

**MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL**

M.PHIL IN VISUAL COMMUNICATION

SYLLABUS

(WITH EFFECT FROM 2021-2022)

(UNDER CHOICE BASED CREDIT SYSTEM)



DEPARTMENT OF VISUAL COMMUNICATION

**MOTHER TERESA WOMEN'S UNIVERSITY
KODAIKANAL-624 101**

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KODAIKANAL**

DEPARTMENT OF VISUAL COMMUNICATION

M.Phil. VISUAL COMMUNICATION

SYLLABUS (for candidates admitted from 2022 onwards)

ELIGIBILITY: M.A., Mass Communication, M.Sc., Visual communication

MEDIUM: English

S. No	Subject code	Subject	Hrs	Credits	Formative	Summative	Total Marks
SEMESTER I							
1	M21MCT11	Research Methodology	10	4	40	60	100
2	M21MCT12	Women and Visual Media	10	4	40	60	100
3	M21PST13	Professional Skills	10	4	40	60	100
		TOTAL	30	12			300
SEMESTER II							
4	M21MCT21	Special paper related to Dissertation	10	4	40	60	100
5	M21MCD21	Dissertation	20	14	-	-	200
		TOTAL	30	30			600

Any Special paper related to Dissertation

S.No	Course
1	Advertising
2	Introduction to Animation
3	Introduction to film studies
4	Film Direction
5	Social media and communication
6	Directed study

Any new course can be added as a special Paper by getting permission from BOS and Academic council.

SEMESTER I

PAPER I

RESEARCH METHODS

M21MCT11

10 hours/Credits: 4

OBJECTIVE

To expose students to the tools of analysis for media studies based on the quantitative and qualitative approaches to media research

Unit I: Introduction to Communication and Media Research

Research-Meaning and Concept, Types of Research-Basic-Analytical-Applied-Descriptive-Exploratory-Historical; Quantitative and Qualitative Research Elements of Research - Reliability, Validity, Variable, Hypotheses, Scaling, Sampling - Evolution of Communication Research: Global Perspective; Communication Research in India - Research Design Types-Structure-Component; Longitudinal Research, Panel Study, Trend Study, Ethnography, Survey Research: Questionnaire Construction

Unit II: Areas of Research in Media and Communication

Research in Print Media- Content Analysis, Readership Survey & Coverage of Media Survey; Media Framing Analysis, Context of Content Consumption and Production-Radio, TV & Films - Research on Television Ratings, Advertising Research, Public Relations Research - New Media Research, New Media Education Research; Research in Folk and Alternative Media Practices & Priming - Categories and analysis-Reliability and validity.

Unit III: Discourse Analysis in Media Research

Media, media texts and Media Discourse Analysis- Types of Discourse Analysis: Critical Discourse, Feminist Discourse, Ideological Discourse. Textual Analysis and Inter-Textual Analysis. Character and Conversational Analysis of Media forms. Centrality of audiences in communication discourse-Rise of media of mass communication-Academic origin and concerns-Demands from media industries- 'Audiences' as an important socio-cultural phenomenon

Unit IV: Media Research Applications

Researching Media Effects – Media Audiences - Studying Media Use Among Different Social Groups, Media Socialization and Group Identity – Media Effects Research: News and Politics, Nature of News, Media Agenda Setting, Ideological Effects of the Media; Media and Violence, Media and Sexual Behaviour, New Media and their Impact: Socio-Political Impact of the Internet

Unit V: Statistics & Publishing Research

Factor Analysis, Path Analysis- Canonical Analysis, Statistical Applications- Univariate, Bivariate and Multivariate Analysis-Parametric and Non-Parametric Tests, SPSS and other Statistical Packages -Synthesizing research for theory and practice–Writing quantitative research–Writing qualitative research- Writing styles for Indexed Journals – APA Styling- Publication guidelines for Indexed and CARE-listed journals

REFERENCES

1. Arthur Asa Berger. Media and Communication Research Methods. Sage Publications, Thousand Oaks, CA, 2000.
2. Lawrence R. Frey. The Handbook of Group Communication Theory and Research. Sage Publications, Thousand Oaks, CA, 1999.
3. Robert B. Burns. Introduction to Research Methods. Sage, London, 2000.
4. O.R. Krishnaswamy. Methodology of Research in Social Science. Himalaya Publishing House, 2010.
5. David M. Nachmias & Chava Nachmias. Research in Social Science. Worth, New York, 2014.

