் பயன்**

**அலகு – ஒன்று**

தமிழ் இலக்கியங்களில் சங்கஇலக்கியம், அறஇலக்கியங்கள், பக்திஇலக்கியங்கள், காப்பிய இலக்கியங்கள் அகியவற்றை முறையே மாணவர்களுக்கு அறிமுகப்படுத்துதல்.

**அலகு – இரண்டு**

இவ்வலகில் சங்க இலக்கியக் கவிதைகளை அறிமுகப்படுத்துவதோடு கவிதை நயங்களையும் அழகியலையும் மாணவர்களுக்கு புகட்டுகிறது.

**அலகு – மூன்று**

திருக்குறளிலும் நாலடியாரிலும் உள்ள அறக்கருத்துக்களை மாணவர்கள் அறிந்து கொள்வர்.

**அலகு – நான்கு**

சைவ குரவர்களான திருஞானசம்பந்தர், திருநாவுக்கரசர், சுந்தரர் ஆகியோர் பாடல்களின் மூலமும் வைணவப் பெரியவர்களான பூதத்தாழ்வார், குலசேகராழ்வார் ஆகியோர் தம் பாசுரங்களின் மூலமும் பக்தி இலக்கியத் திறத்தினை மாணவர்கள் அறிந்து கொள்வர்.

**அலகு – ஐந்து**

சிலப்பதிகாரம், சீவகசிந்தாமணி, கம்பராமாயணம் ஆகிய காப்பியங்களின் வாயிலாக தமிழ் இலக்கியங்களில் காப்பிய நெறியினை மாணவர்கள் உணர்ந்து கொள்வர்.

### அலகு – ஆறு

- ஈராயிரம் ஆண்டுகளுக்கு முந்தைய தமிழின் செவ்விலக்கியங்களின் சிறப்பினை உணர்தல்.
- பண்டைய காலத் தமிழ் மக்களின் அக மற்றும் புற வாழ்வியலையும் பண்பாட்டையும் அறிதல்.
- தமிழர்தம் அறச்சிந்தனைகளையும் அற வாழ்வியலை அவர்கள் பேணிய முறையினையும் உணர்தல்.
- தமிழர்களுடைய மெய்யியல் தத்துவங்களையும் கடவுள் பற்றிய கோட்பாடுகளையும் உணர்தல்.
- நெடுங்கதைகளாகத் திகழும் காப்பியங்களின் வழி பல பண்பாட்டுச் செய்திகளை அறிதல்.

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### பார்வை நூல்கள்

16. தமிழ் இலக்கிய வரலாறு – மு.வ.
17. தமிழ் இலக்கியவரலாறு – மது. ச. விமலானந்தம்.
18. சங்க இலக்கியம் – ஓளவை ச. துரைசாமிப் பிள்ளை.
19. சங்க இலக்கியம் – புலியூர் கேசிகன்.
20. திருக்குறள் – பரிமேலழகர் உரை.
21. திருக்குறள் – மு.வ. உரை.
22. நாலடியார் – கு. மதுரை முதலியார்.
23. சைவத்திருமுறைகள் – வர்த்தமான் பதிப்பகம்.
24. நாலாயிர திவ்வியப்பிரபந்தம் – வர்த்தமான் பதிப்பகம்.
25. சிலக்கதிகாரம் – ஞா.மாணிக்கவாசகன்.
26. சீவகசிந்தாமணி – துரை ராசாராம்.
27. கம்பராமாயணம் – கழக வெளியீடு.

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### பருவத்தேர்வு வினாத்தாள் அமைப்பு

#### மொத்த மதிப்பெண்கள்: 100

#### காலம்: 3 மணிநேரம்.

- பகுதி அ: 10 வினாக்களுக்குத் தலா 2 மதிப்பெண்கள்  
பகுதி ஆ: 7 வினாக்களில் 5 வினாக்களுக்குத் தலா 7 மதிப்பெண்கள்

- 20 மதிப்பெண்கள்.  
- 35 மதிப்பெண்கள்.

பகுதி இ: 3 வினாக்களுக்குத் தலா 15 மதிப்பெண்கள்

- 45 மதிப்பெண்கள்.

SFR1102	LANGUAGE -FRENCH – 2 (OPTIONAL)	L	T	P	Credits
		3	0	0	

**COURSE OBJECTIVES**

- To reinforce the basic skills in written and spoken French acquired in the first semester.
- To encourage greater written skills through letter writing and composition writing

**UNIT 1****9 Hrs.**

Acheter un billet-Les nombres au-delà de 100-Les différents types de places (fumeur, non fumeur, aller-retour) -Les adjectifs démonstratives - L'interrogation avec inversion - Les vêtements-L'entraînement DELF-Compréhension/Production écrite- Épreuves

**UNIT 2****9 Hrs.**

Discuter les plats au restaurant -Les recettes, des plats et boissons différents,-les formules de cuisine, des recettes simples-des différents pays-Le passé récent-Les pronoms toniques-Il faut + infinitif, Le pronom en-Faire des projets pour les vacances, décrire le temps-les lieux touristiques et le climat des différents pays-Le futur proche et les adverbes, le il -mpersonnel, le pronom y-Épreuves et entraînement DELF

**UNIT 3****9 Hrs .**

Le passé composé-Les pronoms relatifs (qui, que)-Québec et son histoire-Parler du passé et de soi-Compréhension/ production écrite-Entraînement DELF- Épreuves

**UNIT 4****9 Hrs .**

Les verbes réfléchis-Les pronoms relatifs (dont, où)-L'impératif négative-Québec et son histoire-Parler du passé et de soi Compréhension/ production écrite-Entraînement DELF-Épreuves

**UNIT 5****9 Hrs .**

L'imparfait-La place des pronoms doubles-Décrire les mœurs et les pays-La Réunion-Compréhension/ production écrite-Entraînement DELF-Épreuves

**Max. 45 Hrs.****TEXT/ REFERENCE BOOKS**

1. Krishnan, C & Albert Adeline, Le Tramway Volant - I, Saraswathi House Pvt Ltd, India, 2011.
2. Krishnan, C & Albert Adeline, Le Tramway Volant - II, Saraswathi House Pvt Ltd, India, 2012
3. CAPELLE Guy; MENAND, Robert Taxi-1, Hachette, Paris, 2008
4. MERIEUX , Régine; LOISEAU, Yves, Connexions-1, Didier, Paris , 2004
5. MIQUEL, Claire,Vite et Bien-1, CLE International, Paris, 2009
6. POISSON QUINTON, Sylvie, SIREJOLS, Evelyne, Amical -1, CLE International, Paris, 20011

**END SEMESTER EXAM QUESTION PAPER PATTERN**

Max. marks:100

Exam Duration:3 Hrs.

Part A: 10 question of 2 marks each – No choice

20 marks

Part B: 5 Questions out of 7 questions with 7 marks each

35 marks

Part C : 3 Questions of 15 marks each

45 marks



SHN1102	LANGUAGE - HINDI – 2 (OPTIONAL)	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVES**

- To express and communicate literature which is part of life
- To incorporate day to day personal & professional life's need to communicate in the language.
- To help the students to imagine & express their mind through Literature

**UNIT 1**

9 Hrs .

**POETRY**

Suprashid Dohey Kabir, Rahim, Bihari, Surdas - Nar Ho Na Nirash Karo Mann Ko Maithlisharangupt - Jo Tum Aaa Jaate Mahadevi Varma - Hum Panchi Unmukt Gagan Ke Shivismangalsinghsuman – Chalawa Santoshshreeyansh – Yahan Thi Vaha Nadi Manglesh Dabral

**UNIT 2**

9 Hrs .

**STORY**

Eidgaha Premchand - Vapsi Priyamvada Usha - Ek Muthi Aakash Santosh Srivastav - Ek Plate Sailab Mannu Bhandari

**UNIT 3**

9 Hrs .

Anuvad : Anuvad Ki Paribhasha Evam Bhed

**UNIT 4**

9 Hrs .

Anuvad : English to Hindi

**UNIT 5**

9 Hrs .

Administrative words

**TEXT/ REFERENCE BOOKS**

1. PrayajonMulak Hindi (Author - MadhavSontakke)
2. Practcal Guide to is Translation & Composition ( Author- K. P. Thakur

**END SEMESTER EXAM QUESTION PAPER PATTERN**

Max. Marks : 100

Exam Duration : 3 Hrs.

**PART A** : 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

**PART B** : 2 Questions from each unit of internal choice, each carrying 16 marks

80 Marks

SVCA1201	COMMUNICATION THEORIES	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE:**

- To make students to explore media theories
- To study the impact of media in society
- To provide a theoretical understanding on Media system and theories

**UNIT 1: INTRODUCTION TO MASS COMMUNICATION****9 Hrs.**

Mass communication: Definition; Characteristics; Impact. Models of Media Communication - Two step & Multi Step flow - Gate keeping - Newcomb, George Gerbner, McNelly's model of news flow, Agenda Setting.

**UNIT 2: MEDIA EFFECT THEORIES****9 Hrs.**

News Framing; Media Priming; Social-Cognitive Theory; Cultivation theory; Media Dependency Theory; Uses and gratification studies; Stereotyping; Entertainment as Media Effects.

**UNIT 3: MEDIA SYSTEMS AND THEORIES****9 Hrs.**

Media Systems: Types; Individual Difference Theory; Normative theories; Functional Theory; Feminist Theory; Propaganda Model; Public Sphere; Spiral of Silence.

**UNIT 4: MEDIA AUDIENCE****9 Hrs.**

Audience Concept; Active and Passive Audience, Audience as Market, Audience as Public, Gendered Audience, Media Literacy.

**UNIT 5: NEW MEDIA AND MASS COMMUNICATION****9 Hrs.**

Social Media Revolution; Network Society; New Media impact on Traditional Media; Media Convergence; Information Overload;

**Max. 45 Hours****COURSE OUTCOME:**

- CO1:** To Understand the basic media theories  
**CO2:** Demonstrate the hidden agenda of press theories in current news media  
**CO3:** Remember the nature of selectivity in choosing and retaining of media content  
**CO4:** Apply the audience theories in recognizing media influence  
**CO5:** To focus on social consciousness in using media  
**CO6:** To Concentrate on New Media Impact

**TEXT / REFERENCE BOOKS**

1. Joseph Dominick, the Dynamic of Mass Communication, Theory and Process. 2<sup>nd</sup> edition Palgrave Macmillan.2003.
2. Keval J Kumar , Mass communication in India.4<sup>th</sup> Edition, Jaico Publishing house, 2000.
3. McGraw, Hill Education, 2012.
4. Marshal Mc Luhan, Understand Media, 2014. McGraw - Hill Education

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 100****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**PART B:** 2 Questions from each unit of internal choice, each carrying 10 marks**Exam Duration: 3 Hrs.****20 Marks****80 Marks**

SVCA1202	MEDIA CULTURE AND SOCIETY	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVES:**

- The purpose of this course is to make students understand the cultural backgrounds of society in pan with media
- The ability to identify, understand and analyse the media through various theories and concept.

