



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
Chennai - 600 034, India.

Criteria 6.5.3
Academic Audit
2019 – 2020



M. O. P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
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M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

DEPARTMENT: EM

ACADEMIC AUDIT

2019-2020

Signature of the Principal

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Principal
M. O. P. Vaishnav College for Women
(Autonomous)
Nungambakkam High Road
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M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI - 600 034						
ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019-2020						
Department: <u>Electronic Media</u>		Period of Audit: <u>June 17 - July 10 (2019)</u>				
Class: _____		Semester: <u>IV, V</u>				
SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
1)	Broadcast News	S. Malavathi 1001	News characteristics and news values	Completed	News program films	-
2)	Scriptwriting for EM	H. Ratha chitra 1001	Scripting formats, Tittles, Grammar, Scripting for Radio & TV	Completed	Submitted scripts	-
3)	Media and Academic Studies	H. Ratha chitra 1001	Media and Society, Themes in media, Theories	Completed	Dates, & guest lectures	
4)	Media Aesthetics	R. Pratha 901	Contextual Aesthetics, cultural Aesthetics, Perception Principles	Completed	Assignment (Individual), Presentations	In two classes it will be completed
5)	Video Editing	S. Malavathi 1001	History of Editing linear & Non-linear editing	Completed	Cover tapes for seminar	-
6)	Development of EM	MS. Manojkumar	EM, & Radio			Shubha Jeevan

Signature of H.O.D: Meena 10/6/19
Signature of Dean (Academics): [Signature]
Signature of Principal: [Signature]

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ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019-2020						
Department: <u>EM (Electronic Media)</u>			Period of Audit: <u>1/8/2019</u>			
Class: <u>I, II and III EM</u>			Semester: <u>I, III, V</u>			
SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
1	Development of EM	HS Narendran	Radio, Print copy, Telegraph, Electronic Radio, TV, Internet.	Portraits for IA completed	Seminars topics given	-
2	Script writing for EM	Dr. Parthi chitra	Writing techniques for digital media, Commercial & PSAs	Portraits completed for IA1	Guest lectures (2) organised	-
3	Media & Audience studies	Dr. Parthi chitra	Types of Audience, Uses & Segmentation, Hypodermic model	Portraits completed for IA1	Discussions on different media Audience theories	-
4	Broadcast-News	HS Mohanvishu	News formats, Structure of News bulletins	IA1 portraits completed	News photographs (caption + article)	-
5	Video editing	HS Mohanvishu	Linear and Non-linear editing modes, Editing flows	IA1 completed	Analysis of Shots	-
6	Media Aesthetics	Dr. Preetha	Traditional digital film viewing, applied Media aesthetics, film formats	Portraits for IA1 completed	Individual presentations on art Aesthetics.	-
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ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019-2020

Department: Electronic Media

Period of Audit: 1/8/19 to 20/8/19

Class: I, II & III years

Semester: I, II & V

SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
1	Development of EM	Ms. Heeralakshi	Cinema, History, Golden Age	Completed	Presentations	IA review done
2	Script Writing for EM	Dr. Ratchikita	Musical programs in detail & plans	Completed	Commercial script writing	Evaluation of script
3	Media and Audience studies	Dr. Ratchikita	Cultivation theory, Audience Measurement technique	Completed	Discussions	Analysis of IA paper & corrections
4	Broadcast news	Ms. Malavika	News magazines, Announcements, types of Radio & TV	Completed	Planned for one minute mobile news coverage	News Presentation (Individual)
5	Video Editing	Ms. Malavika	Editing Preparation, equipments used for video & animation edit	Completed	Short Analysis of segments	Discussions
6	Media Aesthetics	Dr. Praveen	Unit - class, light, mis-cast, Rap/parody	Completed	Individual assignments	IA review done
7	Entertainment news	Heeralakshi	Unit - class, Ramadan	Completed	Seminars	IA review done

SIGNATURE OF H.O.D. U. Srinivas 20/8/19

SIGNATURE OF DEAN (ACADEMICS) [Signature]

SIGNATURE OF PRINCIPAL [Signature]

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ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019- 2020						
Department: <u>Electronic Media</u>			Period of Audit: <u>15/8/19 to 31/8/19</u>			
Class: <u>I, II & III EM</u>			Semester: <u>I, III</u>			
SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
1.	Development of EM	Ms. Heenavathi 88%	Short films, Documentaries	Completed	Practicals & Screening	Skill classes happened. taking Compensatory classes.
2.	Media and Society Studies	Dr. Ratha 90%	Commercialisation Post- Modern culture Mass culture	Completed	Discussion (Current issues)	Practicals for I & II will be completed
2	Script writing for EM	Dr. Ratha 90%	News, features, interviews, talk shows	Completed	Mock practicals Conducted	II & III unit for Internship
11.	Broadcast News	Ms. Melavathi 95%	Downside format, News features, Interviews	Completed	one minute news presentation	I & II Practical
5	Video Editing	Ms. Melavathi 90%	Continuity editing, transitions, editing decisions	Completed	Assignment on format editing	Practicals shall be completed according to CP
6.	Media Aesthetics	Dr. Ratha 90%	Texture, format, colour schemes, aesthetic etc	Completed	Film analysis	III & IV unit shall be completed
Signature of H.O.D. <u>Neena</u> 29/9/19		Signature of Dean (Academics)		Signature of Principal <u>APK</u>		

