Department of Visual Communication

Periyar E.V.R. College

(Autonomous)

Trichy 620023

M.Sc Visual Communication Syllabus 2018-2021

S.NO	PART	COURSE	COURSE TITLE	Exam Hrs.	Hrs.	Credits	Internal Exam.	External Exam.	Total
				GENERAL COURSE PATTERN FOR PG – SCIENCE – 2018 - 2019 ONWARDS					
I SEMESTER									
1	-	Core I	Dynamics of Visual Communication		6	5	25	75	100
2	-	Core II	Visual communication Theories		6	5	25	75	100
3	-	Core III	Digital Technology and Media		6	4	25	75	100
4	-	Core IV	Creative Advertising		6	4	25	75	100
5	-	Core V - P	Advertising Campaign		6	4	40	60	100
			TOTAL		**30**	**22**	**140**	**360**	**500**
II SEMESTER									
6	-	Core VI	Film Studies		6	5	25	75	100
7	-	Core VII	Story Development and Script Writing		6	5	25	75	100
8	-	Core VIII	Journalistic Writing Skills		6	5	25	75	100
9	-	Core IX	Media Laws and Ethics		6	4	25	75	100
10	-	Core X - P	Advanced Photography		6	4	40	60	100
			TOTAL		**30**	**23**	**140**	**360**	**500**
III SEMESTER									
11	-	Core XI	Communication Research Methodolgy		6	5	25	75	100
12	-	Core XII- P	Creative Art		6	5	40	60	100
13	-	Core XIII - P	Video Production		6	5	40	60	100
14	-	CBE I	Environmental Communication		6	4	25	75	100
15	-	CBE II	Media Effects and Ethics		6	4	25	75	100
			TOTAL		**30**	**23**	**155**	**345**	**500**
IV SEMESTER									
16	-	Core XIV	Development Communication		6	5	25	75	100
17	-	Core XV -P	Web Designing		6	5	40	60	100
18	-	CBE III	Corporate Communication and Public Relations		6	4	25	75	100
19	-	CBE IV	Media and International Relations		6	4	25	75	100
20	-	Project	Dissertation /Portfolio		6	4	25	75	100
			TOTAL		**30**	**22**	**140**	**360**	**500**
			GRAND TOTAL		**120**	**90**	**575**	**1425**	**2000**

** The students are encouraged to undergo an internship after the second semester in the summer holidays.

DYNAMICS OF VISUAL COMMUNICATION   Core I (Theory)

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives

- To make student understand the meaning and need for Visual Communication
- To help students analyze the scope and approaches of Visual Communication
- To examine the process involved in ideation to visualization

UNIT 1

Introduction to Visual Communication

Definition, need, scope and functions. Visual Process, tools for visualization, creativity and ideation.

UNIT 2

Idea to visualization

Brainstorming- asking and listening. Visual research- planning and mapping. Grouping, comparing and contrasting. Re-grouping, organizing. Designing the visual. Positioning the visual.

UNIT 3

Understanding Design

Elements of Design: Line, shape, form, colour, value, texture, space. Principles of design: Pattern, contrast, emphasis, balance, proportion, harmony, rhythm, unity.

UNIT 4

Images and meaning

Reading images in a cultural and societal context, image and meaning, connotation and denotation,   Images and ideology, representation, stereotyping.

UNIT 5

Approaches to Visual Communication

Visual communication in the fields of media studies, anthropology, art, sociology and cultural studies.

Methodology

Theoretical classes with regular group discussions and activities

Reference

1. Paul Martin, Visual Communication, Global Vision Publishing house 2008
2. Pradeep Mandau, Visual Media Communication, Authors Press, 2008
3. Faris Belt, The elements of Photography, Focal Press, 2008

VISUAL COMMUNICATION THEORIES   Core II   (Theory)

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives

- To help students understand theories in communication.
- To make students interpret and apply the communication theories

UNIT 1

Basic Communication Theories

Hypodermic bullet theory, Two-step flow theory, uses and gratification theory, agenda setting theory, spiral of silence theory, cultivation theory.

