



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE

Marching Beyond 25 Years Successfully

B.A. Journalism and Mass Communication

Curriculum and Syllabus

Regulations 2021

(Based on Choice Based Credit System (CBCS)

and

Learning Outcomes based Curriculum Framework (LOCF))

Effective from the Academic year

2021-2022

Department of Visual Communication

School of Mass Communication

VISION STATEMENT

The vision of the School of Mass Communication at VISTAS is to set global standards for media education research, training, and industry collaboration through high-quality skill-based education and practical exposure for building a knowledge-driven student community, thereby contributing to societal development and the development of entrepreneur skills along with universal values and ethics.

MISSION STATEMENT

The mission of the School of Mass Communication at VISTAS is to create a skill-based learning environment that nurtures new ideas, creativity, and research, the department aims at cultivating an appreciation of media's role in the development of leaders, innovators, and entrepreneurs in the domain of media and mass communication.

PROGRAM EDUCATIONAL OBJECTIVES(PEO)

PEO 1: To impart the basic knowledge of Journalism and Mass Communication concepts and skills of journalism by understanding media guidelines.

PEO 2: To prepare students for media industry ready professionals and entrepreneurs by developing professional writing for media skills, life skills, media literacy and digital competency.

PEO 3: To inculcate professional ethics, values and social responsibility to work in global media environment.

PEO 4 : To apply appropriate communication skills across ambiance, rationale and audiences.

PEO 5: To prepare the graduates with sense of responsibility and entrenched in community involvement with a global perspective.

PEO 6: Participate as leaders in their fields of expertise and in activities that support for the socio economic development of the country.

PROGRAM OUTCOME (PO)

PO1: To demonstrate effective creative skill, effective writing and listening skills for journalism and reporting communication in personal, public, and media areas.

PO2: To demonstrate the ability to observe events, gather factual information, write creative reports and story, understanding audiences.

PO3: To demonstrate the ability to understand and analyse the latest trends in the media in society also to examine critically and recognize how media shapes the society.

PO4: To demonstrate the ability to recognize the power of persuasion and ethical responsibilities of Mass media communicators at all levels.

PO5: To demonstrate an understanding of the roles of communication in fostering interaction and Interdependence across gender, race, and culture.

PO6: To demonstrate the ability to apply mass communication theories and practical concepts to analyze contemporary issues.

PO7: To demonstrate an understanding of the history, development, and practice of the print media, electronic media, and the new media technology

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO1: Obtain a significant knowledge on fundamental and advanced aspects of Journalism and mass Communication concepts.

PSO2: Gain in-depth knowledge on news reporting, photojournalism and writing feature stories.

PSO3: Gain proficiency in radio production techniques, writing script for radio programmes and news reporting.

PSO4: Grasp the fundamental concepts of Computer graphics and Visual graphics.

PSO5: Gain insight into the various aspects of script writing, direction and editing to produce video product

PSO6: Assimilate technical skills on photography, videography, audio and video editing and journalistic skills to produce news stories.

Board of Studies (BOS) Members

S.No	Name	Affiliation	Role
1	Dr.P Sri Jothi	Associate Professor and Head Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Chair Person
2	Mr.P. Natarajan	Assistant Professor and Head SRM Arts and Science College, Kattangulathur. Chennai.	External Expert
3	Mr.M. M. Rengasamy	Film Maker, Chennai.	External Expert
4	Ms. Sruthi Nair	Simply Sruthi, YouTube Channel Entrepreneur	Alumni Member
5	Mr S Kalaiselvan	Assistant Professor and Head Department of Animation School of Mass Communication Vels Institute of Science Technology and Advanced	Internal Member

		Studies, Pallavaram, Chennai-600 117	
6	Mrs.Mary Genila	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member
7	Dr.Chitramai	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member
8	Mr.Kalimuthu	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member
9	Mr.Branesh	Assistant Professor Department of Visual Communication School of Mass Communication Vels Institute of Science Technology and Advanced Studies, Pallavaram, Chennai-600 117	Internal Member

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES
(VISTAS), CHENNAI**

**CHOICE BASED CREDIT SYSTEM (CBCS)
and
LEARNING OUTCOME BASED CURRICULUM FRAMEWORK (LOCF)**

UG REGULATIONS 2021

(For ALL Arts, Science, Commerce and Humanities Programmes)

(Applicable to all the candidates admitted from the academic year 2021-22 onwards)

1. DURATION OF THE PROGRAMME

1.1. Three years (six semesters)

1.2. Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from July to November of each year and the even semesters from January to May of each year.

1.3 There shall be not less than 90 working days for each semester.

2. ELIGIBILITY FOR ADMISSION

2.1. The details of Eligibility for Admission

3. MEDIUM OF INSTRUCTION

The medium of instruction for all UG programmes is English excluding Tamil, Hindi and French Language Papers

4. CREDIT REQUIREMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A Candidate shall be eligible for the award of Degree only if he/she has undergone the prescribed course of study in VISTAS for a period of not less than three academic years and passed the examinations of all the prescribed courses of Six Semesters earning a minimum of 140 credits as per the distribution given in for Part I, II, III and also fulfilled such other conditions as have been prescribed thereof.

5. COURSE

Each course / subject is to be designed under lectures / tutorials / laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

6. COURSE OF STUDY AND CREDITS

The Course Components and Credit Distribution shall consist Part I, II & III:

The UG programme consists of a number of courses. The term ‘course’ is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a ‘paper’ in the conventional sense. The following are the various categories of courses suggested for the UG programmes.

Part I – Language Courses (LC) (any one of Tamil, Hindi, French or special subject designed in lieu of the above).

Part II – English Language courses (ELC) or special subject designed in lieu of.

The Language courses and English Language Courses are 4 each / 2 each in number and the LC and ELC are meant to develop the students communicative skill at the UG level.

Part III – Core courses i.e. major courses that compulsorily required for each of the programme of study (CC), Ability Enhancement Course (AHC), Discipline Specific Elective Course (DSE) and Skill Enhancement Course (SEC).

For each course, credit is assigned based on the following:

Contact hour per week		CREDITS
1 Lecture hour	-	1 Credit
1 Tutorial hour	-	1 Credit
2 Practical hours	-	1 Credit

(Laboratory / Seminar / Project Work / etc.)

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

7.1. **Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Board of Management from time to time.

- 7.2. **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)
- 7.3. **Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance on medical grounds up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after paying the prescribed fee towards the condonation of shortage of attendance. The students with attendance of less than 65 and more than 50% shall be condoned by VC on the recommendation of HODs on genuine grounds, will be permitted to appear for the regular examination on payment of the prescribed condonation fee.
- 7.4. **Detained students for want of attendance:** Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.
- 7.5. **Transfer of Students and Credits:** The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.
- 7.5.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature, provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.
- 7.5.2. The marks obtained in the courses will be converted into appropriate grades as per the University norms.
- 7.5.3. The transfer students are not eligible for Ranking, Prizes and Medals.
- 7.5.4. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental / University Committee are allowed to transfer of their credits. Marks obtain in the courses will be converted into Grades as per the University norms and the students are eligible to get CGPA and Classification.

8. EXAMINATION AND EVALUATION

8.1. EXAMINATION:

- i) There shall be examinations at the end of each semester, for odd semesters in the month of October / November, for even semesters in April / May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed courses in the subsequent examinations to be held in October / November or April / May.
- ii) A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.
- iii) The results of all the examinations will be published through University Website. In the case of passed out candidates, their arrear results, will be published through University Website.

8.2 To Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination, except for the shortage of attendance programs. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

8.3. Marks for Continuous Internal Assessment (CIA) Examinations and End Semester Examinations (ESE) for PART I, II, III

8.3.1 There shall be no passing minimum for Continuous Internal Assessment (CIA) Examinations.

8.3.2 For End Semester examination, passing minimum shall be 40% (Forty Percentage) of the maximum marks prescribed for the Course/Practical/Project and Viva-Voce.

8.3.3 In the aggregate (CIA and ESE) the passing minimum shall be of 40%.

8.3.4. He / She shall be declared to have passed the whole examination, if he/she passes in all the courses wherever prescribed in the curriculum by earning 140 CREDITS in PartI, II, III.

9. Question Paper Pattern for End Semester Examination

SECTION – A 10 questions 10 X 2 = 20 Marks

SECTION – B 5 questions either or pattern X 16 = 80 Marks

Total 100 Marks

10. SUPPLEMENTARY EXAMINATION: Supplementary Examinations are conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Supplementary Examinations are as follows:

10.1. Eligibility: A Student who is having a maximum of two arrear papers is eligible to appear for the Supplementary Examination.

10.2. Non-eligibility for those completed the program: Students who have completed their Program duration but having arrears are not eligible to appear for Supplementary Examinations.

11. RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPTS:

11.1. Re-totalling: All UG Students who appeared for their Semester Examinations are eligible for applying for re-totalling of their answer scripts.

11.2. Revaluation: All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.

11.3. Photocopy of the answer scripts: Students who have applied for revaluation can download their answer scripts from the University Website after fifteen days from the date of publication of the results.

12. The examination and evaluation for MOOCs will be as per the requirements of the regulatory bodies and will be specified at the beginning of the Semester and notified by the university NPTEL-SWAYAM Coordinator (SPOC).

13. CLASSIFICATION OF SUCCESSFUL STUDENTS

13.1. PART I TAMIL / OTHER LANGUAGES; PART II ENGLISH AND PART III CORE SUBJECTS, ALLIED, ELECTIVES COURSES AND PROJECT: Successful Students passing the Examinations for the Part I, Part II and Part III courses and securing the marks

a) CGPA 9.00 to 10.00 shall be declared to have passed the examination in **First class with Outstanding**.

b) CGPA 7.50 to 8.99 shall be declared to have passed the examination in **First class with distinction**.

c) CGPA 6.00 to 7.49 shall be declared to have passed the examination in **First Class**.

- d) CGPA 5.00 to 5.99 in the aggregate shall be declared to have passed the examination in the **SECOND** Class.
- e) CGPA 4.00 to 4.99 shall be declared to have passed the examination in the **THIRD** Class.

14. MARKS AND GRADES: The following table shows the marks, grade points, letter grades and classification to indicate the performance of the Student:

14.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

GPA for a Semester: = $\sum_i C_i G_i \div \sum_i C_i$ That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

Where, C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

CGPA for the entire programme: = $\sum_n \sum_i C_{ni} G_{ni} \div \sum_n \sum_i C_{ni}$ That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Vels Institute of Science and Technology and Advanced studies (VISTAS)

Courses of Study and Scheme of Assessment

(Minimum Credits to be earned :140)

B.A Journalism and Mass Communication course Components

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	Total Credits
Core Courses & Languages	17+6	16+6	13+6	11+6	8	11	100
Ability Enhancement Courses (AECC)	2		2				4
Discipline Specific Elective (DSE) & Generic Elective (GEC)			3	3	12	8	26
Skill enhancement Course (SEC)		2	2	2	2	2	10
Total Credits	25	24	26	22	22	21	140

1. Introduction

The learning outcomes based curriculum framework (LOCF) for B.A Journalism and Mass Communication is intended to prepare a curriculum which enables the graduates to respond to the current needs of the industry and equip them with skills relevant for national and global standards. The framework will assist in maintaining international standards to ensure global competitiveness and facilitate student/graduate mobility after completion of B.A Journalism and Mass Communication program. The framework intends to allow for greater flexibility and innovation in curriculum design and syllabus development, teaching learning process, assessment of student learning levels.

The LOCF for B.A Journalism and Mass Communication is prepared on the contours and curricular structure provided by the UGC, and may be modified without sacrificing the spirit of CBCS and LOCF.

2. Learning outcomes based approach to Curriculum Planning

The learning outcomes based approach implies that when an academic programme is planned, desirable learning outcomes are identified and considered in formulation of the plans. Course contents, learning activities and assessment types are designed to be consistent with the achievement of desired learning outcomes. The learning outcomes are in terms of knowledge, Professional attitude, work ethics, critical thinking, self managed learning, adaptability, problem solving skills, communication skills, interpersonal skills and group works. At the end of a particular course/program, assessment is carried out to determine whether the desired outcomes are being achieved. This outcome assessment provides feedback to ensure that element in the teaching and learning environment are acting in concert to facilitate the nurturing of the desired outcomes. The expected learning outcomes are used as reference points that would help formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes which in turn help not only in curriculum planning and development, but also in delivery and review of academic programmes.

The overall objectives of the learning outcomes based curriculum framework are to

- Help formulate graduate attributes, qualification descriptors, program learning outcomes and course learning outcomes that are expected to be demonstrated by the holders of qualification;
- Enable prospective students, parents, employers and other to understand the nature and level of learning outcomes or attributes a graduate of a programme should be capable of demonstrating on successful completion of the programme of study.
- Maintain national standards and international comparability of learning outcomes and academic standards to ensure global competitiveness, and to facilitate student/graduate mobility.
- Provide higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning level, and periodic review of programme and academic research.

2.1 Nature and extent of B.A Journalism and Mass Communication

B. A Journalism and Mass Communication is a professional program which needs to develop a specialized skill set among the graduates to cater the need of industries. In recent years, Journalism and Communication has made unprecedented growth in terms of new technologies, new ideas and principles. The research organizations and industries that work in this frontier area are in need of highly skilled and technically oriented manpower. This manpower can be available only with flexible, adaptive and progressive training programs and a cohesive interaction among the research organizations, academicians and industries. The key areas of study within subject area of Journalism, Photojournalism, News reporting, Journalistic skills, Visual Graphic design, Mass communication concepts, Theories, Radio production, Television production, Multimedia applications for various digital media platforms etc.

B.A Journalism and Mass Communication covers topics that overlap with areas outlined above and with applied fields such as Mass media, advanced computer and multimedia communication, reporting, editing, Photography and storytelling, digital media production etc.

The present learning outcomes based model curriculum of B.A Journalism and Mass Communication, is designed to provide better learning experience to the graduates. Besides, imparting disciplinary knowledge, curriculum is aimed to equip the graduates with competencies

like creative skill, problem solving, analytical reasoning and leadership which provide them high professional competence.

2.2 Aim of B.A Journalism and Mass Communication

The overall aims of the B. A Journalism and Mass Communication are to:

- Provide students with learning experiences that develop broad knowledge and understanding of key concepts of Visual Communication and equip students with advanced creative, scientific/technological capabilities for analyzing and tackling the issues and problems in the field of Mass media.
- Develop ability in student's to apply knowledge and skills they have acquired to the solution of specific creative, theoretical and applied problems in media and communication.
- Develop abilities in students to design and develop innovative solutions for benefits of society, by diligence, leadership, team work and lifelong learning.
- Provide students with skills that enable them to get employment in industries or pursue higher studies or research assignments or turn as entrepreneurs.

3. Graduates Attributes

Graduates Attributes (GAs) form a set of individually assessable outcomes that are the components indicative of the graduate's potential to acquire competence to practice at the appropriate level. The Graduate Attributes of B.A Journalism and Mass Communication are listed below:

GA1. Scholarship of Knowledge: Acquire in-depth knowledge of specific discipline or professional area, including wider and global perspective, with an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge.

GA2. Critical Thinking: Analyze complex scientific/technological problems critically; apply independent judgment for synthesizing information to make intellectual and/or creative advances

for conducting research in a wider theoretical, practical and policy context.

GA3. Problem Solving: Think laterally and originally, conceptualize and solve scientific/technological problems, evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health and safety, cultural, societal and environmental factors in the core areas of expertise.

GA4. Usage of modern tools: Create, select, learn and apply appropriate techniques, resources, and modern techniques and digital tools, including prediction and modeling, to complex scientific/technological activities with an understanding of the limitations.

GA5. Collaborative and Multidisciplinary work: Possess knowledge and understanding of group dynamics, recognize opportunities and contribute positively to collaborative-multidisciplinary scientific research, demonstrate a capacity for self-management and teamwork, decision-making based on open-mindedness, objectivity and rational analysis in order to achieve common goals and further the learning of themselves as well as others.

GA6. Creative Communication: Communicate with the creative scientific/technological community, and with society at large, regarding complex scientific/technological activities confidently and effectively, such as, being able to comprehend and write effective reports and design documentation by adhering to appropriate standards, make effective presentations, and give and receive clear instructions.

GA7. Life-long Learning: Recognize the need for, and have the preparation and ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence continuously.

GA8. Ethical Practices and Social Responsibility: Acquire professional and intellectual integrity, professional code of conduct, media ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society.

4. Qualification Descriptors

A qualification descriptor indicates the generic outcomes and attributes expected for the award of a particular type of qualification. The learning experiences and assessment procedures are expected to be designed to provide every student with the opportunity to achieve the intended programme learning outcomes. The qualification descriptors reflect followings:

1. Disciplinary knowledge and understanding
2. Creative Skills & Ability
3. Global competencies that all students in different academic fields of study should acquire/attain and demonstrate.

4.1 Qualification descriptors for B.A Journalism and Mass Communication

programme: Some of the expected learning outcomes that a student should be able to demonstrate on completion of a B.A Journalism and Mass Communication programme may include the following:

Knowledge & Understanding

- Demonstrate extensive knowledge of the disciplinary foundation in the various areas of mass media communication, as well as insight into contemporary research and development.
- Demonstrate specialized methodological knowledge in the specialized areas of mass media visual communication about professional literature, statistical principles and reviewing scientific work.

Creative Skills & Ability

- Demonstrate ability to apply creative knowledge & experimental skills critically and systematically for assessment and solution of complex mass communication problems and issues related to communication tools, mass society, multimedia technology,

photography, digital media and media production and other specialized areas of media production.

- Demonstrate ability to model, simulate and evaluate the phenomenon and systems in the advanced areas of mass communication.

- Demonstrate ability to apply one's artistic and creative knowledge, experimental skills, scientific methods & advanced design, simulation and validation tools to identify and analyze complex real life problems and frame technological solutions for them.
- Demonstrate ability to design and develop creative production, processes and digital creation while taking into account the circumstances and needs of individuals, organizations and society with focus on economical, social and environmental aspects.

Competence

- Communicate his or her conclusions, knowledge & arguments effectively and professionally both in writing and by means of presentation to different audiences in both national and international context.
- Ability to work in collaborative manner with others in a team, contributions to the management, planning and implementations.
- Ability to independently propose research/developmental projects, plan its implementation, undertake its development, evaluate its outcomes and report its results in proper manner.
- Ability to identify the personal need for further knowledge relating to the current and emerging areas of study by engaging in lifelong learning in practices.

5. Program Learning Outcomes of B.A Journalism and Mass Communication

The following program outcomes have been identified for **B.A Journalism and Mass Communication**.

PLO1	An advanced and systematic or coherent understanding of the academic field of Media, its different learning areas and applications, and its linkages with related disciplinary areas/subjects
PLO2	The skills and knowledge gained has intrinsic beauty, which also leads to proficiency in creativity.
PLO3	Procedural knowledge that creates different types of professionals related to the disciplinary including professionals engaged in Media house, research and development, teaching and government/public service.
PLO4	Skills in areas related to one's specialisation area within the disciplinary and current and emerging developments in the field of Mass media Communication.
PLO5	Communication skills involving the ability to listen carefully, to read texts and research papers analytically and to present complex information in a concise manner to different groups/audiences
PLO6	To demonstrate the ability to apply communication theories to analyze contemporary problems through ICT skills
PLO7	Personal skills such as the ability to work both independently and in a group.

7. Teaching learning Process

The teaching-learning process should be aimed at systematic exposition of basic concepts so as to acquire knowledge of respective discipline in a canonical manner. Students have great freedom of

choice of subjects which they can study. The various components of teaching learning process are summarized in the following.

