



# **SATHYABAMA**

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

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

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

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

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

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

The BOS meeting has been convened today, **22<sup>nd</sup> April 2019**, to frame the new curriculum and syllabi for the School of Science and Humanities to be implemented from the Academic year 2019-2020

**AGENDA**

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

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

- Our Head of the Department commenced the Board of studies meet by welcoming the dignitaries Mr.Suresh Paul, HOD, Department of Visual Communication, Loyola College and Mr. Pradeep Milroy Peter, Senior – Vice President, Programming Head, Vijay TV.
- A new syllabus for Under Graduation and Post-Graduation was prepared and placed before the panel of Board of Studies members for their approval.
- The suggestions received from the External members earlier were also discussed before the board for modifications.
- The content of the individual syllabus was discussed in detail. In regard to the UG subjects Mr. Suresh Paul suggested to add some more topics in the subject Introduction to Communication.
- He further recommended extending Language paper for Semester II from 2019 regulations to concentrate on language courses.
- Mr. Pradeep Milroy Peter stressed to change the Psychology subject title to Socio-Psychology.



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- He insisted to introduce a new subject for Film Appreciation in the V Semester.
- Mr. Pradeep Milroy also suggested to update unit 1 of Script Writing Subject.
- Ms. N. Nazini, Head of the Department requested suggestions from the Board Members for the recommendations towards Environmental Science paper introduced in Semester IV as per UGC Guidelines.
- Mr.Suresh Paul suggested to remove Printing publication and introducing the Film Studies subject for the B.Sc Programmes to the future batches.
- Mr.Suresh Paul insisted to modify unit 4 and unit 5 of Media Ethics and to include the topics related to Media laws, cyber-crimes and data preservation.
- Board of Studies members suggested to update audio production subject on par with the recent trends
- In regard to M.Sc Curriculum, Board members advocated the eligibility for M.Sc Viscom besides B.Sc Viscom students; non-media related course students must undergo a 'Bridge Course' for a period of Six months handled by the same department other than curriculum after the class hours.
- Mr.Suresh Paul recommended to remove the Theatrical forms subject and add those concepts in training of Theatre arts practical subject. He also stressed to update the units.
- Mr. Pradeep Milroy Peter suggested to introduce 'Digital Photography' in the first semester as an elective subject and 'Introduction to Sound Design' in the third semester.
- Mr.Suresh Paul suggested to introduce the nomenclature as 'Digital Media Management' in Semester II in M.Sc Curriculum instead of Media Management and Economic Concepts.
- External members insisted to focus on field visit, outreach activities and co-curricular activities to enrich the practical knowledge of media industry.
- Mr. Raja N, Assistant Professor, Department of Visual communication hinted the suggestions of Ms Shreesha Reddy, alumnus of 2005-2008 batch and the former reporter of India Today Television to introduce subjects that are related to film studies and writing for media.
- Ms.Samandha Smith, Assistant Professor, Department of Visual communication, highlighted the recommendation of our student, Ms Srividhya, 2017-2020 batch, to focus



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on field visit, outreach activities and co-curricular activities to enrich the practical knowledge of media industry

- The Board members finally reviewed the changes that have been implemented as per the discussions held.
- All their suggestions and comments have been noted and corresponding alterations were done in the syllabi.



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

### EXTERNAL MEMBERS

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

### INTERNAL MEMBERS

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



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### Note:

- Deleted topics in the old syllabus are highlighted in Red Color
- Added topics in the new syllabus are highlighted in Yellow Color

SVC1103	INTRODUCTION TO COMMUNICATION	L	T	P	Credits	Total Marks
		3	0	0		

### Objectives:

- To understand the basics of communication and various concepts related to communication

### UNIT I FUNDAMENTALS OF COMMUNICATIONS

9 hrs.

Evolution of communication – aims of communication –important characteristics of communication- Types of communication - Inter personal - Mass - Organizational, Inter personal related theories - Attribution Theory - Constructivism – Elaboration likelihood Model - Social judgment and penetration theory - Uncertainty reduction theory.

