ANNAMALAI UNIVERSITY

217. B. Sc. Visual Communication

Programme Structure and Scheme of Examination (under CBCS)

(Applicable to the candidates admitted in Affiliated Colleges

in the academic year 2022 -2023 ONLY)

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| **Course Code** | **Part** | **Study Components & Course Title** | **Hours/ Week** | **Credit** | **Maximum Marks** | | |
| **CIA** | **ESE** | **Total** |
|  |  | **SEMESTER – I** |  |  |  |  |  |
| **22UTAML11** | I | **Language Course - I : Tamil - I** | 5 | 3 | 25 | 75 | 100 |
| **22UENGL12** | II | **English Course - I : Communicative English I** | 5 | 3 | 25 | 75 | 100 |
| 22UVSCC13 | III | Core Course - I: Introduction to Visual Communication | 5 | 4 | 25 | 75 | 100 |
| 22UVSCC14 | Core Course – II: **Basic Drawing - Practical** | 4 | 4 | 25 | 75 | 100 |
| 22UVSCA01 | Allied - I : Paper – 1: Media Culture and Society | 5 | 4 | 25 | 75 | 100 |
| 22UVSCP01 | Allied Practical – I: 2D Designing – Practical | 4 | 4 | 40 | 60 | 100 |
| **22UENVS18** | IV | **Environmental Studies** | 2 | 2 | 25 | 75 | 100 |
|  | **Total** | | **30** | **24** |  |  | **700** |
|  |  | **SEMESTER –II** |  |  |  |  |  |
| **22UTAML21** | I | **Language Course - II : Tamil-II** | 5 | 3 | 25 | 75 | 100 |
| **22UENGL22** | II | **English Course - II : Communicative English II** | 5 | 3 | 25 | 75 | 100 |
| 22UVSCC23 | III | Core Course – III: Advertising Basics | 5 | 3 | 25 | 75 | 100 |
| 22UVSCP24 | Core Practical – I: **Advertising Techniques – Practical** | 3 | 4 | 40 | 60 | 100 |
| 22UVSCP02 | Allied – I : Paper -2: **Graphic Design– Practical** | 3 | 3 | 25 | 75 | 100 |
| 22UVSCE26 |  | Internal Elective – I | 3 | 3 | 25 | 75 | 100 |
| **22UVALE27** | IV | **Value Education** | 2 | 1 | 25 | 75 | 100 |
| **22USOFS28** | **Soft Skill** | 2 | 1 | 25 | 75 | 100 |
| 22UNMSD01 |  | Effective English | **2** | **2** | 25 | 75 | 100 |
|  | **Total** | | **30** | **23** |  |  | **900** |
|  |  | **SEMESTER - III** |  |  |  |  |  |
| **22UTAML31** | I | **Language Course – III : Tamil-III** | 5 | 3 | 25 | 75 | 100 |
| 22UENGL32 | I | **English Course – III:**  English Through Literature-I | 5 | 3 | 25 | 75 | 100 |
| 22UVSCC33 | III | Core Course – IV: Writing for Media | 5 | 4 | 25 | 75 | 100 |
| 22UVSCA03 | Allied - II : Paper -1: Media laws and Ethics | 5 | 4 | 25 | 75 | 100 |
| 22UVSCP03 | Allied Practical – II: Script writing - Practical | 3 | 2 | 40 | 60 | 100 |
| 22UVSCE36 | Internal Elective – II: | 3 | 3 | 25 | 75 | 100 |
| 22UVSCN37 | IV | Non-Major Elective – I: Basics of Photography | 2 | 2 | 25 | 75 | 100 |
| 22UVSCS38 | Skill Based Subject – I: Journalism | 2 | 2 | 25 | 75 | 100 |
|  |  | **Total** | **30** | **23** |  |  | **800** |