1. The most common method of imparting knowledge is through lectures. There are diverse modes of delivering lectures such as through blackboard, power point presentation and other technology aided means. A judicious mix of these means is a key aspect of teaching-learning process.
2. Assimilating ideas, deepening understanding, and gaining mastery of new concepts all take time, commitment, and intelligent effort. To reinforce learning, to monitor progress, and to provide a regular pattern of study, tutorials are essential requirements. During these tutorials, difficulties faced by the students in understanding the lectures, are dealt with.
3. Necessary and sufficient infrastructural facilities for the, laboratories and libraries equipped with adequate modern and modular furniture and other requirements.
4. Home assignments at regular intervals and project work involving applications of theory are necessary to assimilate basic concepts of the respective discipline. Hence, it is incumbent on the part of a learner to complete open-ended projects assigned by the teacher.
5. The teaching-learning process needs to be further supported by other activities devoted to subject-specific and interdisciplinary skills, summer and winter internships in their discipline. During these internships it is expected that a learner will interact with experts and write a report on a topic provided to the learner.
6. Institute visit by a learner is also a part of learning process. During such visits a learner has access to knowledge by attending academic activities such as seminars, colloquia, library consultation and discussion with faculty members. These activities provide guidance and direction for further study.
7. Special attempts should be made by the institution to develop problem-solving skills and design of laboratory experiments for demonstration at the UG level. For this purpose a mentor system may be evolved where 3-4 students may be assigned to each faculty member.

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS)

B.A. Journalism and Mass Communication

COURSES OF STUDY AND SCHEME OF ASSESSMENT

(MINIMUM CREDITS TO BE EARNED: 140)

Total number of credits: 140

Code No.	Course	Maximum Marks				Credits	CA	SEE	Total
		Lecture	Tutorial	Practical					
Semester: I									
Lang	Language I Tamil / Hindi / French	3	0	0	3	40	60	100	
Eng	English I	3	0	0	3	40	60	100	
Core 1	Introduction to Journalism	4	1	0	5	40	60	100	
Core 2	History of Media and Society	4	0	0	4	40	60	100	
Core 3	Journalistic Skills	0	1	4	3	40	60	100	
Core 4	Reporting and Editing Lab	0	1	4	3	40	60	100	
AECC	Communication Skills	1	0	2	2	40	60	100	
SEC	Orientation/Induction programme / Life skills	-	-	-	-	-	-	-	
		16	1	10	23				
Semester: II									
Lang	Language-II Tamil / Hindi / French	3	0	0	3	40	60	100	
Eng	English –II	3	0	0	3	40	60	100	
Core 5	Understanding Indian Economics and Politics	4	0	0	4	40	60	100	
Core 6	Basic Photography	4	1	0	5	40	60	100	
Core 7	Visual Art Design	0	1	4	3	40	60	100	
Core 8	Photojournalism	0	1	4	3	40	60	100	
SEC	Soft Skills – I/ Sector Skill Council Course	2	0	0	2	40	60	100	
SEC	NSS/NCC/ Swatch Bharat/ Inplant Training	-	-	-	-	-	-	-	
		16	3	8	23				

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

B.A JOURNALISM AND MASS COMMUNICATION

Hours/Week		Maximum Marks						
Code No.	Course	Lecture	Tutorial	Practical	Credits	CA	SEE	Total
Semester: III								
Lang	Language-III	3	0	0	3	40	60	100
Eng	Tamil / Hindi / French English - III	3	0	0	3	40	60	100
Core 9	Media Law and Ethics	4	0	0	4	40	60	100
Core 10	Introduction to Film Studies	4	1	0	5	40	60	100
Core 11	Computer Graphics	0	0	4	2	40	60	100
DSE	Discipline Specific Elective – I	0	1	4	3	40	60	100
AECC	AECC I	2	0	0	2	40	60	100
SEC	Soft Skills - II / Sector Skill Council Course	2	0	0	2	40	60	100
SEC	Skill enhancement course/ Value Added Course/ In plant Training	-	-	-	-	-	-	-
		18	2	8	24			

Semester: IV

Lang	Language-IV Tamil / Hindi / French	3	0	0	3	40	60	100
Eng	English – IV	3	0	0	3	40	60	100
Core 12	Mass Communication Theories	4	0	0	4	40	60	100
Core 13	Introduction to Broadcast media	4	1	0	5	40	60	100
Core 14	Multimedia	0	2	4	4	40	60	100
DSE	Discipline Specific Elective – II	0	1	4	3	40	60	100
SEC	Soft Skills III / Sector Skill Council Course	2	0	0	2	40	60	100

16 4 8 24

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES

B.A JOURNALISM AND MASS COMMUNICATION

Code No.	Course	Maximum Marks							
		Lecture	Tutorial	Practical	Credits	CA	SEE	Total	
<u>Semester:V</u>									
Core 15	Public Relation	4	0	0	4	40	60	100	
Core 16	Introduction to Digital Journalism	4	1	0	5	40	60	100	
Core 17	Radio Production Lab	0	2	4	4	40	60	100	
DSE	Discipline Specific Elective – III	3	1	0	4	40	60	100	
DSE	Discipline Specific Elective – IV	0	2	4	4	40	60	100	
SEC	Internship/Mini Project Sector skill council course	0	0	4	2	40	60	100	
SEC	Skill Enhancement Training/ Industrial Visit / Student Club Activities	-	-	-	-	-	-	-	
		11	6	12	23				

Semester: VI

Core 18	Media Research	4	1	0	5	40	60	100	
Core 19	Advanced Media Technology	4	1	0	5	40	60	100	
DE	Project Work	0	1	8	5	40	60	100	
DSE	Discipline Specific Elective – V	0	1	4	3	40	60	100	
DSE	Discipline Specific Elective – VI	0	1	4	3	40	60	100	
GE	Generic Elective – I	2	0	0	2	40	60	100	
SEC	Technical Seminar / Skill courses / Start up Initiative	-	-	-	-	-	-	-	
		10	5	16	23				

CA - Continuous Assessment

SEE - Semester End Examination

Generic Electives

1.Consumer Affairs

2. Disaster Management

3. Universal Human Values

List of Discipline Specific Elective Courses:

S.No.	Subject Code	Course
1.	DSE	Advertising and Copywriting
2.	DSE	Social Psychology
3.	DSE	Sports Journalism
4.	DSE	Television News Production
5.	DSE	Wed Design
6.	DSE	Radio and Video Jockey
7.	DSE	Lab Journal
8.	DSE	Documentary Film Making
9.	DSE	Film Appreciation
10.	DSE	Data Journalism
11.	DSE	Media Campaign strategy

List of Ability Enhancement Compulsory Courses:

Code

Course

AECC

Environmental Studies

List of Skill Enhancement Course (SEC)

Subject Code	Title of the Paper
SEC-1	Soft Skill -I
SEC-2	Soft Skill – II
SEC-3	Soft skill - III
SEC-4	National Service Scheme
SEC-5	Entrepreneurship Development
SEC-6	Internship

Syllabus

Core Courses

பாடக் குறியீட்டு எண்:

3003

பருவம்-1, தமிழ்மொழிப்பாடம்-1

பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.

தாள்-1

இக்காலக் கவிதைகள் - உரைநடை - பண்பாடு - மொழித்திறன்

அலகு 1: மரபுக்கவிதை

9 மணி நேரம்

1. பாரதியார் - பாரத தேசம் என்னும் தலைப்பில் ஆறு பாடல்கள்.
(பாடல் எண்கள் 1, 6, 7, 9, 12, 13)
2. பாரதிதாசன் - தமிழுக்கும் அமுதென்று பேர் என்னும் தலைப்பிலான கவிதை.
3. தேசிக விநாயகம் பிள்ளை - உடல் நலம் பேணல் என்னும் தலைப்பிலான கவிதை
4. முடியரசன் - காவியப் பாவை - "புண்படுமா" என்னும் கவிதை.

அலகு 2: புதுக்கவிதை

9 மணி நேரம்

1. நா. காமராசன் - கறுப்பு மலர்கள் தொகுப்பில் காகிதப்பூக்கள் என்னும் தலைப்பிலான கவிதை.
2. அப்துல் ரகுமான் - ஆலாபனை தொகுப்பில் போட்டி என்னும் தலைப்பிலான கவிதை
3. ஈரோடு தமிழன்பன் - ஒரு வண்டி சென்றியு தொகுப்பில் தேர்ந்தெடுக்கப்பட்ட சென்றியு கவிதைகள்
4. ஆண்டாள் பிரியதர்ஷினி - முத்தங்கள் தீர்ந்துவிட்டன தொகுப்பில் 'இங்கே வரும் போது' என்னும் தலைப்பிலான கவிதை

அலகு 3: உரைநடை

9 மணி நேரம்

1. மாணாக்கரும் தாய்மொழியும் - திரு.வி.க.,
2. மன வலிமை வேண்டும் - மு.வரதராசனார்
3. செம்மொழித் தமிழின் சிறப்புகள்
4. பண்டைத் தமிழரின் சாதனைச் சுவடுகள்

அலகு 4: தமிழர் வாழ்வும் பண்பாடும்

9 மணி நேரம்

பண்பாடு - வாழ்வியல் முறை - அகம், புறம் - உணவு முறை - விருந்தோம்பல் - நம்பிக்கைகள் - விழாவும் வழிபாடும் - கலைகள் - கட்டடம் - சிற்பம் - ஓவியம் - இசை - கூத்து - தொழிலும் வணிகமும் - அறிவியல் நோக்கு.

அலகு 5: மொழித்திறன், இலக்கிய வரலாறு, இலக்கணம்

9 மணி நேரம்

1. எழுத்துப் பிழை, தொடர்ப் பிழைகள்
2. வேற்றுமை இலக்கணம்
3. செய்யுள் நலம் பாராட்டல்
4. பாடம் தழுவிய இலக்கிய வரலாறு (மரபுக் கவிதை, புதுக்கவிதை, உரைநடை)

மொத்தம்: 45 மணி நேரம்

Course outcome:

Students will able to

CO1: Recall and recognize heritage and culture of Tamils through History of Tamil Language.

CO2: Interpret the cultural life style of Ancient Tamils.

CO3: Evaluate social and individuals moral value after studying Epics and Ethics Literature.

CO4: Build the humanistic concept and moral life skills after studying divine and minor Literature.

CO5: Improve their own creativity and writing skills after studying history of Modern Tamil Litration.

பார்வை நூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம்
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம்
3. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம்
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காதெமி ,
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி

6. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்;
<https://www.youtube.com/watch?v=HHZnmJb4jSY>
7. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

I year-I Sem (Prose,Letter writing& Technical words)**Course Objective:**

1. To enable the students to develop communication skills
2. To train students in official language
3. To enrich their knowledge in Hindi literature

Unit I	- 'Ek atuut kadi', letter writing, Technical words.	9
Unit II	'Devi singh' , letter writing, Technical words.	9
Unit III	' kabiraa ki kaashi ', letter writing, Technical words.	9
Unit IV	' kabiraa ki kaashi ', letter writing, Technical words.	9
Unit V	' bharathiya vigyan ki kahaani '- 'hamne diyaa ,hamne liyaa' , letter writing,	9

Total: 45 Hours**Course Outcome**

At the end of this course

- CO 1 Students will be familiar with official letter writing
- Co 2 will be trained in writing various letters.
- CO 3 students will be moulded with good character understand human values
- CO 4 students will gain knowledge about ancient India
- CO 5 will know the equivalent hindi words for scientific terms

Text Book: 1. Gadya Khosh , Prashasanik shabdavali, Patra lekhan

OBJECTIVE:

1. To introduce French language.
2. To enable the students to understand and to acquire the basic knowledge of French language with elementary grammar.

UNIT:I INTRODUCTION**9**

Introduction-Alphabet-comment prononcer, écrire et lire les mots-base: les prénoms personnel de 1er , 2eme et 3eme personnes-conjugaisons les verbes être et avoir en forme affirmative, négative
Et interrogative.

UNIT II- LECON 1-3**9**

Leçon 1 :Premiers mots en français- 2.Les hommes sont difficiles 3.Vive la liberté-Réponses aux questions tirées de la leçon-Grammaire: Les adjectives masculines ou féminines-Les article définies et indéfinis-Singuliers et pluriels.

UNIT III-LECON 4-6**9**

Leçons 4. L'heure c'est l'heure 5.Elle va revoir sa Normandie 6.Mettez-vous d'accord groupe de nom-Réponses aux questions tirées de la leçon-Grammaire :A placer et accorder l'adjectif en groupe de nom-Préposition de lieu-A écrire les nombres et l'heure en français

UNIT :IV-LECON 7-9**9**

Leçon 7.Trois visages de l'aventure , 8. A moi Auvergne 9.Recit de voyage-Réponses aux questions tirées de la leçon- Grammaire : Adjectif possessif- Les phrases au présent de l'indicatif-Les phrases avec les verbes pronominaux au présent.

UNIT :V- COMPOSITION :**9**

A écrire une lettre a un ami l'invitant a une célébration différente ex :mariage-A faire le dialogue- A lire le passage et répondre aux questions.

Total: 45 Hours

Course Outcome

1. Through the story students will be familiar with the writing style of great writer "sri Jayashankar Prasad", & can understand the situation of country during Mughal period .
2. To make the children understand the importance of selecting a profession according to one's own interest.
3. To describe the present situation; politician's behaviour & their self-oriented activities.
4. To explain the importance of computer in daily life in all the fields.

5. This story helps the students to understand the Writing style of writer “Fanishwarnath renu” who Is wellknown for his village type Stories .

TEXTBOOK :

1. Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi Edition 2014.

REFERENCE BOOKS:

1. DONDO Mathurin, “Modern French Course”, Oxford University Press, New Delhi Edition 2014.

2. Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi Edition 2014.

Course Objective:

1. To enable students to develop their communication skills effectively. To make students familiar with usage skills in English Language.
2. To enrich their vocabulary in English
3. To develop communicative competency.

Credit Hours**UNIT I****09**

1. Dangers of Drug Abuse - Hardin B Jones
2. Tight Corners - E. V. Lucas

UNIT II**09**

3. Futurology - Aldous Huxley
4. If You are Wrong, Admit it - Dale Breckenridge Carnegie

UNIT III**09**

5. Industry - Dr.M.Narayana Rao & Dr.B.G.Barki
6. Turning Point of My Life - A.J Cronin

UNIT IV**09**

7. Excitement - Mack R. Douglas
8. The Kanda Man Eater - Jim Corbett

UNIT V**09**

9. Vocabulary and Exercises under the Lessons

Total: 45 Hours

Note: Lessons prescribed are from various anthologies and respective exercises therein will be taught.

Course Outcome

At the end of this course students will be able to,

- CO1 Examine the language of prose.
- CO2 Utilize instructions on fundamentals of grammar
- CO3 Develop their own style of writing after studying diverse prose essays.
- CO4 Classify different essays on the basis of their types.
- CO5 Critically comment on the textual content of prose.

Books Prescribed:

1. English for Communication Enrichment: by Jeya Santhi June 2015.
2. Dr. M. Narayana Rao and Dr. B. G. Barki – Anu’s Current English for Communication (AnuChitra). June 2012.
3. Dr. Ananthan , R. Effective Communication. Ed. Chennai : Anu Chithra Pub.2010.

Web Sources:

1. <https://www.gradesaver.com/>
2. <https://www.enotes.com/>

3. <https://www.jstor.org/>
4. <https://www.sparknotes.com/>
5. <https://www.cliffsnotes.com/>

INTRODUCTION TO JOURNALISM

4 1 0 5

Course Objectives

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of elements of journalism.
3. To acquaint them with important aspects of the process of Journalism.
4. To develop the knowledge of skills of journalism.
5. To enhance understanding of the technical terms and jargons of Journalism.

Detailed Course

Unit-I

12

- 1.1 Journalism: Concept, nature, scope, function and types
- 1.2 Role of Journalism in Society
- 1.3 Journalism and Democracy
- 1.4 Concept of Fourth Estate and Concept of Mass Communication
- 1.5 Mass Communication in India.

Unit – II

12

- 2.1 Journalism: Contemporary Issues in Journalism
- 2.2 Debates in Journalism
- 2.3 Elements of Journalism
- 2.4 Types of Journalism
- 2.5 Alternative Journalism

Unit – III

12

- 3.1 Process of Journalism
- 3.2 Citizen Journalism
- 3.3 Yellow Journalism
- 3.4 Investigative Journalism
- 3.5 Advocacy Journalism.

Unit – IV

12

- 4.1 Skills of journalism
- 4.2 Convergence
- 4.3 Changing technology
- 4.4 Online journalism
- 4.5 New trends in journalism

Unit – V

12

- 5.1 Technical terms of Journalism
- 5.2 Jargons of Journalism
- 5.3 Introduction to regional Journalism
- 5.4 Journalism and globalization
- 5.5 Journalism and society

Total:60 Hours

Practical / Assignments

- Students will write a human-interest news story
- Students will have to design a tabloid newspaper
- Students will prepare a profile of newspaper writings (types and style).
- Visit to important media centers observing their functioning and writing reports thereof.

Course Outcomes

1. Students would be able to understand the basics of journalism.
2. Students would be able to inculcate the knowledge of student elements of journalism.
3. Students would be able to acquaint them with important aspects of the process of journalism.
4. Students would be able to develop the knowledge of skills of journalism.
5. Students would be able to enhance understanding of the technical terms and jargons of journalism.

Suggested Readings

1. Ian Hargreaves, “Journalism A very short Introduction”, Oxford University Press, Second Edition, 2014.
2. Thakur Prof. (Dr). Kiran, Handbook of Pint Journalism, MLC University of Mass communication & Journalism Bhopal
3. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
4. News Papers and Magazines based on current affairs.

Websources:

1. <http://sites.psu.edu/wp-content/uploads/sites/9235/2014/01/Handbook-Journalism-and-Democracy.pdf>
2. http://catarina.udlap.mx/u_dl_a/tales/documentos/lco/cruz_r_m/capitulo9.pdf

Websites:

1. https://www.academia.edu/18460308/The_role_of_media_in_Democracy

Course Objective:

1. To understand the basic concepts of History of Media and Society .
2. To gain knowledge about the general background in press
- 3 To have complete knowledge about audience mindset.
- 4 To develop a critical understanding of Mass Media, its potentialities and impact
- 5 To make students aware of the stages of growth achieved by the press in India

Detailed course

Unit- I Mass Media

12

- 1.1 Historical Development of Mass Media
- 1.2 Characteristics and Significance, of Mass Media
- 1.3 Power and functions of Mass Media
- 1.4 ; Types of Mass Media- Print, Electronic, Traditional & New Media
- 1.5 Cultural Studies, Multiculturalism & Media Culture.

Unit -II Press in India

12

- 2.1 Press in India, Post- Independence, Nehruvian Era
- 2.2 Some leading Editors and Indian Press institutions and their Role
- 2.3 Freedom of press and gate keeping mechanisms
- 2.4 Govt- interference and control and Censorship in India
- 2.5 The Emergency and Post Emergency

Unit- III Media and Culture

12

- 3.1 Media Commodities, Culture and Sub-Culture
- 3.2 Popular Discrimination & Politics
- 3.3 Personality & Brand Management; Hero-worship
- 3.4 Types of Culture in Film Industry
- 3.5 Importance of Media Literacy Youth, Television & Socialization.

2. Mazumdar, Aurobindo. Indian Press and Freedom Struggle (1993) Orient Longman
3. Sarkar, R.C.S The Press in India (1984) Schand & Co Ltd
4. Richard Collins, Media, Culture & Society- A Critical Reader, Sage Publications Ltd, 1986

Websites:

1. [https://www.researchgate.net/publication/27483236 Media Studies Media History and Society and Thinking Popular Culture](https://www.researchgate.net/publication/27483236)
2. [https://www.researchgate.net/publication/322676918 ROLE AND IMPACT OF MEDIA ON SOCIETY A SOCIOLOGICAL APPROACH WITH RESPECT TO DEMONETISATION](https://www.researchgate.net/publication/322676918)

Websites:

1. <https://open.lib.umn.edu/mediaandculture/chapter/1-3-the-evolution-of-media/>
2. <https://www.tandfonline.com/toc/cmeh20/current>

JOURNALISTIC SKILLS

0 1 4 3

Course Objectives

1. To understand the principles of copy writing and gain skills for writing different media
2. To gain in-depth skills in content writing for specialized areas like commercial advertisements and corporate advertisements
3. To gain in-depth knowledge in writing story, screen writing, and reviews.
4. To understand the concept of target groups, specific reader and background of the audience.
5. Attain the in-depth knowledge in online reporting and content creation for digital media.

