

15AVP201 /	AMRITA VALUES PROGRAMME I/	1 0 0 1
15AVP211	AMRITA VALUES PROGRAMME II	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.

Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

Courses offered under the framework of Amrita Values Programmes I and II

Message from Amma's Life for the Modern World

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.

Lessons from the Ramayana

Introduction to 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 – Relevance of Ramayana for modern times.

Lessons from the Mahabharata

Introduction to 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 - Relevance of Mahabharata for modern times.

Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

Message of the 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 – Concept of Avatar - Relevance of Mahabharata for modern times.

Life and Message of Swami Vivekananda

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 from Swamiji's life.

Life and Teachings of Spiritual Masters India

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

Insights into 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.

Yoga and Meditation

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.

Kerala Mural Art and Painting

Mural painting is an offshoot of the devotional tradition of Kerala. 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. 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 when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Course on Organic Farming and Sustainability

Organic farming is emerging as an important segment of human sustainability and healthy life. Haritamritam' is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma's words "it is a big step in restoring the lost harmony of nature".

Benefits of Indian Medicinal Systems

Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is recognised as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

Traditional Fine Arts of India

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is 'Unity in Diversity' and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

Science of Worship in India

Indian mode of worship is unique among the world civilisations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

15CMJ101 CRITICAL ORIENTATION TO COMMUNICATION 4 0 0 4**Unit 1**

Introduction to Journalism/ Mass Communication. Overview of everyday communication (verbal, non-verbal). Defining types (intrapersonal, interpersonal group and mass) and functions of Communication. Orientation to logic, evidence and critical thinking in communication studies. Introduction to the criteria necessary to deliver individual and group presentations and analyse case studies related to topics learnt.

Unit 2

Analysis of media practices and media influence on individuals, organizations and social levels: Early theories of media effects - Magic Bullet, Propaganda, Agenda setting, Persuasion and Reinforcement, Semiotics, Encoding - decoding. Elements of media systems, global information flow.

Unit 3

Classification of media systems and critique: Four Theories of Press (Siebert), Authoritarian, Paternalistic, Commercial and Democratic (Williams), Democratic Participation model (McQuail), Blum's six models, Hallin and Mancini's three models, Yin and Gunaratne's Asian models of Press. Redefining context of media system analysis in new democracies: Political - Political Regime, Political Structure, Political parallelism, Political culture, freedom of speech.

Unit 4

Redefining context of media system analysis in new democracies: Cultural - Rational-secular values, self-expression, distance from power, individualism vs collectivism, masculinity vs. femininity.

Unit 5

Redefining context of media system analysis in new democracies: Media - State intervention - nationalization, privatization, development of media industry – formats, size, scope, consumption, access, commercial orientation, levels of independence in journalistic field and professionalization – autonomy, attitudes and values, regulations of freedom of press.

REFERENCES:

- Hallin, D. C. and Mancini, P. (2004) *Comparing Media Systems: Three Models of Media and Politics*, Cambridge University Press.
- Hallin, D. C. and Mancini, P. (2011) *Comparing Media Systems beyond the Western World*, Cambridge University Press.
- Duck, S. and McMahan, D.T. (2010) *Communication in Everyday Life*, Sage.
- Ivey, A. (2010) *Perfect Presentations: How You Can Master the Art of Successful Presenting*, Ventus Publishing.
- Mckenzie, R. (2007) *Comparing Media from Around the World*, Pearson Education India.
- Müller, L. (2014) *Comparing Mass Media in Established Democracies: Patterns of Media Performance*, Palgrave Macmillan.
- Robin L. N and Oliver, M. B (2009) *The SAGE Handbook of Media Processes and Effects*, Sage.
- Stephen W. L and, Foss, K.A (2010) *Theories of Human Communication. Tenth Edition*, Waveland Press.

15CMJ102**WRITING****1 1 2 3****Unit 1**

Writing for an audience: professionalism in writing – the difference between journal entry, interpersonal communication and writing for an audience. Getting ideas – brainstorming and clustering. Nuances of writing - thinking and writing process - approaches to translation.

Unit 2

Narrative Writing – Writing anecdotes - narrating an incident. Analyzing narrative non-fiction – examples from newspapers. Difference between fiction and non-fiction narratives.

Unit 3

Descriptive Writing – Descriptive anecdotes - examples from local and national newspapers. Setting a scene - covering an event.

Unit 4

Explanatory Writing – picture, object, story from local newspapers – examples of explanatory writing – writing about processes.

Unit 5

Developing arguments: logic and reason - basics of rhetoric. Appreciating literature – reviewing plays, short stories.

REFERENCES:

- Burack, S. K. (2000) *The Writer's Handbook 2001, Wisconsin: Kalmbach Publishing.*
 Flaherty, F. (2010) *The Elements of Story – Field notes on Nonfiction Writing, New York: Harpercollins. Macmillan Literature Series (1987) Appreciating Literature New York: Macmillan Publishing Company.*
 Raimes, R (2004) *Grammar Troublespots, London: Cambridge University Press.*
 Winkler, A. C and Mccuen – Metherell, J. R (2009) *Writing Talk: Writing Sentences and Paragraphs with Readings with NEW My Writing Lab, 5/E London: Longman Publishing.*

15CMJ103**WORLD HISTORY: KEY PERSPECTIVES****3 0 0 3****Unit 1**

Overview of world history, how modern is the nation, facts of history or modern myth? Explanatory Traditions in International Relations: Realism, Liberalism, and Social Constructivism, Theories of Strategic Interaction, International relations in an age of imperialism [1871-1918] - The scramble for Africa - Emergence of USA as a World War power - China and Japan as World Power - Alliance system in Europe - Colonial rule in India, International relations in an age of Uncertainty 1919-

33. The peace settlements of 1919-20 - Attempts to improve International relations - Problems in Europe 1919-33 - American Foreign policy.

Unit 2

International relations in an age of Extremism 1919-39 – Mussolini's Foreign policy - Civil War in Spain - Hitler's Foreign policy - The road to War - Cause and Consequences of World Wars I and II: 1st and 2nd World Wars as Total Wars: Societal implications; Emergence of two power; Third World and non-alignment; UNO and the global disputes, China and Japan in an age of development 1919-45 – Implications of the World war era in China - The Kuomintang and its aims - Support for Communism in China - Japan and military dictatorship during 1930 - Rapid development and Modernisation.

Unit 3

International Peace and Security, 1919-45 – The origin and aim of League of Nations - Organisation of League of Nations - Success and failure of the League Nations - origin and aim of the United Nations. International alliances and Institutions for relations - success or failure.

Unit 4

Post 1945 – Terrorism and warfare - The Cold War, Vietnam War, Islamic revolution, Israeli-Palestinian conflict, Great Recession, Arab Spring, Fukushima Disaster, The Emergence of Modern Southeast Asia, African Colonialism, India and its Foreign relation, Domestic politics and international conflict, Dealing with neighbouring countries, socio-economic problems (terrorism, economic sanctions, trade etc).

Unit 5

Brief overview of secularism in the context of traditional cultures in the developing world, interface of religion, secularism and gender, social movements in gender.

REFERENCES:

- Anderson. M. S. (2003) *The Ascendancy of Europe, London, UK, Longman.*
 Brogan H (2001) *The Penguin History of the USA, London, UK, Penguin.*
 Culpinic E and Henig R (1997), *Modern Europe 1870-1945, London, UK, Longman.*
 Duiker, W. J (2014) *Contemporary World History, Cengage Learning.*
 Laqueur, W and Rubin, B. (eds.) (2008). *The Israel-Arab Reader. New York: Penguin Books (7th, updated edition).*
 Levering, R. B. et al. (2002) *Debating the Origins of the Cold War: American and Russian Perspectives, (Lanham, M D, Rowman and Littlefield).*
 Morris, B (1991). *Righteous Victims: A History of the Zionist-Arab Conflict, 1881-1999. New York: Alfred A. Knopf.*
 Turse, N (2013). *Kill Anything that Moves: The Real American War in Vietnam. New York: Metropolitan Books.*

15CMJ110 CURRENT AFFAIRS ANALYSIS I 1 0 0 1

What makes news and what doesn't – The people who make news – The politics of news - Ethical news coverage – Indian and International films with relevance in the current context.

REFERENCES:

Newspapers: *The Hindu, The Times of India, The Indian Express, The Economic Times, The Guardian, The New York Times, The Wall Street Journal, The Independent.*

Magazines: *Outlook, India Today, Sportstar, TIME*

Television News: *CNN-IBN, NDTV 24 x 7, Times Now, BBC, CNN, Al Jazeera, Doordarshan.*

15CMJ111 COMMUNICATION THEORIES 4 0 0 4

Unit 1

Communication Theory - epistemological foundations. Analysis of the scientific, critical, and cultural questions at the foundation of theory-building in communication.

Unit 2

Mainstream approaches to theorizing communication. Research models developed out of the work of the various schools – Chicago School, Payne Fund studies, Columbia School and the Yale School.

Unit 3

Moving from mainstream to Critical Approaches - Frankfurt School (Critical Theory), Political Economy theories, Toronto School (Innis and McLuhan).

Unit 4

Annenberg School (Cultivation studies) and other cultural studies (historical, anthropological, literary and linguistic approaches), emergent digital culture.

Unit 5

Need for Asian Approaches to Communication. Pitfalls of ethnocentric paradigm, beyond ethnocentrism and euro centrism, culture bias in communication theory. Synthesis, consolidation, exploration, towards a culture-centric approach. Intercultural communication studies (Hofstede, Markus and Kitayama). Asian perspectives – Dissanayake.

REFERENCES:

Anderson, A. J. (1996) *Communication Theory: Epistemological Foundations*, Guilford Press,

McQuail, D. (2010) *McQuail's Mass Communication Theory*, Sage

Miller, K. (2002) *Communication Theories: Perspectives, Processes, and Contexts*, McGraw-Hill.

Rhonda H, Douglas K, Peter L (2009) *Media/cultural Studies: Critical Approaches*, Die Deutsche Bibliotheca

Rogers, E M. (1994) *A History of Communication Study: A Biographical Approach*, Free Press

15CMJ112 WRITING FOR MEDIA 2 1 2 4

Unit 1

Focus: Media Literacy: Media environment - changing media – multi-platform, multi-device and many-to-many communication. Types of media technologies – print, electronic, broadcast and internet. Media formats - journalism, advertising and PR. Writing for an audience - mass vs. demassified audience.

Unit 2

Focus: News analysis: Writing for Print – Story structure - headlines, taglines and photo captions. Analysis of topics covered in news – discussions on story angles and frames.

Unit 3

Focus: Lead analysis: The objective of a story lead – leads for different stories. Analyzing leads written in different newspapers – a comparison of national and international news leads.

Unit 4

Focus: Broadcast: Audio visual writing - Visualization exercises, incorporating sound in writing. The basics of script writing. Difference between print and broadcasting - recording news bulletins and comparing them with print articles - facts and opinion, stories with more than one angle. Recording TV and Radio interviews for comparison. News Readers lead - Voice-over for visuals - Reporter's Piece to Camera (PTC).

Unit 5

Focus: Web Blogs and participatory journalism – writing news blogs. Moblogs and mobile news. Writing for mobile news.

REFERENCES:

Grundy, B (2007) *So you want to be a Journalist?* New York: Cambridge University Press.

Musburger, R. B. (2013). *An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres*. Abingdon: Focal Press

Rich, C (2010) *Writing and Reporting News* Wadsworth series in Mass communication and Journalism: Wadsworth

Stovall, J (2014) *Writing for Mass Media* Knoxville: Pearson Education.

Thomson, R. (2010). *Writing for Broadcast Journalists*. New York: Routledge

15CMJ113 INDIAN CONSTITUTION AND MEDIA LAWS 3 0 0 3**Unit 1**

The legal system and courts. Sources of law. The Constitution. Fundamental Rights. Freedom of expression. Directive Principles. Constitutional provisions. Protecting national security and public order.

Discussion: Environment for freedom of the media in India.

Unit 2

Right to Information. Access to information laws and procedures. Protection of whistleblowers. Rules of court reporting. Contempt of court, sub-judice rules. Laws regulating blasphemy and hate speech. Intellectual Property Rights.

Discussion: Hate speech in modern liberal democracies.

Unit 3

Protection of social values. Obscenity and pornography. Violence and brutality. Protecting children. The law and professional standards relating to privacy. Law of defamation. Defenses and remedies. The Constitution over the years.

Discussion: Defamation case studies.

Unit 4

Comparative constitutional law: Province determined, different forms of the Constitutions: India, USA, UK, Canada and Australia The main features and overview of the major SAARC Constitutions: India, Pakistan, Bangladesh and Sri Lanka - General principal of federalism.

