



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

SCHOOL OF ARTS

Circular

Date: 26/02/2021

Sub: Organising Value added (Online) Course:

CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA

With reference to the above mentioned subject, we bring it to your notice that School Of Arts, Faculty of Arts & Science, Bharath Institute of Higher Education & Research is organising "CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA". The syllabus and registration form is enclosed below.

The candidates those who are interested to join must fill the registration form and submit to the HOD, on or before 06.03.2021. The Registration form received after the mentioned date shall not be entertained under any circumstances.

Head of the Department

Encl: A copy of Syllabus & Registration form

Copy To:

- 1.All HODs
- 2.Office File/ Notice Board

Dean-Faculty of Arts & Science
Bharath Institute of Higher Education & Research
(Declared as Deemed to be University U/S 3 of UGC Act, 1956)
Chennai-600 073, INDIA



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as deemed to be University under Section 3 of UGC Act 1956, with affiliation No.F. 0-52000-U.3)

SCHOOL OF ARTS

Registration Form

Value Added Course

Date: 03/03/2021

Name : C. Nishanthini

Reg.No. : U15BC002

Date of Birth : 18/03/1996

Gender : Female

Department : Commerce

Year :

Contact No. : 9382150311

Email ID : nishamohan_456@gmail.com

Course AppliedFor : Certificate Program on Media
Studies & Mass Media


Signature



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SCHOOL OF ARTS

Registration Form

Value Added Course

Date: 04/03/2021

Name : K. Vignesh
Reg.No. : U15 SC001
Date of Birth : 23/05/1997
Gender : Male
Department : Computer Science
Year :
Contact No. : 8439220112
Email ID : vickykamal@yahoo.com
Course Applied For : Certificate Program on Media
Studies and Mass Media

Signature

Bharath Institute of Higher Education & Research
SCHOOL OF ARTS

Students Registration List

Value Added Course: CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA

S.NO	REG.NO	NAME OF THE CANDIDATE
1	U15SC001	VIGNESH K
2	U15MA001	VIJAY A
3	U15BC002	NISHANTHINI C
4	U15BC001	THENMOZHIM
5	U15BA001	KODHANDHAPAN R
6	U15BE001	AJITH M
7	U15BC003	SUBBULAKSHMI V
8	U15MI001	PRABHAKARAN R
9	U15SC002	VIJAYALAKSHMI R
10	U15SC004	RAJKUMAR C
11	U15CA001	BALAMURUGAN S
12	U15CA002	YOGESHWARAN V
13	U15BC006	PAVITHRA V
14	U15SC005	BALAKRISHNAN M
15	U15SC004	RAJKUMAR K
16	U15BC005	KAVITHA G
17	U15PS001	KOWSHIK S
18	U15SC003	RAJESWARI B
19	U15BC004	KUMARAN T
20	U15CA003	NIRMAL RAJ S
21	U15SC006	RAGUPATHY M
22	U15SC007	GUNASEKARAN C
23	U15SC008	NAVEEN KUMAR S
24	U15BR003	DIVYA M
25	U15MA002	KIRUTHIKGA M
26	U15SC010	HARIPRIYA A
27	U15CA004	SUDHAKARAN P
28	U15SC009	SRIDEVI M
29	U15BC010	KOWSALYA R
30	U15BC011	DHINAKARAN P
31	U15SC011	JANARTHANA KUMAR T
32	U15SC012	SHOBANA A
33	U15BC009	RAMYA C
34	U15BC008	SURIYA PRAKASH G
35	U15VC001	AJITH KUMAR B
36	U15VC003	MANJU DEVI S

Bharath Institute of Higher Education & Research
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Students Mark List

