



**SATHYABAMA**

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

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**SCHOOL OF SCIENCE AND HUMANITIES  
DEPARTMENT OF VISUAL COMMUNICATION  
BOARD OF STUDIES**

**MINUTES OF THE VIRTUAL MEETING**

**AGENDA**

- Revision of Syllabus for 2020 B.Sc & M.Sc curriculum.
- Discussion for updating Syllabi

**Minutes of the Meeting – Dated on 03<sup>rd</sup> June (Thursday )2021 at 6.30 PM**

- Our Head of the Department welcomed the Board of studies dignitaries
  - Dr.Uma Vangal (Visiting Professor,Kenyon College, Ohio University and also Adjunct Faculty,Asian College of Journalism, Chennai.
  - Dr.V.Vijaya kumar (Media Consultant & Academician – Asst.Professor ,Xavier University) and
  - Dr.S.Arul Selvam.(Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University)
- Ms. Nazini, the HOD, shared the ppt of curricula 2020 of UG and PG to the board members for suggestion.
- Dr.Vijay pointed out that the subject “Basics of Photography” should be introduced to students prior to “Elements of Film”.
- The members recommended the title of the paper as Anchoring and News presentation instead of Anchoring and News Casting and approved this new subject.
- Dr.Vijay emphasized to change the nomenclature of the subjects as 3D modelling and Visual Effects, Final project for UG and Capstone Project for PG.
- Dr.Uma suggested to remove comprehensive from the title of the paper “Comprehensive Study paper”.
- BOS members accepted to offer the subject Film Appreciation as theory paper and CBCS elective subject for other department students of this institution.
- Then, the content of the newly proposed subjects of UG was discussed in detail.

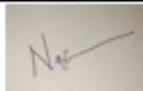




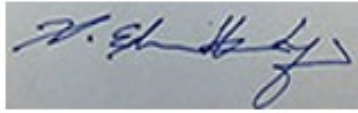
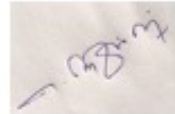
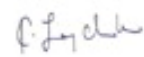

- The members accepted for introducing Life skill enhancement courses (as per UGC Jeevan Kaushal) like Soft skills, Communication Skills, Universal Human Values, Leadership & Management skills and Professional Skills.
- Dr.Arul shared his insights on the transformation of everything to Digital Platforms. He appreciated the effort taken by the department for updating syllabus to digital level. He also advised to consider the reference materials for the latest subjects. He suggested to classify the subjects level wise in each semester to avoid the confusion of ordering the subjects.
- Dr.Vijay insisted to include the latest software, for instance, InDesign software in the syllabus to meet the industry standards. He further modified the project topic from social media into social media creatives. He recommended to update the project works to the current trending topics.
- He also stressed to remove certain topics to avoid repetitions in the subject Documentary Film Making.
- Dr.Uma suggested to change the title as Introduction to Documentary film making. Meanwhile, she recommended the project outline as submission of script, possible visuals, research materials on any topics and PSA.
- BOS members approved the new subjects Documentary Film Making, Digital Journalism and Digital Media Productions with few suggestions
- She also advised to tone down the subject Theatre Arts to meet the requirement at UG level.
- BOS members accepted to offer skill elective in each semester
- Dr.Vijay asserted to reduce the time duration of the project work of the subject Anchoring and News Casting
- Dr.Uma hinted to offer options to project work in the subject Anchoring and News Casting.
- BOS members examined the subject sound design and instructed to focus more on dubbing techniques than RJ Skill.
- Dr.Vijay put forward the idea of creating trailers, memes or trolls as project works to break the convention of creating or editing commercial videos in the subject Video Editing.
- BOS members suggested to update the subject Digital Journalism by including MoJo(Mobile Journalism).
- While sharing the PG syllabus, Dr.Uma insisted to add topics such as war film documentary and citizen journalism in the subject Smartphone and digital Media Productions.
- Then, Dr.Vijay suggested to increase the topics for project because of availability of cell phones among students and also to introduce the app based editing in the subject.
- The members recommended to modify the title of Youtube and Digital Media production into Streaming Media Platforms.
- The members modified the flow of topics and removed certain topics in terms of redundancy in the subject OTT and Digital Media Production.

- BOS members approved the new elective subjects in semester wise - Smartphone and digital media productions, Video Streaming and digital media productions and OTT and digital media productions.
- Ms. Nazini, explained the evaluation pattern for theory and practical subjects. She added that the online exam for theory subjects were conducted through the platform called **AMCAT**. She further explained that the pattern for theory subjects were framed for 50 marks external exam in the format of 20MCQs, 10 FIBs and 2 Descriptive questions with options.
- She also added that the practical classes were also conducted via online and the project works from each unit were collected from the students through online for the internal valuation. The external exams for the practical subjects were conducted in online through ZOOM platform in which viva-voce was conducted with the external examiners and experts from media industries or academics. The external evaluation pattern was based on the viva-voce, written examination and the project submitted by the students.
- The meeting was ended with vote of thanks.

**EXTERNAL MEMBERS**

<b>S.No</b>	<b>Name</b>	<b>Designation &amp; Organization / Institution</b>	<b>Signature</b>
1	Dr.Uma Vangal	Visiting Professor,Kenyon College,OhioUniversity and also Adjunct facult, Asian College of Journalism, Chennai	
2	Dr. V. Vijay Kumar	Media Consultant & Academician - Assistant Professor, Xavier University, Bhubaneswar.	
3	Dr.S. Arul Selvam	Associate Professor, dept of Electronic Media and Mass Communcation,Pondicherry University	

**INTERNAL MEMBERS**

<b>S.No</b>	<b>Name</b>	<b>Designation</b>	<b>Signature</b>
1	Ms.Nazini	HOD	
2	Mr.R.Pugalendhi	Asst. Professor	
3	Mr.A.R.Vimal Raj	Asst. Professor	
4	Mr.N.Raja	Asst. Professor	
5	Ms.Samandha Smith	Asst. Professor	
6	Mr.A.Edward Kenned	Asst. Professor	
7	Mr.E.Sentthil Kumar	Asst. Professor	
8	Ms.K.Jayachandrika	Asst. Professor	
9	Mr.J.Yuvaraj	Asst. Professor	