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|  |  | **SEMESTER – IV** |  |  |  |  |  |
| **22UTAML41** | I | **Language Course - IV: Tamil-IV** | 5 | 3 | 25 | 75 | 100 |
| 22UENGL42 | I | **English Course – IV :** English Through Literature-II | 5 | 3 | 25 | 75 | 100 |
| 22UVSCC43 | III | Core Course – V: Photography | 5 | 3 | 25 | 75 | 100 |
| 22UVSCP44 | Core Practical – II : Photography – Practical | 6 | 4 | 40 | 60 | 100 |
| 22UVSCP04 |  | Allied – II : Paper – 2: **Audio Production – Practical** | 3 | 3 | 40 | 60 | 100 |
| 22UVSCN46 | IV | Non-Major Elective – II: Mobile Journalism | 2 | 2 | 25 | 75 | 100 |
| 22UVSCS47 |  | Skill Based Subject – II: Media Presentation skills | 2 | 2 | 25 | 75 | 100 |
| 22UNMSD02 |  | MS Office Essentials | 2 | 2 | 25 | 75 | 100 |
|  |  | **Total** | **30** | **22** |  |  | **800** |
|  |  | **SEMESTER – V** |  |  |  |  |  |
| 22UVSCC51 | I II  III | Core Course – VI: Film Studies | 5 | 4 | 25 | 75 | 100 |
| 22UVSCC52 | Core Course – VII: Mass Communication Theories | 5 | 4 | 25 | 75 | 100 |
| 22UVSCP53 | Core Course – VIII: **Television Production – Practical** | 6 | 4 | 25 | 75 | 100 |
| 22UVSCP55 | Core Practical – III: Documentary Production – Practical | 6 | 4 | 40 | 60 | 100 |
| 22UVSCE56 | Internal Elective – III: | 4 | 3 | 25 | 75 | 100 |
| 22UVSCS58 | IVIV | Skill Based Subject – III: New Media | 2 | 2 | 25 | 75 | 100 |
| **22UGENS57** | **Gender Studies** | 2 | 1 | 25 | 75 | 100 |
|  |  | **Total** | **30** | **22** |  |  | **700** |
|  |  | **SEMESTER – VI** |  |  |  |  |  |
| 22UVSCC61 | III | Core Course – IX: Multimedia application in media industry | 5 | 4 | 25 | 75 | 100 |
| 22UVSCC62 | Core Course – X: E-content Writing | 5 | 4 | 25 | 75 | 100 |
| 22UVSCC63 | Core Course – XI: Visual Analysis Tools | 3 | 4 | 25 | 75 | 100 |
| 22UVSCC64 | Core Course – XII: Animation | 5 | 4 | 25 | 75 | 100 |
| 22UVSCP65 | Core Practical – IV: Short Film Production– Practical | 6 | 4 | 40 | 60 | 100 |
| 22UVSCE66 | Internal Elective – IV: | 4 | 3 | 25 | 75 | 100 |
| 22UVSCS68 | IV | Skill Based Subject – IV: Public Relation | 2 | 2 | 25 | 75 | 100 |
| **22UEXTA67** | V | **Extension Activities** | - | 1 | 100 | - | 100 |
|  |  | **Total** | **30** | **26** |  |  | **800** |
|  |  | **Grand Total** | **180** | **140** |  |  | **4700** |

**Internal Elective Courses**

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| 22UVSCE66-1 | Internal Elective - IV | Event Management |
| 22UVSCE66-2 | Distribution & Exhibition |
| 22UVSCE66-3 | Editing & Ethics |

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| **SEMESTER –VI**  **Part – III** | **22UVSCC61: MULTIMEDIA APPLICATIONS IN MEDIA INDUSTRY** | **Credit:4**  **Hours:5/W** |

**Course Objectives:**

1. To learn the basic concepts of Multimedia Systems
2. To learn representations, perceptions and applications of Audio
3. To study the fundamentals of text and graphic in multimedia
4. To know about the influence of Animation in multimedia
5. To develop the knowledge of Multimedia projects

**UNIT- I (12 Hours)**

Definition - Classification - Multimedia application -Multimedia Hardware – Multimedia software - CDROM - DVD.