Value Added Course: CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA

S.NO	REG.NO	NAME OF THE CANDIDATE	Marks (Out of 100)
1	U16SC001	VIGNESH K	88
2	U16MA001	VIJAY A	87
3	U16BC002	NISHANTHINI C	94
4	U16BC001	THENMOZHIM	88
5	U16BA001	KODHANDHAPANIR	79
6	U16BE001	AJITH M	86
7	U16BC003	SUBBULAKSHMI V	88
8	U16MI001	PRABHAKARAN R	76
9	U16SC002	VIJAYALAKSHMI R	85
10	U16SC004	RAJKUMAR C	71
11	U16CA001	BALAMURUGAN S	82
12	U16CA002	YOGESHWARAN V	84
13	U16BC006	PAVITHRA V	83
14	U16SC005	BALAKRISHNAN M	75
15	U16SC004	RAJKUMAR K	82
16	U16BC005	KAVITHA G	77
17	U16PS001	KOWSHIK S	73
18	U16SC003	RAJESWARIB	87
19	U16BC004	KUMARANT	77
20	U16CA003	NIRMAL RAJ S	79
21	U16SC006	RAGUPATHY M	70
22	U16SC007	GUNASEKARAN G	74
23	U16SC008	NAVEEN KUMAR S	83
24	U16BR003	DIVYA M	78
25	U16MA002	KIRUTHIKGA M	78
26	U16SC010	HARIPRIYA A	91
27	U16CA004	SUDHAKARAN P	78
28	U16SC009	SRIDEVI M	77
29	U16BC010	KOWSALYA R	88
30	U16BC011	DHINAKARAN P	73
31	U16SC011	JANARTHANA KUMAR T	85
32	U16SC012	SHOBANA A	78
33	U16BC009	RAMYA C	75
34	U16BC008	SURIYA PRAKASH G	73
35	U16VC001	AJITH KUMAR B	74
36	U16VC003	MANJU DEVI S	85



Shaheed

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(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

SCHOOL OF ARTS

Value Added Course

CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA

Syllabus

UNIT I UNDERSTANDING THE LANGUAGE OF THE MEDIUM

Media Literacy - Aspects of Film Language - Content Analysis of TV Programmes - Content Analysis of Radio Programmes - Content Analysis of Newspapers and Periodicals - Features of the Internet

UNIT II EVOLUTION OF THE MEDIA (GLOBAL)

The Evolution of International Cinema - The Evolution - International Television - The Evolution of Print Media - The Evolution of Radio - Evolution of the Internet

UNIT III CONVERGENCE OF THE MEDIA

Independence and Inter-convertibility of Media : Nature of audio-visual signals and messages- Internet as the meeting point of all the mass media - Convergence and the New Possibilities of Communication : Broadcasting - Empowering an individual to post data on the Internet

UNIT IV SELLING/MARKETING/EXHIBITING A PRODUCT THROUGH ADVERTISING

Profile of a Product - The task of Advertising - The Available Media - Forms of Advertising

UNIT V GRAPHIC DESIGN AND MULTIMEDIA APPLICATIONS

Introduction to multimedia – Text - Still in Age - Video Application – Sound - Creating a multimedia project

TEXT BOOKS

1. Mass Communications and Media Studies- An Introduction by Peyton Paxson, Continuum Publishing Corporation, 2010.
2. Media Literacy, W. James Potter, University of California, Santa Barbara, USA, 2018.
3. Designing Media, Bill Moggridge- MIT Press, 2010.

REFERENCE BOOKS

1. Media Innovation and Entrepreneurship by Michelle Ferrier, Ellizabeth Mays, 2017
2. Digital Tools in Media Studies, Michael Ross et. al – Transcript Verlag, 2015.
3. Media and Cultural Theory, Stephen Hill, Bevis Fenner – Bookboon, 2010.