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

**SEMESTER - 1**

Sl. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SHSA1102	General English – I	3	0	0	3	50	50	1
2	Theory	STA1101	Language – Tamil (Optional)	3	0	0	3	50	50	2
3		SFR1101	Language – French (Optional)	3	0	0	3	50	50	5
4		SHN1101	Language – Hindi (Optional)	3	0	0	3	50	50	6
5	Theory	SVCA1101	Introduction to Communication	3	1	0	3	50	50	7
6	Theory	SVCA1102	Socio Psychology	3	0	0	3	50	50	8
7	Lab	SVCA2104	Visual Literacy	0	0	4	2	50	50	9
8	Lab	SVCA2202	Basic Photography	0	0	6	4	50	50	10
9	Lab	SVCA2106	Writing for Media	0	0	4	2	50	50	11
10	Skill Enhancement	S27AS1	*Soft Skills	0	2	0	2	50	50	12
<i>Total Credits for 1<sup>st</sup> Semester = 22</i>										
<i>Total Marks for 1<sup>st</sup> Semester = 700</i>										

**SEMESTER – 2**

Sl. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SHSA1201	General English – II	3	0	0	3	50	50	13
2	Theory	STA1102	Language – Tamil II (Optional)	3	0	0	3	50	50	14
3		SFR1102	Language – French II (Optional)	3	0	0	3	50	50	17
4		SHN1102	Language – Hindi (Optional)	3	0	0	3	50	50	18
5	Theory	SVCA1201	Communication Theories	3	1	0	3	50	50	19
6	Theory	SVCA1203	Body Language & Communication	3	1	0	3	50	50	20
7	Lab	SVCA2303	Computer Graphics Design	0	2	6	4	50	50	21
8	Lab	SVCA2201	Elements of Film	0	0	4	2	50	50	22
9	Lab	SVCA2302	Basics of Advertising	0	2	2	2	50	50	23
10	Life Skill	S27AS2	Communication Skill	2	0	0	2	50	50	24
<i>Total Credits for 2<sup>nd</sup> Semester = 22</i>										
<i>Total Marks for 2<sup>nd</sup> Semester = 700</i>										

New Subject \* Communication Skill and Body Language & Communication are introduced. New subject codes are allotted

SEMESTER – 3										
Sl. 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	25
2	Theory	SVCA1503	Art & Aesthetics	3	0	0	3	50	50	26
3	Theory	SVCA1303	Introduction to Social Media	3	0	0	3	50	50	27
4	Lab	SVCA2301	Visual Analysis Tool	0	2	6	4	50	50	28
5	Lab	SVCA2304	Script Writing	0	2	6	4	50	50	29
6	Lab	SVCA2305	Documentary Film Making	0	2	6	4	50	50	30
7	Skill Elective	SVCA2203	Theatre Arts	0	2	2	2	50	50	31
8	Skill Elective	SVCA2306	Anchoring and News Presentation	0	2	2	2	50	50	32
9	Life Skill	S27AS3	Universal Human Values	2	0	0	2	50	50	33
<i>Total Credits for 3<sup>rd</sup> Semester = 25</i>										
<i>Total Marks for 3<sup>rd</sup> Semester = 700</i>										

New Subject \* Universal Human Values is introduced. New subject code to be allotted

New subjects Documentary Film Making and Anchoring and News Presentation are introduced. New subject codes are allotted

SEMESTER – 4										
Sl. No.	COURSE TYPE	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.
								CAE	ESE	
1	Theory	SVCA1404	Media Culture & Society	3	0	0	3	50	50	34
2	Theory	SVCA1402	Television Production Theory	3	0	0	3	50	50	35
3	Theory	SVCA1403	Public Relations	3	0	0	3	50	50	36
4	Theory	SBBA1101	Environmental Science	3	0	0	3	50	50	37
5	Lab	SVCA2404	Digital Journalism	1	2	2	3	50	50	39
6	Lab	SVCA2405	2D Animation & Web Designing	0	2	6	4	50	50	40
7	Skill Elective	SVCA2406	Sound Design	0	2	6	4	50	50	41
8	Skill Elective	SVCA3504	Video Editing	0	2	6	4	50	50	43
9	Life Skill	S27AS4	Leadership & Management Skills	2	0	0	2	50	50	44
<i>Total Credits for 4<sup>th</sup> Semester = 25</i>										
<i>Total Marks for 4<sup>th</sup> Semester = 700</i>										

New subjects Digital Journalism and 2D Animation & Web Designing are introduced. New subject codes to be allotted

The subjects' titles are changed from Audio Production Lab into Sound Design: Digital Video Editing into Video Editing.

**SEMESTER - 5**

SI. 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	45
2	Theory	SVCA1502	Media Law & Ethics	3	0	0	3	50	50	46
3	Theory	SVCA1401	Media Management	3	0	0	3	50	50	47
4	Lab	SVCA2501	Film Appreciation	3	2	0	4	50	50	48
5	Elective Lab (Optional)	SVCA3501	Television Production Lab	0	2	6	4	50	50	50
6		SVCA3502	Commercial Photography	0	2	6	4	50	50	51
7		SVCA3507	Digital Media Production	0	2	6	4	50	50	52
8		SVCA3503	3D Modelling & Visual Effects	0	2	6	4	50	50	54
9		SVCA3505	Film Making	0	2	6	4	50	50	55
11	Life Skill	S27AS5	Professional Skills	2	0	4	2	50	50	56
<i>Total Credits for 5<sup>th</sup> Semester = 19</i>										
<i>Total Marks for 5<sup>th</sup> Semester = 500</i>										

New subjects Digital Media Production and Professional Skills are introduced. New subject codes are allotted

**SEMESTER-6**

SI. No.	COURSE CODE	COURSE TITLE	L	T	P	C	Marks		PAGE No.	
							CAE	ESE		
1	SVCA2601	Study Paper	0	0	6	3	50	50	57	
2	S27INT	Internship	0	0	12	6	50	50	57	
3	S27PROJ	Project	0	0	20	10	50	50	57	
<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 – 2021  
REGULATION**

COURSE COMPONENTS	CURRICULUM CONTENT (% of total number of credits of the programme)	Total Number of Subjects		Total number of credits
Programme Core	103	<i>Theory - 18</i>	<i>Lab - 17</i>	<b>103</b>
Programme Electives	10		1	10
Comprehensive Paper	3		1	3
Internship	6		1	6
Project	10		1	10
<b>Total</b>	<b>132</b>		<b>37</b>	<b>132</b>

CBCS COURSE -UNIVERSITY OPEN ELECTIVE

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



SHSA1102	GENERAL ENGLISH - I	L	T	P	CREDIT
		3	0	0	3

**Course Objectives:**

- To provide opportunities for students to read and respond to representations of current issues
- To prepare the students to effectively communicate by applying reflective thinking practices
- To provide an opportunity to the students to improve their vocabulary
- To build on vocabulary and improve writing skills

**UNIT I**

**9 Hours**

Listening for specific information- Self Introduction- Fill in the gaps - Developing dialogue between characters- Talking about neighbours, family members, likes and dislikes Reading Comprehension strategies- Parts of Speech- Kinds of Sentences- Tenses and its Types- Voice- Impersonal Passive.

