

Annexure No.	48 D
SCAA Dated	29.02.2008

BHARATHIAR UNIVERSITY: COIMBATORE - 641 046
SCHOOL OF DISTANCE EDUCATION (SDE)
M.A. JOURNALISM & MASS COMMUNICATION
 (ANNUAL PATTERN COURSE WITH OUT PRACTICALS)
 (Effective from the Academic Year 2007-2008 and thereafter)

SCHEME OF EXAMINATION
 (NON LAB ORIENTED COURSE WITHOUT PRACTICALS) (SDE)

	<u>CORE</u>	<u>SUBJECT AND PAPER</u>	<u>UNIVERSITY EXAM.</u>	
			Dur. Hrs.	Max Mks.
<u>I - Year.</u>	Paper I	Introduction to Communication	3	100
	Paper II	Reporting	3	100
	Paper III	Editing	3	100
	Paper IV	Media History , Laws & Ethics	3	100
	Paper V	Broadcast Journalism	3	100
<u>II - Year.</u>	Paper VI	Theories of Communication	3	100
	Paper VII	Development Communication	3	100
	Paper VIII	Marketing Communication	3	100
	Paper IX	Print Production Technologies	3	100
	Paper X	Film Studies and Photography	3	100

			Total	1000

M.A. JOURNALISM & MASS COMMUNICATION (SDE)
(COURSE WITH OUT PRACTICALS)
(Effective from the academic year 2007-2008 and thereafter)

SYLLABUS

FIRST YEAR

PAPER I: INTRODUCTION TO COMMUNICATION

UNIT I

COMMUNICATION - Definitions, scope, forms and purpose; Types of Communication – Inter personal, Intra personal, Mass, Organizational, Verbal, Non-verbal, Political Communication; New Communication technologies and the emerging trend: global and Indian context.

UNIT II

Process of Communication – Source, Message, Channel, Receiver, Feedback, Encoder, Decoder, Noise in communication – types of noise - Basic Models in Communication- concept of Gate keeping: Gate keepers in mass media.

UNIT III

Language and communication; Importance and use of language, Psychology of language, Language and Semantics: Denotative, Connotative, Contextual, Structural meanings; semiotics;
Language as a barrier in multi-lingual societies and cross cultural communication – translation -problems and solutions.

UNIT IV

Communication systems in Indian context: Interpersonal and group networks – New media situation and its Socio, Economic, Political and Cultural implications. Public and private ownership; media conglomeration - Social, Economic, Political and Cultural factors and their influence on communication Systems – media and Public Opinion process. Communication policies, issues and Future developments.

UNIT V

Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government , professional bodies and citizen groups.

REFERENCES:

- ‘Mass Communication : An introduction’ , Bittner, John. Prentice-Hall, New Jersey. 1980.
- ‘Human communication’, Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.
- ‘Taxonomy of Concepts in Communication’, Blake & Haroldsen, Hasting House, NY .1979.
- ‘Communication Models’. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.
- ‘India’s Communication Revolution’ , Singhal & Rogers, Sage, New Delhi. 2001.
- ‘The dynamics of Mass Communication’. Dominick, Joseph. McGraw Hill, 1993.
- ‘Media towards 21st Century ’, KM. Srivastava, Sterling P ub. New Delhi. 1998.
- ‘Media and Globalisation’. Rantanen, Terhi. Sage, London. 2005.
- ‘Studying Interpersonal Communication’. Clark, Ruth. Sage, London. 1991.
- ‘Introduction to Communication Studies’. Fiske, John. Routledge, London.1990.
- ‘Studies in Modern Mass Media’ Vol.1 & 2. , Khan & K. Kumar, Kanishka pub. 1993.
- ‘Media, Message and Language’, Mc Luhan et al. USA, 1980.
- ‘Men, Woman Messages and Media’, Schramm & Porter, Harper & Row pub. NY 1982.
- ‘Communication and culture’, S.Seetharaman, Associate pub. Mysore, 1991.

PAPER II

REPORTING

UNIT I

Newspaper organization: structure – Reporting section: Chief Reporter, Correspondents and reporters. Duties, responsibilities, rights and privileges – Objectivity, editorial freedom vs newspaper’s policies and objectives. Trends in reporting: Interpretative and Investigative – Freelancing.

UNIT II

Writing News Report – Elements of news, Structure of News Story – Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, objectivity; Interviews_ types, techniques, preparation and writing interview story.

