DEPARTMENT OF VISUAL COMMUNICATION

COURSE STRUCTURE & SYLLABI
(For the students admitted from year 2023-2024 onwards)

Programme : B.Voc. MEDIA PRODUCTION

JAMAL MOHAMED COLLEGE (AUTONOMOUS)
Accredited with A++ Grade by NAAC (4th Cycle) with CGPA 3.69 out of 4.0
(Affiliated to Bharathidasan University)
TIRUCHIRAPPALLI – 620 020

B.Voc. MEDIA PRODUCTION

Sem	Part	Course	Course Code	Course Title	Total Hours	Hrs/Week	Credit	Marks CIA	Marks ESE	Total
I	I	General	23B1LT1	Language - I - Tamil / Basic Tamil - I	30	2	2	25	75	100
	II	General	23BCN1LE1	English - I	30	2	2	25	75	100
	III	General	23BMP1G1	Introduction to Media and Entertainment	45	3	3	25	75	100
	III	General	23BMP1G2	Art and Aesthetics	45	3	3	25	75	100
	III	Skill	23BMP1S3P	Art and Print Production - Practical	135	9	6	20	80	100
	III	Skill	23BMP1S4P	Graphic Design - Practical	135	9	6	20	80	100
	III	Skill	23BMP1I5	Digital Design - Internship	180	-	6	-	100	100
	IV	General	23BCN1AE1	Value Education	30	2	2	-	-	100
				Total	**630**	**30**	**30**	**140**	**560**	**800**
II	I	General	23B1LT2	Language - II - Tamil / Basic Tamil - II	30	2	2	25	75	100
	II	General	23BCN1LE2	English - II	30	2	2	25	75	100
	III	General	23BMP2G6	Media Production	45	3	3	25	75	100
	III	General	23BMP2G7	Fundamentals of Advertising	45	3	3	25	75	100
	III	Skill	23BMP2S8P	Audio Production - Practical	135	9	6	20	80	100
	III	Skill	23BMP2S9P	Radio Production - Practical	135	9	6	20	80	100
	III	Skill	23BMP2I10	Creative Advertising Internship	180	-	6	-	100	100
	IV	General	23BCN2SS	Soft Skills Development	30	2	2	-	-	100
				Total	**630**	**30**	**30**	**140**	**560**	**800**
III	III	General	23BMP3G11	News Reporting and Anchoring	30	2	2	25	75	100
	III	General	23BMP3G12	Basics of Media Psychology	45	3	3	25	75	100
	III	General	23BMP3G13	Script Writing	45	3	3	25	75	100
	III	General	23BMP3G14	Photo Journalism	30	2	2	25	75	100
	III	Skill	23BMP3S15P	Photography - Practical	135	9	6	20	80	100
	III	Skill	23BMP3S16P	Television Production - Practical	135	9	6	20	80	100
	III	Skill	23BMP3I17	Electronic Media Internship	180	-	6	-	100	100
	IV	General	23BCN3AE2	Environmental Studies	30	2	2	-	-	100
				Total	**630**	**30**	**30**	**140**	**560**	**800**
IV	III	General	23BMP4G18	E- Learning	30	2	2	25	75	100
	III	General	23BMP4G19	Media Culture and Society	45	3	3	25	75	100
	III	General	23BMP4G20	New Media	45	3	3	25	75	100
	III	General	23BMP4G21	Digital Journalism	60	4	4	25	75	100
	III	Skill	23BMP4S22P	Social Media Production - Practical	135	9	6	20	80	100
	III	Skill	23BMP4S23P	Web Designing - Practical	135	9	6	20	80	100
	III	Skill	23BMP4I24	Social Media Internship	180	-	6	-	100	100
				Total	**630**	**30**	**30**	**140**	**560**	**700**
V	III	General	23BMP5G25	Media Laws & Ethics	45	3	3	25	75	100
	III	General	23BMP5G26	Digital Intermediate	45	3	3	25	75	100
	III	General	23BMP5G27	Media Presentation Skills	45	3	3	25	75	100
	III	General	23BMP5G28	Elements of Film	45	3	3	25	75	100
	III	Skill	23BMP5S29P	Visual Story Telling - Practical	135	9	6	20	80	100
	III	Skill	23BMP5S30P	Animation - Practical	135	9	6	20	80	100
	III	Skill	23BMP5I31	Post Production - I Internship	180	-	6	-	100	100
				Total	**630**	**30**	**30**	**140**	**560**	**700**
VI	III	General	23BMP6G32	Media Relations	45	3	3	25	75	100
	III	General	23BMP6G33	Media Management	30	2	2	25	75	100
	III	General	23BMP6G34	Script Editing	45	3	3	25	75	100
	III	General	23BMP6G35	Event Management	45	3	3	25	75	100
	III	Skill	23BMP6S36P	AD Campaign - Practical	135	9	6	20	80	100
	III	Skill	23BMP6S37P	PR Campaign - Practical	135	9	6	20	80	100
	III	Skill	23BMP6I38	Public Relations Internship	180	-	6	-	100	100
	IV	General	23BCN6AE3	Gender Studies	15	1	1	-	-	100
				Total	**630**	**30**	**30**	**140**	**560**	**800**
				Grand Total	**3780**	**180**	**180**	**840**	**3360**	**4600**

General Course - 28		Skill Course - 18	Total No. of Courses
Language - 2	Environmental Studies - 1	Practical - 12	
English - 2	Gender Studies -1	Internship - 6	46
Value Education - 1	Soft Skills Development - 1		
Media Production (Theory) - 20		Media Production (Practical) - 18	

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BMP1G1	General	3	3	25	75	100