**UNIT II**

**9 Hours**

Sentence structure, Parts and types of sentences-Voice – Rules of Passive voice formation-Types of words- homonyms, homophones Listening for inference - Discourse Markers- Word Association-Transcoding - Encoding and Decoding- Paragraph Writing- Bar chart, Pie Chart- Tabular Column

**UNIT III**

**9 Hours**

Listening to telephonic talk to fill blanks- Giving information- travel, hotel booking, making enquiries about availability of seats for admission, asking about courses Essay Writing - Note Making - Preparing checklists-WH questions - Question Tags - Types of sentences- simple, compound, complex

**UNIT IV**

**9 Hours**

Reported speech- Phrasal verbs and idioms-Email Writing :to reschedule interview-to congratulate - Reading and identifying the topic sentence, - Recommendations and Instructions - Letter to the editor- Preparing user manual - Editing - Punctuation- Idioms & Phrases- Collocations

**UNIT V**

**9 Hours**

Listening to Movie reviews and book reviews - Types of words- homonyms, homophones, eponyms, acronyms Listening and summarizing- Giving impromptu talks- Reading and Summarizing- E-mail writing-Letter inviting dignitaries- Accepting/declining- Rearranging the Jumbled sentences- Reported Speech

**Total.45 Hrs**

**Course Outcomes:**

On the completion of the course, the student will be able to

- Recognize the knowledge of linking words related to both spoken and written discourse
- Understand collocations, words to express one's point of view in both writing and speaking
- Apply the rules for writing compare and contrast paragraphs
- Analyze critical thinking skills by framing questions related to elements of reasoning
- Evaluate written pieces to self-correct in the topic areas of verbs, reported speech
- Equip themselves with the required Professional Skills

**Prescribed Text:**

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

**References:**

1. English Grammar Reference Book, ASIN : B017OIP3PM, Publisher : Farlex (5 November 2015)
2. Cambridge guide to literature in English by Ian Ousby ISBN: 052126751X(2008)

**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**

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 திரைப்புனலருவி 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 – மாரிக்காலஇரவுகள்  
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**  
**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**

சிறுநிலக்கியங்கள் தோற்றம் வளர்ச்சி குறித்தும் அவற்றுள் பரணி இலக்கியங்களில் முதன்மையான கவிங்கத்துபரணியையும் 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. கலிங்கத்துப்பரணி – 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 மதிப்பெண்கள்	-20
பகுதி ஆ: 7 வினாக்களில் 5 வினாக்களுக்குத் தலா 7 மதிப்பெண்கள் மதிப்பெண்கள்	- 35
பகுதி இ: 3 வினாக்களுக்குத் தலா 15 மதிப்பெண்கள் மதிப்பெண்கள்	- 45

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 sahani - 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. chandrshekharan 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:**

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

**END SEMESTER EXAM QUESTION PAPER PATTERN**

**Max. Marks: 100**

**Part A:**

marks each – No choice

**Part B:** 2 questions from each unit of internal choice, each carrying 16 marks

**Exam Duration: 3 Hrs.**

10 question of 2

**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:**

1. Clifford T Morgan introduction to psychology 7th edition Tata McGraw- Hill Publishing Company Limited, New Delhi 2005.
2. A.B. Bhatnagar et al., Psychology of teaching learning process Surya Publication Meerut 2004.
3. 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**

**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**



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

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:**

1. Texture
2. Pattern
3. Perspective
4. Busy Road
5. Landscape
6. City at Night
7. Story Board
8. 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:**

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

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

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.

S27AS1	SOFT SKILLS	L	T	P	Credits	Total Marks
		0	0	2	2	100

#### COURSE OBJECTIVES:

- The purpose of this course is to make students to understand effective communication skills.
- To acquire essential skills to enhance interpersonal communication

#### UNIT 1: CONCEPTS OF SOFT SKILLS

6 Hrs.

Definition of Soft Skills-Types of skills- Listening and monitoring soft skills- Soft Skills in workplace-Behavioural Skills-Attitude and Altitude-Lateral Thinking

#### UNIT 2: COMMUNICATION SKILLS

6 Hrs.

Communication Process- Components of effective communication- Communication Barriers- Non-Verbal Communication- Written Communication Skills- Formal and Informal Letters

#### UNIT 3: PRESENTATION SKILL

6 Hrs.

Planning and Preparation-Presentation Design-Delivery of Presentation-Concept of Methods- Informative Presentations-Persuasive Presentations-Leadership and Team Building in presentation

#### UNIT 4: SELF MANAGEMENT SKILLS

6 Hrs

SWOT analysis-self Discipline-self-awareness-planning & goal setting- managing self-emotions- Office Management-Importance of self-confidence-Self Esteem

#### UNIT 5: PROFESSIONAL ETIQUETTES

6 Hrs.

Importance of professional etiquette-Basic Tips-Introduction and Greeting Etiquettes-Conversation Etiquettes-Handshake Etiquettes- Professional Etiquette in workplace

**Project: Submitting CV, Business letter, Personal Letter, SWOT analysis, PPT presentation on any topic**

Max. 30 Hours

#### COURSE OUTCOMES:

- CO1: Understand the concept of soft skills and its importance in career.
- CO2: Identify the significance of writing skill in communication process
- CO3: Explore the techniques of presentation skill
- CO4: Ability to analyse oneself
- CO5: Ability to understand the importance of self-management skills
- CO6: Gain knowledge about work etiquette

#### TEXT / REFERENCE BOOKS

1. Butterfield, Jeff. Soft Skills for Everyone. New Delhi: Cengage Learning. 2010
2. Peter, Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill. 2012.
3. Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for managing people at work. 5th ed. New Delhi: PHI Learning.
4. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz
5. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
6. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie

SHSA1201	GENERAL ENGLISH II	L	T	P	CREDIT
		3	0	0	3

**Course Objectives:**

- To enable students opportunities to read and respond to representations of current issues through texts
- To present themes and topics that are familiar, insightful and informative.
- To improve their vocabulary in various aspects
- To develop LSRW skills and to focus on creative writing

**UNIT 1**

**9Hrs.**

Listening for details, Speaking - making a presentation, Reading for details and Global Comprehension Vocabulary Binomials Types of Words- Synonyms, Antonyms that describe people, things and their actions- Letter Writing - Informal Letters- Letter to a Friend / Family Members - Creating blogs to post written materials.