**UNIT 1: MEDIA CONTENT****9 Hrs.**

Media content: Arrangement of Signs –Syntagm & Paradigm- Discourse analysis –Narrative analysis - Genre analysis –Content analysis - Content regulations & Deregulations

**UNIT 2: MEDIA INDUSTRY****9 Hrs.**

News construction: Agenda Setting - Gatekeeping – News Bias – Censorship in media - Concentration of ownership & Concentration of ideas -Advertising Revenue

**UNIT 3: MEDIA USERS****9 Hrs.**

Audience positioning - Audience as cultural producers - Media & Public sphere – Representation – Under representation – Stereotypes

**UNIT 4: MEDIA RHETORIC****9 Hrs.**

Media Rhetoric –Social construction of reality by media - The Rhetoric of the image – Role of film editing – Visual Coding – constructions of Femininity – Media & Masculinities.

**UNIT 5: IDEOLOGY & CULTURE****9 Hrs.**

Ideology –Hegemony –Denotation –Connotation –Cultural imperialism –cultural difference and identity - Media and Popular culture – sub-culture –cyber culture – Racism & Exclusion

**Max. 45 Hours****COURSE OUTCOMES:**

- CO1:** Understand the media content through various analysis  
**CO2:** Identify the Media theories concept with functions of media industry  
**CO3:** Analyze the Media impact towards the users and its identification with society  
**CO4:** Determine the deconstruction of media text and critical thinking towards it.  
**CO5:** Understand the Ideology and representation of Culture in the media.  
**CO6:** Identify the media concepts and its function towards the culture and society

**TEXT / REFERENCE BOOKS**

1. Paul Hodkinson, Media, Culture and Society ,An Introduction, Sage Publications Pvt Ltd , 2011
2. Culture, Society and the Media Edited By Tony Bennett, James Curran, Michael Gurevitch, Janet Wollacott ,eBook Imprint Routledge, London (Ebook), 2005
3. Jeff Shires, Media Culture and Society, Blackwell Pub, 2008
4. Tony thwaiters, warwick mules, Lloyd davis, Introducing Cultural and media Studies : A semiotic approach Palgrave Publications Ltd, 2005

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 10 marks**80 Marks**

SVCA2201	ELEMENTS OF FILM	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To understand the History of cinema and different genres, process of Films
- To Analyse the basic film techniques and also know about the pioneers of the film

**UNIT 1: FILM HISTORY & MAJOR MOVEMENTS****9 Hrs.**

Early Cinema (1893-1903), Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924), Soviet Montage (1924-1930), Italian neo-realism (1942-1951), The French New wave (1959-1964), Indian Cinema

**UNIT 2: FILM MAKING PROCESS****9 Hrs.**

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production-Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing - Distribution & Exhibition.

**UNIT 3: COMPONENTS OF FILM****9 Hrs.**

Frame, Shot, Shot Division, Scene, Sequence, Spot Sound - Mise-en-scene, Space and time, Cinematographer properties- framing-duration of the image-montage.

**UNIT 4: FILM GENRES****9 Hrs.**

Approaches to studying film, Narrative and Non Narrative films, Structure of a narrative film, Fiction and Non – Fiction - Documentary genres.

**UNIT 5: GREAT AUTEURS****9 Hrs.**

Study of Great Indian and International filmmakers like D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurosowa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan, Sridhar - K. Balachandar and others.

**Max. 45 Hour.****PROJECT OUTLINE:**

Based on Technical level Projects – Student's need to capture Seven Basic Shots, Mise-en-scene / Shot Breakdown, Visual Continuity. Student should submit the Project in Soft Binding Format and in Hard Disc / Pen drive by analysing world classic films during their Viva Voce.

**COURSE OUTCOMES:**

- CO1:** Understand the History of Cinema and Major Movement of film.
- CO2:** Classify the Film Making Process and purposes of Shots.
- CO3:** Analyse the Basic Film Elements and Identify the Basic Film Language.
- CO4:** Point out and categorise the Film Genres and Film Style.
- CO5:** Understand the Ideology of Indian and Western Film Makers.
- CO6:** Identify and analyse the Fiction and Non Fiction Films.

**TEXT /PDF REFERENCE BOOKS:**

- Encyclopaedia of Early Cinema by Richard Abel USA 2005 PDF Drive.net
- Film Maker's Hand Book Digital Age by Steven Ascher&Edward Pincus London-2013 Edition London PDF Drive.net
- Halliwell; The Filmgoers Companion 6<sup>th</sup> Edition,2011.
- Film makers Guide to Production Design by Vincent LoBrutto 2007 Canada PDF Drive.net.
- Practical DV Film Making Second Edition Russell Evans- Focal Press London 2006 PDF Drive.net.

SVCA2202	BASIC PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To learn the basics function of Camera
- To understand the techniques of photography.

**UNIT 1: DIGITAL IMAGING****9 Hrs.**

What is digital? - what is analog? - Pixel - Overview on Digital imaging – Equipments needed for digital imaging- Transferring digital files- Editing digital images-resizing digital images –storing - a career in digital imaging-digital photographers

**Assignment:** Expose 100 images with DIGITAL camera.

**UNIT 2: CAMERA****9 Hrs.**

Over view on Photography Pinhole Photography – construction of a pinhole camera – Shutter – Aperture - ISO – Depth of field – Major type of camera –making a career in photography – categories of photography – photojournalism – advertising-portrait-nature photography-purpose and control over aperture- aperture – shutter speed – factors that affect D.O.F.

**Assignment:** Expose 50 images with DSLR camera in different aperture, shutter speed and iso.

**UNIT 3: LENS****9 Hrs.**

Principles of lens, refraction, difference between converging & diverging lens, Focal length – Wide angle, Normal, and Long focal length lenses – Focus and depth of field - hyper focal distance – determining the hyper focal distance of a lens.

**Assignment:** Expose 50 images with different focal length.

**UNIT 4: FILM VS DIGITAL****9 Hrs.**

History of Photography.-Daguerreotype – Fox Talbot-Modern B/W chemistry – Eastman Kodak., Selecting and using film –sensor – black and white films – monochrome films – infrared films and other special effects films-different formats-35m-120 mm – 220mm – 4 x 5 film -Film speed – How film responds to light - film grain – sensitivity – structure of film – film vs digital .

**Assignment:** Expose 50 images with correct exposure.

**UNIT 5: EXPOSURE AND IMAGE MAKING TECHNIQUES****9 Hrs.**

How an exposure meter works –ambient light meters –flash meter readings - Built in meter – External light meter –Metering techniques – incident light metering – reflective light metering -0 spot metering – gray scale- Framing- Perspective- Texture- Pattern- Composition- and Design.

**Assignment:** Expose 100 images

**PROJECT OUTLINE TOPICS:**

- Texture
- Pattern
- Perspective
- Busy Road
- Landscape
- City at Night
- Story Board
- Portrait

**Total No of Photographs:** 50 **Only Size: 8x12 Inches.**

**Note: Technical Detail Should Be There For All The Photographs.**

**COURSE OUTCOME:**

- CO1: Understand function of camera and techniques of photography  
 CO2: Demonstrate the working principle and construction of pinhole camera.  
 CO3: Experimenting with light (Refraction) and understanding depth of field and focal length  
 CO4: Distinguish film cameras and single lens reflex camera.  
 CO5: Composing and exposing pictures by applying visual grammar.  
 CO6: Ability to work with lighting techniques and framing

**TEXT / REFERENCE BOOKS:**

- John hedgecoe's ,New Introductory Photographic Course, Mitchell Beazley, 1990
- Julian Clader, John Garrelt , 35mm Photographers Handbook,Pan Macmillan, 1990
- Richard New man ,How to take great Photographs at Night, Collins Brown,2003
- Terry Hope , Photo-Journalism, Rotovision SA, 2001
- Steve Bavister , Lighting for Portrait Photography, Rotovision SA, 2001
- Roger hicks &Francis schultz , Darkroom basics and beyond, Patterson, 2000.

**PHOTOGRAPHS - 70 MARKS****VIVA - 30 MARKS**

SVC2203	THEATRE ARTS	L	T	P	Credits	Total Marks
		0	2	2	2	100

**COURSE OBJECTIVE:**

- To develop an understanding on World Theatre
- To enable students perform on stage or street play or children theatre in a full length play and explore an in-depth understanding about Tamil Theatre.

**UNIT 1 WORLD THEATRE****9 Hrs.**

Origin of theatre - World theatre - Indian theatre - NatyaSastra – An introduction to the fundamentals- Tholkaapiyam in Meypaattiyal - Silappathikaaram in Arangetrakaathai - Stanislavsky's Method acting theory – Exercises for Body, Voice and Mind- Martial Arts-Rhythm and Movement –character study from society.

**UNIT 2 GENRES OF THEATRE****9 Hrs.**

Traditional theatre -- Folk Theatre Forms – Therukoothu – Puppetry – Proscenium theatre – Modern theatre - Post Modern theatre - Street theatre Forum theatre - Children theatre – Theatre Games - Theatre and Society - Role in Contemporary society – Theatre Therapy.

**UNIT 3 STAGE SET-UP****9 Hrs.**

Purpose of Stage setting - Different type of Stage – stage continuity –work with set designer - Tradition to Modern Costume and Makeup– Nature and Role– Makeup Types – Makeup and Costumes relation.

**UNIT 4 SCRIPT TO PERFORMANCE****9 Hrs.**

Basics of Storytelling - Script reading – Selection of Play - Character and Play analysis – Mythological and Social - Using Dramatic Texts – Actor Director Relationship - Script Blocking - Rehearsal to performance – Time and Space - Blocking to Performance - performer to Audience

**Unit 5 CONTEMPORARY THEATRE SCENARIO IN TAMILNADU****9 Hrs.**

Different Theatre groups – Puraana Naadakam –Boys Company- Special Naadakam- Shapa Naadakam- Dalit theatre- Political theatres,- Feminist theatre -Working styles - Performance spaces – Tamil play writers

**Max. 45 Hours****PROJECT OUTLINE**

The paper aims at a practical and formal introduction for the performing artist to the identified performance stage, after basic training in the area of interest.

- Acting theory based on Method Acting Theory- Script reading, Character and Play analysis
- Dress Rehearsal – Costume and Makeup / Light and Set - Designing the play production - Rehearsal to performance
- Study of animal behaviour and its exact imitation
- Mime concept – Traditional and Modern Mime
- Designing choreography for performance, emotional expressions.