UNIT 2

Press Theories

Authoritarian theory, libertarian theory, free press theory, social responsibility theory, soviet media theory, Development theory

UNIT 3

Visual Communication Theory -Gestalt Theory

Definition, importance and need. Gestalt principles- proximity, similarity, continuity, closure and connectedness. Gestalt Psychology- study of human sensation and perception.

UNIT 4

Visual Communication Theory- Semiotic Theory

Definition, importance and need. Reading pictures- signs, symbols and visual codes. Main approaches of semiotics- Ferdinard De Saussure- Sign, signifier and signified. Charles Sander Pierce- sign, interpretant and object. Pierce sign categories- icon , index, symbol.

UNIT 5

Visual Communication Theory- Cognitive Theory

Definition, importance, need. Memory, projection, expectations, selectivity, habituation, salience, dissonance, culture, words.

Methodology : Classroom teaching with discussions and assignments

Reference:

1. Armand Mattelart & Michale Mattelart "Theories of Communication" Sage Publication 2004.
2. Uma naruala "communication models" Atlantic 2006
3. Sandeep Deshmukh "Group Communication theory & methods" Ane Books 2009
4. Denis Mc Quail "Mass Communication Theory" Sage Publication 2000

DIGITAL TECHNOLOGY AND MEDIA   Core III   (Theory)

Sub. Code: **Credits: 4**   **Hours: 6**

Objectives

- To make students understand digital technology and its uses
- To help students analyze the application of digital technology in media

UNIT 1

Understanding Digital Technology

Definition, functions, advantages and disadvantages of digital technology. Evolution of digital technology.

UNIT 2

Digital revolution

Digital Computers, Internet, information super highway, Information and Communication Technology, Multimedia, games and application, websites, social media, blogs. Rise of digital divide.

UNIT 3

Digital Technology and Media

Development of digital technology in media industry. Transition from analog to digital. Rise of new media, interactive media. Individuals as content creators, Low budget production.

UNIT 4

News production in the Digital Age

News room in a computer, faster news sharing and production, online journalism, e-newspapers, citizen journalist.

UNIT 5

Impact of Digital Technology

Trends in digital technology, online security, cyber crime, authenticity and digitalization. Manipulation and fake information in social media. influence of digital media on individuals, organizations and society.

Methodology

Theoretical classes with regular group discussions and activities

Reference

1. Leah A Lievrouw, Soia ivingston, Handbook of New Media, Sage Publications 2006
2. Davinder Singh Minna, Dynamic Memory Internet, Adarash Printers 2007

CREATIVE ADVERTISING   Core IV   (Theory)

Sub. Code: **Credits: 4**   **Hours: 6**

Objectives

- To make students understand the concept of advertising and its scope
- To help students analyze and create advertising campaigns

UNIT 1

What is advertising?

Advertising: definition, need, functions of advertising. Communication and persuasion process, AIDA formula, applying communication process to advertising. Types of advertising, structure of an advertising agency.

UNIT 2

Understanding Consumer Behavior

Target audience, target segmentation, consumer behavior, consumer decision making process, consumer perception process. Influence of sales promotion tools on the consumer.

UNIT 3

Why is Brand important?

Definition, need for branding, brand poisoning, brand image, brand equity, brand registration and recall – pioneering stage, competitive stage, retentive stage. Role of brand ambassadors in promoting brand

UNIT 4

Creative advertising

Creativity in advertising: creative thinking, creative process. Elements of print advertisement appeals, visuals, slogans, headlines, body copy. Role of a copy writer.

UNIT 5

Planning an Advertising Campaign

Definition, objectives, basic principles. Factors influencing an advertising campaign. Importance of research. Decision about message execution, choosing the right media – media vehicle, media scheduler, media planner. Creating the advertisement, Execution and evaluation of the advertising campaign.

Methodology

Theoretical classes with regular group discussions and activities

Reference

1. A.K.Vargese, Advertising Basics, Response Books, 2004
2. Dell Oennison, The Advertising handbook, Jaico Publishing, 2006

ADVERTISING CAMPAIGN   Core V P (Practical)

Sub. Code: **Credits: 4**   **Hours: 6**

Objectives

- The students are required to do a complete advertising campaign for any non-existing product of their choice. The following works should be included in the advertising campaign and must be done using photoshop software.