**UNIT 2**

**9Hrs**

Listening for details - Speaking: Giving Interview, Public Speech based on specific topics given. Reading for Comprehension and for overall idea -. Vocabulary: Archaic words, phrases. Letter writing- Formal letters- inviting dignitary for a function, Application for job with resume, complain about local problems to the Collector.

**UNIT 3**

**9Hrs.**

Speaking Telephonic conversation - Vocabulary: positive and negative connotations - Critical Thinking Self-regulation: Continuing improvement in thinking - Language Focus: Adjective- degrees of Comparison, Direct and Indirect Speech - Types of Sentences (simple, compound, complex) -Collocations

**UNIT 4**

**9Hrs.**

Listening for Overall information - Making requests and suggestions - Speaking: Group Discussion - Vocabulary: Simile, metaphor - Writing: Writing recommendations, stories and poems - Process description: flow chart - sending mails, creating diagrams - Language Focus: Transitive and Intransitive verbs, Wh questions

**UNIT 5**

**9Hrs.**

Listening for specific details - Speaking using imagination. Reading to identify facts - Writing: Imaginative writing by predicting, Note Making, Writing a Five-paragraph essay /Book or film review. Vocabulary: Countable forms and meaning, foreign nouns and framing of plurals. - Language focus: Modal verbs, Tenses

**Course Outcomes:**

On the completion of the course, the student will be able to

- Remember knowledge of linking words related to both spoken and written discourse
- Understand collocations, words to express one's point of view in both writing and speaking
- Apply the rules for writing compare and contrast paragraphs by using cohesive devices
- Analyze critical thinking skills by framing questions related to elements of reasoning
- Evaluate written pieces to self-correct in the topic areas of verbs, reported speech, and punctuation
- Equip the students with the required Professional Skills

**Prescribed Text:**

1. Reflections - An Anthology of Prose, Poetry and Fiction (2015) Foundation Books, Chennai.
2. Sen S, Mahendra etal. (2015) Communication and Language Skills. Foundation books. Chennai

**References**

1. Practical English Usage: Michael Swan (June 2017) ISBN-10 : 0194202461

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. 'முனி 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 தொடிஇ 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                               | -20 மதிப்பெண்கள். |
| பகுதி ஆ: | 7 வினாக்களில் 5 வினாக்களுக்குத் தலா 7 மதிப்பெண்கள்<br>மதிப்பெண்கள். | - 35              |
| பகுதி இ: | 3 வினாக்களுக்குத் தலா 15 மதிப்பெண்கள்<br>மதிப்பெண்கள்.              | - 45              |



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

### 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 démonstratifs -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 négatif-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 Shivmangalsinghsuman – 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. McGrow - Hill Education

**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**

SVCA1203	BODY LANGUAGE AND COMMUNICATION	L	T	P	Credits	Total Marks
		0	0	0		

### COURSE OBJECTIVE

- Learn How to engineer a confident body language.
- The ability to interpret other people body language.
- To use body language online and improve online presence

### UNIT 1: INTRODUCTION TO BODY LANGUAGE

9 Hrs.

Defining Body Language, Scope and relevance. Proxemics, Four different Zones of Intimacy. Proxemics: High context and low context cultures, Behavioural Connotations.

### UNIT 2: HAPTICS, KINESICS AND FACIAL EXPRESSION

9 Hrs.

Oculesics – the language of eyes, Haptics – The language of Touch, kinesics and facial expressions. Macro and micro facial expressions

### UNIT 3: UNDERSTANDING BODY MOVEMENTS

9 Hrs.

Cultural differences in Smiles, Major role of mouth in communication, Head tilts and inclines, Body language and Hand movements. Understanding finger movements, Movements of feet and legs.

### UNIT 4: PARALANGUAGE AND CHRONEMICS

9 Hrs.

Paralanguage – Periphery of language, chronemics, Chromatics, Cultural Interpretation, olfactics, physical appearances and artifacts.

### UNIT 5: DIGITAL BODY LANGUAGE

9 Hrs.

Gustorics and silence, Computer mediated communication, Social Presence Theory, Apprehensions about digital language for learning and development. Panoptic Studio, Online foot prints.

Max. 45 Hours

### COURSE OUTCOME:

- CO1: To understand body language for effective communication
- CO2: Able to use positive body language for better communication
- CO3: To increase confidence level
- CO4: To recognize signs of deceit, stalling and lies in your interlocutors
- CO5: To understand importance of social presence and digital foot prints.
- CO6: To read and decipher body language, non-verbal messages and deceit signals

### TEXT / REFERENCE BOOKS

1. Pease, Allan. Body Language: How to Read Others Thoughts by Their Gestures (1997)
2. Pease, Allan and Pease, Barbara. The Definitive Book of Body Language (2004)
3. Calero, Nierenberg. How to Read a Person Like a Book: Observing Body Language to Know What People Are Thinking (2012)
4. Navarro, Joe and Karlins, Marvin. What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People (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  
Marks

20

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

80 Marks

SVCA2303	COMPUTER GRAPHIC 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

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, Aloor 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:

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

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.

S27AS2	Communication Skill	L	T	P	Credits	Total Marks
		0	0	2	2	100

**COURSE OBJECTIVES:**

- To Improve the Listening Skill.
- To enable students to understand the Reading writing techniques
- To Learn about the Effectiveness of social media and non verbal communication
- 

**UNIT 1: Listening & Speaking**  
9 hrs

Listening: Techniques of Effective Listening, Listening and Comprehension, Probing Questions, Barriers to Listening,  
Speaking : Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

**UNIT 2: Reading and Writing** 9 hrs

Reading: Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating these Ideas, Information, Interpreting the Text, Writing and different modes of writing: The Writing Process, Effective Writing Strategies, Different Modes of Writing

**UNIT 3: Digital Literacy** 9 hrs

Digital Literacy: Role of Digital Literacy in Professional Life, Trends and Opportunities in Using Digital Technology in Workplace, Internet Basics, Introduction to MS Office Tools

**UNIT 4: Social Media** 9 hrs

Effective use of social media: Introduction to Social Media Websites, Advantages of Social Media, Ethics and Etiquettes of Social Media 6.4 How to Use Google Search Better 6.5 Effective Ways of Using Social Media, Introduction to Digital Marketing

