

15AVP501**AMRITA VALUES PROGRAMME****1 0 0 1**

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme:**Art of Living through Amma**

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana

Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata

Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads

Introduction: Sruti versus Smṛti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Idea of the Self and Realisation of the Self – Qualities of a Realised person - Concept of Avatar - Relevance of Mahabharata for modern times.

Swami Vivekananda and his Message

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala's Mural Art Forms:

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural paintings are not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming

Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says “we have to return this land to the coming generations without allowing even the slightest damage to happen to it”. Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature”

Ancient Indian Science and Technology

Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.

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 sprit 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

15FNA501**BASICS OF ADVERTISING****1 1 0 2**

Objective: The students are introduced to the various domains of professional practice in the process of developing an advertisement in all the formats like print, broadcast and new digital media. They are also taken through a thorough understanding of the function of an advertisement Agency and the career profile of practitioners.

Unit 1

What is Advertising? – Evolution - Advertising as a Communication Process - Advertising as a Business Process - Advertising in Business and Society - Audience Categories and Geographical Factors – Positioning, Environment - Segmentation, Positioning Differences, Market Place, Promotions, Measuring Response, Classified Advertisements, Press Release, Product Review.

Unit 2

How and When Advertising works? Effective Advertising - Market Effects and Intensity of Advertising: Persuasion, Argument and Emotions - Economic Effects of advertising.

Unit 3

Foundations of Modern Advertising: Marketing and Consumer Behaviour – Conventional Advertising and Advertising Agencies – New Advertising Agencies - Integrating Advertising with other Elements - Design and Strategies - Cognitive, Affective, Conative, Execution Frameworks: Animation and Demonstration.

Unit 4

Creativity - Creative Process in Advertising – Copy Writing and Craft of Copy Writing - Writing for Print, Visual and Radio - Art Direction – Production - Using the Media: Print, Visual and Radio - Advertising in the ICT age - Media Planning and Internet: Effective Use of New Media Tools, Planning and Organising – Executing the Advertising Process - How to market - Do's and Don'ts of Advertising Techniques. Case Studies.

Unit 5

Jobs and career path in the Advertising industry, Freelance and Consulting Domains. How to run an Advertising Agency – How does the Agency function? Agency Set up and Career Framework - Concepts - Advertising Strategies, for an Agency and get Clients – Advertising Management: Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of Advertising.

TEXTBOOK:

Contemporary Advertising, William F Arens, Tata McGraw-Hill Publishing Company Limited, New Delhi, 10e, 2008.

REFERENCES:

1. *Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.*
2. *Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7e, 2010.*
3. *Advertising Management, Rajeev Batra, John. G. Myers and David. A. Aaker, Pub: Pearson – Dorling Kindersley (India) Pvt. Ltd., 5e, 2006*

15FNA503**FILM STUDIES****2 0 0 2**

Objective: To introduce the students to the creative study of films and at the same time developing their skills for analyzing different media.

Unit 1

Introduction to Film Studies – Film movements.

Unit 2

Different Genres of films.

Unit 3

Introduction to world cinema.

Unit 4

Indian Cinema and Malayalam Cinema (Origin and Development).

Unit 5

Theoretical perspectives.

TEXTBOOKS:

1. *Film Art: An Introduction – David Bordwell, Kristin Thompson*
2. *Malayala Cinemayude Katha - Vijayakrishnan*

REFERENCES:

1. *The Art and Science of Cinema – Anwar Huda*
2. *Key Concepts in Cinema Studies – Susan Hayward*
3. *Film as Art – Rudolf Arnheim*
4. *Chalachithrathinte Porul - Vijayakrishnan*
5. *Movies and Meanings – Stephen Prince*
6. *How to read a film? Movies, Media, Multimedia - James Monaco*

15FNA508**STUDIES IN VISUAL AESTHETICS****2 0 0 2**

Objective: To introduce the students to the evolution of the aesthetics of the image and also to initiate them to the visual language to enhance their understanding and appreciation of visual media in general.

Unit 1

Development of Visual Language – Semiotics and Rhetoric.

Unit 2

Dramaturgy - Development of Multimedia - Aesthetics of Audio Image.

Unit 3

Visual Art and Aesthetics - Understanding visual art and visual culture.

Unit 4

An overview of the art movements throughout history - Modern aesthetic movements and theories.

Unit 5

Anatomy, Figure Drawing and Figure Study.

TEXTBOOKS:

1. *Handbook of Radio, Television and Broadcast Journalism by R.K.Ravindran*
2. *Journalism in the Digital Age by John Herbert*

REFERENCES:

1. *Broadcast Basics: A Beginner's Guide to Television News Reporting and Production by Yvonne Cappe*
2. *The Meaning of Art by Herbert Read*
3. *Art by Clive Bell*

4. Block, Bruce - 'The Visual Story 'Burlington, U.S.A: Elsevier Inc. 2008
5. Behrens, Roy R - 'Design in the Visual Arts'. New Jersey: Prentice - Hall Inc. 1984
6. Young, Frank M - 'Visual Studies: A Foundation for Artists and Designers'. New Jersey: Prentice - Hall Inc. 1985
7. Bergstrom, Bo- 'Essentials of Visual Communication'. London: Lawrence King Publishing. 2008

15FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION 2103 AND MEDIA STUDIES

Objective: To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

Unit 1

Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

Unit 2

Research process. Reviewing the literature - Formulating research problem - Research Question. Identifying variables: concept, variables, Types of variables, Operationalisation - Causality. Measurement scales - nominal, ordinal, interval and ratio – Hypothesis – characteristics - types.

Unit 3

Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

Unit 4

Establishing the validity and reliability of research instrument – validity - types of validity – reliability – Sampling - Population and Sample, Probability and Non-Probability Samples, Types of Probability and Non-Probability Samples, Sample size.

Unit 5

Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.

TEXTBOOKS:

1. *Research Methodology – A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008*
2. *Mass Media Research – Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008*

REFERENCES:

1. *Communication Research Asking Questions Finding Answers - Joann Keyton - Tata McGraw Hill*
2. *Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005*

15FNA512

MEDIA ETHICS AND LAWS

2002

Objective: To provide an awareness of various aspects of Indian Constitution and Press Laws; to highlight the importance of media ethics and to sensitize students about norms of journalistic conduct.

Unit 1

Freedom of Speech and Expression, Article 19 of Indian Constitution - Laws applicable to Mass Media - The Press and Registration of Books Act, 1867; The Copyright Act, 1971; The Civil Law of Defamation - Libel – Slander. The Indecent representation of women (prohibition) Act, 1986; The Indian Post Office Act, 1998; The Indian telegraph Act, 1885; The Press Council Act, 1978; Contempt of Court Act; The Contempt of Court Act, 1971; The Official Secrets Act, 1923; The young persons' (Harmful Publications) Act, 1956; The Working Journalists and other Newspaper Employees (Conditions of service) and Miscellaneous Provisions Act, 1955.