Course Title	Introduction to Media and Entertainment

SYLLABUS		
Unit	**Contents**	**Hours**
I	Media and Communication: Meaning, Importance, Characteristics of Media, Functions of media, Types of media – Traditional – Puppet, Bow song, Street Play, Music drama, Print, Electronic, New Media - Early stages of development in communication using available media-Types of communication-Mass Media and their advantages and disadvantages. *Effective usage of Media for development and communication *	9
II	Print Media: Characteristics, Limitations, types of print Media- Newspapers, Magazine- General Interest, Specific Interest-Advantages of using print media for communication.*Development and Entertainment*	9
III	Electronic Media: Radio, Television, Cinema -Characteristics and limitations-advantages of using audio media.*Visual media for communication*	9
IV	New Media: Mobile communication and Internet, Characteristics, Limitations, Media convergence.*Advantages of using new media for Communication*	9
V	Media and Entertainment: Storytelling, Music, Drama, Dance, Painting, Games, Photography, film, Museum, Cultural event, Performance art, Recreation clubs, *Effective usage of Media for entertainment*	9

……. Self Study

Text Book(s):
1. Paul M Lester, Visual Communication: Images with messages, Eighth Edition, 2019
2. Smartt Ursula, Media & Entertainment Law, Routledge, Second Edition, 2014
Reference Book(s):
1.   Soules Marshall, Media, Persuasion, Propaganda, CPI Group, First edition, 2015

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	List the types of communication	K1, K2
CO2	Explain the print media	K3
CO3	Examine the E-Media	K4
CO4	Apply the principles of communication	K4
CO5	Analyse the media entertainment	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr.K. Shanmuga Velayutham

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BMP1G2	General	3	3	25	75	100

Course Title	Art and Aesthetics

SYLLABUS		
Unit	Contents	Hours
I	Indian Art: Protohistoric Period – Historic periods –Architecture – Buddhist and Jaina Structural and rock-cut architecture, Stamba, Stuba,Chaitya, Vihara, Hindu and Jaina rock-cut architecture. *Gupta Architecture*	9
II	Northern Temples- Orrisa, Central India, Rajasthan,Gujarat, Temples in the Deccan – Early Western Chalukyas, Hoysalas, Southern Temples-Pallavas,Cholas,Pandyas,Vijayanagar, Nayaks, Islamic Period- Indo-Islamic architecture, Delhi or Imperial style, Provincial style. *Mughal style*	9
III	Sculpture: The Pallavas,Cholas,Pandyas,The Vijayanagar Period and theNayaks,South Indian Bronze(Chola Period) Painting: In the North-Murals,Ajanta, Bagh,Badami,Ellora In the South – Panamalai,Sittannavasal,Tajavur,Hampi, Tiruparutikundram.*Miniatures Mughal Painting, Popular Mughal School*	9
IV	Ancient Art: Egyptian art, Greek art, Roman art Medieval art – Byzantine art, Gothic art, Renaissance art-Italian art, German art, Spanish art. * Modern art *	9
V	Indian Aesthetics: Beauty, Rasa, Natyasastra – Structure and Design *French art *	9

……. Self Study

Text Book(s):
1. Hartmann Nicolai, Aesthetics, De Gruyter 2014. 2. Kelly Michael, A Hunger for Aesthetics, Columbia University Press, 2012
Reference Book(s):
1. Tomory Edith, A History of Fine Arts in India and the West, Orient Black Swan, 2017. 2. Pran Nath Mago, Contemporary Art in India, National Book Trust, First Edition 2011.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall the art and aesthetics	K1, K2
CO2	Apply the principle of architect	K3
CO3	Examine the sculpture	K3
CO4	Classify the ancient art	K4
CO5	Evaluate the importance of rasa	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	0	0	3	3	0	0	0	3	1.5
CO2	3	3	2	3	2	3	2	3	2	0	2.3
CO3	3	2	3	2	3	2	3	2	3	2	2.5
CO4	2	3	2	2	3	3	3	0	2	2	2.2
CO5	3	2	1	3	1	3	2	1	3	3	2.1
Mean Overall Score											2.12
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr.B.Ramakrishnan

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BMP1S3P	Skill	9	6	20	80	100

Course Title	Art and Print Production - Practical

SYLLABUS		
Exercise	**Contents**	**Hours**
1.	Create a vector images	10
2.	Logo and Emblem	10
3.	Typography	13
4.	Visiting Card	12
5.	Book Cover	15
6.	Magazine Cover	15
7.	Poster Making	15
8.	Banner	15
9.	Layout Design	15
10.	Pamphlets	15

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Outline the Visual elements	K1, K2
CO2	Classify the perspectives and principles of design	K2
CO3	Simplify the still life and storyboard	K3
CO4	Interpret the human anatomy	K4
CO5	Distinguish the landscape and cityscape	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	0	0	3	0	2	1.2
CO2	2	2	2	3	2	0	2	3	2	2	2.0
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	2	3	2.0
									Mean Overall Score		1.91
									Correlation		Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr.K. Shanmuga Velayutham

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BMP1S4P	Skill	9	6	20	80	100

Course Title	Graphic Design - Practical

SYLLABUS		
Exercise	**Contents**	**Hours**
1.	Drawing different types and thickness of Lines	10
2.	Typography (Structure, design and function) – Different types of Lettering and Numbering, Calligraphy, Doodle	10
3.	Practising Colour Schemes	15
4.	Creating Space using drawing (Positive and Negative)	15
5.	Drawing texture using visual elements	15
6.	Creating Geometrical pattern design	15
7.	Creating Radial Design	15
8.	Creating designs using Stencil	15
9.	Creating Logo , Emblem , Monogram	15
10.	Collage Work	10

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Outline the Visual elements	K1, K2
CO2	Compare positive and negative space	K2
CO3	Make use of visual elements to create design	K3
CO4	Simplify the geometrical pattern	K4
CO5	Interpret logo and creating collage	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	2	0	0	3	1.5
CO2	2	2	2	3	2	3	2	3	1	0	2.0
CO3	2	3	2	2	2	2	2	2	2	2	2.1
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	2	2	1	3	1	2	2	1	3	3	2.0
Mean Overall Score											1.93
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr.B.Ramakrishnan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23BMP1I5	Skill	-	6	-	100	100

Course Title	Digital Design - Internship

Students need to undergo internship training in anyone of the DTP enterprises and can work inside the campus for preparation of Inside Jamal, an inhouse journal, Jamalian Times, and invitation, Posters, awareness materials for exhibition and festivals. In addition, they need to support in JMC outreach programmes. The total number of training will be 180 hours.

