

DEPARTMENT  
OF  
COMMUNICATION AND MEDIA STUDIES

# B.Sc ELECTRONIC MEDIA

"A SYNERGY OF COMMUNICATION AND TECHNOLOGY"



M.O.P. VAISHNAV  
COLLEGE FOR WOMEN (AUTONOMOUS)  
CHENNAI - 600 034

(AFFILIATED TO UNIVERSITY OF MADRAS &  
RE-ACCREDITED AT 'A++' BY NAAC)





ELECTRONIC

FILM-MAKERS

AESTHETICS

AUDIOGRAPHY

DIRECTORS

BROADCAST

JOURNALISM

MASS MEDIA

PHOTOGRAPHY

LIGHTS

CAMERA

ACTION

INFORMATION

DESIGNING

EDITING

GRAPHIC DESIGNERS

AESTHETICS

MULTIMEDIA FUTURE

PRODUCTION

TELEVISION

CINEMA

COMMUNICATION

MOTIVATION

ART

RADIO

CINEMATOGRAPHERS

MEDIA

# ABOUT US

Established in the year 2002, the Electronic Media program provides professional mastery in acquiring technical knowledge in various streams of Media Industry. The focus of the course is to provide an in-depth study on various medium like audio, video, and multimedia. It also provides direction on scripting, photography, audio-video editing, radio programming, film making, designing and visualizing. It is an education which aims at providing professional mastery, technical excellence and commercial advantages.

The Electronic Media program equips the students by providing them with handful of experience in various facets of media through Internships and Field visits. Several workshops, Seminars and Class Projects are being organised to give exposure and offer practical training in the core elements of the media industry. Radio and Video production, Script Writing and Direction, Photography, Multimedia and Production Design are the major areas being concentrated on. Perhaps, this is the only course which focuses on both Audio and Visual Media.

## CORE OBJECTIVES

- To provide students with digital intellectual tools and educate and enrich themselves with the medium.
- To give students hands on experience of the entire radio production process under professional ambience @ MOP Radio station FM107.8 MHz
- To give students expertise in the discipline of television production and Videography.
- To make students learn about different formats, language and style of scripting, concentrating on various genres of fiction and non-fiction.
- To provide students with experience of scripting and directing programmes like game shows, radio/television dramas, short films, talk shows, news programmes, etc.

# COURSE HIGHLIGHTS

- Providing conceptual foundation needed for a lifetime of profession, practice in media, giving students an in depth of knowledge on critical thinking skills and its applications in studio environment.
- Exploring the creative aspects with a balance of technological and theoretical approaches using latest equipments and technology.
- Commitment to artistic innovation and intellectual rigour.
- Understanding the ideas of media by engaging in course work, class projects, internships and real time projects.
- Emphasizing practical training in various technical aspects which exposes students to the core elements of the medium.
- Internal assessment marks, apart from the internal tests, is based on practical assignments such as preparing case studies of structure and functioning of various departments of media houses, marketing research projects, actual conducting of events and so on.

# SCOPE AND OPPORTUNITIES

The course has kept itself abreast of the changing market environment and expectations of the industry. The department is geared with highly qualified and experienced faculty and students forming a dynamic educational network in which professionalism is explored, activated and promoted. The programme is intensive, flexible and ideal as the students are made fit to enter this exceptional profession. The students become most eligible as

Production Industry	New Media	Radio
Cinematographers	Technical Writers	Script Writers
Editors	Illustrators	Jingle Artist
Producers/Directors	Web Designers	Sound Engineers
Set Designers	Animation Artists	RJ's
Film- Makers	Content Developers	Anchors



# CURRICULUM

"The curriculum is so much necessary raw material, but it is also the vital element for the growing plant and for soul of the child."

- Carl Jung

The syllabus is exhaustive and current. The curriculum has been designed to suffice the needs of the industry.

## SUBJECTS OFFERED:

- Development of Electronic Media
- Audiography
- Understanding Visual Media
- Radio Production
- 2D - Graphics
- Basics of Production Design
- Photography
- Television Production
- Media and Audience Studies
- Entertainment Media Marketing
- Videography
- Broadcast News
- Broadcast Laws and Ethics
- Scriptwriting for Electronic Media
- Interactive Multimedia
- Media Aesthetics
- 3D Basics & Special Effects
- Video Production
- Video Editing
- Film Studies
- Media Management
- Appreciation & Analytical Study of Media

Link to Website : <https://mopvc.edu.in/pos-psos-cos/>

# SPECIAL SKILLS

The B.Sc. Electronic Media programme is known for training students to receive behind the screen activities. Eminent personalities from the field handle this course which covers varied areas of communication including

- Short Film Making
- Sound Production
- Ad Production
- Broadcast News Presentation

There are two major activities undertaken by the students.