Unit 2

Recommendations of Various Committees - Press Commissions – Prasar Bharati Act - RTI Act.

Unit 3

PCI guidelines - Norms for Journalistic conduct.

Unit 4

Guidelines for Media in relation to communal violence - Broadcasting codes in India - Code for Commercial Advertising.

Unit 5

Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

TEXTBOOKS:

1. *Mass Communication in India by Keval J Kumar, Jaico Publishing House, 2003.*
2. *The Journalist's Handbook by M V Kamath, Vikas Publishing House Pvt. Ltd., 2002.*

REFERENCES:

1. *Press Laws of India.*
2. *Theory and Practice of Journalism by B N Ahuja, Surjeet Publications, 2003.*

15FNA513 FILM DIRECTION 2 0 0 2

Objective: To initiate students in to the art of film making and to train them in the various components of film direction.

Unit 1

Visualizing the screenplay in terms of cinematic production - Constructing continuity for the narrative - Visualising characters and locations.

Unit 2

Dividing the scenes in to shots - Designing camera angles and movements for the shots - Montaging the shots - Designing audio components - Shooting logistics.

Unit 3

Creating mood boards - Locking locations, camera angles and movements - Creating graphic story boards.

Unit 4

Preparation of shooting script - Fixing shot sizes, camera angles and camera movements - Fixing the audio component.

Unit 5

Creating character profiles - Actor audition - Visualising the sets - Creating 3 Dimensional cut-outs and painting backdrops.

TEXTBOOKS:

1. *Film Directing Shot by Shot: Visualizing from Concept to Screen* by Steven Douglas Katz
2. *The Film Director Prepares: A Complete Guide to Directing for Film and TV* by Myrl A. Schreibman

REFERENCE:

Producing and Directing the Short Film and Video by David K. Irving, Peter W. Rea

15FNA518 GRAPHICS AND ANIMATION 2 0 0 2

Objective: Introduce the students to the evolution of Animation fundamentals and also to initiate them to the Digital Animation techniques so as to be enabling them competent and proficient in making good works.

Unit 1

Concept of animation - picture in motion - depicting movement with sequential drawings.

Unit 2

History of and development of animation - early development - Animation before film, magic lantern – thaumatrope – phenakistoscope – Zoetrope - praxinoscope, flipbooks. Silent Era - Walt Disney & Warner Bros, Television era, CGI.

Unit 3

Principles of animation - disney animation methods. 12 principles of animation.

Unit 4

Traditional animation - Different production techniques - Stopmotion, claymation, cutout animation etc.

Unit 5

Modern animation - Digital animation, Computer aided animation, animation softwares.

TEXTBOOK:

Timing for Animation - Focal Press (Feb 2002) - Whitaker, Harold and John Halas

REFERENCES:

1. *Preston Blair - Cartoon Animations - Walter Foster Pub (Jan 1995)*
2. *Christopher Hart - Human Anatomy Made Amazingly Easy - Watson Guptill 10th Edition, (Sep. 1 2000)*
3. *Mario Henri Chakkour - Virtual Pose 2 - Hand Books Press (Mar 2004)*
4. *Edward - Human Figure in Motions - Dover Publications (June 1 1955)*
5. *Kimon Nicolaidis - The Natural Way to Draw: A Working Plan for Art Study - Mariner Books, (Feb 1 1990)*
6. *George Maestri - Digital Character Animation and Essential Techniques - New Riders Book and CD Rom Edition (Aug 16 1999)*
7. *Digital Character Animation 2 Volume II – Advanced Techniques - George Maestri.*
8. *Digital Texturing and Painting - New Riders Books and CD Rom Edition (Aug 9 2001) - Owen Demens*
9. *Jeremy Birn - Digital Lighting and Rendering - New Riders 1st Edition (Jan 15 2000)*

15FNA519 SCREENPLAY WRITING 2 0 0 2

Objective: To introduce the students to the construction of film narratives.

Unit 1

Developing the power of observation - Building imagery - Creating character profiles.

Unit 2

Developing the story through plot structure - Three-part structuring (Beginning, Middle and End) - Rising action - Dramatic conflict.

Unit 3

Conceiving characters - Physical appearance and psychological motivation - Protagonist and Antagonist - Secondary characters.

Unit 4

Matching dialogue with the social and cultural background of the character - Use of dialects - 180 Degree dialogue - Dialogue cues.

Unit 5

Sequencing the script - Scene division - Log-line and Slug-line - Description and dialogue - Use of abbreviations - Writing montage.

TEXTBOOK:

Writing the Short Film by Pat Cooper & Ken Dancyger

REFERENCES:

1. *Screenwriting* by Raymond G Frensham
2. *The Screenwriter's Workbook (Revised Edition)* by Syd Field
3. *Screenwriting 434* by Lew Hunter

15FNA576**GRAPHIC DESIGN LAB. I****0 1 2 2**

Workspace basics, Photoshop images, Introduction to Camera Raw, About color - Color modes, Viewing histograms and pixel values, Applying special color effects to images, Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise, Making selections, Layer Basics, Painting tools, Drawing vector graphics, Filter basics - Filter effects reference - Applying specific filters - Add Lighting Effects, Creating type - Editing text - Formatting characters, Saving images - Saving PDF files - Saving and exporting files in other formats - File formats, Working with web graphics - Slicing web pages - Modifying slices, Video and animation in Photoshop - Creating images for video -Interpreting video footage, Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations, Automating with actions - Creating actions - Processing a batch of files.

15FNA577**COMPONENTS OF VISUAL DESIGN LAB.****0 0 2 1**

To provide hand-on experience to students in design work – Praxis-oriented workshops on the principles of composition taught in the theoretical module.

15FNA578**FILM ANALYSIS LAB.****0 1 2 2**

To encourage critical approach to cinema – To impart training in reading specific film texts from various theoretical perspective.

15FNA584**DIGITAL VIDEO EDITING****0 1 2 2**

Non-linear Video Editing - Create and open projects, Work with files, Import media, Organize your media once it's imported, Use the Timeline for video and audio tracks, Edit tracks in the Timeline, Create sequences and nested sequences, Add motion to your clips, Create and work with keyframes, Add animation and other effects, Add transitions, Use the color-correction tools, Sync clips from multiple

cameras, Add text, shapes, and logos to your project, Work with audio in the Audio Workspace, Export media, Create and edit closed captions.

15FNA586**GRAPHIC DESIGN LAB. II****0 1 2 2**

Graphicillustration - About Illustrator - Work Area Overview - Screen modes - Drawing Basics - About Vector Graphics – Paths - Editing paths - Drawing simple lines and shapes - Pencil tool - Pen tool - Tracing artworks – Symbols - symbol tool, About Color, Painting Tools, Selecting objects, Transforming Objects, Importing Files -Importing bitmap images - Importing Adobe PDF files, Type - Creating and importing type, Creating Special Effects, Web graphics - Slices and image maps.