Students need to submit weekly report and Powerpoint presentation with supportive documents.   They need to submit internship report at the end of the internship training.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Students would be understand of latest thinks of Media, Culture	K1, K2
CO2	Make use of Media & Society	K3
CO3	Have Knowledge about the Media Organization	K3
CO4	Analyse the online education platforms& ICT tools	K4
CO5	Identify the Media Literacy	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	0	3	0	0	3	0	0	2	1.4
CO2	3	2	2	3	2	3	2	3	2	0	2.2
CO3	2	2	2	2	3	3	2	2	3	2	2.3
CO4	2	3	2	2	3	2	3	0	2	1	2.0
CO5	2	2	1	3	1	2	2	3	3	2	2.1
										Mean Overall Score	2.0
										Correlation	Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. K. Shanmuga Velayutham

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UCN1AE1 / 23BCN1AE1	Ability Enhancement Compulsory Course-I	2	2	-	100	100

Course Title	Value Education for Men

SYLLABUS		
Unit	**Contents**	**Hours**
I	**VALUES IN LIFE:** Purpose and philosophy of life – Need for values –five fold moral culture. Values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, punctuality, kindness, gratitude, patience, respect and character building.	6
II	**PERSONAL WELLBEING**: Social responsibility - taming a healthy mind and body – personal hygiene - Balanced diet – meditation – yoga - positive thinking – introspection - a passion for Nature- Win-win strategy.	6
III	**ROLE OF MEN IN FAMILY**: As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	**MAN A SOCIAL BEING**: A friendly neighbour - living a life with definite motives – emotions and moral desire- uncompromising will power- puberty-secondary sexual characters- marriage: Purpose – marital life- Harmony with spouse- fidelity towards spouse.	6
V	**PROFESSIONAL VALUES**: More of a giver than a taker - being compassionate – patriotism - respecting culture - dependence on God – avoiding worry-professional ethics.	6

Hours of Teaching: 5 Hours and Hours of Activity: 25 Hours

Textbook(s):
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications
2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998
3. K.R. Lakshminarayanan and M. Umamageshwari, Value Education, Nalnilam Publication, Chennai.

Web References:
1. https://www.slideshare.net/humandakakayilongranger/values-education-35866000
2. https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/
3. https://www.un.org/esa/socdev/family/docs/men-in-families.

Activity:

- Assignment on Values (not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing: Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

EVALUATION COMPONENT: TOTAL: 100 MARKS

Component I:

    Documentary (or) Poster Presentation (or) Elocution   - 25 marks

Component II:

    Quiz (or) Multiple choice questions Test   - 25 marks

Component III:

    Album Making (or) Case Study on a topic (or) Field visit - 25 marks

Component IV:

    Assignment (or) Essay Writing (or) Debating   - 25 marks

Course Coordinator: Dr. M. Purushothaman

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BMP2G6	General	3	3	25	75	100

Course Title	Media Production

SYLLABUS		
Unit	Contents	Hours
I	Visualization: Images sounds and the creative process Conveying information, Rhetorical persuasion, Artistic expression – Production Process – Digital Technologies . *Stages of Production*	9
II	Producing and Production Management: Role of the Producer, Production strategies Production Management: Script Breakdown, Shooting schedule, Production Budget Script writing: Visual Thinking, Preparation for script writing *Script writing formats*	9
III	Directing: Aesthetics Principles and production: Co-ordination, aesthetic approaches, Visualisation, Composition, combining shots, Sound and Image Interaction, Preparing shooting script, Production co-ordination, Single- Camera, *Multiple- camera directing*	9
IV	Audio/Sound: Aesthetics of sound, Types of microphone, Mic placement and selection, Sound-signal control, Sound Perspectives, Lighting and Design: Light and Colour, Lighting Instruments, Light Control, Light Measurement, Three and Four Point Lighting Camera: Camera placement, Lens control, Composition. *Analogue video& Digital Video*	9
V	Post Production: Editing (Edit Decision List, Linear and Non-Linear Editing, Online and Offline editing) Titling, Narration/Voice Over, Background Music, Rerecording, Dubbing, Graphics and animation, special effects, Sound effects. Visual Effects Export file to various formats. *Creating Master copy after editing &Distribution*	9

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Text Book(s):

1. Mark Brindle, The Digital Filmmaking Handbook, Quercus, First edition, 2014
2. Robert Mc Leish and Jeff Link, Radio Production, Focal Press, Sixth edition, 2016

Reference Book(s):

1.Robert B. Musburger & Gorham Kindem, Introduction to Media Production, Focal Press, Fourth edition, 2009

2.Owens, J. Television production. New York: Routledge, 2020.