The foreign policy imperatives under the Constitutions of South Asian Nations.

Discussion: Salient features of constitutions across nations.

Unit 5

Global Media and International Law: Provisions for legislature reporting – Parliamentary privileges and media .Contempt of court - specified Press laws - laws of obscenity - IT & CT Legislatures – Cable TV Act 1995 - Media & working journalist public legislation.

The media and elections. Laws relating to the coverage of elections.

Discussion: Contempt of court-case studies.

REFERENCES:

Basu, D. D. (2010). *Law of the press. 5th edition. New Delhi: Jain Books.*

Basu, D. D. (2007). *Introduction to the Constitution of India. New Delhi: Wadhwa.*

Coliver, S. (Ed). (1992). *Striking a balance. Hate speech, freedom of expression and non-discrimination. London: Article 19*

Commonwealth Secretariat (2003). Freedom, association and assembly. Commonwealth Secretariat. Lichtenberg, J. (Ed.) (1990). Democracy and the Mass Media, A Collection of Essays. New York: Cambridge University Press.

Mendel, T. (2003). Freedom of information. A comparative legal survey. New Delhi: Unesco.

Palkhivala, N. (1999). We, the People: India –the largest democracy. New Delhi: Strand Book Stall.

Siochru, S.O. and Girard, B. (2002). Global Media Governance. Lanham, Md: Rowman & Littlefield Publishers.

Price, M. (2002). Media and Sovereignty: The Global Information Revolution and Its Challenge to State Power. Cambridge, Massachusetts: MIT Press.

Shaw, M. N. (2014). International Law, 7th Edition. U.K.: Cambridge University Press.

15CMJ120 CURRENT AFFAIRS ANALYSIS II 1 0 0 1

Role of various news organizations in the contemporary world – Analysis of various current national and international issues - Region specific news - Specialized topics like Politics, Business, Sports - Different forms of Media and their approach towards News: Print, Broadcast, Online.

REFERENCES:

Newspapers: The Hindu, The Times of India, The Indian Express, The Economic Times, The Guardian, The New York Times, The Wall Street Journal, The Independent

News Websites: www.bbc.com, www.livemint.com, abcnews.go.com, www.huffingtonpost.co.uk, www.thehoot.org

Magazines: Outlook, India Today, Sportstar, TIME

News Agencies: Reuters, AFP, AP, PTI, IANS

Radio News: AIR News, BBC World Service

Television News: CNN-IBN, NDTV 24 x 7, Times Now, BBC, CNN, Al Jazeera, Doordarshan.

15CMJ181 COMPUTER AND WEB APPLICATION 0 1 4 3**Unit 1**

History & structure of the internet - Introduction to Internet. Understanding Browsers - types of graphics and multimedia available - types of websites, good design vs. bad design. Usability, readability - loading time - color schemes - image choices, advertisements/ pop-ups.

Unit 2

Application software – Operating System (OS) Application (Windows, Linux, Apple) – Microsoft Office, Excel spreadsheets.

Unit 3

Adobe Illustrator - Draw basic shapes - Draw objects - Create vector images - Use blends, gradients, and patterns - Create symbols - Type Formatting - Add graphs.

Unit 4

Hyper Text Markup Language (HTML). HTML skeleton. HTML tags for text, links, lists. HTML tags (elements of tags - essential and common tags, html lists (un-ordered, ordered, nested). Creating links (to external sites, internal web pages, special types of links). Web standards for images (graphics). Simple layouts. Creating data tables.

Unit 5

Site map – creating and submitting sitemaps to search engines. Elements and principles of design – making a theme, navigation aids, bandwidth, simplicity and consistency, integrity and stability, accessibility, browser awareness, laws of usability, instructional designing:

REFERENCES:

- Ambrose, G. and Harris, P. (2011) *The Fundamentals of Typography*, A&C Black.
 Barksdale, E. Turner, S. (2005) *HTML Basics*, Course Technology.
 Botello, C. (2012) *Adobe Illustrator CS6 Revealed*, Cengage Learning.
 Damien, J. (2010) *Introduction to Computers and Application Software*. TCI
 James K. L., (2010) *The Internet: a User's Guide*, PHI Learning Pvt. Ltd
 Sklar, J. (2011) *Principles of Web Design: The Web Technologies Series*, Cengage Learning.

15CMJ185 WEB DESIGN AND DEVELOPMENT: LAB I 0 1 4 3

User Experience (UX) Design. Content Strategy. Digital Imaging. Information Graphics – file types, mixed media approaches.

Adobe family Introduction. Adobe Photoshop - Getting to Know the Work Area. Basic Photo Corrections. Working with Selections - Layer Basics. Correcting and Enhancing Digital Photographs. Masks and Channels. Typographic Design - Vector Drawing Techniques. Advanced Compositing. Painting. Working with 3D Images. Preparing Files for the Web - Producing and Printing Consistent Color. Consistency in typography, Compatibility for all screens.

Corel Graphics suite. Corel Draw – An overview, menus and tools. Drawing lines, shapes, inserting pictures, objects, tables, templates. Adding special effects.

Exporting drawings, outlining & filling objects. Working with Curves. Inserting symbols & Clip arts. Special effects.

Sonic Sound Forge. MIDI and Digital Audio. Recording and Playback. Basic Editing in Sound Forge. Applying the Processing Functions. Audio Effects in Sound Forge. Synthesis, Sampling, and Batch Processing.

User interface (UI) design - choosing interface elements (input control, navigational components, informational components, containers). Applications and best practices.

REFERENCES:

- Bouton, G. D. (2010) *CorelDRAW X5 The Official Guide*, McGraw Hill Professional.
 Dayley, B. (2012) *Adobe Photoshop CS6 Bible*, John Wiley & Sons.
 Garrett, J. J (2010) *The Elements of User Experience: User-Centered Design for the Web and Beyond (2nd Edition)*.
 Garrigus, S. R. (2010) *Sound Forge Power*, Firewall Media.
 Morville, P. and Rosenfeld, L. (1998) *Information Architecture for the World Wide Web: Designing Large-Scale Web Sites*, O'Reilley Media.
 Stone, D. Jarrett, C. Woodroffe, M. Minocha, S. (2005) *User Interface Design and Evaluation*, Morgan Kaufmann
 Unger, R. Chandler, C. (2012) *A Project Guide to UX Design*, New Riders.

15CMJ201 ADVERTISING AND COMMUNICATION 3 1 0 4**Unit 1**

Overview of the advertising industry: Role of Integrated marketing communication in the marketing mix. IMC perspectives. Significance of IMC in today's context.

An overview of the advertising profession: The advertising industry. Components of the advertising industry. Types of agencies, Integrated structure. Compensation.

Desired response and target audience. Rational, emotional and sensory stimuli in advertisements.

Screening of advertisements: To understand stimulus and response

Unit 2

The Audience: The consumer market segmentation. Demographics, psychographics, values and lifestyle. To understand the psychology behind consumer purchases and the process of buying decisions.

The Consumer Buying Process: Consumer behaviour. Motivations, perception and influences.

The consumer learning process. Purchase decisions. The buying system. Case study: To understand consume behaviour and purchase.

Unit 3

The concept of brands and branding. Product vs. brand. Brand positioning. Brand

Image. Brand personality. Brand perceptual mapping. Repositioning. Brand extensions. Types of extensions.

Brand identity and consistency. Brand identity prism. Global vs. local brands. Internet branding.

Discussion: Brand Identity prism for a national consumer brand and a service brand. Video case study: To demonstrate brand concepts, identity and consistency.

Unit 4

Digital advertising: Internet as part of the IMC mix. Significance of Internet advertising and interactive communication in sustaining brand image. Digital advertising formats and types. Online tools for advertising. Consumer motivations for using internet advertising.

Measuring digital advertising effectiveness: Eye-tracking studies. Web advertising metrics.

Creating digital advertisements. Interactive brand ideas.

Unit 5

IMC campaign planning: Situation analysis. Steps in creating the IMC campaign. Setting objectives. Communication vs. marketing objectives. Budgeting approaches. Creative brief.

Creative strategy and execution: Print, broadcast, outdoor, merchandising ideas and web advertising. Campaign continuity.

Media strategy: Market, environment, target audience, ad spends, message. Media planning and execution. Media options and media vehicles. Integrating media. Media complexity and audience fragmentation.

Evaluation: Advertising effectiveness and copy testing.

Project: Creative campaign for a brand including print, broadcast, outdoor, retail and web.

REFERENCES:

- Arens, W. F. (2006). *Contemporary Advertising*. New Delhi: Tata McGraw Hill.
- Belch, G. E. & Belch, M. E. (2004). *Advertising & Promotion - An IMC Perspective*. New Delhi: Tata McGraw Hill.
- Hackley, C. (2010). *Advertising & Promotion - An Integrated marketing communications approach*. New Delhi: Sage.
- Kapferer, J. N. (2008). *The New Strategic Brand Management*. London: Kogan Page.
- Miller, M (2010). *Ultimate Web Marketing Guide*, Que Publishing.
- Ogilvy, D. (1985). *Ogilvy on Advertising*. New York: Vintage Books.
- Sengupta, S (2005). *Brand Positioning*. New Delhi: Tata McGraw Hill.
- Shah & D'Souza. (2009). *Advertising & Promotions - An IMC perspective*, New Delhi: Tata McGraw Hill.

Strauss, J. and Frost, R. (2012). *E-Marketing*, New Jersey: Prentice Hall.

Valladares, June A: *The Craft of Copywriting*, New Delhi, Response Books, 2000.

Web References:

www.agencyfaqs.com

www.campaignindia.in

Newspaper References:

Economic times - Brand Equity

Business line: Catalyst

Financial Express: Brand Wagon.

15CMJ202 DIGITAL PHOTOGRAPHY AND VIDEOGRAPHY 1 0 4 3

Unit 1

Scope and nature of photography: How photography works, Picture structuring, the roles photographs play, changing attitudes towards photography, personal styles and approaches. Exposure to digital camera and DSLR. Photo Communication.

Unit 2

Controlling the image: Aperture and f-number, depth of field, depth of focus, structuring pictures through the camera. Exploring the image. The art of colour and design.

Unit 3

Organizing the picture: Noticing subject picture, Framing and Composition, Trends in Photography and Videography. Photo editing and Video editing Techniques. Aesthetics of the frame. Aspects ratios and associated aesthetic.

Unit 4

Videography: Know your camera: Characteristics and functions of TV camera, Camera support and movements. Shots: Different types of shots, Elements of shot – frame composition basics – shooting for continuity – crossing the line. Covering news bulletins.

Unit 5

Lighting: Basics of lighting, Importance of lighting, lighting sources, three-point lighting, shooting in daylight, lighting for indoors. Types of light. Quality. Understanding the LED light from color temp perspective.

Editing: Need for editing, editing principles, audio and video transitions, editing for continuity.

Editing exercises in stages. From simple cut to cut continuity to rhythm and timing.

REFERENCES:

Herbert. (2000). *Television Production*, Delhi: Wadsworth.

Langford. (2000). *Basic Photography*, London: Focal Press.

Millerson, G. (1990). *The Technique of Television Production*. New Delhi: Focal Press.
Millerson, G. (1998). *Basic Lighting Techniques*, New Delhi: Focal Press.

15CMJ203 REPORTING AND EDITING 1 1 4 4

Unit 1

News Worthiness: What's News?, Definitions of News, Changing concepts of News, Hard News and Soft news, Types of News stories, News Values.

Unit 2

Introduction to Reporting: Nose for News, Curiosity and Story Ideas, Sources of Information - Human Sources and Online Sources, Beat Reporting, Interviewing, Speeches, Conferences and Meetings.

Unit 3

Introduction to News Writing: Storytelling in News, Accuracy, Objectivity and Fairness, The Basic News Story, The 5 Ws and H.

Unit 4

The News Story Structure, The Inverted Pyramid for Hard News, Leads for Hard News.

Unit 5

Editing: Introduction to News Editing: What Editors do; Style and Mechanical Mistakes; Editing for Grammar and Editing for Style

REFERENCES:

Brady, J. J. (2004) *The Interviewer's Handbook: A Guerilla Guide (Techniques & Tactics for Reporters & Writers)*. Waukesha, WI: Kalmach.
Butcher, J. Drake, C. and Leach, M. (2006) *Butcher's Copy Editing: The Cambridge Handbook for Editors, Copy-Editors and Proofreaders* New York: Cambridge University Press.
Hakemulder, J. R. and De Jonge, F. (2002) *News Reporting and Editing New Delhi: Anmol Publications*.
Rich, C (2010) *Writing and Reporting News Wadsworth series in Mass communication and Journalism: Wadsworth*.
Rosenauer I, Kenneth (2005) *Storycrafting*, New Delhi: Surjeet Publications.
Mencher, M (2003) *News Reporting and Writing*, Boston: McGraw Hill, 2003.