Page Layout Workspace basics - Customizing menus – Toolbox overview - Selection tools, Layout - Creating documents - Creating custom page sizes - Rulers and measurement units – Grids - Ruler guides - Page and spreads – Masters – Layers - Laying out frames and pages - Numbering pages, chapters and sections - Text variables, Working with files and templates - Saving documents - Exporting, Creating text and text frames - Adding text to frames - Importing text - Threading text - Text frame properties, Typography - Formatting text, Styles - Paragraph and character styles - Dropcaps and nested styles - Object styles - Working with styles - Combining text and objects - creating type on a path, Tables - Creating tables - Selecting and editing tables - Formatting tables - Table strokes and fills - Table and cell styles, Long document features - Creating book files - Table of contents – index - working with markers, Drawing, Graphics - Understanding graphics formats - Importing files from Adobe applications - Importing other graphics formats - Placing graphics - Managing graphics links - Object libraries, Frames and objects - Selecting objects - Transforming objects - Aligning and distributing objects - Grouping, locking and duplicating objects - Working with frames and objects - Clipping paths, Adding transparency effects - Blending colors – Color - Understanding spot and process colors - Applying color - Working with swatches - Importing swatches – Tints – Gradients - Mixing inks - Using colors from imported graphics, Creating Adobe PDF files - Exporting to Adobe PDF, Printing documents - Color separations - Automation.

15FNA601**VISUALIZATION AND STORYBOARDING****2 0 0 2**

Objective: *This course makes the student produce storyboards to guide digital media productions. The student gradually develops skills in visualization and swift sketching by translating story scripts into illustrated frames that detail each scene's action, lighting and camera angles.*

Unit 1

Mis-En-Scene Analysis of existing television Ads, Films etc.

Unit 2

Exercises in developing mental images.

Unit 3

Logically arranging the sequences and making sketches.

Unit 4

Preparing layout for story board.

Unit 5

Drawing key frames, indicating along with, the camera movements, nature of shots, back ground music and voice-overs etc.

REFERENCES:

1. Art Director's Index to Photographers Vol 1 & 2 – 24th Edition onwards
2. Image Music Text by Roland Barth

15FNA603**INTERNET ADVERTISING****2 0 0 2**

Objective: To provide an understanding of the Internet as an advertising and marketing communication medium.

Unit 1

Internet as a medium of communication – Possibilities – Advantages – Limitations.

Unit 2

Internet Advertising, an introduction - Targetting approaches - Demographic targeting - Behavioral targeting - Daypart targeting - Geographic targeting - Affinity targeting - Purchase based targeting.

Unit 3

Online advertising - Reach and frequency - Winning Strategies – Generate brand preference to stimulate sales - Stimulate trial through online coupons, samplings - Creating emotional engagement to promote loyalty - Power of convenience.

Unit 4

Standard online advertising formats -Creative factors that Influence display advertising effectiveness - Online video advertising - Games, an engaging medium - Online advertising clutter.

Unit 5

Search engine marketing techniques - Online shopping and buying - The multichannel market place - Online shopper profile - Importance of user friendly shopping sites - Shopper diversion - Advertising personally, e-mails and word of mouth - Online advertising effectiveness measurement.

REFERENCES:

- 1 The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation – Joe Plummer
- 2 Key Success Factors in Internet Advertising: The role of Online User Activity and Social Context – Symeon Papadopoulos

15FNA636**RESPONSIVE WEB DESIGN****2 0 0 2**

Objective: The purpose of this course is to gain a hands-on understanding to develop responsive websites, which is the emerging trend in web designing.

Unit 1

Responsive Elements and Media, Introduction, Resizing an image using percent width, Responsive images using the cookie and JavaScript, Making your video respond to your screen width, Resizing an image using media queries, Changing your navigation with media queries, Making a responsive padding based on size, Making a CSS3 button glow for a loading element

Unit 2

Responsive Typography, Introduction, Creating fluid, responsive typography, Making a text shadow with canvas, Making an inner and outer shadow with canvas, Rotating your text with canvas.

Unit 3

Rotating your text with CSS3, Making 3D text with CSS3, Adding texture to your text with text masking, Styling alternating rows with the nth positional pseudo class, Adding characters before and after pseudo elements, Making a button with a relative font size, Adding a shadow to your font, Curving a corner with border radius.

Unit 4

Responsive Layout, Introduction, Responsive layout with the min-width and max-width properties, Controlling your layout with relative padding, Adding a media query to your CSS, Creating a responsive width layout with media queries, Changing image sizes with media queries, Hiding an element with media queries, Making a smoothly transitioning responsive layout.

Using Responsive Frameworks, Introduction, Using the Fluid 960 grid layout, Using the Blueprint grid layout, Fluid layout using the the rule of thirds, Trying Gumbo, a responsive 960 grid, The Bootstrap framework makes responsive layouts easy.

Unit 5

Optimizing Responsive Content, Introduction, Responsive testing using IE's Developer Tools, Browser testing – using plugins, Development environments – getting a free IDE. Virtualisation – downloading Virtual Box. Getting a browser resize for Chrome

TEXTBOOKS:

1. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* Mar 2012 by Calvin Jones, Damian Ryan
2. *Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media – Import, 19 Dec 2012* by Eric Morrow, Shannon Chirone
3. *The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement* Paperback – 3 Jun 2011 by Calvin Jones, Damian Ryan.
4. *HTML5 and CSS3 Responsive Web Design Cookbook - Published by Packt Publishing Ltd.*
5. *Learning Responsive Web Design – Clarissa Peterson – O'Reilly*

15FNA676 PACKAGING PRACTICAL 0 0 2 1

To introduce the students to the basics of packaging, and the essential graphic designing tools.

15FNA690 LIVE-IN-LAB. 2 cr

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations, after the second semester and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

15FNA692 INTERNSHIP 2 cr

Students must undertake internship for one month in the industry.

15FNA696 COMPREHENSIVE AND TECHNICAL VIVA-VOCE 4 cr

Viva voce will be conducted on the dissertation/ project work/ portfolio report of students.

15FNA697 MINI PROJECT 4 cr

Depending on the elective stream chosen, students must produce a Short-film/ Advertisement/ Short animation/ Website.

15FNA698 PROJECT 4 cr

Making Short film and Documentary film/ Choose a product and prepare a TV commercial, Radio spot/ Making an Animated Short Film of 5 minutes duration, or Making Live Websites(Tables less WebPages).

15MCJ632 CREATIVE EXPRESSION IN REGIONAL LANGUAGES 2 0 0 2

Objectives: To provide an understanding of the various aspects of vernacular journalism; to equip students with basic skills required for journalistic writing in regional language.