**UNIT 5: Non-Verbal Communication** 9 hrs

Non-Verbal Communication: Meaning of Non-Verbal Communication (NVC), Advantages of Using Non-Verbal Communication, Introduction to Modes of Non-Verbal Communication, Do's and Don'ts in NVC, Learning From Experts, Activities-Based Learning

**Max.45 Hours**

**COURSE OUTCOMES:**

- CO1:** Understand and Utilize active listening in the communication.
- CO2:** Ability to Make them confident speakers, able to communicate well
- CO3:** Explore Reading and make use of texts more effectively
- CO4:** Interpret and Improve their writing skills
- CO5:** Understand the Digital Literacy in their professional life for communication
- CO6:** Produce the different techniques in Using social media to communicate effectively



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**

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: Thinai - 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

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

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**

1. Bruce Drushel & Kathleen M German, 2011, The ethics of emerging media : information, social norms, and new media technology
2. Harvey, Kerric, 2013 Encyclopedia of Social Media and Politics
3. Jon Rognerud, 2010, How To Nail Social Media Marketing
4. John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security
5. 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

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 –Writing the first draft, format and presentation of the scripts - story board- introduction to TRUBY, Celtex, Final Draft, Studio Binder 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.

SVCA2305	DOCUMENTARY FILM MAKING	L	T	P	Credits	Total Marks
		0	2	6	4	100

### Unit I Documentary History

9 Hrs

The history of documentary film making, Growth of documentary filmmaking, Concept making ideas, Types of shots.

### Unit II Documentary as a Genre

9 Hrs

Documentary, Characteristics of a documentary, documentaries the image and ideology. documentary production in its social and historical context.

### Unit III Documentary types & Modes

9 Hrs

Documentary types, Modes of representation used in documentary: expository, observational, interactive and reflexive modes of representation. Documentary production strategy, Analyzing the documentary.

### Unit IV Documentary Concept

9 Hrs

Concept of documentary realism, Realism in documentary film, types of realism, neorealism, Surrealism and the unconscious, documentary Research, Collecting data.

### Unit V Documentary Narration

9 Hrs

The reality in documentary film, Numerous social issues, Presentation style to viewers, Rhetoric, and Narrative technique, Voice over, transcript editing, preparing filmlogs, script editing, rough cutting, fine cutting.

Max. 45 Hours

#### PROJECT OUTLINE:

1. Analysis of a Documentary film
2. Research work of Documentary
3. Documentary Script
4. Short Documentary Film

#### Course Objective:

- Students will gain an understanding of the skills necessary to produce interesting and creative documentary films.
- Students will become skilled in executing all aspects of documentary production.
- Students will experience how to critically analyze contemporary documentary
- Students will produce a quality and creative documentary film.

#### TEXT BOOKS:

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
3. Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press

#### REFERENCE BOOKS:

1. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
2. Rabiger, Michael, Directing the Documentary (4 th Edition). United kingdom: Focal Press, (2004).

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 Meyppaattiyal - 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.

SVCA2306	ANCHORING AND NEWS PRESENTATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

**Course Objectives:**

- Define various on-air skills for broadcast media
- Associate the various programme formats and job roles in radio and TV
- Articulate the art of anchoring, news reading and reporting
- Attribute the students with camera, microphone and other recording devices
- Editorialise the art of anchoring/news reading/reporting

**Unit 1: Anchoring Skills for Radio and TV**

**9 Hrs**

Comfort with camera, microphone and other equipment, Skills of on air presence: Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Solid knowledge base, Understanding of ethical issues, Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation , command over language,

**Unit 2: Art of Interviewing, Reporting and Anchoring**

**9 Hrs**

Learning Interviewing skills, Discussing prominent anchors: Case studies from Radio and TV, Anchors role in debates and panel discussions inside Studio and outside, On location anchoring/ Reporting facilitator, Relevance of research and keeping updated with current affairs, Knowing personalities and their background Understanding ground realities and issues.- how to handle interviews.

**Unit 3: News reading & Voice Over (VO)**

**9 Hrs**

News reading and presentation, Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

**Unit 4: Anchoring and News Presenting styles**

**9 Hrs**

Anchoring skills for various types of shows in radio and television, diction (dos and don'ts), Sensitivity while handling event, religious venues and conflict. Anchor styling (Costume, make up etc).Body Movements- Emotions & facial gestures - Dialogue delivery and character study - Performance skills analysis Voice and body language - Colourful words painting in radio - Understanding the concept of the medium.

**Unit -5 - Presentation Skill**

**9 Hrs**

Understanding Live Programme -TV Show hosting - Talk show host and moderating an event for TV channels.-corporate events and studying the current VJ's and their style - different kind of live shows

**Max: 45 Hours**

**Project: Based on Assignments: Each Assignments – 1 -2 mins**

1. Anchoring a Recorded Radio Programme and art of sound bite.
2. News Presenter and art of Interview with celebrities or Single camera live show

**Student Learning Outcomes:**

- Quote the nuances of broadcast media
- interpret the characteristics of various programmes on Radio and TV and required on-air skills for the same
- Execute the industry patterns for broadcast media
- Illustrate anchoring, news reading, interviewing and other skills
- Understand the unique styles of prominent Radio and TV personalities
- Experiment a comfort level with camera, microphones and recording devices



**Text & References:**

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.
4. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
5. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
6. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal

S27AS3	Universal Human Values	L	T	P	Credits	Total Marks
		0	0	2	2	100

### Course objective

- Describe meaning, purpose and relevance of Universal human values
- Understand the importance of individual, Social, career and national life
- Learn from lives of great and successful people who followed and practiced human values and achieved self-actualisation

### Unit 1 Love & compassion (prem & karuna)

9 Hrs

Basic Attributes for Universal Values Education, Introduction, Love ,Attraction, Romantic attachment or Lust, Kindness ,emphaty, compassion, Family,friend,spouse,humanity, True love, Gautham Buddha, dhyana, tapa, Practicing love and compassion, Individual and group experience , Stimulated situation

### Unit 2 Truth (Sathya)

9 Hrs

Introduction to Truth, veracity, honesty and sincerity, purity, accuracy and fairness, fearlessness and integrity, History values from Raja Harishchandra, Dharmaraj Yudhishtara, Mahatma Buddha, Socrates, Mahatma Gandhi, Practicing truth.