1. Logo
2. Visiting Card
3. Letter Head (with envelope)
4. Brochure / Catalogue
5. Package
6. Bill boards / Banner
7. Flyers
8. Transition Advertisement
9. News paper Ads / Magazine
10. Poster
11. Dangler
12. Any sales promotion material.

Methodology

Practical classes that will include- discussions, analyses , constructive criticism and re-designing

Reference

1. A.K.Vargese, Advertising Basics, Response Books, 2004
2. Dell Oennison, The Advertising handbook, Jaico Publishing, 2006

FILM STUDIES   Core VI (Theory)

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives

- To help students understand the concept of films
- To bring out an understanding of film production

UNIT 1

History of World and Indian Cinema- slient era, talkie era and the new era. Basics of Cinema: film form, narrative form, non-narrative form, Principles of film, misen-en scence realism, film genres.

UNIT 2

Film Director: Role of Film Director- Scripting, Visualization; Direction, technical, financial & Final Output; Director's relation with Producer, Cinematographer, Editor, Actor, Music Director, Art Director, Production Manager & Other Technicians;

UNIT 3

Cinematographer: Role of Cinematographer- Framing , Composition, Lighting & Visualization; Cameraman's relation with Director, Art Director, Costume Designer & Light man; Cinematographer's knowledge in Camera, Concept of Lighting, Colour, Lens & Filters,. Framing & Composition.

UNIT 4

Editor: Role of Film Editor- Film Order, Negative Cutting, Final Cutting, Optical Effects, Positive Print & Digitization; Editor's relation with Director, Cameraman & Sound Engineer; Editor's knowledge in Editing concept, Computer & Software, Graphics & Animation, Time & Space, & Rhythm.

UNIT 5

Sound Engineer: Role of Sound Engineer- Dubbing, Sound Effects, Music & Mixing; Responsibilities of Sound Engineer; Sound Engineer's relation with- Editor, Music Director, Sound Effects Team, Dubbing Artists & Final Mixing Team; Sound Engineer's knowledge in Sound, Computer & Software, Music, Sound Effects, Sync & Non Sync.

Methodology

Theoretical inputs with film screening and analysis

Reference

1. Jarek Kupsu, The History of Cinema, Oreint longman 2006
2. Chindanand Dasgupta, The cinema of Satyajit Ray, National Book Trust India2000

STORY DEVELOPMENT AND SCRIPT WRITING   Core VII (Theory)

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives

- To help students learn the art of story making
- To make students develop their own stories and be able to write a script for the same.

UNIT 1

Story Development and Script Writing

What is a story? Need and advantages of communicating through stories. Developing a story-ideation, conceptualization, story design, combining originality with creativity.

UNIT 2

Elements of Story

Deciding on Structure- narrative, non-narrative and experimental, selecting genre, creating relevant characters according to the story, characterization, Meaning, Climax and Conclusion

UNIT 3

Principles of Story Design

The Five Principles of Storytelling- Concept before Compilation, Hierarchy with Harmony, Simplicity from Sacrifice, Maximum Information at Minimum Cost, Engage the Emotion to Engage the Understanding, The art of plotting, Types of acts, differentiating between plot and structure

UNIT 4

Scriptwriting Tools and Techniques

Story outline, writing story in three act structure, adding sequences, writing scenes, writing dialogue, editing, cross checking the script with professionals, finalising the script.

UNIT 5

Script Analysis

Analyzing the scripts of popular documentaries, films, teleserials and promotional videos.

Methodology

Theoretical inputs with practical exercises and activities

Reference

1. Donald Riche, The Films of Akira Kurusowa,University of California, 2009
2. Chindananda Das Gupta, The Cinema of Satyajit Ray, National Book Trust India, 2001
3. Mahendran, Utharipukal,Karpagam Books Limited, Chennai, 2003
4. Sujatha, Thirai Kadhai Pacyarchi Puthagham, Uiyarmai Publishers, Chennai, 2005

JOURNALISTIC WRITING SKILLS   Core VIII   (Theory)

Sub. Code: **Credits: 5   Hours: 6**

Objectives

- Understand the art of writing, report and editing.
- Develop skills of writing, report and editing.