Unit 1

News – definition – values – elements - characteristics. News Determinants - Types of news - Elements of a news story – Headline – Lead - types of lead - Body copy - structure of news - inverted pyramid style.

Unit 2

Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

Unit 3

Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.

Unit 4

Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

Unit 5

Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

REFERENCES:

- Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill*
Reporting for the Print Media, F.Fedler, Oxford University Press, USA
Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
Digital Newsroom, Balakrishna Aiyar, Authors Press Publishers
Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd

15MCJ634 SCIENCE COMMUNICATION 2 0 0 2

Objective: This course is for those who want to train as professional science communicators. Academic components provide a broad overview of the professional science communication landscape. The course includes print journalism, new media work, broadcast television or radio production and presentation.

Unit 1

Science Communication - an introduction - communication theory, laws and ethics.

Unit 2

Science Reporting and Writing - web designing - Computer Graphics.

Unit 3

Formats in Science Communication – Multimedia - Concepts and Applications – Advertising - Public Relations.

Unit 4

Science Telecasting - Health Communication - Development Communication - Environmental Communication - Animation Concepts and design.

Unit 5

Science Broadcasting - New Media and Science Communication – Internet – Blogs - Alternative Media and Science Communication.

TEXTBOOKS:

1. Anthony Wilson, "Handbook of Science Communication", IOP
2. Kahlor, LeeAnn, *Communicating Science*, Routledge Publishers

REFERENCES:

1. Dubas O and Martel L, "Media Impact. A Research Study on Science Communication
2. Vilanilam J. V., "Science Communication and Development", Sage Publications, 1993

15MCJ682 NEWS CASTING, ANCHORING AND PROGRAMME PRESENTATION SKILLS 0 0 2 1

Training in Anchoring, Television Programs including Reality Shows.
Studio training in News Reading.
Training in co-ordinating Talk Shows and News Programs.
Training in conducting interviews.

15MCJ684 PUBLIC RELATIONS CAMPAIGN PRACTICAL 0 0 2 1

PR Process – Research, Planning, Communication and Evaluation - PR Campaign - Characteristics and principles - Practical Assignments.

15MCJ685 REPORTING, EDITING AND LAB JOURNAL 0 0 2 1

Preparing a Lab Journal (to enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media. Grammar for Journalists, Writing headline, lead and body copy. Writing Obituaries, Writing for women and children, Writing for Industry, Science and Technology, Sports, Agriculture, Films. Typography; Layout and Design of newspaper, style book, technical terms using in print and visual media.

15OEL631 – 6xx OPEN ELECTIVES 2 0 0 2

Open electives syllabi – see at the end of the booklet.

16FNA500 COMMUNICATION AND MEDIA THEORIES 2 0 0 2

Objective: To provide an overview of various concepts and theories of Mass Media and Communication

Unit 1

Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers; Mass communication - meaning of concept of 'mass' - definition, nature and scope;

Unit 2

Communication-models definition and types of models- linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication; Theories of Communication.

Unit 3

Beginnings of journalism in India; Early British newspapers; Birth of India Language Press; Freedom movement and the India Press- social reforms and social transformation movement and role of the Press; Growth and development of regional press; Role of regional newspapers in independence struggle; Development of Press in the independent India; News Agencies.

Unit 4

Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast- origin and development; Impact of radio in society; Community radio in India-an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development and growth of Cable TV in India and its impact on society.

Unit 5

Current affairs and general knowledge - Current events - National and International. History of India; Geography of the world - Physical, Social, Economic; Indian Polity and Governance; Economic and Social Development; General Issues – Environmental – Ecology - Bio-Diversity - Climate change and other issues; General Science;

BOOKS RECOMMENDED:

1. Dennis McQuil: *Mass Communication Theory: An Introduction*
2. Melvin L. De Fleur and Sandra Ball – Rokeach: *Theories of Mass Communication*

3. Melvin L. De fleur and Evette Dennis: *Understating Mass Communication*
4. Joshi P.: *Culture, Communication and Social Change*
5. Wilbur Schramm: *The Process and Effects of Mass Communication*
6. Wilbur Schramm: *Men, Message and Media*

16FNA523 INTERNET AND WEB TECHNOLOGIES 2 0 0 2

Objectives: *The course enables the students to understand various Web Development Technologies such as XHTML, HTML, HTML5, CSS, JavaScript, etc. It also facilitates the students to understand the fundamentals of User Interface designing and developing.*

Unit 1

Introduction to HTML, Internet Basic, Introducing HTML5, Explore Web Browsers, HTMLs Syntax, New Features in HTML5, Web pages, Basic HTML page creation.

Unit 2

Adding new Paragraph, Line Break, Preformatted Text, Block quote, HTML lists, Insert Special Character, Introduction to Style Sheet, Internal and External Style Sheet, Introduction to HTML tag, Class and ID, Text alignment, Color, Style Bulleted List.

Unit 3

Web page images, Image tag and attributes, Links and URL, Link to another file, link to e-mail id, Link hover effects, Table Structure, Borders, Cell Padding and Spacing, Table Alignment, Extend Cells across columns and rows, Web Page layout using Table, Understanding about various Form elements, Validating Form elements, Relative, Absolute, Fixed Positioning, Margin and Padding, introduction to Div tag.

Unit 4

HTML5 Semantic tags, Adding JavaScript to Web page, Introducing HTML5 Canvases, Video, Audio tags.

Unit 5

Publishing Your Web Pages, Introduction to Dynamic Sites, Basic PHP and SQL, Web Hosting.

SUGGESTED READINGS:

Mike Woodriddle, Brianna Stuart: *Creating Web Pages Simplified (IInd)*
 Philip Crowder with David A. Crowder, *Creating Web Sites Bible*, by Wiley Publishing, Inc.
 Jason Beard: *The Principles of Beautiful Web Design*

16FNA524 PRINT JOURNALISM AND WRITING FOR MEDIA 2 0 0 2

Objective: *To provide an understanding of journalistic practices and to orient the students in reporting and writing for print media.*

Unit 1

Fundamentals of journalism - Principles and functions of journalism – News - definition, values, elements, characteristics & structure. News determinants. Types of news.

Unit 2

News gathering: nose for news, News Sources, Fundamentals of Reporting. Meaning and Nature of Reporting – Qualifications & duties of a Reporter. Techniques and tools of Reporting. Interview: style and types. Reporting Executive – Legislature – Judiciary.

Unit 3

Elements of a news story - Headline, Lead: types of lead, body copy. Inverted pyramid style. Editing - Role and responsibilities of editorial staff. General principles and functions of editing.

Unit 4

Feature Writing: Definition and Characteristics – Structure of a Feature Story, Types of Feature. Writing Feature – Sources of Ideas – Collection of materials; Standard Organization Techniques - The All-Important Lead - Quoting vs. Paraphrasing - Adhering to Length Requirements - How to end the story - Taking Writing Risks.