15CMJ204 JOURNALISM ETHICS 4 0 0 4

Unit 1

Introduction to journalism ethics: Normative and descriptive ethics. Deontological and teleological theories. Critical thinking and decision making. Personal ethics and group ethics; Consequences of personal choices – moral judgment.

Media and Democracy: The Indian Context – pre independent and post colonial press. Evolution of the concept of the Fourth Estate: Educative and representative ideals. Objectivity and Watch Dog press. Freedom of Press: The Asian context. Biases in media and imbalance of news flow: World perspective.

Unit 2

Indian Press Council and Codes: Constitution of Press Council, Press Commission, Objectives and functions of the Press Council, Press Council Act 1965, 1978, Norms of Journalistic Conduct, Complaints Procedure. Broadcasting Code for Indian Television, Code of Ethics and broadcast standards, News Broadcasters Association, Broadcasting Content Complaints Council. Advertising Standards Council of India, Editors Guild. Public broadcasting vs private channels.

Unit 3

Ethical Concerns: Right to privacy: Invasion of privacy, Sensitivity, Caution against identification, Recording interviews and phone conversations, Intrusion through photography, Hospitals, Children, Listening devices. Discussion: Right to Privacy - Press Council India, Press Complaints Commission UK, Sri Lankan Press Council, Pakistan Codes - On Privacy.

Obligation to truth. Accuracy and Objectivity. Fairness and Balance. Plagiarism. Conflicting Interests. Sources - Reliability of Sources, Story's Credibility, Types of Sources, Attribution of Sources. Minimizing Harm. Trust & Confidentiality - Confidentiality of Sources, Protection of sources.

Unit 4

Ethics for different types of Reporting: Gender and Political Corruption.

Investigative Reporting: Norms and parameters, Investigation reports, Mechanics-print and broadcast, Reports and sources - Disclosure, Confidentiality of Sources, Protection of Sources, Search & Seizure. Importance of Investigative Journalism and Role of Ethics.

Press Council, PCC, AINEC on Investigative Journalism.
Case studies in Investigative Reporting.

Unit 5

Media Ethics in a Global Context: International Codes.

International Federation of Journalists. Society of Professional Journalists' Code (US). Press Complaints Commission (UK) & Code of Practice. APME Code of Ethics. FIEJ Code 1981 (WAN). Sri Lankan Press Council Code of Ethics. South Asian Codes.

Digital Media Ethics: Changing definitions of journalism and ethics - Issues in the Internet age.

Conflict reporting and disaster coverage: Reporting ethnic violence, Covering communal disputes, Violence not to be glorified, Conflicting Interests. Reporting on Natural calamities and tragedy, Picture power.

REFERENCES:

Allan, S. (Ed.) (2010). *The Routledge Companion to News and Journalism*. New York: Routledge.
 Jacquette, D. (2007). *Journalism Ethics: Moral Responsibility in the Media*. Pearson Education.
 Pavlik, J. (2008). *Media in the digital age*. New York: Columbia University Press.
 Plaisance, P. L. (2009). *Media Ethics: Key principles for responsible practice*, New Delhi: Sage.
 Rosenstiel, T and Mitchell. A. (Eds.) (2003). *Thinking clearly: Cases in Journalistic Decision Making*. New York: Columbia University Press.
 Sanders, K. (2003). *Ethics and Journalism*. New Delhi: Sage.

Web References:

<http://presscouncil.nic.in>
<http://mib.nic.in/Codes%20Guidelines%20%20%20Policies.aspx>
http://www.nbanewdelhi.com/pdf/final/NBA_code-of-ethics_english.pdf
<http://www.ibfindia.com>

15CMJ210 CURRENT AFFAIRS ANALYSIS III 1 0 0 1

News analysis across three different dailies - News of Conflicts and Public affairs – Comparative analysis of Indian and International news content – Critical views on News and News based programs - Ethical news coverage across different cultural spheres.

REFERENCES:

Newspapers: *The Hindu, The Times of India, The Indian Express, The Economic Times, The Guardian, The New York Times, The Wall Street Journal, The Independent*.
 News Websites: www.bbc.com, www.livemint.com, abcnews.go.com, www.huffingtonpost.co.uk, www.thehoot.org
 News Agencies: Reuters, AFP, AP, PTI, IANS
 Magazines: Outlook, India Today, Sportstar, TIME
 Radio News: AIR News, BBC World Service
 Television News: CNN-IBN, NDTV 24 x7, Times Now, BBC, CNN, Al Jazeera, Doordarshan.

15CMJ211 BEAT REPORTING AND EDITING 1 1 6 4**Unit 1**

Different Beats: Education, Healthcare, Crime, Politics, Courts, Science, Public administration, arts, culture, films, fashion.

Unit 2

Developing Contacts, Sources. Using Internet, Research Studies and Reports.

Unit 3

Interviews: Basics of Interviewing, Getting most of Interviews, Interviewing for news, profile and theme interviews.

Unit 4

Introduction to Feature Writing: Techniques of Feature Writing, Newspaper and Magazine Features.

Unit 5

Editing: Editing for clarity, concepts, story angles, conciseness.

REFERENCES:

Brady, John Joseph (2004) *The Interviewer's Handbook: A Guerilla Guide (Techniques & Tactics for Reporters & Writers)*. Waukesha, WI: Kalmach.
 Butcher, Judith, Drake C and Leach, M (2006) *Butcher's Copy Editing: The Cambridge Handbook for Editors, Copy-Editors and Proofreaders* New York: Cambridge University Press.
 Hakemulder, Jan R and De Jonge Fay (2002) *AC News Reporting and Editing* New Delhi: Anmol Publications.
 Mencher, M (2003) *News Reporting and Writing*, Boston: McGraw Hill, 2003
 Pape, S (2006) *Feature Writing A Practical Introduction* UK: Sage Publication
 Rich, C (2010) *Writing and Reporting News* Wadsworth series in Mass communication and Journalism: Wadsworth.
 Rosenauer I, Kenneth (2005) *Storycrafting*, New Delhi: Surjeet Publications.
 Stein, M. L, Paterno, S and Burnett, R. C (2006) *News Writer's Handbook: An Introduction to Journalism*, Oxford, U.K: Blackwell Publishing.

15CMJ212 BROADCAST JOURNALISM: RADIO AND TELEVISION 2 0 4 4**Unit 1**

What is 'News' in television and radio? – A brief history of news broadcasting - Proximity, Relevance, Immediacy, Interest, Drama, Entertainment, Different type of news. News Sources. News Values – Conditions for news, Audience perceptions of news, Evolutionary perspectives. Sociological and cultural accounts of news values. Understanding the news frame. The anchor vs. text.

Unit 2

Getting the story: Newsroom conference, Copy tasting, Balance of news, Visuals and actuality, the brief, the angle, Chasing the contact, Staged news conference, Beating the clock and Work to sequence.

Unit 3

Writing for Radio and Television: Conversational writing – telling the story, writing for a mass audience, no second chance, confusing clauses, inverted sentences, plain English, familiar words, easy listening, accurate, keep it concrete, make it interesting, contractions and rhythm. News writing – The news angle, multi-angled stories, hard news formula, placing key words, feature openers, developing the story, signposting, last line, last word and accuracy. Broadcast Style Book – Clichés, journalese, hyperbole, adjectives, quotations, attribution, contentious statements, immediacy, active, positive, redundancies, repetition, homonyms, singular or plural?, pronouns, punctuation, spelling, abbreviations, figures, proof reading and ambiguity.

Unit 4

Interviewing: The interviewer's skill, Different types of interview. Various journalistic approaches to broadcast interviewing. The interviewee and interviewer framing. Framing the shot for interviews.

Unit 5

Setting up the interview: Background, A plan of campaign, get your facts right, fit the brief, check arrangements, approach, body language, the questions, taking notes, winding up the interview and being interviewed yourself.

REFERENCES:

- Barnas and White (2013). *Broadcast News Writing, Reporting and Producing*, UK: Elsevier.
 Boyd (2001). *Broadcast Journalism Techniques*, Oxford: Focal Press.
 Brighton, Foy (2007). *News Values*, London: Sage.
 Harris (1991). *Basic Editing: A Practical Course*. UK: Publishing Training Centre.
 Hesketh and Yorke (1993). *An Introduction to ENG, USA: Focal Press*.
 Ivor Yorke (1990). *Basic TV Reporting*, Oxford: Focal Press.
 Ivor Yorke (1987). *The Technique of Television News*, Oxford: Focal Press.
 McLeish (1999). *Radio Production*, Burlington: Focal Press.
 Millerson (1993). *Effective TV Production, 3rd edition*, Oxford: Focal Press.
 Taylor (1991). *A-Z of Radio Production, BBC Radio Training*.

15CMJ213**CORPORATE BRANDING AND
EVENT MANAGEMENT****2 1 0 3****Unit 1**

Introduction. Defining Corporate communication. Corporate communication in contemporary organisations. Conceptual foundations. Stakeholder management and communication. Stakeholder communication. Stakeholder salience model. The power-interest matrix.

Writing for the media.

Unit 2

Corporate branding and reputation. Aligning identity, image and reputation.

Media relations. Internal communication. Crisis communication. Crisis type matrix.

Public affairs. New developments: CSR and community relations. The Birkigt and Stadler model of corporate identity.

Case discussion: Crisis communication.

Unit 3

Corporate communication strategy: Message. Strategic planning and campaign management. Analysis. Communication objectives. Timescales. Resources. Identify and prioritize target audiences. Tactics. Themed messages. Develop media strategy.

Budgeting. Evaluation and review Contingency plan. Measuring effectiveness of corporate communication campaign.

Case-study discussion Corporate communication strategy: MNCs.

Unit 4

Event sponsorship: Sponsorship marketing: Cross promotions. Sports sponsorship. Trade shows. Entertainment. Branding entertainment. Spin-off merchandising. Cross media, Costs, horizontal marketing.

Key elements of event management: Role of event management in sustaining brand image and identity. Event design. Event process. Event planning. Typologies of events.

Unit 5

Events production. Equipment design. Lights . Venues. Event Control: Information system. Event practice. Sweat the details. Legal guidelines.

Event scheduling checklist. During the event: Event logistics. Audience management. Operational tasks. Media Coverage. Crisis management.

After the event.

REFERENCES:

- Allen, J. (2009). *Event planning ethics and etiquette*. John Wiley & Sons.
 Bowdin, G. et al (2006). *Events management, Great Britain: Elsevier Ltd*.
 Dolphin, R. R. (1999). *Fundamentals of corporate communications*. Oxford: Butterworth-Heinemann.
 Goodman, M. B. (1994). *Corporate communication: Theory and practice*. USA: State University of New York Press.
 Joep, C. (2011). *Corporate communication: A guide to theory and practice*. 3rd edition. New Delhi: Sage.

Kilkenny, S. (2006). *The complete guide to successful event planning*. Florida: Atlantic Publishing Group.
 Razaq, R, Walters, P & Rashid, T (2009). *Events management: An integrated practical approach*.
 New Delhi: Sage Publications.

15CMJ214 MULTIMEDIA STORYTELLING 2 1 0 3

Unit 1

History of Internet and digital revolution. Emerging news forms in multimedia environment. Convergence. Diffusion. Online news media types and sources (Deuze). Social news marketing. Impact on journalism - local story examples. Values of Journalism applied to new media.

Unit 2

Hypertextuality, interactivity and multimediality – effects on journalistic storytelling. Digital storytelling – how is it changing? Tools, steps, anatomy of a story, Freytag triangle, point of view and process, taxonomies and narrative forms. Visual approaches. Story styles. Static vs. dynamic stories. Approaches to scripting, storyboard. Digitizing multimedia story elements.

Unit 3

Newsgathering. Reporting for multimedia stories. Planning and evaluating the story. matching stories to audience, lean-back vs lean forward audiences, monitoring, open sourcing vs. crowd sourcing, content aggregation. citizen journalism, modes of citizen connection, rules of writing for screen and editing for the web, multimedia storytelling for PR, mobile storytelling, immersive narratives – gaming.

Unit 4

Common approaches and elements found in engaging multimedia news stories, Accessibility, user experience – interface and navigation, elements of navigation – removing redundancy and lowering reaction time, navigation types, segmentation models, audience decoding.

Unit 5

Web Design. Readability tools to improve content. Colour cues. Storytelling as a branding tool for consistent communication. Social media era. Search Engine Optimization (SEO) and Social Media Optimization (SMO). Website analytics. Information architecture and usability issues. Comparison between foreign and local news web sites. Multimedia ethics. Plagiarism and copyright.