Detailed Course

Unit-I 9

- 1.1 Principles of copy writing
- 1.2 Types of copy writing news for an in-house journal
- 1.3 Slogan writing
- 1.4 Jingle production
- 1.5 Copy writing for fund raising, comparative and motivational copy

Unit – II 9

- 2.1 Content writing- Nature, Definition
- 2.2 Content writing for Specialized areas – Corporate, Political, brand image
- 2.3 Public service announcements
- 2.4 Non-Commercial
- 2.5 Awareness creating advertisements

Unit – III 9

- 3.1 Feature writing
- 3.2 Short story writing
- 3.3 Screen writing
- 3.4 Autobiography and biography writing
- 3.5 Review writings

Unit – IV 9

- 4.1 Target audience and content creation
- 4.2 Researching the background of the target groups
- 4.3 Writing for specific readers and audience
- 4.4 Writing for women
- 4.5 Writing for Children and Youths

Unit – V 9

- 5.1 Content and copy writing for web portals
- 5.2 Online marketing
- 5.3 Podcast
- 5.4 Blogging and social media contents
- 5.5 Persuasive advertising

Total:45 Hours

Practical / Assignments

- Student’s creations – Short Stories, Screen Writings
- Students will write Slogans
- Visit to important media centers observing their functioning and writing reports thereof.

Course Outcomes

1. Students would be able to understand the principles of copy writing and gain skills for writing different media.
2. Students would be able to understand the concept of target groups, specific reader and background of the audience.
3. Students would be able to acquaint them with important aspects content writing for specialized areas like commercial advertisements and corporate advertisements
4. Students would be able to develop the knowledge in writing story, screen writing, and reviews.
5. Students would be able to enhance understanding of online reporting and content creation for digital media.

TEXT BOOKS:

1. Joseph Sugarman, “Adweek copy writing handbook” John Wiley and Sons, 2007
2. Raman Usha, ”Writing For Media” , Oxford Publications , 2009

REFERENCE BOOKS:

1. Robert, “The copy writer’s handbook”, Owl books, 2005
2. Williams, ”Investigative Reporting and Editing”, Prentice Hall, 1982
2. Ian Hargreaves, “Journalism A very short Introduction”, Oxford University Press, 2014.

Websites:

3. <https://www.davidlykhim.com/wp-content/uploads/2015/05/Copyblogger-Copywriting-101.pdf>
4. <https://contentadore.com/slogan-writing-service/>

Websites:

1. <https://www.acewebacademy.com/pdf/content-writing.pdf>

Course Objective:

1. To gain knowledge of reporting and editing for print media.
2. To have complete knowledge about the organizational structure
3. To understand about the nature of reporting.
4. To gain essential knowledge related to various writing styles of print media.

Detailed course

Unit-I Introduction to reporting & writing 9

- 1.1 Types of reporting
- 1.2 Organizational structure
- 1.3 Reporting section
- 1.4 News and changing values
- 1.5 Writing brief story
- 1.6 Selection of story

Unit -II Reporting and methods 9

- 2.1 Report writing for accidents
- 2.2 Report writing for scandals
- 2.3 Report writing for celebrity's speeches
- 2.4 Sports related story writing
- 2.5 Methods of interviewing
- 2.6 Selection and prioritizing news

Unit-III Method of writing 9

- 3.1 Writing Style
- 3.2 Pyramid and inverted pyramid styles of writing
- 3.3 Language use

- 3.4 Use of pictures
- 3.5 Reporting crime
- 3.6 Features writing

Unit-IV News editing techniques

9

- 4.1 Principles of editing
- 4.2 Copy fitting
- 4.3 Checking the facts
- 4.4 Functions of headlines
- 4.5 Typesetting
- 4.6 Typography

Unit-V Readability and drafting

9

- 5.1 Editorial writing
- 5.2 Types of editorials
- 5.3 Purpose of editorial column
- 5.4 Proof reading
- 5.5 Human Interest

Total: 45 Hrs

Practical / Assignments

Write a feature article which is more than 800 words

Course Outcome

1. Understand the news organization, reporting section and basics of reporting and writing
2. Gain knowledge about the various types of reporting and interview techniques, story writing
3. An in-depth knowledge in writing methods, principles, styles and language & Scope.
4. Understand the principles of editing, procedures and technical aspects related to typography

5. Attain the in-depth knowledge in final drafting with the considerations of readability and human interest factors.

TEXT BOOKS:

1. Shrivastava, "News reporting and editing", Sterling publications, 2015.
2. Sehgal, Vivek "Editing for Print and Electronic Media", Neha Publishers, 2010
3. Raman Usha, "Writing For Media", Oxford Publications, 2009

REFERENCE BOOKS:

1. Williams, "Investigative Reporting and Editing", Prentice Hall, 1982
2. Ian Hargreaves, "Journalism A very short Introduction", Oxford University Press, 2014.

Websites:

1. <http://studylecturenotes.com/news-reporting-definition-types-and-perquisites/>
2. <http://www.nraismc.com/wp-content/uploads/2017/03/104-REPORTING-EDITING.pdf>

Websites:

1. www.oneworld.org
2. www.newsdirectory.com

பாடக் குறியீட்டு எண்:

3 0 0 3

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.

தாள்-2

அற இலக்கியம் – சிற்றிலக்கியம் – சிறுகதை – பயன்பாட்டுத் தமிழ்

அலகு 1: அற இலக்கியங்கள்

10 மணி நேரம்

1. திருக்குறள் - வான் சிறப்பு(அறம்), ஊக்கமுடைமை(பொருள்), குறிப்பறிதல்(இன்பம்) – மூன்று அதிகாரங்கள் முழுமையும்.
2. நாலடியார் – மூன்று பாடல்கள். (2, 3, 5)
3. பழமொழி நானூறு – மூன்று பாடல்கள் (74, 75, 78)
4. திரிகடுகம் – மூன்று பாடல்கள் (10, 12, 22)
5. இனியவை நாற்பது – மூன்று பாடல்கள் (1, 12, 16)

அலகு 2: சிற்றிலக்கியம்

10 மணி நேரம்

1. முத்தொள்ளாயிரம்
சேரன் – வீரம் 14, 15 பாடல்கள்
சோழன் – காதல் 23, 24 பாடல்கள்
பாண்டியன் – நாடு 87, 88 பாடல்கள்
2. தமிழ்விடு தூது – முதல் 20 கண்ணிகள்
3. திருக்குற்றாலக் குறவஞ்சி – மலைவளம் கூறுதல் – முதல் 5 பாடல்கள்
4. முக்கூடற்பள்ளு – மூத்த பள்ளி நாட்டு வளம் கூறுதல் 3 பாடல்கள், இளைய பள்ளி நாட்டு வளம் கூறுதல் 3 பாடல்கள்.
5. கலிங்கத்துப் பரணி – பாலை பாடியது – முதல் 5 பாடல்கள்

அலகு 3: சிறுகதை

9 மணிநேரம்

1. அறிஞர் அண்ணா - செவ்வாழை
2. புதுமைப்பித்தன் - கடவுளும் கந்தசாமிப் பிள்ளையும்
3. ஜெயகாந்தன் - யுகசந்தி
4. கு.அழகிரிசாமி - காற்று
5. அம்பை - காட்டில் ஒரு மான்

அலகு 4: பேச்சுத் தமிழ்

8 மணி நேரம்

பேச்சுத் திறன் – விளக்கம் – பேச்சுத்திறனின் அடிப்படைகள் – வகைகள் –
மேடைப்பேச்சு – உடையாடல் - பயிற்சிகள்

அலகு 5: எழுத்துத் தமிழ், இலக்கிய வரலாறு, இலக்கணம்

8 மணி நேரம்

1. கலைச் சொல்லாக்கம் – தேவைகள் – கலைச்சொற்களின் பண்புகள் – அறிவியல் கலைச் சொற்கள் – கடிதம் – வகைகள் – அலுவலகக் கடிதங்கள் – உறவுமுறைக் கடிதங்கள்.
2. பாடம் தழுவிய இலக்கிய வரலாறு (அற இலக்கியம், சிற்றிலக்கியம், சிறுகதை)
3. அணி இலக்கணம்
4. விண்ணப்பக் கடிதம் எழுதுதல்

மொத்தம்: 45 மணி நேரம்

Course outcome:

Students will able to

CO1: Measure human mind through the studying of Tamil classical literature in the aspect of moral value.

CO2: Justify the contemporary social issues through studying Tamil Epics.

CO3: Build the life skills after studying of the poetry.

CO4: Develop narrative skill after reading short stories.

CO5: Improve their own style of writing after studying Terminology methods

பார்வை நூல்கள்

1. பேசும் கலை, முனைவர் கு.ஞானசம்பந்தன் விஜயா பதிப்பகம்
2. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி
3. தமிழ் நடைக் கையேடு, மொழி அறக்கட்டளை

4. பயன்பாட்டுத் தமிழ், முனைவர் அரங்க இராமலிங்கம், முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
5. மொழிபெயர்ப்பியல் அடிப்படைகள், கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை

6 பாடநூல் தேடலுக்கான இணையம்

- <http://www.tamilvu.org/library>
- <https://archive.org/>

I year-II Sem (kahani , Natak & Translation)**Course Objective:**

- To train students in translation
- To develop reading & writing skills
- To create interest towards reading different types of literature

Unit I	- 'zaruurath' (<u>kahani</u>), Translation- Definition, Types	9
Unit II	'Pandit kouun ' (kahani), Translation - Anuvadak ke gun	9
Unit III	- 'Pandit kouun (kahani) , Translation Practice	9
Unit IV	- Rajani (<u>naatak</u>), Translation Practice	9
Unit V	- Rajani (<u>naatak</u>), Translation Practice	9

Total Hours :45**Course Outcome**

At the end of this course

- CO 1 Students will know the importance & process of translation
Co 2 They can develop the skill of translation
CO 3 will know the different writing skills of authors
CO 4 gain knowledge in hindi literature
CO 5 will acquire knowledge in hindi sahithya

Text book : Gadya khosh

COURSE OBJECTIVE:

To fortify the grammar and vocabulary skills of the students.

To enable the students have an idea of the French culture and civilization

UNIT:I LECON 10-11**9**

Leçons :10 Les affaires marchent,11 un repas midi a problèmes- Réponses aux questions tires de la leçon-grammaire ;présent progressif passe récent ou future proche-complément d'Object directe-complément d'objet

UNIT II- LECON 12-13**9**

Leçons 12 :tout est bien qui fini bien,-13 aux armes citoyens-réponses aux questions tires de la leçon-grammaire :les pronoms<<en ou y>> rapporter des paroles-Les pronoms relatifs que, qui ou ou.

UNIT III-LECON 14-15**9**

Leçons 14.Qui ne risque rien n'a rien-15.la fortune sourit aux audacieux-réponses aux questions tires de la leçon-grammaire : comparaison-les phrases au passe compose.

UNIT :IV-LECON 16-18**9**

Leçons 16 la publicité et nos rêves 17 la France la monde 18 campagne publicitaire réponses aux questions tires de la leçon-grammaire :les phrases a l'imparfait-les phrases au future

UNIT :V- COMPOSITION :**9**

A écrire une lettre de regret//refus a un ami concernant l'invitation d'une célébration reçue-a écrire un essaie sur un sujet générale-a lire le passage et répondre aux questions.

Total 45 Hours

Course outcome

CO1. This enable students to learn the language without any grammatical errors.

CO2. As a result of the content makes the students to known about the types of pronouns and their useage.

CO3. This imparts the students in order to develop their basic writing skills.

CO4. Enable students for framing the basics sentence.

CO5. Making the students community to know the french format of letter writing and essay writing.

TEXTBOOK :

Jack GIRARDER & Jean Marie GRIDLIG,<<Méthode de Français PANORAMA>>, Clé Internationale, Goyal Publication ,New Delhi Edition 2014.

REFERENCE BOOKS:

DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.

Nithya Vijayakumar get ready French grammar-Elementary Goyal publications ,New Delhi Edition 2014.

ENGLISH II – POETRY**3 0 0 3****Course Objective:**

- To enable students to develop their communication skills effectively.
- To enrich their vocabulary in English
- To develop communicative competency.

	Credit Hours
UNIT I	09
1. Growing Old - Winston Farewell	
2. Ecology - A. K. Ramanujan	
UNIT II	09
3. Stopping by Woods on a Snowy Evening - Robert Frost	
4. Our Casuarina Tree - Toru Dutt	
UNIT III	09
5. Goodbye Party for Miss Pushpa T.S. - Nissim Ezekiel	
6. The Bull - Ralph Hodgson	
UNIT IV	09
7. If - Rudyard Kipling	
8. The Drowned Children - Louise Glück	
UNIT V	09
9. Australia - A.D.Hope	
10. A Far Cry from Africa - Derek Walcott	
Total	45 Hours

Course Outcome

- At the end of this course students will be able to,
- CO1 Learn to employ Poetic expressions in the course of daily speech.
- CO2 Prove their better communicative ability.
- CO3 Prove their skill in writing sentences with poetic impact.
- CO4 Develop different sensibilities in approaching life.
- CO5 Solve life's problems as highlighted in the selections.

Books Prescribed:

- Selections from Caribbean Literature. Mahaam Publishers, Chennai.
- Our Casuarina Tree - Vasan Publication By Dr.A Shanmugakani

Web Sources:

- <https://www.gradesaver.com/>
- <https://www.enotes.com/>
- <https://www.jstor.org/>

- <https://www.sparknotes.com/>
- <https://www.cliffsnotes.com/>

Understanding Indian Economics and Politics 4004

Course Objective: This course offers the broad knowledge of Indian Economic structure, economic condition, and Indian constitution. Also it gives knowledge about the Indian political structure.

Course Outcome

At the end of the course, students will be able to:

CO1: Understand the Indian constitution, democratic system and its powers

CO2: Gain knowledge about Indian legal structure, and powers

CO3: Know about the Indian politics and current situation

CO4: Give complete knowledge about the Indian economy and its development.

CO5: In depth knowledge about the new economic policy of India

Unit I Indian constitution 12

1.1 Indian Constitution and its unique characteristics

1.2 State policy, Principles of Preamble and Directive

1.3 Freedom of expression, Duties and Rights of the Indian citizen

1.4 Citizenship, Democracy, Unity in diversity

Unit II Indian Judicial system and its powers 12

2.1 The powers of Legislation, cabinet, Executive powers

2.2 Indian judicial structure and its powers, functions

2.3 The elected members, MP, MLA, Prime minister

2.4 President and their powers functions and duties

2.5 The election commission and electoral system and process.

Unit III Indian politics 12

3.1 Political system of India, parliamentary system

3.2 Members of the parliamentary system, powers, freedom of expression

3.3 Unionism, Political Parties of India

3.4 Non-elected members and their powers

Unit IV Developing Economy of India

12

4.1 Concepts of economy and its development, characteristics

4.2 Indian economy, Developing economy

4.3 Comparative study between developed and underdeveloped economy

4.4 Development strategies, poverty, education, inequality.

Unit V New economic policy of India

12

5.1 New economic policy related to education, health, agriculture

5.2 Policy related to industrial growth, trade, direct and indirect taxes

5.3 GST and its implementation

5.4 Budget and its plans for the overall growth

Total: 60 Hrs

TEXT BOOKS:

1. Datt and Sundharam, "Indian Economy", S Chand Publishing, seventy second edition, 2016
2. D.D. Basu, "Introduction to the constitution of India", LexisNexis publishers, 2018

REFERENCE BOOKS:

1. Uma Kapila, "Indian Economy-Performance and policies", Academic foundation Publisher, 20th edition, 2019
2. Tirthankar Roy, "Economic history of India", OUP India publisher, 2001

Websites

1. <https://economics.mit.edu> › files
2. <https://www.senat.fr>
3. <https://crawford.anu.edu.au> ›

BASIC PHOTOGRAPHY

4 1 0 5

Course Objective:

1. To make students to experience the art of photography.
2. Photography record should contain at least 3 Photographs under each exercise.
3. Each exercise should include all the necessary details (colour, exposure time, lens type etc.).
4. Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

UNIT-I

12

- 1.1 History of Photography, Camera
- 1.2 Different types of camera, lens
- 1.3 Basic principles of photography
- 1.4 Digital Photography
- 1.5 Editing digital photographs

UNIT-II

12

- 2.1 Photographic Composition,
- 2.2 Camera angle
- 2.3 Aspects of Balancing,
- 2.4 Different types of composition
- 2.5 Perspectives

UNIT-III

12

- 3.1 Colour Temperature
- 3.2 Different types of Lights based on Manufacturing and photography purpose
- 3.3 Lighting techniques
- 3.4 Genres of photography
- 3.5 Lighting accessories and its uses

UNIT-IV

12

- 4.1 Basics of News Photography

- 4.2 Types of News photographs
- 4.3 Planning of shooting script
- 4.4 Layout and design techniques
- 4.5 Qualities for a Photojournalist

UNIT-V

12

- 5.1 Basic Techniques and Equipments
- 5.2 Commercial Photography
- 5.3 Fashion Photography
- 5.4 Ethics of photography
- 5.5 Event photography

Total: 60 Hrs

COURSE OUTCOME:

At the end of the course, learners will be able to:

1. Gain knowledge about handle the camera to shoot Landscape, Monumental Photography and Seascape photography
2. Gain knowledge about handle the camera to shoot photo Journalism, Photo Feature like any social issues
3. Gain knowledge about handle the camera to shoot Fashion Photography, Product photography, Industrial photography, Event Photography
4. Gain knowledge about handle the camera to shoot Portray Humans and Monuments
5. Gain knowledge about handle the camera to shoot Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama

Practical / Assignments

- Students will take different perspective photographs
- Students will have to prepare assignments in different composition
- Students will submit assignment using various lighting techniques
- Visit to important media centers to observe their functioning

TEXT BOOKS:

1. [James Folts](#), [Ronald P. Lovell](#), [Jr. Fred Zwahlen](#) "Hand Book of Photography" Thompson Delmar Learning; 6 edition, 2005.

2. Tom Aung, “Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras”, Knopf (November 25, 2008)

REFERENCE BOOKS:

1. Richard Zakia, Leatie Stroebel, “The encyclopedia of photography”, Focal Press – London, 3rd edition -1993.
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, “The Manual of Photography”, Focal Press, 9th Edition (2000).