### Unit 3 Non-Violence (Ahimsa)

9 Hrs

Introduction to non violence, peace and global harmony, bullying to racism, physical harm to individual/s, to wars, apartheid to acts of terrorism, prejudice, ignorance, insecurity, fear and greed, Ahimsa as non-violence and non-killing,

### Unit 4 Righteousness & Peace

9 Hrs

Introduction to righteousness, Concept of Dharma, Propriety , ethical guidelines, ethical behavior and moral righteousness, Peace: balance and harmony in individual, Self-control, patience, equanimity and acceptance of others, peace from history, literature including local folklore

### Unit 5 Service ( Seva ) & Renunciation (Sacrifice) Tyag

9 Hrs

Self-directed renunciation, This ethos lead us other ethos of satya (truth), prem (love) and karuna (compassion) that like many cultures, value of service rejects adversarial discourse, Renunciation (Sacrifice) Tyag: Stressing on the importance of the value of Mahatma Gandhi, sense of renunciation, Bhoga with tyagabhava and tyag with bhogbhava. the lives of Rama, Krishna, Buddha and Christ illustrate the point

Max.45 Hours

### Course outcome:

CO1: Students will become conscious, Practitioners of value

CO2: Students can able to develop integral life skill

CO3: Students can Inculcate and practice them consciously to be an human being

SVCA1404	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: Understanding mass media -Media & Society-Content production- Cultural production- Discourse analysis –Narrative analysis - Genre analysis – Content regulations & Deregulations

**UNIT 2: MEDIA INDUSTRY**

**9 Hrs.**

News construction: - Agenda Setting - Gatekeeping – News Bias – Censorship in media –Media ownership Pattern- Media Convergence-Sources of revenue.

**UNIT 3: MEDIA USERS**

**9 Hrs.**

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

**UNIT 4: MEDIA RHETORIC**

**9 Hrs.**

Media Rhetoric –Ethos,Pathos and Logos-The Rhetoric of the image -Social construction of reality by media – Visual Coding –Denotation –Connotation- constructions of Femininity&Masculinity.

**UNIT 5: IDEOLOGY & CULTURE**

**9 Hrs.**

Ideology –Dominant Ideologies —Cultural imperialism –Cultural difference and identity -Media and Popular culture – sub- culture –Cyber Culture-Digital Divide

**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**

7. **Paul Hodkinson, Media, Culture and Society** ,An Introduction, Sage Publications Pvt Ltd , 2016
8. Culture, Society and the Media Edited By Tony Bennett, James Curran, Michael Gurevitch, Janet Wollacott ,eBook Imprint Routledge, London (Ebook), 2005
9. Jeff Shires, Media Culture and Society, Blackwell Pub, 2019
10. 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**

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. Wrih. 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**

SVCA2404	DIGITAL JOURNALISM	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVES:**

- To get introduced to the concepts of digital journalism
- To enable students to understand the nuances of writing news for digital media and thus to cope with the modern journalistic skills.

**UNIT 1: UNDERSTANDING DIGITAL JOURNALISM**

**9 hrs**

Definition and Meaning of Journalism - Nature and Scope of Journalism- Elements of Journalism-Different Types of Journalism-Defining digital media - Influence of digital platforms

**UNIT 2: ESSENTIALS OF WRITING WEB NEWS**

**9 hrs**

Definition of News - Functions of News - News values - Types of News -5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story –lead and kinds of lead –Attribution

**Assignment: Writing any hard news story**

**UNIT 3: ONLINE FEATURE STORIES**

**9hrs**

Personality Profiles – Interviews - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute Specialized Writing - Issue-based Features - Travel, Food and Fun – Lifestyle-Blog Writing

**Assignment: Writing any feature stories, Interviews and Reviews**

**UNIT 4: MOBILE JOURNALISM**

**9 hrs**

Mobile Journalism - Introduction and overview-Origins of the Mojo-Different Forums- Workflow-Skills Required- Tools & Apps for Mojo-conceiving a news story in 30 seconds -Challenges to Mojo work.

**Assignment: Capture, Process and Publish a news/ programme through mobile using applications.**

**UNIT 5: PHOTO ESSAY**

**9 hrs**

Types of News Photography -Captions – Descriptions – Photo Feature, Photo Essay – Keywords- Role of Photojournalist in Newsroom- Code of Ethics

**Assignment: Capture any theme-based photo or photos and write captionMax.45 Hours**

**Project: Creating web version of lab journals including all the articles-hard news, feature news, interviews, reviews, Photo Feature and News stories for mobile**

**COURSE OUTCOMES:**

- CO1:** Understand the basic concepts and scope of digital journalism.
- CO2:** Identify the principles and techniques of writing news.
- CO3:** Explore the various aspects of feature stories
- CO4:** Interpret the concept of news photography.
- CO5:** Ability to make news stories by using smart phones
- CO6:** Produce the different types of articles for online platform

**TEXT / REFERENCE BOOKS:**

6. Pape, Susan and Featherstone, Sue ,Feature Writing: A Practical Introduction, Sage Publications, New Delhi,2006
7. Mencher, Melvin, News Reporting and Writing, Mc-Graw Hill Book company,2010
8. Ward, Mike, Journalism Online, Oxford, Ward, Taylor and Francis,2013
9. Parrish, Fred S, Photojournalism : An Introduction, Wadsworth Publishers, Belmonte-California,2002
10. Stephen Quinn, MOJO-Mobile Journalism in the Asian Region, 2012
11. Burum, Ivo and Quinn, Stephen, MOJO: The mobile Journalism Handbook, Taylor and Francis,



SVCA2405	2D 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: ANIMATION OVERVIEW**

**9 Hrs.**

Overview of 2D Animation – About animation workstation –Principles of animation – Animation production - Types of animation – Computer animation production tasks.

**UNIT 2: 2D ANIMATION GIZMO**

**9 Hrs.**

Creating Storyboards - Introduction to 2d animation software –Animation tools & techniques –Explore the panels - Creating & Editing the symbols – Writing a basic Action Script.

**UNIT 3: HANDLING THE FILE AND PUBLISHING**

**9 Hrs.**

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

**UNIT 4: WEB DESIGNING USING DIV Tag**

**9 Hrs.**

Overview of Web Designing – About file transfer protocol &Internet - Basic DIV tags - About the web colours - Mapping web pages – Web Banner Creation.

**UNIT 5: ANIMATED VIDEO CONVERSION AND PRESENTATION**

**9 Hrs.**

Adding Sound file to animation Projects - Converting Movie file to FLV – Integrating animation projects with web Documents - Creating Content and publishing.