REFERENCES:

Alexander, B (2011) *The New Digital Storytelling: Creating narratives with New Media*, Preager Publishers.
 Bull, A. (2010) *Multimedia Journalism: A Practical Guide*, Routledge

Deborah, P. and Deborah, H. W. (2014) *Advancing the Story: Journalism in a Multimedia World*, CQ Press.
 Hartley, J. and McWilliam, K. (2009) *Story Circle: Digital Storytelling around the World*, John Wiley & Sons.
 Miller, C. H. (2008) *Digital Storytelling: A Creator's Guide to Interactive Entertainment*, Taylor and Francis.
 Silvia, A. and Tony, S (2011) *Power Performance: Multimedia Storytelling for Journalism and Public Relations*, John Wiley & Sons.

Web References:

Interactive Narratives - <http://www.interactivenarratives.org>
New York Times - <http://www.nytimes.com/newsgraphics/2013/12/30/year-in-interactive-storytelling>
Poynter - <http://www.poynter.org>
Reuters Institute for the Study of Journalism - <http://reutersinstitute.politics.ox.ac.uk>
Telling Digital Stories - <http://www.tellingdigitalstories.com>

15CMJ215 MEDIA, TECHNOLOGY AND SOCIETY 3 0 0 3

Unit 1

Media Technologies: Communication technologies. Historical developments and media. Social change. Globalization.

Unit 2

Media ownership and Finance: Media economics and advertising. News, entertainment and educational content.

Unit 3

Media and Diversity: Stereotypes. feminist movements - Religion, race and caste. Moral panic. Culture jamming. McDonaldization/ homogenization.

Unit 4

Media and Influence I: the concept of mediated society. The influencer and the influenced. Marxist, liberal and socialist perspectives that have affected media. Media activism. Media myths and meta narratives.

Unit 5

Media and Influence II: Post modern thought. Simulacra and simulation. Historiographic approaches to communication technology – Whig theory. Media organizations and coverage of development issues.

REFERENCES:

Albarran, A. B. (ed) (2006) *Handbook of Media Management and Economics*, Lawrence Erlbaum Associates.
 Allen, S. (ed) (2010) *The Routledge Companion to News and Journalism*, Routledge Taylor and Francis Group

Devereux, E. (2007) *Media Studies*. Sage Publications,
 Hesmondhalgh, D. and Toynbee, J. (ed) (2008) *The Media and Social theory*, Routledge, Taylor
 and Francis
 More, R (2005). *Popular Culture*. Boca Raton, FL: Florida Atlantic University.

15CMJ216 POLITICAL COMMUNICATION 3 0 0 3

Unit 1

A Theory of Media Politics: How the interests of Politicians, Journalists, and Citizens Shape the News. Production processes, contents, effects. Political marketing. Theories and Approaches to Political Communication. Habermas's Public Sphere. The Schematic Model of Political Communications. Social and party alignments. Theoretical diversity. Comparative socio-political perspective of world politics through media. Sustaining Indian Democracy. Nationalism and Secularism conflict. Caste hegemony and socio-political movements.

Unit 2

Political messages. Rhetoric (video screenings of speeches and analysis). Political advertising. Effects of political campaign communication and debates. Political communication in Asia: challenges and opportunities. The terrain of political communication in India. Communication and the citizen – function, structure and critical approaches.

Unit 3

News Media Coverage of Politics. Political Issues. Political Institutions. Polarization and contentious politics. Contemporary Global Concerns: Democracy, human rights, environment, gender justice, terrorism, nuclear proliferation. India and the Nuclear Question: Changing perceptions and policy.

Unit 4

Political Communication and Public Opinion. Spiral of Silence. Information processing. Deliberation & civic engagement. Information politics & issue advocacy. Women as political communication. Sources and audiences.

Unit 5

Political Communication in Post Modern Democracy. Mediatization and decentralization. The Internet and political/media environment. Structural opportunities and obstacles. Access and digital divide. Political websites. Mobilization and reinforcement. New forms of citizenship, Gennext and traditional media patterns. Information credibility.

REFERENCES:

Bennett, W. L. and Enteman, R. (Eds) (2001) *Mediated Politics: Communication in the Future of Democracy*, Cambridge University Press.

Brants, K and Voltmer, K (Eds) (2011) *Political Communication in Postmodern Democracy: Challenging the Primacy of Politics*, Palgrave MacMillan.
 Esser, F. and Pfetsch, B. (Eds) (2004) *Comparing Political Communications*, New York, Cambridge University Press.
 Graber, D. (Ed) (2007) *Media Power in Politics*, 6th edn, CQ Press.
 Habermas, J (1991). *The Structural Transformation of the Public Sphere: An Inquiry into a category of Bourgeois Society*. (T. Burger, Trans.) MIT Press.
 Kaid, L. (Ed.). (2004). *The Handbook of Political Communication Research*. Mahwah, NJ: Lawrence Erlbaum Associates, available for free download at https://www.academia.edu/1573163/Handbook_of_Political_Communication_Research
 Kevin T. L and Craig, J. (2009) *Handbook of Politics: State and Society in Global Perspective*, Springer Science & Business Media.

McNair, B. (2007) *An Introduction to Political Communications*, London: Routledge

Web References:

<http://www.politicalcommunication.co.uk>

<http://journalistsresource.org>

DNA India- <http://www.dnaindia.com/india>

15CMJ220 CURRENT AFFAIRS ANALYSIS IV 1 0 0 1

Indian economic and political situation - Personalities and Media Coverage - Online News analysis – Comparing and contrasting regional and national coverage of Sports – Emerging trends in sensationalizing news.

REFERENCES:

Newspapers: *The Hindu*, *The Times of India*, *The Indian Express*, *The Economic Times*, *The Guardian*, *The New York Times*, *The Wall Street Journal*, *The Independent*.

News Websites: www.bbc.com, www.livemint.com, abcnews.go.com, www.huffingtonpost.co.uk, www.thehoot.org.

News Agencies: Reuters, AFP, AP, PTI, IANS

Magazines: *Outlook*, *India Today*, *Sportstar*, *TIME*

Radio News: *AIR News*, *BBC World Service*

Television News: *CNN-IBN*, *NDTV 24 x7*, *Times Now*, *BBC*, *CNN*, *Al Jazeera*, *Doordarshan*.

15CMJ281 WEB DESIGN AND DEVELOPMENT LAB. II 0 1 4 3

Adobe FLASH. Creating & Managing Content. Managing Website Content. Timeline. Motion preset. Animation Techniques.

Action Script and Behaviors. Using sound and video in websites.

Adobe Fireworks - Navigate Fireworks. Import pages and images. Work with layers. Pages. Editing bitmap images. Creating and editing vector images. Using

bitmap and vector masks. Adding styles and applying effects. Using slices and hotspots to create animation and interactivity. Using and creating symbols. Creating an interactive prototype.

Java Script in Web level basic.

Introduction to Storyboarding. Overview of its relevance to different fields. History of Storyboarding. Types of shots. Camera moves. Layer Moves in StoryboardPro.

REFERENCES:

- Freeman, E. T., Robson, E. (2014), *Head First JavaScript Programming*, O'Reilly & Associates Incorporated.
 Gerantabee, F. (2012) *Adobe Flash Professional CS6 Digital Classroom*, AGI Creative Team.
 Hart, J. (1999) *The Art of the Storyboard*, Focal Press.
 Philip, C. (2010) *Adobe Flash Animation: Creative Storytelling for the Web and TV* Jones & Bartlett Publishers.
 Smith, J. Osborn, J. (2012) *Adobe Creative Suite 6 Design and Web Premium Digital Classroom*, AGI Creative Team.

15CMJ285 WEB APPLICATION ARCHITECTURES LAB. 0 1 4 3

Dreamweaver:

Introduction to Web Pages. Introduction to Dreamweaver. Creating Web Pages. Introduction to Cascading Style Sheets (CSS). Links. Images. Tables. Forms.

Dynamic Web Sites. Adding Dynamic data to Web Pages.

Web pages utilizing - Hypertext Mark up Language (HTML). CSS. Site planning - page layout, navigation - file management, cross-browser compatibility. semantic mark up strategies highly usable-standards based web sites - form styling and the CSS.

Open source web-based content management systems. Word Press, Joomla, and Drupal. To create dynamic and flexible websites and landing pages.

Search Engine Optimization (SEO) and Social Media optimization (SMO) tools, tactics and applications. Website crawling, indexing and ranking, bringing traffic to sites, keyword search, ON-Page – density, frequency and content check, meta tag creation.

REFERENCES:

- Blankson, S. (2008) *Search Engine Optimization (SEO): How to Optimize Your Website for Internet Engines: Google, Yahoo!, Msn Live, Aol, Ask, Altavista, Fast, Gigablast, Snap, Looksmart and More*, Lulu.com
 Fuller, M.H. (2000) *A Step by Step Wordpress Tutorial for Beginners*, Mati H Fuller
 Marriott, J. Waring, E. (2012) *The Official Joomla! Addison-Wesley*.

Osborn, J. (2012), *Adobe Dreamweaver CS6 Digital Classroom*, AGI Creative Team

Powell (2012) *HTML and CSS: the Complete Reference, Fifth Edition*, Tata McGraw-Hill Education

Sabin, L. W. (2014) *Word Press for Dummies*, John Wiley & Sons.

15CMJ301 APPROACHES TO MEDIA AND COMMUNICATION RESEARCH 4 0 0 4

Unit 1

Introduction: The Research Process overview. Types of research (Pure, Applied, Descriptive, Exploratory, Explanatory, Experimental). Ethics in research. Research approaches in practice: Research in various fields: print, electronic, advertising, film, Internet. Integrating theory and research. Relevance of research in media studies.

Writing practice: case study and examples.

Unit 2

Elements of Research: Concepts and constructs. Variables. Levels of measurement.

Stages of Research: Identifying the research problem. Literature survey and review. Types of information and sources. Writing the review report. Framing the research questions, Setting objectives, constructing hypothesis.

Writing practice: Research proposal and Bibliography,

Unit 3

Research Methods: Quantitative vs Qualitative. Quantitative methods: Survey, Content analysis, Qualitative approach: Focus Group, Field Observation, In-depth Interviews, Case Study, and Critical Content Analysis.

Writing practice: Designing questionnaires and schedules.

Unit 4

Sampling: Basic concepts - Population, sample, sampling frame, a representative sample, sampling error, sampling bias. Validity: internal, external; Reliability. Sampling procedures: Probability & Non-Probability samples; sample size.

Writing Practice: Planning, and presenting a research design.

Unit 5

Data Analysis: Descriptive statistics; parametric and non-parametric statistics. Data distribution; hypothesis testing; chi-square test, t-test. Introduction to SPSS and its application. Qualitative Data Analysis: Conceptualization, Coding, and Categorizing, Thematic Analysis.

Examining Relationships and Displaying Data, Authenticating Conclusions.

Writing practice: Research Report.

REFERENCES:

- Bell, J. (1999). *Doing Your Research Project*, New Delhi: Viva Books Pvt. Ltd.
- Berger, A. A. (2005). *Media Analysis Techniques. (Third Edition)*. California: Sage.
- Hansen, A. et al. (2004). *Mass Communication Research Methods*. London: Macmillan Press Ltd.
- Jensen, K. B. (2002): *Hand book of media and communication research – Qualitative and Quantitative Research Methods*, London: Routledge.
- Krippendorff, K. (2004): *Content Analysis - An Introduction to its Methodology*, London: Sage Publications.
- Lindolf, T. R. (1995). *Qualitative Communication Research Methods*. California: Sage Publications
- Burney, D. H., White, T. L. (2007). *Research Methods*, New Delhi: Thomson Wadsworth.
- McQuail, D., Golding, P. and Bens, Els de. (2005). *Communication Theory and Research*, London: Sage Publications.
- Murthy, D V R. (Ed.) (2008). *Media Research: Themes and Applications*. New Delhi: Kanishka.
- Wimmer, D. & Dominick, J. R (2007): *Mass Media Research: An Introduction*, USA: Thomson Wadsworth

15CMJ302 IN-DEPTH JOURNALISM AND EDITING 1 1 6 4**Unit 1**

Going beyond the surface facts, retrieving background information, interpretation and analysis.

Unit 2

Choosing topics: Using the library, internet and research studies.

Unit 3

Writing leads differently: Going beyond the inverted pyramid.

Unit 4

Editing: Relevance of stylebook. Editing for consistency, accuracy and structure.

Unit 5

Profile Interviews.

REFERENCES:

- Houston, Brant, and Len Bruzzese, Steve Weinberg. (2002). *The Investigative Reporter's Handbook – A Guide to Documents, Databases and Techniques*. 4th Ed. Boston: Bedford/St. Martin's.
- Houston, Brant. (2004). *Computer-Assisted Reporting: A Practical Guide*. 3rd Ed. Boston: Bedford/St. Martin's.
- Huckerby, Martin. (2005) *The Net for Journalists: A Practical Guide to the Internet for Journalists in Developing Countries*. UNESCO/Thomson Foundation/ Commonwealth Broadcasting Association.