Unit 5

Writing for Magazines. Magazine feature story. Working In Magazines - Understanding the Focus And Audience - Differences Between Magazine Stories And Newspaper Stories. Specialised Reporting - Types of journalism: New Journalism, Development Journalism.

TEXTBOOK:

Carole Rich - *News Writing and Reporting*, Cengage Learning (2010)

REFERENCES:

1. F. Fedler - *Reporting for the Print Media*, Oxford University Press, USA; 9 edition (March 24, 2008)
2. James Glen Stovall - *Journalism; Who, What, When, Where, Why and How*. PHI New Delhi (2005)
3. H F Harrington and Elme Scott Watson - *Modern Feature Writing*, Harper & brothers, New York and London(1993)

16FNA529 BROADCAST AND ONLINE JOURNALISM 2 0 0 2

Objective: *To provide in-depth knowledge about Journalism in Television Media and the growth of online journalism, their editing and best presentation, current situation of these medias.*

Unit 1

History of journalism - history of broadcast media in India, history of All India Radio, Doordarshan - its origin growth and current situation - how these medias became

popular among the people - their survival, success stories - origin of FM stations - DD Metro Stations - SITE, CWCR, Prasar Bharathi Act - its origin and objectives - code and conduct of AIR and Doordarshan - role of news agencies in a media organization.

Unit 2

Writing for Radio

Radio Journalism - Sources of collecting news, writing style for radio, presentation style, duties of a sub-editor in radio, functioning of desk, duties of Radio Commentator, Production of News Bulletins, Production of News Reels, Importance of single line statement, Production of Different Radio Programmes – Drama Documentary etc. - Recent trends in Broadcasting, Future of Radio.

Unit 3

Writing for TV

Television Journalism - Introduction, Collection and compilation of news, News Bulletin - different types of News Sources – writing style of a television news package - TV Reporting - members in a reporting crew - their role - OB Van, DSNG, PCR - Live coverage of important events, sensational subjects - Steps in producing Newscasts - steps for producing a news bulletin - role of a news producer - role of a sound engineer - role of online editor - role of news presenter, and Interviewing - Dos and Don'ts in TV programming - functioning of desk-role of sub-editors - production of current affairs programme.

Unit 4

History of online journalism – origin - writing style in online - collecting stories - role of reporter, subeditor, teletext, videotext, internet news - advantages and disadvantages of online journalism - credibility of online journalism - web portal of newspapers and news channels - emergence origin and growth of citizen medias - future of online journalism - online and citizen journalism.

Unit 5

Practical exercises - News reading and presentation methods - production of a radio programme - a television news bulletin - an online portal.

TEXTBOOKS:

1. *Radio: A Guide to Broadcasting Techniques* – E Evans
2. *Writing for Visual Media*, Friedmann Anthony: Elsevier, 2006
3. *Writing for the Media*, Usha Raman, Oxford university press 2010

REFERENCES:

1. *Hand Book of Broadcasting* – Waldo Abbot and R Rider (McGraw Hill)
2. *Techniques to TV Production* – Rudy Bretz (McGraw Hill)
3. *Handbook of Journalism*, VirBala Aggarwal, V.S.Gupta, concept publishing company 2001

16FNA531 PRINCIPLES OF INTEGRATED MARKETING COMMUNICATIONS 2002

Objectives: The students are exposed to the comprehensive and contemporary concepts of professional practice in integration and synergy of strategic advertising and brand management, design and implementation techniques for all the presentable marketing formats like print, broadcast and new digital media. They will also analyse case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).

Unit 1 BASICS AND FOUNDATION

Evolution of Advertising as a Communication Process - Advertising as a Business Process - Advertising in Business and Society - What is IMC? Audience Categories and Geographical Factors – Positioning, Environment - Segmentation, Positioning Differences, Market Place, Promotions, Measuring Response, Classified Advertisements, Press Release, Product Review.

Unit 2 MODERN ADVERTISING and IMC

Synergy and Integration for Marketing Communication - Persuasion, Argument and Emotions - Marketing and Consumer Behaviour – Integrating Advertising with other Elements - Design and Strategies - Cognitive and Affective Execution Frameworks: Animation and Demonstration. Effective Advertising - Market and Economic Effects and Intensity of Advertising. How does the Advertising Agency function?

Unit 3 STRATEGIES AND ELEMENTS OF BRANDING

Advertising Strategies - Marketing for Clients – Advertising Management: Elements of Branding – Brand Identity – Brand Image – Brand communication – Power Branding - Principles of Integrated Brand Promotion (IBP) - Planning Advertising and IBP - Basics of Brand Management and Relationship with Contemporary Advertising - Planning and Organising – Executing the Advertising Process - How the Brand Transforms the Business Goals and Vision? Brand Promotion and Strategic Brand Management - FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch.

Unit 4 BRAND MANAGEMENT

Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over: Time, Market Segments and Geographic Boundaries, Revitalising and Changing the Brand Portfolio, Media Selection, Trade Promotion and Selling, CRM, Personal Selling and Web Marketing.

Unit 5 CREATIVE AND PRODUCTION PROCESS

Conventional Advertising, New Advertising Agencies, Freelance and Consulting

Domains - Creativity - Creative Process in Advertising – Copy Writing and Craft of Copy Writing - Writing for Print, Visual and Radio - Art Direction – Production - Using the Media: Print, Visual and Radio – Media Planning and Internet: Effective Use of New Digital Media Tools - How to market - Do's and Don'ts of Advertising Techniques. Discussion of Case Studies from Business and Industry. Social, Ethical and Regulatory Aspects - Research for Advertising and Promotion - Future of IMC.

TEXTBOOK:

Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.

REFERENCES:

1. *Advertising Basics – a resource guide for beginners*, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.
2. *Contemporary Advertising*, William F Arens, Tata McGraw-Hill Publishing Company Limited, New Delhi, 10 e, 2008.
3. *Advertising Management*, Rajeev Batra, John.G. Myers and David. A. Aaker, Pub: Pearson – DorlingKindersley (India) Pvt. Ltd., 5e, 2006

16FNA532**WEB DESIGN AND DEVELOPMENT****2 0 0 2**

Objectives: The course enables the students to develop websites. It makes them incorporate web design guidelines into site development, including readability, usability, and consistency. It also facilitate the students to design multimedia websites including image maps and scripting thereby developing interactive elements using appropriate software tools. The course also intends to make the students aware of the basics of Content Management System.

Unit 1

Introduction to HTML, Internet Basic, Points to be remembered while Web Designing, Categories of Websites, Introduction to Dreamweaver Basics, Dreamweaver Basics – Defining a sit - Formatting Web Layout - Creating Tables - Web Layouts - Frames – Rollovers - Designing web page.