UNIT III

Reporting government and other agencies: Central, State and Local Governments, Rural reporting –Beats and Special Coverages. Covering essential services Communications, Transport, Education, and Health etc.- sources of news - Press Conference: Preparation, Handout, and Press release.

UNIT IV

Reporting Legislature: Proceedings, Powers and Privileges of the House. Responsibilities of the press. Reporting Judiciary: Powers and Privileges of the Court – Precautions in reporting. Crime Reporting: Source of news, procedure, reporting style, precautions in crime reporting, problems and hazards; Covering public meetings and speeches: dos and donts..

UNIT V:

Sports Reporting: Writing Style, Language use, Sports terms, Use of pictures. Science Reporting, Financial Reporting. Features: Types, Characteristics, Styles, Subjects and Scope.

Writing Reviews: Book, Film: Procedure and Style.

REFERENCES:

- ‘News Reporting and Writing’. Mencher, Melvin. MC Graw Hill, NY. 2003.
- ‘The Complete Reporter’. (4th ed.). Harris, Julian et. Al., Macmillian, NY. 1981.
- ‘Interpretative Reporting’. (7th Edn). Curtis Macdougall. Macmillian, NY. 1977.
- ‘Reporting for the Print media’. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
- ‘News Reporting and Writing’. (9th ed). Mencher, Melvin. McGraw Hill, NY. 2003.
- ‘Professional Journalism’ MV Kamath, Vikas Pub. New Delhi .1980.
- ‘Professional Journalism’ Jan Nakemulder et al. Anmol Pub. New Delhi, 1998.
- ‘Journalism Today’ . Navin Chandra & Chaugan, Kanishka Pub. New Delhi. 1997.
- ‘Style in Journalism’. PVL, Narasimha Rao, Orient Longman, Chennai. 1998
- ‘Writing Feature Articles’. Brendan Hennesay, Heinemann Pub. London. 1989.
- ‘Beyond the facts: A guide to the art of feature writing’, Touis Alexander, Gulf pub. London, 1982.
- ‘Creative interviewing’. Metzler, prentice Hall, 1979.
- ‘Dimensions of modern Journalism’ NC. Pant & J. Kumar, Kanishka Pub. New Delhi 1995.

PAPER III

EDITING

UNIT I

Organization of editorial department in a newspaper - functions of editorial department ; duties, responsibilities and qualifications of editorial staff : Chief editor, News editor, Sub Editors. News selection process: criteria – influencing factors; Copy desk functions, path of a copy , morgue.

UNIT II

Principles of editing – editorial space – news value - copy fitting, checking facts, continuity; paragraphing, grammar, punctuation, taste, style, spelling etc; Rewriting;. Headlines: Importance, functions of headlines, typography and style, language, types of headlines; readability and legibility. Picture editing: Importance of pictures, selection of news pictures, cutlines, cropping methods. Style sheet / manual.

UNIT III

News agencies: Structure and functioning of news agencies – agency services : subscription procedure, cost and use; Agency profile: PTI, UNI, AFP, AP, Reuters, TASS, UPI. Wire editing: news selection , Problems of Translation.

UNIT IV

Opinion page: Editorial writing: Purpose, Types of editorials, subjects, editorial policy, influencing factors, editorial writers and editorial freedom. Editorial Board: constitution, responsibilities and functions of editorial board; ombudsman - Review of newspaper editorials.

UNIT –V

Profiles, Guest columns, Letters to the editor, Syndicated columns, Sponsored columns. Columnists – advertisements - newspaper layout and design.- Review of editorial page of newspapers.

REFERENCES:

- ‘Newspapers Handbook’ (3rd ed.) Keeble, Richard. Routledge, London.2001.
- ‘News Editing in theory and practice’. Banerji, Bagchi & Co., New Delhi . 1992.
- ‘ Art of editing’ . Baskette & Sissors, MacMillian, NY, 1977.
- ‘Editorial Thinking and Writing’ . . Bush, Chilton. Greenwood press, Connecticut. 1970.
- ‘Newspaper Organisation and Management’ (5th ed.). Williamson, Herbert . Iowa State Univ. 1978
- ‘Editorial and persuasive writing’. Harry Stonecipher, Hasting House, NY, 1979.
- ‘Art of Editing’. Manohar Puri. Praga Pub. New Delhi. 2006.
- ‘Chicago Manual of Style’. (14th Ed). Prentice Hall , New Delhi, 1996.
- ‘Simple Subs Book’ . Sellers, Leslie. Pergamon, Oxford.1968.
- ‘News Editing’. Westley, Bruce. Oxford & IBH, New Delhi. 1975.
- ‘Picture Editing : An introduction ‘ Tom Ang, Focal Press, Oxford. 1996,
- Five volume series of books by Harold Evans, Heinemann, London, 1972, 1974, 1976.
(Books: Newsman’s English, Handling Newspaper text, News Headlines, Picture Editing, Newspaper Design)
- ‘ The International News Agencies’. Oliver, Boyd, Rennett. Sage, London, 1980.
- ‘ Four Worlds of writing’ Lauer et al. Harper & Row Pub. NY, 1981.

PAPER IV **MEDIA HISTORY, LAWS AND ETHICS**

UNIT I

World Press: A brief comparative account of the press systems in the USA, UK, Japan and China: Leading dailies and news agencies – ownership pattern – newspaper design and format – content and style – new technologies and developments.

UNIT II

Indian Press: Pre-Independence Press in India: Early Newspapers, Indian languages journals, growth of Tamil press, Vernacular press act 1878 , Raja ram Mohan Roy, Indian National Congress , Swedesamitran, India , News Agency, Gandhi as a Journalist.

UNIT III

Characteristics of the English press: Times of India, The Tribune, Patriot, Hindustan Times, the Hindu, The Indian Express and Deccan Herald. Press after independence; News Agencies, Press Commissions; Tamil press: Leading Tamil dailies and magazines, Status, ownership, circulation, editorial content , style and design.

UNIT IV

Press Laws: National objectives, Responsibilities of the press, Rights and Privileges; Freedom of the press and Reasonable Restrictions; Defamation, Sedition, Obscenity, Incitement of violence, Press and registration of books act 1867, Copy right law, The Working Journalists acts of 1955, 1956, and 1958.; wage board for journalists ; Contempt of court act 1971. The Newspaper (Price & Page) Act 1971. Right to information Bill.

UNIT V

Press as fourth estate, press and society, professional code of ethics, violations (cases), Influencing factors, self-regulation; Press council: powers and responsibilities; other agencies regulating the press, problems. Debate on entry of foreign press in India; future developments and issues.

REFERENCES:

‘Global Journalism: Survey of International Communication. John Calhoun Merrill (Ed) (2nd ed). Longman, New York, 1991.

‘Press and Public: who reads what when where and why in American newspapers’. Bogart, Leo et al. Lawrence Erlbaum Associates, New Jersey. 1981.

‘March of Journalism’. Herd. Greenwood press, Connecticut, 1976.

‘Popular media in China’ . C. Chu. Univ. Press of Hawaii, Honolulu. 1978.

‘The Press and Broadcasting in Britain: James Curran & Seaton, Fontana Paper Backs, UK. 1981.

‘ Characteristic of Japanese Press’ . Susumu Ejiri, Nihon Shinbun Kyokai. 1972.

‘ Press Commission reports’ . Govt. of India Press.

‘ Press, politics and public opinion in India ‘ BM Sankhder, Deep Pub. New Delhi, 1984.

‘ History of press., Press laws and Communications’ . BN Ahuja. Surjeet Pub. New Delhi. 1989.

‘ Freedom of the press ‘. MK Joesph, Anmol pub. New Delhi, 1997

‘ The press in India ‘ KA Padhy, Sahu, Kanishka pub. New Delhi. 1997.

‘ Journalism in India ‘ R. Parthasarathy, Sterling pub. New Delhi.1989.

‘ The press ‘ Chalapathy Rau, National Book Trust, New Delhi, 1974.

‘ Law of the press in India ‘ D.D. Basu, Prentice Hall, New Delhi 1980.

‘Independence and the Indian Press’. Jagannathan, N.S. Konark Pub. New Delhi.1999.

PAPER V

BROADCAST JOURNALISM

UNIT I

Radio – a brief history of broadcasting in India, Nature and characteristics of the medium, Broadcasting policy, Objectives, Role of radio in development, Recommendations of Committees and Working groups – Vidyalankar, Chanda, Joshi and Verghese Committees. Prasar Bharathi Bill, Autonomy and Future of Radio.