**COURSE OBJECTIVE:**

**CO1:** Understand and identify the broad range of theatrical forms

**CO2:** Develop a strong understanding about past and current scenario of theatre.

**CO3:** Critically evaluate the theatre styles and its role in society

**CO4:** Learn more about theatre from production perspective

**CO5:** Apply and execute the theatre production skills by enacting a stage-play

**CO6:** To explore student's creativity through this expressive medium

**TEXT / REFERENCE BOOKS:**

1. Oscar gross brockett & Franklin Joseph Hildy ,History of theatre,10<sup>th</sup> Edition, Pearson, 2008
2. Michael Chekhov, To the Actor: On the Technique of Acting, 2014
3. Constantin Stanislavski ,An Actor Prepares A&C Black, 2013
4. Constantin Stanislavski ,Building a character, A&C Black, 2013.
5. Constantin Stanislavski ,Creating a Role, A&C Black, 2013.

SVCA1301	AUDIO PRODUCTION THEORY	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE:**

- To make students analyse and learn the various tools involved in audio production.
- To understand the Basic sound recording different types, recording.

**UNIT 1 SOUND AND VIBRATION****9 Hrs.**

What is Sound – Db – Fundamental of Acoustic - Threshold of hearing – frequency response - Frequency range of various musical instruments - Echo, Reverberation, Delay, and Decay

**UNIT2 MICROPHONES AND LOUDSPEAKERS****9 Hrs.**

Microphone - types of microphones - Microphone directional characteristics. Phantom power supplies - Microphone placements for various music instruments Cordless Microphones - Contact microphone - Speakers woofer tweeter

**UNIT 3 SOUND RECORDING TECHNIQUES****9 Hrs.**

Fundamental recording techniques - Optical Magnetic and Digital recording – Mono recording - stereo sonic recording - X-Y Recording - M-S Recording - Equalizer Compressor Limiter.

**UNIT 4 RECORDING FORMATS & ACCESSORIES****9 Hrs.**

Audio Sample Rate - SMPTE Time code - Audio Mix down - Audio File formats DVD Blu-Ray Disc (BD) Cables and Connectors – Balanced Unbalanced cables - Modern Recording studio console

**UNIT 5 RECORDING & REPRODUCTION SYSTEMS****9 Hrs.**

Usage of Pilot track - Dubbing and EFX, Rerecording Final Mixing, 5.1dts Digital surround Alignments - 6.1 DTS - SDDS - Auro 3d Sound System.

**Max. 45 Hours****COURSE OUTCOME:**

- CO1:** To understand fundamental of Acoustics and Threshold of Hearing  
**CO2:** To acquire basic understanding of Microphone and Loud Speakers  
**CO3:** To educate the students in the basics of Misplacement of Music Instruments.  
**CO4:** To get familiarize with the Advanced Sound Recording Techniques.  
**CO5:** To gain knowledge on the importance of Audio Sampling and Cable & Connectors.  
**CO6:** To impart an understanding about the Recording and Reproduction 3d Auro Surround System.

**TEXT / REFERENCE BOOKS:**

1. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
2. Bartlett And Bartlett , Practical Recording Techniques,5th Edition,Focal press, 2009
3. Vasuki Belavadi, Video Production, Oxford University Press, 2008
4. Mike Collins, Choosing And Using Audio And Music Software ,first edition, Focal Press, 2004
5. Tomlinson holman , Surround sound up and running, Second edition, focal press, 2008

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

SVCA1302	INTRODUCTION TO FILM STUDIES	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVES:**

- This course is to enable students to understand the language of cinema
- To recognize significant film movements and theories as well as filmmakers who have shaped the course of world cinema, along with a reading of key cinematic texts.

**UNIT I INTRODUCTION TO CINEMA****9 Hrs.**

Language of Cinema: Introduction - Basic components in film language -Narrative- mise -en -scene - the auteurs - production - exhibition - cinema & semiotics - Plot in cinema - Realism in Cinema

**UNIT II COMPONENTS OF CINEMA****9 Hrs.**

Colour meaning in cinema - Film genre -Editing in cinema - intertextuality -Structure of cinema - Melodrama Indian cinema - Mythological films

**UNIT III HISTORY OF CINEMA****9 Hrs**

German Expressionism - Aesthetics of Neo Realism -Parallel cinema in India - French New Wave - Cinema & Modernism - classical Hollywood film makers - Italian cinema - Iranian cinema

**UNIT IV ERA OF INDIAN CINEMA****9 Hrs.**

Concept of third Cinema -Film Noir- Feminist Film theories - Types of Nonfiction Films -Early Indian Silent cinema-studio era and Talkies - Realism of Sathyajit ray films - remakes - cult film

**UNIT V RECEPTION STUDIES****9 Hrs.**

Reception studies: Indian films & Media - Major trends and turning points in Indian cinema - Bollywood diversity in narrative & form-Regional cinema in India

**Max. 45 Hours****COURSE OUTCOMES:**

- CO1:** To understand the language of cinema and film narrative.  
**CO2:** To approach and appreciate cinema in an academic way with the components of cinema  
**CO3:** To recognize the brief history of cinema and key theoretical aspects  
**CO4:** To identify the evolution on era of Indian cinema and studios  
**CO5:** To understand the impact of Indian films with trends and turning points  
**CO6:** To understand the media and its reception studies in Regional Cinema

**TEXT / REFERENCE BOOKS**

1. Nathan Abram, Ian bell, Jan udriš, Studying film ,Oxford university Press, USA,2001
2. Jill Neldes, An Introduction to Film Studies, Routledge, 2003
3. Goodykoontz ,Bill & Jacobs, Christopher P.,Film: From Watching to Seeing (2nd Edition), Bridgeport Education, Inc., 2014.
4. Bondanella, Peter, Italian Cinema: From Neorealism to the Present. Continuum International Publishing Group. (2001).
5. Monaco, James,The New Wave: Truffaut, Godard, Chabrol, Rohmer, Rivette. UNET 2 Corporation,2004.



SVCA1303	INTRODUCTION TO SOCIAL MEDIA	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE:**

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction.

**UNIT 1 INTRODUCTION TO DIGITAL MEDIA****9 Hrs.**

Internet & New Media – Networking, ISP & browsers - Features of Online Communications - Digital media and communication - ICT, digital divide, Information Society & Media Convergence - Digital security - smart card - information privacy

**UNIT 2 UNDERSTANDING DIGITAL MEDIA & TECHNOLOGY****9 Hrs.**

Culture & New Media - children & New media - Gender identity in New Media World – New Media & Journalism - Web & video Conferencing through technology - online Learning - Big Data - capturing data - data storage - data analysis, IOT - Internet connectivity - machine learning

**UNIT 3 SOCIAL MEDIA****9 Hrs.**

Socialities & Social Media - Society and community in the age of New Media – Networks and Sociality – mobile media platform - social Media Advertising – integrated Marketing strategy

**UNIT 4 E- CONTENT DEVELOPMENT****9 Hrs.**

Definition of E-content, - Designing of E-content – Structures & Planning - Production Techniques - Life Cycle of E-content -Standard Characteristics - E – Content for industries Effectiveness, evaluation - cloud computing - data storage - edge server - SCORM Model, E-Publishing Processes -E-Author, E-Editing.

**UNIT 5 MOBILE TECHNOLOGY****9 Hrs.**

Mobile media – Evolution of Mobile media - Mapping mobile media – mobile media: politics and Society - Mobile audience: thinking contradictions - Diffusion of Innovation Vs Social shaping of Technology – Mobile Learning

**Max. 45 Hours****COURSE OUTCOME:**

- CO1:** To remember digital technologies in education  
**CO2:** Understand features of digital media and media convergence  
**CO3:** Analysis political activism in social media  
**CO4:** Understand E-content design and production techniques  
**CO5:** Apply mobile learning for studies anywhere and anytime  
**CO6:** To utilize these technologies in their projects

**TEXT / REFERENCE BOOKS**

- Bruce Drushel & Kathleen M German, 2011, The ethics of emerging media : information, social norms, and new media technology
- Harvey, Keric, 2013 Encyclopedia of Social Media and Politics
- Jon Rognerud, 2010, How To Nail Social Media Marketing
- John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security
- Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 80****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 12 marks**80 Marks**

SVCA2301	VISUAL ANALYSIS TOOL	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To study media text portrayed in print & electronic media and use media analysis tool to interpret the media text
- To understand how media text are created and transmitted and study the influence of media among audience.

**UNIT 1: SEMIOLOGICAL ANALYSIS****9 Hrs.**

The problem of meaning – signs – signs and truth – language and speaking – the synchronic and the Diachronic – Syntagmatic analysis – Paradigmatic analysis – Intertextuality – Metaphor and metonymy – codes –semiology of the television medium

**UNIT 2: PSYCHOANALYTIC CRITICISM****9 Hrs.**

Brain states – transpersonal psychology - The Unconscious – sexuality – the Oedipus complex – id, ego, Super ego – symbols – defence mechanisms – Dreams – Aggression and guilt – psychoanalytic analysis of the media

**UNIT 3: MARXIST ANALYSIS****9 Hrs.**

Materialism – The base and the super structure – false consciousness and ideology – class conflict – Alienation – the consumer society – Bourgeois heroes – Hegemony

**UNIT 4: GENDER ANALYSIS****9 Hrs.**

Sex, Socialization, Status, Stereotypes, Values, Male gaze, Media and masculinity, beyond heterosexuality

**UNIT 5: SOCIOLOGICAL ANALYSIS****9 Hrs.**

Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis, Analysing film & television, social semiotics analysis of tele-film, six levels of analysis.

**Max. 45 Hours****PROJECT OUTLINE:**

Students have to submit the Thesis of Media Text using visual Analysis tool techniques and must choose Media Text - Articles, Film Text, Television Text, Multimedia Text, Radio & Photography text.

**COURSE OUTCOME:**

- CO1:** To understand the basic concepts and tools  
**CO2:** learns to apply the analysis tool to interpret the text  
**CO3:** Identify and choose the right tool to analyse the text  
**CO4:** To know the limitation of each tool and its application  
**CO5:** Understand the hidden meaning behind every text  
**CO6:** To know the importance of visual analysis tool and its importance in media analysis.

**TEXT / REFERENCE BOOKS**

1. Mirzoeff. F. An Introduction to visual culture, Rout ledge, London.
2. Arthur Asa Berger. Media Analysis Techniques, SAGE Publication, New Delhi 2012.
3. Dallas J.R.Ewing. Techniques of interpretation, SAGE Publication, New Delhi.
4. Paul Hodkinson, Media, Culture and society – an introduction, SAGE Publication, New Delhi 2011

SVCA2302	BASICS OF ADVERTISING	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To help students know the various steps that is involved in making an advertisement.
- To enhance students to create Advertisements and to understand marketing and promotional strategy

**UNIT 1: INTRODUCTION TO ADVERTISING****9 Hrs.**

The foundations of advertising – advertiser – agency partnership – the advertising environment

**UNIT 2: ADVERTISING STRATEGY****9 Hrs.**

Audience analysis and buyer behaviour – segmentation – targeting – positioning – audience research – advertising objectives – strategy and plans – intercultural and international advertising

**UNIT 3: CREATIVE STRATEGY****9 Hrs.**

Creativity – creative strategy – copy writing – art direction – print production – electronic production

**UNIT 4: MEDIA STRATEGY & PLANNING****9 Hrs.**

Media objectives – strategy and planning – print media – electronic media – direct marketing and out of home advertising

**UNIT 5: SALES PROMOTION****9 Hrs.**

Sales promotion and supplementary media –special communication – local advertising – from plan to result the complete campaign

**Max. 45 Hours****PROJECT OUTLINE:**

- Basic Layout Principles,
- Product alone,
- Product in setting,
- Product Location,
- Symbolic, advantages & Disadvantages, trade, graphs, Models, cartoons etc.