3.David Stump, Digital Cinematography, Focal Press, First edition, 2014

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall 5C's of new media	K1, K2
CO2	Make use of social media for socialization	K3
CO3	Have Knowledge about the Social Networking	K3
CO4	Simplify the MOJO & M-Learning	K4
CO5	Apply the New Media Technologies for social needs	K5

Relationship Matrix:

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	0	0	3	3	3	0	0	0	2	1.4
CO2	3	2	2	3	2	3	2	3	2	0	2.2
CO3	3	2	2	2	3	2	2	2	3	2	2.3
CO4	2	3	2	2	2	3	3	0	2	2	2.1
CO5	2	2	1	3	1	2	2	1	3	3	2.0
Mean Overall Score											2.0
Correlation											Medium

Mean Overall Score = Sum of Mean Score of Cos / Total Number of Cos

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr.D.Pradheepan

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BMP2G7	General	3	3	25	75	100

Course Title	Fundamentals of Advertising

SYLLABUS		
Unit	Contents	Hours
I	Advertising: Definition, Origin & Growth, Nature of Advertising, Functions of advertising. Advantages of Advertising, Differences between Advertising and Publicity. Advertising-Nature and role of advertising. *Principles of Advertising*	9
II	Design and Layout: Layout-Functions of Layout-Principles of Effective Design and Layout-Characteristics of Layout- Purpose of Layout. *Importance of Layout*	9
III	Audience: Target audience, Audience Surveys, Consumer-Consumerism–Media Relations-Modern Advertising, Ethics in Advertising and Public Relations. *Types of Audience*	9
IV	Advertising Agencies: Importance of Advertising Agency - Types of Advertising agency. Advertising Agencies in India - Capital Investments, Budget: Advertising Budget-Investment-Types of Retail Advertising. *Role of Advertising Agencies*	9
V	Advertising campaign: Research – Know the target audience – Setting the budget – Deciding a proper theme – Selection of media – Media scheduling.*Executing the campaign*	9

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Text Book(s):
1.P.Saravanavel & P.Sumathi, Advertising and Salesmanship, Second Edition,2018
2.Stanley J.Baran, Introduction to Mass Communication (Media Literacy and Culture), Fifth Edition,2010.

Reference Book(s):
1.Monle Lee, Carla Johnson, Principles of Advertising, Viva books private limited, Second edition, 2007

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Recall 5C's of new media	K1, K2
CO2	Make use of social media for socialization	K3
CO3	Have Knowledge about the Social Networking	K3
CO4	Simplify the MOJO & M-Learning	K4
CO5	Apply the New Media Technologies for social needs	K5

Relationship Matrix:

Course Outcomes (Cos)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	0	0	3	3	3	0	0	0	2	1.4
CO2	3	2	2	3	2	3	2	3	2	0	2.2
CO3	3	2	2	2	3	2	2	2	3	2	2.3
CO4	2	3	2	2	2	3	3	0	2	2	2.1
CO5	2	2	1	3	1	2	2	1	3	3	2.0
									Mean Overall Score		2.0
									Correlation		Medium

Mean Overall Score = Sum of Mean Score of Cos / Total Number of Cos

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr.R.Rajeshkumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BMP2S8P	Skill	9	6	20	80	100

Course Title	Audio Production - Practical

SYLLABUS		
Exercise	**Contents**	**Hours**
1.	Record the ambient sounds	15
2.	Create the SFX	15
3.	Audio Mixing	15
4.	Audio Recording	20
5.	Awareness Drama	20
6.	Film criticism	15
7.	Story telling	15
8.	Debate programme	20

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Classify the ambient sound	K1, K2
CO2	Illustrate mixing of audio	K2
CO3	Apply audio recording	K3
CO4	Categorize the film criticism	K4
CO5	Importance of awareness drama	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	2	1.2
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	0	2	3	2	2.0
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
										Mean Overall Score	1.88
										Correlation	Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr.S.Ragunathan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BMP2S9P	Skill	9	6	20	80	100

Course Title	Radio Production - Practical

SYLLABUS		
Exercise	**Contents**	**Hours**
1.	Live Interview – Indoor and Outdoor	14
2.	Drama or skit for 5 minutes	14
3.	Spot (PSA/Commercial)	14
4.	Creating Jingles	14
5.	Promo for an event	12
6.	News	14
7.	Documentary	14
8.	Film review	12
9.	Dubbing (Narration, Voice Over, BGM, Special sound effects)	12
10.	Visual Radio	15

Course Outcomes	
Upon successful completion of this course, the student will be able to:	
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Outline the Radio Production	K1, K2
CO2	Classify the recording equipment	K2
CO3	Apply to record the documentary	K3
CO4	Categorize the jingles and PSA	K4
CO5	Importance of Dubbing and Visual Radio	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	1	1.1
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	0	2	3	2	2	2	2.0
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	3	2	2	1	2	3	2.2
Mean Overall Score											1.88
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr.D.Pradheepan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23BMP2I10	Skill	-	6	-	100	100

Course Title	Creative Advertising - Internship

Students need to undergo internship training in Public Relations companies, they can also help in organizing awareness campaigns through E-Content for various departments in JMC . The total number of training will be 180 hours.

1.Event Management
2.Media Campaign
3.Creative Advertising

Students need to submit weekly report and PowerPoint presentation with supportive documents.

They need to submit internship report at the end of the internship training.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Students would be understand of latest thinks of Media, Culture	K1, K2
CO2	Make use of Media & Society	K3
CO3	Apply Knowledge about the Media Organization	K3
CO4	Analyze the online education platforms& ICT tools	K4
CO5	Identify the Media Literacy	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	0	3	0	0	3	0	0	2	1.4
CO2	3	2	2	3	2	3	2	3	2	0	2.2
CO3	2	2	2	2	3	3	2	2	3	2	2.3
CO4	2	3	2	2	3	2	3	0	2	1	2.0
CO5	2	2	1	3	1	2	2	3	3	2	2.1
Mean Overall Score											2.0
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. K. Shanmuga Velayutham

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UCN2SS / 23BCN2SS	Soft Skills Development	2	2	-	100	100

