



# ST. THOMAS COLLEGE OF ARTS AND SCIENCE

Affiliated to the University of Madras | An ISO 9001:2015 Certified Institution

Koyambedu, Chennai- 107



## DEPARTMENT OF ELECTRONIC MEDIA

**PROGRAMME NAME** | **MASTER OF ELECTRONIC MEDIA**

### PROGRAMME OUTCOMES

PO1: Ability to design, develop and produce media content on a wide range of topics

PO2: Demonstrate mastery over a range of skill sets and techniques to work on multiple platforms and formats

PO3: To become an enterprising, enthusiastic, and creative media professional

PO4: To become an active and adaptive leader, to keep pace with the rapid changes in the media industry

PO5: Ability to conduct independent academic and commercial research with appropriate scientific attitude and commitment.

PO6: Ability to make ethical and socially conscious decisions in professional media practices.

### SEMESTER – I

**SUBJECT CODE: ML21A**  
**HUMAN COMMUNICATION**

**SUBJECT NAME: UNDERSTANDING**

CO1	Analyze various aspects of communication and articulate good communication principles.
CO2	Analyze and interpret signals, language, and signs as well as other aspects of Human communication.
CO3	Demonstrate various modes of communication using message design principles.
CO4	Determine criteria for appropriate message design by distinguishing multi-level communication flows.
CO5	Analyze and interpret the behaviour of information, communication systems, and the spread of ideas in contemporary mediums.



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## SUBJECT CODE: ML211

## SUBJECT NAME: VIDEOGRAPHY PRACTICAL

CO1	Learners can handle video cameras.
CO2	Learners can capture visuals using various camera shots, angles, and movements and elements.
CO3	Learners are capable of visual storytelling.
CO4	Learners can use appropriate lights in both indoor and outdoor shoots.
CO5	Learners gain knowledge of using various lenses.

## SUBJECT CODE: ML212

## SUBJECT NAME: AUDIO EDITING

### - PRACTICAL

CO1	Learners will be able to work with audio files in various format and compression techniques
CO2	Learners will be able to distinguish various features of digital audio
CO3	Learners will be able to clean and edit audio files, add effects
CO4	Learners will be able to produce professional quality audio recordings
CO5	Learners will be able to publish audio programs in various content delivery platforms and Podcast

## SUBJECT CODE: MUAH

## SUBJECT NAME: MEDIA AESTHETICS

### - THEORY

CO1	Learners are exposed to television channels, news reporting
CO2	Learners are trained as cinematographers, designers and visualizers Learners become program producers, photojournalists
CO3	Learners acquire knowledge about various functions and concept of visual technologies involved in media
CO4	Learners are experts in Television management production

## SEMESTER – II

## SUBJECT CODE: ML22A

## SUBJECT NAME: MEDIATED

### COMMUNICATION – THEORY

CO1	Analyze and interpret systems of mediated communication
CO2	Critically evaluate public opinion surveys and polls
CO3	Outline and write a reflexive essay on the effects of media on self and the other
CO4	Analyze and interpret developments in mediated communication using multiple theoretical Lenses
CO5	Identify design features of communication technologies that influence individual behavior



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## SUBJECT CODE: ML221 MAKING – THEORY

## SUBJECT NAME: DIGITAL FILM

CO1	Identify business opportunities and platforms for digital platforms
CO2	Critically appraise the opportunities and economic risks in digital platforms.
CO3	Develop a business plan and online collaboration workspace for entrepreneurship.
CO4	Prepare a low-cost budget and revenue model for independent filmmaking

## SUBJECT CODE: ML222

## SUBJECT NAME: VIDEO EDITING – PRACTICAL

CO1	Learners can use the non-linear edit methods to edit videos.
CO2	They can apply appropriate transitions and effects to video.
CO3	They can use various cuts while editing videos.
CO4	They can edit for the trailer teasers, etc.
CO5	They can understand the concept of montage.

## SUBJECT CODE: ML223 ACOUSTICS – PRACTICAL

## SUBJECT NAME: SOUND DESIGN AND

CO1	The Learners will come to know the difference between the characteristics of radio and other mediums.
CO2	The learners will be able to write scripts for radio programs
CO3	The learners will be able to understand the principles involved in producing
CO4	Learners will get hands-on experience while doing practice
CO5	Learners will acquire knowledge about audio production applications and ethics of sound

## SUBJECT CODE: ML42A THEORY

## SUBJECT NAME: WRITING FOR MEDIA –

CO1	Understand the basic concepts of writing techniques for media
CO2	Learners can become news writers, content writers, and program producers for mass media productions
CO3	Learners will be able to write and develop the content for new media.
CO4	Learners will gain knowledge about various elements of writing techniques.
CO5	The course provides learners with an understanding of the importance of writing for media.