Unit 2

Web Designing using Div tag(Advanced), Logical and Physical Elements - Links, Hotspots, and WebSite Navigation - The Elements of Color and Images in Web Pages - Aligning Images - Adding Images - Text Formatting - Customizing Text with Character Styles – Organizing Your Site with Frames - Getting Input with Forms - Making It Look Professional – Adding Multimedia and Other Objects - Images on the Web. Creating Styles and Style Sheets. Managing Multiple Styles: The Cascade.

Unit 3

Introducing CSS Layout, Building Float-Based Layouts, Positioning Elements on a Web Page. Improving Your CSS Habits, The Design Process, Defining Good Design,

Web Page Anatomy, Grid Theory, Balance, Unity, Emphasis, Fresh Trends, Resizing: Fixed, Fluid, or Responsive Layouts, Resizing: Fixed, Fluid, or Responsive Layouts, Screen Resolution.

Unit 4

The Psychology of Color, Color Temperature, Chromatic Value, Color Theory, The Scheme of Things, Color Tools and Resources, Texture - point, line, shape, volume and Depth, Pattern, Building Texture, Taking Type to the Web, Text Image Replacement, Web Fonts with @font-face, Text Spacing and Alignment, Choosing the Right Fonts, Imagery -File Formats and Resolutions, Creative Image Treatments

Unit 5

Introduction to HTML5, Responsive Web Design. What Is Content Management? Understanding Content Management, Introducing the Major Parts of a CMS, Knowing When You Need a CMS, Component Management versus Composition Management, The Roots of Content Management, The Branches of Content Management.

SUGGESTED READINGS

Philip Crowder with David A. Crowder, Creating Web Sites Bible, by Wiley Publishing, Inc.
Jason Beaird, The Principles of Beautiful Web Design, Sitepoint publishers
David Sawyer McFarland - CSS 2nd Edition THE MISSING MANUAL, O'REILLY publishers
Ben Frain Responsive Web Design with HTML5 and CSS3 - RACKT Publishing

16FNA533**CONTENT WRITING FOR NEW MEDIA****2 0 0 2**

Objectives: To develop understanding of digital information patterns, use and scope; to enable the students to write for the web platforms

Unit 1

Introduction to new media – overview of the new media industry, Application software: Word processing, Spreadsheet, Image Editing. Introduction to the Internet, World Wide Web (WWW), Search Engines, Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Multimedia elements and Interactivity, Web Content Management System Wordpress.

Unit 2

Digital Tools, Overview of open source culture and software, Open Source Licenses (Creative Commons), Security issues in using digital technology (Malware, Phishing, Identity Theft), Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom.

Unit 3

Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open source data collection and analysis, Awareness regarding techniques of Digital

Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing, Social networking; Introduction to social profile management products, Social Collaboration: virtual community, wikis, blogs, instant messaging, collaborative office and crowd sourcing, Social publishing: Flickr, Instagram, Youtube, Sound cloud.

Unit 4

Writing for New Media, Content writing, editing, reporting and its management, Structure of a web report, Content for different delivery vehicles, Multimedia and interactivity, Writing with hyperlinks Content management & content management systems Storyboarding and planning Planning and designing of WebPages, Blogs, e-newspaper, e-magazine.

Unit 5

Creating and designing Blogs, developing web designs including web version of lab journals

REFERENCES:

Marshall, P.D. (2004). *New Media Cultures*, Oxford University Press.
 Dewdney, A. & Ride, P. (2006). *The New Media Handbook*, Routledge, London.
 Felix, L. Stolarz, D. (2006). *Video blogging & Podcasting*, Focal Press.
 Mirabito, M., Morgenstern, B. L. (2004). *New Communication Technologies*, Focal Press.
 Schmidt, E. & Cohen, J. (2013). *The New Digital Age*, John Murray.
 Ward, M. (2002). *Journalism Online*, Focal Press.
 Thornburg, R. M. (2011). *Producing Online News: Stronger Stories*, CQ Press, Washington.
 Hall, J. (2001). *Online Journalism, A Critical Primer*, Pluto Press, London.
 Shrivastava, K. M. (2013). *Social Media in Business and Governance*, Sterling Publishing.

16FNA534**E-LEARNING STRATEGIES****2 0 0 2**

Objective: To give a hands on experience to the students to develop their own e-learning module with latest technologies.

Unit 1

Introduction to online course design - E-Learning definition, scope, trends, attributes & opportunities - The history of e-learning, the benefits and drawbacks of online learning, Pedagogical designs for e-learning, Instructional design.

Unit 2

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 3

Understanding learning theories - E-Learning Strategy - 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.

Unit 4

Instructional design process - Online learning course development - using any LMS.

Unit 5

Evaluating the course - Management, implementation of e-learning Evaluating.

TEXTBOOKS:

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

16FNA535**MEDIA ORGANIZATION AND MANAGEMENT****2 0 0 2**

Objective: To provide an understanding of media organisation, ownership structure and its economic policies.

Unit 1

Principles of management. Management as a process. Functions of management. Theories of management. Media as business and social institution. Greiner's development model of a company.

Unit 2

Media Economics - Revenue and Cost factors. Elements of media market. Commodity selling space and time.

Unit 3

Newspaper Organisation: structures and functions. Financial and editorial management. Circulation and readership.

Unit 4

Electronic Media Management: Organisation - structures and functions. Financial and human resource management. Project management - Production Project Cycle, Pre-production, Production process, production strategies. Risk and impact assessment. Contracts and legal arrangements.

Unit 5

Responsibilities and duties of different media organisations. Audience rating. Analysing programming. Marketing programmes. Methods of Audience analysis.

TEXTBOOKS:

1. Block et al, *Managing in the Media*. Focal Press
2. *Balancing on the Wire – The Art of Managing Media Organizations*: James Redmond & Robert Trager, Atomic Dog, 2004.

REFERENCES:

1. *Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering*: ed Gene Roberts, University of Arkansas Press, 2002.
2. *Into the Buzzsaw – Leading Journalists Expose the Myth of a Free Press*: ed Kristine Borjesson, Prometheus Books, 2002.
3. *Leaving Readers Behind – The Age of Corporate Newspapering*: ed Gene Roberts, University of Arkansas Press, 2001.
4. *Management of Electronic Media*: Alan B. Albarran, Wadsworth, 2002.

16FNA551 AUDIOGRAPHY PRACTICE LAB. I 0 1 2 2

Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

Audio productions – Introduction to basics of sound-sound as a waveform, behavior of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms- Electricity and electronics - Electric charges, structure of atom, generation of electric current, AC and DC current, volt meter ammeter, conductors and insulators - Electronics basics, semiconductors, transistors, integrated circuits, AC to DC conversion-History of sound recording-Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques-brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Microphones-Basic principles of microphones, history and development of microphones - Different types of microphones-dynamic, ribbon and condenser microphones-Technical parameters of microphones-directional properties of microphones, Lapel microphones, Gun microphones - Applications of microphones in different situations, stereo mixing, microphone placement- Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces - Loud speakers, Loudspeaker principles, different types of loudspeakers, history and development of loudspeakers, headphones - Setting up loud speakers – Amplifiers- domestic power amplifiers, professional power amplifiers.