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Course Time Table

Value Added Course: CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA

Course Duration:30 Hrs

S.No	Date	Time	Hour
1	9/3/2021	2.00-3.00p.m	1
2	10/3/2021	10.00-12.00p.m	2
3	16/3/2021	2.00-3.00p.m	1
4	17/3/2021	10.00-12.00p.m	2
5	23/3/2021	2.00-4.00p.m	2
6	24/3/2021	10.00-12.00p.m	2
7	30/3/2021	2.00-4.00p.m	2
8	31/3/2021	10.00-12.00p.m	2
9	6/4/2021	2.00-4.00p.m	2
10	7/4/2021	10.00-12.00p.m	2
11	13/4/2021	2.00-4.00p.m	2
12	14/4/2021	10.00-12.00p.m	2
13	20/4/2021	2.00-4.00p.m	2
14	21/4/2021	10.00-12.00p.m	2
15	27/4/2021	10.00-12.00p.m	2
16	28/4/2021	10.00-12.00p.m	2

Bharath Institute of Higher Education & Research

SCHOOL OF ARTS

Department of Mathematics

Course Lesson Plan

Value Added Course: CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA

Course Duration: 30 Hrs

S.No	Date	Topic	Time	Hour
1	03-09-2021	Course offers introduction to Media Literacy, Aspects of Film Language and Content Analysis of TV Programmes	2.00-3.00p.m	1
2	03-10-2021	Course also provides knowledge in Content Analysis of Radio Programmes	10.00-12.00p.m	2
3	16/3/20 21	Internet	2.00-3.00p.m	1
4	17/3/2021	Course introduces the Evolution of International Cinema and International Television	10.00-12.00p.m	2
5	23/3/2021	Course introduces the Evolution of Print Media	2.00-4.00p.m	2
6	24/3/2021	Course introduces the Evolution of Radio - Evolution of the Internet	10.00-12.00p.m	2
7	30/3/20 21	The course provides independence and Inter-convertibility of Media	2.00-4.00p.m	2
8	31/3/2021	Course also provides opportunity to learn the nature of audio-visual signals and messages- Internet as the meeting point of all the mass media	10.00-12.00p.m	2
9	04-06-2021	This course introduces the basic elements and principles of Art	2.00-4.00p.m	2
10	04-07-2021	Course allow student to look at the subject in a Convergence and the New Possibilities of Communication : Broadcasting	10.00-12.00p.m	2
11	13/4/2021	Empowering an individual to post data on the Internet	2.00-4.00p.m	2
12	14/4/2021	Design topics required for a student at the entry level.	10.00-12.00p.m	2
13	20/4/2021	Course sensitise the student towards Profile of a Product - The task of Advertising	2.00-4.00p.m	2
14	21/4/20 21	The course introduces the Available Media, Forms of Advertising	10.00-12.00p.m	2
15	27/4/2021	Course provides Introduction to multimedia, Text, Still in Age	10.00-12.00p.m	2
16	28/4/2021	Course provides video Application, Sound, Creating a multimedia project	10.00-12.00p.m	2



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SCHOOL OF ARTS

CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA

Total Marks: 50

Duration: 2 Hrs

Course Code:

Part A

4 X 5 = 20

I. Answer all questions.

1. Differentiate between Multicast and Unicast.
2. Elaborate the various functions of Multimedia.
3. What were Raymond Williams's views on Flow and Continuous interruption?
4. Analyse how the advertising pitch of a new product is different from a well-established one.

Part B

3 X 10 = 30

II. Answer all the questions.

5. Evaluate the impact of Expressionism and Neo-Realism on International Cinema.
6. (a) What do you understand by Market Segmentation? Explain the process with the help of examples.
(b) What is prototype of an advertisement? Explain CLT and Quota Sampling process of testing prototypes
7. (a) Compare and contrast the following newspapers formats :
-Tabloid, - Broadsheet, - Berliner
(b) Explain the process of Adaptation.