UNIT II

Radio station – structure and functioning, Personnel – responsibilities, Radio programme production process – studio facilities, tapes. Writing for radio – principles and guidelines. Recording, Editing – methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries, Listener ship surveys.

UNIT III:

Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

UNIT IV:

Television station – structure and functioning; Planning and production of TV programmes: pre production process – camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV; Post production process: sequence, structure, types of transition, film editing methods and techniques, sound and graphics; Production of news, features, interviews and other programmes; Sponsored programmes, commercials, educational broadcast.

UNIT – V:

Social and cultural impact of foreign TV networks, need for policy frame work , factors influencing media environment, future of public broadcasting in India, audience research, research methods and techniques, trends in audience research.

REFERENCES :

‘Radio and TV Journalism’ by Shrivastava. K.M., Sterling Pub., 1989.

‘Television in India’ by A.N. Acharya, Manas Publications, New Delhi, 1987.

‘The story of Mass media’ by Gurmeet Singh Mann. Harnam pub., New Delhi, 1987.

‘Professional Broadcasting : a brief introduction’ by John Bittner, Prentice Hall, 1981.

Writing for Television, radio and New media.(8th ed.) Hilliard, Robert. Wadsworth Pub. Belmont.2004.

Broadcast news writing, Reporting and producing.(4th ed.). White, Ted. Focal Press, Oxford, 2006.

‘Directing Television and Film’ (2nd edn.) by Alan Armer, Wadsworth Pub., California, 1990.

‘Broadcast Journalism : Techniques of radio and television news’ (4th edn.) by Andrew Boyd, Focal Press, 1997.

Television Handbook(3rd ed.) Bignell, Jonathan and Orlebar. Routledge, London.2005.

Transnational Television:Cultural identity and change. Butcher, Melissa. Sage, London.2003.

‘Making sense of television: The psychology of audience interpretation’ (2nd edn.) by Sonia Livingstone, Routledge, 1990 .

(The annual reports of the I & B Ministry may also be referred)

SECOND YEAR

PAPER VI

THEORIES OF COMMUNICATION

UNIT I

Mass Media growth and emergence of new media – new media audiences – media diversification – media impact on Society – corporate media objectives – dysfunctions of media - Social, economic and Cultural issues- Media Privatization – issues of access.

UNIT II

Key concepts and meanings in Communication; McLuhan's concepts - Basic elements of a Communication Model – Harold Lasswell's model, Two-step flow theory, Whites Gatekeeping concept and theory, Shannon & Weaver's mathematical model; Direct, moderate and limited effects theories of media.

UNIT III

Media Uses and Effects: Media growth and the evolution of new audiences – audience fragmentation- audience perception of media, access and use. Uses and Gratifications Theory: – social and psychological origins of needs, gratifications sought, gratifications fulfilled: Media dependency theory; New media diffusion- digital divide and Knowledge gap hypothesis.

UNIT IV

Media as an agent of socialization - Social Learning theory: prosocial and antisocial social content of media - Cultivation Analysis: Process and effects on children–media portrayal of the world; Agenda setting theory: Political economy of media - media agenda – coverage of issues - media and public opinion - media gatekeepers.

UNIT V

Innovation Diffusion and Adoption theory: Innovations – target audience – factors influencing diffusion- innovation adoption process,- categories of adopters - factors in adoption - application of the model in agriculture and rural development in India – New media and cultural issues; human rights and media.-pressure groups and regulations.

REFERENCE BOOKS:

1. 'Communication models' by McQuail, Denis and Sven Windahl.; Longman, New York 1981.
2. The mass media Ed, by Arvind kumar, New Delhi, Anmol pub, 1999.
3. 'Culture, society and media' by Michael Gurevitch et al, (Ed). Routlege, London. 1998.
4. 'Theories of Mass Communication' by Mattelart et al., Sage, London. 1998.
5. 'Essentials of Mass Communication'' by Asa Berger, Sage, New Delhi, 2000.
6. 'Media Gratifications Research' by Rosengren et al., Sage, London, 1985.
7. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.
8. 'Communication Theories: Origins, methods, uses' Severin, Werner and Tankard, Hastings House Pub. New York: 1979.
9. 'Theories of the Information Society' by Webster, Frank. Routledge, London. 1995.

Model Question paper

Paper:

THEORIES OF COMMUNICATION

Time: 3 hrs

Max.Marks: 100

Answer any Five questions. All questions carry equal marks.

