



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



Minutes of Board of Studies Meeting held on 23rd May 2018

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

Time: 11:00 AM - 3:00 PM

The BOS meeting has been convened today, **23rd May 2018**, to frame the new curriculum and syllabi for the school of Science and Humanities to be implemented for the upcoming batches.

AGENDA

- M.Sc & B.Sc syllabus revision
- Suggestions for Industrial Visit and internship programme for students

Minutes of the Meeting – Dated on 23rd May 2018

- Our Head of the department, Ms. Nazini, commenced the Board of studies meet by welcoming the dignitaries Mr.Suresh Paul (HOD,Department of Visual Communication) , Mr. Pradeep Milroy Peter (Senior – Vice President, Vijay TV Programme Head).
- Ms. Nazini gave an overall presentation about the courses offered under the department of visual communication. She further described about the process of syllabus revision by enumerating various steps that were adopted by the University in bringing out a new syllabus.
- HOD discussed with the external board members on UG and PG courses and the suggestions were given on newly added syllabus for Visual Communication.
- Mr.Pradeep Milroy Peter suggested few things for Art and set Design in creative thinking and visual thinking in practical paper.
- Mr. Suresh Paul suggested to change the nomenclature of Mass communication theories to Communication Theories, he suggested to add relevant topics related to audience and invite guest lecture for this subject.
- Mr. Suresh Paul suggested to change the nomenclature of subject New Media Studies as Introduction to social media and requested to change the content to give in depth study on mobile media platform, cloud computing, Big Data, Digital security, IOT, new trends in the technology added in the syllabus for future batches.
- Mr.Suresh Paul and Mr.Pradeep Milroy Peter suggested for the subject Media Culture & Society to add Media industry related topics and case studies for better exposure. They also suggested to reduce the content of syllabus, to remove sociology topics and transform the syllabus from Unit III to Unit V as whole syllabus for the future batches.



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- Mr.Suresh Paul and Mr. Pradeep Milroy Peter proposed to rename Psychology course to Socio-Psychology for B.Sc Programme and also insisted to add Sociology topics as a part of the course.
- The External BOS members suggested to remove Printing and Publication course.
- Mr.Suresh Paul has suggested few changes in Visual Analysis Tool IV and V unit and also insisted to change as it is fully practical oriented subject to students.
- Mr.Suresh Paul similarly suggested to remove Advanced Journalism subject for M.Sc Programme for the Syllabus.
- Mr.Pradeep Milroy Peter stressed for compulsorily taking up a part time job or field work for the post graduate students in media industries after class hours.
- Mr. Suresh Paul suggested to remove Mass Media Audiences subject and alter with Media Culture and Entertainment and to remove Media Economics and replace with Media Management and Economic Concepts.
- BOS Members insisted to have Introduction to Sound Design as Subject name for the M.Sc Programmes
- Mr.Vimal Raj, Assistant Professor, Department of Visual Communication, pointed out the suggestion of our alumnus Mr. Praveen Padmanaban, 2004-2007 batch to update the syllabus with the concepts of digital media in the existing syllabus for the future batch students.
- Mr Pugalendhi, Assistant Professor, Department of Visual Communication insisted the suggestion of one of our students, Mr.Prem, 2016 batch to organize more workshops and seminars on related courses for students and organizes conference for Media Departments.
- BOS members suggested to include topics related to the current scenario of the media industry, especially on the production side of the field.
- All their suggestions and comments have been noted and corresponding alterations were done in the syllabi.



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

EXTERNAL MEMBERS

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

INTERNAL MEMBERS

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



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SVC5011	MEDIA CULTURE & ENTERTAINMENT	L	T	P	Credits	Total Marks
		3	1	0	4	100

OBJECTIVES

1. To understand the basics of Culture
2. To apply the techniques in Entertainment Media
3. To solve practical problems in the real life situations.

UNIT I

Culture- Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Dalit & Tribal Culture in India; Challenges of Indian Culture; Statues of Women in India.

UNIT II

Music- Definition & Concept; History of Indian Music; Types of Indian Music- Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.

UNIT III

Theatre- Definition & Concept; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama- Definition & Concept; Different forms of Drama; Difference between Theatre & Drama; Introduction to English & Persian Theatres; Traditional & Modern Theatres.

UNIT- IV

Newspaper Industry- Definition & Concept; Growth of Newspaper Industry in India Freedom movement, Post-Independence, Emergency & Post Emergency; Growth of Regional Newspapers; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional; Publication Industry- Novel & Education.

UNIT V:

Radio Industry- Definition & Concept; Growth of Radio Industry in India- All India Radio- National & Regional; Arrival of FM & its impact; Community Radio & Society Development; Television Industry- Definition & Concept; Growth of Television in India- Doordarshan- National & Regional; Emergence of Cable Television & Satellite Television- Private & Pay Channel; Recent Growth- DTH & CAS System; Television & Cinema.

TEXT BOOKS /REFERENCE

1. Michael J. Haupt (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA
2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK
3. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 100

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

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

Exam Duration: 3 hrs

30 marks

14 marks.

70 marks



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

COURSE OBJECTIVES

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

Unit I Media Economics

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

Unit II Media Product

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

Unit III Microeconomics

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

Unit IV Brand management

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

Unit V Macroeconomics

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

TEXT BOOKS /REFERENCE

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

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 100

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

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

Exam Duration: 3 hrs

30 marks

70 marks