Websites:

<https://expertphotography.com/a-beginners-guide-to-photography/>

Websites:

<https://photographylife.com/photography-basics>

<https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presentation-20112.pdf>

Course Objectives

1. To introduce students the basics of visual graphic design.
2. To inculcate the knowledge of elements of visual graphic design
3. To acquaint them with important design aspects of graphic design...
4. To develop the knowledge and skills of graphic design
5. To enhance understanding of the technical terms ,typography ,calligraphy ,and elements of graphic design

Detailed Course**Unit-I****9**

- 1.1 Principles of graphic design
- 1.2 Understanding the most essential aspect of design
- 1.3 Different principles like harmony, rhythm, unity and perspective.
- 1.4 Communication Techniques
- 1.5 Gutenberg to digital in graphic design process

Unit – II**9**

- 2.1 Introduction to colors .
- 2.2 Importance of colors in design process
- 2.3 Color harmonies like - achromatic - monochromatic - polychromatic - color wheel - warm colors - cool colors - analogous colors complementary colors - split compliments - incongruous - traits and tetrads.
- 2.4 Color psychology
- 2.5 Color meanings and color attributes - hue - value - saturation

Unit – III**9**

- 3.1 Design principle for typography
- 3.2. Legibility, similarity, alignment, uniformity or consistency, contrast
- 3.3 Typography and calligraphy Creation
- 3.4. Creating pattern design with use of One, two and three geometrical shape
- 3.5 Creating 2D cut pattern design with basics of two dimensional design including the elements and principles of graphic design

Unit – IV

9

4.1 Principles of logo design

4.2 Understanding the most essential aspect of logo design

4.3 Types of logos design and its importance

4.4 Contemporary logos and its design protection

4.5 Creating logo design for Advertising Agency, film Production Unit - Commercial Organization, Corporate, Non - Profit Organization, government Agency - Satellite Television Channels & Service Industry

Unit – V

9

5.1 Introduction to layout and composition

5.2. Understanding the place of layout and composition in the graphic design process

5.3. Understanding the place of layout and composition in the graphic design process

5.4 creation of layout and composition, the rule of thirds

5.5 layout and composition - type, white space

Total: 45 Hours

Practical / Assignments

- Students will write a history of graphic design
- Students will have to prepare assignments in graphic design
- Students will prepare a design with typography and calligraphy principles
- Visit to important media centers to observe their functioning

Course Outcomes

1. Students will able to understand the Graphic design
2. Students will able to inculcate the knowledge in elements of Graphic design
3. Students will able to acquaint them with important aspects of the process of Graphic design
4. Students will able to develop the knowledge of Graphic design
5. Students will able to enhance understanding of the technical terms and industrial design process

TEXT BOOKS:

1. Ellen Lupton & Jennifer Cole Phillips, “Graphic Design: The New Basics”, Princeton Architectural Press; Revised and updated edition 2015
2. Leslie Cabarga, “Logo Font & Lettering Bible”, Published by David & Charles 2004

REFERENCE BOOKS:

1. Alex W. White, “The Elements of Graphic Design”, published by allworth press 2nd Revised edition 2011
2. Steven Heller & Veronique Vienne, “100 Ideas that Changed Graphic Design”, Laurence King Publishing, 2012

Web sources:

- 1 <http://vig.pearsoned.com/samplechapter/0205959229.pdf>
- 2 https://www.academia.edu/29973626/Beginners_guide_to_Graphic_Design

Websites:

1. https://www.researchgate.net/publication/270149728_Between_the_grid_and_composition_Layout_in_PowerPoint's_design_and_use
2. <https://www.pdfdrive.com/graphic-design-theory-e19488823.html>

Course Objective: To develop skills as a visual storyteller in the rapidly-changing and dynamic news photography industry and to impart the skills necessary for a photojournalist in covering any news story.

Unit –I Introduction to Photojournalism 9

- 1.1 Introduction to Photojournalism
- 1.2 History of Photojournalism, Role of war in the history of Photojournalism
- 1.3 Understanding Photojournalism as a profession
- 1.4 Qualities needed to be a successful Photojournalist
- 1.5 Photographers copyrights over their pictures, Ethics of Photojournalism.

Unit –II Importance of News Photographs 9

- 2.1 Understanding Visual story-telling and documentary photography
- 2.2 Essential Elements of News (Immediacy, Proximity
- 2.3 Consequence, Conflict, Oddity, Emotion, Prominence, Suspense, Progress),
- 2.4 Importance of News Photographs
- 2.5 Types of News Photographs (Hard news/Spot news/Feature news/Breaking news)

Unit- III Photographic Composition 9

- 3.1 Principles of Photographic Composition (Simplicity , Point of Interest , Compositional Lines , Balance , Forms , Rhythm or Pattern , Tone , Depth Perception , Action),
- 3.2 Picture Stories(Illustrated text , Photo – text combination , Pure picture story , Picture story with in text , Single picture story , Abstract picture , Informal portrait)

3.3 Photo Essay.

Unit -IV Digital Photography

9

4.1 Introduction to Digital Photography

4.2 Overview of Digital Imaging, Creating Digital Images

4.3 Image editing possibilities, Image editing software

4.4 Understanding digital photography workflow

4.5 Special effect, Combining Images.

Unit -V Understanding New technologies

9

5.1 Working with deadlines, Understanding New technologies

5.2 Hostile Environment coverage like war and riots, Being safe

5.3 3D stereoscopy in photojournalism, In-depth understanding and practical's of General

5.4 News coverage, In-depth understanding and practical's of Business News coverage,

5.5 In-depth understanding and practical's of Sports Coverage

Course Outcome:

CO1: Learn to produce industry standard photography works.

CO2: Able to cover the photographs relevant to news story

Practical –Photojournalism

Photography record with predefined **Topics** should be submitted. Each exercise should include all the necessary details (**colour, exposure time, lens type etc.**).

Final practical examination will test student's knowledge on Photojournalism (**either as a viva or practical work on fundamentals of photography**).

Following themes should be covered (minimum)

Exercises

1. **Documentary Storytelling** - Produce a documentary storytelling project that will examine contemporary ways of using images for storytelling and help develop an understanding of visual and narrative structure.
2. **Photo essay** – The students will use a set of photos (minimum of 8) to narrate a story using photos.
3. **Publication project** - a collaborative work where students come together to work on a particular idea/issue/theme and work in production teams on the creation of a publication.

Text Books:

1. Horton Brain, Associated Press Guide to Photojournalism, 2013
2. Lebeck Robert Kiosk: a history of photojournalism,2009

Reference Books:

1. Bruce Warrant (2002) – 2nd Edition, **Photography**, Delmar
2. James A. Flots, Ronald P. Lovell, Fred C.Zwahlen, Jr (2002), **Hand Book of Photography**. 5th Edition, Delmar

பாடக் குறியீட்டு எண்:

3 0 0 3

பருவம்-3, தமிழ்மொழிப்பாடம்-3, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.

தாள்-3

பக்தி இலக்கியம் – காப்பியம் – புதினம் - மொழிபெயர்ப்பு

அலகு 1: பக்தி இலக்கியம்

10 மணி நேரம்

1. மாணிக்கவாசகர் - திருவாசகம் – மூன்று பாடல்கள்
 - ✓ புல்லாகி பூடாகி (சிவபுராணம்)
 - ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
 - ✓ உற்றாரை யான் வேண்டேன் (திருப்பலம்பல்)
2. ஆண்டாள் - திருப்பாவை – மூன்று பாடல்கள் (1, 3, 4)
 - ✓ மார்கழித் திங்கள் ... (பாசுரம் 1)
 - ✓ ஓங்கி உலகளந்த... (பாசுரம் 3)
 - ✓ ஆழிமழைக் கண்ணா... (பாசுரம் 4)
3. வீரமாமுனிவர் - தேம்பாவணி – மூன்று பாடல்கள்
 - ✓ நீ ஒரு தாய்; ஒரு தாதையும் நீ (698 - சூசை இறைவனின்தாயைப்போற்றுதல்)
 - ✓ அணிக் கலத்து அழகு அழுந்திய (1089 - வானவர் இயேசு நாமத்தைப் போற்றி வணங்கிய செய்தி)
 - ✓ வான் புறத்து இலகும் செஞ் சுடர் காண (3510 - இறைவன் சூசை முனிவர்க்கு ஏழு மணிகள் புறத்தில் ஒளிவிடும் முடியைச் சூட்டுதல்)
4. குணங்குடி மஸ்தான் சாகிபு - பராபரக் கண்ணி 1-10 கண்ணிகள்
5. திருமூலர் - திருமந்திரம் – மூன்று பாடல்கள்
 - ✓ உடம்பார் அழியின் உயிரார் அழிவர் (திருமந்திரம்: 724)
 - ✓ படமாடக் கோயில் பகவற்கு ஒன்று ஈயில் (திருமந்திரம்: 1857)
 - ✓ மரத்தை மறைத்தது மாமத யானை (திருமந்திரம்: 2290)
6. இராமலிங்க அடிகள் - திருவருட்பா – மூன்று பாடல்கள்
 - ✓ எத்துணையும் பேதமுறா... (5297)
 - ✓ ஒருமையுடன் நினது திருமலரடி நினைக்கின்ற (2938)
 - ✓ கோடையிலே... (4091)

அலகு 2: காப்பியம்-1

9 மணி நேரம்

1. சிலப்பதிகாரம் – அடைக்கலக் காதை
(தெரிவுசெய்யப்பட்ட பாடல் அடிகள் 120-199)
2. சீவக சிந்தாமணி – விமலையார் இலம்பகம்
(தெரிவுசெய்யப்பட்ட பாடல்கள்)

அலகு 3: காப்பியம்-2

9 மணி நேரம்

1. கம்பராமாயணம் – மந்தரை சூழ்ச்சிப் படலம்
(தெரிவு செய்யப்பட்ட பாடல்கள்)
2. பெரியபுராணம் – பூசலார் நாயனார் புராணம்
(தெரிவு செய்யப்பட்ட பாடல்கள்)

அலகு 4: புதினம்

8 மணி நேரம்

1. கல்மரம் - கோ. திலகவதி

அலகு 5: மொழிபெயர்ப்பு, இலக்கணம், இலக்கிய வரலாறு

9 மணி நேரம்

1. அலுவல்சார் மொழிபெயர்ப்பு
2. இலக்கணக் குறிப்பு
3. பாடம் தழுவிய இலக்கிய வரலாறு (பக்தி இலக்கியம், காப்பியம், புதினம்)

மொத்தம்: 45 மணி நேரம்

Course outcome:

Students will able to

1. Utilizing fundemendal Tami Grammer in their practical life.
2. Improve their oratorical skill after studying of concept of oratory.
3. Develop their own style of Translation Studies
4. Translate english passage to Tamil.

5. Apply their knowledge into journals, articles writings.

பார்வை நூல்கள்

1. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., சாகித்திய அக்காதெமி , புது தில்லி
2. தமிழ் நடைக் கையேடு, மொழி அறக்கட்டளை
3. பயன்பாட்டுத் தமிழ், முனைவர் அரங்க இராமலிங்கம் முனைவர் ஒப்பிலா மதிவாணன், சென்னை பல்கலைக்கழகம், 2007
4. மொழிபெயர்ப்பியல் அடிப்படைகள், கா. பட்டாபிராமன், யமுனைப் பதிப்பகம், திருவண்ணாமலை

5 பாடநூல் தேடலுக்கான இணையம்

- <http://www.tamilvu.org/library>
- <https://www.tamildigitallibrary.in/book>

II year-III SEM (Ancient poetry,Hindi sahitya ka Ithihas)**Course Objective:**

- To enrich the knowledge of students through Tamil literature
- Enable them to learn ancient poems
- To develop interest in learning history of hindi literature

Unit I	-	'Thirukkural', Hindi Sahitya_ka ithihas (aadikal)	9
Unit II	-	'Kabir ke pad', Hindi Sahitya_ka ithihas (aadikal)	9
Unit III	-	'Sur ke pad', Hindi Sahitya ka ithihas (bhakthi kal)	9
Unit IV	-	Thulsi ke pad,_Hindi Sahitya ka ithihas (bhakthi kal)	9
Unit V	-	Thulsi ke pad, <u>Hindi Sahitya ka</u> ithihas (Rithikal)	9

Total Hours :45

Course Outcome

At the end of this course

- CO 1 Students will know the valuable messages in Thirukkural
 Co 2 will create interest in knowing ancient poems .
 CO 3 Gain knowledge in Hindi literature
 CO 4 will know the difference between Hindi & the languages used by ancient poets
 CO 5 will be familiar with different styles of poetry writing

Rerence books

1. Thirukkural translation by Venkata krishnan
2. Hindi Sahitya ka Ithihas by Dr.Nagendra,Dr.Hardayal mayur paper bags
Noida

FRENCH III

3 0 0 3

OBJECTIVE:

To strengthen the Grammar and Composition in French language.
To train the students to enhance his skills in French language for communication

UNIT:I LECON 1

9

Leçon 16-La famille Vincent. Page 44-Grammaire :Passe compose. Leçon 29-
Vers l'hôtel.Page80- Grammaire :Impératif, a mettre phrases Singulier, Pluriel.

UNIT II- LECON 12-13

9

Leçon 40-L'Epicerie les Légumes et les Fruits. Page 112-Grammaire;Présent del'indicatif. Leçon
44 La poste. Page-124 l'Grammaire :A mettre les phrases a
l'impératif

UNIT III-LECON 14-15

9

Leçon 51-Le café et tabac page142- Grammaire :A changer les phrases en
interrogatif. Leçon 58-La chasse et la pêche.Page160-Grammaire :Le plus que
parfait

UNIT :IV-LECON 16-18

9

Leçons 61-Un mariage a la campagne. Pagé-170 -grammaire :a changer au
participe présent.

UNIT :V- COMPOSITION :

9

A écrire une lettre a un ami l'invitation d'une célébration différente
ex :Mariage-a faire un essaie sur un sujet générale-a lire le passage et répondre
aux questions.

Total 45 Hours

Course outcome

CO1• This enable students to learn the language without any grammatical errors.

CO2• As a result of the content makes the students to known about the types of pronouns
and their useage.

CO3• This imparts the students in order to develop their basic writing skills.

CO4• Enable students for framing the basics sentence.

CO5• Making the students community to know the french format of letter writing and essay writing.

TEXTBOOK :

Les leçons ont été choisi et tire de i & ii degré de gauger<<Cours de Langue et de Civilisation Française>> The Millenium, Publication Hachette, édition 2002

REFERENCE BOOKS:

DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.

Course Objective:

1. To train students in the use of English language in varied literary and non-literary contexts.
2. To teach them soft skills and strengthen their foundation in grammar and composition.
3. To evaluate their comprehension skills.

	Credit Hours
UNIT I	09
• Introduction to Drama .	
UNIT II	09
• Shakespeare: Funeral Oration (Act III Scene II Julius Caesar) &	
• Monkey’s Paw - W.W.Jacobs	
UNIT III	09
• Comprehension	
UNIT IV	09
• Precis -Writing and Note Taking	
UNIT V	09
• General Essay on Current Topics	
Total	45 Hours

Course Outcome

- At the end of this course students will be able to,
- CO 1 Estimate the dramatic scenes in the light of appeal of values.
 - CO 2 Prioritize pragmatic day- to - day communication through comprehension.
 - CO 3 Develop dramatic skill after reading the scenes of plays.
 - CO 4 Improve their own style of writing after an expose to the prescribed dramatic pieces.
 - CO 5 Adapt themselves to life - context wherein soft skill demonstration is a must.

Books Prescribed:

- An Introduction to Drama. IInd Edition by George Whitfield

- Reading Comprehension for College Students Paperback – Import, 1984 by Reinhart G. Kussat (Author)
- The Monkey's Paw By W. W. Jacobs Publisher: Perfection Learning

Web Sources:

- <https://www.gradesaver.com/>
- <https://www.enotes.com/>
- <https://www.jstor.org/>
- <https://www.sparknotes.com/>
- <https://www.cliffsnotes.com/>

Course Objective:

1. To examine the various media law
2. To gain knowledge about media policy and regulatory frameworks in India
3. To understand about the existing media policy
4. To gain knowledge about the media production and content
5. To know about the regulations in dynamic media environment.

Detailed course

Unit-I Introduction to Media Law

12

- 1.1 Press law
- 1.2 Society and democracy
- 1.3 Meaning of freedom
- 1.4 Basics of Democracy
- 1.5 India Constitution.

Unit -II Press law

12

- 2.1 Indian Penal Code
- 2.2 First Press Commission
- 2.3 Second Press Commission
- 2.4 Registration of Books Act
- 2.5 Indian Post office Act
- 2.6 Official Secret Act
- 2.7 Vernacular Press Act.

Unit-III Broadcast Law in India **12**

3.1 Broadcasting Code

3.2 Cable Television Networks (Regulation) Act, 1995

3.3 The Cinematograph Act, 1952

3.4 Prasar Bharati Act

Unit -IV Intellectual Property Rights **12**

4.1 Intellectual property rights in India

4.2 Copyright laws

4.3 Trade Mark Bill

4.4 Patent Act

4.5 Geographical Indications of Goods.

Unit-V Common law **12**

5.1 Defamation

5.2 Slander

5.3 Libel

5.4 Freedom of speech and expression.

5.5 Right to Information.

Total:60 Hours

Practical / Assignments

You would have come across several news reports in newspapers and magazines, on TV and on the Internet, which in your opinion would have ‘crossed-the line’ and can be considered as unethical. Take newspaper cuttings or printouts of reports from the Internet of three such news items and discuss them with people in your locality. What do they think? Note down their observations and compare them to your own analysis.

Course outcome:

1. Gain knowledge about the basics of Democracy
2. Have a very good knowledge about Press commission and important press laws in India.
3. Understand the broadcast law in India.
4. Have a thorough knowledge about Intellectual Property Rights.
5. Gain knowledge about defamation.

TEXT BOOKS:

1. Neelamalar M, “ Media law and Ethics”, PHI Learning Pvt. Ltd., 2009
2. Seema Hasan, “ Mass Communication Principles and Concepts”, CBS Publishers & Distributors, Second Edition, 2013.

REFERENCE BOOKS:

1. Ahuja, B.N, “History of Press, Press Laws and Communications”, Surjeet Publications, 1988.
2. Aggarwal, Vir Bala, “Essentials of Practical Journalism”, Concept Publishing Company 2006.

Websites:

http://www.nraismc.com/wpcontent/uploads/2017/03/303PRESS_LAW_MEDIA_ETHICS_backup.pdf

<https://yali.state.gov/ethics-and-law/>

Websites:

www.magindia.com

www.auditbureau.org

Course Objective:

This course provides an overview of film history and exposes students to the various film movements in cinema. Students will learn about film and its narrative structure. It covers the core concepts of production design and the various phases of production such as concept to script.

Unit -I World Cinema

12

1.1 Film Form and Film History, Early Cinema (1893-1903), Development of Classical Hollywood Cinema (1903-1927)

1.2 Growth of Indian Cinema (Hindi, Tamil, Malayalam & other languages) Satyajit Ray (Pather panchali, Apu trilogy)

1.3 Adoor Gopalakrishnan Bangla Movies , History of Tamil Cinema

1.4 Post Independence era . Parasakthi film, J. Mahendran, Bharathiraja Manirathinam Shankar - Recent Trends in Tamil Cinema.

Unit-II Camera Techniques

12

2.1 Mise-en-scene, Aspects of Mise-en-scene.

2.2 Space, time and props narrative functions of Mise-en-scene.

2.3 Cinematographer properties, the photographic image, framing, duration of the image, montage and long take.

2.4 The Shot, Scene, Sequence, Story board, types of script, location shooting.

2.5 Single camera verses Multi camera production – rehearsal – digital intermediate – video format.

Unit-III Film Production Process

12

3.1 Pre-Production Process: Ideas, Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations.

3.2 Production Process: Shooting, Actors, Direction & Cinematography.

3.3 Post production Process: Editing- dimensions of film editing, continuity editing, linear and Non linear editing.

3.4 The powers of sound, fundamentals of film sound, functions of film sound.

3.5 Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

3.6 Sound recording, Dubbing, Special effects, Graphics & Final mixing Distribution & Exhibition.

Unit -IV Film Genres

12

4.1 The concept of form in films

4.2 Types of film genres, cinema of reality, principles of film, films of expression

4.3 Narrative form, non-narrative form

4.4 Dividing a film into parts and Genres (language, style, grammar, syntax.)

Unit- V Film Movement

12

5.1 German Expressionism (1919-1924).

5.2 French Impressionism and Surrealism (1917-1930).

5.3 Soviet Montage (1924-1930).

5.4 The Classical Hollywood Cinema, Italian Neo-Realism (1942-1951).

5.5 The French New Wave (1959-1964), Japanese Cinema Movement- Cinema of Korea- Film Society

Course Outcomes:

CO1: Students understand the fundamentals of film as a form of communication & to develop a technical approach to film.

CO2: To develop an understanding of the different genres of film.