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CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA

Answer Key

Total Marks: 50

Duration: 2 Hrs

Course Code:

Part A

4 X 5 = 20

1. Multicast – Radio, TV and Satellite communication is referred to as Multicast, meaning one-way communication from single sending source to unlimited number of receivers. The internet transmission is “Unicast”, referring to two-way communication and being interactive.
2. Various functions of Multi Media – can be used as a great support in planning and executing any project, can be used to explain or propose a concept, using multimedia while preparing content for any topic makes the process more organized and precise, the teaching and learning can be more interactive.
3. Raymond Williams was an influential critic. In his book Television: Technology and Cultural form he proposed the term „flow“ to describe the distinctive nature of television. In his trip to USA in 1970, he became aware of „continuous interruption“ of advertising. British TV did not have such interruptions. He submits that TV transmission has an ongoing main narrative, which is constantly interrupted with advertisements and messages. Over a period of time this
4. Every campaign pitches itself at a level depending upon its purpose. If it is introducing a new product in a competitive market, then it will be an aggressive campaign, one that is aimed at catching everyone’s attention by creating a buzz in the market about the new product. If it is an already well-established product then it may take less aggressive tone and may be will to seek to appeal in a familiar way to the customer. It will seek to renew

the already established bond in an innovative way. The audio-visual strategy or the nature of the images and text will depend upon the „the pitch“ that has been set.

Part B

3 X 10 = 30

5. Neo-Realism – a moment in art is always a product of historical conditions in different societies. It is seen that a certain set of beliefs or an ideology is shared between creative minds of the period. Every school of thought has its rise and fall.

A moment call Neo-Realism emerged in Italy during World War II and the fall of fascism. Popular cinema in 1940s was completely divorced from real life. They presented super rich, luxurious lifestyle of characters that the audience could not relate to. Many of these films were full of curios like the white telephone on which characters were often seen chatting at length. To present the reality Neo-Realism brought authenticity of a documentary reality to stories, characters and situation. This authenticity was achieved through new means like casting non actors even in lead roles, casting stars in non-glamorous roles, shooting on actual locations, and by filming simple stories with simple characters. Prominent directors were – Luchino Visconti (The Earth Trembles) and Vittorio De Sica (Bicycle Thieves)

Expressionism – „the reality of the inner world projected“. German expressionism was a movement that ran parallel to the soviets in 1920“s. But there mood and preoccupation were totally different. Germans were recovering from a shattering defeat in the World War I. The humiliation of Treat of Versailles added insult to the injury. Germany was being bled of its income and resources. The existential angst of those times was reflected in the films of that period. Most films dealt with realities that were nightmarish.

Expressionism is a break from the reality with imagined landscape. Thus to move away from reality of the everyday life, filmmakers constructed a symbolic one.

This movement got its name from the term expressionism that had existed in visual and dramatic arts. An expressionist does not see but has „Visions“. Eg – Vincent Van Gogh (Netherlands), Edvard Munchi (Norway) etc.

6. (a) Market segmentation – is the process of breaking down a larger market into smaller segments with specific characteristics. It helps to customize a product/ service and also evolve the advertising strategy to reach the target group. Target market segments are typically divided into (Process) – 1. Geographic- based on the socio- economic structure of rural urban population is different and affects the purchasing power. 2. Demographic – many factors affect the customers as individual like age, race, religion, gender, income level, family size, occupation, education level and marital status. 3. Behavioristic – customers reason for purchasing a product can be varied and complex. It could be fascination with a product or identification with a brand or loyalty with an existing brand

or it could be the cost etc. 4. Psychographic - the desire for the feeling of elevated status, enhanced appearance and feeling rich are some considerations. It applies specially to luxury items.

(b) Prototype of an advertisement is a sample of an ad which is used to test the effectiveness of an advertising campaign before the launch of the product in market. CLT – Central Location Test. During CLT different groups from within the target audience are exposed to the prototypes of the different concepts. Their feedback is taken and analysed and then accordingly the final decision is taken about the approach to be taken. The conclusion reached has to be very objectively and open-mindedly accepted. This is very crucial because these results could be the real pointers to how the customers would react to the messages.