### UNIT II FORMS OF COMMUNICATION

9 hrs.

Non Verbal Communication – Verbal communication – level of communication – technical semantic and pragmatic- linear, transactional analysis of interactive model- 7c's of communication- 10 commandments of communication - Oral Communication - Written Communication – Meta programs-

### UNIT III COMMUNICATION PROCESS

9 hrs.

Elements of Communication Process - , Effective Communication - Factors affecting effective communication -Effective sending skills - Effective receiving skills, Models Of Communication Process – Berlo, Lasswell, Shannon & Weaver model.

### UNIT IV-ORGANIZATIONAL COMMUNICATION

9 hrs.

Rank's persuasion model- likerts 4 system model- Cost of poor communication, Flow Of Communication– Upward - Downward - Lateral - Serial - Grapevine, Network Functions - Informal networks - Formal Networks -Types of networks, Understanding message strategy and structure - Pace - Lead - Blend

### UNIT V MASS COMMUNICATION IN INDIA

9 hrs.

Growth Of Print Media - History of print - Role and responsibility, Evolution Of cinema - Pioneers of Indian Cinema - Tamil Cinema, Radio Broadcasting – History - All India Radio - FM Broadcasting, Television - History of Indian television - Educational television

### 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

### TEXT / REFERENCE BOOKS:

- Denis McQuail, Mc.Quails Mass Communication Theory Fifth Edition, Vistaar Publications, 2005.
- Keval J.Kumar, Mass Communication in India, Fourth Edition, Jaico Publishing House, 2010
- John Vivian, The Media of Mass Communication, Ninth Edition, Allyn & Bacon 2008
- James Watson, Media Communication, Second Edition., Palgrave MacMillan, (2003)
- Ruth H. Finnegan, Communicating, Routledge, (2002),

### UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 70

Exam Duration:3 hrs

Part A: 10 Questions of 2 mark each. No choice

20 marks

Part B: 2 Questions from each unit of internal choice, each carrying 12 marks.

50 marks





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

## COURSE OBJECTIVE:

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

### UNIT 1: UNDERSTANDING COMMUNICATION

9 Hrs.

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

### UNIT 2: TYPES OF COMMUNICATION

9 Hrs.

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

### UNIT 3: COMMUNICATION PROCESS

9 Hrs.

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

### UNIT 4: FORMS OF COMMUNICATION

9 Hrs.

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

### UNIT 5: INDIAN MEDIA

9 Hrs.

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

Max. 45 Hours

## COURSE OUTCOME:

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

## TEXT / REFERENCE BOOKS:

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

## END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

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

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

Exam Duration: 3 Hrs.

20 marks

80 marks



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SVC1102

PSYCHOLOGY

L	T	P	Credits	Total Marks
3	0	0	3	100

## Objectives:

- To understand the importance of psychology in visual communication and to apply the science of psychology in everyday communication.

## UNIT I INTRODUCTION TO PSYCHOLOGY

9 hrs

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

## UNIT II PERCEPTION

9 hrs

Sensation and Perception – Sensation – Sensory Thresholds – Sensory Adaptation – Perception – Principles of Perceptual Organization - Constancies and Illusions – Distance perception – Monocular Cues – Binocular Cues – Extrasensory Perception.

## UNIT III LEARNING

9 hrs

Learning – Its meaning and Nature – Factor Affecting Learning – Theories of Learning – Pavlov's Classical Conditioning Theory – Educational Implications – Thorndike's Trial And Error Theory – Educational Implications – Skinner's Operant Conditioning Theory.

## UNIT IV CREATIVITY

9 hrs

Concept of Creativity – Nature of Creativity –Creativity Its Factors – Characteristics of Creativity - Dimensions of Creativity – Different Approaches to Understand Creativity – Types of Creativity.

## UNIT V PERSONALITY DEVELOPMENT

9 hrs

Growth and Development – Its Meaning – Nature and Characteristics - Principles and Nature of growth – Stages of Development - Infancy- Childhood – Adulthood – Adolescence – A Period of Storm and Stress. Applications of Psychological Concepts of Visual Communication.