**UNIT- II (12 Hours)**

Multimedia Audio: Digital medium - Digital audio technology - sound cards - recording - editing- MP3 - MIDI fundamentals - Working with MIDI - audio file formats - adding sound toMultimedia project.

**UNIT- III (12 Hours)**

Multimedia Text: Text in Multimedia -Multimedia graphics: coloring - digital imagingfundamentals - development and editing - file formats - scanning and digital photography

**UNIT- IV (12 Hours)**

Multimedia Animation: Computer animation fundamentals - Kinematics - morphing – animations/w tools and techniques.

Multimedia Video: How video works - broadcast video standards - digital video fundamentals – Digital video production and editing techniques - file formats.

**UNIT- V (12 Hours)**

Multimedia Project: stages of project - Multimedia skills - design concept - authoring – planning and costing –Multimedia Team.

Multimedia-looking towards Future: Digital Communication and New Media, Interactive

Television, Digital Broadcasting, Digital Radio, Multimedia Conferencing

**Course Outcomes**:

* To understand the technologies behind multimedia hardware and software
* Gain the knowledge of digital audio technology
* Learn the tools and techniques in multimedia
* Acquire the multimedia skills
* Be able to make a multimedia projects

**Reference**

1. S.Gokul, “Multimedia Magic”, BPB Publications, 2nd Edition.
2. Tay Vaughen , “Multimedia Making it Work”, TMH, 6th Edition.
3. Kiran Thakrar, Prabhat k.andleigh, “Multimedia System Design”, Prentice Hall India.
4. Malay k Pakhira, “Computer graphics, Multimedia and Animation”, Prentice Hall India, 2nd Edition.

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| Mapping with Programme Outcomes | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | L | S | M | L | S |
| **CO2** | M | L | S | L | M |
| **CO3** | S | M | L | M | M |
| **CO4** | M | L | M | M | L |
| **CO5** | S | S | M | S | S |
| \*S-Strong; M-Medium; L-Low | | | | | |

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| **SEMESTER –VI**  **Part – III** | **22UVSCC62: E-CONTENT WRITING** | **Credit: 4**  **Hours: 5/W** |

**Course Objective**

To study the basics elements of E Content

To learn the various characteristics of E Content

To acquire the knowledge on different forms of E Content

To understand the Essential types in E Content

To know how to creatively write for New Media.

**UNIT- I (12 Hours)**

Intro to e-content - Digitalization, Elements of e-content (text, picture, animation, presentation, audio, video).

**UNIT- II (12 Hours)**

Characteristics of E content (Interactivity, Sharing, Hypertextual, Simulation, Virtual (Wiki Element)).

**UNIT- III (12 Hours)**

Forms of E-content- Websites, webinar, blogging, mobile applications, podcasting.

**UNIT- IV (12 Hours)**

Types of E-content (OER, RLO, E-books, online dictionaries, encyclopedia)

**UNIT- V (12 Hours)**

Writing for E newspaper, E magazine, blog, social networking sites, Future of E content

**Course Outcomes**

CO1: Learning the basics elements of E Content

CO2: Analyzing the various characteristics of E Content

CO3: Gaining knowledge on different forms of E Content

CO4: Understanding the Essential types in E Content

CO5: To ability how to creatively write for New Media.

**Reference:**

1. Miller 2008 “Digital Story telling” Focal Press (Elsevier)

2. Writing content-mastering in magazine and online writing-Roger w. Nielsen.

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| Mapping with Programme Outcomes | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | S | L | L | M |
| **CO2** | M | L | M | L | S |
| **CO3** | M | M | S | M | L |
| **CO4** | L | L | M | M | M |
| **CO5** | S | S | S | S | M |
| \*S-Strong; M-Medium; L-Low | | | | | |

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| **SEMESTER –VI**  **Part – III** | **22UVSCC63: VISUAL ANALYSIS TOOLS** | **Credit: 4**  **Hours: 3/W** |

**Course Objectives:**

1. To learn the new computational and theory-based tools
2. To get a knowledge of innovative interactivetechniques and visual representations.
3. To study Analysis of film and television
4. To understand the content analysis
5. The design of the toolsand techniques is based on cognitive, design, and perceptual principles.