1. Give an analysis of the nature and characteristics of the emerging media context in India.
2. Discuss the social and cultural implications of a free media system under globalization and privatization.
3. Examine how new communication technologies prove the concept of 'Global Village'
4. Explain how the theory of Gatekeeping works in media organizations with special reference to dailies
5. Examine media dependency of the people and how media fulfil their gratifications.
6. Does Diffusion of ICT cause yet another social fragmentation in society? Justify.
7. Critically evaluate the contents of television and how they cultivate perception of children.
8. Give an account of how Innovation and diffusion of agricultural information can be effective in rural India.

PAPER VII

DEVELOPMENT COMMUNICATION

UNIT I

Definition and meanings of Development – Role of Communication in Development – Concepts - Communication for Development in Third World countries – Developments in different sectors in India – Communication infrastructure and new media growth- Communication as a tool for social and economic change.

UNIT II

Mass media and dissemination of development news – Communication networks and opinion leaders in development – Communication for literacy and empowerment of women and the rural poor- Mass media and rural development – Community media and development - Challenges and issues.

UNIT III

Information and Communication Technology(ICT) in Development – Technology related factors – strategic ICTmanagement in developing countries – New media growth – access and control issues – Govt. and private agencies in development campaigns –

UNIT IV

Globalisation – IT policies – implementation of IT projects in India – private participation – competition – Public information and services through ICT – specific development projects in Tamilnadu – Diffusion of innovation and adoption

UNIT V

e-Government: Concept and functioning of e-governance – system and operational control and management of e-government – public and private participation- information and services to the rural poor – egovt. Projects in Tamilnadu – policies and programmes of e governance in India – problems of access and use and challenges for the future.

REFERENCES:

- Ashwani Saith, M Vijayabaskar (2005). ICTs and Indian Economic Development, Sage, New Delhi.
Richard Heeks (2006). Implementing and Managing government: An International Text. Sage. New Delhi.
Avik Gosh (200^). Communication Technology and Human Development: Recent Experiences in the Indian Social Sector. Sage, New Delhi.

Srinivas R Melkote & Leslie Steeves (2001). Communication for Development in the Third World :
Theory and Practice for empowerment. Sage, New Delhi.

Sumit Roy(2005). Globalisation, ICT and Developing Nations: Challenges in the Information Age.
Sage, New Delhi.

Arvind Singhal and Everett M Rogers(2001). India's Communication Revolution. Sage, New Delhi.

Subash Bhatnagar and Robert Schware (2000). Information and Communication Technology in
Development: Cases from India. Sage, New Delhi.

Bella Mody (1991). Designing Messages for Development Communication: An audience participation
based approach. Sage, New Delhi.

Goel Cohen (2004). Technology Transfer: Strategic Management in Developing Countries. Sage, New Delhi.

Kenneth Keniston & Deepak Kumar (2004). IT Experience in India. Sage, New Delhi.

Model Question Paper: DEVELOPMENT COMMUNICATION

Time: 3 hrs

Max.Marks: 100

Answer any Five questions. All questions carry equal marks.

1. Give a detailed account of the developments taking place in the Information Technology Sector in India.
2. Explain how Information and Communication Technologies can be effectively used to create social awareness and development in rural India.
3. Write on the role of communication networks in the process of community development in villages.
4. Examine the need for collaborative efforts by the government and private agencies in the management of ICTs for development.
5. Give a critical analysis of the ongoing ICT projects in Tamilnadu.
6. Elaborate on the implications of ICT initiatives in developing countries.
7. What is e-Governance? Describe the system and functioning of e-govt.
8. Give a Development communication campaign strategy for creating general health awareness among the rural women in your district.

PAPER VIII

MARKETING COMMUNICATION

Unit I :

Marketing meaning, concepts – Marketing mix – Marketing environment:
Economic, Socio cultural, technological, physical, legal factors – Marketing and
economic development – Green Marketing – Corporate Social Responsibility

Unit II :

Consumer Behaviour: Market segmentation, demographic, psychological usage,
geographic – Consumer buying behaviour: Traditional factors – Social, cultural
and situational environments – Consumer purchasing process: problem, hierarchy
of needs, recognition, information search, attitudes, values - Purchase decision-
post purchase evaluation.