UNIT 1

Introduction to News

News: Meaning & definition. Sources and elements of news . Characteristics of news . Different styles of news writing. Headline: Importance & types

UNIT 2

Reporting for Print Media.

Definition, scope, concept & principles of news reporting . Types & techniques of news reporting . Functions of reporting: Interview, collection of data, research. Qualities & Responsibilities of a reporter. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

UNIT 3

Different Types of writing.

Writing for newspaper and magazines: Nature & Difference. Feature writing: Meaning, definition & nature. Editorial: Importance & art of writing . Writing column, Reportage, analysis etc.

UNIT 4

Editing for Print Media.

Theories and Principles of Editing. Preparing good copies for Newspaper, Magazine & others . Introduction to editing symbol, proof reading symbols & Copy desk . Role, functions and responsibilities of Copy editor

UNIT 5

Create a lab journal with relevant news and feature stories.

Methodology

Theoretical inputs with necessary practical exposure. The practical assignments should include Reporting & writing news for Investigative, Cultural, Political, Seminar & civic issues.

Reference

1. Alasdair Drysolale, The Report, Westland 2010
2. Anil Prakash, A text Book of Reporting, Centrum Press, 2013

Sub. Code: **Credits: 4**   **Hours: 6**

Objectives

- To make students understand media laws
- To help students analyze media laws and the ethics to be followed by media persons

UNIT 1

Understanding Ethics

Defining Ethics (morals and values) and work Ethics, Ethical Codes: Self Regulation, Organizational Regulation, Statutory regulation. Functions of Media within the ethical system: role, responsibility and accountability. The Ombudsman.

UNIT 2

Fundamental Rights and Press Laws

Constitution of India- Indian legal system. Fundamental Rights & Freedom of expression in Democracy. History of Press Laws in India, Laws related to the press. Press & Registration of Books Act, Press Council, Press Commissions, TRAI.

Unit 3

Understanding Regulations and Acts

Contempt of Court Act - Libel, Slander and Defamation, Official Secrets Act, Copyright Act, Working Journalist Act, Cinematography Act. Indecent representation of women Act, Indian penal code, Right to Information, Copyright, Intellectual Property Right, Cyber Laws and IT Act, 1995, Prasar Bharathi Regulations

UNIT 4

Media Laws and Ethics

Media and ethics. Code of conduct in various media – Print, Radio, Television, and Internet.. Ethical issues in media. Social responsibility of the media person

UNIT 5

Code of Ethics
Code of ethics in Journalism, accuracy – fairness – completeness - code of ethics – Journalism and objectivity – the influence of news values – objectivity in practice – redefining objectivity –use of language – online journalism ethics.
Methodology

Theoretical inputs with necessary discussions and case studies

Reference

1. Stephen J.A. Ward, Global Media Ethics, Problems and Perspectives, Wiley Blackwell 2013
2. Sanjay Kumar Singh, Press Laws and Ethics of Journalism, Anmol Pubications(P)Ltd 2013

ADVANCED PHOTOGRAPHY Core X P (Practical)

Sub. Code: **Credits: 4**   **Hours: 6**

Objectives

- To understand advanced concepts in photography
- To apply the techniques for professional usage.

    1. Photo Journalism
    2. Sports Photography
    3. Event photography
    4. Travel Photography
    5. Advertisements
    6. Architecture
    7. Street Photography
    8. Fashion photography

The Students have to select any one topic and prepare a complete album containing a minimum of 30 works related to the topic. This album will be considered as the record work for the practical examination.

Methodology

A complete practical exposure to be given which includes various assignments

Reference

1. Faris Belt, The Elements of Photography, Focal Press, 2008
2. O.P.Sharma, Practical Photography, HINDU Pocket Books, 2010

COMMUNICATION RESEARCH METHODOLOGY Core XI Theory

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives:

- To introduce students to the concept of research and its application in media and communication field

UNIT 1

Research- definition, what is research? Types of research, research design. Research problem- criteria of a problem, hypothesis, advantage of hypothesis, criteria of a good hypothesis, null hypotheses

UNIT 2

Research approaches: Content analysis, qualitative (field observation, focus group, in depth interviews) quantitative (survey, mail, internet survey).