*Students should design according to the concept and submit along with Print out & Source file in CD / DVD.*

**COURSE OUTCOME:**

**CO1:** To understand function of advertisement and production techniques

**CO2:** To demonstrate the advertisement principle

**CO3:** To experimenting Commercial advertisements

**CO4:** To understanding depth of Print Media advertisements

**CO5:** To distinguish film advertisement and TV advertisement

**CO6:** To understand Various Designs of advertisement

**TEXT /REFERENCE BOOKS**

1. Bovell Michael Newman Wiley, Advertising Basics Creative Leaps(Reference), John Wiley & Sons (Asia), 2003
2. Lisa I.Cyr , Innovative Promotions That Work, , Rock Port Publishers, 2006.

SVCA2303	COMPUTER GRAPHICS DESIGN	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE**

- To study the basics of design, understand text and various design elements
- To study how to create concepts for design with the help of a computer system software to interpret creative design

**UNIT 1: INTRODUCTION TO MULTIMEDIA****9 Hrs.**

Introduction of Multimedia - Elements of Multimedia –Computer Basics - Hardware and editing software for Multimedia production

**UNIT 2: COMPUTER GRAPHICS****9 Hrs.**

About Graphic Design - Introduction Computer Graphic - Elements of Design – Graphic design process - Typography - Colors

**UNIT 3: INTRODUCTION TO VECTOR GRAPHICS****9 Hrs.**

Vector graphics software Introduction - Working with Vector Objects –Transformation, Pathfinder - Illustration and Painting – Filters & Effects, Exporting a Document.

**UNIT 4: IMAGE EDITING****9 Hrs.**

Pixel graphics software Introduction - Photo enhancing software - Introduction Working with Images and Manipulation - About Layer – Color Correction & Retouching - Filter effects - File Formats

**UNIT 5: COMMERCIAL DESIGNING****9 Hrs.**

Logo Design - Stationery Design - Commercial Designing - Production Process - Creating Portfolio

**Max 45 Hours****PROJECT OUTLINE:**

- Corporate Identity
- Infographics
- Certificate Design
- Poster Design

Students should design according to the concept and submit along with Print out & Source file in CD / DVD.

**COURSE OUTCOME:**

**CO1:** Understanding about the basics of design.

**CO2:** Understanding about Computer Graphic software and interface.

**CO3:** Understanding about web oriented design

**CO4:** Ability to create various designs with the help of a computer system.

**CO5:** Ability to create Logo Design, Brochure Design, Stationary Design, Magazine Design and Poster Design.

**CO6:** Ability to create graphics for web space

**TEXT / REFERENCE BOOKS:**

1. Martin Evening, Adobe Photoshop CC ,Focal press UK, 2014
2. Steve Johnson, Adobe Illustrator CC on demand, Paul boger, 2013
3. Martin Evening, Adobe Lightroom published by Focal press UK, 2014

SVCA2304	SCRIPT WRITING	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVES:**

- To strengthen the knowledge on concept, model and theories of Script Writing
- To develop content using the features in Script Writing

**UNIT 1: INTRODUCTION TO SCRIPT WRITING****9 Hrs.**

Introduction of visualization- Framing & Composition – Film formats -Idea generation – Genres- types of screen play – stages of script writing

**UNIT 2: ADAPTATION****9 Hrs.**

Adaptation: Adapting the story from short story, novel, drama, histories, mythologies, newspaper, magazines and real life.

**UNIT 3: PROCESS OF STORY DEVELOPMENT****9 Hrs.**

Fiction: Story idea – synopsis - plot and story - sub plot - plot patterns – elements of story – pitching the script

**UNIT 4: CHARACTERIZATION****9 Hrs.**

Major character and minor character development - Conventional narrative structure - Act Structures - dramatic values - dialogue writing

**UNIT 5: STORY WRITING FORMATS & PRESENTATION****9 Hrs.**

Script writing stages - format and presentation of the scripts - story board- introduction to TRUBY software - structuring the story with software – marketing the script

**Max. 45 Hours****PROJECT OUTLINE:**

1. Writing a short story with five elements
2. Write log line of the story
3. Synopsis of short story
4. Complete treatment of the story
5. Characterization and their Relationship between them in the story
6. Scene break down
7. Screen play of short story(with dialogue)
8. Act Structure pattern
9. Master scene script of story
10. Story board

**COURSE OUTCOMES:**

**CO1:** Understand the nuances of the script stages and its features.

**CO2:** Analyse the adapted stories and its execution in the script.

**CO3:** Create own stories in script format with plot pattern.

**CO4:** Developing the characters and its relationships in the story structure.

**CO5:** Design the structure and plot pattern of story flow.

**CO6:** Create a own short story script and structure it using software

**TEXT / REFERENCE BOOKS:**

1. Lewis Herman, Practical Manual of Screenplay Writing , New American Library, 1974.
2. Lajos Egri. ,The Art of Dramatic Writing by Wildside Press LLC, 2007.
3. Anthony Friedmann. Writing for Visual Media ,Taylor & Francis, 2014.
- 4., Jean Rouveral ,Writing for soaps, Writer's Digest Books, 1984
5. Barry Hump., Making Documentary Films and Reality shows , Henry Holt and Company, 1997.

SVCA1401	MEDIA MANAGEMENT	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE:**

- To learn the art of managing different areas in the field of media and equip with the skills of entrepreneurship in media management.
- To become more creative and innovative in News as programming and Organization of News Department.

**UNIT 1: MANAGEMENT STRUCTURE & ITS FUNCTIONS****9 Hrs.**

Management in Media organization – Structure – nature and process of management – levels of management – skills, functions and management roles. Theories of management – classical, human relationships, modern approaches to management. Societal and organizational environment.

**UNIT 2: MANAGING PERSONNEL****9 Hrs.**

Personnel management- the Hiring process- interviewing- performance reviews- Promotion- Termination- Legal issues in personnel management- Equal employment opportunities guidelines- sexual harassment- other labour laws.

**UNIT 3: MEDIA CONVERGENCE****9 Hrs.**

Entrepreneurship – Monopoly, oligopoly. Financial management – Media convergence, economics. Future of media business – Employment opportunities and status of media industry.

**UNIT 4: NEWS AND NEWS MANAGEMENT****9 Hrs.**

The importance of news- Localism – News as programming – Organization of News Department – staffing the news department- Budgeting and the news department- Erosion of the news audience- ratings and sweeps- news ethics.

**UNIT 5: MARKETING MANAGEMENT****9 Hrs.**

Marketing – management – creativity and innovation – internal communication and external communication. Understanding market and factors - audiences – research and analysis, ratings, trends in marketing and selling.

**TEXT / REFERENCE BOOKS****Max. 45 Hours**

- Block et al. Managing in the Media. Focal Press 2001.
- Alan B. Albarran, Sylvia , A handbook of Media management and Economics , L. Erlbaum Associates, 2006.
- Andrej vizjak and Max Josef Ringlstetter, Media management, Springer Science & Business Media, 2003.
- William james willis and diane B.willis, New Directions in Media Management, Allyn and Bacon, 1993.
- Alan B. Albarran ,Management of Electronic Media, Cengage Learning, 01-Jan-2012
- Barry G. Sherman, Telecommunications and Management - the Broadcast and Cable Industries, McGraw Hill 1987.
- Richard Gates, Production Management for Film and Video, Focal Press, London, 1992.

**COURSE OUTCOME:**

**CO1:** The basic knowledge of the theories, structures and nature of media will empower the learner.

**CO2:** The course will bring out the latent skills in the learner in the levels of management, functions and management roles.

**CO3:** The learner will be able to draw connections between levels of management skills, classical, and modern approaches to management.

**CO4:** The process of media management will enable the student to analyse properly and examine the societal and organisational environment.

**CO5:** The student will be able to evaluate the current methods and its usefulness in the media management.

**CO6:** The student will be empowered to produce new and original theories of media management for modern era.

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.**

**PART A:** 10 Questions of 2 marks each uniformly distributed – No choice

**20 Marks**

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

**80 Marks**

SVCA1402	TELEVISION PRODUCTION THEORY	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE**

- To learn about the television indoor & out door production theoretically
- To Learn theoretically incorporate them to practical understanding.

**UNIT 1: INTRODUCTION TO TELEVISION PRODUCTION****9 Hrs.**

Introduction to Television production & Visualization, Different stages of production, Personnel for Video production & News, Single-Camera/Multi-Camera & Field production

**UNIT 2: VIDEO AND BROADCAST TECHNOLOGY****9 Hrs.**

Analogue & Digital technology, Scanning system, how does a TV set works? , Broadcasting Formats & Transmission Technologies.

**UNIT 3: TECHNIQUES OF TELEVISION CAMERA****9 Hrs.**

Camera and its parts, camera features and their effects. camera mounting equipment's, camera movements – distance – angles. Types of lenses and its uses, Different types of shots. Properties of light / lighting instruments and controls.

**UNIT 4: SCRIPTING & EDITING****9 Hrs.**

Story- storyboard, formats of scripts, research and treatment. Creative writing for video, TV news, documentaries & fiction. Introduction to editing, editing theories, Montage, linear editing & Non-linear editing.

**UNIT 5: STUDIO PRODUCTION AND CONTROL****9 Hrs.**

Sound control & recording for studio & field operations, Studio Production – set design and composition, different types of studio production – Indoor and outdoor, Production management, Production team, wardrobe, makeup, sets and properties, floor management.

**Max. 45 Hours****COURSE OUTCOME:**

- CO1:** Understand different stages of television production process and various program formats
- CO2:** To explain broadcasting formats and transmission technologies
- CO3:** To comprehend the techniques involved in television camera, camcorders and visual grammar
- CO4:** Categorize different formats of scripts, research and treatment.
- CO5:** To understand various broadcasting formats in television industry.
- CO6:** Produce good quality single camera and Multi-camera production by applying theoretical inputs.

