



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

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

Phone: 044 - 2450 3150 / 3151 / 3152 / 3154 / 3155 Fax: 044 - 2450 2344
www.sathyabama.ac.in



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

AGENDA :

- Planned to setup a community radio in the upcoming academic year (2017 – 2018)
- Discussed to organize more workshops and seminar for the students
- Suggested plans to make staffs enroll for online NPTEL Courses
- Discussed to implement Public Relation campaign
- Planned to purchase lab equipments
- Discussed to arrange field trips to execute photography skills

Minutes of the meeting – Dated on 18th April, 2017

- The meeting was started with welcome address by the HOD
- The HOD discussed with the external board members about starting a community radio and the members gave the valuable suggestions in establishing radio set up
- Film maker **Mr. Vishnuvardhan** suggested to ensure the availability of latest equipment in photography lab, edit suit, and Audiography lab
- **Prof. Henry Mary Victor** Insisted to arrange more field trips to enhance the photography skills of the students and execute them in EIDOS ' 17 Photography Exhibition
- He further stressed to organize more workshops and seminars related to the subjects
- **Mr. Vishnuvardhan** suggested to arrange PR campaign for the subject Public Relation
- **Dr. Sundareshwari**, Dean of Science and Humanities insisted the staffs of visual communication to enroll their name in NPTEL online courses to update their knowledge
- M.Sc Visual communication syllabus is framed and discussed that is to be incorporated for upcoming years.
- **Prof. Henry Mary Victor** recommended to introduce subjects like Media Economics, Mass Media Audiences and Elements of cinematography instead of Human Rights & media scape and Film Theory & Criticism.
- The Board members finally reviewed the changes that have been implemented as per the discussions held.
- All their suggestions and comments have been noted and corresponding alterations were done in the syllabi.



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External Members	Signature	Internal Members	Signature
Henry Maria Victor (Professor & Dean) Media Studies		Dr.Sundereshwari Dean School of Science and Humanities	
Mr.Vishnuvardhan Film director		Ms.N.Nazini M.Sc.,M.Phil., (Ph.D) Head of Department Dept of Visual Communication	
		Dr.S.Janet Mary M.Sc.,M.Phil., Ph.D Asst. Professor, Dept of Visual communication	
		Mr.Pugalendhi M.Sc., D.F.Tech Asst. Professor, Dept of Visual communication	
		Mr. A.R.Vimal Raj M.Sc Asst. Professor, Dept of Visual communication	
		Mr.N.Raja M.Sc., M.phil Asst. Professor, Dept of Visual communication	
		Ms. Samandha Smilth M.A., M.phil Asst. Professor, Dept of Visual communication	



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SVC6503	ELEMENTS OF CINEMATOGRAPHY	L	T	P	Credits	Total Marks
		0	0	4	2	100

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO CINEMATOGRAPHY

9 Hrs.

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

UNIT 2 LIGHTING TECHNIQUES

9 Hrs.

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

UNIT 3 FUNCTIONS OF CAMERA

9 Hrs.

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

UNIT 4 NEW TECHNOLOGY

9 Hrs.

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

UNIT 5 COMPOSITION

9 Hrs.

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

PROJECT OUTLINE

100 Marks

TOPICS

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

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

COURSE OUTCOMES:



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

TEXT / REFERENCE BOOKS

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



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

COURSE OBJECTIVE

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

UNIT 1 INTRODUCTION TO MASS AUDIENCE 12 Hrs.

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

UNIT 2 UNDERSTANDING MASS AUDIENCE 12 Hrs.

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

UNIT 3 MEASURING MASS AUDIENCE 12 Hrs.

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

UNIT 4 PSYCHOLOGY & SOCIOLOGY OF MEDIA AUDIENCES 12 Hrs.

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

UNIT 5 AUDIENCE – HOOD 12 Hrs.

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

Max. 60 Hours

COURSE OUTCOMES:

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

TEXT / REFERENCE BOOKS

1. McQuail Denis ,Audience Analysis, SAGE Publications, 1997.
2. McQuail Denis ,Mass Communication Theory, Sage Publication, 2005.
3. Raymond A. Kent , Measuring Media Audiences, Routledge, 1994
4. Ang len ,Desperately Seeking the Audiences-, Routledge, 1991



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5. Keval J. Kumar, Mass Communication in India, Jaico Publishing House, 2000.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

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

30 Marks

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

50 Marks



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

COURSE OBJECTIVES

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

UNIT 1 INTRODUCTION TO MEDIA ECONOMICS 9 Hrs.

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

UNIT 2 THEORIES & MODELS 9 Hrs.

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

UNIT 3 MEDIA PRODUCTS 9 Hrs.

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

UNIT 4 BRAND MANAGEMENT 9 Hrs.

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

UNIT 5 CONTEMPORARY ISSUES 9 Hrs.

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

Max. 45 Hours

COURSE OUTCOMES:

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

TEXT / REFERENCE BOOKS

- Gillian Doyle, Understanding Media Economics SAGE Publications Ltd., 2002.
- Harold L. Vogel, [Entertainment Industry Economics: A Guide for Financial Analysis Cambridge University Press, 2010.
- Effulin, [The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World Focal Press, 2009.



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4. Colin Hoskins, [Media Economics: Applying Economics to New and Traditional Media SAGE Publications, Inc; 1 edition, 2004.
5. Albarran, A. B. Media economics: Understanding markets, industries and concepts (2nd ed.). Ames: Iowa State University Press, 2002.
6. Bagdikian, B. HThe media monopoly (6th ed.). Boston: Beacon, 2000.

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration : 3 Hrs.

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

30 Marks

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

50 Marks