UNIT 3

Techniques of data collection – questionnaire, interview, observation, projective techniques sociometry.

UNIT 4

Experimental methods of data collection- laboratory, simulation, field experiment, non-experimental methods of data collection, field method, field study, sample survey, case study, library method- primary and secondary published data, choice of a suitable method.

UNIT 5

Students are required to conduct a research on media effects and submit the result with valid proof.

Methodology:

Theoretical inputs with regular classroom discussions and practical exposure.

Reference:

1. Earl Babbic, *" The Practice Of Social Research"* THOMSON WADSWORTH, 2004
2. Earl Babbic, *" The Practive Of   Social Research"*   WADSWORTH CENGAGECEARNING, 2007,2010
3. Wilkinson,Bhandarkar, *"Methodology and Tecnniooes Of Social Reserch"* Himalaya Publishing   .
   Hovie 2003.
4. Kenneths,Bordens, *" Reserch design and methods"* STEPHEN RUTTER 2005.

CREATIVE ART Core XII P (Practical)

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives:

- To help students explore the various art forms of India.
- To make students analyze the art forms and re-create their own designs

<u>Understanding the Indian art forms</u>

1. Tribal Art
2. Folk Art
3. Abstract Art

The students are required to make a fusion of any two art forms and re-create 30 of their own art works and also apply them in specific designs

Methodology

The students will be taken for field visits in order to understand the various art formsand its application. The students will be practical exposure with needed theoretical inputs. Regular assignments will be given.

Reference

1. Edith Tomory, *A History of Fine Arts in India and the west*, Orient Blackswan, 2015
2. P. Thailambal, *A Study of Indian Theatre*, N.S. Publications, 2010
3. Kenneth M. Cameron, Theodre J. C. Hoffman, *A Guide to theatre study,* Macmillan Publication, 1974

VIDEO PRODUCTION Core XIII P (Practical)

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives:

The students will be able to

- Understand the necessity of a concept or story.
- Apply the techniques of script writing.
- Create the story and can apply its cinematic transformation

The students are required to do any 5 of the following practical work for their examination.

1. Re – create an existing song sequence from a film.

2. Shoot a short suspense scene that can be filmed in 5 shots.

3. Re- create a trailor for any existing film.

4. Create a one minute short film.

5. Shoot a docudrama on any social topic.

6. Produce a 'Signature Tune' for an imaginary TV Channel.

7. Produce a 'Promo' for your Institution / Department

8. Edit the given footage with specific editing techniques.

Methodology

The students will be practical exposure with needed theoretical inputs. Regular assignments will be given.

Reference

1. Vasuki Belavadi, *Video Production,*Oxford University Press 2008
2. Ken Pender, *Digital Video for the Desktop,* Focal Press 2002
3. Esta De Fossard, John Riber, *Writing and Production For TELEVISION & FILM,* Sage Publication 2005

ENVIRONMENTAL COMMUNICATION CBE I (Theory)

Sub. Code: **Credits: 4** **Hours: 6**

Objectives:

- The students will be able to know about the coverage of media during various environmental issues

UNIT 1

Environmentalism. Growth of eco-consciousness. Biodiversity and its conservation. Endangered species. Renewable and non-renewable resources. Development vs. environment debate. Environmental movements in India

UNIT 2

Impact of urbanization, life style changes, population on environment. Special Economic Zones. Major environmental issues: Climate change, global warming, acid rain, war, ozone depletion, big dams, radiation, land, air and water pollution. Impact of plastic chemicals.

UNIT 3

Strategies for environmental protection. National, international environmental agreements, declarations and protocols. Environmental policies, rules and regulations in India. The Environment (Protection) Act, Forest (Conservation) Act..

UNIT 4

Reporting environment through print, electronic and new media. Major environmental publications. Environmental campaigns through social media. Environment content and television. Environmental news sources. Issues of advocacy and objectivity in environmental reporting.