**UNIT- I (12 Hours)**

Semiological Analysis :The problem of meaning – signs – signs and truth – language andspeaking – the synchronic and the Diachronic– Syntagmatic analysis – Paradigmatic analysis –Intertextuality – Metaphor and metonymy – codes – semiology of the television medium.

**UNIT- II (12 Hours)**

Psychoanalytic Criticism: Brain states – transpersonal psychology - The Unconscious –sexuality – the Oedipus complex – id, ego, superego – symbols – defense mechanisms – Dreams –Aggression and guilt – psychoanalytic analysis of the media.

**UNIT- III (12 Hours)**

Sociological Analysis: Cultural studies, analysis of visual – semiotics, denotation,connotation and Iconography - Analysis of film and television – six levels of analysis -psychoanalytic understanding of visual images - Different perspectives and methods of visual

analysis.

**UNIT- IV (12 Hours)**

Gender Analysis: Selling magic – Breaking the advertising code – commercials andanxiety – uses and gratification – content analysis

**UNIT- V (12 Hours)**

Marxist Analysis: Materialism – The base and the super structure – false consciousness andideology – class conflict – alienation– the consumer society – Bourgeois heroes – Hegemony

**Course outcomes:**

To enable users to obtain deep insights that directly theory based tools supportassessment, planning, and decision making

To gain knowledge about the Data representations and transformations

To acquired different perspectives and methods of visual

To understand types of conflicting and dynamic datain ways that support visualization and analysis

**References:**

1. Mirzoeff. F, ―An Introduction to visual culture‖, Rout ledge, London. 2009

2. Arthur Asa Berger. ―Media Analysis Techniques‖, SAGE Publication, New Delhi 2006.

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| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | M | M | S | M | L |
| **CO2** | S | L | M | L | M |
| **CO3** | L | L | L | S | M |
| **CO4** | S | M | S | S | S |
| **CO5** | S | L | M | S | S |
| \*S-Strong; M-Medium; L-Low | | | | | |

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| **SEMESTER –VI**  **Part – III** | **22UVSCC64: ANIMATION** | **Credit: 4**  **Hours:5/W** |

**Course Objectives**

1. To acquire knowledge about basics of animation
2. To strengthen the knowledge on functions of animation
3. To develop content using the 2d character
4. To learn the content of principles of animation
5. To study how to design 2d animation

**UNIT- I (12 Hours)**

Animation – Storyboards and Animation Preproduction – Types of Animation, Computer Animation, 2D Animation, 3D Computer Animation.

**UNIT- II (12 Hours)**

Animation on the Web, Motion Capture, Film Animation, Single Framed Cartoons, Caricatures, Editorial Cartoons, Comic Strips, Comic Books, Animated Films.

**UNIT- III (12 Hours)**

Object Animation (Toys, Clays, or Wax, etc.,), Materials, Combined Live Action and Animation.

**UNIT- IV (12 Hours)**

Principles of Animation (12 Principles – Squash and Stretch, Anticipation, staging, straight ahead action and pose to pose, follow through and Overlapping action, Slow in and Slow out, Arc, Secondary action, Timing, Exaggeration, Solid Drawing and Appeal).

**UNIT- V (12 Hours)**

Practice – 2D Character animation

**Course Outcomes**

CO1.Students learns about basics of 2D& 3D Animation.

CO2.Students learns about the functions and types of 2D Animation.

CO3.Student acquires knowledge on various 2D character Animation.

CO4.Student gain knowledge on various principles of Animation.

