



TAMIL NADU OPEN UNIVERSITY

SCHOOL OF TAMIL & CULTURAL STUDIES
Saidapet, Chennai – 600 015

DIPLOMA IN MEDIA ART (D.M.A.)

REGULATIONS

Eligibility : Candidates of the Diploma in Media Art shall be required to have passed the + 2 or Equivalent (or) the Pre-University Examination.)

(or)

Candidates for the Diploma in Media Art (D.M.A.) under the Open University System shall be required to have attained the age of 18 years as the year of admission. They shall further be required to TNOU – BPP in the first year.

Medium : Tamil

Duration : One year

PROGRAMME STRUCTURE

The programme of study shall comprise following the subjects according to the syllabus prescribed from time to time.

| S No. | Course Code | Course title | No. of Credits | Exam Hrs. | Marks | | Pass Mark |
|-------|-------------|--|----------------|-----------|-------------|---------------|-----------|
| | | | | | Assign ment | Exami- nation | |
| 1 | DMA – 01 | மக்கள் தகவல் தொடர்பு (Mass Communication) | 6 | 3 | 25 | 75 | 40 |
| 2. | DMA – 02 | இதழியல் (Journalism) | 6 | 3 | 25 | 75 | 40 |
| 3. | DMA - 03 | வானொலி, தொலைக்காட்சிக் கலை (Radio, TV Art) | 6 | 3 | 25 | 75 | 40 |
| 4. | DMA – 04 | திரைப்படக் கலை (Film Art) | 6 | 3 | 25 | 75 | 40 |
| 5. | DMA – 05 | ஊடக மேலாண்மை (Media Management) | 6 | 3 | 25 | 75 | 40 |

| SCHEME OF EXAMINATION | | |
|------------------------------|-----------------|-------------|
| Terminal Examination | | 75 Marks |
| Assignment | | 25 Marks |
| QUESTION MODEL | | |
| Terminal Examination | | (75 marks) |
| Part – A | One page Answer | 3 x 5 = 15 |
| Part – B | Essay Type | 4 x 15 = 60 |
| Assignment | | (25 Marks) |

Candidates who have secured 40 percent of the marks in each course shall be declared to have passed the examination in that course. All other candidates shall be declared to have failed in that course.

A candidate shall be declared eligible for the Diploma in Media Art if he/she has completed the programme of study and passed all the papers detailed in the regulations aforesaid.

- i. **First Class** : Candidates securing 60 per cent and above of the marks in all the papers shall be placed in the First Class.
- ii. **Second Class** : Those who obtained less than 60 per cent but not less than 50 per cent marks shall be placed in the Second Class.
- iii. **Third Class** : Those who obtained less than 50 per cent but not less than 40 per cent of the marks shall be placed in the Third Class.

Statement of marks relating to each examination may be made available to the candidate on payment of the prescribed fees.