Unit III:

Integrated Marketing Communication(IMC) Components: Situation analysis,
marketing objectives, marketing budget, marketing strategies, marketing tactics,
evaluation of performance; IMC Plan: Integration tools, promotion tools,
advertising tools – Global integrated Marketing communication.

Unit IV:

Internet Marketing : Marketing function on internet – E – commerce, e-commerce
initiatives - buying behaviour on the net– International e-commerce – IMC and
the Internet – Direct marketing on Internet – Global brands – Multinational
campaigns – ethics - Regulation and policy issues.

Unit V:

Evaluating Marketing Communication programme : Message evaluation :
Concept testing, copy testing, recall test – Recognition tests – attitude and opinion
tests – Persuasion analysis – Evaluation criteria – Behavioral evaluation –
Evaluating PR activities – Evaluating overall IMC programmes

REFERENCES:

Kenneth E Clow, Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication: 2nd Edition. Prentice Hall. New Delhi.

RSN Pillai, Bagathy. 2006 Modern Marketing: Principles and Practices. S Chand & Co. Ltd. Delhi.

CN Sontakki. 2000. Principles of Marketing. Kalyani publications. New Delhi.

Agarwal Kumar . 2006. Consumer behaviour: An Indian perspective. Pragati Prakashan Publications. Meerut.

Michael D. Hutt, Thomas W. Spetis. 2006. Business Marketing Management. Thomson Business Information. Bangalore.

Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Publishing House. New Delhi.

Louis E. Boone, David L.Kurtz. 1977. Contemporary Marketing. The Dryden. USA.

Model Question Paper: MARKETING COMMUNICATION

Time: 3 hrs

Max.Marks: 100

Answer any Five questions. All questions carry equal marks.

1. Explain how macro environmental factors affect the marketing plans of an organization. Give suitable examples.
2. Justify the need for greater social responsibilities and accountability of the corporates in the context of growing public concerns.
3. Give an evaluation of the changing middle class market in today's context of multinational companies and their products.
4. Examine the importance of integrated marketing communication programmes to face challenges from competitors.
5. Trace the growth of e-commerce. What is its status and future growth potential in India?
6. Suggest a strategy to evaluate the contributions of the channels of distribution to the promotion of a product in a market.
7. Suggest a methodology to study the market awareness and brand preference for a manufacturer of a consumer electronics product in your city.
8. What is brand positioning? Explain how multinational brands are positioned in the Indian market. Give suitable examples.

PAPER IX

PRINT PRODUCTION TECHNOLOGIES

UNIT I

Print Production Operations: Design stage: Typography – Description of Types- Type face- Type styles- Characteristics of each style – font identification – kerning- spacing techniques- measurement techniques. Comprehensive Layouts: Layout and design importance- principles of layout and design- elements of design – methods and techniques.

UNIT II

Pre Press: Graphic Arts photography- continuous tone images- halftone photography- halftone principle- line art photography – stripping – platemaking- pre press proofs.

UNIT III

Press work operations: Letterpress printing – Rotogravure- Offset litho printing- screen printing- process, advantages and disadvantages, application of each printing method – other modern techniques and technologies in printing industry

UNIT IV

Desktop Publishing: Computer aided Print production- Desktop system – hardware requirements – cost – Softwares: QuarkXpress- Pagemaker – Scanners and Scanning process- use of graphic elements – printing applications – advantages and disadvantages.

UNIT V

Designing and Production: Production of a newspaper- design and graphic arts elements - printing applications – newsprint quality and cost; Magazine layout and design techniques – printing methods – paper and other materials – cost; Designing and printing of brochures, folders etc.; Designing a print advertisement – graphic elements – production cost.

REFERENCES:

Bruce Vanden Bergh and Helen Katz (1999). Advertising Principles. NTC Business Books, USA.

Richard Schlemmer. Handbook of Advertising Art Production’, Prentice Hall, New York,

Mario Garcia. ‘Contemporary Newspaper Design’, Prentice Hall. NY. 1980.

Edmund Arnold. ‘Designing the total Newspaper’. Harper Collins, NY.1981.

Harold Evans. ‘Newspaper Design’ . Heinemann. London.1976.

Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, Delhi. 2004.

Mc Kay, Jenny. 'Magazine Handbook'. Routledge, London. 2000

King, Stacey. 'Magazine Design That Works'. 2001.

