

15CUL501**CULTURAL EDUCATION****2 0 0 P/F**

Objective: Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbibed into the inner spirit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma's nectarous words of wisdom and acts of love are our guiding principles. Amma's philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master
12. Dimensions of Spiritual Education; Need for change Lecture – 1; Need for Perfection Lecture - 2
13. How to help others who have achieved less - Man and Nature Q and A, Sharing of experiences

REFERENCES:

1. Swami Amritaswaroopananda Puri - *Awaken Children (Volume VII and VIII)*
2. Swami Amritaswaroopananda Puri - *Amma's Heart*
3. Swami Ramakrishnanda Puri - *Rising Along the Razor's Edge*
4. Deepak Chopra - *Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success*
5. Dr. A. P. J. Abdul Kalam - 1. *Ignited Minds* 2. *Talks (CD)*
6. Swami Ramakrishnanda Puri - *Ultimate Success*
7. Swami Jnanamritananda Puri - *Upadesamritham (Trans: Malayalam)*
8. Vedanta Kesari Publication - *Values - Key to a meaningful life*
9. Swami Ranganathananda - *Eternal values for a changing society*
10. David Megginson and Vivien Whitaker - *Cultivating Self Development*
11. Elizabeth B. Hurlock - *Personality Development, Tata McGraw Hill*
12. Swami Jagatmananda - *Learn to Live (Vol.1 and 2), RK Ashram, Myslapore*

15FNA701**MEDIA AND COMMUNICATION RESEARCH****4 0 0 4**

Objective: To enable the students to identify research problems and questions; the course aims to provide essential tools and techniques to undertake in depth research and analysis pertaining to media and communication.

Unit 1

Introduction to media and communication research - scientific enquiry - Research: definition and types - mixed/multiple approach - Ways of knowing - Paradigms of research: Positivist, Systems, Interpretive and Critical. Steps involved in research.

Unit 2

Identifying a research problem - Reviewing the literature - Process of literature review - Steps in developing a research problem - Research objectives - Conceptualization and Operationalisation: Concepts, variables and measurement scales - Formulating research hypothesis - Group discussion and Exercises.

Unit 3

Structuring a research design: Definition, Functions and types of research design - Instruments of data collection - Methods of data collection: Quantitative and Qualitative methods - Scales for attitude measurement - Validity and Reliability of research instrument - Group discussion and Exercises.

Unit 4

Logic of sampling - Types of sampling methods - Research proposal writing - Data collection and Analysis: Quantitative and Qualitative - Presentation of research findings - Group discussion and Exercises.

Unit 5

Ethics in research - Writing a research report - Styles of writing.

Research Applications: Types of communication, Print media, Broadcast and electronic media, Film, Advertising and PR - Group discussion and Exercises.

REFERENCES:

1. *Mass Media Research – Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008.*
2. *Research Methodology – A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008*
3. *Basics of Communication Research, Leslie A. Baxter, Earl Babbie, Thomson Wadsworth, 2003.*

4. *Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005.*
5. *Mass Communication Research Methods, Hansen, Anders: Macmillan, 1998*
6. *Doing Your Masters Dissertation: Chris Hart, Vistaar, 2009*

15FNA702**MEDIA TEXTS AND CHANGING SOCIAL PARADIGMS****4 0 0 4**

Objective: The course intends to highlight the influence of media texts on changing social paradigms. It also introduces scholars to the various facets of media and their functioning within a larger socio-political set up.

Unit 1

Introduction: Various approaches to study media, culture and society - Linking culture, evolution of society and the development of mass communication – Definition of mass media.

Unit 2

Media Technologies – Introduction – Technological Determinism - Media in the digital age - Changes in Mass Media - Digital technologies modifying mass media.

Unit 3

Media Texts: What is a text? – Types of Texts - Texts and meanings - Texts and Contexts.

Unit 4

Media Audiences – Media and politics, Persuasion, Propaganda – Mass Media and the Indian Family – Children and the media - Media and Consumerism.

Unit 5

Globalization and the media – global flows of communication - facets of globalization - Global genres and global audiences.

REFERENCES:

1. *Media and Society: Critical Perspectives, Graeme Burton, 2010, Open University Press*
2. *Media Culture and Society: An Introduction, Paul Hodkinson, 2011, Sage*
3. *Media and Culture: An Introduction to Mass Communication, Richard Campbell, Christopher R. Martin et. Al, 2011, Bedford/St. Martin's*
3. *Mass Communication in India, Keval J. Kumar, 2014, Jaico Publishing House*

15FNA731**CINEMA STUDIES****4 0 0 4**

Objective: The course would familiarize scholars to various aspects of cinema and moving images and it would also enable them to understand and critically appreciate a diverse range of cinematic texts.

Unit 1

Introduction to perspectives on cinema studies - History of world cinema and Indian cinema – Screenings.

Unit 2

Elements of cinematic language - Genres of cinema – Nonfiction films - Screenings and critical analysis.

Unit 3

Introduction to film theory - Key developments in film theory - Film movements - Screenings and critical analysis.

Unit 4

Advanced film theory - Film and philosophy - Screenings and critical analysis.

Unit 5

The reception of cinema - Components of Film reviewing and review writing - Future of cinema.