## COURSE OUTCOMES:

- CO1:** To analyse the concepts of basic psychological processes, systems and methods underlying human behaviour.  
**CO2:** Creating the value of collaboration and be able to incorporate personal ideas and goals into outstanding group efforts.  
**CO3:** To Understand the Theories of learning and its Process  
**CO4:** Evaluating the creative skills to enhance the ability to serve as a leader both within and outside the workplace.  
**CO5:** To connect the concepts of personality development with the visual communication  
**CO6:** To understand the importance of personality development

## TEXT / REFERENCE BOOKS:

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

## UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 70

Exam Duration:3 hrs

Part A: 10 Questions of 2 mark each. No choice

20 marks

Part B: 2 Questions from each unit of internal choice, each carrying 12 marks.

50 marks



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

## COURSE OBJECTIVES:

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

### UNIT 1: INTRODUCTION TO SOCIETY

9 Hrs.

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

### UNIT 2: SOCIALIZATION

9 Hrs.

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

### UNIT 3: INTRODUCTION TO PSYCHOLOGY

9 Hrs.

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

### UNIT 4: PERSONALITY AND PSYCHOLOGY OF INDIVIDUAL DIFFERENCES

9 Hrs.

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

### UNIT 5: HIGHER ORDER COGNITIVE FUNCTIONS

9 Hrs.

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

Max. 45 Hours

## COURSE OUTCOMES:

- CO1: To Understand the emergence of society and its elements.
- CO2: To Understand the Theories of socialization and its Process
- CO3: To analyse the concepts of basic psychological processes, systems and methods underlying human behaviour.
- CO4: Remember, and at all times apply, the highest ethical standards when gathering information, contacting others, creating images and publishing communication work.
- CO5: Evaluating the people skills to enhance the ability to serve as a leader both within and outside the workplace.
- CO6: Creating the value of collaboration and be able to incorporate personal ideas and goals into outstanding group efforts.

## TEXT / REFERENCE BOOKS:

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

## END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

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

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

Exam Duration: 3 Hrs.

20 Marks

80 Marks





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SVC1103	INTRODUCTION TO MASS COMMUNICATION THEORIES	L	T	P	Credits	Total Marks
		3	1	0	4	100

### Objectives:

- To make students learn the theories involved in communication and study effects of media through various theories.

### UNIT I INTRODUCTION TO MASS COMMUNICATION

12 hrs

Mass communication and culture –models of mass communication –, Shanon & Weaver's, Osgood and Schramm model, Gate keeping model, Newcomb's, Gerbner's, McNelly's model of news flow.

### UNIT II THEORIES OF MEDIA

12 hrs

Individual Difference – Selective Exposure – Selective Perception- Personal Influence theories – Two step – Multi Step flow model.

### UNIT III THEORIES OF PRESS

12 hrs

Normative theories – Authoritarian theory, libertarian, Social responsibility theory, Communist Media, Development media theory, Democratic Participant theory, New Perspectives on media and society.

### UNIT IV MEDIA ORGANIZATIONS

12 hrs

Media organizations of State and Central governments- Audit Bureau of Circulation – Indian Newspaper Society - Press Council of India -Registrar of Newspapers India, Censor Board of Film Certification, (CBFC).

### UNIT V MEDIA AND ITS EFFECTS

12 hrs

Mass media audiences, Sociological theories Cultivation theory – Agenda Setting – Dependency Theory - Uses and gratification studies, Media globalization.

### COURSE OUTCOME:

- CO1: To Understand the basic media theories
- CO2: Remember the nature of selectivity in choosing and retaining of media content
- CO3: Apply the theories of press in recognizing media industry
- CO4: To understand the censorship concepts in media industry
- CO5: To focus on social consciousness in using media
- CO6: Demonstrate the hidden agenda of press theories in current news media

### TEXT / REFERENCE BOOKS:

- James Watson, Media Communication - an Introduction to Theory and Process. 2<sup>nd</sup> edition Palgrave Macmillan.2003.
- Keval J Kumar , Mass communication in India.4<sup>th</sup> Edition, Jaico Publishing house, 2000.
- Vanita Kohli, The Indian media business, Sage Publications, 2003.

### UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 70

Exam Duration:3 hrs

Part A: 10 Questions of 2 mark each. No choice marks

20

Part B: 2 Questions from each unit of internal choice, each carrying 12 marks.

50 marks



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

### COURSE OBJECTIVE:

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

### UNIT 1: INTRODUCTION TO MASS COMMUNICATION

9 Hrs.

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

### UNIT 2: MEDIA EFFECT THEORIES

9 Hrs.

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

### UNIT 3: MEDIA SYSTEMS AND THEORIES

9 Hrs.

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

### UNIT 4: MEDIA AUDIENCE

9 Hrs.

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

### UNIT 5: NEW MEDIA AND MASS COMMUNICATION

9 Hrs.

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

Max. 45 Hours

### COURSE OUTCOME:

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

### TEXT / REFERENCE BOOKS

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

### END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

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

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

Exam Duration: 3 Hrs.

20 Marks

80 Marks



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SVC1104	MEDIA CULTURE AND SOCIETY	L	T	P	Credits	Total Marks
		3	0	0	3	100

### Objectives:

- To make students understand the cultural backgrounds of society in pan with media and understand the above through various theories and concept.

### UNIT I INTRODUCTION TO SOCIETY

9 hrs

Sociology : The science of society – some definitions, Emergence of sociology, Origin of society, Elements of Society, likeness of members, reciprocal awareness, Inter dependence of members, society and other association, types of societies

### UNIT II SOCIALIZATION

9 hrs

Meaning of Socialization – process of Socialization – Factors of the process of Socialization – Theories of Socialization – Cooley's Theory – Meads Theory- Freud's Theory – Agencies of Socialization –Elements of Socialization – Socialization of Adults.

### UNIT III -MEDIA DETERMINANTS

9 hrs

Media content : discourse analysis , Narrative & genre analysis – concentration of ownership - concentration of ideas , – content regulations & Deregulations - role of Sponsors –Advertising Revenue – audience positioning - Audience as cultural producers - Media & Public sphere.

### UNIT IV MEDIA RHETORIC

9 hrs

Media Rhetoric – Selection – Social construction of reality by media - Selection , agenda setting , gate keeping in News Construction - The Rhetoric of the image – role of film editing – Visual Coding - Narrative – constructions of Femininity – Media & Masculinities - .

### UNIT V IDEOLOGY & CULTURE

9 hrs

Ideology –Hegemony –Denotation –Connotation –Cultural imperialism - Media and Popular culture – sub- culture – Racism & Exclusion – Representation – Under representation – Stereotypical – New ethnicity & Diaspora.

### COURSE OUTCOMES:

- CO1: Understand the concept of society
- CO2: Identify the socialization 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:

- Paul Hodkinson, *Media, Culture and Society ,An Introduction*, Sage Publications Pvt Ltd , 2011
- Berger, Asa *Authur Media Analysis technique* ,Sage Publications , 1991
- Jeff Shires, *Media Culture and Society*, Blackwell Pub, 2008

### UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 70

Exam Duration:3 hrs

Part A: 10 Questions of 2 mark each. No choice

20 marks

Part B: 2 Questions from each unit of internal choice, each carrying 12 marks.

50 marks



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

## COURSE OBJECTIVES:

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

## UNIT 1: MEDIA CONTENT

9 Hrs.

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

## UNIT 2: MEDIA INDUSTRY

9 Hrs.

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

## UNIT 3: MEDIA USERS

9 Hrs.

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

## UNIT 4: MEDIA RHETORIC

9 Hrs.

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

## UNIT 5: IDEOLOGY & CULTURE

9 Hrs.

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

Max. 45 Hours

## COURSE OUTCOMES:

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

## TEXT / REFERENCE BOOKS

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



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### 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**





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SVC4056	THEATRE ARTS	L	T	P	Credits	Total Marks
		0	0	8	4	100

## Objectives:

- To enlighten students on the various theatre cultures and stage performance.