Course Title	Soft Skills Development

SYLLABUS		
Unit	Contents	Hours
I	**Communication Skills:** Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	6
II	**Emotional Skills:** Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	6
III	**Functional Skills:** Using the tools of communicatory and emotional skills - Resume writing - Preparation of Curriculum Vitae - interview skills - Acing the interview - Group dynamics - Mock interviews and Group discussions	6
IV	**Interpersonal Skills:** Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	6
V	**Personality Skills:** Leadership skills - Attributes and Attitudes - Social leader Vs The Boss - critical and creative thinking	6

Hours of Teaching : 5 hours and Hours of Activity: 25 hours

Textbook(s):
1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006.
2. Body Language in the workplace - Allan and Barbara Pease; 2011.
3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.
Web References:
1. https://nptel.ac.in/courses/109105110

EVALUATION CRITERIA

Work Book (Each unit carries 10 marks) - **50 Marks**

Examination - **50 Marks**

1. Teacher who handles the subject will award 50 marks for work book based on the performance of the student.
2. On the day of examination the examiners (Internal & External) will jointly award the marks for the following categories:

   - Self-Introduction - 20 Marks
   - Resume - 10 Marks
   - Mock Interview - 20 Marks

To assess the self-introduction, Examiners are advised to watch the video presentation submitted by the students. If they failed to submit the video presentation, the Examiners may direct the student to introduce himself orally and a maximum 10 marks only will be awarded.

Mock Interview Marks Distribution (**20-Marks**)

Attitude (self interest, confidence etc.) (4 Marks)	Physical appearance including dress code (4 Marks)	Communication Skills (6 Marks)	Answering questions asked from the resume and work book (6 Marks)

Course Coordinator: Dr. M. Syed Ali Padusha

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BMP3G11	GENERAL	2	2	25	75	100

Course Title	NEWS REPORTING and Anchoring

SYLLABUS

Unit	Contents	Hours
I	**The nature of news:** Convergence in journalism – What news is? – Elements of a good news story – how different media present the news. *Rise of citizen journalism*	12
II	**Newspapers:** Source of most news– How people consume news today- Types of news audience today – Can web – Based news replace newspaper reporting – *Distrust of media*	12
III	**Reporting tools:** Interviewing –Online sources – Traditional sources – Finding the news in news releases .*Handling news release*	12
IV	**Story telling:** Importance of inverted pyramid story - Writing the inverted pyramid lead – Emphasizing different news values. *Writing a story across media platform*	12
V	**Writing** to be read: Good writing begins with good reporting – Accurate, specific details – Coherence - Conciseness and simplicity. *Writing for specific media*	12

.... - Self study

References:
Brooks Brain, News Reporting and Writing, Bedford / St. Martin's, 2011. M.K.Verma, News Reporting and Editing, APH Publishing Corporation,2009. Smith Ronald, Media Writing, Lawrence Erlbaum Associates Publishers, 2004

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Know the elements of News	K1, K2
CO2	List the types of news reporting	K3
CO3	Explain the reporting methods	K4
CO4	Illustrate the reporting tools	K4
CO5	Summarize the writing methods	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. K. Shanmuga Velayutham

Semester	Code	Course	Title of the Course	Hours/ Week	Credits	Max. marks	Internal marks	External marks
III	23BMP3G12	GENERAL	**BASICS OF MEDIA PSYCHOLOGY**	3	3	100	25	75

SYLLABUS		
Unit	**Contents**	**Hours**
I	Psychology – Structuralism – Functionalism – Behaviourism – Gestalt psychology – Psychoanalytic psychology – Humanistic Psychology Media Psychology – Defining Mass media – Psychology in Media.*Practising media Psychology*	12
II	Psychological effects and influences of media – The effects of Media violence – Cognitive factors of Media violence – Pro social effects of Media – Parental Mediation. *Psychology in advertising*	12
III	Social Psychology of the Media – Representation of social groups – Media audience – Audience participation – Future of Media Psychology – Internet – Individual aspects of internet use – Science in Media. *Media performance*	12
IV	Developmental issues in Media Psychology – Young child and Television – Children socialization through media – Imagination – Theory of Mind – Media and Adolescence – Cultural functions of Media use. *Body Image*	12
V	Case study-3 No's	12

.... - Self study

Referatnces:
Coon Dennis, Introduction to psychology, Wadsworth Cengage learning, 2010. David Giles, Media Psychology, Lawrence Erlbaum associates publishers, First edition, 2003 L.J. Shrum, The Psychology of Entertainment Media, Lawrence Erlbaum associates publishers, First edition, 2005

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Classify the school of psychology	K1, K2
CO2	Explain the approaches to media	K3
CO3	Simplify the psychology in advertising	K4
CO4	Comment on impact of media and adolescents	K4
CO5	Illustrate the social psychology of Media	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
									Mean Overall Score		1.96
									Correlation		Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. D. Pradheepan

Semester	Code	Course	Title of the Course	Hours/Week	Credits	Max. marks	Internal marks	External marks
III	23BMP3G13	GENERAL	SCRIPT WRITING	3	3	100	25	75

	SYLLABUS	
Unit	**Contents**	**Hours**
I	**Imagination and Creativity:** Writing from your Heart – Writing from the head - Visualization and free writing – Motives for Writing – Keeping it personal- Balance between personal and professional. *Transforming personal stories to powerful scripts*	10
II	**Character is action:** Action is character- Starting with a topic or an issue- Story structure – Beginning relates to the ending- Hooking the Audience- Screenplay's foundation – Climax – Spine of your story-character conflict- The Protagonist and the Antagonist- The "Essed syndrome". *Five fatal flaws for creating characters*	10
III	**The Psychology of a character**: Structuring scenes and acts – Purpose of a scene – Scene connections and progression – Dramatic conflict in scenes – Writing causal scenes- Three Act Structure – Exposition, Complications, Resolution – Denouement. *The Outline, The Treatment, The Synopsis*	10
IV	**Script format**- Business or Exposition, Dialogue – Keep it short and simple (KISS)-Less is more- Make the dialogue fit the characters – Exposition and Emotional dialogue– Emotions beneath the words, when to use subtext – What you don't say – Expressing your feeling through subtext7 Steps for wiring from your inner self. *Subtext*	8
V	**Completed Screen Play:**7 Steps for writing, be passionate about your character, have a Vision, Journey beneath your Mask, discover new voices, Give the Gift of yourself, 6 Stumbling blocks to writing- Procrastination, Fear of Success/Failure, Fear of Rejection,Psychological and creative blocks, Inner Critic, Negative frame of mind. * Listen to your Intuition*	7

