



UNIVERSITY OF CALICUT

Abstract

Master of Visual Communication Programme - Calicut University Credit Semester System-CUCSS - in the affiliated colleges of the University - implemented with effect from 2014 Admissions - New Electives for the programme-approved -- Corrigendum issued.

G & A - IV - B

U.O.No. 2011/2015/Admn

Dated, Calicut University.P.O, 27.02.2015

- Read:-*
1. U.O No.GA IV/J1/1373/08 dated 23-07-2010.
 2. U.O No. 8083/2014/Admn dated 16.08.20143.
 3. U.O No 9160/2014/Admn dated 20.09.2014
 4. Minutes of the meeting of the Board of Studies in Audio Visual Communication held on 26.11.2014 (item No. 1)
 5. Letter no. 14985/GA IV-B-SO/2013/CU dated 3/12/2014
 6. E-mail dated 19/12/2014 from the Dean, Faculty of Journalism.
 7. Orders of the Vice Chancellor in the file of even No. dated 17.12.2014
 8. Minutes of the meeting of the Academic Council held on 15.01.2015 (item No. I - 18(2))
 9. Orders of the Vice Chancellor in the file of even no. dated 11/02/2015

ORDER

Vide paper read first above, Calicut University Credit Semester System has been introduced at PG level in affiliated colleges of Calicut University with effect from 2010 admission onwards.

Vide paper read second above, orders were issued implementing the Scheme and Syllabus of Master of Visual Communication (2 years, 4 semester) Programme (CUCSS) offered in affiliated colleges with effect from 2014 Admission onwards.

Vide paper read third above, orders were issued implementing the scheme and syllabus of Master of Visual Communication Programme CUCSS with effect from 2014 Admissions after effecting corrections pointed out by the Pareeksha Bhavan.

Vide paper read fourth above the meeting of the Board of Studies in Audio Visual Communication held on 26.11.2014 (Vide item No. 2) resolved to recommend new electives for Master of Visual Communication Programme.

Vide paper read fifth above, the minutes of the meeting of the Board of Studies was circulated among the members who were not present for the meeting since the meeting did not have the required quorum.

Vide paper read sixth the Dean, Faculty of Journalism remarked that the minutes of the meeting of the Board of Studies Audio Visual Communication held on 26.11.2014 be placed before the Academic Council for consideration after incorporating the detailed syllabus forwarded by the Chairman.

Vide paper read seventh above, Vice Chancellor had given orders to place the minutes of the meeting of the Board of Studies in Audio Visual Communication held on 26.11.2014 along with the remarks of Dean, Faculty of Journalism before the Academic Council.

Vide paper read eighth the Academic Council at its meeting held on 15-01-2015 vide item No.1-18(2)resolved to approve the minutes of the meeting of the Board of Studies in Audio

Visual Communication at its meeting held on 26.11.2014.

Vide paper read as nineth above, the Vice Chancellor have accorded permission to implement the decisions of the Academic Council held on 15.01.2015 (Vide item No.I 18(2))

Sanction has therefore been accorded to to add the following subjects as new electives for Master of Visual Communication Programme,

E01 – NEW MEDIA TECHNOLOGIES,

E02 – FILM STUDIES,

E03 – MULTIMEDIA,

E04 –ADVERTISING IN VISUAL MEDIA,

E05 – TECHNICAL WRITING AND DOCUMENTATION

E06 – BUSINESS JOURNALISM,

E07 – PUBLIC RELATIONS,

E08 – WEB JOURNALISM

Accordingly orders are issued adding new electives for Master of Visual Communication Programme

The syllabus of the same is uploaded in the University website.

Muhammed S
Deputy Registrar

To

The Principals of all affiliated Colleges

Copy to:PA to CE/Ex/ EG/DR-AR PG Sn./PG Tabulation Sn/Library/System Administrator
with a request to upload the order /GAI 'F' Sn/SF/DF/FC.

Forwarded / By Order

Section Officer

**MASTER OF
VISUAL COMMUNICATION**

**DETAILED SYLLABUS OF ELECTIVE COURSES
[from 2014 admission onwards]**

E01 – NEW MEDIA TECHNOLOGIES

MODULE-1: Definition of Multimedia. Multimedia systems. Multimedia elements. Multimedia applications. Multimedia system architecture. Evolving systems of multimedia-HDTV, UDTV. Digital signal processing. Multimedia file formats, standards, communication protocols, conversions. Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies. Video podcasting. Audio podcasting. Internet archives. Web as a visual platform.

MODULE-2: Internet technology. History of the World Wide Web. Web documents. Web servers, browsers and Web spiders. Search engines and applications. E-commerce. E-learning. E-Examinations. Active Server Pages. Personal Home Pages. URLs and Call activations. Mirror sites. Setting up of an Internet account. Installing and configuring the modem. Multimedia application classes. Interactive TV. Set top boxes. Video conferencing. Hypermedia mails.