CO5. Students intended to create 2D Character animation

**Reference**:

1. Visual Communication - Images with Messages, Paul Mortin, Lester, Thomson Wordsworth.
2. Introduction to Media Production, Gorham Kindem, Robert B. Mussburger.
3. The Illusion of Life: Disney Animation - Frank Thomas and Ollie Johnston.

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| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | M | M | S | M |
| **CO2** | L | M | L | S | L |
| **CO3** | M | S | M | M | M |
| **CO4** | S | L | M | M | S |
| **CO5** | S | L | S | M | S |
| \*S-Strong; M-Medium; L-Low | | | | | |

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| **SEMESTER –VI**  **Part – III** | **22UVSCP65: SHORT FILM PRODUCTION – PRACTICAL** | **Credit:4**  **Hours:6/W** |

**Course Objectives**

* To go through all Three Developmental Stage of Film Making.
* To give a simulating Live Project like Experience.
* To inculcate Team Building Capabilities to the students.
* To prepare the individual for Film Industry.
* To gain professional World Experience.

**Exercise: (60 hours)**

1. In this Practical work on Film Production students will have to produce short Film of minimum 10 minutes of duration.

It includes all three development stages in the Film Production process: Pre – Production, Production and Post Production.

**Pre Production** - Will include development of the Concept, Research, Identification of the KeyMovement, Location, Duration, Writing script and Screenplay and Story-boarding.

**Production** - Process will include video shooting of all the scenes and shots (indoor & outdoor) keepingLight Conduction in mind in accordance to the Shooting Script of the Film.

**The Post Production** - Process will include editing of the Film, Adding visual effects, Creating follysounds, Voice-over, Re-dubbing and adding background music to the Film, Finally preview presentationand submission of Films in Broadcast quality.

**Course Outcomes**

* Understand the process of Film Making.
* Demonstrate the art of Film Making.
* Create a team for better results from the available resources for Film.
* Develop him/her for the Professional Work.
* Analyze, Synthesize, and Utilize design processes and Strategy from concept to Delivery toCreatively solve Communication problems.

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| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | L | M | S | L | M |
| **CO2** | M | L | M | S | L |
| **CO3** | L | S | L | M | S |
| **CO4** | M | L | S | M | L |
| **CO5** | S | S | M | S | L |
| \*S-Strong; M-Medium; L-Low | | | | | |

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| **SEMESTER –VI**  **Part – III** | **22UVSCE66-1: EVENT MANAGEMENT** | **Credit: 3**  **Hours: 4/W** |

**Course Objectives**

1. To acquire knowledge about Event Management
2. To strengthen the knowledge on concept, model and theories of Event Management
3. To develop content using the features in Event management
4. To learn the content of event safety
5. To study how to manage the accounting of management

**UNIT- I (12 Hours)**

Event Management- Definition & concept; Analysis & Aim of Event; Principles of Event Management; Size, type & category- Sports, Rallies, Wedding & Exhibition; Event Planning & Developing a mission; Preparing event proposal, Use of planning tools- Protocols, Dress codes, staging & staffing.

**UNIT- II (12 Hours)**

Event Marketing- Nature & Process; Marketing mix, Sponsorship; Image & Branding; Advertising, Publicity and Public relations; Event Leadership- Leadership skills, Managing team, Group development & Managing meetings; Communication- Written communications (preparation official & semi-official)- orders, memo, circulars, & invoice & Verbal communications.

**UNIT- III (12 Hours)**

Event Production & Logistics- Concept & theme; Fabrication, light, sound & handling venders; Logistic policy- procedures, performance standards, functional areas & motivation; Relevant legislations- liquor licenses, trade acts, stake holders, official bodies & contracts.

**UNIT- I V (12 Hours)**

Event Safety & Security- definition & concept; Safety- Occupational safety & emergency procedures; Security- Crowed management, Major risks, emergency planning & Incident reporting; Social-Cultural Environment.