.... - Self study

References:

Ballon Rachel, Blueprint for Screenwriting, Lawrence Erlbaum Associates, 2005
Rabiger Michael, Developing Story Ideas, Focal Press, 2006

Course Outcomes

At the end of the course students will be able to

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Know the importance of visualization for a script.	K1, K2
CO2	Explain the characters in screenplay.	K3
CO3	Illustrate the psychology of character.	K4
CO4	Writing the script for a screenplay.	K4
CO5	Simplify the script writing for a story.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. D. Pradheepan

Semester	Code	Course	Title of the Course	Hours/Week	Credits	Max. marks	Internal marks	External marks
III	23BMP3G14	GENERAL	PHOTO JOURNALISM	2	3	100	25	75

SYLLABUS		
Unit	**Contents**	**Hours**
I	**Introduction to Photojournalism:-** Meaning & Definition, Growth & Development, Elements of Visual news story telling, History of photojournalism, Organization of a newspaper. Structure of newsroom. Role of photojournalists in a newsroom. *Communicating with the desk, briefing and debriefing*	5
II	**Basic Concepts of Photography and Photojournalism:-** Photography, its emergence and growth, What is camera, its functions, and introduction to Mechanics of photography: apertures, shutter speeds, focus, and focal lengths, Introduction to different types of lenses, Lighting. *composition*	5
III	**Photo-Editing:-** Need for Editing, Ways to Edit., Reading the mistakes in photos (noise in photographs, over exposure etc.) Caption Writing, Management of photographs and Digital archives, Introduction to photo-editing software such as Adobe Photoshop Elements, and ACD See Photo editor.* Understanding of printing requirements*	6
IV	**Fields of Photojournalism:-** Spot News, general news, Street Photography, off-beat photography, documentary photography, war, terror, and crime, Photographs for photo features, photo stories, and photo essays, Developing specializations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, and underwater Case Studies in Photo Journalism. *Media laws and Intellectual Property Rights*	8
V	**Photojournalism Project:-** A student has to work on this project (on any one of the following themes) under the supervision and guidance of a faculty member allotted by the department. *Students have to submit the project in 8" X 12"size photographic paper*	6

.... - Self study

References:
Enzo Dal Verme, Storytelling for photojournalism, 2016

	Course Outcomes	
At the end of the course students will be able to		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Gain the knowledge of various trends of photography.	K1, K2
CO2	To know about how the photo played a major role in journalism.	K3
CO3	Gain the practical experience to take different emotions of photography.	K4
CO4	Understand the difference between ordinary photography and professional photography.	K4
CO5	Get the knowledge to create photo stories.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. S. RAGUNATHAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BMP3S15P	SKILL	9	6	20	80	100

Course Title	PHOTOGRAPHY - PRACTICAL

SYLLABUS		
Exercise No	**Contents**	**Hours**
1.	Portrait, Still Life Objects	15
2.	Shooting Landscape, Cityscape	15
3.	Capturing the moving Objects (Sports)	15
4.	Composing Twilight Photographs	15
5.	Product Photography	15
6.	Street Photography	15
7.	Candid Photography	10
8.	Wedding Photography	10
9.	Stop Motion Photography	15
10.	Documentary Photography (Minimum 16 Snaps)	10
Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Outline the Visual elements.	K1, K2
CO2	Classify the perspectives and principles of design.	K2
CO3	Simplify the still life .	K3
CO4	Interpret the human anatomy .	K4
CO5	Distinguish the landscape and cityscape .	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	0	0	3	0	2	1.2
CO2	2	2	2	3	2	0	2	3	2	2	2.0
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
										Mean Overall Score	1.92
										Correlation	Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

COURSE CO-ORDINATOR: Dr. S. RAGUNATHAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BMP3S16P	SKILL	9	6	20	80	100

Course Title	Television Production-Practical

SYLLABUS		
Exercise	**Contents**	**Hours**
1.	Writing scripts and creating story board for a television program	15
2.	Lighting Techniques in television production	15
3.	Conducting interview (20 Minutes)	10
4.	Creating a Reality Show	15
5.	News Reporting and Writing	15
6.	News Anchoring and program presentation	15
7.	Editing Techniques	10
8.	Chromo key Techniques	10
9.	Basic Visual Effects Techniques	10
10.	Exporting different file formats	10
11.	Creating Advertisements (PSA and Commercials)	10

Students need to submit a Soft copy with Scripts for each practical Students who have completed and submitted the record are eligible for appearing external examination.

External practical examination will be a viva-voce or exercises to test students'ability in basics of television production

Course Outcomes

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Know the basics of television production	K1, K2
CO2	Write the script	K2
CO3	Draw the storyboard	K3
CO4	Create Advertisements	K4
CO5	Apply the techniques in Program production	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
									Mean Overall Score		1.96
									Correlation		Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

COURSE CO-ORDINATOR: H. MOHAMED FAYAZ

Semester	Code	Course	Title of theCourse	Hours	Credits	Max. marks	Internal marks	External marks
III	23BMP3I17	SKILL DEVELOPMENT COMPONENT	ELECTRONIC MEDIA Internship	180	6	100	20	80

Students need to undergo internship training in anyone of the Media Production Companies. In addition, they need to support in JMC outreach programmes. The totalnumber of training will be 180 hours. Students need to submit weekly report and Power point presentation with supportive documents. They need to submit internship report at the end of the internship training.