### UNIT I TRADITIONAL THEATRE

9 hrs

Traditional Theatre Makeup - Traditional Theatre Costume - concept creation

### UNIT II STORY TELLING

9 hrs

Basics of Storytelling - Building Speech: Using Dramatic Texts - Radio drama-recording

### UNIT III RADIO DRAMA

9 hrs

Traditional Theatre Properties –Radio Drama - recording

### UNIT IV THEATRICAL ARTS

9 hrs

Puppet Theatre Speech - Theru-K-Koothu: Kattiyankaran Speech

### UNIT-V PLAY DEVELOPMENT

9 hrs

Script reading, Character and Play analysis- Dress Rehearsal – Costume and Makeup / Light and Set - Designing the play production - Rehearsal to performance

## COURSE OBJECTIVE:

- CO1: Understand and identify the importance of concept creation
- CO2: Develop a strong understanding about storytelling
- CO3: Critically evaluate the theatre styles in radio drama
- 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

## 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 Natyasastra (NS): Rasa theory - Character Analysis -Prgaladha - Iraniyan - Duryothanan – Durchasanan - Droupathi - Keechakan - 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.

## TEXT / REFERENCE BOOKS:

- Acting Games: Improvisations and Exercises: A Textbook of Theatre Games and Improvisations by Marsh Gary Cassady, Meriwether Publishing (1993)
- O'Neill, Rosary. The Actor's Checklist: Building a Character, Wadsworth Publishing, 2003.
- Theatrical Design and Production: An Introduction to Scene Design and Construction, Lighting, Sound, Costume, and Makeup (4th edition) by J. Michael illette. (Mountain View, CA: Mayfield Publishing Company. 2000).
- James R. Brandon, The Cambridge Guide to Asian Theatre, Cambridge University Press, 1997.



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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



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**CO5:** Apply and execute the theatre production skills by enacting a stage-play  
**CO6:** To explore student's creativity through this expressive medium

### **TEXT / REFERENCE BOOKS:**

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



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SVC1202	VISUAL ANALYSIS TOOL *	L	T	P	Credits	Total Marks
		2	0	4	4	100

### Objectives:

- To study and analyze media text portrayed in print & electronic media.

### UNIT I 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 II PSYCHOANALYTIC CRITICISM

9 hrs

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

### UNIT III 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 IV GENDER ANALYSIS

9 hrs

Selling magic – Breaking the advertising code – commercials and anxiety – uses and gratification – content analysis.

### UNIT V SOCIOLOGICAL ANALYSIS

9 hrs

Cultural studies, methodologies, context of viewing, context of production, pictorial conventions, photographic conventions, social conventions, Analyzing film & television, social semiotics analysis of tele-film, six levels of analysis, structuring tele- film editorial rhythm.

### 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 cultural studies.

### TEXT / REFERENCE BOOKS:

- Mirzoeff. F. An Introduction to visual culture, Rout ledge, London.
- Arthur Asa Berger. Media Analysis Techniques, SAGE Publication, New Delhi 1976.
- Dallas J.R.Ewing. Techniques of interpretation, SAGE Publication, New Delhi.

### Project Outline:

50 Marks

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

**Note: (Distribution of Marks for Project (50%) & Theory (50 %)) To secure a pass, a student should score a minimum of 25 Marks in Project and Theory separately.**

UNIVERSITY EXAM QUESTION PAPER PATTERN



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Max. Marks: 50

Exam Duration: 3 hrs

Part A: 5 questions of 4 marks each - without choice.

20 marks

Part B: 2 Questions from each unit of internal choice, each carrying 6 marks.

30 marks





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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.



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### **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 Hodgkinson, Media, Culture and society – an introduction, SAGE Publication, New Delhi 2011



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SVC4059	SCRIPT WRITING	L	T	P	Credits	Total Marks
		0	0	4	2	100

## Objectives:

- To give platter of various writing styles will help students to write for fiction, non-fiction and Television programmes.