**UNIT- V (12 Hours)**

Accounting- Meaning & scope; Objective of accounting; Accounting as an information system; Accounting principles- concept & Accounting standards; Budget- breakeven point, cash flow analysis, Profit & loss statement, balance sheet & Panic payments;Financial Accounting- Definition & nature; Financial control systems.

**Course Objectives**

1. Gain skill about Event Management
2. To apply knowledge on concept, model and theories of Event Management
3. Acquired knowledge of content using the features in Event management
4. Understanding the content of event safety
5. To Ability to manage the accounting of management

**References**

1. Devesh Kishore (2012). Event Management: A Blooming Industry and an Eventful Career, First Edition, Har-Anand Publications Pvt. Ltd., New Delhi.
2. Lynn Van Der Wagen (2008). Event Management: For Tourism, Cultural, Business and Sporting Events, First Edition, Prentice Hall, UK 2. Glenn A J Bowdin (2006). Events Management, Second Edition, Routledge, New York

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| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | L | M | S | L | M |
| **CO2** | S | L | M | S | L |
| **CO3** | L | S | L | M | S |
| **CO4** | S | L | S | S | M |
| **CO5** | M | S | L | S | L |
| \*S-Strong; M-Medium; L-Low | | | | | |

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| **SEMESTER –VI**  **Part – III** | **22UVSCE66-2: DISTRIBUTION AND EXHIBITION** | **Credit: 3**  **Hours: 4/W** |

**Course Objective**

1. To study the selection of media for distribution
2. To learn the various characteristics of distribution
3. To acquire the knowledge on finishing operation of print
4. To understand the knowledge of art exhibition
5. To teach the news publishing in print media.

**UNIT- I (12 Hours)**

SELECTION OF MEDIA – Media advertisements - Print media – Newspapers, Magazine, Books. Electronic Media – radio, television , internet etc., Direct mail - demonstration , booklet, catalogue , brouchers.

**UNIT- II (12 Hours)**

DISTRIBUTION – Definition, Direct marketing, Internet marketing, Distribution of Film – Types of distribution. Film Advertising – Documentary, Advertising film, sponsored film.

**UNIT- III (12 Hours)**

FINISHINGOPERATION– Cutting, Folding, Mounting, Assembling, Binding , Framing , In-line finishing, Display types, Display techniques.

**UNIT- IV (12 Hours)**

EXHIBITION – Art Exhibition- a single artist, individual expositions, group expositions, or expositions on a specific theme or topic. photography , painting , sculptures, graphic& applied Art.

**UNIT- V (12 Hours)**

NEWS – Definition, Types of news – News Agencies- Reuters ,AP(associated press) ,PTI (Press Trust of India) – News paper in India – Advertisement in news paper , Advertisement size , cost .

**Course Outcomes**

1. Understand the selection of media for distribution
2. Gain skill about the various types of distribution
3. knowledge Ability on finishing operation of print
4. To develop the knowledge of art exhibition
5. To learn the news publishing in print media.

**References**:

1. Lynn S.Gross and Larry W.Ward – Electronic Moviemaking, Wordsworth Publishing Company, California, 1991.

2. Printing Technology –Adams 3rd Edition

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| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | S | M | S | L | M |
| **CO2** | M | L | M | S | L |
| **CO3** | L | S | L | M | S |
| **CO4** | M | L | S | M | L |
| **CO5** | S | S | M | S | L |
| \*S-Strong; M-Medium; L-Low | | | | | |

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| **SEMESTER –VI**  **Part – III** | **22UVSCE66-3: EDITING AND ETHICS** | **Credit: 3**  **Hours: 4/W** |

**Course Objectives**

1. To understand the theoretical knowledge of video editing
2. To acquire knowledge of Digital editing steps
3. To learn knowledge of types of editing styles
4. To teach how to post production works are done
5. To study the code and ethics to do in editing

**UNIT- I (12 Hours)**

Introduction, Aesthetic Approaches, Editing Modes – Fiction, Nonfiction, Editing Technology and Techniques.