Course co-ordinator: k. Shanmuga velayutham

Semester	Code	Course	Title of theCourse	Hours/Week	Credits	Max. marks	Internal marks	External marks
IV	23BMP4G18	GENERAL	E- LEARNING	2	2	25	75	100

SYLLABUS		
Unit	**Contents**	**Hours**
I	**Introduction**: Prevalence of e-learning, Mobile performance support vs m-learning, Learning Games, Social learning, low cost better learning, Informal on the job training. *blended e-learning*	5
II	**Training for e-learning:** Three priorities for training success- Motivate to learn, Appropriatecontent, Meaningful, Memorable. *motivational experience*	5
III	Motivation in Learning: Perception, persistence, Instructional design. *learning vs e-learning*	5
IV	**Seven Magic Keys of Motivational Learning:** Build on anticipated outcome, Put the learner at risk, Select the right content for each learner- Use an appealing context, Have the learner perform Multistep tasks, Provide intrinsic feedback.*Delay judgement *	8
V	**Learning Management system:** Navigation imperatives – See what is here, how content is organized, see where they are, go forward when they want, go back when they want. *correcterrors themselves*	7

.... - Self study

References:
Michael W. Allen, Guide to e-learning, John Wiley & Sons.Inc., Second edition, 2016

Course Outcomes		
At the end of the course students will be able to		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Know the concept of e-learning	K1, K2
CO2	List the training steps for learning	K3
CO3	Differentiate learning and e-learning	K4
CO4	Explain the importance of motivational learning	K4
CO5	Summarize the Learning Management system	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

COURSE CO-ORDINATOR: K. SHANMUGA VELAYUTHAM

Semester	Code	Course	Title of the Course	Hours/Week	Credits	Max. marks	Internal marks	External marks
IV	23BMP4G19	GENERAL	**Media Culture and Society**	3	3	100	25	75

SYLLABUS		
Unit	**Contents**	**Hours**
I	**Definition:** Media-Media Culture, Media Identity and culture. Introduction to Media studies, Media in contemporary times, Print Media: Newspapers-Magazines, The impact of print.* Importance of Media Culture*	8
II	**Uses of Media:** Selection, inform, entertain, educate and persuade- Media in Society: Development and representation of media in society. Radio Rural Forums- Rural Broadcast. *Effects of Media*	7
III	**Media Organization:** Commercial Ownership, PCI, ABC, ANI and INS, Media Audience: Psychology of media audience, Mass Media and Politics Effects of Ownership.* Ownership Restrictions*	10
IV	**Cultural Context of Development-** ICT, Media Development and Social Change: Alternative approaches to Developments, The Indian Experience of Development. Media Censorship: Avoiding Offence-Pornography-*Violence Indian Culture*	10
V	**Effects of Media:** In Education- Children and the Media- Representations of Women in the Media- Importance of Media Literacy-Media in the Public Sphere-Globalization-Media and Masculinities Development of Traditional Media	10

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References:
1. Keval J.Kumar, Mass Communication in India, Fourth edition,2014
2. Seema Hasan, Mass Communication Principles and Concepts, Second edition,2013

Course Outcomes		
At the end of the course students will be able to		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Know the media, culture	K1, K2
CO2	Explain the uses of media	K3
CO3	List the media organization	K4
CO4	Illustrate the cultural context of media	K4
CO5	Write the importance of Media literacy	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
										Mean Overall Score	1.96
										Correlation	Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

COURSE CO-ORDINATOR: Dr. S. RAGUNATHAN

Semester	Code	Course	Title of the Course	Hours/Week	Credits	Max. marks	Internal marks	External marks
IV	23BMP4G20	GENERAL COMPONENT	NEW MEDIA	3	3	100	25	75

SYLLABUS		
Unit	**Contents**	**Hours**
I	**New media**– scope and characteristic of new media (five C's – Communication, Collaboration, Community, Creativity and Convergence), Old Vs New perspective - importance of new media-new media in contemporary era. *definition*	10
II	**Definition** – importance of socialization in Digital age- Role of New media in socializationResponsibilities of public in socializing. *Socializing*	7
III	**Social Networking** – definition – types of Social Networking – Characteristic of social Networking - positive and negative factors of social networking. *social networking and youth*	10
IV	**E –publishing** – E - books – traditional reading and online reading - Job opportunities in E – Publishing. *mobile communication in new media*	8
V	**Role of New media in Education**: Entertainment, Politics and Journalism, New media technologies – WebRelated communication technology. *Blogs and Wikis*	10

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References:
1. Ashwin Razdan, New Media Techniques and Trends, Vitasta Publishing Pvt. Ltd, First edition 2008
2. Dennis P. Curtin, Kim Foley, Kunal sen and Cathleen Morin, Information
3. Technology the breaking wave, Mc Graw- Hill College, 1998
4. Electronic media (second edition), then, now and later, Norman J. Medoff, Barbara K. Kaye

Course Outcomes		
At the end of the course students will be able to		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Know the basics of New Media	K1, K2
CO2	Explain the digital media functions	K3
CO3	List the social networking and its positive factors	K4
CO4	Simplify the e-news	K4
CO5	Summarize the role of new media technology in various fields	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

COURSE CO-ORDINATOR: D. PRADHEEPAN

Semester	Code	Course	Title of the Course	Hours/Week	Credits	Max. marks	Internal marks	External marks
IV	23BMP4G21	GENERAL	**DIGITAL JOURNALISM**	4	4	100	25	75

