



NEHRU ARTS AND SCIENCE COLLEGE **(AUTONOMOUS)**

Reaccredited by NAAC with “A” grade, Certified by ISO 9001: 2008 & 14001:
2004

Recognized by UGC with 2(f) & 12(B) & Affiliated to Bharathiar University
Nehru Gardens, Thirumalayampalayam, Coimbatore-641 105



DEPARTMENT OF VISUAL COMMUNICATION **(ELECTRONIC MEDIA)**

M.Sc., ELECTRONIC MEDIA **SYLLABUS**



EFFECTIVE FROM 2018-2019



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Moulding True Citizen
**NEHRU GROUP
OF INSTITUTIONS**
TAMILNADU, KERALA
ISO 9001:2008 CERTIFIED INSTITUTIONS

M.Sc., ELECTRONIC MEDIA Scheme of Examination

(Applicable to the students admitted during the academic year 2018-2019)

Semester	Course Code	Name of the Course	Ins. Hrs/ Week	Duration of Examination	Exam			Credits
					CIA	ESE	Total	
I	18PGEMC101	Paper I - Introduction to Communication Models/Theories	5	3	25	75	100	4
I	18PGEMC102	Paper II - Writing for Media	5	3	25	75	100	4
I	18PGEMC103	Paper III - Media Laws & Ethics	5	3	25	75	100	4
I	18PGEMC104	Paper IV - ICT for development	5	3	25	75	100	4
I	18PGEMQ101	Paper V - Print Production Practical	5	3	40	60	100	4
I	18PGEME101/ 18PGEME102/ 18PGEME103	Elective - I	5	3	25	75	100	4
			30				600	24
II	18PGEMC205	Paper VI - Advertising	5	3	25	75	100	4
II	18PGEMC206	Paper VII- Broadcast Journalism	5	3	25	75	100	4
II	18PGEMC207	Paper VIII - Marketing Communication	5	3	25	75	100	4
II	18PGEMC208	Paper IX - Digital Photography	6	3	25	75	100	4
II	18PGEMQ202	Paper X - Photography Practical	4	3	40	60	100	4
II	18PGEME201/ 18PGEME202/ 18PGEME203	Elective - II	5	3	25	75	100	4

			30				600	24
III	18PGEMC309	Paper XI - Video Production Techniques	5	3	25	75	100	4
III	18PGEMC310	Paper XII - Audio Production Techniques	5	3	20	55	75	3
III	18PGEMC311	Paper XIII - New Media Studies	5	3	25	75	100	4
III	18PGEMC312	Paper XIV - Film Studies	6	3	25	75	100	4
III	18PGEMQ303	Paper XV - Television Production Practical	4	3	40	60	100	4
III	18PGEME301/ 18PGEME302/ 18PGEME303	Elective - III	5	3	25	75	100	4
			30				575	23
IV	18PGEMC413	Paper XVI - Mass Media Research Methods	5	3	25	75	100	4
IV	18PGEMQ404	Paper XVII - Portfolio Management Practical	5	3	20	55	75	3
IV	18PGEME401/ 18PGEME402/ 18PGEME403	Elective - IV	5	3	25	75	100	4
IV	18PGEMC414	Paper XVIII - Project Viva Voce	15	-	40	60	100	4
IV	18PGEMC415	Paper XIX - Internship	-	-	40	60	100	4
			30				475	19
		TOTAL					2250	90

LIST OF ELECTIVE PAPERS:

Elective Papers	Course Code	Group	Name of the Course
Elective - I	18PGEME101	A	Graphics & Animation
	18PGEME102	B	Media Planning
	18PGEME103	C	Scripting
Elective - II	18PGEME201	A	Introduction to Graphics Design
	18PGEME202	B	Consumer Behavior
	18PGEME203	C	Direction
Elective - III	18PGEME301	A	Web Designing Principles & Techniques
	18PGEME302	B	Social Media
	18PGEME303	C	Cinematography
Elective - IV	18PGEME401	A	Development Communication
	18PGEME402	B	Market Research
	18PGEME403	C	Film Production

Chairman
Board of Studies in
Visual Communication (Electronic Media)
Nehru Arts and Science College
Coimbatore