

**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, 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 Smrti - 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 painting is 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 give an awareness on India's contribution to science and technology.

**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.

### Unit 6

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.