CO3: The students will be able to understand the techniques involved in production of film

TEXT BOOKS

1. Film theory— Focal press
2. Film Form, Film Sense— Sergi Eisenstein
3. Nelmes Jill. An Introduction to Film Studies, Routledge, London,1996
4. Monoco,James, How to read a Film, Routledge, London,2001
5. Arora: Encyclopedia of Indian Cinema

REFERENCE

1. Roberge, Gaston (1977): Films for an ecology of Mind
2. Thoraval, Yves(2000) The Cinema of India(1896-2000)
3. Roberge, Gaston: The Subject of Cinema

Web sources:

<https://www.slideshare.net/newestprod/film-production-workflow>

Websites:

<https://sites.google.com/view/bscefs>

COMPUTER GRAPHICS

0 0 4 2

Course Objective:

1. Graphic Design course is designed to enhance the principles of graphic design, illustration and Photo manipulation.
2. The students will learn the role of words, images and layouts to communicate an idea, primarily for marketing
3. To develop an understanding the physical media as newspapers, magazines and posters,
4. To understand the field now encompasses multimedia such as websites
5. To learn cell phone displays to the students.

Detailed course

Unit I

9

- 1.1 Introduction about scalar and Vector
- 1.2 Role of computer graphics in society (marketing, Entertainment, Publishing, e- Learning) .
- 1.3 Interface of pixel and vector software
- 1.4 Understanding colour mode
- 1.5 Various standard templates.

Unit II

9

- 2.1 Pixel design
- 2.2 Image editing tools
- 2.3 Layer concept and effects
- 2.4 Photo effects
- 2.5 Major tools and effects

Unit III

9

- 3.1 Preparing graphical shapes
- 3.2 Logo and illustration by using pen tool,

- 3.3 Working on shape tools
- 3.4 Brushes and shape tools
- 3.5 Blend tools and tracing

Unit IV

9

- 4.1 Understanding the typography
- 4.2 Usages in graphic designs
- 4.3 Text editing
- 4.4 Understanding the filters
- 4.5 Graphic effects

Unit V

9

- 5.1 Creating print and digital contents
- 5.2 Designing brochure, pamphlet, dangler, invitation,
- 5.3 Infographics for business communication,
- 5.4 Front page web advertisement, flyers, DVD covers, package design,
- 5.5 Calendar design for various service and products.

Total: 45 Hrs

COURSE OUTCOMES:

1. To help understand and learn graphic design principles.
2. To conceptualize ideas in a graphic form and produce designs creatively.
3. To learn to create designs using software.
4. To conceptualize ideas for typography and design aesthetically.
5. To learn to create printing designs using software.

Practical / Assignments

- Presentation on the commercial communication designs.
- Creating an advertisement copy for a product.

TEXT BOOKS:

1. Donald Hearn and M. Pauline Baker, “Computer Graphics C Version”, Pearson Education, 2003.
2. Alina Wheeler, "Designing Brand Identity: An Essential Guide for the Whole Branding Team", 4th edition, Wiley, 2013.

REFERENCE BOOKS:

1. David Dabner , Sandra Stewart , Eric Zempel, “A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media”, Wiley, 2014.
2. Foley, Vandam, Feiner and Huges, “Computer Graphics: Principles and Practice”, 2nd Edition, Pearson Education, 2003.

Websource:

<https://ocw.mit.edu/courses/electrical-engineering-and-computer-science/6-837-computer-graphics-fall-2012/lecture-notes/>

<http://www.svecw.edu.in/Docs%5CCSECGLNotes2013.pdf>

Web Site:

<https://lecturenotes.in/subject/59/computer-graphics-cg>

<https://www.geektonight.com/computer-graphics-notes/>

பாடக் குறியீட்டு எண்:

3 0 0 3

பருவம்-4, தமிழ்மொழிப்பாடம்-4, பகுதி-1, தகுதிப்புள்ளி: 3, வாரப் பாட நேரம்: 3.

தாள்-4

சங்க இலக்கியம் – நாடகம் – வளர் தமிழ் - பொதுக்கட்டுரை

அலகு 1: சங்க இலக்கியம் - 1

10 மணி நேரம்

1. புறநானூறு (மூன்று பாடல்கள் - 183, 184, 192)
2. பதிற்றுப்பத்து (இரண்டு பாடல்கள் - 14, 69)
3. பட்டினப்பாலை (காவிரியின் சிறப்பு பாடல் அடிகள் 01-07, சோழநாட்டு வளம் பாடல் அடிகள் 20-28, பல்பொருள் வளம் பாடல் அடிகள் 183-193)
4. மதுரைக் காஞ்சி (பாண்டியர் பரம்பரை பாடல் அடிகள் 01-23, மன்னர்க்கு மன்னன் பாடல் அடிகள் 64-74, பாண்டியன் புகழ் பாடல் அடிகள் 197-209).

அலகு 2: சங்க இலக்கியம் - 2

9 மணி நேரம்

1. நற்றிணை (இரண்டு பாடல்கள் - 1, 172)
2. குறுந்தொகை (மூன்று பாடல்கள் - 3, 40, 135)
3. ஐங்குறுநூறு (மூன்று பாடல்கள் - 281, 283, 286)
4. அகநானூறு (இரண்டு பாடல்கள் - 4, 86)
5. கலித்தொகை (இரண்டு பாடல்கள் - 9, 133)

அலகு 3: நாடகம்

8 மணி நேரம்

1. ஆட்டனத்தி ஆதிமந்தி - கவிஞர் கண்ணதாசன்

அலகு 4: வளர்தமிழ்

9 மணி நேரம்

1. ஊடகத் தமிழ் - கணினித் தமிழ் அறிமுகம்

ஊடகத் தமிழ்: அச்சுக்கலை - இதழியல் - ஊடக வகைகள் - அச்சு ஊடகங்கள் - மின்னணு ஊடகம் - இதழியல் முன்னோடிகள் - அச்சு ஊடகங்களில் தமிழ் - கருத்துப் பரிமாற்றம் - மொழி நடையின் தன்மை - நாளிதழ்கள் - வார, மாத இதழ்கள் - மின்னணு ஊடகங்களில் தமிழ் - வானொலி- தொலைக்காட்சி- திரைப்படம்.

கணினித் தமிழ்: கணினித் தமிழின் அடிப்படையும் பயன்பாடும் -கணிப்பொறியின் வரலாறும் வளர்ச்சியும், கணினியும் தமிழும், விசைப்பலகை (Keyboard) - எழுத்துருக்கள்

(Fonts) - தமிழைத் தட்டச்சு செய்ய உதவும் மென்பொருள்கள், தமிழைத் தட்டச்சு செய்யும் முறைகள் - தமிழ்த் தட்டச்சுப் பயிற்சி - இணையமும் தமிழ்ப் பயன்பாடும் - தேடுபொறி (Search) - வலைப்பூ (Blog), மின்னூலகம் (Online e-Library), - மின்னகராதி (e-Dictionary), - மின் செய்தித்தாள் - e-Paper, - இணையவழித் தமிழ்க் கற்றலும்-கற்பித்தலும் - மின்வழிக் கற்றல் - e Learning.

அலகு 5: பொதுக்கட்டுரை, இலக்கிய வரலாறு, இலக்கணம் 9 மணி நேரம்

1. பொதுக்கட்டுரை வரைதல்
2. பாடம் தழுவிய இலக்கிய வரலாறு (சங்க இலக்கியம், நாடகம், வளர்தமிழ்)
3. இலக்கணம் (பொருளிலக்கணம்) திணை, துறை விளக்கம்.

மொத்தம்: 45 மணி நேரம்

Course Outcome

Students will able to

1. Interpret the cultural life style of Ancient Tamils.
2. Formulated their new methods of fine arts through the sprite of ancient art of Tamils.
3. Find out the solutions for the problems of life throgh the philosophical ideology of Tamil religions.
4. Aquire the Knowledge and understanding theories of Media Tamil - Introduction of Tamil Computing
5. Formlate the art of life through Tamil traditional scientific approach.

பார்வை நூல்கள்

1. கணினித்தமிழ், முனைவர் இல.சுந்தரம், விகடன் பிரசுரம்
2. கணிப்பொறியில் தமிழ், த.பிரகாஷ், பெரிகாம்
3. தமிழ்க் கணினி இணையப் பயன்பாடுகள், முனைவர் துரை. மணிகண்டன், மணிவானதி பதிப்பகம்
4. இதழியல் கலை, டாக்டர் மா. பா. குருசாமி, குரு - தேமொழி பதிப்பகம், திண்டுக்கல்

5. அச்சுக் கலை வழிகாட்டி, பாலசுப்பிரமணியன், ஆ., சென்னை : தனசு பதிப்பகம், 1966
6. தொலைக்காட்சிக் கலை, முனைவர் வெ. நல்லதம்பி, மங்கைப் பதிப்பகம், சென்னை 42

8 பாடநூல் தேடலுக்கான இணையம்

- <http://www.tamilvu.org/courses/nielit/Chapters/Chapter1/11.pdf>
- <https://www.tamildigitallibrary.in/>

**II year-IV SEM (Modern Poetry, Hindi sahithya ka ithihas
–Adhunik kal,,Journalism, Advertisement writing)**

Course Objective:

- To develop interest in modern poetry
- To teach them the importance & development of hindi journalism.
- To train them in advertisement writings

Unit I	- 'Adhunik kavitha(Sansar), Journalism	9
Unit II	- 'Adhunik kavitha (Mouun nimanthran), Journalism	9
Unit III	- Adhunik kavitha ('rah rahkar Tuutthaa rab kaa kahar), Journalism_	9
Unit IV	- 'Adhunik kavitha ('samarpan'), Advertisement writing	9
Unit V	- 'Adhunik kavitha ('panthrah agasth kii pukaar '), Advertisement writing	9

Total Hours : 45

Course Outcome

At the end of this course

- CO 1 Students will be familiar with modern poetry
- Co 2 Students will understand the origin& development of Hindi journalism
- CO 3 will know about different sources of journalism &their qualities
- CO 4 will get the ability to write various types of advertisement
- CO 5 will understand the different methods adopted in writing them

Rererence books

1. Padya khosh
2. Hindi patrakaritha ek parichaya

OBJECTIVE:

To strengthen the Grammar and Composition in French language.
To train the students to enhance his skills in French language for communication.

UNIT:I**9**

Leçon 20 : Une grande Nouvelle-Grammaire Le future.
Leçon 46 :Le mètre ;l'autobus-Grammaire-A former ou a changer
L'adjectif masculin ou féminin a l'adverbe-Trouvez les noms qui correspondent aux verbes suivants.

UNIT :II**9**

Leçon 48 : A la préfecture de police-Grammaire Les pronoms relatifs.
Leçon 63 :les sports-Grammaire le conditionnel présent.

UNIT :III**9**

Leçon :56 A Biarritz la page-Grammaire le future antérieure.
Leçon :57 Dans les Pyrénées-Grammaire le future antérieure suite.

UNIT :IV**9**

Leçons 65-a fin des vacances Grammaire-a changer les phrases du pluriel au singulier, le présent du subjonctif.

UNIT :V**9**

Grammaire et composition :Transduction - réponses aux questions sur les passage-essaie sur un sujet générale, :lettre :Ecrire une lettre a une amie.

Total 45 Hours

TEXTBOOK :

Les leçons ont été choisi et tire de i & ii degré de gauger<<Cours de Langue et de Civilisation Française>> The Millenium, Publication Hachette, édition 2002

REFERENCE BOOKS:

DONDO Mathurin, "Modern French Course", Oxford University Press, New Delhi Edition 2014.

ENGLISH IV - PRACTICAL ENGLISH (CONVERSATION PRACTICE) - 3 0 0 3

Course Objective:

- To train students in the use of English language in varied literary and non-literary contexts.
- To teach them soft skills and strengthen their foundation in grammar.
- To evaluate students to sensitivity in conversational competency.

	Credit Hours
UNIT I	09
i. At the Airport	
ii. In a Bank	
iii. On a Bus	
UNIT II	09
iv. In Flight	
v. In a Hotel	
vi. In a Library	
UNIT III	09
vii. Tea Time	
viii. On a Train	
ix. In a Restaurant	
UNIT IV	09
x. On a Picnic	
xi. In a Police station	
xii. In a Post office	
UNIT V	09
xiii. In a travel agency	
xiv. Asking the way	
xv. At the theatre	
Total	45 Hours

Course Outcome

- At the end of this course students will be able to,
- CO1 Feel confident to speak in different situations.
- CO2 Learn befitting vocabulary words.
- CO3 Have the ability to visualize speaking situations.
- CO4 Be conversant with other conversational situations.
- CO5 Categorize the nature of questions asked usually in interviews.

Books Recommended:

- English Conversation Practice, D.H.Spencer, Oxford.
- Communicative English by Department of English, National College(Autonomous), Trichy.

Web Sources:

- <https://self-publishingschool.com/how-to-write-dialogue/>
- <https://www.masterclass.com/articles/how-to-write-dialogue>

Course Objective:

1. To provide an understanding about the concept of Communication theories
2. To study the key elements in a communication process
3. To know about various communication theories
4. To understand how technology influences communication
5. To understand the major characteristics of media.

UNIT-I Introduction to Communication

12

- 1.1 Communication – Definition - Nature and Scope of Communication
- 1.2 Levels of Communication
- 1.3 Types of Communication
- 1.4 Barriers of Communication
- 1.5 Verbal and Non-verbal Communication.

UNIT II Models of Communication

12

- 2.1 Communication process - One step - Two step - Multi step flow of Information
- 2.2 Communication models - Definition – Scope - Purpose of Models
- 2.3 Shannon and Weaver – SMCR-Laswell
- 2.4 Osgood and Schramm – Spiral of Silence - Gerbner’s Model
- 2.5 Diffusion of Innovation- Gate keeping theory

UNIT-III Theories of Communication

12

- 3.1 Communication Theories - Cognitive Dissonance
- 3.2 Normative Theories - Perception and Retention
- 3.3 Uses and Gratification Approach

3.4 Cultivation Approach

3.5 Marxist and Neo-Marxist Approaches.

UNIT-IV Public Communication

12

4.1 Communicating with the masses – Public speaking as communication

4.2 Audience, structure and formality - Group dynamics- Motivation

4.3 Persuasion - Leadership traits - Using forms of mass communication

4.4 Creative and technical presentations – photography

4.5 PowerPoint presentations - Debates - Street plays – Social Media

UNIT -V Mass Media

12

5.1 Mass Media and Society – Mass Culture

5.2 Characteristics and functions of mass communication

5.3 Importance of mass communication - Media audiences

5.4 Reception, Audience positioning - Impact of media on society

5.5 Ecological perspectives - Digital technologies, Globalization and media, Social media for social change.

Practical / Assignments

Select any one theory and apply it practically. Submit a report of it which should be more than 600 words.

Course Outcomes:

1. To make the students familiar with the communication concepts
2. To develop an understanding of the different types of communication and different forms of media.
3. The students will be able to understand the techniques involved in media and understand audience media relationship.

TEXTBOOKS:

1. Keval J Kumar, "Mass Communication in India", Jaico Publishing House, Fourth Edition 2013
2. Dr. Seema Hasan, "Mass Communication: Principles and Concepts", CBS Publishers, Second Revised Edition, 2019

REFERENCE BOOK:

1. Denis McQuail: McQuail's Mass Communication Theory, London/New Delhi: Sage, Sixth Edition, 2010

Websites:

www.comminit.com
www.mediastudies.org

Websites:

www.oneworld.org
www.mib.gov.in

Course Objective:

1. To provide an understanding about the concept of Broadcasting Media
2. To study the key elements in the process of broadcasting.
3. To understand the system behind the functioning of Radio, Television and online streaming media.
4. To gain knowledge to work in the media field effectively using these practices.
5. To get an awareness about the relationship between the media and various social problems prevailing in the society

UNIT- I Introduction to Media 12

- 1.1 Radio as a medium; Basics of Sound
- 1.2 Theories of soundscape, sound culture
- 1.3 Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound
- 1.4 Sound Design- meaning with examples from different forms

UNIT-II Television Medium 12

- 2.1 Television as a medium; Basics of Visual- image, electronic image
- 2.2 Television image, Digital image, Edited Image (politics of an image)
- 2.3 Visual (still to moving) Visual Culture Changing ecology of images today

UNIT-III Radio Medium 12

- 3.1 Writing and Editing Radio News
- 3.2 Elements of a Radio News Story: News Gathering
- 3.3 Writing, Elements of a Radio News Bulletins
- 3.4 Working in a Radio News Room
- 3.5 Editing news based capsule

UNIT-IV Electronic News Gathering 12

- 4.1 Writing and Editing Television News-Basics of a Camera- (Lens & accessories)

4.2 Electronic News Gathering & Electronic field Production

4.3 Visual Grammar – Camera Movement

4.4 Types of Shots, Focusing, Visual Perspective.

4.5 Elements of a Television News Story: News Gathering,

4.6 Writing. Elements of a Television News Bulletins;

4.7 Basics of Editing for TV- Editing a news capsule.

UNIT-V Applications of Multimedia

12

5.1 Evolution of Multimedia – Structure and components of Multimedia –

5.2 Multimedia platforms - Applications of Multimedia in Education

5.3 Communication, Medication, Business, Entertainment

5.4 Video Conferencing, Web Streaming, Video Streaming, Internet Telephony –

5.5 Virtual Reality.

Practical / Assignments

What is the scope of radio in India? What are its special advantages as a mass medium of communication?

Course outcome:

1. Students gained knowledge about the role of media in shaping and development of culture
2. Students understood the relationship between the media and various social problems prevailing in the society
3. Students gained knowledge about the social role of the media
4. Students will get the knowledge about media performance and content from a gender perspective

Text Books:

1. The Ultimate Multimedia Handbook, Tata Mc Graw Hill
Multimedia at Work, Tata Mc Graw Hill
2. Zettl, Herbert. Television Production Handbook. Cengage Learning, 2014.

Reference Books:

1. Allen, Robert C and Hill, Annette (Ed). The Television Reader. Routledge, 2004.
2. Fleming, Carrol. The Radio Handbook; Routledge, 2002.
3. Shrivastava, K.M. Broadcast Journalism in the 21st Century. Sterling publisher, 2010..
4. Chatterjee , P.C. Broadcasting in India. New Delhi: Sage. 1991.s

Websites:

www.comminit.com
www.mediastudies.org

Websites:

www.oneworld.org
www.mib.gov.in

Course Objective:

Students will become familiar with the 2D software authoring environment and Flash terminology, and they will gain understanding of fundamental 2D animation software paradigms (Stage, Symbols, Library, Timeline), create animation effects , learn to export and deploy animated content on the Digital display.

UNIT –I Creating Graphics**12**

- 1.1 Introducing 2d animation software interface with using drawing tools, align
- 1.2 Stage, Symbols, colour swatches
- 1.3 Library, timeline , object properties, text tool attributes
- 1.4 Bitmap, ruler, grid, and fundamental of animation.

UNIT-II Advanced Vector Drawing with Setting Colours**12**

- 2.1 Intersecting Shapes within a Single Layer,
- 2.2 Creating Complex Shapes with Intersecting Lines
- 2.3 Combining Tools to Create Detailed Curves, Vector Drawing Techniques
- 2.4 Creating and arranging Groups Object-Based Drawing, Working with the Color Mixer
- 2.5 Creating Transparency, Stylizing Strokes Adjusting Cap, Join, Other Stroke Properties
Applying, Transforming Gradients.

UNIT- III Basic Timeline Animation**12**

- 3.1 Introducing Frame-Based Animation, Briefing Timeline window and properties
- 3.2 Understanding the Key frames
- 3.3 Animating our creative elements using Key frames,
- 3.4 Animation Techniques using Onion Skin view, building a Mask without Blend modes in Layers and Basic tweens.
- 3.5 Understanding differentiation of Shape and Motion Tweens.

UNIT-IV Advanced Animation Techniques**12**

- 4.1 Understanding the Symbols (Graphics, Movie clip and button)

- 4.2 Converting an Object to Symbol, Making a Cloud Layer in Motion Tweening
- 4.3 Advanced Animation Techniques, Animating a Banner with Filters Text Animating a Title with a Blur Effect
- 4.4 Setting Up a Motion Guide Path, Controlling Speed, Snapping, Shifting Keyframes to Exaggerate Motion Simulating Speed in your Animations
- 4.5 Understanding object motion by Easing In and Out.