16FNA552 PHOTOGRAPHY PRACTICE LAB. I 0 1 2 2

Familiarization of different Cameras, Working with Digital SLR Camera, Experiments

with depth of field - White balance, metering mode, Different modes in DSLR, Familiarizing Flash Lights & Light Meter, Lighting theory, Working with different light sources - Normal Human Eye and Process of Seeing-Camera principles - Compact cameras and SLR's - Working of SLR camera- Image sensors-Different parts of SLR camera-Creative mode and basic modes in SLR camera-Basic features of SLR camera – Focusing – Aperture-shutter speed – ISO - White balancing function in camera- Focal Length, Depth of Field - Depth of focus - circles of confusion-Angle of view-Different types of lenses-wide angle lens, fish eye lens, prime lens, telephoto lens, Different Image capturing formats - RAW, TIFF, JPEG.

16FNA553 VIDEOGRAPHY PRACTICE LAB. I 0 1 2 2

Familiarizing Video Camera and accessories, Familiarizing tripods and other support systems, Focusing, White balancing, Different types of storage mediums - Tape and tapeless systems, Practicing different camera movement, Audio recording in video camera, Introduction to DSLR cinematography - Different types of Shots, Practicing different camera movements, Working under different light sources.

Basic Principles of motion picture-Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and, Differences between video and film medium - Principles of Visual Grammar, Parts of Video Camera - different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera - White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, Shots - purposes of shots, factors decide setting up of shots, Classification of shots - High angle, low angle and eyelevel shots, basic shot types - ECU, CU, MCU, MS,MLS, LS,ELS, Camera movements-panning, tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left- master-shot, point of view shot, over the shoulder shot - Cut in shot, cut away shot.

Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steady-cam, Working Principle of Video Camera - Image sensor, CCD and CMOS, Tape and tapeless systems, History of Video, Usage of different types of tapes: VHS, SVHS, U-matic, Beta-cam – DV, Mini DV, Digital and analogue video - advantages of digital video - Broadcast standards - PAL, NTSC, SECAM, various digital broadcasting standards - Transmission technologies-Terrestrial transmission, Cable TV, Satellite Television, DTH, CAS, IPTV - Working of different television systems, CRT,LED, LCD and technology, working of 3D television - Basic introduction about film making.

16FNA567 SHORT FILM MAKING TECHNIQUES LAB. 0 2 2 3

Making Short Films and Short Documentaries.

16FNA568 WRITING FOR BROADCAST AND ONLINE MEDIA 0 0 2 1

Preparing content for Broadcast and online media.

16FNA611 CORPORATE COMMUNICATION AND PUBLIC RELATIONS 2 0 0 2

Objective: This course provides an analysis of the practice of corporate communications and publicrelations.

Unit 1

Introduction to Organisation Theory; Structure and characteristics of an organization; leadership – communication, decision making - balance and authority and power - communication functions - Factors influencing communication - Flow of communication in an organization - Bottom step, top down vertical and horizontal barriers to communication. Organization of a PR department and counselling firms. Brief overview of Organisational Behaviour.

Unit 2

Role of PR in an organization. PR processes - image building - PR and various publics - internal & external. Corporate communication - definition, historical perspective, contemporary relevance. Facets of corporate communication - organizational communication, marketing communication, management communication.

Unit 3

Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity and corporate brands. Organization of corporate communication system; teamwork in corporate, Communication, strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

Unit 4

PR tools - mass media, interpersonal, transitional - gossip, rumour, mongering and criticism. House journals - kinds and production of house journals, new media. Media Relations - press conference, press releases, press unity, interviews, preparations and distributions of publicity materials to media. PR and crisis management- national community, labour unrest, and accidents.

Unit 5

PR for Govt. PR for Non-Govt. organizations, PR for armed forces, PR for

entertainment and sports, PR for tourism, PR for philanthropic organizations, PR for celebrities. Event management, Ethics in PR. Corporate social responsibility in India- Companies Act 2013 – CSR in Public and Private sector – Role of Corporate Communication Department in initiating CSR activities – Case studies.

BOOKS RECOMMENDED:

Balan K.R.: Lectures on applied Public Relations.

Dennis L. Wilcox, Philip H. Ault & Warren K. Agee: Public Relations strategies & tactics.

Mehta D.S.: Handbook of Public Relations in India

Scott M. Cutlip, Allen H. Centre & Glen M. Broom: Effective Public Relations.

Philip Lesley: Lesley's Public Relations Handbook

Kaul J.M.: Public Relations Handbook.

Frank Jefkins: Planned Public Relations

16FNA612 NEW MEDIA 2 0 0 2

Objective: To create awareness among students about the new emerging trends in information technology.

Unit 1

Internet: LAN, MAN, WAN, E-mail, Web, Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line. Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP, WEB PAGE, Websites, Homepages.

Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

Unit 2

Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today.

Unit 3

Cyber Journalism, New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends Podcast and Webcast.

Unit 4

Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright, Exploring Cyberspace:

Unit 5

Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.

TEXTBOOKS:

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.
6. *Newspaper and magazine articles about New Media*.

16FNA632**CORPORATE VIDEO PRODUCTION****2 0 0 2****Unit 1**

Introduction to video-production techniques; Difference between commercial and corporate videos; Corporate video production companies; Corporate events; Corporate video proposal; Corporate video scripts.

Unit 2

Types and usage I: Staff training/ instruction and safety videos; Investor relations/ financial results; Company promotional/brand videos; New product or service online presentations; Video role play (often with actors).

Unit 3

Types and usage II: Client and customer testimonial videos; Prom video; Corporate event filming; Live and on-demand webcasting; Technology and product demonstration videos; Business television.

Unit 4

Services: Clients, Portfolio, Blog - Multi-media presentations, Corporate films, Corporate identity and graphics, Out-door promotional collateral, Online and social marketing;

Unit 5

Corporate film production; TV commercials; Documentaries; Music videos; Brand endorsement; Industrial videos; Commissioned programs; CSR video;

TEXTBOOK:

Production Management for TV and Film: The professional's guide by Linda Stradling

REFERENCE:

Film Production Management by Bastian Cleve

16FNA642**ART DIRECTION FOR TV AND FILM****2 0 0 2**

Objectives: This course will examine the history and the development of the profession of art direction. The creative process of art directing will be explained from the reading and break down of a script through the development of a design concept and the implementation of that concept through research, sketches, drawings and models. Students will design a selected scene from a movie script. To impart training in producing and directing short fiction films and documentaries

Unit 1

Art Direction – Introduction and History. The Role of Art Director.

Unit 2

Production Design for Film and Television, Justification, Purpose and Function of Sets: Work process of art director - script toscrap, Story board designing.