MODULE-3: Introduction to HTML. HTML Tags and their applications. Commonly used HTML Commands. Structure of an HTML program. Document Head. Document Body. Lists-Types of Lists (Unordered List (Bullets), Ordered Lists (Numbering), Definition Lists). Adding Graphics to HTML Documents.

MODULE-4:

Tables: Introduction to Header, Data rows, Caption Tag. Width, Border, Cell, color, span attributes. Linking Documents. Links (External Document References, Internal Document References); Images as Hyperlinks (Image Maps). Frames and their usage. Methods of creating web pages- in-line frames, handling of media elements in web pages.

Reference Books

Greenlaw & Hepp, *Fundamentals of the Internet and World Wide Web*, Tata-McGraw Hill.

Joel Sklar, *Principles of Web Page Design*, McGraw Hill, 2002.

Patrick Xavier, *World Wide Web with HTML*, Tata McGraw- Hill, 1996.

Thomas Powell, *Web Design: The Complete Reference*. Tata McGraw-Hill, 2000.

Hocks, Mary E., *Eloquent Images: Word and Image in the Age of New Media*, MIT, London, 2003

E02 – FILM STUDIES

MODULE 1:

- a. VSEVOLOD PUDOVKIN, “On Editing” from *Film Technique*
- b. SERGEI EISENSTEIN, “Beyond the Shot” [The Cinematographic Principle and the Ideogram] & “The Dramaturgy of Film Form” [The Dialectical Approach to Film Form] both from *Film Form*
- c. ANDRÉ BAZIN, “The Evolution of the Language of Cinema” & “The Ontology of the Photographic Image” both from *What Is Cinema?*

MODULE 2:

- d. SIEGFRIED KRACAUER, “Basic Concepts”, from *Theory of Film*
- e. JEAN-LOUIS BAUDRY “The Apparatus: Metapsychological Approaches to the Impression of Reality in Cinema”
- f. GILLES DELEUZE, “The Origin of the Crisis: Italian Neo-Realism and the French New Wave”, from *Cinema 1 and Cinema 2*
- g. ALAIN BADIOU, “Dialectics of the Fable: The Matrix, A Philosophical Machine” from *Cinema*

MODULE 3:

- h. WALTER BENJAMIN “The Work of Art in the Age of Mechanical Reproduction”
- i. JEAN-LUC COMOLLI AND JEAN NARBONI, “Cinema/Ideology/Criticism”
- j. CHRISTIAN METZ, “Identification, Mirror” from *The Imaginary Signifier*

MODULE 4:

- k. LAURA MULVEY, “Visual Pleasure and Narrative Cinema”
- l. TANIA MODLESKI, “The Master’s Dollhouse: Rear Window”, from *The Women Who Knew Too Much: Hitchcock and Feminist Theory*
- m. STEPHEN CROFTS “Reconceptualizing National Cinema(s),”

Reference Books

Susan Hayward. *Cinema Studies: Key Concepts*. Routledge, 2005.

Thomas E. Valasek. *Frameworks: An Introduction to Film Studies*. Dubuque, IA: Brown Publishers, 1992.

Bill Nichols, *Movies and Methods, Vol. I & II*, Los Angeles: University of California Press, 1976.

E03 – MULTIMEDIA

MODULE-1: Fundamentals of Computer Graphics. Concepts, elements, principles of visual design, layout principles, Balance, contrast and harmony, perspective design & communication. Electronic media design (television & computer) – Still & moving, visual only, text only, visual & text. Tools for creating visual design – for print and electronic media, automation and graphics. Language of color, form & color, theory of contrasts, illusions of Space & Form, design psychology.

MODULE-2: Graphics input - output devices: Direct input devices - Cursor devices - direct screen interaction - logical input. Line drawing displays - raster scan displays. Two dimensional graphics. Raster graphics - Scan conversion of polygons - region filling - algorithms. Curves and surfaces: Parametric representation of curves - parametric representation of surfaces - planes - curved surfaces - ruled surfaces. Three dimensional graphics : 3D transformations - normal, oblique central projections - 3D algorithms. Lighting, perception and depth of field.

MODULE-3: The art of animation -animation aspects, color and texture, animation principles. Elements of animation. Preparing for animation. Steps of recording animation, Animating with space to time. Segment manipulation options. Introducing ink effects. Making multimedia Animation. Creating a cast number within paint, rotating cast members. Creating a film loop. Using the tools. Palettes. Importing cast members.