**TEXT / REFERENCE BOOKS**

1. Herbert Zettl, Television production handbook, Seventh edition, Wadsworth Publishing Company (2000).
2. Robert B. Musburger & Gorham Kindem , Introduction to Media Production: The Path to Digital Media Production , Third edition, Focal Press, 2005.
3. Jeremy Orlebar, Digital Television Production: A Handbook -. Arnold, 2002
4. Mirzoeff. F. An Introduction to visual culture, Rout ledge, London. 1999.
5. Vasuki Belavadi, Video Production, published by Oxford university press ,2008

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

SVCA1403	PUBLIC RELATIONS	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE:**

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction

**UNIT 1: INTRODUCTION TO PUBLIC RELATIONS****9 Hrs.**

Public Relations – Definition, Elements of PR – functions of PR – Need of PR – History of PR and growth of PR in India, - Public relations - propaganda and public opinion - PR as a Management.

**UNIT 2: PUBLIC RELATIONS TOOLS****9 Hrs.**

Stages of PR – Planning, Implementation research, evaluation, PR practitioners and media relations - Press Conference - Press release exhibition – Communication with the public – internal and external, employer, employee relations - Community Relations.

**UNIT 3: PR CAMPAIGN PLANNING****9 Hrs.**

PR for Public and Private Sectors – PR Counselling - PR agencies – PR and advertising – PR for media Institutions – Planning for PR campaigns – types of publicity – production – house Journals – Motion pictures, kits, Trade fairs, open house etc.

**UNIT 4: PR MANAGEMENT & CASE STUDIES****9 Hrs.**

Images audit – role of corporate communication – PR tools and techniques – Traits of a good PRO – PR for services - NGO – shareholders – ethics – presentation skills & techniques.

**UNIT 5: PR RESEARCH TECHNIQUES AND CODE OF ETHICS****9 Hrs.**

Crisis communication – crisis management – image management – emerging trends in PR – Social Media - community managers - media room - Astroturfing – event management – PR agencies and structure

**PROJECT OUTLINE****Max. 45 Hours**

Students are requested to do live PR Campaign

**COURSE OUTCOME:**

- CO1:** To remember importance of Public Relation
- CO2:** Understand Basic functions of Public Relations
- CO3:** Analysis Public Relations in Public and Private Sector
- CO4:** Understand value of social media in Public Relations and Advertising
- CO5:** Analyse various public relations services
- CO6:** To implement PR skills in events

**TEXT / REFERENCES BOOKS:**

1. Erica Weintraub Austin Bruce E. Pinkleton, 2006, Strategic Public Relations Management Planning and Managing Effective Communication Programs, Lawrence Erlbaum Associates, Publishers
2. Lee Edwards and Caroline E. M. Hodges, 2011, Public Relations, Society and Culture, published by Routledge
3. Sandra M. Oliver, 2004, HANDBOOK OF CORPORATE COMMUNICATION AND PUBLIC RELATIONS, First published by Routledge
4. Stephen Waddington, 2012, The Social Media Handbook for PR Professionals, John Wiley & Sons Ltd Robert E. Brown, 2015, The Public Relations of Everything The ancient, modern and postmodern dramatic history of an idea, published by Routledge

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 100****Exam Duration: 3 Hrs.**

**PART A:** 10 Questions of 2 marks each uniformly distributed – No choice

**20 Marks**

**PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks

**80 Marks**



SBBA1101	ENVIRONMENTAL SCIENCE	L	T	P	Credits	Total Marks
		3	0	0	3	100

**Course objectives**

- To impart knowledge on the issues related to environment and to emphasize the importance of a clean environment.

**Unit I: Multidisciplinary nature of environmental studies and Natural resources (10 Hrs)**

Definition, scope and importance- Need for public awareness. Natural Resources : Renewable and non-renewable resources : Natural resources and associated problems. Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

**Unit 2 : Ecosystems, Biodiversity and its conservation (10Hrs)**

Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem :- Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity: Definition- genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as mega- diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: *In-situ* and *Ex-situ* conservation of biodiversity.

**Unit 3 : Environmental Pollution (9Hrs)**

Definition -Cause, effects and control measures of :- Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management : floods, earthquake, cyclone and landslides.

**Unit 4 : Social Issues and the Environment****(8Hrs)**

Idea of Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case Studies. Environmental ethics : Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness.

**UNIT 5 Human population and the environment (8Hrs)**

Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain

- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

**Text Books/ Reference Books.**

1. Erach Bharucha, Text Book of Environmental Studies, 2nd Edition, University Press, Chennai, 2006
2. Meenakshi. P, Elements of Environmental Science and Engineering, 1st Edition, Prentice Hall of India, New Delhi, 2009.
3. Ravikrishnan. A, Environmental Science & Engineering, 3rd Edition, Sri Krishna Publications, Chennai, 2008.
4. Wrigh. R. T & Nebel B.J, Environmental science-towards a sustainable future by Richard 8th edition, Prentice Hall of India, New Delhi, 2006

**END SEMESTER EXAMINATION QUESTION PAPER PATTERN****Max. Marks : 100****Exam Duration : 3 Hrs.****PART A : 10 questions of 2 marks each - No choice****20 Marks****PART B : 2 questions from each unit of internal choice; each carrying 16 marks****80 Marks**

SVCA2401	ANIMATION & WEB DESIGNING	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To study the basics of animation and basics of web design
- To understand 2D and animation elements and create concepts for animation design
- To use design tool and software to create creative animation concepts

**UNIT 1: INTRODUCTION TO ANIMATION****9 Hrs.**

Introduction of Animation – About computer animations –Principles of animation – Animation production - Animation tools & techniques – Computer animation production tasks.

**UNIT 2: 2D ANIMATION TOOL****9 Hrs.**

Types of animation - Introduction to 2d animation – Creating Storyboards – An overview of 2D Animation Software - Explore the panels - Creating & Editing the symbols – Writing a basic Action Script

**UNIT 3: MANAGING THE FILE AND PUBLISHING****9 Hrs.**

Editing Layer Properties - Text mode in 2D Software – Managing the Timeline - Applying a Filter effect on graphics - Optimizing Flash Movies - Publishing Flash Movies

**UNIT 4: WEB DESIGNING USING HTML****9 Hrs.**

Introduction to interactive multimedia – About Internet - Basic HTML scripting - About the web colors - Developing interactive web pages – Web Banner Creation.

**UNIT 5: FLASH VIDEO CONVERSION AND PRESENTATION****9 Hrs.**

Adding Sound file to Flash Projects - Converting Movie file to FLV – Integrating Flash movies with HTML Documents - Creating Content and Presentation in Flash

**PROJECT OUTLINE:****Max. 45 Hours**

- Logo Animation.
- Web Banner (Advt.),
- 2 D Product Ad.
- Web designing ( Front Page)
- Portfolio

Student should submit 2D Animation with Interactive and Web banner along with Story Board Approval, Output file & Source File in CD /DVD.

**COURSE OUTCOME:**

**CO1:** Understanding about basics of animation

**CO2:** Understanding about 2D animation and Web Designing.

**CO3:** Understanding of 2D animation software and interface.

**CO4:** Ability to create basic 2D animation through computer system.

**CO5:** Ability to interpret web animation and film animation

**CO6:** Ability to create Logo Animation, Animated Web Banner (Advt.), 2D Product Ad, Web designing (Front Page), Portfolio.

**TEXT / REFERENCE BOOKS**

1. Doug Sahlin and bill Sanders ,Flash CS4 all in one for dummies , first edition, Wiley Publishing Inc.,2009.
2. Douglas E. Comer., The Internet Complete Reference, Millennium Edition– Mc Graw hill Companies. Tata McGraw-Hill Education, 1999.
3. Wendy Willard, HTML A Beginner's Guide, Fourth Edition, Tata Mc Graw Hill – 2009.

SVCA2402	RADIO PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE**

- To teach students how to create radio programs and also to teach the art of recording & mixing.
- To Analyse the Radio Programme and Podcasting

**UNIT 1: BASIC SOUND RECORDING****9 Hrs.**

Basic Sound recording techniques – Microphone techniques - Frequency Ranges – studio layout – digital audio workstation – audio editing principles – news values – news reporting functions.

**UNIT 2: TYPES OF RADIO INTERVIEW****9 Hrs.**

News policy and practice – objectivity – legality – news values – Community radio system - the news reporting function – the newsroom operation – types of interviews – preparation before the interview – Types of radio interviews – location interviews.

**UNIT 3: PRODUCING RADIO PROGRAMME****9 Hrs.**

Tech Control Music programming for radio – making commercials radio programme Radio advertising – news reading and presentation – stages producing a radio programme

**UNIT 4: RECORDING & MIXING****9 Hrs.**

Outside broadcaster (Remote) – publicity – radio Programme research - music recording - FM studio layout - recording & mixing technique - production points – documentary and feature Programmes - role of the radio Producer.

**UNIT 5: RADIO ADVERTISEMENT****9 Hrs.**

Cinema advertising for Radio – Product Radio Advertisement– Radio drama - AM Stations in India – PSA Script for radio production – radio transmission and receiving satellite radio.

**Max. 45 Hours****COURSE OUTCOME:**

- CO1:** To Explore Basics of Sound Recording Techniques  
**CO2:** To analyse basic of Types of Radio Programme.  
**CO3:** To educate the students in the basics of digital audio Workstation.  
**CO4:** To understand the operation of modern recording Console.  
**CO5:** To gain knowledge on the importance of Produce Radio programme.  
**CO6:** To impart an understanding about the Recording and Reproduction system.

**PROJECT OUTLINE:**

All the above mentioned has to be submitted with paper works and the projects made by the students shall be submitted in CD / DVD.

**TEXT BOOKS / REFERENCE:**

- Robert McLeish , Radio production, 5t h Edition, Elsevier, 2005
- Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
- Mike collins , Choosing and using audio and music software , Focal Press, 2004
- Bartlett and Bartlett , Practical recording techniques , 5th Edition, Focal Press, 2008

SVCA2403	ADVANCED PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To experiment more with lighting techniques in photography
- To know the importance of colour in the images.

**UNIT 1: COLOUR****9 Hrs.**

Additive colours – Subtractive colours – Colour balance – colour corrections – hue and saturation- contrasting colours –psychological significance of colours-Types of colour film – Characteristic of colour films –sensitivity to colour - colour temperature – Colour themes.

**UNIT 2: LIGHTS****9 Hrs.**

Direction of lights – Diffused light-bounced diffused light – diffused bounce diffused light – point light- creative lights – difference between point light and diffused light – Available Light – Artificial Lights – Portable flash light –using a portable flash extensively -using portable flash for portraiture

**UNIT 3: LIGHTINGS****9 Hrs.**

Key Light or Main light – Fill light – degrees of lighting -Simple portraiture lightings - using one light source- using two lights-using multiple lights – synchronization – flash sync speed- slave lights-international portrait photographers

**UNIT 4: TECHNIQUES ON IMAGE MAKING****9 Hrs.**

Advanced techniques of Framing – Perspective –forced perspective-perspective correction- Texture – Pattern – Composition – Graphic Design in photography – Emphasis – Balance- the symmetrical world – asymmetry

**UNIT 5: DIGITAL IMAGING****9 Hrs.**

Digital imaging – Latest trends in digital imaging-Overview on Digital imaging – Equipment needed for digital imaging - Editing digital images-resizing digital images –print usage-online usage- a career in digital imaging-digital photographers.