WOMEN AND VISUAL MEDIA

M21MCT12

10 hours/Credits: 4

OBJECTIVE

To expose students to feminist media theories and gender sensitization

Unit I: Representation of Women Gender in Media

Social Construction of Gender: Sex and Gender – Gender Stereotyping, women as repositories of cultural practices and traditions Media construction of Women Gender, media reality, media representation, problems in media representation - Representation of gender and sexuality in media.

Unit II: Representations of Women and Gender

Representations of Women and Gender - Highlighting the issues of Women/ Gender – Gender Sensitization - Gender Mainstreaming - Gender Perspectives Representation of women in Media. Myths of feminism in the Visual media, Women discourse and media. Enigma variations. Caring and sharing, sex and spicy, refashioning of the body.

Unit III: Contribution of women in Media Development

Women and Media. Contribution of women in communication development. Media Coverage of Sexual Violence against Women and Children. Analysis of varied women journalists and mediapersons

Unit IV: Women as object of gender

Disciplined approaches. Cultural studies and the problems of representation of women in media Feminist approaches to media psychoanalysis and representation. Female desire. Media and Pleasure. Women as an object of desire and male gaze, Laura Mulvey and narrative cinema

Unit V: Media Ideologies

Sexist and non-sexist language–Dominant and counter ideology–`sensitivity, redefining feminists–feminist media interventions analyzing media texts using feminist concepts. Case Studies

REFERENCES

1. Mary Kosut. Encyclopedia of Gender in Media, Sage Publications, London, UK, 2012.
2. Carolyn M. Byerly and Karen Ross. Women and Media: A Critical Introduction 1st Edition. Wiley-Blackwell, London, 2006.
3. Gülşah Sarı. Gender and Diversity Representation in Mass Media. IGI Global, PA, USA, 2019.
4. Carolyn M. Byerly. The Palgrave International Handbook of Women and Journalism. Palgrave Macmillan, New York, 2013.
5. Sue Thornham. Women, Feminism and Media. Edinburgh University Press, Edinburgh, UK, 2007.

SECOND SEMESTER

PAPER I

M21MCT21

AREA PAPER

10 hours/4 credits

ADVERTISING

Unit I: History & Evolution

Evolution of advertising – socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system- market research – vocational aspects of advertising. Nature & Scope of Advertising, roles of advertising, Social, Communication, and Marketing & Economic- functions of advertising. Functions of advertising: economic impact — informative function — persuasive function — billiard-ball principle — abundance principle — AIDA model

Unit II: Modes of Advertising

Planning and campaigns – Media selection – newspapers – Magazines – Radio Television – Direct mail – Outdoor advertising – Hoarding – Bus panels – Spectacular – Bulletins – Outdoor advertising in India – Commercial advertising. Latest trends in advertising (India & abroad) – Ad agency & types, Structure of small, medium & big agencies, functions, services- legal aspects & ethical issues.

Unit III: Advertising in India

All India Radio – Doordarshan – Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy, price war in newspapers. Client Brief, Account Planning, Creative Strategy & Brief, Communication Plan, Brand management – Positioning, Brand personality, Brand image, Brand equity, Case studies.

Unit IV: Visualization

Advertising copy – Visualization – Illustrations – Layout- Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trademarks - Slogans – Evaluation of effectiveness, Advertising – Problems of measurements – Opinion ratings – Concurrent methods – Recall test – Recognition test – Audience evolution for various media – Advertising code, Internet advertising. Conceptualization & Ideation. Translation of ideas to campaigns, visualization designing & layout, copy writing – types of headlines, body copy base lines, slogans. Logos & trademarks.

Unit V: Advertising Campaign

Campaign planning – stages of campaign planning – Types of approach, Consumer behavior – Principles of Campaign Planning – allocation of advertising budget, Advertising – target audience – segmentation of audience.

REFERENCES

1. Helen Katz. *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying*, 9th edition. Routledge, New York, 2019.
2. Donald W. Jugenheimer. *Basic Advertising*. College Division, South-Western Pub. Co., Cincinnati, OH, 1991.
3. Roger Baron and Jack Z. Sissors. *Advertising Media Planning*, 7th edition. McGraw Hill Education, New York, 2017.
4. Arthur A. Winters, Shirley F. Milton. *The Creative Connection: Advertising, Copywriting, and Idea Visualization*. Fairchild Publications, New York. 1982.