Frank Ramano et al. Encyclopedia of Graphic Communication. Prentice Hall. NY. 1998.

Peter warlock. 'The desktop publishing Book', Heinemann, 1988.

Model Question paper : PRINT PRODUCTION TECHNOLOGIES

Time: 3 hrs

Max. Marks: 100

Answer any Five questions. All questions carry equal marks.

1. Examine the competitive challenges being faced by the print medium from the electronic and new media.
2. Give the characteristics of any two type styles explaining the readability and design aspects.
3. How the print medium has undergone changes in terms of layout and design in recent times? Give examples.
4. Discuss the graphic importance of photographs and illustrations in a newspaper. Explain the process of making halftone photography.
5. Explain the process of offset lithography. What are the major advantages of offset printing.
6. Discuss the process of DTP. Explain the application of PageMaker with suitable examples in DTP.
7. Give a design plan for a brochure of a computer manufacturer to launch a promotional campaign for his new laptop.
8. Make a comparative analysis of design principles and techniques applied for the production of a general magazine and a general newspaper.

PAPER X

FILM STUDIES AND PHOTOGRAPHY

Unit I:

The growth of Indian Cinema – Film theory and Criticism- Perception – Representation – Signification – Narrative structure- Film Culture – Film genre, ideology, language – Popular cinema – Parallel cinema – Documentaries – Film Industry and its division – Cinematic Society –imagination, reality, ethnography- cinema and cultural studies— Sociology of audiences and its sub-culture.

Unit II:

Pre-production and Cinematography: Script writing-fiction and non fiction – Characterization – Staging of actors – Visualization Process – Story boards – Tools and techniques – Production cycle – Production phase – Cinematography – Composing shots – Mi-san-scene – Depth of frame – camera angles – perspective – open and close framing – Point of view – Staging dialogues- Digital filming.

Unit III:

Post - Production: Editing- Montage- Dimensions of editing – continuity editing – alteration to continuity editing – non-linear editing – Editing software and graphics – Sounds in cinema – fundamentals, dimensions and functions – Censorship – Film institutes – Film festivals – Film awards – Film review and criticism

Unit IV:

The art and science of Photography- Photo journalism: Nature and scope, techniques, qualities of a photo journalist, coverage of spot news, general news, sports, – new value of pictures, photo essay, photo feature; photo editing – principles and techniques. Digital images - use of computer and software.such as photoshop.

Unit V:

Cameras Basics – types, features and use- Camera accessories – Lenses – types, features and application; Films – types and characteristics, cost; Lighting : types and techniques. Shots – types and techniques – Developing and printing – methods and techniques- Modern trends in photography – photo reality, Ethical issues – Web hosting and Privacy.

RREFERENCES:

Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.

Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.

- Proferes, Nicholas. 2001. Film Directing Fundamentals. Oxford: Focal Press.
- Mamer, Bruce 2000. Film Production Technique. 2nd Edition. Belmont Wadsworth Publication.
- Perisic, Zoran. 2000. Visual Effects Cinematography. Oxford Focal Press.
- Nelmes, Jill. 1996. Introduction to film studies. Routledge. London.
- Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992. Film Theory and criticism: Introductory Readings. 4th Edition. Oxford University Press. New Delhi.
- Kobre. 1996. Photo journalism – the professional approach. Focal press.
- Ippolito, Joseph.A. 2005. Understanding digital photography. Thomson Press. New Delhi.
- Ang, Tom. 2005. Digital Photography. Mitchell Beazley. London.
- Daly, Tim. 2002. Digital Photography Handbook. Amphoto Books. New York.

Model Question Paper: FILM STUDIES AND PHOTOGRPHY

Time: 3 hrs

Max.Marks: 100

Answer any Five questions. All questions carry equal marks.

1. Arts Films can bring about a great deal of social awareness among the people in developing societies – Discuss.
2. Discuss the current status and problems of the cinema industry in general and the Tamil cinema in particular.
3. Explain the art of cinematography and its importance in making the film messages more meaningful and effective in reaching the audience.
4. Give an account of the digital revolution that is taking place in the making and delivery of films.
5. What is film editing? Explain linear and non-linear methods of film editing.
6. What makes a good photograph? What are the various shots and special effects used in taking pictures?
7. How is digital photography taken and processed? Explain its advantages and disadvantages.
8. Give a review of the kind of photo journalism that is being practiced today by quoting specific cases?