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## SEMESTER – III

### **SUBJECT CODE:** RESEARCH METHODS – THEORY **SUBJECT NAME: COMMUNICATION**

CO1	Outline various steps involved in conducting communication research and identify a researchable topic
CO2	Diagram a communication problem with a causal model and present operational definitions of key constructs
CO3	Prepare a coding framework for analysis coverage of major current news events and apply CATA
CO4	Apply qualitative methods like in-depth interviewing for journalism practices
CO5	Design questionnaire for audience survey and audience measurement

### **SUBJECT CODE:** STORYTELLING – THEORY **SUBJECT NAME: TRANSMEDIA**

CO1	Critically evaluate popular, on-going transmedia projects
CO2	Explain the decision making process for adopting a transmedia storytelling in marketing or journalism context
CO3	Prepare a strategic plan and budget for transmedia storytelling for OTT platform on entertainment or strategic communication content
CO4	Demonstrate an ability to prepare a script and storyboard for transmedia project and a web series for OTT
CO5	Apply multimedia skills to produce a short project for transmedia distribution.

### **SUBJECT CODE:** MAKING – PRACTICAL **SUBJECT NAME: DIGITAL SHORT FILM**

CO1	Identify business opportunities and platforms for digital platforms
CO2	Critically appraise the opportunities and economic risks in digital platforms.
CO3	Develop a business plan and online collaboration workspace for entrepreneurship.
CO4	Prepare a low-cost budget and revenue model for independent digital film making
CO5	Learn to budget for various types of films and independently develop filmmaking



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## SUBJECT CODE: SUBJECT NAME: DOCUMENTARY FILM MAKING – THEORY

CO1	To master the art of pre-visualizing the film before the actual production
CO2	To understand the importance of Mise-En- Scene and develop the skills for composing shots.
CO3	To analyse the temporal connections in a Narrative
CO4	To get an overview of the essential qualities required for an Actor.
CO5	To acquire additional knowledge on Acting Methods through Exercises and Improvisations.

## SUBJECT CODE: SUBJECT NAME: DIRECTION AND ACTING – THEORY

CO1	Possess the ability to pre visualize the narrative.
CO2	Acquire skills to understand spatial connections and compose shots
CO3	Obtain knowledge about montages and temporal connections.
CO4	Equipped with the basic skills in Acting.
CO5	Learn improvisation techniques and appreciation.

## SUBJECT CODE: SUBJECT NAME: FILM APPRECIATION AND ANALYSIS – THEORY

CO1	Learners will be able to learn the basics of film, art, and culture.
CO2	Acquire significant knowledge about the various film movements. Differentiate narrative and non-narrative film forms.
CO3	Know about our Indian Film History and contemporary trends in filmmaking.
CO4	Acquire in-depth knowledge about the techniques involved in generating concepts, developing their stories, and writing an effective screenplay.
CO5	Approach and Analyze the films based on the theories and concepts

## SEMESTER – IV

## SUBJECT CODE: SUBJECT NAME: MEDIA ENTREPRENEURSHIP AND INNOVATION – THEORY

CO1	Identify business opportunities and platforms for media entrepreneurship
CO2	Critically appraise the opportunities and economic risks in media entrepreneurship
CO3	Develop a business plan and online collaboration workspace for media startups
CO4	Prepare a detailed proposal and strategic vision for establishing a media start-up
CO5	Prepare a low-cost budget and revenue model for a multimedia news package for a freelance assignment



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## SUBJECT CODE: SUBJECT NAME: CAPSTONE PROJECT AND PORTFOLIO – PRACTICAL

CO1	Ability to understand the trends and demands of the media industry
CO2	Ability to fine tune their media skills and prepare to be industry-ready
CO3	Ability to generate, analyse content/data from various sources and convert them to publishable media content
CO4	Ability to work seamlessly with experienced media professionals meeting the rigours of the industry.
CO5	To learn to work independently in assigned projects

## SUBJECT CODE: SUBJECT NAME: DISSERTATION – PRACTICAL

CO1	Perform literature search and scoping study on selected topics
CO2	Set-up digital workspace for research using applications like Zotero and Qiqqa and Publish or Perish
CO3	Prepare an annotated bibliography following the APA style guide
CO4	Read and summarize academic research articles and evaluate quality based on protocols
CO5	Produce a news story based on academic research following best practices in academic journalism

## SUBJECT CODE: SUBJECT NAME: DIGITAL ASSET MANAGEMENT – THEORY

CO1	To introduce Content Marketing and its significance today
CO2	To illustrate the nuances and methodology of Content Curation
CO3	To help students understand the dynamics of Social Media Marketing
CO4	To equip students with skills in Social Media Marketing Analytics
CO5	To outline nuances in mobile media marketing on social networks

## SUBJECT CODE: SUBJECT NAME: DIGITAL MARKETING COMMUNICATION – THEORY

CO1	Acquire knowledge of Content Marketing and its development
CO2	Learn the nuances of Content curation
CO3	Understand the functions of Social Media Marketing
CO4	Acquire skills in Social Media Marketing Analytics
CO5	Deepen knowledge of Mobile Media Marketing through social networks