Hakemulder, Jan R and De Jonge Fay A C (2002) *News Reporting and Editing New Delhi: Anmol Publications*.

Iorio, Sharon (Ed.). (2004). *Qualitative Research in Journalism: Taking it to the Streets*. Mahwah: NJ: Lawrence Erlbaum.

Kovach, Bill and Tom Rosenstiel. (2001). *The Elements of Journalism: What Newspeople Should Know and The Public Should Expect*. New York: Three Rivers Press.

Meyer, Philip. (2002). *Precision Journalism: A Reporter's Introduction to Social Science Methods*. 4th Ed. Lanham, MD: Rowman and Littlefield.

15CMJ303 SOCIOLOGY OF MEDIA COVERAGE 3 0 0 3**Unit 1**

Sociological perspective of media. Development of social thinking. Contemporary theoretical perspectives (functional, conflict, symbolic, interactionist, postmodern). Socialization agents (family, school, peer groups, mass media). Social construction of news coverage.

Unit 2

Media, social groups and social control. Social structure and interaction. Media's social construction of: stability and change (Durkheim and Tonnie's). Social construction of reality. Conflict perspectives- deviance and crime.

Unit 3

Media coverage of social inequality: systems of stratification (poverty, class, caste, race, education, ethnicity, prejudice, social tensions, attitudes, disability, gender stereotypes, feminism, power relations, land reforms, health, substance abuse, urban and rural life).

Unit 4

Media coverage of social change: development planning. Mixed economy. Migration. Tribal livelihood. Working class (structure, growth and class mobilization). Social movements (environment, identity).

Unit 5

Media coverage of challenges of social transformation. Crisis of development, environment and sustainability. Violence against women. Media bias (?) in coverage of abortion, homelessness, religious environment, LGBT rights, nuclear energy, economic policies, corruption.

REFERENCES:

- Atal, Y. (2009). *Sociology and Social Anthropology in India*, ICSSR, Repro India Limited.
- Earl, J S., and Rohlinger, D (eds) (2012) *Media, Movements, and Political Change*, Emerald Group Publishing.

Herman, E and S, Chomsky, N. (2008) *Manufacturing Consent: The Political Economy of the Mass Media*, Bodley Head.

Kerby, M, Kidd, W, Koubel, F, et al. (Eds) (2000) *Sociology in Perspective*, Heinemann Educational Publishers.

Sen, A. (1995) *Inequality Reexamined*, Harvard University Press.

Steve, M, Bruce, C, Catherine, L. W. (eds) (2013) *Being Sociological*, Palgrave McMillan.

15CMJ304 PROGRAMME PRODUCTION IN RADIO AND TELEVISION 1 1 6 4

Unit 1

From 2-minute headlines to 24-hour news: The bulletin, News programmes, V'arit'e, 24-hour news, Who does What in Radio and Television, Contemporary trends in news programmes. Item selection and order: 'A fair picture . . .' Second thoughts, Item order, Local considerations, Foreign coverage, Producing a Running Order, Fieldwork.

Unit 2

Putting the show together: Winning an audience – the openers, Keeping an audience – headlines and promotions, Actuality, Pictures, Graphics, Programme balance – being all things to all people, Nightly News, And now the good news? Making the programme fit: Cutting, Filling, Backtiming. Deadlines – Timing is more than meeting deadlines, Media calendar.

Unit 3

Presenting the News - News anchors and presenters: The talent, Qualities of a newscaster, Women newscasters, More than just a newsreader. Professionalism, Voice - Ôn-air: Performance, Presence, Getting through to the audience – rapport, Know your material, Ad-libs.

The gate. Practice exercises for anchoring. Live on location. News reading. Documentary.

Unit 4

The News Studio - Standby for transmission: The set, Control room – The equipment.

Recording: Principles of recording, Using portable sound recorders, Before the interview.

Unit 5

Editing: 'You can't see the join', Unethical editing, Digital audio editing, Multi-tracking, Analogue editing - Mixing, Types of fade - The studio today and radio tomorrow: On-air studio, Talks studio, The contributions studio, Remote studios, Radio car, Outside broadcast vehicle – Set up, Live transmission and streaming, Technical flexibility and adaptability. Event coverage & Sports Action. Portable telephones, Telephone reports, Obscenity button, Tomorrow today.

REFERENCES:

Boyd. (2001). *Broadcast Journalism Techniques*, Oxford: Focal Press.

Harris. (1991). *Basic Editing: A Practical Course*. UK: Publishing Training Centre.

Hesketh and Yorke. (1993). *An Introduction to ENG, USA*: Focal Press.

Ivor Yorke (1990). *Basic TV Reporting*, Oxford: Focal Press.

Ivor Yorke (1987). *The Technique of Television News*, Oxford: Focal Press.

McLish (1999). *Radio Production*, Burlington: Focal Press.

Millerson (1993). *Effective TV Production*, 3rd edition, Oxford: Focal Press.

Taylor (1991). *A-Z of Radio Production*, BBC Radio Training.

15CMJ305 VISUAL DESIGN IN MEDIA 1 0 4 3

Unit 1

Fundamentals of design: Definition. Approaches to design, Centrality of design.

Elements of design: Line, Shape, space, color, texture, form.

Principles of Design: Symmetry, rhythm, contrast, balance Mass/Scale.

Design and Designers: Need, role, process, methodologies.

Unit 2

Study of typography. History, Classification, Anatomy. Usage of various letterforms. Theoretical and applicable principles of letterforms. Expressive - compositions with type. Typography in different contexts: New media, posters, signage's, books, mailers, motion graphics.

Unit 3

Principles of visual and other sensory perceptions. Color psychology and theory-key aspects. Definition, Optical/ Visual Illusions.

Various stages of design process: Problem identification, search for solution refinement, analysis, decision making, and implementation.

Collateral designing – Logo, branding and environmental designing. Understanding the design brief as part of an eco-system - Physical, cognitive and social computing environments.

Unit 4

Package designing – fundamental of package design - Packaging product - The marketplace-marketing and branding the package - Psychology of the consumer as it relates to packaging - Regulations and requirements.

Unit 5

User centered design process, need gap analysis, Information structuring and mappings, ICNO Graphics: information graphic tools and techniques for narrative and navigational based graphics: Participatory design, Ideation and brain storming, scenario. Building and body storming, Linear and animatic storyboarding, Comics and cartoons for communication.

REFERENCES:

Ambrose, G. and Harris, P. (2010). *Basics Design 08: Design Thinking*. Lausanne: AVA Academia.
 Frost, C. (2012). *Designing for Newspapers and Magazines*, UK: Routledge.
 Lester, E. (2000). *Visual Communications: Images with Messages*. USA: Thomson Learning.
 Palmer, F. (1989). *Visual Elements of Art and Design*. New York: Longman.
 Picture this: *Media Representation of Visual Arts and artists*. University of Luton Press
 Porter, T and Goodman, S (1985). *Manual of Graphic Technique 2: For Architects*, USA: Macmillan General Reference
 Ryan, W. and Conover, T. (2004). *Graphic Communication today (4th ed.)*. New York: Delmar Learning.
 Schildgen, T. (1998). *Pocket Guide to color with digital applications*. New York: Thomson Learning.

15CMJ306 CORPORATE SOCIAL RESPONSIBILITY 3 0 0 3**Unit 1**

History of corporate social responsibility: Concepts and practices. Shareholder activism.

CSR Theories: Political theory, social contract theory, stakeholder theory, economic theory of self-regulation, halo effect, critical theory and CSR. Altruistic CSR. Ethics.

Critique of CSR: Modern era and CSR debates.

Agents: Transnational corporations. Government. NGOs.

Social perspectives. Corporate sectors- social and societal responsibility. The CSR Pyramid. Modes of value creation. Consumers as drivers of CSR.

Unit 2

Country perspectives: CSR in India. Philanthropy to corporate initiatives.

Global context: Globalisation and CSR. UN global compact. Globalisation and norm construction. The Norm cycle model.

CSR in developing countries: Asian perspectives. Case studies.

Unit 3

CSR campaign: strategy and initiatives. Benefits. Workplace CSR. Social and community initiatives. Stages of CSR. Sustaining the CSR campaign. Measuring CSR effectiveness. Sustaining funds through branding. Integrated approach.

CSR: The CSR communication strategy. Image building activities. CSR events. Case studies.

Unit 4

CSR and environmental sensitivity: Cause related marketing. Green marketing. Water. Bio investment. Social marketing. Social media and CSR. Increasing credibility.

Green Activism. Mission and cause marketing.

Sponsoring local events. Environmentally safe products. Community events. Video case discussions.

Unit 5

The societal role: Giving back to community. Social impact. Education. Health. Inclusive design – elderly. Social empowerment. Reaching rural India. Grassroots implementation. Economic development. Developmental initiatives. Towards service to community.

Case studies.

REFERENCES:

Asongu, J. J. (2007). *Strategic corporate social responsibility in practice*. Atlanta: Green view publishing.
 Baxi, C. V. and Prasad, A. (Ed.) (2005). *Corporate social responsibility: Concepts and cases: the Indian experience*. New Delhi: Excel Books.
 Coombs, W. T. and Holladay, S. J. (2012). *Managing corporate social responsibility: A communication approach*. UK: Wiley Blackwell.
 Crane, A et al. (Eds.) *The Oxford handbook of corporate social responsibility*. Oxford: Oxford University Press.
 Jatana, R and Crwther, D (Eds.) (2008) *Corporate Social Responsibility: Theory and practice with case studies*. New Delhi: Deep & Deep Publications.
 Mallin, C. A. (Ed.) (2009). *Corporate social responsibility: A case study approach*. U.K. Edward Elgar Publishing.
 May, S. K., Cheney, G and Roper, J (Eds.) (2007). *The Debate over Corporate Social Responsibility*. Oxford: Oxford University Press.
 Narang, R. K. (Ed.) (2009) *Corporate social responsibility: Replicable models on sustainable development*. New Delhi: TERI Press.
 Segerlund, L. (2010). *Making corporate social responsibility a global concern: Norm construction in a globalizing World*. England: Ashgate Publishing.
 Zaki T. S. (2014) *Communication in the CSR context*.

15CMJ310**CURRENT AFFAIRS ANALYSIS V****1 0 0 1**

Key debates of contemporary relevance – Analysis of significant conflict reports in national and international media – Group discussion on News bulletins and News based programmes in television and their relevance in today's context - Critical analysis of news and its social relevance, a study of Indian societies – In-depth analysis on India's economic and political condition.

REFERENCES:

Newspapers: *The Hindu, The Times of India, The Indian Express, The Economic Times, The Guardian, The New York Times, The Wall Street Journal, The Independent.*

News Websites: www.bbc.com, www.livemint.com, abcnews.go.com, www.huffingtonpost.co.uk, www.thehoot.org.

News Agencies: Reuters, AFP, AP, PTI, IANS

Magazines: Outlook, India Today, Sportstar, TIME

Radio News: AIR News, BBC World Service

Television News: CNN-IBN, NDTV 24 x7, Times Now, BBC, CNN, Al Jazeera, Doordarshan.

15CMJ311**DIGITAL CONTENT MARKETING****3 1 0 4****Unit 1**

Introduction to Digital Content Marketing. Understanding content, target demographics, Growing importance of content marketing. Understanding branding, content strategy and content marketing. Content marketing and the buying funnel - brand awareness to brand evangelism. Buying Funnel vs Content marketing funnel. Content Marketing Channels.

Unit 2

Content Marketing Channels. Social networks. Geo-social networks. Location-based content. Online directories. Email. Blogs. Social bookmarking. Online video. Podcasts. Webinar/ webcasts. Microblogging (twitter, tumblr and posterous). Long-form publishing (ebooks, whitepapers, digital mags, research reports). Digital media center/press room, apps and widgets. Games/ gamification. Case studies. Virtual conferences. Licensed/syndicated content. E-learning/ online training. Wikis. Visual information (charts, diagrams, infographics, maps).

Unit 3

Content marketing formats – written, spoken and visual content. Owned-website, facebook page, twitter profile and branded content. Paid - PPC, display, paid social, retargeting and earned media. Earned – Search Engine Optimization (SEO). Social media Optimization (SMO). Social Media. Blogging. Business benefits of a social media profile.

Unit 4

Content marketing ecosystem: Content psychology and delivery impacts. Content strategy. Measuring current content, keyword and rank analysis. Social listening and conversation monitoring. Web analytics. Market research, Content strategy providers. Content creation, curation and hosting. Content performance management – search performance measurement, social activation and analytics, Content analytics, readership/audience analytics. Content distribution and amplification.