MODULE-4: Choreographic sprites and loops. Introducing markers, using the tempo channels, adding sounds, using transition channels. Introducing interactivity. Non-linear animation, Flash animation, 3D illusion, asymmetry, overall composition, logo, and creation shooting and editing videos. Animation using flash, Director, Morph and other packages.

Reference Books

Jenifer Tidwell, *Designing Interfaces: Patterns for Effective Interaction Design*, London, O'Reilly Media, 2005.

Jerry Palmer & MacDodson, *Design and Aesthetics*, Routledge, London, 1995.

Kimberly Elam, *Expressive Typography: The Word as Image*. RemCo, Maryland, 1975.

Phillip B. Meggs, *Type and Image: The Language of Graphic Design*, VNR, 1992.

Wimmel Ledwell, Kritina Holden, *Universal Principles of Design*, Rockport, 2003.

Ze-Nian Li and Mark S. Drew, *Fundamentals of Multimedia*, Prentice-Hall, 2004.

E04 – ADVERTISING IN VISUAL MEDIA

MODULE-1: Nature and scope of advertising. Evolution of advertising. Advertising and market economy. Advertising and media industry. Electronic media as business. Programme management (Planning, scheduling, production and broadcasting).

MODULE-2: Treatment. Dialogue and narration. Structure and transitions. Human aesthetics, Audiovisual aesthetics, Technical aesthetics. General aesthetics. Post-production overview.

MODULE-3: Nature and Scope of Public relations- Definitions of Public relations. Role of PR in modern society. Public opinion. Evolution of Public relations in India and developed nations. Organisation of PR office. Tools of public relations. Types of Public relations. Media marketing. Market survey: media, product and audience profile. Television rating point (TRP). Agencies of rating, process and method of rating. Selling of a programme. Nature and scope of new delivery systems. On-line marketing.

MODULE-4: Overview and analysis of advertisement promos in popular TV and Radio Channels. Studies on advertising and sales functions in electronic media organizations, emphasizing the sales process, rating systems, and rate cards. Changing role of Corporate Media. Media Groups in the Corporate world. Studies on advertising agencies, media buyers, and research organizations.

Reference Books

Jewler E, *Creative Strategy in Advertising*. Thomson Learning, 2008.

Sandage C. H. & Fryburger Vernon, *Advertising Theory and Practice*. AAITBS, 2010.

Otto Kleppner, *Fundamentals of Advertising*, Prentice Hall, New Jersey, 2006.

Norman Hart, *The Practice of Advertising*, Heinemann, London. 2012.

E05 – TECHNICAL WRITING AND DOCUMENTATION

MODULE 1: Differences between technical writing and other forms of writing. Qualities and qualifications of technical writers; End products of technical writing – technical reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

MODULE 2: Create a technical document; professionals involved – project manager/editor, writers, graphic artists; liaison with project engineers/scientists and clients

MODULE 3: Roles and responsibilities of writers, editors / project managers. Document formats - hard and soft copy versions designs

MODULE 4: Styles in technical writing; Clarity, precision, coherence and logical sequence in writing: The writing process - aim of writing, knowing the writing assignment, its clients and end users; Gathering of facts/data; Planning the document content and organization; Writing the draft; draft revision; use of graphics/illustrations.

MODULE 5: The technical editing process - Review of the document aim, content and its organisation; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/ illustrations; copy fitting, design an layout of documents. Online editing process.

MODULE 6:

Online Editing Process

Reference Books

Donald C. Samson Jr. : Editing Technical Writing

Gordon H. Mills & John A Walter : Technical Writing

McGeheeBrad : The complete Guide to Writing Software User Manuals

Patricia A. Robinson : Fundamentals of Technical Writing

Peter J MGuire and Sara M. Putzell : A Guide to Technical Writing

Robert W Bly and Gary Blake : Technical Writing : Structure, Standard and Style

Susan Grimm : How to Write Computer Documentation for Users

E06 – BUSINESS JOURNALISM

MODULE 1: Major schools of modern economic thinking- Classical, Neo-Classical, Marxian, Keynesian and Monetarist; Institutional framework of modern economy-institutions shaping economic policies and implementing them at national and global levels - Breton Woods institutions, GATT, WTO, ILO, Planning Commission of India

MODULE 2: Features of Indian Economy, Economic reforms – rationale and justification, New industrial policy – features and evaluation- Glossary of basic economic terms.