UNIT 5

Environmental journalists organizations. Society of Environmental Journalists (SEJ), International Federation of Environmental Journalists (IFEJ) and Forum of Environmental Journalists in India (FEJI), code of ethics for environmental news coverage, case studies in environmental reporting.

Methodology

Theoretical inputs with necessary discussions and case studies

Reference

A.K. DE, *"Environmental Chemistry"*, new age international (P) limited, Publishers, 2010.
Alan Scragg, *"Environmental Biotechnology"*, Oxford University Press, 2005.

MEDIA EFFECTS AND ETHICS CBE II (Theory)

Sub. Code: **Credits: 4**   **Hours: 6**

Objectives

- To help students to understand the effects of media on individuals and society
- To help students examine the ethics to be followed in media content creation.

Unit 1

Media Effects: Definition, Need to organize media effects, Type of Effects – Cognitive, Belief, Attitudinal, Affective, Physiological and Behavioural Effect.

Unit 2

Media Effects Theories: Long term Effect Theory and Short term Effect theory - , Social Action theory, Media Dependency Theory, Reception Theory, Audience theory, Selectivity theory.

Unit 3

Psychological Effects of Media – Define Media Psychology, Major Perspective – Biological, Psychodynamic, Behavioral, Cognitive and Humanistic- individual and social interaction, Developmental issues of children, youth, and effects in family

Unit 4

New Media: Define new media, Impact of Social Media– Fear, Phobias, Behavioral change, Anxies problem, privacy issues, cyber bulling , stalking. Effects of Video Games, Computers and mobile communication – positive and negative impacts.

Unit 5

Media ethics: Need for ethics in content creation, creating content for children and youth. Social responsibility of content creators. Speed, rumor and corrections, impartiality, conflicts of interest, and partisan journalism, citizen journalists and using citizen content, selection of images

Methodology

Students will be given theoretical exposure with relevant case studies.

Reference

1. Sephen J.A. ward, *Global Media Ethics – Problems and Perspectives,* Wiley Blackwell, 2013
2. Paranjoy Guha Thakurta, *Media Ethics – Truth, Fairness and Objectivity,* Oxford University Press, 2012
3. Keval J. Kumar, *Mass Communication In India,* Jaico Publishing House, 2015

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives

- To help students understand development communication and how communication in itself can be used as a development tool.

UNIT 1

Development: Definition, Meaning, concept, and approaches to development. Role of communication in development – Third world countries – development in different sectors in India.

UNIT 2

Development communication: Definition, development communication policies and practices in India. Development support communication – role of folk media and ICT in development. Theories – Dominant and alternative paradigms: Culture model, Participatory model, basic needs, Diffusion of Innovative

UNIT 3

Alternative theories and approaches to development, social, cultural and political development. Need – based approach. Sustainable development. Human development. Rights based approach and participatory approach to development. Role of Indian media in development.

UNIT 4

Communication technology in Development – Technology and information transfer, New media for Socio-Economic growth – E- government, Concept, Functioning, Policies of e-governance. Management of e- government- public and private agencies

UNIT 5

Case studies: Case studies in agriculture, population and environment empowerment in India and other developing countries, Development support organization; Governmental and non – governmental; Different experiments in India and Asia.

Methodology:

The students will be given theoretical inputs on using communication for development, with regular classroom discussions and assignments.

Reference:

1. Avik Ghosh   *" communication technology and human development"* Sage Publication   2006.
2. V.S.Gupta   *" communication development"* Ashok kumar mittal   2000.
3. Melkote Steeves. *"communication for develop in the third world"* Sase Publication 2001.

WEB DESIGNING Core XV P (Practical)

Sub. Code: **Credits: 5**   **Hours: 6**

Objectives:

- To understand and enhance the creativity of web site designing that helps to create an innovative and career oriented platform for media students.

Do any three of the following:-

1. Design a web site for your college.

2. Design a web site for the Indian tourism.

3. Design a web site for any restaurant.

4. Design a web site for any news channel .

5. Design a web site for any product.

6. Design a web site for a Search Engine.

7. Design a web site for scientific theme.

Methodology

The students will be practical exposure with needed theoretical inputs. Regular assignments will be given.