PSYCHOLOGY

Unit I: Introduction

Definition & Goals of Psychology – Methods of Psychology: Experiment, Observation, Interview, Questionnaire & Case Study

Unit II: Perception

Perceiving ourselves: self-concept, self-esteem, self-presentation and self-expression Perceiving others: Forming impressions: Role of non-verbal cues, group stereotypes, and central triads – Primacy and recency effects – Attribution of causality

Unit III: Learning

Classical & Operant Conditioning: Basic Processes: Extinction, Spontaneous recovery, Generalisation and Discrimination – Transfer of Training – Reinforcement Schedules – Verbal Learning – Cognition in Learning – Motivational and cognitive influences on Learning – Observational Learning

Unit IV: Motivation & Aggression

Motivation: Physiological basis of motivation –Theories of motivation – Aggression: Definition, nature and characteristics – Social and personal determinants of aggression – Prevention and control of aggression.

Unit V: Emotion & Stress

Emotion – Definition and nature – Approaches to emotion: Arousal, activation, cognitive and differential theories of emotion – non verbal communication and emotion; Stress: Definition and nature – causes and consequences of stress.

REFERENCES:

1. K. Dill (Ed.). Oxford Handbook of Media Psychology. Oxford University Press New York, 2013.
2. D. C. Giles. Psychology of the Media. Palgrave Macmillan, London, 2010.
3. J. Johnson. Designing with the Mind in Mind. Morgan Kaufman Amsterdam, 2010.
4. Robert S.Feldman. Understanding Psychology, 6th edition. Tata McGraw – Hill, New York, 2004.
5. Baron,R.A., and Byrne, D. Social Psychology, Ninth edition. Pearson education, Delhi, 2000.

INTRODUCTION TO ANIMATION

OBJECTIVE:

To help the students in understanding the principles and elements of animation to create various projects using the animation & web design software's.

Unit I: Introduction of Animation

Introduction of Animation –About computer animations –Principles of animation –Animation production -Animation tools & techniques –Computer animation production tasks.

Unit II: Types of animation

Types of animation -Introduction to 2d animation –Creating storyboards –An overview of Adobe Flash -Explore the panels -creating & editing the symbols –Writing a basic Action Script.

Unit III: Curves and surfaces

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 - hidden lines and hidden surfaces removal.

Unit IV: Art of animation

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. Making multimedia Animation.

Unit V: Animation Techniques

Choreographic sprites and loops. Introducing markers, using the tempo channels, adding sounds, using transition channels. Introducing interactivity. Non-linear animation, Flash animation, 3D illusion, logo, and creation shooting and editing videos.

REFERENCES:

1. Eric Goldberg.Character Animation Crash Course!Silman-James Press, CA, USA, 2008.
2. Sergi Camara. All About Techniques in Drawing for Animation Production (All About Techniques Series). B E S Pub Co., CO, USA, 2006.
3. Francis Glebas, Directing the Story: Professional Storytelling and Storyboarding Techniques for Live Action and Animation. Routledge, London, 2008.
4. Richard E. Williams. The Animator's Survival Kit. Faber & Faber, London, UK, 2009.
5. James Alan Farrel, "From PIXELS to ANIMATION: An introduction to Graphics Programming", AP Professional, 1994.

INTRODUCTION TO FILM STUDIES

OBJECTIVE:

To understand the nature and process of film as medium of communication and to learn how to read and analyze film.

Unit I: Language of Cinema

Visual Language - Film as art, film apparatus, film language, narrative, non-narrative, the sound and silent film Film form, realism and neorealism, the principles of montage, authorship, auteur theory

Unit II: Film genres

Introduction to genre theory - Film genre, sub genre and mix - Genre and theme in films - Working within the genres - Constructing the audiences - Documentary film - Documentary as a genre - Treatment and approach

Unit III: Visual Grammar

Imaging Techniques – Image size, Angle etc.- View Points – Moving shots – Camera Movement – Subject Movement – Combined Movement - Simple Editing Principles - Cut, fade, Dissolves etc.- Scenes and Sequences and visual narratives - Mise – en – scene - Film genre, approaches to film genre, Psychoanalysis, gender and aesthetics

Unit IV: Visual Structure

Narrative art forms- Types and characteristics - Art of Film Making – Stages in Brief - Elements of a Story-Plot, Character, plot structures - Development of a Story Board from a story - Analyzing the visual structure of different visual story telling aids