MODULE 3: Understanding shares, mutual funds, Initial Public Offer (IPO) Public and Private limited companies. Understanding stock market operations – floating of shares, debentures

MODULE 4: Business reporting and editing- corporate reporting; banking; market reporting- stock market, currency exchanges markets and commodity markets; regulatory bodies; company law; budget; trade policies; ethics in business reporting

MODULE 5: Business newspapers, magazines, news agencies and television channels- An insight into business publications across the world- Wall Street journal etc, Business Line, The Economic Times, Mint etc, Economist, Business Today etc, 24x7 television channels dedicated to business – CNBC, NDTV Profit etc, Wire agencies- Dow Jones, News Wire 18 and others

MODULE 6: Salient features of Kerala economy , Kerala model of development, Role of major dailies in covering business stories linked to Kerala, Specialized business journals like Dhanam and Business Deepika

Reference Books

Agarwal A N : Indian Economy

Kapila, Raj : A Decade of Economic Reforms in India

Kapila, Uma : Indian Economy since independence

Kirsch Donald : Financial and Economic Journalism – Analysis, Interpretation and reporting

Pratten, Cliff : The Stock Market

Thomas E C : Economic and Business Journalism

Witzel, Morgan : Dictionary of Business and Management

E07 – PUBLIC RELATIONS

MODULE 1: Origin and development of PR; Definitions of PR, propaganda, publicity, lobbying, PR functions, Public opinion in PR; Characteristics and qualifications of PR personnel.

MODULE 2: Organisation set-up of PR departments/ agencies; PR in public / private sectors, Central and State PR Govt depts. Govt information services and their functions, Industrial PR.

MODULE 3: Stages of PR campaigns, Planning for PR campaigns for different publics- Industry, Institution, Govt and NGOs. Media relations, Community relations and consumer relations

MODULE 4: PR as a management function, PR and crisis management, Functions of PR agency, PR counselling and Consultancy, PR in support of sales promotion

MODULE 5: PR tools – house journals, newsletters, handouts, conduct of press conferences, Open house seminars, and event management, Preparation of press releases, newsletters and news bulletins

MODULE 6: Leadership and communication in PR; PR and corporate social responsibility; Professional organisation of PR; Code of ethics for PR practitioners; PR and social auditing.

Reference Books

Allen H, Frank E Walsh : Public relations practices

Arthur R Roalman : Profitable PR

Baskin, Aronoff, Lattimore : Public relations profession & the practice

Bell Cantor : Experts in action: Inside public relation

Cohen : Public relation primer: thinking and writing in context

Colin Thomas : Public relations is your business

Dennish Wilcox : PR : strategies & tactics

DS Mehta : Hand book of PR in India

Frank Walsh : PR writer in a computer age

John V Pavlik : PR: What research tells us

Judith Ridgway : Hand book of media & PR

Philip Lesley : Hand book of PR & Communication

Robert T Reilly : PR in action

Sam Black : Practical public relations

Scott M Cutlip : Effective public relations

Shirley Harrison : Public relations an introduction

E08 – WEB JOURNALISM

MODULE 1: Basic concepts, scope and limitations of communication technology, computer mediated community formation, implications on society - digital divide and democratization of information. Emergence of new media and their differences from old media.

MODULE 2: Web Journalism– definition, origin, development and contemporary relevance; characteristics of web journalism- immediacy, interactivity, multiple pagination, personalization, privacy, digitization, sociability, convergence, multimedia, flexibility, archiving, linkage, non-linearity and universal access; websites and web portals- types of portals-horizontal, vertical, e-commerce portals, knowledge portals, blogs, vlog, podcast, search engines, dynamic websites and user interface

MODULE 3: LAN, MAN, WAN, E-mail, Web, ownership and administration of Internet, types of Internet connection, internet protocols, Introduction to HTTP, HTML, XML, java script, browsing and browsers, bookmarks, searching through directory, search engines, Website development and maintenance- Inserting, authoring, linking, editing, promoting and maintaining website. Web page design principles.

MODULE 4: Online editions of newspapers, Online reporting- tools for newsgathering. Writing for the Web – principles, limitations and new trends; video file formats; streaming; Editing of web content; Management and economics of online editions, online advertisements

MODULE 5: Security issues on the Internet- social, political, legal and ethical issues related IT and CT. Cyber laws and ethics. New trends- blogging, citizen journalism on the Web, virtual community formation. Future of Web Journalism.

Reference Books

Steven G Jones Cyber society

Bryn Honmes and John Gardner E- Learning : Concepts and practice

Paliwal Contemporary IT scenario

Dedeja IT in new millennium

VedPrakash Gandhi Electronic media communication and management

Godfray Harris Advertising in Internet

Rahul Singhai, Computer Applications for Journalism

Anne Granny, Multimedia: Text and Context

Shakil Ahmed Syed, A Guide to IT: Cyber Laws and E Commerce

Pavlik, John Journalism and New Media

Zorkoczy, Peter Information Technology, An Introduction

McQuil Mass Communication Theory

Sunil Saxena, Breaking news: Craft and Technology of Online Journalism