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ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019-2020						
Department: <u>Electronic Media</u>			Period of Audit: <u>1.09.19 to 15.09.19</u>			
Class: <u>I, II, III, IV</u>			Semester: <u>I, III, IV</u>			
SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
1.	Development of EM	Ms. Manojkshi	Internet, mobile applications, Computer mediated comm.	Completed	Seminars	1/2 units left
2.	Entertainment Media Marketing	Ms. Manojkshi	Films, TPA1 and distribution	Completed	Detailed discussion on marketing of films	1 unit left
3.	Broadcast News	S. Mahavishu	Media ethics - News ethics and guidelines	Completed	mobile journalism - Designated	Unit IV to be completed
4.	Media and Audience studies	M. Rathi	Frontend School of critical studies, Semiotics, Rhetoric of image	Completed	Case study Analysis	1/2 Units left
5.	Script writing for EM	M. Rathi	News, features, Documentaries, Series of news	Completed	Identified sources for news features	1 unit left
6.	Video editing	S. Mahavishu	On Screen Vectors and Aesthetics	Completed	Analysis of on-screen Vectors	1 unit left.
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ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019- 2020						
Department: <u>Electronic Studies</u>			Period of Audit: <u>15.09.19 to 15.10.19</u>			
Class: _____ Semester: _____						
SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
1	Development of EM 1001	Ms. Meenakshi	Broadcast developments	Portions finished	Seminars, Discussions	All gifts finished taking
2	Entertainment Media Marketing 1001	Ms. Meenakshi	Film, trailers, Distribution, techniques, Email marketing, social media advertising	Portions completed	Analysis of different medium	Students enjoyed the subject
3	Broadcast News 1001	Ms. Meenakshi	Radio news writing, Spoken, mobile Journalism, TV news production	Portions completed	Assignments on News Analysis	IIJA Practical
4	Script Writing for EM 1001	Dr. Rathi Chitra	Corporate videos, Sports, educational videos, childrens Program	Portions completed	Mock presentation	Workshop will be given in the beginning of next semester
5	Media and Audience Studies 1001	Dr. Rathi Chitra	Psychoanalysis, Popular culture, Audience positioning, Audience needs	Portions completed	Seminars and discussions	Theory completed
6	Video Editing 1001	Ms. Meenakshi	Switching, Pictor and sound matching, NLE softwares	Portions completed	Assignment on analysis of editing techniques	editing done by students
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ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019-2020						
Department: <u>Electronic Media</u>			Period of Audit: <u>20.11.19 to 5.12.19</u>			
Class: <u>III, IV, VI</u>			Semester: <u>II, IV, VI</u>			
SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
1.	Radio Production	Rathichitra	Production process, Writing for Radio, Scripting, Scheduling	60% of I unit	Discussions on Radio Programmes	
2.	Acoustics	Pranitha	Anatomy of Ear, Basics of sound Production	50% of I unit.	Discussions	
3.	TV Production	Pranitha	TV Production Standards - rise SECAM, PAL, Analogue to digital video, scripting	75% of I unit completed	Interviews in Pair (structured)	
4.	Broadcast Law & Ethics	Hanina	Introduction to Law, reference to Indian Constitution from M.B.B and related laws	UNIT I over	Group presentation (1 group)	
5.	Radio programming (CD)	Rathichitra	History of Radio, AM, FM, Stereo, Digital, Structure of Radio Stations	ONE UNIT COMPLETED	Presentation on FM Stations	
6.	Elements of film studies	Malavika	Development of classical Hollywood cinema, German expressionism	Completed	Screening of films	
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ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019-2020						
Department: <u>Electronic Media</u>		Period of Audit: <u>1/9/20 to 14/1/20</u>				
Class: <u>II, III, IV, V</u>		Semester: <u>II, IV, V</u>				
SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
1.	Radio Production	Rathichitra	Formats of radio programs, Interview, talk-shows, Scripting, format	Unit II to be completed	Conducted Mock talk Show	
2.	Audiography	Preetha	Echo, Reverberation, Noise, Studio Acoustics	II unit to be completed	Individual assignments	
3.	Broadcast Law and Ethics	Hansi	Defamation, Cable, Reproduction Act, Models of Ethical reasoning	II units over	Scene Analysis (Comp assignment)	
4.	TV Production	Preetha	Parts of video camera, lens characteristics, shutter speed, Set design	II unit to be completed	TV interviews in pairs	
5.	ISDE - Radio Programming	Rathichitra	Interviews, Radio shows, Promos, Commercials, Scripting for Radio	II units over	Mock script for talk show and debate	
6.	Media Management	Heemabha	Media Convergence, Online media, Status of media, New media	Completed 2 units	Discussions	
SIGNATURE OF H.O.D. <u>Neeraj 14/1/20</u>		SIGNATURE OF DEAN (ACADEMICS)		SIGNATURE OF PRINCIPAL <u>KBC</u>		

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ACADEMIC AUDIT FOR THE ACADEMIC YEAR 2019-2020						
Department: <u>ET</u>			Period of Audit: <u>15/1/20 to 1/7/20</u>			
Class: <u>II B.A. I Sem</u>			Semester: <u>I</u>			
SNO.	NAME OF THE SUBJECT	NAME OF THE FACULTY	LESSON PLAN TOPICS	ACTUAL WORK DONE	VALUE ADDITIONS	REMARKS
	Radio production	Dr. Rathi Chitra	Recording techniques Radio production equipment Studio operations	Completed	CRS Script -	
	Audioography	Dr. Praveena	Microphones, Rooming, Calibrating mics	Completed	Individual assignments and presentations	
	Broadcast Live & ethics	Ms. Harini	Cable TV Network Act, Cinemaograph Act and con laws, DTH, CBS	Completed	Class student presentations -	
	TV production	Dr. Praveena	Lighting Studio Natural/artificial, fiction, non-fiction	Completed	Individual assignments	
	IDE	Dr. Rathi	Writing and interview and orator recording style of microphones	Completed	Planned for Radio program	
	Elements of Film Studies	Ms. Helanathi	Style of film production, Mis-a-scene,	Completed	Presentations -	
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