Unit 5

Content marketing objectives and Key Performance Indicators, Inbound vs outbound marketing strategies for content marketing. Anticipating crisis with online data.

REFERENCES:

Chaffey, D and Smith, P. R. (2013) *Emarketing Excellence: Planning and Optimizing your Digital Marketing*, Routledge

Hemann, C. and Burbary K. (2013) *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*, Que Publishing

Jefferson, S. and Tanton, S. (2013) *How to make Valuable Content the Key to your Business Success*, Kogan Page

Leibtag, A. (2014) *The Digital Crown – Winning at Content on the Web*, Elsevier

Rebecca, L. (2012) *Content Marketing: Think like a publisher – How to use content to market online and in social media*, Que Publishing

Web References:

E Content magazine - <http://www.econtentmag.com>

Radius Blog - <http://radius.com/2014/03/31/25-best-marketing-blogs-2014>

Smart Insights - <http://www.smartinsights.com>;

http://contentmarketinginstitute.com/wp-content/uploads/2013/05/Ultimate_eBook_mayrev.pdf

15CMJ312 NEWSPAPER AND MAGAZINE PRODUCTION**2 0 4 4****Unit 1**

Basics of Page make-up. Measurement, paper size, dummy, Typography and Letterform Newspaper page make-up – Flag - Folio - Masthead. Basics of In-design.

Unit 2

Newspaper Layout and Design: The Architecture of the page - the modular system - the new front page – Design Versus Makeup: Headlines, Straps, Blurbs, white space managements. Creating Graphic Order. Front Page Design. Style guide.

Unit 3

Inside pages: Working on Lifestyle and Feature Pages. Sports pages. Editorial pages and Business pages. International Pages. Treatments of visual and graphic images.

Unit 4

Magazine Production: Graphic Strategies Strategies for positioning body and display Type. Copy fitting and types of page makeup.

Color - How to use it and How readers perceive it.

Unit 5

Layout Practice: Magazine, Responsive layout, order and continuity. Designing Advertisements. Designing Special Pages. Food and Fashion. Health pages.

Newspaper/ Magazine Printing, Distribution and Challenges.

REFERENCES:

Adam, M. J. 2001 *Printing Technology*, New York: Sage Publications.

APA Stylebook

Garcia M. (1981), *Contemporary Newspaper Design a Structural Approach* Prentice Hall

Niir, B. (2007) *The Complete Book on Printing Technology*, Asia Pacific Business Press Inc.

Ryan, B. and O' Donnel, M. J. (2000). *The Editor's Toolbox: A Reference Guide for Beginners and Professionals*, New Jersey: Blackwell Publishing.

15CMJ313**FILM STUDIES****2 0 2 3****Unit 1**

The scope and boundaries of cinema. The ontology of the photographic image. The myth of total cinema. The evolution of the language of cinema. The virtues and limitations of montage.

In defense of mixed cinema, theater and cinema.

Unit 2

History of World Cinema: Silent Cinema (1895-1930) - Sound Cinema (1930-1960) - Modern Cinema (1960-1995) - Major landmarks in World Cinema – Classic World films and their makers.

Unit 3

The Soviet montage: Why study the soviet cinema? Historical background, Pre-revolutionary Russian cinema, Soviet cinema and ideology: film as agent of change, Form: montage, Theoretical debates - montage versus realism. Major theories linked to Soviet Cinema.

French New Wave – Italian Neorealism – German Expressionism - Spaghetti Western – New Hollywood.

Unit 4

Asian Cinema, Latin Cinema. Indian Cinema: Production and reception conditions, Writings on Indian cinema, Genre and form, Songs and dance sequences, Censorship, The woman's film, Foundational fictions of the post-colonial nation.

Unit 5

Parallel Cinema and Mainstream Cinema. Film review and criticism.

The Indian cinema going digital - Advantages with language versions. Understanding the star and the film business. Corporatization of cinema in India. Funding.

Making of Cinema – Key aspects in Direction, Cinematography, Lighting, Composition and Editing – Technical analysis of shots, scenes and sequences.

REFERENCES:

Abrams, N, Bell, I. and Udris, J. (2001). *Studying Film*, London: Arnold.

Boggs, J. M. and Petrie, D. W. (2008). *The Art of Watching Films*, 7th Edition, Boston: McGraw-Hill.

Case, D. (2001). *Film Technology in Post Production*, 2nd edition. Oxford: Focal Press.

Dancyger, K. (2007). *The Technique of Film and Video Editing*, 4th edition. Boston: Focal Press.

Marks, M. M. (1997). *Music and the Silent Film: Contexts and Case Studies, 1895 – 1924*. USA: Oxford University Press.

Mulhall, S. (2002). *On Film*. London: Routledge.

Proferes, N. T. (2005). *Film Directing Fundamentals: From script to screen*. New York: Focal Press.

Villarejo, A. (2007). *Film Studies the Basics*, London: Routledge.

15CMJ320**CURRENT AFFAIRS ANALYSIS VI****1 0 0 1**

The people who make headlines – The Past, Present and Future of 'News', debates on Indian and Global scenario - Analyzing content, style, and audience preferences of Online News - The role of Advertisements in marketing news and the growing needs for news commercialization – The rise and role of Breaking News and News Exclusives in Television.

REFERENCES:

Newspapers: *The Hindu, The Times of India, The Indian Express, The Economic Times, The Guardian, The New York Times, The Wall Street Journal, The Independent.*

News Websites: www.bbc.com, www.livemint.com, abcnews.go.com, www.huffingtonpost.co.uk, www.thehoot.org.

News Agencies: Reuters, AFP, AP, PTI, IANS

Magazines: Outlook, India Today, Sportstar, TIME

Radio News: AIR News, BBC World Service

Television News: CNN-IBN, NDTV 24 x7, Times Now, BBC, CNN, Al Jazeera, Doordarshan.

15CMJ390**LIVE-IN-LAB.****3 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 second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Lab. project, in the fifth 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.

15CMJ392**INTERNSHIP****P/F**

Internships are intended to give students practical work experience in journalism, new media, broadcast production, and advertising. It is mandatory for the students to complete the internship in a media organization for a period of at least 30 days, at the commencement of the fifth semester. A report should be submitted at the beginning of the fifth semester, failing which the students will be marked with an F grade. The internship report should consist of internship certificate, company profile, nature of work done, job progress, work diary on a daily basis, documents/ scanned copies of work done for the organization. For example, published news reports, photographs, design, online content, creative work.

The students will be allowed to intern only after the completion of their third semester. Internships may be completed as: (i) Winter internship after completion of the third semester in print media, photography or online content writing. (ii) Summer internship after completion of the fourth semester in print media, broadcast media (television and radio), photography, online, web designing, advertising, corporate communication and event management.

Ideally the student interns for 30 days in a single organization.

15CMJ398**MEDIA PROJECT****4 cr**

The media project is an application oriented course aimed at Portfolio Enhancement and Industry Connect. The media project is bifurcated as (i) Industry Connect - 2 Credits for the work that the students create for an external organization and as (ii) Portfolio Enhancement - 2 Credits for the project that they undertake for building their portfolio with faculty guidance. The students have the choice of working in any one of the specializations like: Print Journalism, Broadcast Production (Radio/ Television/ Documentary/ Short Film), Online Media, Advertising, Public Relations and Corporate Communication/ Event Management.

The choice of project area and organizations may include: NGOs, Corporates, SMEs, MNCs. Other Private organizations, Governmental organizations, Independent film makers, Documentary film makers, Production houses, Start up firms (Online), Web designing firms.

15CMJ399**RESEARCH PROJECT****4 cr**

The 4-credit Communication Research Project is undertaken by students individually to work on their preferred area of research related to any field of Mass Communication within the traditions of social and behavioural sciences. A Research Guide is assigned to each student to help them through the process of preparing a Research Project culminating in a Viva-Voce conducted by an external expert.

15CUL101**CULTURAL EDUCATION I****2 0 0 2****Unit 1**

Introduction to Indian Culture - Introduction to Amma's life and Teachings - Symbols of Indian Culture.

Unit 2

Science and Technology in Ancient India - Education in Ancient India - Goals of Life - Purusharthas - Introduction to Vedanta and Bhagavad Gita.

Unit 3

Introduction to Yoga - Nature and Indian Culture - Values from Indian History - Life and work of Great Seers of India.

TEXTBOOKS:

1. *The Glory of India (in-house publication)*
2. *The Mother of Sweet Bliss, (Amma's Life & Teachings)*

15CUL111**CULTURAL EDUCATION II****2 0 0 2****Unit 1**

1. Relevance of Sri Rama and Sri Krishna in this Scientific Age
2. Lessons from the Epics of India
3. Ramayana & Mahabharata

Unit 2

4. Who is a Wise Man?
5. A Ruler's Dharma
6. The Story of King Shibi

Unit 3

7. Introduction to the Bhagavad Gita
8. Bhagavad Gita – Action without Desire

Unit 4

9. Role and Position of Women in India
10. The Awakening of Universal Motherhood

Unit 5

11. Patanjali's Astanga - Yoga System for Personality Refinement
12. Examples of Heroism and Patriotism in Modern India

TEXTBOOKS:

Common Resource Material II (in-house publication)
Sanatana Dharma - The Eternal Truth (A compilation of Amma's teachings on Indian Culture)

15ECO201**ECONOMICS****3 0 0 3****Unit 1**

Introduction to economics. Audience as market. Understanding macro- and micro-economics. GDP. National Budget. Fiscal policy. Money and inflation. Role of the RB. Agricultural finance and marketing.

Unit 2

Unemployment and labour issues. Poverty and development. Effectively dealing with numbers. Public perception and politics.

Unit 3

Industrial growth and policy. Companies and business. Public and Private companies, Understanding Company performance and Accounts- income statements, balance sheets and cash flow statements.

Unit 4

Mergers and acquisitions. Small businesses and informal sectors. Stock markets. Financial markets and Currency markets.

Unit 5

Commodities and international trade. Role of international organizations – World Bank, IMF. Problems of globalization and poverty.

REFERENCES:

Acharya, S. N. (2003) India's Economy: Some Issues and Answers, Academic Foundation

Banerjee, A., Banerjee, A. V. and Duflo, E. (2011) Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty, Public Affairs.

Roush, C. (2004) Show me the money: Writing business and economics stories for mass communication, Mahwah, N. J. and London, Lawrence Erlbaum Associates.

Schuster, T. (2006) The Markets and the Media: Business News and Stock Market Movements, Lexington Books.

Sharma, A. K. (2000) Indian Stock Market: Regulation, Performance and Policy Perspective, Deep and Deep Publications

Sowell, T. (2010) Basic Economics 4th ed: A Common Sense Guide to the Economy, Basic Books.

Taparia, J (2004). Understanding Financial Statements: A Journalist's Guide, Marion Street Press.

15ENG101**COMMUNICATIVE ENGLISH****2 0 2 3**

Objectives: To help the student to obtain ability to communicate in English; to impart an aesthetic sense and enhance creativity.

Unit 1

Parts of Speech, Tenses, Prepositions, Determiners - Agreement (Subject – Verb, Pronoun - Antecedent), Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags.

Unit 2

Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative.

Unit 3

Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal/ Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines).

Unit 4

Reading Comprehension – Skimming and scanning - inference and deduction – Reading different kinds of material – Graphical Representation – Speaking: Narration of incidents/ stories/ anecdotes - Current News Awareness.

Unit 5

Prose: R. K. Narayan's Fifteen Years - A.P.J. Abdul Kalam's Wings of Fire (Parts I - 3)

Short Stories: Katherine Mansfield's A Cup of Tea – Kishori Charan Das's Death of an Indian.

Poems: Maya Angelou's I Know Why the Caged Bird Sings - Sri Aurobindo's The Tiger and the Deer.

REFERENCES:

1. A P J Abdul Kalam, *Wings of Fire*, Universities Press (India) Ltd., Hyderabad, 2004.
2. Khushwant Singh & Neelam Kumar, *Our Favourite Indian Short Stories*, Seventh Imp., Jaico Publishers, 2007.
3. Jatin Mohanty (Ed.), *Ten Short Stories*, Universities Press (India) Ltd., Hyderabad, 1983.
4. Martinet, Thomson, *A Practical English Grammar*, IV Ed. OUP, 1986.
5. Murphy, Raymond, *Murphy's English Grammar*, CUP, 2004
6. R. K. Narayan, *A Writer's Nightmare: Selected Essays 1958-1988*, Penguin Books India Pvt. Ltd., New Delhi, 1988.
7. Seely, John, *Writing and Speaking*, OUP, 1998
8. Sri Aurobindo, *Collected Poems*, Sri Aurobindo Ashram, Pondicherry.
9. Syamala, V. *Speak English in Four Easy Steps*, Improve English Foundation Trivandrum: 2006

15ENG231 INDIAN THOUGHT THROUGH ENGLISH 1 0 2 2

Objectives: To expose the students to the greatness of Indian Thought in English; to develop a sense of appreciation for the lofty Indian Thought; to develop an understanding of the eclectic Indian psyche; to develop an understanding about the societal changes in the recent past.