UNIT- V 2D content making and publishing

12

- 5.1 Constructing the scene with effective background and character animation
- 5.2 Mixing the music and sound effect relevance scene.
- 5.3 Understanding an action scripts
- 5.4 Developing the web content with interactive animation in basic and web publishing.

Total: 60 Hrs

Course Outcomes:

CO1: To make the students familiar with the 2D software

CO2: To develop an understanding of the 2 D environment and Flash

TEXT BOOKS:

- 1.Pakhira Malay K, "Computer Graphics, Multimedia and Animation",2nd Edition, PHI, 2010.
- 2. Preston Blair, "Cartooning: Animation 1 with Preston Blair: Learn to animate cartoons step by step (How to Draw & Paint)", Walter T. Foster, 2003

REFERENCE BOOKS:

- 1. Von Glitschka, "Vector Basic Training: Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork", New Riders, 2011.
- 2. Sheila Graber, "Animation: A Handy Guide", Barron Publication, 2009.

Websource

- 1. <https://www.studocu.com>
- 2. <https://clemex.com>

Course Objectives:

1. To make the students aware of the role and scope of Public Relation in media industry.
2. To understand the evolution of Corporate Communication and its expanded role in organizational and marketing.
3. To know the tools of PR and evaluation process.
4. To know the importance of print media in PR.
5. To know the PR laws in India.

Detailed Course

UNIT I

12

- 1.1. Introduction to Public Relations.
- 1.2. Basic elements of PR
- 1.3. History of PR and emergence of corporate communication.
- 1.4. PR in Indian scenario
- 1.5. The pioneers of PR.

UNIT II

12

- 2.1. Theoretical underpinnings in PR.
- 2.2. JM Grunig's model of symmetrical PR.
- 2.3. The Development of Indian PR.
- 2.4. Sales Promotion and Advertising.
- 2.5. PR and Corporate Marketing Services.

UNIT III

12

- 3.1. The PR Process and Media selection
- 3.2. Tools of PR and media relations
- 3.3. Public opinion – meaning and definition
- 3.4. Role of PR in opinion formation
- 3.5. Case studies in PR

UNIT IV

12

- 4.1. Defining Corporate Communication
- 4.2. Importance of Corporate Communication
- 4.3. Elements of a Corporate Communication
- 4.4. Importance of print media in Public Relations
- 4.5. Relative advantages and limitations of print media and Corporate Publications

UNIT V

12

- 5.1. Strategy for good media relations.
- 5.2. Traditional Media as a PR tool.
- 5.3. Role of traditional Media in rural India
- 5.4. Laws & Ethics in PR and Case Studies
- 5.5. Introduction to PR Awards.

Total 30 Hrs

Practical / Assignments

- The students will demo press conference
- Case study on corporate communication and crisis PR

Course Outcomes:

At the end of the course, learners will be able to:

- 1: Understand the fundamentals of the public relations and communication
- 2: Gain knowledge about the history of media communication.
- 3: Have complete knowledge about press release and press meet.
- 4: Gain knowledge on corporate communication and crisis communication.
- 5: Understand the communication ethics and tools.

TEXT BOOKS:

1. CUTLIP SCOTT M. & CENTER ALLEN H. - Effective Public Relation (Prentice-Hall) 1982.
2. SAM - Practical Public Relations, Universal, 1994.
3. PARSONS, PATRICIA J: Ethics in public relations: A guide to best practice (London: Kogan Page, 2005).

REFERENCE BOOKS:

1. L'ETANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008).
2. JETHWANEY JAISHRI: Corporate Communication- Principles and Practice (OUP: New Delhi, 2010).

Websites:

1. <https://www.slideshare.net/marketeach/pr-lecture-1>

Websources:

1. <https://www.studocu.com/en-us/document/texas-tech-university/principles-of-public-relations/lecture-notes/principles-of-public-relations-lecture-notes-chapter-1/505895/view>
2. <https://2012books.lardbucket.org/pdfs/public-relations.pdf>

INTRODUCTION TO DIGITAL JOURNALISM

4 1 0 5

Course Objectives

6. To write web articles following professional standards for style, linking, and search optimization.
7. To enhance information gathering with web tools
8. To tell stories with digital tools, such as Google Maps and timelines
9. To understand the concept of build audiences and research by using social media.

Detailed Course

Unit-I	12
1.1 Internet as a medium of communication	
1.2 Features of the Internet	
1.3 History of the Internet	
1.4 Emergence of social media	
1.5 Features of online media	
Unit – II	12
2.1 Different between digital journalism and journalism	
2.2 Online storytelling	
2.3 Language of news, Grammar, Punctuation and Spelling Importance	
2.4 Writing and editing for online newspapers, e-magazines, newsletters	
2.5 Presentation with audio recording and editing, photo shooting	
Unit – III	12
3.1 Search engine optimization (SEO)	
3.2 Non-linear media consumption	
3.3 Eye tracking, online security and online ethics	
3.4 Data visualization, RSS feeds and Mobile platforms	
3.5 User centered design and Understanding search behaviors.	
Unit – IV	12
4.1 Use of Twitter, Facebook, YouTube, Flickr, LinkedIn, blog, Google maps etc	
4.2 How social media can be used as reporting tools.	
4.3 Engaging audience	
4.4 Content Creation	
4.5 Blogging and social media contents	
Unit – V	12
5.1 Understanding the features of Smartphones	
5.2 Photo stories using Mobile devices	
5.3 Tools and best practices for editing and posting videos	
5.4 Journalism Apps	
5.5 Storytelling methods for mobile consumers.	

Total: 60 Hours

Practical / Assignments

- Students will set up their own Twitter accounts and get to know how it works: following Course instructor, following each other, following a journalist, etc.

- Students will write a news story for online news portals
- Students will have to design an online newspaper

Course Outcomes

1. Students would be able to understand write web articles following professional standards for style, linking, and search optimization.
2. Students would be able to understand tell stories with digital tools, such as Google Maps and timelines
3. Students would be able to acquaint them with important aspects of information gathering with web tools

TEXTBOOKS

1. Tapas Ray, Online Journalism: A Basic Text, Foundation Books, Delhi, 2006.
2. Sunil Saxena, Breaking News: The Craft and Technology of Online Journalism, Tata McGraw-Hill, New Delhi, 2004.
3. James Glen Stovall, Journalism on the Web, Pearson Allyn & Bacon, 2003.

REFERENCES

1. Andy Dickinson, Web Design for Journalism, Butterworth-Heinemann, 2003.
2. Mike Ward, Journalism Online, Focal Press, 2002.
3. Roland De Wolk, Introduction to Online Journalism: Publishing News and Information, Pearson Allyn and Bacon, 2001.

Websites:

1. <https://sites.cs.ucsb.edu/~almeroth/classes/F10.176A/papers/internet-history-09.pdf>
2. https://ocw.metu.edu.tr/pluginfile.php/348/mod_resource/content/0/Lecture_1.pdf

Websites:

1. <http://www.cyberjournalist.org.in/webjour.pdf>
2. https://www.academia.edu/5558971/Online_Citizen_Journalism_in_India_A_Study_of_MyNews_in

Course Objective:

1. To understand the knowledge of Radio journalism.
2. To gain knowledge and Exposition into Radio Broadcasting, Techniques involved in Radio journalism
3. To have complete knowledge about role of Radio media and development culture
4. To know the media concepts, characteristics, Techniques involved in Radio journalism.
5. An Idea about Different Types of Radio and Internet radio broadcasting.

Detailed course

Unit: I: Introduction to Radio media

12

- 1.1 Basic concepts of Acoustics, Audio production,
- 1.2 Microphones, Digital Studio Mixer, Portable Audio Mixers,
- 1.3 Understanding sound recording, Perspective of sound and
- 1.4 Mixing of Sound, Audio Effects, Music, Sound transfer, Editing and post-production.
- 1.5 Editing software's, Recording formats. Off air /On air studios and Newsroom software's and FM broadcast software's

Unit II: Preparing Radio Program

12

- 2.1 Producing news for radio
- 2.2 Different genre of programmes
- 2.3 Making feature stories
- 2.4 Preparing Jingles
- 2.5 Producing radio programme

Unit: III: Radio Program Format

12

- 3.1 Types of Radio Formats
- 3.2 Genres of Music & Styles, Classical
- 3.3 News, talk, and sports
- 3.4 Cinema and Society, Contemporary
- 3.5 Cultural, Social, Info Media and Political participation

Unit: IV: Radio Broadcasting Regulations

12

- 4.1 Freedom of Speech and Expression
- 4.2 Nature of Free Speech Rights
- 4.3 Content Licensing Media framing
- 4.4 Content Delivery & Anchoring Techniques

4.5 Stereotyping, Changing Media trends

Unit: V Media and Program Creation

12

- 5.1 Media practice and production
- 5.2 Media as Information and Education
- 5.3 Social Content and Women Empowerment
- 5.4 Creative and journalistic programs
- 5.5 Media as a catalyst of social change

Total: 60hrs

Practical / Assignments

Write a script and plan for a program to speak and share any two issues in current trend and with social scenario which Radio media can be used as a tool for Information.

Course outcome:

1. Understand the Radio journalism, developments, duties and responsibilities of reporters, freedom of expression broadcasting policy
2. Gain knowledge about the concept and structure of Radio Station
3. An in-depth knowledge in the planning and preparing Radio Program
4. Understand the Structure and style of news, creative and journalistic programs
5. Complete knowledge and techniques in producing program for Radio journalism

Web Sources:

1. https://ayomenulisfisip.files.wordpress.com/2014/08/robert_mcleish_radio_production_fifth_edition_2005.pdf
2. <http://kellyjbruns.blogspot.com/2018/11/download-radio-programme-production-pdf.html>

References

1. [Bradley, Becky. "American Cultural History: 1950–1959," Lone Star College, Kingwood, http://kclibrary.lonestar.edu/decade50.html.](http://kclibrary.lonestar.edu/decade50.html)
2. [Brewster, Bill and Frank Broughton, *Last Night a DJ Saved My Life: The History of the Disc Jockey*, \(New York: Grove Press, 2000\), 48.](#)
3. [Brinson, Susan. *The Red Scare, Politics, and the Federal Communications Commission, 1941–1960* \(Westport, CT: Praeger, 2004\), 42.](#)

OBJECTIVE:

1. To enable students to understand theoretical concepts related to media as a form of communication.
2. To enable students to gain an analytical insight into research framework in Media and Communication.
3. To understand the mass communication research methods
4. To develop analytical and interpreting skills
5. To gain knowledge to report and write research articles

UNIT I

12

- 1.1 Nature & scope of Mass Communication Research
- 1.2 Selecting the Research Problem from a broader outline to a workable formulation
- 1.3 Elements of Synopsis and its importance in designing the research studies
- 1.4 Research and communication theories
- 1.5 Ethical perspectives of mass media research.

UNIT II

12

- 2.1 Review of Literature
- 2.2 Defining Research Problem
- 2.3 Research Objectives; Hypothesis
- 2.4 Theoretical frame work and Research Design
- 2.5 Types of Sampling, Probability & Non-Probability.

UNIT III

12

- 3.1 Research Elements, Variable: Meaning and Types of Variables
- 3.2 Measurement: Levels of Measurement (nominal, ordinal, interval and ratio); Reliability and
- 3.3 Validity of Measurements; Scales and Types of Scales
- 3.4 Data: Sources of Data - Primary and Secondary Data
- 3.5 Data Collection Tools: Observation, Questionnaires and Interview Schedule.

UNIT IV

12

- 4.1 Qualitative and Quantitative studies
- 4.2 Field observation technique-Focus Group Studies and Interviews
- 4.3 Descriptive and Analytical Surveys: Sampling and its importance,
- 4.4 Content Analysis: Selecting the sample, Selecting units of analysis, Coding the content
- 4.5 Data analysis and interpretation, Experimental Studies

UNIT V

12

- 5.1 Data processing; Coding & tabulation (Statistical tools)
- 5.2 Elementary understanding of statistical techniques of data analysis
- 5.3 Mechanics of Research Report Writing
- 5.4 Diagrammatic Presentation, Bibliography & Index, Errors
- 5.5 Precautions in Report Writing,

Total 60 Hours

Course Outcome

At the end of this course, the students will be able to –

1. Define and explain the process of media research.
2. Conduct media research by making use of any of the research methods.
3. Understand the types of research design.
4. Will be able to understand the methods of data collection.
5. Understand the statistical analysis tools and to write a research report.

Practical / Assignments

- The students will do research project by selecting topic
- Submitting dissertation

TEXT BOOKS

1. Berger, Arthur Berger, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publication, 2000, 2nd Edition.
2. Kumar, Ranjith, Research Methodology: A step by step guide for beginners, Sage Publication. 2001

REFERENCE BOOKS

1. Priest, Susanna Horning, Doing Media Research: An Introduction, Sage Publication, 2000, 2nd Edition.
2. Wimmer Roger and Dominick Joseph Mass Media Research: An Introduction, 9 th Edition , Cengage Learning 201.

Website:

- 1.<https://www.sjsu.edu/ajeep/docs/IntroToMassMediaResearch.pdf>
- 2.<https://www.docsity.com/en/notes-on-media-research-the-world-of-media-jrn-108/6837180/>

Websources:

- 1.<https://www.studocu.com/en-ca/document/university-of-toronto/introduction-to-media-studies/lecture-notes/introduction-to-media-studies-lecture-notes-mdsa01h3/405872/view>

REFERENCES BOOKS:

1. New Media Handbook Media Practice.
2. New Media Old Media A History and Theory Reader.
3. McLuhan - Understanding Media - Extensions of Man.
4. For a deeper theoretical understanding you could also refer to the 4 volume set 'New Media' by Sage Publications.
5. Wardrip-Fruin & Nick Montfort (Lev Manovich) – The New Media Reader.
6. Schaffer, Neal (2013). Maximize Your Social. New Jersey: John Wiley & Sons.

Websites:

www.comminit.com

www.mediastudies.org

Course Objective:

- 1 The main objective of the project is to inculcate specialisation interest in the students
- 2 Allow them to explore innovation in various latest techniques in the field of media and communication studies.
- 3 To gain industry-standard exposure
- 4 Gain more practical and task-oriented skill
- 5 Develops entrepreneur skill

I Submission:

The Students identify the area of specialization and to expertise themselves, they do new creative Print magazine, project based on their interesting field. Students do complete news stories with Art and Illustration, Advertising, Photography, also they publish through digital platforms.

II Project Reviews:

The students should present before the review committee to finalise the work,

- First-review to present their Phase I creative ideation, scope and purpose of the work.
- Second-Review to present the Phase II-Production stage.
- Third- review to present their output after completion of Phase III.

III FINAL VIVA-VOCE EXAMINATION AND PROJECT SUBMISSION:

The final evaluation will be evaluated by the expert, where the students have to present their output through a presentation and also by submitting the work. The students have to follow VITA's guidelines for the project preparation.

Total 75 Hours

COURSE OUTCOME

- 1 At the end of the semester, the students will create new media works.
- 2 Employ new techniques and tools to emphasize good output.
- 3 And students will gain confidence in working on a contemporary creative area independently under guidance.
- 4 Trained as media specialist to become an entrepreneur
5. Enhance the creative and technical skills by the innovation production

Web sources:

1. <https://www.topuniversities.com/blog/4-steps-successful-student-project>
2. <https://www.topuniversities.com/blog/how-do-research-project-6-steps>

Syllabus

Discipline Specific Elective Courses

Course Objective:

- 1.The advertising basic concepts are learned to develop the writing skill with creativity
2. To create advertising copy and design

UNIT I Marketing Communication 9

- 1.1 Introduction to Advertising-Role and functions of advertising
- 1.2 Advertising strategy-Target audience-consumer behavior
- 1.3 Types of advertising-appeals-Product mix-distribution channel
- 1.4 Marketing communication channel- planning advertising, advertising collaboration
- 1.5 Product positioning, creative blue print, advertising strategy
- 1.6 Creative strategy, brain storming, purpose of copy and Illustration.

UNIT II Concept and Visualization 9

- 2.1 Branding strategy-Brand identity-Principles and qualities of good illustration
- 2.2 Concept and visualization
- 2.3 Client service-creative process
- 2.4 Direct mail concepts.Visualizing advertisement
- 2.5 Structure and types of layout, kinds of layouts.

UNIT III Creative Design 9

- 3.1 Advertising agency- Structure and operation
- 3.2 Perspective: Personal, Technical, Ethical, Cultural
- 3.3 Information Design: Tuft ,Jacobson
- 3.4 Role of Graphics in Business, Visual Topologies

3.5 Concept Graphic, Charts, Tables, Graphs, and Diagrams.

UNIT IV Visualizing promotional materials 9

4.1 Typography & type design, publication design

4.2 Image making, packaging, print design, corporate identity

4.3 Writing for radio, television and other media

4.4 AIDA concept and advertising code of ethics

UNIT V Information Design 9

5.1 Understanding information design

5.2 Evolution of new media, standards, prints, WWW, Information Architecture and Design

5.3 Interface Design, Graphic Design, Navigational Design

5.4 Digital marketing communication. Writing for web. Information mapping

5.5 Text and font issues, color, contrast, and grouping.

Total 45 Hours

Course Outcomes:

At the end of this course, students will be able to

Course Outcome:

1. Learns the purpose about Marketing communication for business.
2. Understand the strategies of visualization and its concepts
3. Learn the techniques of infographics for marketing communication
4. Creatively engaging in the various stages of original copywriting and design
5. Understanding the elements of information design based on the concepts.

TEXT BOOKS

1. Simon Jennings, [1980] The Complete Guide to Advanced Illustration and Design, Chartwell Books Inc., NJ.

2. Richard M. Schelemmer, [1990] Handbook of Advertising Art Production, Prentice Hall, Englewoodcliffs, NJ.

Reference:

1. Harvey R. Levenson, [1981] Art and Copy Preparation, Graphic Art Technical Foundation, USA.
2. Raymond F. Stock, [1976] Sales Literature for Industry, McGraw Hill.

Websites:

1. <http://www.apcollege.in/wp-content/uploads/2015/10/Copywriting-Notes-17.pdf>
2. <https://copyblogger.com/copywriting-101/>

Course Objective:

- The primary objective of the course is to provide you with a general background in the main content areas of social psychology, as well as an understanding of the techniques used by social psychologists to study human social behavior. Social psychology is the scientific study of the way individuals think, feel, and behave in social situations. Social psychologists not only develop theories of social behavior, but they use empirical research to identify which theories are good and can be put to practical use. In this course, we will learn about these theories, how to interpret and evaluate relevant research findings, and how social psychological principles can be applied to everyday life. Beyond learning the content of the course material, an important goal of the class is to help you think critically about the nature of human behavior and how to apply the information you learn in this course in your daily lives.

UNIT Introduction to Social Psychology 12

- 1.1 Social Psychology by Tom Gilovic
- 1.2 Dacher Keltner, and Richard Nisbett
- 1.3 Characterizing Social Psychology
- 1.4 Themes in Social Psychology.

UNIT II Schools of Psychology 12

- 2.1 Gestalt school of psychology
- 2.2 Behavioural school of psychology
- 2.3 Psychoanalysis
- 2.4 Stimulus Response psychology.