**PROJECT OUTLINE:**

**Max. 45 Hours**

- Vector Icon Creation
- Logo Animation.
- Web Banner (Advt.),
- 2 D Product Ad.
- Website designing (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.

SVCA2406	SOUND DESIGN	L	T	P	Credits	Total Marks
		0	2	6	4	100

### Course Objectives

1. An understanding of how the digital and the analog audio signal relative advantages of each.
2. Ability to handle Nuendo software in DAW creates and manages sound elements
3. The ability to work at a basic level in the Pro Tools environment recording from multiple sources.
4. An understanding of basic principles of Sound Designing and audio dubbing perception.
5. A practical and theoretical understanding of basic audio recording and production techniques.

#### Unit-I Introduction of DAW

9 Hrs.

Frequency and pitch - Amplitude and loudness - Digital and analog audio - Noise and distortion - Audio headroom - Mono and stereo - Introduction to Sound Recording - Introduction to Sound Designing - Over view of Digital Audio Workstation (DAW)

#### Unit -II Audio Equalizer

9 Hrs.

Audio Production and performance studios- Digital audio workstations and software - Mixing consoles- Dynamic compressors and limiters - Equalizers Application -EQ Parameters -EQ Types -Plug-in vs. Analog Hardware EQ -Creative Equalization Techniques -Analog vs. Digital, Plug-in vs. Hardware -Panning Perspectives-Muting Techniques

#### Unit-III Sound Designing Techniques

9 Hrs.

Production and performance studios- Digital audio workstations and software -Pre-production Planning - On-location recording - Foley effects recording- Selection of equipment - Relative functions of voice, music, effects and silence - Introduction to Sound Editing - Sound Designing for Animation -Post BGM/RR-Mixing &Balancing

#### Unit-IV Audio Production for Radio & TV.

9 Hrs.

Practices for RJ- Dialogue delivery - Opening up Preparation - Awareness of Voice and its function- Demonstrating - how to control voice tone - body language Breathing and Pronunciation- - Preparation for Interview -How to handle interviews.

#### Unit-V Audio Mixing Over View

9 Hrs.

Preparing Vocals for the Mix: Vocal Editing -Vocal Tuning and Time Correcting - Introduction to Mixing -Audio Story Telling - Podcasting -Track creation and recording - Audio level adjustment - Destructive and non-destructive recording Media - Clip and region editing - Importing external audio - Insert and Audio Suite effects - Mix-down and export techniques

Max. 45 Hours

### Course Outcome

1. Sound Recording and Sound Design consists of combining technology and the use of creativity to create sound in media.
2. It gives the students to procure complete knowledge and experience original recordings, then doing practical exercises individually or in a group.
3. They get to learn and enjoy all the aspects included in sound design and sound design wherein they can experiment with various sounds to give them rhythm.
4. The students who have a keen interest in learning and experiencing the different types of sound, also who want to learn about the different technicians used in the field of sound,
5. There are wide career opportunities after pursuing and completing this course such as Studio Sound Engineer, Audio Engineer, Mixing Engineer, etc. This course has a wide scope in the future as well.

### Reference Books:

Audio Post Production for Television and Film, Third Edition\_ An introduction to technology and techniques ( PDFDrive.com )

Digital audio editing\_ correcting and enhancing audio in Pro Tools, Logic Pro, Cubase, and Studio One ( PDFDrive.com )

The Art of Digital Audio ( PDFDrive.com )

The Microphone Book, Second Edition\_ From mono to stereo to surround - a guide to microphone design and application ( PDFDrive.com )

The sound studio\_ audio techniques for radio, television, film and recording ( PDFDrive.com )

**Project Outline** - 1. Audio Dubbing Project 2.Audio Mixing Project 3. Sound Design for Short Films.

SVCA3504	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

S27AS4	Leadership and Management skills	L	T	P	Credits	Total Marks
		0	0	2	2	100

**Course Objective:**

- Students will understand the need for effective internal communication
- Develop the essential skills to influence and motivate others
- To enhance the innovative leadership and design thinking
- To nurture a creative and entrepreneurial mindset

**Unit 1 Internal Communication**

**9 Hrs**

Internal Communication: Meaning and Need – Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical

**Unit 2 Leadership Skills**

**9 Hrs**

Understanding Leadership and its Importance, Traits and Models of Leadership: Characteristics of an Effective Leader, Leadership Styles, Perspectives of different Leaders, Basic Leadership Skill- Motivation, Team work, Negotiation, Net working

**Unit 3 Management Skills**

**9 Hrs**

Basic Managerial Skills- Planning for effective Management, How to organize team?, Recruiting and Retaining Talent, Delegation of task, Learn to Coordinate, Conflict Management .Self Management Skills, Understanding Self Concept, Developing Self-Awareness, Self-Examination ,Self-Regulation

**Unit 4 Entrepreneurship**

**9 Hrs**

Entrepreneurial Skills- basics of entrepreneurship, Creating business Plan, Innovative Leadership and Design Thinking- innovative leadership, design Thinking

**Unit 5 Innovative Leadership and Design Thinking**

**9 Hrs**

Innovative leadership – Concept of emotional and social intelligence, Synthesis of human and artificial intelligence, Why does culture matter for today's global Leader, Design Thinking- Key elements of design thinking, How to transform challenges into opportunities

**Max.45 Hours**

**Course Outcome**

**CO1:** Students can have the control to informal communication during an online/offline team session

**CO2:** Students can apply the design thinking approach for leadership

**CO3:** Students can inculcate ethics and moral values for developing a balanced personality

**CO4:** Students can able to understand the basics of entrepreneurship and develop business plan

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 DESIGNS

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**

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**

1. Block et al. Managing in the Media. Focal Press 2001.
2. Alan B. Albarran, Sylvia , A handbook of Media management and Economics , L. Erlbaum Associates, 2006.
3. Andrej vizjak and Max Josef Ringlsetter, Media management, Springer Science & Business Media, 2003.
4. William james willis and Diane B. Willis, New Directions in Media Management, Allyn and Bacon, 1993.
5. Alan B. Albarran ,Management of Electronic Media, Cengage Learning, 01-Jan-2012
6. Barry G. Sherman, Telecommunications and Management - the Broadcast and Cable Industries, McGraw Hill 1987.
7. 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**

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.