### UNIT I WRITING FOR FICTION

9 hrs

Fiction: Story idea, synopsis, plot and story, sub plot, plot patterns, Major character and minor character development. Conventional narrative structure, dramatic values, dialogue writing, writing for comedy- Advertisement films.

Assignment: Script for PSA (10-45 sec)

### UNIT II WRITING FOR NON – FICTION

9 hrs

Non Fiction: non-narrative elements, different genres of Non Fiction- factual film, documentary films, News reel films, publicity films, and educational films.

Assignment: Script for Commercial Ad film (10-20-30 secs)

### UNIT III ADAPTATION

9 hrs

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

Assignment: Project Proposal for Reality shows/ Interview

### UNIT IV WRITING FOR TELEVISION

9 hrs

Writing for television: Writing for TV serials, writing for Telefilms Preparing for interview, discussions, vox pox, reviews, game shows, musical shows, dance shows, developmental programmes, writing for compere and announcement.

Assignment: Script for documentary film

### UNIT V PROCESS OF STORY DEVELOPMENT

9 hrs

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

Assignment: Script for Short film

#### Project outline:

1. Script for PSA, (Synopsis/Script/Storyboard)
2. Commercial Ad Film, (Synopsis/Script/Storyboard)
3. Reality Show / Interview (Project Proposal)
4. Documentary (Script)
5. Short film (Synopsis, Master-Scene script)

#### COURSE OUTCOMES:

- CO1: Understand the nuances of the script stages and its features.
- CO2: Create own stories in script format for non fictional
- CO3: Analyse the adapted stories and its execution in the script.
- CO4: Developing the script for Television media
- CO5: Design the structure and plot pattern of story flow.



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**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.



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

## COURSE OBJECTIVES:

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

## UNIT 1: INTRODUCTION TO SCRIPT WRITING

9 Hrs.

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

## UNIT 2: ADAPTATION

9 Hrs.

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

## UNIT 3: PROCESS OF STORY DEVELOPMENT

9 Hrs.

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

## UNIT 4: CHARACTERIZATION

9 Hrs.

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

## UNIT 5: STORY WRITING FORMATS & PRESENTATION

9 Hrs.

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

Max. 45 Hours

## PROJECT OUTLINE:

- Writing a short story with five elements
- Write log line of the story
- Synopsis of short story
- Complete treatment of the story
- Characterization and their Relationship between them in the story
- Scene break down
- Screen play of short story(with dialogue)
- Act Structure pattern
- Master scene script of story
- 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





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### **TEXT / REFERENCE BOOKS:**

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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
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SVC1302	MEDIA ETHICS	L	T	P	Credits	Total Marks
		3	0	0	3	100

## Objectives:

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

## UNIT I DEFINE ETHICS & MORAL DEVELOPMENT

9 hrs

Defining ethics – Why Media Ethics? - Media communication Ethics-various branches of ethics – Ethical Dilemmas - Ethical communication – Ethical values and attitudes – Principles of media ethics.

## UNIT II ETHICS & SOCIETY

9 hrs

Ethics and Society – Functions of ethical system – system of ethics – Obscenity and Blasphemy in Indian context - social responsibility – Press council of India - Codes of Conduct – Social Networking .

## UNIT III MEDIA & ETHICAL CHALLENGES

9 hrs

Economic pressure and moral obligation – Concentration on Media Ownership – Advertising and Social issues – ASCI codes - Obscenity and Indecency - Media and Antisocial behavior - Case Study.

## UNIT-IV MEDIA PRACTITIONERS & SOCIAL JUSTICE

9 hrs

Media Practitioners and Social Justices- Principles and concept – Libertarian concept, Egalitarian concept and social responsibility ; Ethical Decision making- Privacy law in India – privacy and public interest.

