



University of Madras

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Undergraduate Programme in Electronic Media

Curriculum and Syllabus for

B.Sc Electronic Media

(With effect from the Academic Year 2020-21)

Note: The Board of Studies is designed learning Outcome Based Curriculum Framework of B.Sc. Electronic Media Programme.

UNIVERSITY OF MADRAS

B. Sc. ELECTRONIC MEDIA

Preamble

Electronic Media is a subject of Study which focuses on radio, television, film making, sound engineering, editing and technical communication using internet. The student can learn the technicalities of the communication studies through the skills of the electronic media. Electronic media provides the function of the individual media qualities and the role played by media in the society. Communication through electronic media is the core element of this subject of study. Electronic media is a technical communication branch which provides knowledge to the student to learn in-depth the media functions in the society. Television studios, Audio and Video editing labs, Advertising agencies, FM Radio channels, Digital Intermediate labs, film processing labs, visual effects studios and corporate media houses are the prime areas of the electronic media industry today. There is a wide scope of study and demand for this subject for the learner. The syllabi of three year B.Sc. degree course in electronic media is framed in such a way that the student at the end of the course can be thorough in electronic media communication for pursuing higher studies and simultaneously can apply the tools of technical communication in the industry today.

Programme Learning outcomes

It provides opportunities to work in the Media industry like Radio, Television, Audio and Video editing labs and film processing labs and visual effects industry . The course enhances the student to understand media skills and the skill set to handle Video equipments and cameras and gives expertise in audio and video editing soft-wares and trains the students to act as radio(RJ) and video jockeys(VJ).

Aim of the programme

To make the student understand the skill sets and its application in electronic media
To make the student to work as media professionals and to work in film and entertainment industry

Graduate attributes

The learner should be dynamic and prepared for employment in complex, ever-changing environments in the electronic media industry.

The learner should have the ability to express thoughts and ideas effectively in written and oral communication and in technical communication.

The learner should have the capability to apply analytic thought in the media communication skills.

The learner should have the ability to work with team members in the corporate media houses.

Scheme of examinations:

FIRST SEMESTER

Course Content	Name of the Course	Ins. Hrs	Credits	Ext. Marks	Int. Marks	Total
Part- I	Language Paper-I	6	3	75	25	100
Part- II	BP2-ENG01-Communicative English I	3	3	50	50	100
Part- III	BEM-DSC01 – History of Electronic Media	6	4	75	25	100
	BEM-DSC02 – Principles of Audiography	6	4	75	25	100
	BEM-DSA01 – Audiography Lab	5	5	60	40	100
Part- IV	Basic Tamil /NME*	-	2	75	25	100
	BP4-EASS01-English for Arts and Social Sciences I	4	4	50	50	100

*Choose any one from the other department

SECOND SEMESTER

Course Content	Name of the Course	Ins. Hrs	Credits	Ext. Marks	Int. Marks	Total
Part- I	Language Paper II	6	3	75	25	100
Part- II	BP2-ENG02-Communicative English II	3	3	50	50	100
Part- III	BEM-DSC03 – Communication Skills	6	4	75	25	100
	BEM-DSC04 – Radio Production	6	4	75	25	100
	BEM-DSA02 – Radio Production Lab	5	5	60	40	100
Part- IV	Advanced Tamil/NME*	-	2	75	25	100
	BP4-EASS02-English for Arts and Social Sciences II	4	4	50	50	100

THIRD SEMESTER

Course Components	Subjects	Int. Hrs	Credits	Max. Marks		
				Ext. Marks	Int. Marks	Total
Part – I	Language- Paper – III	6	3	75	25	100
Part – II	BP2-ENG03-Language Through Literature- I	6	3	50	50	100
Part – III	BEM-DSC05 – Videography	6	4	75	25	100
	BEM-DSC06 – Video Editing - Principles and Practices	6	4	75	25	100
	BEM-DSA03 – Videography Lab [Practical]	6	4	*R.80	V.20	100
Part - IV	Soft Skills	-	3	50	50	100
	Environmental Studies	-	Examination will be held in IV Semester			

R = Record; V = viva

FOURTH SEMESTER

Course Components	Subjects	Inst. Hrs.	Credits	Max. Marks		
				Ext. Marks	Int. Marks	Total
Part – I	Language- Paper – IV	6	3	75	25	100
Part – II	BP2-ENG04-Language Through Literature- II	6	3	50	50	100
Part – III	BEM-DSC07 – Film Studies	6	5	75	25	100
	BEM-DSC08 – Acting and Direction	6	4	75	25	100
	BEM-DSA04 – Scriptwriting Lab [Practical]	6	4	R.80	V.20	100
Part – IV	Soft Skills	-	3	50	50	100
	Environmental Studies	-	2	75	25	100

FIFTH SEMESTER

Course Components	Subjects	Inst. Hrs.	Credits	Max. Marks		
				Ext. Marks	Int. Marks	Total
Part – III	BEM-DSC09 – Television Production Management	6	5	75	25	100
	BEM-DSC10 – Communication Aesthetics	6	5	75	25	100
	BEM-DSC11 – Graphics and Animation	6	5	75	25	100
	BEM-DSC12 – Video Production Practical	6	5	R.80	V.20	100
	BEM-DSE01 – Video Editing Practical	6	5	R.80	V.20	100
Part - IV	Value Education	-	2	75	25	100

SIXTH SEMESTER

Course Components	Subjects	Inst. Hrs.	Credits	Max. Marks		
				Ext. Marks	Int. Marks	Total
Paper – III	BEM-DSC13 – Media Organization*	6	4	75	25	100
	BEM-DSC14 – Communication Culture and Society	6	4	75	25	100
	BEM-DSC15 – Internship	6	5	R.80	V.20	100
	BEM-DSE02 – 3D Animation [Practical]	6	5	R.80	V.20	100
	BEM-DSE03 – Project [Specialization]	6	5	R.80	V.20	100
Part – V	Extension Activities	.	1			

Given the special nature of the Electronic Media course, Project is compulsory. Project will be done as detailed in the syllabus.