Reference

1. N.N.Sarkar, *Art and Print Production*, Oxford University ress, 2008
2. A.Alaudeen et.al   *Principles of CAD & Computer Graphics*, Dhanpat Rai Publishing company, 2005
3. Malay K. Pakira *Computer graphics multimedia and animation PHI (p)ltd*, 2010

CORPORATE COMMUNICATION AND PUBLIC RELATIONS CBE III {Theory)

Sub Code: **Credits: 4**   **Hours: 6**

Objectives:

- To help students to understand the set of activites involved in managing all internal and external communications in orangization.

UNIT 1

Corporate communication – Definition, historical perspective, principal, and concepts of corporate communication. Types – internal and external, upward, downward, horizontal and diagonal communication.

UNIT 2

Functions of corporate communication – employee relations, inventor relations, media relations, government relations, customer relations, and public relations. Design of a corporate communication strategic planning model.

UNIT 3

Crisis communication needs and its process. Crisis communication strategies – problem-solving strategies. Group presentations on dealing with corporate communication.

UNIT 4

Corporate social responsibility – definition, growth of CSR, need for CSR. Factors influencing growth of CSR in societies, Government initiatives for promoting CSR. Impact of globalization & liberalization on CSR initiatives.

UNIT 5

Public relation: Meaning, role, history, growth, and development. PR tools: Media relations, Advertorials, social media, newsletters, brochure and catalogue, business events. Types of PR Future of public relations in India.

Methodology:

The students will be given theoretical inputs with regular classroom discussions and assignments.

Reference:

1. Madhumita Chatterji, *Corporate social Responsibility,* Oxford University Press, 2011
2. Iqbal S. Sachdeva, *Public Relations –Principles and Practices,* Oxford University Press, 2009
3. Otis Baskin, Craig Aranoff, *Public Relations – The Profession and the Practice,* WCB Brown Publishers, 1992

MEDIA AND INTERNATIONAL RELATIONS CBE IV (Theory)

Sub Code :   **Credits : 4**   **Hours : 6**

Objectives:

- To help students to understand the various media systems and its relations around the globe.

UNIT I

Characteristics of the media systems – Western Europe, Eastern Europe, North America and Latin America, SAARC region – Ownership patterns, audience characteristics and content categories.

UNIT II

Characteristics of the media systems in the ASEAN, North Asia and Middle East regions - ownership patterns, audience characteristics and content categories. An overview of the Indian media system – emergency and post-emergency periods, content and characteristics of media.

UNIT III

Evolution of global news dissemination – Origin and development of technology – Advent of satellites – ISDN. DBS – Emergence of internet as a global medium. Global media's coverage of Third World countries International news flow - Growing global monopolies and their impact on news- Global media's coverage of natural disasters – Comparison between coverage of First World and Third World Countries.

UNIT IV

Representation of Politics – International reporting, international relations – Reporting national events internationally- Challenges to international journalism- role of western media in defining human rights.

UNIT V

Global media conglomerates and their impact on global news flow. Impact on national and regional media. Development of new media and social media as channels of global journalism. Profiles of leading news agencies and channels – BBC, CNN – the rivalry in South Asia – AP, AFP, Reuters

Methodology

The students will be given theoretical inputs with regular classroom discussions and assignments.

References

1. Terhi Rantanen, The media and Globalisation, Sage Publications, 2006

2. Keval J. Kumar, Media Education Communication and Public Policy - An India Perspective, Himalaya Publishing House, 1995

3. Keval J. Kumar, Mass Communication In India, Jaico Publishing House, 2015

PROJECT

Sub Code: **Credits: 4**   **Hours: 6**

- **The students are asked to do their project in either Dissertation or Portfolio.**

DISSERTATION

The students are required to choose any topic in the field of media for their research work. The students will have to follow all the steps necessary to conduct a research. The data collected will be analyzed and evaluated. It must be written in a research report format. This research thesis will be submitted for examination purpose and a viva -voce will be conducted for the same.

(OR)

PORTFOLIO

The student are required to choose any two specialization and submit atleast 30 works each as part of the work record

- Creative Art
- Advertising campaign
- Computer graphics
- Photography
- Television production.