**Max. 45 Hours****PRO JECT OUTLINE:****Photographs - 70 Marks****Viva - 30 Marks****TOPICS**

1. One Colour 2.Two Colour 3.Three Colour 4.Degrees Of Lighting – Day Light 5. Degrees Of Lighting – Studio Light 6.Nature Of Lights 7.Digital Imaging 8.Conceptual Images 9.Portraits

**Total No of Photographs: 50 Only****Size: 8x12 Inches.****Note:** Technical Detail Should Be There For All The Photographs.**COURSE OUTCOME:****CO1:** Understand psychological significance of colour and sensitivity of color.**CO2:** To experiment with lighting techniques in photography**CO3:** Applying degrees of lighting, flash sync speed and slave light techniques**CO4:** Composing images using advance techniques in framing**CO5:** Capturing latest trends in digital imaging and printing**CO6:** To understand digital imaging and editing with the software's.**TEXT / REFERENCE BOOKS**

- John hedgecoe's ,New Introductory Photographic Course, Mitchell Beazle, 1998
- Julian Calder, John Garrett ,35mm Photographers Handbook, Pan Macmillan, 1990
- Richard Neuman, How to take great Photographs at Night, Collins &Brown, 2003
- Terry Hope , Photo-Journalism, Rotovision SA, 2002.

SVCA1501	INTRODUCTION TO COMMUNICATION RESEARCH	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE**

- To introduce the students scientifically on various forms of research for research programmes.
- To equip the students with the current methods of research process so as to develop make the research more relevant to modern era.
- To motivate the students to bring out the latest development in communication research for better use of communication research.

**UNIT 1: INTRODUCTION TO RESEARCH****9 Hrs.**

Meaning of research – the development of mass media research-Objective - motivation – types of research – significance of research – Research process – Criteria of good research – Problems encountered by researchers in India.

**UNIT 2: RESEARCH DESIGN****9 Hrs.**

Types of research design – meaning of research design - Exploratory - Descriptive and Experimentation.- Merits and demerits of these methods.- Opinion polls, and audience research and viewership ratings - Protocols of research methods.

**UNIT 3: METHOD OF DATA COLLECTION****9 Hrs.**

Data collection methods. - Primary data and secondary data.- Types of secondary data - Observation data. – definition of content analysis-uses of content analysis-descriptive and analytical surveys – advantages and disadvantages of survey research-constructing question – conducting experimental research- advantages and disadvantages of laboratory experiment -experimental design – field experiments.

**UNIT 4: SAMPLING****9 Hrs.**

Sampling. Types of sampling. Random, Cluster, Stratified Systematic, Probability and non-probability, Convenience, Judgment, Quota, etc. Sampling problems. Sample error. Choosing a sample design.

**UNIT 5: EVALUATION & WRITING THESIS REPORT****9 Hrs.**

Preparation and tabulation of collected data. Data analysis. -Meaning of interpretation- significance of report writing- different steps in writing report- layout of the research report- types of reports.

**TEXT / REFERENCE BOOKS****Max. 45 Hours**

1. C R Kothari, Research Methodology, 2<sup>nd</sup> Edition ,New Age International Publication,2008
2. Roger D. Wimmer, Joseph R. Dominick ,Mass Media Research: An Introduction, Thomas Wadsworth ,2006

**COURSE OUTCOME:**

**CO1:** At the end of this section the student will learn to define and identify the basic elements of research, – types of research – significance of research – research process – criteria of good research – problems encountered by researchers in India.

**CO2:** The student will learn to use new communication methodology in the research process.

**CO3:** The student will be taught to learn how to relate and distinguish the difference between good research and shallow research so as to make a scientific research.

**CO4:** The student will reach a point to select, or support or value the significance of the research process.

**CO5:** The student will be able to design, assemble, or formulate your own research methodology to discover journalistic assessment and propose creative solutions for the problems in India by this section.

**CO6:** At the end of the course the learner will be confident to use communication methodologies that are beneficial for the development of the country in the fast-track world.

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks: 80****Exam Duration : 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 10 marks**80 Marks**

SVCA1502	MEDIA LAW AND ETHICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE:**

- To teach students the ethics and principles involved in media
- To encourage them to follow ethics in the field of communication.

**UNIT 1: DEFINE ETHICS & MORAL DEVELOPMENT****9 Hrs.**

Defining ethics –Ethics VS Law - Why Media Ethics? -Various branches of ethics – Ethical Dilemmas - Ethical communication – Ethical values and attitudes – Ethics and society

**UNIT 2: MEDIA LAW AND ETHICS****9 Hrs.**

Indian constitution -Fundamental Rights & Fundamental Duties. Defamation, Contempt of Court, Sedition, Media related IPC sections - Obscenity and Blasphemy in Indian context - social responsibility – PCI codes

**UNIT 3: MEDIA & ETHICAL CHALLENGES****9 Hrs.**

Concentration on Media Ownership – Advertising and Social issues – ASCI codes -Directorate of Audio Visual Publicity - Media and Antisocial behaviour - Case Study.

**UNIT 4: BROADCASTING ETHICS****9 Hrs.**

Broadcasting ethics – Prasar Bharati Act ( 1997)- Cable ACT ( 1995) -TRAI -Cinematograph Act (1952)- Film Censorship-CBFC-Privacy law in India – privacy and public interest – sting operations – depiction of Violence against women and children

**UNIT 5: CYBER ETHICS****9 Hrs.**

Data protection and Data preservation -Social networking & ethics-Right to Information act – concept of stereotypes –indecent representation of women (Prohibition) - cyber law in India – types of cyber-crimes – cyber-crimes against women

**Max. 45 Hours****COURSE OUTCOMES:**

- CO1:** Understanding the definition of Ethics and its branches, values and principles.  
**CO2:** Understanding the relationship between ethics and Society.  
**CO3:** Analyzing the Ethical Challenges in Media.  
**CO4:** Understanding laws and ethics in Broadcasting  
**CO5:** Understanding the laws in cyber space.  
**CO6:** To understand the cybercrime against the society

**TEXT / REFERENCE BOOKS:**

1. Arun Bhatia , Media and Communication Ethics,. Akansha Publishing House, New Delhi.2005
2. M.Neelamalar,Media Law and Ethics, PHI learning Pvt LTD,2012
3. Louis Alvin Day, Ethics in Media communication, 4th edition, Thomson Wadsworth Publication, 2003.
4. Paranjy Guha Thakurta Media Ethics Oxford Univeristy Press, 2010.
5. Jan R. Hakemulder, Fay A. C. de Jonge, P. P. Singh, Media ,Ethics & Laws, Anmol Publications PVT. LTD., New delhi, 2006

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max Marks: 100****Exam Duration: 3 Hrs.****Part A:** 10 Questions of 2 marks each – No choice**20 marks****Part B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 marks**

SVCA1503	ART & AESTHETICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

**COURSE OBJECTIVE**

- To acquire knowledge of the principles art and aesthetics and to appreciate the forms art in the west and in India.
- To understand the history of development in the field of Art and Culture

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

Art - General principles of art - Functions of art and artist - Indian art - Rasa – Bhava. History of Artists: Raja Ravi Varma, Leonardo da vinci, Michelangelo, Pablo Picasso

**UNIT 2 HISTORY OF ARTS & ARTIST****9 Hrs.**

Classification of Indian art from various Indian Geographical areas: Elephanta caves, Ajanta paintings, Ellora Cave temples, Chithannavasal, South Indian Temples, Chola Temples

**UNIT 3 WESTERN AND EASTERN APPROACH****9 Hrs.**

Aesthetic, Western and Eastern approach to art and aesthetics - Aesthetic categories: beauty, tragic, comic, sublime. Tamil aesthetics: Thinaï - Agam & Puram

**UNIT 4 EUROPEAN ART****9 Hrs.**

European Art: Pre-historic art, Greek, Roman, Medieval, Early Medieval art, Gothic, Renaissance, Neo-classicism, Realism, Impressionism, Symbolism, Cubism and abstract trends.

**UNIT 5 ART IN DIGITAL ERA****9 Hrs.**

Manifestos of modern art movements, Social responsibility of the artist - Contemporary aesthetics – Art in the digital era - Art in Cinema.

**Max. 45 Hours****COURSE OBJECTIVE:**

- CO1:** Understand the different art forms that spread across the country  
**CO2:** Remember the metaphysical of Indian art forms  
**CO3:** Understand the varied ism's and its distinct features  
**CO4:** Apply the aesthetic sense in their own creative media works  
**CO5:** Students will conceive basic concepts of art movements  
**CO6:** An overview of Contemporary art will be given.

**TEXT / REFERENCE BOOKS**

- S.K. Saxena, Aesthetics: Approaches, Concepts & problem Gaurav Books, 2010.
- Ernst Fischer, The necessity of Art, penguin Books, U.K. 1963
- Yuri Borev, Aesthetics, Progress Publications, Moscow, 1985.
- Robert Stecker, Aesthetics and the Philosophy of Art: An Introduction (Elements of Philosophy) , Rowman& Littlefield Publishers,2010.
- Nihranjan Ray, An Approach to Indian art, Publishing Bureau Punjab University,1974.

**END SEMESTER EXAM QUESTION PAPER PATTERN****Max. Marks : 100**

**PART A :** 10 Questions of 2 marks each uniformly distributed – No choice  
**PART B :** 2 Questions from each unit of internal choice, each carrying 16 marks

**Exam Duration : 3 Hrs.**

**20 Marks**  
**80 Marks**



SVCA2501	FILM APPRECIATION	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE**

- The idea of the course is to give students insight into both the technical aspects of film production and the creative and artistic application of those techniques.
- The course also examines film criticism, the international film scene, film genre studies, and the concept of media literacy

**UNIT 1: FILM: STORY TELLING & MISE-EN-SCENE 9 Hrs.**

Language of cinema– Identify settings, props and costumes, actors- Evaluating Films: Time and space, Narrative, shot - Story Time vs. Plot Time -Conflict and Character -Themes and Symbolism -Metaphor and Allegory - Irony

**UNIT 2: FILM: CINEMATOGRAPHY 9 Hrs.**

Film Text - Framing - Film Lighting Techniques - Colour - Saturation and Desaturation - The Camera, Lens and Their Uses - Special Effects

**UNIT 3: FILM: SOUND 9 Hrs.**

Critical Approaches to film — Sound Contribute to Movies - The History of Sound in Film - Sound Technology and Equipment - Three Basic Categories of Film Sound - Sound Effects - Music - Sound Production Techniques - Live Recording - Post-Dubbing

**UNIT 4: FILM: EDITING 9 Hrs.**

World cinema & National Film Movements –Alternative cinema & other Film Styles – Rearranging the Story into a Plot - From Frames to Acts - Manipulating the Audience - Classical Editing Style - Rhythm and Pacing

**UNIT 5: FILM: DIRECTING & WRITING 9 Hrs.**

The Director as Facilitator - Auteur Theory - How Directors Do It - Subject Matter, Working with Actors, Alternatives to Traditional Hollywood Style - Some Pacesetters - Film Criticism- Levels of Meaning, Analysis and Interpretation

**Max. 45 Hours****PROJECT OUTLINE:**

- Student project consists of an analysis/observation of an individual film.
- Project analysis of two of the film production “areas of study” which the course focuses on.  
(The production-oriented areas of study include: mise-en-scene, cinematography, film audio, editing, writing, and directing.)