REFERENCES:

1. *Film Theory: An Introduction, Robert Stam, 2000, Blackwell Publishers.*
2. *Film Theory and Criticism Introductory Readings, Gerald Mast, Marshall Cohen and Leo Braudy, 1992, Oxford University Press.*
3. *What is Film Theory? An Introduction to Contemporary Debates, Richard Rushton and Gary Bettinson, 2010, Open University Press*
4. *Understand Film Studies, Warren Buckland, 2010, Hodder Headline*
5. *Film Studies - The Basics, Amy Villarejo, 2007, Routledge.*
6. *Cinema and Cultural Modernity, Gill Branston, 2000, Open University Press*
7. *Film Theory and Philosophy - The Key Thinkers, Felicity Colman, 2009, McGill-Queens University Press.*

15FNA732**E-LEARNING AND INSTRUCTIONAL DESIGN****4 0 0 4**

Objectives: To familiarize the students with e-learning. This course will help students to develop their own e-learning module with latest technologies.

Unit 1

E-Learning definition, scope, trends, attributes & opportunities - The history of e-learning, The benefits and drawbacks of online learning, Pedagogical designs for e-learning, Can we learn online? Instructional Principles for E-Learning, Best

practices of online training, Learning vs. Training, E-learning in education vs. corporate sector, The future of e-learning, What is a LMS?, Types of learning management systems, What is a content authoring tool?, Synchronous e-learning vs. asynchronous e-learning.

Unit 2

E-Learning Strategy - What is SCORM & TinCan?, Technologies used in e-learning, Elements of Online Courses, Why are tests and quizzes a vital part of e-learning?, How to make e-learning effective, Tools to create an online course, Blended learning, Social and collaborative learning, Gamification, Micro-learning, Video learning, Rapid e-learning, Personalization and e-learning, Continuous learning, Customer service training, Sales training, Customer training, Safety training, IT training, Product training, Healthcare training.

Unit 3

E-Learning Strategy - Introduction, Keeping the e-Learning Strategy Focused, Strategies for Transition to e-Learning, Design Strategies for Online and Blended Learning, Top-Level Elements for a Successful E-Learning Strategy, Strategy for the Learner: A Student's Guide to e-Learning Success.

Unit 4

Online learning course development - Page-Based Design with OutStart Trainer, Designing Tests/ Assessments, Designing for Deployment with OutStart Trainer, Leading Authoring Tools, Understanding Authoring Tools, Hearing Your Web Pages, Making PDFs Accessible to Assistive Technology, Importance of Web Development Standards within an Organization, The Role of Technical Writing in E-Learning, Globalization and Learning Barriers in Synchronous E-Learning Tools, Where have the text-based menus gone?

Unit 5

Management, implementation of e-learning Evaluating - Delivering E-Learning, Delivering E-Learning, Instructional Game Characteristics, Educational Podcasting, Gaming: Taking the Boredom Out of Training, Delivering E-Learning Synchronously, E-Learning Evaluation, Introduction to Evaluating E-Learning, Kirkpatrick's Four Levels of Evaluating Learning, 9.3 – Learning Analytics, Balanced Scorecards, Evaluation Models, Managing the Data, Web Standards.

REFERENCES:

E-Learning - A Guidebook of Principles, Procedures and Practices by SOM NAIDU

The e-Learning Guild's Handbook of e-Learning Strategy - Foreword by Marc Rosenberg Chapters by Kevin Moore, Frank Hanfland, Patti Shank, Lisa Young, Lance Dublin, Ryan Watkins, Michael Corry Bill Brandon, Editor

15ELL733

MEDIA AND VISUAL SEMIOTICS

4 0 0 4

Objectives: To familiarize students to the various aspects of cultural theory and culture studies; to highlight intertwining of cultural facets and dissemination of media messages; to provide an analytical framework through which communication emanating from various media channels may be studied and understood.

Unit 1

What is Cultural Studies? - Theoretical frameworks of Culture and cultural studies: Culture - Popular Culture – Ideology - Culture and Civilization – Early Trends in Cultural Studies - Centre for Contemporary Cultural Studies - Raymond Williams: The analysis of culture.

Unit 2

Media and audience identity - Media influence and power: Media Effects - Types of Texts - Media Effects theories and Models - Audience demography and distinctions, etc. - Reception/Audience Studies - The Circuit of Culture.

Unit 3

Methods/ Methodologies in Cultural Studies - Language, Discourse, Identity, etc. – Post-Colonialism and Cultural Studies, Media and Cultural Studies.

Unit 4

Semiotics: Signs, Modality and Representation, Paradigm and Syntagm, Denotation, Connotation, Myths, Metaphor, Metonymy, Code - Structuralism: Saussure, assumptions of Arbitrariness, Relational, Systematic – Post-Structuralism: Derrida and Difference, Michel Foucault.

Unit 5

Post-modernism: Lyotard, Frederic Jameson, Baudrillard, Subcultures and Post-Modernism, Paul Virilio - Gender and Race – Feminism, Masculinity Studies, Race and Racism, Orientalism, Anti-Racism.

REFERENCES:

1. *Understanding Media Culture*, Jostein Gripsrud, Arnold, London
2. *Cultural Theory and Popular Culture: An Introduction*, John Storey, Pearson Longman
3. *A Companion to Cultural Studies*, Edited by Toby Miller, Blackwell
4. *Media and Cultural Studies, Key Works*, Edited by Meenakshi Gigi Durham and Douglas M. Kellner, Blackwell
5. *An Introduction to Cultural Studies*, Pramod K. Nayar, Viva Books

15FNA796**DISSERTATION****12 cr**

The dissertation is based on any minor area selected by the scholar. The progress of the research work will be evaluated by the research committee constituted by the department on a periodical basis. The scholars with satisfactory performance will be allowed to submit their thesis. It should be a comprehensive study on the selected topic, consisting approximately 150 - 200 pages. The final thesis will be evaluated by the research supervisor and an external examiner.

15FNA797**VIVA-VOCE****5 cr**

A viva voce will be conducted within two months of submission of the dissertation. The external examiner will evaluate the findings and presentation of the scholar.