## ACTIVITY 1:

Students are asked to choose a product research on the target audience and scope for the product. Suitable advertisements are designed based on the research report.

## ACTIVITY 2:

The students form groups, shoot a fifteen minute live program.  
The range of program includes:

- News presentation
- Quiz Shows
- Reality Shows
- Award Ceremonies



These shows help the students expand their horizons in the field of media.

# STUDENTS' ACHIEVEMENTS & PLACEMENTS

- Ms Swarathmika. S received I place in Times Thiyagaraja Award , Times of India , 2023.
- Ms Soumya , Ms Brinda, Ms Harsha N, Ms Saimirah, Ms Sherly, Ms Shwetha Balaji won II place for Vizhuthukkol short film on " Save Young Hearts " Prashanth Hospital & Loyola College , 2023 ( Cash prize : 50000 Rupee).
- Ms. Varsha J, won the best Narrator Award in Drishya Awards at Asan Memorial College - Chennai, 2023.
- Ms Anushri, Ms Brinda, Ms Harsha N, Ms Saimirah, Ms Harshini, Ms Varshini won 4th place for Documentary film making on " AZADKA AMRIT MAHOTSAV" , Vivekananda College, 2022.
- Ms. Madhumitha B won Asian video Awards, mem Diet, @14th International Film Festival.
- Ms. Vishruthi Girish has performed a carnatic vocal concert at VDS Arts Academy and Brahma Gana Sabha.
- Praveshika was recognised as the best outgoing road safety patrol cadette by Vidya Mandir.
- Akshaya C worked with the EDEX supplement of the national newspaper The New Indian Express and published 6 articles with byline.
- Ushoshi Ghose has worked on the documentary on Unflinching Courage for Born on a Million Thoughts.
- Raghavi S is working as a Youtube Analyst for the channel Smile Settai.
- Ms.Varsha.S and Ms.Aishwarya Ashok covered the first and second edition of Indian Super League as Official Photographers.
- Ms. Shreya. B participated in International Cultural Exchange Program organized by AMISDeInde, Fort De France in 2015.
- Ms. Roshini won Chief Minister trophy, 2015 for Badminton
- Ms. Kaamna Batra recognized as "BEST TELEVISION COMMERCIAL MODE L" in dream cast Fashion Show in 2015
- Ms. Riddhi Bisani won 3rd prize in bulandi dancing Jodi in Maheshwari Youth Club
- Ms. Janani Hamsini won 1st prize in singing competition organized by Loyola Arts & Science College in 2015.
- Ms.Varsha S covered The Hindu Lit for Life 2015 and 9th Annual Vijay Awards as Photographer.
- Ms. Srinidhi won the title "Miss Techo Fest" Runner up organized by Anna University in 2012 February
- Ms. Shalini won 2nd price in Throw Ball on 16/2/12 organized by Anna Adarsh College
- Ms.Madhusree got the "Best Intern" Award at Vijay TV - 2011
- Ms. Priyanka N was recognized as the TOP 25 among 200 s tart up entrepreneurs in 2011.
- Ms.Sandhya R. got the "Best Intern" Award at Spice Radio, Dubai during 2010.
- Ms.A.Vaidehi was selected by Internews Network, an Inter national organization to do a 20 part live Serial on AIDS
- Ms.Tara Rachel Thomas and Ms.Pallavi Shanbag of won the I Prize in Animation Art & Gaming Competition organized by Puthiathalaimurai Kalvi.
- Ms.Sukanya Kumar & Madhurya was awarded as B Grade artiste by Doordarshan

# ROAD AHEAD

## -----FUTURE GOALS

- Increased Industry - Institute Interface
- Tie up with major academic institutions at the National/International level for Semester Exchange Program
- Technology upgradation to keep abreast of latest technologies to ensure that students get the current trends in the medium
- Tie up with leading curators around the state to get the students production evaluation and send them for the international and national film festivals
- To tie up with the theatres to preview halls for 2 to 3 days for screening our students short films, documentaries and docu-drama and for the panel discussions by experts in the respective field.
- Work towards obtaining slots in television channels and radio houses to exhibit their programme production and marketing skills