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**

### PROECT 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 adverting 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

SVCA3507	DIGITAL MEDIA PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

**COURSE OBJECTIVE:**

- To Know current trends in the OTT medium.
- To create and display different types of digital Media outputs

**UNIT 1: INTRODUCTION TO DIGITAL MEDIA PRODUCTIONS**

**9 Hrs.**

Introduction to Digital media –History of Digital Media - Principles of Digital Media - Digital technologies - Interactive multimedia development for Digital Media - web development for Digital Media –Virtual Reality – Augmented Reality–Digital Media Laws

**UNIT 2: DIGITAL MEDIA MANAGEMENT**

**9 Hrs.**

Social and web network analysis - Web technologies for Digital Media –Digital Media management - Communication Technologies –Various communication Tools for Digital media - Search Engine Optimization –Web Analytics - Digital Media marketing

**UNIT 3: DIGITAL MEDIA MARKETING**

**9 Hrs.**

Internet Marketing - digital marketing strategy - social media marketing –Digital Content Marketing - Search engine marketing - Search analytics - social media influencer - Facebook marketing – YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing

**UNIT 4: OTT PLATFORM**

**9 Hrs.**

Introduction to OTT Platform –OTT requirements - Media Optimization – Channel Optimization - Target audience Media – Video streaming technology – OTT Communication Services – Video Encoding and Decoding– OTT Business models, strategies and main players

**UNIT 5: VIDEO UPLOAD TO ONLINE MEDIA**

**9 Hrs.**

Publishing Digital Video in Online Platform - YouTube - YouTube Revolution in Popular Culture - Telegenic + YouTube = Cybergenic - YouTube Undeniability and Democracy –Paid video on-demand services - Ad Policy

**PROJECT OUTLINE**

1. Shorts Video
2. Social Media Marketing
3. Product Promotions
4. Create YouTube Channel and upload video

**COURSE OUTCOME:**

- CO1:** Describe the steps of the OTT media
- CO2:** To Identify different OTT Tools
- CO3:** Communicate in the digital age
- CO4:** Apply skills and techniques using Digital Film Making
- CO5:** Apply post-production skills and techniques in Digital Film Making
- CO6:** To evaluate and utilize of different online media

**TEXT BOOKS /REFERENCE**

1. Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,
2. Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management, Springer.
3. Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing )Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.
4. JOHN RICE, BRIAN McKERNAN. 2002, CREATING DIGITAL CONTENT, McGraw-Hill
5. Jon Rognerud, 2010, How To Nail Social Media Marketing

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 DIMENSION

9 Hrs.

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

#### UNIT 2: 3D TOOL (AUTO DESK MAYA 2014)

9 Hrs.

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

#### UNIT 3: MODELING & TEXTURING

9 Hrs.

View Port Mode - Crafting 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
- Corporate Logo Intro
- Title Animation
- Modelling, Texturing, Lighting, Rigging & Animation.
- Environment Design and Walk Through

#### 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.[DariushDerakhshani,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)

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, 360 degree camera techniques, 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, Lighting on matte.

### UNIT 5 FILM EDITING & AR,VR

9 Hrs.

Cutting, Types of editing, visual punctuation, scene matching, parallel film editing, editing patterns for static dialogue, solving difficult editing situations. Interactive Techniques in Virtual Reality, Augmented and Mixed Reality, Application of VR in Digital Entertainment

**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. Masiclli , The five C's of Cinematography , Silman-James Press, 1998.
3. Alan B. Craig, Understanding Augmented Reality, Concepts and Applications, Morgan Kaufmann, 2013

<b>S27AS5</b>	<b>Professional Skills</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>100</b>

**COURSE OBJECTIVES:**

- To identify essential components of a good resume while preparing his/her resume.
- To identify common errors people make in preparing resume, Interview
- To gain knowledge about the important questions generally asked in a job interview.

**Unit 1 Resume & Interview Skills**

**9 Hrs**

Introduction of resume and related terms: resume, Curriculum vitae (Cv), Bio data, Resume and bio data, Essential Components of a good resume, Guidelines for resume Preparation, Meaning of interview, types of interview, STAR Approach for Facing an interview, The Interview Procedure, Common errors, interview Questions for Assessing Your Strengths and weaknesses, Simulation, Demonstrate an Ideal Interview.

**Unit 2 Group discussion & Carrier Opportunities**

**9 Hrs**

Importance of group discussion, types of group discussion, Procedure for Group Discussion, Common Errors, Process of Career Exploration, Knowing Yourself – Personal Characteristics, Process of Career Exploration, Sources of Career Information, Preparing for a Career based on Potentials of Students and Availability of Opportunities

**Unit 3 Presentation Skill & Trust**

**9 Hrs**

Presentation: Meaning and Types, Presentation Strategies, Ways to Improve Presentation Skills Over Time, Meaning and Role of Trust in Creating a Collaborative Team, Strategies to Build Trust with Employees, Criteria for Evaluation of Trust and Collaboration in Teams, Agree to Disagree and Disagree to Agree – Spirit of Team Work, Understanding Fear of Being Judged and Strategies to Overcome Fear.

**Unit 4 Listening as Team Skill and Brainstorming**

**9 Hrs**

Listening as a Team Skill, Listening as a Team Member and Team Leader, Uses of Active Listening Strategies to Encourage Sharing of Ideas -The Importance of Active Listening in the Workplace, Strategies for Improving Active Listening Skills to Encourage Sharing of Ideas, Brainstorming as a Technique to Promote Idea Generation, Learning and Showcasing the Principles of Documentation of Team Session Outcomes

**Unit 5 Social and cultural Etiquettes**

**9 Hrs**

Etiquette: Meaning and Need, Aspects of Social and Cultural/Corporate Etiquette in Promoting Team Work - Social Etiquette, Cultural Etiquette, Corporate/Professional Etiquette, Internal Communication: Meaning and Need- Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical

**Hours**

**Max.45**

**COURSE OUTCOMES:**

- CO1:** Students can identify career opportunities in consideration of their own potential and aspirations.
- CO2:** Students can work with effective listening skill as team leader and also as good functioning team member.
- CO3:** Students can able to generate, Share and Minimize new ideas with the concept of brainstorming.
- CO4:** Students can use social and Cultural etiquettes in an organisation.

<b>SVCA2601</b>	<b>STUDY PAPER</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>0</b>	<b>0</b>	<b>6</b>	<b>3</b>	<b>100</b>

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.

<b>S27INT</b>	<b>INTERNSHIP</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>0</b>	<b>0</b>	<b>12</b>	<b>6</b>	<b>100</b>

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.

<b>S27PROJ</b>	<b>PROJECT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>	<b>Total Marks</b>
		<b>0</b>	<b>0</b>	<b>20</b>	<b>10</b>	<b>100</b>

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.