Unit 3

Set material types and use, Styles and types of setdesigning, Set character, camera and sound, Property & Costume, Money, manpower, material, time, transport etc., Building Models for sets, Costume Study, Budgetary for sets.

Unit 4

Designing for a multi camera set-up, Departmental project (miniature making), Departmental project (Designing with actual location), Utilization and modification of actual location.

Unit 5

Practical exercises.

REFERENCES:

What Art Direction Does: An Introduction to Motion Picture Production Design - by Ward Preston

The Film Maker's Guide to Production Design - by Vincent LoBrutto

The Art Direction Handbook for Film - by Michael Rizzo

16FNA643**CREATIVE COPY WRITING FOR MEDIA****2 0 0 2**

Objectives: To comprehend the art of creative production of advertisements in print and online media; to understand the conception, planning and execution of advertisements in print and online media; to expose the students to the nuances of marketing-quality, consistency and value; to analyze case studies in advertising industry. The students are exposed to the art of creative thinking, planning and execution involved in the production of an advertisement for formats like radio and television. From a professional standpoint they also get exposure to the important role of copy writing and its quality, consistency and value in the marketing. They will understand the key concepts through case studies from the creative segment of the advertisement industry.

Unit 1

Role of Creativity in Advertising - The Craft of Copy Writing - Need for Creative plans - Formulating Advertising Strategy and Execution - qualities, duties & responsibilities of copy writer. The Creative Process; Concept Writing, Copy Structure Development; Verbal Visualization.

Unit 2

Elements of print ad - types of headlines - types of body copy. Web ads - copy for different web ads - banner ads - classified ads. Use of Internet and Interactivity - Principles of writing effective web copy.

Unit 3

Copy writing - effective ways of writing broadcast copy - fundamental rules of copy writing, Creative strategy - planning and development - checklists for radio and TV commercials.

Unit 4

Scripting for Audio-Visual - types of television ad copy - story board - creative and effective visualization.

Unit 5

Copy writing for radio - jingles and commercials - different message formats, Ad campaign - planning and development of ad campaigns - phases of campaign creation - the big idea.

TEXTBOOK:

Advertising and Integrated Brand Promotion, William F Arens, Thomson South Western, Vikas Publishing House, 3e, 2003.

REFERENCES:

1. *The Copy writer's Handbook, Robert W. Bly, Henry Holt and Co., 1990.*
2. *Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.*
3. *Advertising Management, Rajeev Batra, John.G. Myers and David. A. Aaker, Pub: Pearson – DorlingKindersley (India) Pvt. Ltd., 5e, 2006*

16FNA645**MOBILE APP DESIGNING****2 0 0 2**

Objective: This course teaches students how effectively design user interface for mobile apps -Android, iOS, and Windows 8, the trinity that is today's mobile operating platforms.

Unit 1

Introduction to mobile devices - Mobile devices vs. desktop devices, ARM and intel architectures, Power Management, Screen resolution, Touch interfaces, Application deployment, App Store, Google Play, Windows Store.

Unit 2

Defining instructional, media, evaluation and delivery strategies - Defining instructional methods, Defining the delivery strategy, Good practices, Defining the evaluation strategy.

Unit 3

Creating interactive content - Preparing content, How subject matter experts contribute to e-learning development, Tips for content development and language style.

Unit 4

Creating storyboards - What is a storyboard? Structure of an interactive e-lesson, Techniques for presenting content, Adding examples, Integrating media elements, Developing practice and assessment tests, Additional resources.

Unit 5

Courseware development - What does courseware development imply? Authoring tools, Types of authoring tools, Selecting an authoring tool, Managing and evaluating learning activities.

TEXTBOOKS:

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

The eLearning 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

16FNA650 ADVANCED ADVERTISING PHOTOGRAPHY LAB. 0 0 2 1

At the end of this course, students will be able to apply knowledge of lighting and studio techniques to creative, expressive, and useful ends; visually demonstrate an understanding of reflective, glassware, layouts, fashion images, portraits, and lighting and also be able to formulate critical judgments and communicate those ideas in oral form.

16FNA652 TELEVISION COMMERCIAL PRACTICE LAB. 0 0 2 1

To enable the students to be thorough with the principles, concept development and execution that goes into the production of a visually appealing and persuasive advertisement in the Broadcast Media.

16FNA653 ADVANCED WEB DESIGNING AND CONTENT AUTHORIZING 0 0 2 1

Table less web designing and authoring.

16FNA654 DIGITAL ANIMATION LAB. 0 0 2 1

Creating 2D Animation - Drawing with basic shapes, Working in the timeline, Key frames, Basic animation, Tweens, Working with symbols, Set/Prop modeling, texturing, lighting, CG camera. Basics of 3D animation.

16FNA655 DIGITAL VIDEO COMPOSITING LAB. 0 0 2 1

Creating visual effects for films - Camera tracking and match moving, high dynamic range image making, image based lighting, and global illumination. Advanced materials, lighting, and rendering techniques. Multi-pass rendering and node based compositing. Film, video, and chroma-keying for 3D. Pre-visualization and pipeline planning techniques. 3D asset creation, photorealistic texturing, and asset management. Color correction, optical effects, and advanced compositing.

16FNA656 RESPONSIVE WEB DESIGNING LAB. 0 0 2 1

Responsive Websites templates based on various RWD concepts.

16FNA657 ADVANCED WEB DESIGNING 0 0 2 1

Table less web designing and authoring.

16FNA658 CREATIVE EXPRESSION IN REGIONAL LANGUAGES PRACTICE LAB. 0 0 2 1

Practice in journalistic writing in regional language.

16FNA659 E-LEARNING AND CONTENT AUTHORIZING LAB. 0 0 2 1

Making interactive e learning module using various authoring tools.

16FNA660 ART COMPOSITION PRACTICE LAB. 0 0 2 1

To provide hand-on experience to students in design work based on the principles of composition.

16FNA661 PRINCIPLES OF VISUAL DESIGN LAB. 0 0 2 1

To provide the students with an experiential learning environment which involves Praxis-oriented workshops, where they can apply the theory learned in the classroom and experience real projects with deadlines and limitations.

16FNA668 BASICS OF MOTION GRAPHICS LAB. 0 0 2 1

Familiarising different types of motion titles, basic motion titling and video-compositing techniques.

16FNA669 DOCUMENTARY FILM MAKING 0 0 2 1

Making a Short film of 3 minutes duration.

16FNA670 DRAMATICS 0 0 2 1

To develop a complex free personality capable of taking a holistic view of total acting process by building the course around our rich cultural heritage and aspirations of contemporary Indian society and classical works such as Bharat NatyaShastra. To provide Acting programme with valuable insight in application, concentration, self-discipline, voice and Body control, Imagination, Self-Discovery. This course emphasizes on building up sensitivity in the actors body so as to enable him to express the inner process instantaneously and effectively.