Unit 1 Poems

Rabindranath Tagore's Gitanjali (1-10); Nizzim Ezekiel's Enterprise; A.K. Ramanujam's Small-Scale Reflections on a Great House.

Unit 2 Prose

Khushwant Singh's The Portrait of a Lady; Jhumpa Lahiri's Short Story - Interpreter of Maladies.

Unit 3 Drama and Speech

Vijay Tendulkar's Silence, the Court is in Session; Motivational speeches by Jawaharlal Nehru/ S. Radhakrishnan/ A. P. J. Abdul Kalam's My Vision for India etc. (any speech).

REFERENCES:

1. Lahiri, Jhumpa. *Interpreter of Maladies*, Harper Collins Publications, 2000.
2. Ramanujan A. K. ed. K. M. George, *Modern Indian Literature: An Anthology*, Vol. I, Sahitya Akademi, 1992.
3. Singh, Khushwant. *The Portrait of a Lady: Collected Stories*, Penguin, 2009.
4. Tagore, Rabindranath. *Gitanjali*, Penguin Books India Pvt. Ltd, 2011.
5. Tendulkar, Vijay. *Five Plays*, Oxford University Press, 1996.

15ENV300 ENVIRONMENTAL SCIENCE AND SUSTAINABILITY 3 0 0 3**Unit 1**

State of Environment and Unsustainability, Need for Sustainable Development,

Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.

Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.

Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People's action.

Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/ land degradation/ pollution

Unit 2

Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.

Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy, Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people's movements and activism, Indigenous knowledge systems and traditions of conservation.

Unit 3

Common goods and public goods, natural capital/ tragedy of commons, Cost benefit analysis of development projects, Environment Impact Assessment (EIA), Environment Management Plan (EMP), Green business, Eco-labeling, Problems and solutions with case studies.

Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/ Green buildings, Sustainable communities, Sustainable Cities.

Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

TEXTBOOKS/ REFERENCES:

1. R. Rajagopalan, *Environmental Studies: From Crisis to Cure*. Oxford University Press, 2011, 358 pages. ISBN: 9780198072089.
2. Daniel D. Chiras, *Environmental Science*. Jones & Bartlett Publishers, 01-Feb-2012, 669 pages. ISBN: 9781449645311.
3. Andy Jones, Michel Pimbert and Janice Jiggins, 2011. *Virtuous Circles: Values, Systems, Sustainability*. IIED and IUCN CEESP, London. URL: <http://pubs.iied.org/pdfs/G03177.pdf>
4. Annenberg Learner, *The Habitable Planet*, Annenberg Foundation 2015. URL: <http://www.learner.org/courses/envsci/unit/pdfs/textbook.pdf>.

15HIN101**HINDI I****1 0 2 2**

Objectives: To teach Hindi for effective communication in different spheres of life: Social context, Education, governance, Media, Business, Profession and Mass communication.

Unit 1

Introduction to Hindi Language - National Language, Official Language, link Language etc. Introduction to Hindi language, Devanagari script and Hindi alphabet.

Shabda Bhed, Roopanthar ki Drishti se - Bhasha – Paribhasha aur Bhed - Sangya - Paribhasha Aur Bhed - Sangya ke Roopanthar - kriya.

Unit 2

Common errors and error corrections in Parts of Speech with emphasis on use of pronouns, Adjective and verb in different tenses – Special usage of adverbs, changing voice and conjunctions in sentences, gender & number - General vocabulary for conversations in given context – understanding proper pronunciation – Conversations, Interviews, Short speeches.

Unit 3

Poems – Kabir Ist 8 Dohas, Surdas 1st 1 Pada; Tulsidas 1st 1 Pada; Meera 1st 1 Pada.

Unit 4

Letter writing – personal and Formal – Translation from English to Hindi.

Unit 5

Kahani – Premchand: Kafan, Abhilasha, Vidroh, Poos ki rath, Julooos.

TEXTBOOKS:

1. Prem Chand Ki Srvashtrestha Kahaniyam: Prem Chand; Diamond Pub Ltd. New Delhi
2. Vyavaharik Hindi Vyakaran, Anuvad thaha Rachana: Dr. H. Parameswaran, Radhakrishna publishing House, New Delhi
3. Kamtha Prasad Guru: Hindi Vyakaran, Best Book pub House, New Delhi
4. Poetry: Kavya Ras - Ed: T. V. Basker - Pachouri Press; Mathura

15HIN111**HINDI II****1 0 2 2**

Objectives: Appreciation and assimilation of Hindi Literature both drisya & shravya using the best specimens provided as anthology.

Unit 1

Kavya Tarang; Dhumil ke Anthim Kavitha [Poet - Dhumil], Dhabba [Poet - Kedarnath Singh], Proxy [Poet - Venugopal] Vakth [Poet - Arun Kamal], Maachis [Poet - Suneeta Jain].

Unit 2

Communicative Hindi - Moukhik Abhivyakthi.

Unit 3

Audio-Visual – Media in Hindi – Movies like Tare Zameen par, Paa, Black etc., appreciation and evaluation. News reading and presentations in Radio and TV channels in Hindi.

Unit 4

Gadya Manjusha – Budhapa, Kheesa, Sadachar ka Thavis.

Unit 5

Translation: Theory and Practice - Letter writing: Formal and Personal – Introduction to Hindi Software.

TEXTBOOKS:

- Kavay Tarang: Dr. Niranjana, Jawahar Pusthakaalaya, Mathura.
Gadya Manjusha: Editor: Govind, Jawahar Pusthakaalaya, Mathura

15KAN101**KANNADA I****1 0 2 2**

Objectives: To enable the students to acquire basic skills in functional language; to develop independent reading skills and reading for appreciating literary works; to analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech.

Unit 1

Adalitha Kannada: bhashe, swaroopa, belavanigeya kiru parishaya

SYLLABI

BA - Mass Communication

2015 admissions onwards

Paaribhaashika padagalu
Vocabulary Building

Unit 2

Prabhandha – Vyaaghra Geethe - A. N. Murthy Rao
Prabhandha – Baredidi...baredidi, Baduku mugiyuvudilla allige...- Nemi Chandra
Paragraph writing – Development: comparison, definition, cause & effect
Essay – Descriptive & Narrative

Unit 3

Mochi – Bharateepriya
Mosarina Mangamma – Maasti Venkatesh Iyengar
Kamalaapurada Hotelnalli – Panje Mangesh Rao
Kaanike – B. M. Shree
Geleyanobbanige bareda Kaagada – Dr. G. S. Shivarudrappa
Moodala Mane – Da. Ra. Bendre
Swathantryada Hanate – K. S. Nissaar Ahmed

Unit 4

Letter Writing - Personal: Congratulation, thanks giving, invitation, condolence

Unit 5

Reading Comprehension; nudigattu, gaadegalu

Speaking Skills: Prepared speech, pick and speak

REFERENCES:

1. H. S. Krishna Swami Iyengar – Adalitha Kannada – Chetana Publication, Mysuru
2. A. N. Murthy Rao – Aleyuva Mana – Kuvempu Kannada Adyayana Samste
3. Nemi Chandra – Badhuku Badalisabahudu – Navakarnataka Publication
4. Sanna Kathegalu - Prasaraanga, Mysuru University, Mysuru
5. B. M. Shree – Kannadada Bavuta – Kannada Sahitya Parishattu
6. K. S. Nissar Ahmed – 75 Bhaavageetegalu – Sapna Book House (P) Ltd.
7. Dr. G. S. Shivarudrappa – Samagra Kavya – Kamadhenu Pustaka Bhavana

15KAN111**KANNADA II****1 0 2 2**

Objectives: To enable the students to acquire basic skills in functional language; to develop independent reading skills and reading for appreciating literary works; to develop functional and creative skills in language; to enable the students to plan, draft, edit & present a piece of writing.

Unit 1

Official Correspondence: Adhikrutha patra, prakatane, manavi patra, vanijya patra

Arts and Sciences

AMRITA VISHWA VIDYAPEETHAM

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Unit 2

Nanna Hanate - Dr. G. S. Shivarudrappa
Mankuthimmana Kaggada Ayda bhagagalu – D. V. Gundappa (Padya Sankhye 5, 20, 22, 23, 25, 44, 344, 345, 346, 601)
Ella Marethiruvaga - K. S. Nissaar Ahmed
Saviraru Nadigalu – S Siddalingayya

Unit 3

Sayo Aata – Da. Ra. Bendre

Unit 4

Sarva Sollegala turtu Maha Samelana - Beechi
Swarthakkaagi Tyaga - Beechi

Unit 5

Essay writing: Argumentative & Analytical
Précis writing

REFERENCES:

1. H. S. Krishnaswami Iyengar – Adalitha Kannada – Chetan Publication, Mysuru
2. Dr. G. S. Shivarudrappa – Samagra Kavya. - Kamadhenu Pustaka Bhavana
3. Shrikanth - Mankuthimmana Kaggada – Taatparya – Sri Ranga Printers & Binders
4. K. S. Nissar Ahmed – 75 Bhaavageetegalu – Sapna book house
5. Dr. Da. Ra. Bendre – Saayo Aata – Shri Maata Publication
6. Beechi – Sahukara Subbamma – Sahitya Prakashana

15MAL101**MALAYALAM I****1 0 2 2**

Objectives: To appreciate the aesthetics & cultural implications; to enhance creative thinking in mother-tongue; to learn our culture & values; to equip students read & write correct Malayalam; to correct the mistakes in pronunciation; to create awareness that good language is the sign of complete personality.

Unit 1

Ancient poet trio: Adhyatmaramayanam,
Lakshmana Swanthanam (valsa soumitre... mungikidakayal), Ezhuthachan -
Medieval period classics – Jnanappana (kalaminnu... vilasangalingane), Poonthanam.

Unit 2

Modern Poet trio: Ente Gurunathan, Vallathil Narayana Menon - Critical analysis of the poem.

Unit 3

Short stories from period 1/2/3, Poovanpazham - Vaikaom Muhammed Basheer -
Literary & Cultural figures of Kerala and about their literary contributions

Arts and Sciences

AMRITA VISHWA VIDYAPEETHAM

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Unit 4

Literary Criticism: Ithihasa studies - Bharatha Paryadanam - Vyasante Chiri - Kuttikrishna Mararu - Outline of literary Criticism in Malayalam Literature - Introduction to Kutti Krishna Mararu & his outlook towards literature & life.

Unit 5

Error-free Malayalam: 1. Language; 2. Clarity of expression; 3. Punctuation.

Thettillatha Malayalam – Writing - a. Expansion of ideas; b. Precis Writing; c. Essay Writing; d. Letter writing; e. Radio Speech; f. Script/ Feature/ Script Writing; g. News Editing; h. Advertising; i. Editing; j. Editorial Writing; k. Critical appreciation of literary works (Any one or two as an assignment).

REFERENCES:

1. P. K. Balakrishnanan, *Thunjan padhanangal*, D. C. Books, 2007.
2. G. Balakrishnan Nair, *Jnanappanayum Harinama Keerthanavum*, N.B.S, 2005.
3. M. N. Karasseri, *Basheerinte Poonkavanam*, D. C. Books, 2008.
4. M. N. Vijayan, *Marubhoomikal Pookkumbol*, D. C. Books, 2010.
5. M. Thomas Mathew, *Lavanyanubhavathinte Yukthisasthram*, National Book Stall, 2009.
6. M. Leelavathy, *Kavitha Sahityacharitram*, National Book Stall, 1998.
7. Thayattu Sankaran, *Vallathol Kavithapadhamam*, D. C. Books, 2004.

15MAL111**MALAYALAM II****1 0 2 2**

Objectives: To appreciate the aesthetics & cultural implications; to enhance creative thinking in mother-tongue; to learn our culture & values; to equip students read & write correct Malayalam; to correct the mistakes in pronunciation; to create awareness that good language is the sign of complete personality.

Unit 1

Ancient poet trio: Kalayanasougandhikam, (kallum marangalun... namukkennarika vrikodara) Kunjan Nambiar - Critical analysis of his poetry - Ancient Drama: Kerala Sakunthalam (Act 1), Kalidasa (Transliterated by Attor Krishna Pisharody).

Unit 2

Modern/ romantic/ contemporary poetry: Manaswini, Changampuzha Krishna Pillai – Romanticism – modernism.