**UNIT- II (12 Hours)**

Digital Non linear Editing – Digitizing or Capturing Video and Film, Digital Non- Linear Editing Hardware, Remote Non-Linear Video Editing.

**UNIT- III (12 Hours)**

Film Editing, Screening the Work print, Assemble Editing, Synchronizing the Dailies, Rough-cutting, Tape Splicing, Digital Film Editing, Splicing the A and B Rolls, Combining the A and B Rolls.

**UNIT- IV (12 Hours)**

Sound Editing, Digital Non-Linear Editing, Linear Videotape Editing, Magnetic Film Editing, Audiotape Editing.

**UNIT- V (12 Hours)**

Ethics – Codes of Ethics, Situational Ethics, Press Response to Criticism, Ethics in the 21st Century.

**Course Outcomes**

* Gain knowledge of basic video editing and its types
* Acquired knowledge of editing steps followed
* To learn knowledge of types of editing styles
* Ability to do how to post production
* Understanding the code and ethics to do in editing

**Reference**:

1. Creative Editing, Dorothy A.Borles, Diane L.Borden Thomson Wordsworth.

2. Introduction to Media Production, Gorham Kindem. Robert B. Musburger, Focal

Press.

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| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | M | S | L | L | S |
| **CO2** | S | M | M | S | M |
| **CO3** | M | L | S | M | L |
| **CO4** | M | S | L | M | S |
| **CO5** | S | M | M | L | M |
| \*S-Strong; M-Medium; L-Low | | | | | |

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| **SEMESTER –VI**  **Part – III** | **22UVSCS68: PUBLIC RELATIONS** | **Credit: 2**  **Hours: 2/W** |

**Course Objective**

1. To Study the essence of PR as a practical discipline within the organization
2. To learn how public relations is practiced with other PR tools.
3. To acquire knowledge of different types of stakeholders involved in private and public organizations that use public relations strategies.
4. To learn public relations profession and practice in a global world.
5. To identify, analyse, and discuss PR research techniques

**Unit I (6 hours)**

Public Relations- definition, PR as a communication function, history of PR,growth of PR in India, Public relations, propaganda and public opinion, PR as amanagement

**Unit II (6 hours)**

Stages of PR – Planning, implementation research, evaluation, PR practitionersand media relations, press conference, press release, exhibition and other PRtools.

**Unit III (6 hours)**

Communication with the public - internal and external, employer employeerelations, community relations; PR in India – public and private sectors, PRcounseling, PR agencies, PR and advertising, PR for media institutions.

**Unit IV (6 hours)**

Shareholders relations, dealers relations, PR for hospitals, PR for charitableinstitutions, PR for Defence, PR for NGOs, PR for political parties, managementand case studies.

**Unit V (6 hours)**

PR research techniques, PR and law, PR and new technology, code of ethics,International PR, Professional organizations, emerging trends.

**Course Outcomes**

* To understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular techniques.
* To understand how public relations theory and practice developed and how public relations is practiced in different countries.
* Aware of different types of stakeholders involved in private and public organizations that use public relations strategies.
* To understand, recognize, and examine the phenomenon of media transparency and its application for the public relations profession and practice in a global world.
* To examine how multiculturalism and diversity impact global public relations theory and practice.

**Reference:**

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2. S. Ganesh (1995). Lectures on Mass Communication, Indian PublishersDistributors, New Delhi.

3. J. L. Kumar (1996). Mass Media, Anmol Publications Pvt Ltd., New Delhi.

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| **Mapping with Programme Outcomes** | | | | | |
| **COs** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** |
| **CO1** | L | M | L | L | L |
| **CO2** | S | L | M | S | L |
| **CO3** | M | S | L | L | S |
| **CO4** | S | L | M | S | M |
| **CO5** | S | S | M | M | L |
| \*S-Strong; M-Medium; L-Low | | | | | |