**COURSE OUTCOMES:**

**CO1:** To understand the Primary technological aspects of audio operation and camera operation as related to film production.

**CO2:** To understand works of film as expressions of individual and human values within a historical and social context;

**CO3:** To engage in the creative process of interpretive performance and comprehend the physical and intellectual demands required of filmmakers;

**CO4:** To develop an appreciation for the aesthetic principles that guide or govern the art of film;

**CO5:** To define the roles of, and describe the artistic contributions of film writers, directors, cinematographers, editors, actors, and set designers;

**CO6:** To demonstrate an awareness of the field of film criticism and their roles as active viewers of cinema;

**TEXT / REFERENCE BOOKS**

1. Nathan Abram, Ian bell, Jan udris, Studying film ,Oxford university Press, USA,2001
2. Jill Nelmes, An Introduction to Film Studies, Routledge, 2003
3. Goodykoontz ,Bill & Jacobs, Christopher P.,Film: From Watching to Seeing (2nd Edition), Bridgeport Education, Inc., 2014.

SVCA3501	TELEVISION PRODUCTION LAB	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To encourage students to learn the techniques in filming
- To shoot a documentary / short film.

**UNIT 1 COMPOSITION & FRAMING****9 Hrs.**

Basic of shot composition - Framing effective shots - Purpose of good composition – 180 degree rule - Shooting basic movements pan & tilt.

**Project: Basic Camera angles and Composition / duplicating scene from original scene.**

**UNIT 2 CAMERA & LIGHTING****9 Hrs.**

Identifying camera and its parts/ White balance/ Microphone usage Lights - Type of lights - 3 point lighting - Color temperature - Light intensity -Lighting controls – Lamps – Filters – Snoots – Net – Cutter - Band doors - Lighting indoor and outdoor – Introduction to chroma key production followed by chroma key shoot

**Project: Chromo key project**

**UNIT 3 PRODUCTION PROCESS****9 Hrs.**

Different stage of programme production - idea stage - research, scripting, planning - preparation of story board, production board - all paper works - cue sheets, programme execution - set and costume selection, floor plan preparation - rehearsal, recording - Introduction to Ad film production.

**Project: Ad film /Promotional Video/music video**

**UNIT 4 MULTI-CAMERA PRODUCTIONS****9 Hrs.**

Essential of TV studio - Studio production - Principle of ENG, EFP – Multi camera set up – Scripting – How to interview ?

**Project: Cookery Show / Interviews / Breakfast Show**

**UNIT 5 TV PRODUCTION MANAGEMENT****9 Hrs.**

Role of TV producer/director - TV production crew, technical and production - Duties and responsibilities

**Projects: Documentary/Short film**

**Max. 45 Hours****COURSE OUTCOME**

- CO1:** Comprehend the meaning of advertng and the role of advertising agencies  
**CO2:** To interpret audience analysis and buyer behaviour, audience research, advertising strategy and plans.  
**CO3:** Applying creative ideas for a product or service ads with various advertising techniques.  
**CO4:** Evaluating advertising objectives, strategy and planning  
**CO5:** Creating an effective advertisement to persuade audience to buy the product or changing audience behaviour.  
**CO6:** To Create own Documentary & Short Films

**TEXT / REFERENCE BOOKS**

1. Kris Malkiewicz Film Lighting, Prentice hall Press,1986
2. Joseph V Mascelli , The Five C's of Cinematography, Silman James press, 1998
3. Yues Thoraval ,The Cinemas of India (1896-2000), Macmillan, India, 2000
4. Hooper White , How to Produce Effective TV Commercials,NTC Business Books,1994
5. Vasuki Belavadi, Video Production, Oxford university press,2008.

SVCA3502	COMMERCIAL PHOTOGRAPHY	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To encourage students to capture different types of photos like fashion, industry, still life, architecture etc. and to acquire the art of lighting, composing in indoor & outdoor.
- To understand the Commercials requirement of photographs used for promotional purpose.

**UNIT 1 INTRODUCTION TO COMMERCIAL PHOTOGRAPHY****9 Hrs.**

Introduction - Why Commercial photography? - What is Commercial photography? - How to start Commercial photography - Commercial photography studio - Different types of Commercial photography - How to Get specialization.

**Assignment: Expose 100 images on different types of photography.**

**UNIT 2 NEW TRENDS & TECHNIQUES****9 Hrs.**

New trends and techniques in Digital imaging - Understanding the equipments - Latest lights - lighting - and Cameras - Different brands of camera - Different types of capturing softwares - Different types of image editing softwares.

**Assignment: Expose 100 images on Still life with and without artificial lights.**

**UNIT 3 INTRODUCTION TO STILL LIFE PHOTOGRAPHY****9 Hrs.**

Introduction to Still life Photography - Product photography - Lighting for products - cutout shot - product in small setup - product with big set up - product in location - product in use.

**Assignment: Expose 100 images on Photography**

**UNIT 4 INTRODUCTION TO PEOPLE PHOTOGRAPHY****9 Hrs.**

Introduction to people photography - Simple Portrait lighting - Portrait at location - Converting Portrait in to Fashion photography - Makeup - Styling - and posing for fashion - Fashion at Studio - fashion at location - Models - Model coordinators.

**Assignment: Expose 100 images on portrait and Fashion photography.**

**UNIT 5 ARCHITECTURAL PHOTOGRAPHY****9 Hrs.**

Introduction -Architectural photography - Industrial photography - Landscape - Nature photography - Fine Art photography - Live Demo at the execution of an commercial photography event – post production art of selling and promoting - billing

**Assignment: Expose 100 images on other categories.**

**Max. 45 Hours****PROJECT OUTLINE**

- Table top – Product alone, Product in setting, product in location,
- Fashion, Industrial still life,
- Portrait, wildlife, Nature, Architecture Photography.

**COURSE OUTCOME:**

**CO1:** Understand different types of commercial photography

**CO2:** Compare different types of capturing software's and image editing software's

**CO3:** To experiment still life photography and lighting set up

**CO4:** Distinguish people photography, portrait lighting and fashion photography

**CO5:** Composing architectural, industrial and Nature photography

**CO6:** To experiment different advertising process and commercial photography

**TEXT / REFERENCE BOOKS**

- Rick Souders ,The Art & Attitude of Commercial Photography ,Watson-Guptill, 2002.
- Robert Hirsch ,Light and Lens: Photography in the Digital Age , Elsevier ,2008.
- Ivan Hissey, Jerry Glenwright, Roger Pring ,Digital Photography Made Easy , Ilex Press, 2006
- Chris Weston, Nature Photography: Insider Secrets from the World's Top Digital Photography, Focal Press, 2008

SVCA3503	3D MODELING & SPECIAL EFFECTS	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To study the basics of 3D animation and basics of special effects
- To understand 3D character and animation model and to create model for animation
- To use design tool and software to create creative animation concepts

**UNIT 1: ABOUT 3 DIMENSIONS****9 Hrs.**

Introduction of CGI – Core Concepts of 3dimension – Animation Concepts & Methods – Coordinate Systems – 3D Production Workflow - 3 D Tools

**UNIT 2: 3 D TOOL (AUTO DESK MAYA 2014)****9 Hrs.**

An overview of Autodesk Maya Interface – Basic Autodesk Maya Term & Concepts – 3d Modeling Concepts & Techniques - Viewing and navigating 3D Space - Categories of objects – Transforming and Manipulation objects.

**UNIT 3: MODELING & TEXTURING****9 Hrs.**

View Port Mode - Creating Basic Modelling - Materials & UV Mapping - List of Materials & Arraying the objects.

**UNIT 4: ANIMATION & LIGHTING****9 Hrs.**

Hierarchy in Animation - Using track Editor, Curve Editor - Particle System - Space Warps –3d Lighting Concepts – Common Light Parameters - Camera Setup & animating

**UNIT 5: GAME DESIGN & SPECIAL EFFECTS****9 Hrs.**

Basic Particle Effects - Introduction to 3d Gaming Design - Rendering Setup - Output Format in Autodesk Maya2014

**Max. 45 Hours****PROJECT OUTLINE:**

**Students should submit along with Story Board Approval, Output File & Source file in CD / DVD.**

- Story Board
- Logo Intro
- Modelling
- Gaming Environment Design

**COURSE OUTCOME:**

**CO1:** Understanding about basics of 3D animation and Special Effects

**CO2:** Understanding of 3D modelling and interface

**CO3:** Understanding about 3D animation software and interface

**CO4:** Ability to create basic 3D animation through computer system.

**CO5:** Ability to interpret 3D model and 3D animation

**CO6:** Ability to create Story Board, Gaming Design, Logo Ad, Modelling, Product Ad

**TEXT / REFERENCE BOOKS**

1. Paul Naas, Autodesk Maya Publisher, John Wiley & Sons, 2014.
2. Dariush Derakhshani, Introducing Autodesk Maya 2014: Autodesk Official Press, 31 May 2013

**WEBSITES**

1. <http://www.lynda.com/>, <http://www.thegnomonworkshop.com/>.
2. [www.3dlinks.com](http://www.3dlinks.com)
3. [www.total3d.com](http://www.total3d.com)

SVCA3504	DIGITAL VIDEO EDITING	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To hands on experience in art of video post-production
- Explore and practice of various Video editing styles and learn advanced video editing techniques

**UNIT 1: INTRODUCTION TO VIDEO EDITING****9 Hrs.**

Definition of editing – history – Functions of Editing – Editing principles – the role of Editor – Types of Editing – continuity – relational editing – parallel editing – Rhythmic editing – methods of editing

**Assignment: Short Film Review – Technical Details**

**UNIT 2: ANALOG TO DIGITAL CONVERSION****9 Hrs.**

Working system of Video – Analog and digital conversion – Aspect ratio – Fire wire IEEE 1394 – S Video – Scanning – Interlaced & Progressive – Broadcast standards – component & Composite video – tape formats – codec – MPEG – Video file formats

**Assignment: Fine Cut & Different Types of Video Out put**

**UNIT 3: METHODS OF EDITING****9 Hrs.**

Film editing using NLE – Online & Offline clips – Time code – Capturing – Batch capture – resolution – logging – organizing bin – importing – time line – components – video and audio tracks – editing tools – Cut List