Quota Sampling – is a method of selecting survey participants. In quota sampling a population is first segmented into mutually exclusive sub-groups. Then the judgement is used to select the subjects from each segment based on a specified proportion. Quota sampling is of two types – qualitative and quantitative.

7. (a) Tabloid Press – casual approach, news mainly about celebrities gossip, more pictures less text, broad catchy headlines, conversational catchy language, shorter and thinner than broadsheet, deals with private lives of celebrities (yellow journalism). Eg – Mumbai Mirror

Broadsheet Press – serious and important news, less pictures and more text, simple linear headlines, formal language, broader & longer than tabloid, expensive than tabloid, quality press. Eg – The Hindu.

Berliner – is a little narrower and shorter than the broadsheet and slightly taller and wider than the tabloid. Like the broadsheet it connotes quality and serious journalism. It is popular in European and North American countries. Example – La Monde, The Guardian, Mint.

(b) Process of Adaptation – during the process of adaptation –

- (i) A new narrative is formed,
- (ii) The new narrative is formed in another medium,
- (iii) Script-writer and director is the new author of this narrative,
- (iv) Historical and cultural context of the original may change,
- (v) The new narrative is an interpretation of the original,
- (vi) Cinema is able to add new things as it can borrow liberally from other arts,
- (vii) Cinema is able to do so, as it is a recording medium.



Bharatiya

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SCHOOL OF ARTS

Course Feedback form

Value Added Course

Date: 8/04/2021

Course Title: Certificate Program on Media Studies & Mass Media

Name: C. Nishanthini

Register No: U15 BC002

Department: Commerce

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Objectives of the course clear to you					✓
2.	Course contents met with your expectations					✓
3.	Lecture sequence was well planned					✓
4.	Lectures were clear and easy to understand					✓
5.	Teaching aids were effective					✓
6.	Instructors encourage interaction and were helpful					✓
7.	The level of the course					✓
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:					5

Please give Suggestion for the improvement of the course:

Signature



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INSTITUTE OF HIGHER EDUCATION AND RESEARCH
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SCHOOL OF ARTS

Course Feedback form

Value Added Course

Date: 28/04/2021

Course Title: Certificate program on Media Studies & Mass Media

Name: K. Vignesh

Register No: U15 SC001

Department: Computer Science

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Objectives of the course clear to you				✓	
2.	Course contents met with your expectations				✓	
3.	Lecture sequence was well planned					✓
4.	Lectures were clear and easy to understand					✓
5.	Teaching aids were effective					✓
6.	Instructors encourage interaction and were helpful					✓
7.	The level of the course					✓
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Signature



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INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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SCHOOL OF ARTS

Value Added Course

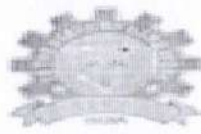
CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA RESULT ANALYSIS

No. of times offered during the same year	Duration of course (Hrs)	No. of students enrolled in the year	No. of Students completing the course in the year	Max Mark	Min Mark	No. of students passed	No. of students failed	Pass %
1	30	36	36	94	70	36	-	100

Course Co-ordinator

Dr. P. Sumathi
HOD

Dr. A. Muthukumaravel
Dean



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INSTITUTE OF HIGHER EDUCATION AND RESEARCH
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83/3, AGARAM MAIN ROAD, THIRUVANCHERRY, CHENNAI - 600 126, TAMIL NADU, INDIA

School Of Arts

Certificate of Participation

This is to certify that
NISHANTHINI C

Has participated in the value added course: CERTIFICATE PROGRAM ON MEDIA STUDIES & MASS MEDIA,
a unique and special programme held at School Of Arts, BIHER from 9th March 2021 to 28th April 2021.

Course Co-ordinator

Dr. P. Sumathi
HOD

Dr. A. Muthukumaravel
Dean