Unit 3

Anthology of short stories from period 3/4/5: Ninte Ormmayku, M. T. Vasudevan Nair - literary contributions of his time.

Unit 4

Part of an autobiography/ travelogue: Kannerum Kinavum, V. T. Bhattathirippadu - Socio-cultural literature - historical importance.

Unit 5

Error-free Malayalam: 1. Language; 2. Clarity of expression; 3. Punctuation.

Thettillatha Malayalam – Writing - a. Expansion of ideas; b. Precis Writing; c. Essay Writing; d. Letter writing; e. Radio Speech; f. Script/ Feature/ Script Writing; g. News Editing; h. Advertising; i. Editing; j. Editorial Writing; k. Critical appreciation of literary works (Any one or two as an assignment).

REFERENCES:

1. Narayana Pillai. P. K, *Sahitya Panchanan. Vimarsanathrayam*, Kerala Sahitya Academy, 2000
2. Sankunni Nair. M. P, *Chathravum Chamaravum*, D. C. Books, 2010.
3. Gupthan Nair. S, *Asthiyude Pookkal*, D. C Books, 2005
4. Panmana Ramachandran Nair, *Thettillatha Malayalam*, Sariyum thettum etc., D. C. Book, 2006.
5. M. Achuthan, *Cherukatha-Innale*, innu, National Book Stall, 1998.
6. N. Krishna Pillai, *Kairaliyude Katha*, National Book Stall, 2001.

15OEL231 - 2xx**OPEN ELECTIVES****3 0 0 3**

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

15SAN101**SANSKRIT I****1 0 2 2**

Objectives: To familiarize students with Sanskrit language and literature; to enable them to read and understand Sanskrit verses and sentences; to help them acquire expertise for self-study of Sanskrit texts and communication in Sanskrit; to help the students imbibe values of life and Indian culture as propounded in scriptures.

Unit 1

Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit.

Unit 2

Verbs - Singular, Dual and plural – First person, Second person, Third person. Tenses – Past, Present and Future – Atmanepadi and Parasmaipadi - karthariprayoga.

Unit 3

Words for communication, slokas, moral stories, subhashithas, riddles (from the books prescribed).

Unit 4

Selected slokas from Valmiki Ramayana, Kalidasa's works and Bhagavad Gita.

Ramayana – chapter VIII - verse 5; Mahabharata - chapter 174, verse 16; Bhagavad Gita – chapter IV - verse 8; Kalidasa's Sakuntalam - Act IV – verse 4.

Unit 5

Translation of simple sentences from Sanskrit to English and vice-versa.

ESSENTIAL READINGS:

1. *Praveshaha; Publisher: Samskrita bharti, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore-560 085*
2. *Sanskrit Reader I, II and III, R. S. Vadyar and Sons, Kalpathi, Palakkad*
3. *Prakriya Bhashyam written and published by Fr. John Kunnappally*
4. *Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston*
5. *Sabdamanjari, R. S. Vadyar and Sons, Kalpathi, Palakkad*
6. *Namalinganusasanam by Amarasimha published by Travancore Sanskrit series*
7. *Subhashita Ratna Bhandakara by Kashinath Sharma, published by Nirnayasagar press.*

15SAN111**SANSKRIT II****1 0 2 2**

Objectives: To familiarize students with Sanskrit language and literature; to enable them to read and understand Sanskrit verses and sentences; to help them acquire expertise for self-study of Sanskrit texts and communication in Sanskrit; to help the students imbibe values of life and Indian culture as propounded in scriptures.

Unit 1

Seven cases, indeclinables, sentence making with indeclinables, Saptha karakas.

Unit 2

Ktavatu Pratyaya, Upasargas, Ktvanta, Tumunnanta, Lyabanta.

Three Lakaras – brief introduction, Lot lakara.

Unit 3

Words and sentences for advanced communication. Slokas, moral stories (Panchatantra) Subhashitas, riddles.

Unit 4

Introduction to classical literature, classification of Kavyas, classification of Dramas - The five Mahakavyas, selected slokas from devotional kavyas - Bhagavad Gita – chapter II verse 47, chapter IV verse 7, chapter VI verse 5, chapter VIII verse 6, chapter XVI verse 21, Kalidasa's Sakuntala act IV verse 4, Isavasyopanishat 1st Mantra, Mahabharata chapter 149 verses 14 - 120, Neetisara chapter – III.

Unit 5

Translation of paragraphs from Sanskrit to English and vice-versa.

ESSENTIAL READINGS:

1. *Praveshaha; Publisher: Samskrita bharti, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore-560 085*
2. *Sanskrit Reader I, II and III, R. S. Vadyar and Sons, Kalpathi, Palakkad*
3. *Prakriya Bhashyam written and published by Fr. John Kunnappally*
4. *Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston*
5. *Sabdamanjari, R. S. Vadyar and Sons, Kalpathi, Palakkad*
6. *Namalinganusasanam by Amarasimha published by Travancore Sanskrit series*
7. *Subhashita Ratna Bhandakara by Kashinath Sharma, published by Nirnayasagar Press.*

15SSK101 SELF-AWARENESS AND PERSONAL GROWTH**1 0 0 1**

Objectives: To observe and learn about oneself thereby initiating a process of self-inquiry leading to Self-awareness and the awakening of inward perception; to explore the possibilities, ways and means that would help the individual to bring out/unfold his/her hidden potentialities and creativity and pave way for an integrated, harmonious and total human growth and spiritual flowering; to inspire and inculcate an abiding interest in the cultural and spiritual heritage of Bharatavarsha; to study and explore the teachings of enlightened beings; to study the various Eastern and Western approaches towards the objectives.

Self-knowledge; Self-understanding; Emotional Intelligence (EQ); The three L's of life; Mental blocks to inward flowering; Human being: nature, evolution and possibilities; Mind: nature, content and states; Understanding Stress and its management; Yoga, Concentration and Meditation; What is Spirituality?; Cultural heritage of Bharatavarsha; The Human body; Mysteries of the Universe; Selected biographies of great sages, seers and thinkers; Teachings / sayings of awakened beings; Social problems - a holistic perspective.

15TAM101**TAMIL I****1 0 2 2**

Objectives: To introduce the students to different literature - Sangam literature, Epics, Bhakthi literature and modern literature; to improve their ability to communicate with creative concepts, and also to introduce them to the usefulness of basic grammatical components in Tamil.

Unit 1

Sangam literature: Kuṟuntokai; (2, 6, 8, 40 pāṭalkal) – puṟaṇāṅṟu (74, 112, 184, 192 pāṭalkal) – tirukkuraḷ (iraṁmāṭci, amaiccu).

Unit 2

Epic literature: cilappatikāram maturaik kāṇṭam (vaḷakkuraikkātai 50-55).

Spiritual Literature: tiruppāvai (3,4) – tēvāram (mācilvīṇaiyum)

Medieval Literature: bāratīyar kaṇṇaṇ pāṭṭu (eṅ viḷaiyāṭṭu piḷḷai) – bāratitacaṇ kuṭumpaviḷakku (tāyiṇ tālāṭṭu).

Unit 3

Novel: Jeyakāntaṅ “kuru pīṭam”

Essay: Aṅṅā “ē tāṅta tamīlakamē”

Unit 4

Tiruñāṅa campantar – tiruñāvukkaracar – cuntarar – māṅikka vācakar – āṅṅāṅ – tirumūlar – kulacēkara ālvār – cīttalaic cāttanār toṭarpāṅa ceytikaṅ, mērkōḷkaṅ marrum ciṅappup peyarkaṅ.

Unit 5

Tamil Grammar: Col vakaikaṅ - vēṅṅumai urupukaṅ - vallīṅam mikumiṭam mikāyītam - canti(puṅarcci) - ilakkaṅakkuṅṅippu.

Practical skills: Listening, speaking, writing and reading.

TEXTBOOKS:

Aṅṅā “ē tāṅta tamīlakamē” nakkīraṅ paḷikēṅṅs.

Cakṅtīcāṅ cupramaṅiyaṅ “nalla kuṅṅuntokai mūlamum uraiyum” mullai patippakam, 2008.

<http://www.tamilvu.org/library/libindex.htm>.

Jeyakāntaṅ “kuru pīṭam” mīṅṅāṅci puttaka nilaiyam, 1971.

Nā. Pārttācāraṅ “puṅṅāṅṅūṅṅuc ciṅukataikaṅ” tamīḷ puttakālayam, 1978, 2001

Poṅ maṅimāraṅ “aṅṅōṅ tamīḷ ilakkaṅam “aṅṅōṅ paḷiṅṅiṅ kurup, vaṅciyūr, tiruvaṅṅantapuram, 2007.

Puliyūr kēcikaṅ “kuṅṅuntokai mūlamum uraiyum” cārāta patippakam, 2010.

Puliyūr kēcikaṅ “puṅṅāṅṅūṅṅu” sīcēṅpakā patippakam, 2010

15TAM111**TAMIL II****1 0 2 2**

Objectives: To learn the history of Tamil literature; to analyze different styles, language training, to strengthen the creativity in communication, Tamil basic grammar, Computer and its use in Tamil language.

Unit 1

The history of Tamil literature: Nāṅṅupuraṅ pāṅṅalkaṅ, kataikkaṅ, paḷamoḷikaṅ - ciṅukataikaṅ tōṅṅamum vaḷarcciyum, ciṅṅilakkiyaṅkaṅ: Kaliṅkattup paraṅi (pōṅpāṅiyatu) - mukṅṅūṅṅaṅ paḷḷu 35.

Kāṅṅiyaṅkaṅ: Cilappatikāram – maṅimēkalai naṅaiyiyal āyvu marrum aimperum – aiṅciṅṅiṅ kāṅṅiyaṅkaṅ toṅarpāṅa ceytikaṅ.

Unit 2

tiṅai ilakkiyamum nīṅiyilakkiyamum - paṅṅēṅṅiḷḷkaṅakku nūḷkaṅ toṅarpāṅa pīra ceytikaṅ - tirukkuṅṅaṅ (aṅṅpu, paṅṅpu, kalvi, oḷḷukkam, naṅṅpu, vāymai, kēḷvi, ceyṅṅaṅṅi, periyāraittuṅṅakkōṅṅaṅ, viḷḷippuṅṅarvu pēṅṅra atikāṅṅattil uḷḷa ceytikaṅ.

Araṅṅūḷkaṅ: Ulakanīṅi (1-5) – ēḷāṅi (1,3,6) - Cittarkaṅ: Kaṅṅuvelī cittar pāṅṅalkaṅ (āṅṅantak kaḷḷippu – 1,4,6,7,8), marrum akappēy cittar pāṅṅalkaṅ (1-5).

Unit 3

tamīḷ ilakkaṅam: Vāḷkiya vakaikaṅ – taṅṅviṅai pīraṅviṅai – nēṅṅkūṅṅu ayaṅṅkūṅṅu.

Unit 4

tamīḷaka aṅṅiṅarkaḷiṅ tamīḷ toṅṅṅum camutāya toṅṅṅum: Pāṅṅatiyār, pāṅṅatitācāṅ, paṅṅṅukṅṅōṅṅai kalyāṅṅacuntaram, curatā, cujātā, ciṅṅi, mēṅṅtā, aptul rakumāṅ, na.Piccaimūṅṅi, akilaṅ, kalki, jī.Yū.Pōp, vīramāmuṅṅivar, aṅṅā, paṅṅitimāṅ kalaiṅṅar, maṅṅaimalaiyaṅṅikaṅ.

Unit 5

tamīḷ moḷi āyvil kaṅṅiṅi payaṅṅpātu - Karuttu paṅṅimāṅṅam - viḷampara moḷiyamaippu - pēccu - nāṅṅakam paṅṅaiṅṅu - ciṅṅukatai, katai, puṅṅiṅam paṅṅaiṅṅu.

TEXTBOOKS:

<http://www.tamilvu.org/library/libindex.htm>.

http://www.tunathamizh.com/2013/07/blog0post_24.html

Mu. Varatarācāṅ “tamīḷ ilakkiya varalāṅṅu” cāṅṅiṅiṅ akāṅṅemi paḷikēṅṅs, 2012

nā. Vāṅṅamāmalai “paḷaṅṅkataikaḷum, paḷamoḷikaḷum” niyū ceṅciṅṅiṅ puttaka veliyiṅṅṅakam, 1980, 2008

nā. Vāṅṅamāmalai, “tamīḷar nāṅṅupṅāṅṅalkaṅ” niyū ceṅciṅṅiṅ puttaka veliyiṅṅṅakam 1964, 2006

Poṅ maṅimāraṅ “aṅṅōṅ tamīḷ ilakkaṅam “aṅṅōṅ paḷiṅṅiṅ kurup, vaṅciyūr, tiruvaṅṅantapuram, 2007.