**Assignment: Multilayer Video Production (Picture in Picture)**

**UNIT 4: ROUGH CUT TO FINAL CUT****9 Hrs.**

Making rough cut – Drag & Drop – conventional editing – Insert & over record mode – sequence – Bin – Methods of Montage – adding tracks – working in trim mode – working with audio – Titles – working with titles

**Assignment: Chroma Key video project**

**UNIT 5: SPECIAL EFFECTS & PRINT TO TAPE****9 Hrs.**

Applying effects – Motion effects – Transition – Video filters – picture in picture – DVE effects – Blue screen – Chroma key – color correction – Lighting Effects – key frames – Audio editing – levels – quality – EDL export and import – Export to different formats

**Assignment: Promo Video**

**Software: Final Cut Pro**

**PROJECT OUTLINE**

1. PSA
2. Commercial Advertisement
3. Documentary or Short film

**COURSE OUTCOME:**

- CO1:** To remember video editing basics  
**CO2:** Understand process of video editing  
**CO3:** Explore various tools for video editing by practicing  
**CO4:** Apply video editing techniques to visuals  
**CO5:** Construct the story by combination of visual elements  
**CO6:** To implement video editing principles in the projects

**TEXT / REFERENCE BOOKS**

1. Apple, 2010, Final Cut Pro 7 Professional Formats and Workflows, Apple Help Library
2. Gerald Millerson Jim Owens, Asbury College, 2008, Video Production Handbook Fourth Edition, Focal Press
3. Joe Blum Jason Kohlbrenner, 2014, FINAL CUT PRO X - 10.1.2 Basics Tutorial
4. JOHN RICE BRIAN McKERNAN, 2002, CREATING DIGITAL CONTENT, McGraw-Hill
5. POST PRODUCTION HANDBOOK, second edition, 2014

SVCA3505	FILM MAKING	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE**

- To understand the basic techniques involved in film production
- To educate students to create commercially viable feature films

**UNIT 1 FILM STRUCTURE****9 Hrs.**

Primitive filmic structures & propp's story functions, ending, beginning & turning point, types of scenes, pendulum of suspense, love stories: what keeps lovers apart? Rubber band theory of comedy, emotional truth, music & color, the story knot and the formula of fantasy, emotional engagement of a story

**UNIT 2 FILM LANGUAGE****9 Hrs.**

Film language as a system of visual communication- types of filmmaker, forms of film expression. Defining the basic tools- fiction & non-fiction film, elements of film grammar

**UNIT 3 CAMERA TECHNIQUES****9 Hrs.**

Camera angle, the triangle principle, twenty basic rules for camera movement, camera movement, close up, composition, continuity, using master shots to cover motions on the screen& editing the camera.

**UNIT 4 LIGHTING TECHNIQUES****9 Hrs.**

Lighting Equipment-Image manipulation, Strategy of lighting - Hard versus soft- light low key light-High key light, lighting a scene – controlling hard & soft light, lighting faces, lighting on location

**UNIT 5 FILM EDITING****9 Hrs.**

Cutting, Types of editing, visual punctuation, scene matching, parallel film editing, editing patterns for static dialogue, solving difficult editing situations.

**Max. 45 Hours****PROJECT OUTLINE:**

- Script Writing
- Continuity
- Montage
- Mise- en- scene
- Short Film making Duration - 10mins

**Students have to submit the above mention projects in form of Thesis and DVD.**

**COURSE OUTCOME:**

**CO1:** To understand the production process in film making

**CO2:** To identify the commercial elements in film making process

**CO3:** To apply the techniques involved in camera handling, lighting and editing

**CO4:** To shoot master shots, mise-en scene and montage

**CO5:** To understand the importance of continuity in film making

**CO6:** To direct a short film with all commercial elements.

**TEXT / REFERENCE BOOKS**

1. Daniel Arijon, Grammar of the film language, Silman-james press, 1979.
2. Joshep V. Masiccli , The five C's of Cinematography , Silman-James Press, 1998.

SVCA3506	AUDIO PRODUCTION LAB	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE**

- Students are encouraged to mixing, dubbing, and also to arrange tracks.
- Students are practising as RJ & VJ that they are technically sound.

**UNIT 1 MICROPHONE TECHNIQUES****9 Hrs.**

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Cordless Microphone & Coded Microphone - Digital Sound Recording Practice

**UNIT 2 SOUND RECORDING & REPRODUCTION****9 Hrs.**

Basic Analogue Audio Console overview and Operation - Karaoke - Voice Mixing for song - Live Sound Recording - Playback/Song Shooting (Video Song Practice with sync) - Voice Dubbing - Voice Sync (Pre-Mix) - Effects Recording - BGM Adding - Recording - Final Mixing Stereo Mix.

**UNIT 3 RADIO & VIDEO JOCKEY - VOCAL PRACTICE****9 Hrs.**

The basics of language fluency - Voice; pitch/tone - Voice Over - Rhythm of speech - Voice Breathing - How to hold an audience's attention - Body Movements - Emotions & facial gestures - Performance skills analysis Voice and body language - Colourful words painting in radio & TV.

**UNIT 4 FORMAT OF PROGRAMS****9 Hrs.**

Conduction interviews - Understanding event - Radio Journalism - Understanding sound - Genres in Acting Concept - Comedy, Serious & Emotional - Memory & imagination creativity exercises - Preparation for interview - How to handle interviews.

**UNIT 5 INTRODUCTION TO PODCASTING****9 Hrs.**

Basic Media file formats - Sharing platforms - Distributing audio files via the internet - Real Simple Syndication - Use of Audio as an educational medium - Introduction to Community Radio

**Max. 45 Hours****PROJECT OUTLINE**

1. Audio Mixing for Radio Live, Radio Programme & Event
2. Audiography for Television Production – Single Camera Recording - Multi Camera Recording
3. Dubbing for 2 Minutes short film & Live Interview with Celebrities
4. Song Mixing practice

**COURSE OUTCOME:**

- CO1:** To make the students acquire basic Microphone Handling Techniques  
**CO2:** To Analyse basic of Types of Sound Recording  
**CO3:** To understand fundamental concepts of basics of digital audio Workstation.  
**CO4:** To get familiarize with the Advanced Sound Recording Techniques.  
**CO5:** To gain knowledge on the importance of Produce radio programme.  
**CO6:** To learn various about the Surround Sound Mixing Auro 3d.

**TEXT / REFERENCE BOOKS**

1. Robert McLeish , Radio production, 5t h Edition, Elsevier, 2005
2. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
3. Mike collins , Choosing and using audio and music software , Focal Press, 2004

SVCA2601	COMPREHENSIVE STUDY PAPER	L	T	P	Credits	Total Marks
		0	0	6	3	100

The objective of the study paper is to provide an opportunity to students to engage in a concentrated study of a topic relevant to their future career. The study is entirely library-based. Topic to be chosen in consultation with the faculty guide assigned. While students may browse the internet, making excessive or unacknowledged use of downloaded materials will not be accepted. The paper will be externally evaluated for adherence to research conventions, originality and relevance.

S27INT	INTERNSHIP	L	T	P	Credits	Total Marks
		0	0	12	6	100

For a period of two months(300 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

- Weekly Report
- Presentation
- Final Report
- Submission of the presentation and final Report Presentation with the Aids and with works of the students.
- Viva through the presentation and subject knowledge.

S27PROJ	PROJECT	L	T	P	Credits	Total Marks
		0	0	20	10	100

The objective of the Project is to demonstrate the student's competence in the chosen area of specialization, with a view to gaining a placement in the Media Industry. Criteria for selecting the topic will be based on area of specialization already chosen by the student. Emphasis will be given to producing work of professional quality. This will help the student enter the Media Industry with an evaluate portfolio.

While the Project intends to demonstrate student's professional competence in applying the theory learnt the three-year course, the Comprehensives intends to review the intellectual comprehension and interiorisation of the theory with particular reference to the area of specialization and suitability for the industry. A Panel of External experts and faculty will assess the student's ability to synergistically utilize the repertoire of knowledge of Visual Communication in professional media context.

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SVCA4001	FILM APPRECIATION (CBCS)	L	T	P	Credits	Total Marks
		3	2	0	4	100

**COURSE OBJECTIVE**

- The idea of the course is to give students insight into both the technical aspects of film production and the creative and artistic application of those techniques.
- The course also examines film criticism, the international film scene, film genre studies, and the concept of media literacy

**UNIT 1: FILM: STORY TELLING & MISE-EN-SCENE 9 Hrs.**

Language of cinema– Identify settings, props and costumes, actors- Evaluating Films: Time and space, Narrative, shot - Story Time vs. Plot Time -Conflict and Character -Themes and Symbolism -Metaphor and Allegory - Irony

**UNIT 2: FILM: CINEMATOGRAPHY 9 Hrs.**

Film Text - Framing - Film Lighting Techniques - Colour - Saturation and Desaturation - The Camera, Lens and Their Uses - Special Effects

**UNIT 3: FILM: SOUND 9 Hrs.**

Critical Approaches to film — Sound Contribute to Movies - The History of Sound in Film - Sound Technology and Equipment - Three Basic Categories of Film Sound - Sound Effects - Music - Sound Production Techniques - Live Recording - Post-Dubbing

**UNIT 4: FILM: EDITING 9 Hrs.**

World cinema & National Film Movements –Alternative cinema & other Film Styles – Rearranging the Story into a Plot - From Frames to Acts - Manipulating the Audience - Classical Editing Style - Rhythm and Pacing

**UNIT 5: FILM: DIRECTING & WRITING 9 Hrs.**

The Director as Facilitator - Auteur Theory - How Directors Do It - Subject Matter, Working with Actors, Alternatives to Traditional Hollywood Style - Some Pacesetters - Film Criticism- Levels of Meaning, Analysis and Interpretation

**Max. 45 Hours****PROJECT OUTLINE:**

- Student project consists of an analysis/observation of an individual film.
- Project analysis of two of the film production “areas of study” which the course focuses on.  
(The production-oriented areas of study include: mise-en-scene, cinematography, film audio, editing, writing, and directing.)

**COURSE OUTCOMES:**

**CO1:** To understand the Primary technological aspects of audio operation and camera operation as related to film production.

**CO2:** To understand works of film as expressions of individual and human values within a historical and social context;

**CO3:** To engage in the creative process of interpretive performance and comprehend the physical and intellectual demands required of filmmakers;

**CO4:** To develop an appreciation for the aesthetic principles that guide or govern the art of film;

**CO5:** To define the roles of, and describe the artistic contributions of film writers, directors, cinematographers, editors, actors, and set designers;

**CO6:** To demonstrate an awareness of the field of film criticism and their roles as active viewers of cinema;

**TEXT / REFERENCE BOOKS**

1. Nathan Abram, Ian bell, Jan udris, Studying film ,Oxford university Press, USA,2001
2. Jill Nelmes, An Introduction to Film Studies, Routledge, 2003
3. Goodykoontz ,Bill & Jacobs, Christopher P.,Film: From Watching to Seeing (2nd Edition), Bridgeport Education, Inc., 2014.