Unit V: Feminist critics and Media

Feminist criticism-Laura Mulvey, visual pleasure and narrative cinema, film audiences and reception. Structuralism, semiotics and discourse analysis

References

1. Firoze Rangoonwala. 75 years of Indian cinema, Indian Book Co, New Delhi, 1975.
2. Satyajit Ray. Deep Focus: Reflection on Indian Cinema, Harper Collins, India, 2011.
3. Geoffrey Nowell-Smith. The Oxford History of World Cinema, Oxford University Press, United Kingdom, 1997
4. Kavoori, Anandam P., and Aswin Punathambekar. Global Bollywood. NYU Press, 2008
5. David Bordwell and Kristin Thomson. Film Art: An Introduction. McGraw-Hill, London, 2012.
6. Susan Hayward. Cinema Studies: The Key Concepts. Routledge, London, 2000.

FILM DIRECTION

OBJECTIVE:

To understand about the elements and fundamentals of direction in the film industry.

Unit I: Introduction to Direction

Introduction to film direction, Grammar of Filmmaking, Mise -en- scene, The Roles and responsibilities of a Director, directors coordination with his crew members - Communication and Presentation skill of Director - Director and Actor Relationship - Understanding emotional and technological aspect of Direction

Unit II: Stages of Production

Pre-production, Basics of Script Breakdown, Scheduling, Budgeting, Communicating with Other Technicians, Recce.Production; maintaining logsonset,On-set actor management, coordinating with cinematographer and other technicians. Filming techniques -master scene and break down.Post production; editing, dubbing, mixing, sound effects, visual effects.

Unit III: Role of Directors

Roles and responsibilities of Casting Director - Roles and responsibilities of Art Director and Set Designer - Roles and responsibilities of Action and Dance Director - Roles and responsibilities of Music and sound Director - Roles and responsibilities of Associate and Assistant Director

Unit IV: Production Management

Role of Producer and Production Crew – Fundamentals of Production – Production tools and techniques - Film marketing and distribution business.

Unit V: Shooting Process

Shooting Schedule- Breakdown of the scenes - Call Sheet- Contact information of crew members, the schedule for the day, Scenes and shot details - Film Pre-Production, Production, Post Production, Promotion and Marketing.

REFERENCES

1. Steven Ascher and Edward Pincus. The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age. Penguin Publishing, New York, 2013.
2. Bernard F. Dick. Anatomy of Film, 6th edition. Bedford Books, Boston, MA, 2009.
3. Terry Bolas. Screen Education: From Film Appreciation to Media Studies. Intellect Books, Bristol, UK, 2009.
4. Bordwell D and Thomson K. Film Art – An Introduction. McGraw-Hill, New York, 2010.

SOCIAL MEDIA AND COMMUNICATION

OBJECTIVE

To understanding the relationship between society and social media.

To discuss the emerging technologies and the debates around social media in new and different ways that can lead to actions for social change.

Unit I: Introduction

Social media – Understanding of social media – Types of social media – Uses of social media – Positive and negative influences of social media on individuals, businesses, and society

Unit II: Facebook and Twitter

Evolution of Facebook and Twitter – The uses of Facebook and Twitter in personal, academic, and professional realms – Privacy and security features – Achieving academic and professional goal

Unit III: LinkedIn, Google+, and Pinterest

Evolution of LinkedIn, Google+, and Pinterest – The uses of Facebook and Twitter in personal, academic, and professional realms – Privacy and security features – Achieving academic and professional goal

Unit IV: Outcasts of Social Media: Blogs, Videos, Wikis, and More

Types of social media outcasts – History and evolution of each social media outcast – Impact the social media outcasts have had on academics, professions, and society in general.

Unit V: Social Media and Interpersonal Communication

Social media platforms best suited for interpersonal communication for academic or professional communications – Social media platforms in terms of their interpersonal applications – Features of Facebook and Twitter designed for interpersonal communication – Effects of Smartphone usage on our social media interactions – Pros and cons of using social media networks for interpersonal communication.

REFERENCES

1. Jeremy Harris Lipschultz. Social Media Communication: Concepts, Practices, Data, Law and Ethics. Routledge. 2014.
2. David Westerman. Introduction to Computer Mediated Communication: A Functional Approach - 14 edition. Kendall/Hunt Pub. Co.. 2014
3. Christian Fuchs. Social Media: A Critical Introduction - 2nd edition. Sage Publications, 2017