	SYLLABUS	
Unit	**Contents**	**Hours**
I	**INTRODUCTION TO INTERNET** 9 Internet as a medium of communication- Features of the Internet- World Wide Web and other services- History of the Internet- Why did the dotcom bubble burst- Features of online media: multimediality, interactivity and hyper-textuality. Emergence of social media, news portals, online edition of newspapers, e- archives.	12
II	**MULTIMEDIA JOURNALISM** 9 Different between web journalism and journalism of other media– online storytelling–Language of news, Grammar, Punctuation, Spelling Importance,- Writing and editing for online newspapers, e magazines, newsletters- Presentation with audio recording and editing, photo shooting and editing, slide show, character driven narrative- Identification of relative stories for hyper-linking , Citizen Journalism.	12
III	**WEB ANALYTICS** 9 Search engine optimization (SEO), non-linear media consumption, user engagement, user generated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors. Introduction to online media law, Contempt of court, ethical guidelines, copyright law, database rights, libel risks, privacy issues.	12
IV	**SOCIAL MEDIA** TOOLS 9 Use of Twitter, Facebook, YouTube, Flickr, LinkedIn, blog, Google maps etc. students will set up tier own Twitter accounts and get to know how it works: following Course instructor, following each other, following a journalist, etc. Case studies to be discussed of how social media can be used as reporting tools: for finding source and story idea / topic, research, engaging audience, content curation, etc.	12
V	**LIVEBLOGGING AND MOBILE JOURNALISM** Live blogging, Types of Live blogging, Ingredients of Live blog, ideas for live blogging, Understanding the features of Smartphone's, How to tell compelling stories / photo stories using Mobile devices, rich Multi-media enable apps, storytelling methods for mobile consumers, Tools and best practices for editing and posting video's, Ethics of accuracy, Online audio, audio formats for online, podcasting, publishing and optimizing audio for web. Creating online videos, different video formats, Drone Journalism, Virtual Reality, Shooting and Editing video.	12

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References:
1. Andy Dickinson, Web Design for Journalism, Butterworth-Heinemann, 2003.
2.Tapas Ray, Online Journalism: A Basic Text, Foundation Books, Delhi, 2006.
3.Paul Bradshaw, The Online Journalism Handbook, Skills to survive and Thrive in the Digital Age, Routledge, 2018.

Course Outcomes

At the end of the course students will be able to

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Enhance information gathering with web tools.	K1, K2
CO2	Tell stories with digital tools, such as Google Maps and timelines	K3
CO3	Build audiences and research by using social media.	K4
CO4	Learn how to tell news stories via mobile devices.	K4
CO5	Learn the ethical risks involved in online journalism.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

COURSE CO-ORDINATOR: G. BHARANITHARAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BMP4S22P	SKILL	9	6	20	80	100

Course Title	SOCIAL MEDIA PRODUCTION PRACTICAL

SYLLABUS		
Exercise	**Contents**	**Hours**
1.	Creating scrolling Text advertisements.	15
2.	Sketching ad pictures.	15
3.	Creating animated banner for web.	15
4.	Designing Promo for an event.	15
5.	Writing content for the Photo feature.	15
6.	Producing Digital market content.	15
7.	List the good movies of the time.	10
8.	Visual Story telling based on real life experiences.	10
9.	Meme creation.	15
10.	Creating Motion Poster for the Ad, PSA, movies.	10

Students need to submit a Soft copy with Scripts for each practical Students who have completed and submitted the record are eligible for appearing external examination.

External practical examination will be a viva-voce or exercises to test students'ability in basics of television production

Students need to submit a DVD with different types of Social Media programmes.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Design the ads on Social media	K1, K2
CO2	Illustrate the pictures for Social Media	K2
CO3	Know the script writing for Social Media	K3
CO4	Simplify the content for web	K4
CO5	Creating stories for society based on real life	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

COURSE CO-ORDINATOR: D. PRADHEEPAN

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23BMP4S23P	SKILL	9	6	20	80	100

Course Title	WEB DESIGNING PRACTICAL

SYLLABUS		
Exercise	**Contents**	**Hours**
1.	site structure	10
2.	creating a website	10
3.	functional design	15
4.	Inserting Images.	15
5.	Event Handler Content Attributes	15
6.	Creating Hyperlinks	15
7.	Client Side Image Mapping	15
8.	CSS transparency	15
9.	Adding Multimedia Contents using different media related	15
10.	Browser Objects	10

Web publishing: Web Publishing Tool, FrontPage or Dream Weaver and MM Flash HTML and XML Programming Creation of the Home Page of a Web Site with proper links Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts.

Students should be given orientation of web/multimedia usability issues and interface design basics. Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts. Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates.

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	**CO Statement**	**Cognitive Level (K-Level)**
CO1	Logically separate the content from style.	K1, K2
CO2	Understand the importance of CSS in web design.	K2
CO3	Logically do programs for various problems.	K3
CO4	Create simple web pages.	K4
CO5	Develop a full-fledged website using HTML5, CSS and JavaScript.	K5

Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	0	0	3	3	0	0	0	3	1.3
CO2	2	2	2	3	2	3	2	3	2	0	2.1
CO3	2	2	3	2	2	2	3	2	3	2	2.3
CO4	2	3	2	2	2	3	2	0	2	2	2.0
CO5	3	2	1	3	1	2	2	1	3	3	2.1
Mean Overall Score											1.96
Correlation											Medium

Mean Overall Score = Sum of Mean Score of COs / Total Number of COs

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

COURSE CO-ORDINATOR: G. BHARANITHARAN

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	23BMP4I24	SKILL	SOCIAL MEDIA INTERNSHIP	180	6	100	20	80

Students need to undergo internship training in anyone of the Social Media Platform. In addition, they need to support in JMC outreach programmes. The total number of training will be 180 hours.

Students need to submit weekly report and Power point presentation with supportive documents.
They need to submit internship report at the end of the internship training.

COURSE CO-ORDINATOR: K. SHANMUGA VELAYUTHAM