UNIT III Research Methods in Social Psychology 12

- 3.1 The need for research
- 3.2 Research method

3.3 Experimental research- Correlation/Descriptive Research

3.4 Independent Variable - Dependent Variable

3.5 Extraneous Variable.

UNIT IV Social Behaviour

12

4.1 Social Psychology

4.2 Perception of others

4.3 Interpersonal attraction stereotypes

4.4 Application of psychological concepts

4.5 Audience Psychology – Mob Behaviour

UNIT V Media Psychology

12

5.1 Relation between media and Human

5.2 Consumer psychology

5.3 Community Psychology

5.4 Psychological impact of social media.

Total 60 Hours

Course Outcome:

1. Demonstrate substantial knowledge of general psychology theories, methodologies, and principles
2. Develop skills to understand the psychology of mass audience
3. Understand to classify the audience and ability to influence
4. Develop Skills to devise communication strategy for different media tools
5. Understand the media perspectives

TEXTBOOKS:

3. Introduction to Psychology, 7th Edition by Clifford T. Morgan, Richard A. King, John R. Weisz, John Schopler, New York McGraw-Hill 1986
4. Girishbala Mohanty, Textbook of General psychology, Kalyani publishers,2015

REFERENCE BOOK:

1. An Introduction to Social Psychology, 6th Edition Miles Hewstone (Editor), Wolfgang Stroebe (Editor), Klaus Jonas (Editor) ,August 2016
2. The Blackwell Encyclopedia of Social Psychology, Tony Manstead, Miles Hewstone Wiley, 30-Sep-1996

Websources:

1.<https://www2.palomar.edu/users/lpayn/115/GC115-Understanding-Media-and-Culture-An-Introduction-to-Mass-Communication.pdf>

2.<https://www.pearson.com/content/dam/one-dot-com/one-dot-com/us/en/higher-ed/en/products-services/course-products/manza-2e-info/pdf/manza-chapter6.pdf>

Course Objectives

1. Learn to report and write about sports for newspapers, magazines and internet platforms
2. Critically examine what is good and bad about modern sports journalism
3. To understand the importance of Emotion and Drama are the part of sports stories.
4. To realize that Sports have a professional and business side, which has great influence on the game.
5. Photography and videography are important elements of the sports coverage.

Detailed Course**Unit-I****9**

- 1.1 Understanding the rules and guidelines of sports and games
- 1.2 Tracking and maintaining individual and team statistics and records
- 1.3 Women and minority in sports media coverage
- 1.4 Sports photography
- 1.5 Importance of collecting sportsperson archives pictures.

Unit – II**9**

- 2.1 Television coverage redefined cricket
- 2.2 Business implications that technology brings to sports coverage
- 2.3 Indoor Games
- 2.4 Outdoor Games
- 2.5 Sports Coverage

Unit – III**9**

- 3.1 Audience interest, audience base, audience motivation
- 3.2 Crowd Psychology
- 3.3 Aesthetic and cosmetic creativity among sporting fans
- 3.4 Advertising and business promotion to attract sporting audience.
- 3.5 Audience emotion and drama

Unit – IV**9**

- 4.1 Report Writing
- 4.2 Understanding the importance of the individual and team games
- 4.3 Reporting team dynamics, sports politics and controversies
- 4.4 Reporting sports statistics
- 4.5 Reviewing sporting legends autobiography

Unit – V

9

- 5.1 Role of Ministry of Youth welfare and sports
- 5.2 International Olympic association and Indian Olympic Association
- 5.3 Sports federation and association in India
- 5.4 Edusports
- 5.5 BCCI, ICC, WADA, ATP, EURO, COPA

Total:45 Hours

Practical / Assignments

- Students will have interview with sports person
- Students will write a report about a match (Soccer or Cricket)

Course Outcomes

1. Students would be able to learn to report and write about sports for newspapers, magazines and internet platforms
2. Students would be able to what is good and bad about modern sports journalism.
3. Students would be able to understand the importance of Emotion and Drama are the part of sports stories.
4. Students would be able to enhance understanding of the photography and videography are important elements of the sports coverage

TEXTBOOKS

1. Rao, Srinivas ‘Sports Journalism’ – Neha Publishers, New Delhi, 2010.
2. Craig, Steve. Sports Writing –A Beginner's Guide. Shoreham, VT: Discover Writing Press, 2002.
3. Wilstein, Steve. Associated Press Sports Writing Handbook. New York, NY: McGraw-Hill, 2002.
4. Aamidor, Abraham, Ed. Real Sports Reporting. Bloomington: Indiana University Press, 2003.

REFERENCES

1. Anderson, Douglas A. Contemporary Sports Reporting, 2nd Ed. Chicago: Nelson-Hall Publishers, 1994.
2. Aamidor, Abraham, Ed. Real Sports Reporting. Bloomington: Indiana University Press, 2003.
3. Wilstein, Steve. Associated Press Sports Writing Handbook. New York, NY: McGraw-Hill, 2002.

Websites:

5. https://www.sagepub.com/sites/default/files/upm-binaries/11147_01_Boyle_Introduction.pdf

6. <https://www.davidpublisher.com/Public/uploads/Contribute/5836940a7de29.pdf>

Websites:

1. <https://bibleandbookcenter.com/read/sports-journalism/>
2. <http://www.edusportsinc.org/>

Course Objective:

1. This course offers the practical knowledge about the television news production, steps involved in the production process, from idea generation to the telecast.
2. This course also covers digital video editing to form a complete electronic news production.

Course Outcome

At the end of the course, students will be able to:

CO1: Understand the TV news room structure and live program

CO2: Get the knowledge about TV News reporting and writing

CO3: Know about the grammar of studio production and the functions.

CO4: Attain the required knowledge about the sound design.

CO5: Acquire an in-depth knowledge about the post production techniques-editing, phases of production.

Unit I Introduction to video production 12

- 1.1 Television studio set-up, TV news room structure
- 1.2 Single camera and multi camera production practice
- 1.3 Electronic News Gathering, ENG
- 1.4 Live broadcasts, planning and execution of news program

Unit II TV news sources and planning 12

- 2.1 Research on news sources – historical documents, statistical documents
- 2.2 Journals, interviews, observation methods.
- 2.3 Steps involved in script writing, ideation, synopsis
- 2.4 One line order treatment, detailed shooting script
- 2.5 Shooting a TV program.

Unit III TV news production 12

- 3.1 TV reporting methods- skills needed for reporting
- 3.2 Principles of TV news writing
- 3.3 TV news formats, writing and reporting for TV news
- 3.4 News package, Sound bits, Live shows, interviews
- 3.5 Production of news bulletins.

Unit IV Post production and editing

12

- 4.1 Principles of editing, Linear and non linear editing,
- 4.2 Online and offline editing, transition
- 4.3 Editing equipments, software, editing different TV programs
- 4.4 Visual effects, animation, titling and computer graphics production.

Unit V Broadcasting and trouble shooting

12

- 5.1 Phases of production - scheduling, budgeting, contracts and legal issues
- 5.2 Production problems, trouble shooting
- 5.3 Broadcasting regulations, ethical aspects of news
- 5.4 Importance of team work, broadcasting studio. Government/private

Total: 60 Hrs

TEXT BOOKS:

- 1. Steve Wetton, "Writing TV Scripts" Aber publications, 2010
- 2. Herbert Zettl, "The Television Production Handbook", Cengage Publisher, 2011
- 3. Ralph Donald & Thomas Spann, "Fundamentals of TV Production", John Wiley & Sons 2000

REFERENCE BOOKS:

- 1. Gary Anderson, "Video Editing & Post Production, A Professional Guide", Focal press, 1998
- 2. Gerald Millerson, "Effective TV Production, Focal Press Publisher, Edition 1993.

Website: <https://sites.google.com/view/tvpttheory>

Web resources: <https://www.slideshare.net/aryan2abhishek/tv-production-23699479>

Course Objective:

1. The objective is to learn the techniques of website creation through tools and utilize them.
2. Students will know the process of using the tools for various digital outputs like website layout Learn to create, static and dynamic webpages
3. Understand using scripts for delivering small animations and attractive web pages
4. Learn web hosting through server and creating their own web pages.
5. Thus enhancing the quality of digital web media.

Unit I**9**

- 1.1 Introduction to HTML elements
- 1.2 Basic tags- Attributes- -Creating HTML page
- 1.3 HTML links- List types and its tags
- 1.4 Creating HTML tables- Adding pictures
- 1.5 Advance HTML - Use of Frames and Forms in web pages

Unit II**9**

- 2.1 Designing and Planning Web Pages
- 2.2 Working with Graphics -Overall Site Design and -Management
- 2.3 Web Authoring Tools- Uploading/FTP -Flash Enhancements- Embedding Video- Accessibility
- 2.4 Introduction to Dreamweaver
- 2.5 Designing with Cascading Style Sheets-

Unit III**9**

- 3.1 Basics of dynamics web designing
- 3.2 Action script 2.0- Movie clip animation with script
- 3.3 Web animation in action script
- 3.4 Basics of flash gaming script

3.5 Advanced flash action script 3.0.

Unit IV **9**

4.1 Basic E-learning Theory

4.2 Basic Graphics Theory -Basic graphics tools training using different software's –

4.3 Basic sketching skills training -Tips N Tricks of fast creations-

4.4 Clients Specification Study -SB creation –

4.5 Graphics Content creation-Media Rich Creation Techniques -

Unit V **9**

5.1 Illustrations - Publishing website

5.2 Hosting portals – ERP in portals

5.3 Maintenance of Management Information System through websites

5.4 Creating Flash for E-learning

5.5 Interface designs-UX-UI experience

Total: 45 Hrs

Course Outcomes

1. Students will able to design a portfolio webpage
2. Students will able to inculcate the review techniques
3. Students will understand Testing -Packaging techniques -Industry overview – Industrial Visits

Course Outcome:

At the end of the course, learners will be able to:

1. Gain knowledge about scripting language like HTML
2. Understanding webpage designs, slicing and exporting
3. Gain knowledge about style sheath (CSS)
4. Understand software used for web designing
5. Have an in-depth knowledge about exporting and publishing Webpages

TEXT BOOKS:

1. David Pitt, “Modern Web Essentials Using JavaScript and HTML5, , published May 2014.
2. Tablet Web Design Best Practices, Mobify,2013

REFERENCE BOOKS:

1. “Losing Our Religion: The Liberal Media's Attack”, S. E. Cupp, Rupa Release, Edition I, 2001
2. “Media Planning and Buying – Principles and Practice in the Indian Context”, by Arpita Menon, MacMillan India Public Limited, First Edition, 2007
3. Spring Into HTML and CSS Author: Molly E. Holzschlag [Emeritus]
Publisher: Addison-Wesley Professional

Web source

1. <https://www.computer-pdf.com/web-programming/css/387-tutorial-web-design-an-introduction.html>
2. <https://www.jotform.com/pdf-templates/web-design>
3. <https://www.w3schools.com/whatis/>

Course Objectives

1. To understand the voice modulation, pronunciation and building an image with the use of words
2. To develop the speaking skills which in turn would help them to become successful radio jockey
3. Gain knowledge about conducts live shows and concerts
4. To understand the creating online videos and content that keeps the audience engaged
5. To understand the Video Editing, Photography, Animation, and Sound Mixing.

Detailed Course

Unit I **9**

- 1.1 Introduction to radio industry
- 1.2 Anchoring and its importance
- 1.3 Writing for radio production
- 1.4 Body language and soft skills
- 1.5 Importance of using voice

Unit II **9**

- 2.1 Introduction and use of sound effects
- 2.2 Technique of radio production in the studio
- 2.3 Live demo
- 2.4 Recording for radio
- 2.5 Commercial and Non-Commercial Educational Radio

Unit III **9**

- 3.1 Video editing technique
- 3.2 Presenting content on spot and dealing with callers
- 3.3 Video Editing & Mixing
- 3.4 Present latest music and related information via radio or video
- 3.5 Engage in one/two sided conversation with people

Unit IV **9**

4.1 Advanced and Comprehensive Knowledge of Art, Music and Films

4.2 Networking skills

4.3 Lighting Design

4.4 Interpersonal skills

4.5 Own style of communication

Unit V

9

5.1. Play music or live talk shows

5.2. Interaction with an audience

5.3. Creating Video with latest film songs

5.4. Hosting the roadshows

5.5. Conducts live shows and concerts

Total: 45 Hours

Practical / Assignments

1. Creating Video with live talk shows
2. Creating Video with Interaction with an audience
3. Creating Video with latest film songs
4. Creating Video with hosting the roadshows

Course Outcome

1. Understand the medium of broadcasting and basic of radio jockeying
2. Understanding Sound Studio Jargon & Dubbing
3. Hosting programs including public gatherings, public events and music videos that are further telecasted on-air through television or social media.
4. Know the importance of Voice Modulation, Public Speaking, News Reading and Voice Overs
5. Understanding the importance of major responsibilities, they even handle hosting the roadshows, theme parties, etc.

TEXT BOOKS:

1. How To Become a VJ: In 12 Steps Kindle Edition, by VJ E.N.T.E.R.T.A.I.N.I.N.G (Author)
Format: Kindle Edition, 2012.

REFERENCE BOOKS:

1. The Radio Jockey Hand Book Paperback – 1 June 2005, by Simran Kohli (Author)

2. Let's Talk On-Air: Conversations with Radio Presenters (City Plans) Paperback – 11 February 2019 by Rakesh Anand Bakshi (Author)

3. How to Become a Radio DJ: A Guide to Breaking and Entering by Mike Staff

Websources:

1. <https://www.sarvgyan.com/courses/radio-video-jockey>
2. https://www.youtube.com/watch?v=gnStD_KmdKg

Course Objective:

1. Learn to design and produce newsletter or journal.

Course Objectives

1. To understand the Principles of Design and Elements
2. To gain knowledge about Computer Graphics and their types.
3. To inculcate the knowledge about Colour Theory.
4. To acquaint learner's with a clear idea about principles of Design and elements involved in Graphic Design.
5. Bring the flow of "Idea to Implementation" throughout the process using mind map techniques.

Unit:I Typography

18 Hrs

- 1.1 The Anatomy of Typography
- 1.2 Different Type Styles
- 1.3 Understanding of Layout and Using Design Principles
- 1.4 Working with Typography and Font Pairing Basics
- 1.5 Typography: Headlines and Multiple Word Phrases

Unit:II Color Theory

12 Hrs

- 2.1 Color Theory
- 2.2 Psychology of Color
- 2.3 Color Theory: Exploring Color Palettes
- 2.4 Photos in Design
- 2.5 Layout Theory – Effective Layout Creation for Design

Unit:III Brand Design

12 Hrs

- 3.1 Logo Creation
- 3.2 AD Copy design
- 3.3 Branding Unit Creation
- 3.4 Promotional Design and Environmental Designs
- 3.5 Social Media Ad Design

Unit:IV Illustration Design

12 Hrs

- 4.1 Convert Images into Vector
- 4.2 Magazine ideas
- 4.3 Book Wrapper Design
- 4.4 Page set up and column design
- 4.5 Text and illustrations

Unit:V Layout Design

12 Hrs

- 5.1 Introduction to Editorial Layouts
- 5.2 Editorial Spread Project – Managing Large Blocks of Text
- 5.3 Editorial Spread Project - Photos

- 5.4 Paragraph and Character Styles
- 5.5 Text Wrap and Custom Text Wrap Project

Total: 60 Hrs

Practical's / Assignments

Creating a lab journal which should be special magazine or tabloid for the special occasions and purpose using Adobe photoshop and Adobe Indesign

Course Outcomes

1. Students would be able to understand the Principles of Design and Elements
2. Students would be able to understand and work on different types of Graphic Design.
3. Students would be able to implement their creativity and ideas through Layout using Design Elements and Principles
4. Students would be able to acquaint themselves with the Colour Psychology
5. Students would be able to develop their own through lab printed journal

Text Books:

1. Typography Essentials Revised and Updated: 100 Design Principles for Working with Type Paperback – Illustrated, 8 January 2019 by Ina Saltz
2. Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design Flexi bound – 1 January 2010 by William Lidwell
3. Graphic Design: The New Basics: Second Edition, by Ellen Lupton

Reference Books:

1. Graphic Design Handbook - by Radu Frasier
2. Logo Design Love: A guide to creating iconic brand identities (Voices That Matter) Kindle Edition - by Airey David

Websource:

1. <https://ocw.mit.edu/courses/electrical-engineering-and-computer-science/6-837-computer-graphics-fall-2012/lecture-notes/>
2. <http://www.svecw.edu.in/Docs%5CCSECGLNNotes2013.pdf>

Course objective:

1. This course introduces students to the theoretical issues in non-fiction filmmaking.
2. Students will be exposed to different modes of documentary representation and the appropriate usage for each style.
3. It also covers the concepts of objectivity, realism in documentaries.
4. Documentaries of all styles will be screened and discussed. Students will get the opportunity to study the roles and responsibilities of a documentary filmmaker and the importance of the subjects and audiences played in a documentary film.
5. They will also be exposed to current issues and methods of documentary.

Detailed course**UNIT I Understanding the concepts of Documentary 12**

- 1.1 History of Documentary
- 1.2 Understanding documentary from technical perspective:
- 1.3 Different Documentary Film Movements.

UNIT II Preproduction Process 12

- 2.1 Ideation Process, Research, Understanding the structure of screenplay
- 2.2 Scripting, Scriptwriting Software, drafting Process
- 2.3 Film Grammar, Budgeting, Pitching the story,
- 2.4 Scheduling, Casting, and other preparations for the shoot.

UNIT III Production Process 12

- 3.1 Role of the Director, Shooting, Directing the actors
- 3.2 Directing the camera and working with the crew.
- 3.3 Understanding Cinematography. Current Trends in Digital Formats & Cameras Used
- 3.4 Blocking and Staging of a camera.
- 3.5 Working with sound department on set. Live sound Recording. Executing the production.

UNIT IV Digitizing Process 12

- 4.1 Basic Editing Methodology. Grammar of editing. Editing Process.

- 4.2 Use of Visual Effects,
- 4.3 Colour Correction
- 4.4 Sound Editing, Sound Mixing
- 4.5 Dubbing, Rendering Master Print.

UNIT V Digital Film Marketing & Distribution

12

- 5.1 Ways of Film Distribution. Understanding the Film Market.
- 5.2 Promotion and Marketing of Films.
- 5.3 Digital Promotions. Digital Market Sales & Foreign Sales.
- 5.4 Scope for online sales for independent films & Film festival Marketing.

Total: 60 Hrs

Course Outcomes:

CO1: To make the students familiar with the non- fiction film making.

CO2: To develop an understanding of the different types of documentary films

CO3: The students will be able to understand the techniques involved in post production and production management.

CO4: To study the Detailed Study of Documentary Film Style and Form and the practical application of the same.

TEXT BOOK

1. Steven Ascher and Edward Pincus [2013], TheFilmmaker's Handbook: A Comprehensive Guide forthe Digital Age.
2. David Mamet [1992] On Directing Film, PenguinBooks.
3. Benjamin Pollack [2010] Filmmaking: From ScriptThrough Distribution, Amazon Media EU.
4. Pete Shaner [2011] Digital Filmmaking: AnIntroduction, Mercury Learning & Information, U.S.
5. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press,3rd Edition, 2002.
6. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.

REFERENCE BOOKS:

1. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press.(1993).
2. Rabiger, Michael, Directing the Documentary (4th Edition). United kingdom: Focal Press, (2004).
3. **Website:** <https://sites.google.com/view/tvptheory>
4. **Web resources:** <https://www.slideshare.net/aryan2abhishek/tv-production-23699479>

Film Appreciation

0 1 4 3

Course objective

1. Film appreciation is a course that explores the world of film and filmmaking.
2. Main objective of this course to developing interest in appreciating the films and to write film reviews.
3. students will examine the styles of film, and the techniques used in making a film.

UNIT I The Value of Film Viewing

9

- 1.1 This unit describes value of film viewing, to know "what is the purpose of a viewing film" ?,
- 1.2 Why Appreciate Film?, to entertain, to inspire and to learn
- 1.3 Understanding the film by story and Narrative Structures.

UNIT II Film History

9

- 2.1 This unit describes the evolution of filmmaking, the inventors
- 2.2 Early actors in world classic film with various genres on technology
- 2.3 Culture, and current events affect movie making
- 2.4 Film making process, evolution in film Making.

UNIT III Film Making Styles

9

- 3.1 In this unit, students understanding film styles and making of Hollywood films
- 3.2 World classic films, animation films
- 3.3 Indian films, commercial films, short films
- 3.4 Social issues based films, Historical documentation Films.