## UNIT-V CYBER ETHICS & HUMAN RIGHTS

9 hrs

Media ethics & Human rights – human rights violations - Right to Information – concept of stereotypes – Media content - cyber ethics – cyber law in India

## 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:

- Arun Bhatia , Media and Communication Ethics., Akansha Publishing House, New Delhi.2005
- Louis Alvin Day, Ethics in Media communication, 4th edition, Thomson Wadsworth Publication, 2003.
- Paranjay Guha Thakurta Media Ethics Oxford Univeristy Press, 2010.
- Jan R. Hakemulder, Fay A. C. de Jonge, P. P. Singh, Media ,Ethics & Laws, Anmol Publications PVT. LTD., New delhi, 2006



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### UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 70

Exam Duration: 3 hrs

Part A: 10 Questions of 2 mark each. No choice  
marks

20

Part B: 2 Questions from each unit of internal choice, each carrying 12 marks.

50 marks



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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:

- Arun Bhatia , Media and Communication Ethics,. Akansha Publishing House, New Delhi.2005
- M.Neelamalar, Media Law and Ethics, PHI learning Pvt LTD, 2012
- Louis Alvin Day, Ethics in Media communication, 4th edition, Thomson Wadsworth Publication, 2003.
- Paranjy Guha Thakurta Media Ethics Oxford Univeristy Press, 2010.



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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**



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SVC4068	AUDIOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

### Objectives:

- Students are encouraged to mixing, dubbing, and also to arrange tracks. They are allowed to work on audio softwares so that they are technically sound.

### UNIT I MICROPHONE TECHNIQUES

9 hrs

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

### UNIT II AUDIO MIXER OVERVIEW

9 hrs

Basic Analog Audio Console overview and Operation

### UNIT III MUSICAL RECORDING

9 hrs

Pre -Scouring- Pallavi I- Stanza II – Stanza III-Rhythms Arrangement- Voice Mixing for song

### UNIT IV LIVE SOUND RECORDING

9 hrs

Live Sound Recording- Playback/Song Shooting (Video Song Practice with sync)

### UNIT V POST-PRODUCTION

9 hrs

Voice Dubbing- Voice Sync (Pre-Mix)- Effects Recording- BGM Adding-Recording -Final Mixing Mono – Stereo Mix

### Project Outline:

- Audio Mixing for Radio Production-Cinema Ad -Radio Ad – Commercial Product Ad.
- Audiography for Television Production – Single Camera Recording - Multi Camera Recording
- Dubbing for 2 Minutes short film.
- Song Mixing practice

### COURSE OUTCOME:

- CO1: To make the students acquire basic Microphone Handling Techniques
- CO2: To Analyse basic Types of rhythm
- CO3: To understand the techniques of live sound recording
- CO4: To get familiarize with the video song shooting techniques.
- CO5: To gain knowledge on the importance of BGM
- CO6: To learn various about the Surround Sound Mixing Auro 3d.

### TEXT BOOK / REFERENCES:

- Robert McLeish , Radio production, 5<sup>th</sup> Edition, Elsevier, 2005
- John M .woram , The recording studio hand book, Sagamore Pub. Co., 1976
- Mike collins , Choosing and using audio and music software , Focal Press, 2004



# 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



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

## COURSE OBJECTIVE

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

### UNIT 1 MICROPHONE TECHNIQUES

9 Hrs.

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

### UNIT 2 SOUND RECORDING & REPRODUCTION

9 Hrs.

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

### UNIT 3 RADIO & VIDEO JOCKEY - VOCAL PRACTICE

9 Hrs.

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

### UNIT 4 FORMAT OF PROGRAMS

9 Hrs.

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

### UNIT 5 INTRODUCTION TO PODCASTING

9 Hrs.

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

Max. 45 Hours

## PROJECT OUTLINE

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

## COURSE OUTCOME:

- CO1:** To make the students acquire basic Microphone Handling Techniques  
**CO2:** To Analyse basic of Types of Sound Recording  
**CO3:** To understand fundamental concepts of basics of digital audio Workstation.





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- CO4:** To get familiarize with the Advanced Sound Recording Techniques.
- CO5:** To gain knowledge on the importance of Produce radio programme.
- CO6:** To learn various about the Surround Sound Mixing Auro 3d.

### **TEXT / REFERENCE BOOKS**

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