UNIT IV Film Technology

9

- 4.1 This unit based on evolution of film technology in Music
- 4.2 Surround Sound Effects, black and white to colour
- 4.3 Digital videos, special effects, visual effects, video editing,
- 4.4 Motion graphics , 3D - set designing, 3D conversions.

UNIT V Writing the Film Review

9

5.1 This unit describe writing the film review depend upon Story , Genres, screen play, direction, cinematography, Acting, Setting, Special Effects, Editing, Sound, Music, etc.

Course Outcomes:

1. Learn to review the film
2. Able to analyse the elements of film in the social context.
3. Understand the nuances of film making
4. Understand the audience mind
5. Learn about censorship in film

Total 45 Hours

Text Book:-

1. Jim Piper, "The Film Appreciation Book: The Film Course You Always Wanted to Take", Skyhorse Publishing, 2013
2. Richard Barsam and Dave Monahan, "Looking at Movies" , 4th Edition, W.W. Norton.

Reference Book:-

1. Movies and Mass Culture - Rutgers University Press – 1996
2. Manju Jain, " Narratives of Indian Cinema", Primus Books,
3. Geoffrey Nowell-Smith , "The Oxford History of World Cinema", Oxford

Website:

1. https://www.windsor-forest.ac.uk/images/images/Art_and_Design_-_Yr11_Resources/Film_Studies_-_The_Basics_Amy_Villarejo.pdf
<https://slideplayer.com/slide/9508293/>

Web resources: 1. <https://www.slideshare.net/jphibbert/introduction-to-film-studies-27124738>

Course Objectives:

1. Developing the aptitude and knowledge in handling the data's through news articles
2. Understanding the structure, format of data interpretation and writing.

UNIT I Introduction to Data Journalism 12

- 1.1 Define Data journalism, Perspective, Need of the data in news reports
- 1.2 Why journalists use data, Flow of Data's in the news, Future of Data Journalism
- 1.3 Essentials Kits needed for data journalists, Dealings with data deluge, updating data skills,
- 1.4 Providing interpretation for Data information's. Importance of Computer Assisted Reporting.

UNIT II Data Journalism in News Room 12

- 2.1 Understanding data's, usage of data journalism in the news room, simple tools, mining the data
- 2.2 Understanding issue, team overview, data journalism applications, software's, business models of data journalism.
- 2.3 Case studies, find data developers, brainstorming ideas, implement on paper and web, publishing the data's.

UNIT III Getting the Data 12

- 3.1 Stream lining search, getting data's from forum, mailing list, hackers, experts
- 3.2 Getting data from web, machine readable data, web as a data source, tools, web pages, emails, trends
- 3.3 Crowdsourcing data at the guardian data blog, using and sharing the data: the black letter, fine print and reality.

UNIT IV Understanding and Delivering Data

12

4.1 Data collection, reliability of data, steps to working with data, starting with the data

4.2 Data stories, data journalists discussions, visualization of data, sense of using the data, compiling data.

4.3 Delivering Data: Presenting data to public, Publishing the data, opening up the data, making a data human, open data, open source

4.4 Designing data, data visualization tools, serving the data's, engaging people around the data, representation of data in news reports.

UNIT V Practising Data Journalism

12

5.1 Review of previous reports on data journalism, finding the news items for data reporting, taking surveys, entering data, analyze and interpretation of data

5.2 Statistical techniques for journalism.

5.3 Writing news articles with data interpretation.

Course Outcomes:

1. Student understand the importance of using data in news reports
2. Students gather knowledge on implementing and writing the different data's in news.
3. Gained knowledge to collect the data sources
4. Learned skill to analyse the data

TEXTBOOKS

1. The Data Journalism Handbook, edited by Jonathan Gray, LilianaBounegru, Lucy Chambers
2. Data for the Public Good, By Alex Howard
3. Practising Journalism: Values, Constraints, Implications edited by NaliniRajan

REFERENCES

1. Journalism of Ideas: Brainstorming, Developing, and Selling Stories in the Digital Age, By Daniel Reimold
2. Practising Global Journalism: Exploring Reporting Issues Worldwide, By John Herbert
3. Digital Journalism: Emerging Media and the Changing Horizons of Journalism edited by Kevin Kawamoto.

Websites:

1. <https://sites.cs.ucsb.edu/~almeroth/classes/F10.176A/papers/internet-history-09.pdf>
2. https://ocw.metu.edu.tr/pluginfile.php/348/mod_resource/content/0/Lecture_1.pdf

Websites:

1. <http://www.cyberjournalist.org.in/webjour.pdf>
2. https://www.academia.edu/5558971/Online_Citizen_Journalism_in_India_A_Study_of_MyNews_in

Course Objective:

1. To help student to work individually and in a group in planning and executing a campaign.

Methodology

After a few initial input sessions on what a campaign is and its strategies, the student will begin planning a campaign on some socially relevant theme. Using their knowledge and skills regarding main stream media and group media, they will come up with an effective campaign targeted towards a group of their choice – either in the city or in the surrounding area. Interactive sessions with N G O s, Event Managers, and Exhibition Designers will be organized.

The class for this is divided into small groups and briefed to suggest an area of their interest for a 360 degree campaign planning and production. The students work from client brief to production of campaign that broadly includes research to gather consumer insights, development of creatives, media plans, suggest PR strategies, media engagement to budgeting and production. Students are involved at all stages of campaign work. The campaigns are presented to an examiner for evaluation.

Total: 60 Hrs

Course Outcomes

At the end of the course, learners will be able to:

CO1:To provide basic and emerging concepts and principles in relation to better decision making in the areas of Advertising & allied fields, Public Relations & Corporate Communication.

CO2: To enable the students to integrate various functions with organizational goals and strategies.

CO3: To sensitize students on various gender/ social communication issues in the light of concepts.

CO4: To provide hands-on training on planning and production of brand and social campaigns.

TEXT BOOKS FOR REFERENCE

1. Sharmila Rege, (Ed.). (2003). “Sociology of Gender: The Challenge of Feminist Sociological Knowledge”. Sage, New Delhi.
2. International Solidatory Network. (2006). “Knowing our rights: Women, Family, Laws and customs in the Muslim World”. Zubaan, Kali for women, New Delhi.
3. Anjani Kant, 2008, Women and the Law, A.P.H Publishing Corporation, New Delhi.
4. O’Byrne, Darren J, (2003), Human Rights; an Introduction, New Delhi; Pearson.

Syllabus

Ability Enhancement Compulsory Courses

Course Objective:

- This course is to subject the students to practise the components in various units.
- To make students ready for placement interviews within campus.
- To infuse confidence to face job situations.

	Credit Hours
UNIT I	06
<ul style="list-style-type: none"> • Resume and CV Writing • Complaint Letter • Social Correspondence • Letter of Enquiry 	
UNIT II	06
<ul style="list-style-type: none"> • Short Essay Writing 	
UNIT III	06
<ul style="list-style-type: none"> • Explaining Proverbs 	
UNIT IV	06
<ul style="list-style-type: none"> • Use of Prepositions 	
UNIT V	06
<ul style="list-style-type: none"> • Synonymous Words 	
Total	30 Hours

Course Outcome:

- CO1 To enhance learners' confidence level.
- CO2 To make learners' feel the assimilation of skills.
- CO3 To engage in a conversation with others to exchange ideas.
- CO4 To impart leadership qualities among the participants.
- CO5 To express opinions to enhance their social skills.

Books Prescribed

- For Unit I – V Effective Communication For You – V. Syamala
Emerald Publishers, Chennai.
- Cameron, David. Mastering Modern English, Hyderabad: Orient Blackswan, 1978 (rpt. 1989, 1993, 1995, 1998).
- Freeman, Sarah. Written Communication in English, Hyderabad: Orient Blackswan, 1977 (21st Impression, 2007).
- Singh, Vandana R. The Written Word. New Delhi: Oxford university Press, 2003 (3rd Impression, 2007)

- Seely, John. Oxford Guide to Effective Writing and Speaking. New Delhi: Oxford University Press, 2000 (4th Impression, 2008)

Web Sources:

- <https://www.myperfectresume.com/career-center/resumes/how-to/write>
- <https://www.englishgrammar.org/>
- <https://www.thesaurus.com/browse/>

Course Objective

To inculcate the importance of environmental pollution, preservation of nature and environmental management for human welfare.

Unit-I Multidisciplinary nature of environmental studies, Natural Resources**6**

Definition, scope and importance, need for public awareness.

Renewable and non-renewable resources - Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification - Role of an individual in conservation of natural resources- Equitable use of resources for sustainable lifestyles.

Unit-II Ecosystems, Biodiversity and its conservation**6**

Concept of an ecosystem. - Structure and function of an ecosystem Producers, consumers and decomposers. -Energy flow in the ecosystem. Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Introduction-Definition,genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels. Inida as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit-III Environmental Pollution**6**

Definition, Cause, effects and control measures of a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards. Solid waste Management. Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Diaster management- floods, earthquake, cyclone and landslides.

Unit-IV Social Issues and the Environment

6

From Unsustainable to Sustainable development, Urban problems related to energy - Water conservation, rain water harvesting, watershed management- Resettlement and rehabilitation of people; its problems and concerns. Case Studies - Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act - Issues involved in enforcement of environmental legislation. Public awareness.

Unit-V Human Population and the Environment

6

Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies. Field work - Visit to a local area to document environmental assets/river/forest/grassland/hill/mountain, Visit to a local polluted site-Urban/Rural/Industrial/Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Total: 30 hrs

Course Outcome

1. To understand the nature and facts about environment.
2. To find and implement scientific, technological, economic solutions to environmental problems.
3. To know about the interrelationship between living organisms and environment.
4. To understand the integrated themes and biodiversity, natural resources, pollution control and waste management.
5. To appreciate the importance of environment by assessing its impact on the human world.

Text Books

1. De AK, Environmental Chemistry, Wiley Eastern Ltd.
2. Bharucha Erach, 2003. The Biodiversity of India, Mapin Publishing Pvt. Ltd, India.
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480pgs.
4. Clark RS, Marine Pollution, Clanderson Press, Oxofrd (TB).

Reference Books

1. Agarwal KC, 2001. Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Gleick HP, 1993. Water in Crisis, Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press, 473pgs.
3. Heywood VH, and Watson RT, 1995. global Biodiversity Assessment. Cambridge University Press 1140pgs.
4. Jadhav H and Bhosale VM, 1995. Environmental Protection and Laws. Himalaya Publishing House, Delhi 284pgs.
5. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO. (TB)

Website:

<https://lecturenotes.in/subject/559/environmental-studies>

SYLLABUS
SPECIFIC ELECTIVE COURSES

Course Objective:

- To enable participants Business Communication Skills
- To enhance participants E-mail writing skills
- To impart Leadership and Team Bonding skills

Credit Hours**UNIT I: EFFECTIVE COMMUNICATION SKILLS****06**

Talking about your company – Making Polite requests – Introducing yourself and others–
Socialising with others – Talking about work activities – Talking about your job – Communication
practice – Role plays

UNIT II: WRITTEN BUSINESS COMMUNICATION**06**

Essential Email writing skills – Formal and Informal E-mails – Usage of formal language – Report
Writing – Writing project reports – Extended writing practice – Email Etiquette – Understanding
Business E-mails

UNIT III: TELEPHONE ETIQUETTE**06**

The basics of Telephone Etiquette – Customer Service – Being courteous – Making arrangements
– Giving clear and concise information – Tone and Rate of speech – Pronunciations – Summarisation
– Mock Telephonic Conversations

UNIT IV: LEADERSHIP SKILLS**06**

Essential Leadership Skills – Interpersonal Skills – Team Building – Team work – Do's and Don'ts
of Leadership skills – Importance of communication in Leadership – Delegating and Handling of
Projects

UNIT V: LISTENING AND ANSWERING QUESTION**06**

Listening for the main ideas – Listening for details – Listening for specific information –
Predicting and listening for opinions – Recognising context – Listening for sequence – Understanding
Pronunciation – Listening practice

Total**30 Hours****Course Outcome:**

- CO1 To enhance participant's Business Communication Skills
- CO2 To enhance the participant's Reading, Speaking, Listening and Writing capabilities
- CO3 To engage in a conversation with others to exchange ideas
- CO4 To impart leadership qualities among the participants
- CO5 To express opinions to enhance their social skills

Books Prescribed

- Raman, M. & Sangeeta Sharma. Technical Communication.OUP.2008
- Taylor, Grant.English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd. 2005
- Tiko, Champa & Jaya Sasikumar. Writing with a Purpose.OUP. New Delhi. 1979

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
- <https://blog.hubspot.com/service/phone-etiquette>

SOFT SKILLS II

2 0 0 2

Course Objective:

- To enable students to develop their communication skills effectively
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence through communication

Credit Hours

UNIT I: READING COMPREHENSION AND VOCABULARY

06

Reading Techniques – Types of Reading – Skimming – Scanning – Reading for detail – Identifying key words – Underlining unfamiliar key words – Vocabulary Building – Reading Comprehension practice

UNIT II: PRESENTATION SKILLS

06

Presentation Methods – Preparation and Practice – Organising content – Do's and Don'ts of a Presentation – Presentation Techniques – Mock Presentation

UNIT III: GROUP DISCUSSION

06

Introduction to Group Discussion – Preparation for GD – Structure of GD's – Do's and Don'ts – Tips and Strategies – Etiquette and Practice – Body Language and Posture – Sharing Ideas with respect – Understanding Opinions – Mock GD Practice

UNIT IV: CONVERSATIONAL SKILLS

06

Introduction to Small talk – How to start and end a conversation – Exchanging ideas – Expressing Interests – Giving Opinions – Social skills and Etiquette – Informal Conversations – Formal Meetings – Group Practice

UNIT V: SELF – INTRODUCTION AND ROLE PLAY

06

Introducing oneself – Exchange of Greetings – Appropriate Greetings – Usage of Vocabulary – Rapport Building – Handshakes and First Impressions – Basic Etiquette

Total

30 Hours

Course Outcome:

- | | |
|-----|--|
| CO1 | To get students to understand the importance of communicating in English |
| CO2 | To understand effective communication techniques |
| CO3 | To increase self-confidence through regular practice |
| CO4 | To encourage active participation in their regular class |
| CO5 | To enable participants to face large group of audience with confidence |

Books Prescribed

- English for Competitive Examinations by R.P.Bhatnagar&Rajul Bhargava Macmillan India ltd. Delhi.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.

- Kalish, Karen. How to Give a Terrific Presentation. New York: AMACOM, 1996

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://venngage.com/blog/presentation-skills/>
- <https://gdpi.hitbullseye.com/Group-Discussion.php>

SOFT SKILLS III

2002

Course Objective:

- To enable students to develop their soft skills and Body Language
- To enhance students Reading, Writing, Listening and Speaking skills
- To develop their self-confidence to excel at Interviews

Credit Hours

UNIT I: SKILL ENHANCEMENT

06

Time Management – Planning and Organisation – Scheduling – Prioritization – Delegation – Task Management – Stress Management – Overcoming anxiety – Confidence Building – Body Language

UNIT II: RESUME / COVER LETTER WRITING

06

SWOT Analysis – Details and Resume Writing – Resume Examples – Building Resume using SWOT – Writing Resume – Writing Cover Letter – Resume Correction – Resume Feedback

UNIT III: INTERVIEW SKILLS

06

Interview Do's and Don'ts – First Impression – Grooming – Body Language – Frequently asked questions – Useful Language – Mock Interview

UNIT IV: QUANTITATIVE ABILITY

06

Permutation & Combinations – Probability – Profit & Loss – Ratio Proportions & Variations – Cubes – Venn Diagrams – Logical Reasoning – Critical Reasoning

UNIT V: REVISIONARY MODULES

06

Group Discussions – HR Process – Interview Process – Mock Group Discussions

Total

30 Hours

Course Outcome:

- CO1 To develop participants social and professional skills
- CO2 To help participants manage time effectively
- CO3 To build a strong resume to suit corporate requirements
- CO4 To face interviews confidently
- CO5 To enhance their aptitude abilities

Books Prescribed

- Meena. K and V. Ayothi (2013) A Book on Development of Soft Skills (Soft Skills: A Road Map to Success) P.R. Publishers & Distributors.

- Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi
- Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.
- Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.

Web Sources:

- <https://www.skillsyouneed.com/ips/communication-skills.html>
- <https://www.businessnewsdaily.com/5836-top-interviewing-skills.html>
- <https://gdpi.hitbullseye.com/Group-Discussion.php>

Total 30 hrs

COURSE OUTCOMES:

At the end of the course, a student will be able to

1. Understand the concept of Entrepreneurship
2. Identify, create and analyze entrepreneurial opportunities.
3. Assess techno economic feasibility of a Business Plan
4. Create Business Plans
5. State various statutory institutions involved in the process of Entrepreneurship development

TEXT BOOKS:

1. Hisrich R D, Peters M P, “Entrepreneurship” 8th Edition, Tata McGraw-Hill, 2016
2. Khanka S.S., “Entrepreneurial Development” S Chand & Company; edition, 2016

REFERENCE BOOKS:

1. Sharma, “Entrepreneurship Development”, PHI LEARNING PVT LTD, (2017)
2. Abhinav Ganpule & Aditya Dhobale, “Entrepreneurship Development”, Kindle Edition, Jatayu Publication; 1 edition ,2018.
3. Sangeeta Sharma, “Entrepreneurship Development”, 10th Edition, Kindle Edition PHI Learning, 2018

WEBSITES

1. <http://www.simplynotes.in/e-notes/mbabba/entrepreneurship-development/>
2. <https://openpress.usask.ca/entrepreneurshipandinnovationtoolkit/chapter/chapter-1-introduction-to-entrepreneurship/>

WEBSOURCES

1. <https://articles.bplans.com/10-great-websites-for-entrepreneurs/>
2. <https://www.entrepreneur.com/article/272185>

NATIONAL SERVICE SCHEME

3 0 0 2

Course Objective: To create awareness among the students why the social services are important to the society.

UNIT I ENVIRONMENT ISSUES 6

Environment conservation, enrichment and Sustainability - Climate change - Waste management - Natural resource management - (Rain water harvesting, energy conservation, waste land development, soil conservations and a forestation)

UNIT II DISASTER MANAGEMENT 6

Introduction to Disaster Management, classification of disasters - Role of youth in Disaster Management

UNIT III PROJECT CYCLE MANAGEMENT 6

Project planning - Project implementation - Project monitoring - Project evaluation: impact assessment

UNIT IV DOCUMENTATION AND REPORTING 6

Collection and analysis of data - Preparation of documentation/reports -
Dissemination of documents/reports

UNIT V PROJECT WORK/ PRACTICAL 6

Workshops/seminars on personality development and improvement of communication skills.

Total: 30Hours

Course Outcomes

CO-I To understand the community needs , problems and develop social responsibilities

CO-II Students acquire leadership quality in group living

CO-III To understand disaster management and its role of youth in disaster management

CO- IV Develop competence in documentation and report writing

CO- V Students are able to develop leadership skills to organize seminar , workshop and other personality programme

Text book:

1. Dr. S. Baskaran, “Social Work and Development”, Himalaya Publication, 1998.

Course Objective

1. To help student get exposed to actual situations and functioning of the media industry and experience reality.
2. To expose and experience live media projects
3. Understand the industry needs and techniques
4. Develop the industrial skill to become an entrepreneur
5. Gain the career oriented skill to meet the industry standard

For a period of one month (150 Hours of Work Experience), students will be attached to the media industry on an Internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry.

A report and a viva voce will be complete the process of evaluation.

Project reviews will be conducted during the internship project on regular intervals which would consist of.

- Weekly Report
- Presentation
- Final Report
- Submission of the presentation and final Report Presentation with the Aids and with works of the students.

Viva through the presentation and subject knowledge.

Total 30 Hours**Course Outcome**

At the end of the course, learners will be able to:

1. Gain practical exposure from the industry.

2. Acquire the significant knowledge and skill about their area of interest
3. Understand the ethical values of media industry.
4. Understand the industrial work flow and process in detail trained to be an entrepreneur.
5. Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of media fields.