

<b>15AVP201 /</b>	<b>AMRITA VALUES PROGRAMME I/</b>	<b>1 0 0 1</b>
<b>15AVP211</b>	<b>AMRITA VALUES PROGRAMME II</b>	<b>1 0 0 1</b>

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, SatyakamaJabala, 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.

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)

**15ELL234 TECHNICAL AND PROFESSIONAL WRITING 2 1 0 3**

**Objectives:** Produce workspace documents, including memos/letters, instructions, and proposals; create usable, readable, and attractive documents; prepare and deliver oral presentations; collaborate with others; write coherent, concise and correct sentence.

**Unit 1**

Introduction – review syllabus – Computer lab assignment – the writing process – Grammar tutorial: word often confused – interview paper frequently asked questions in interview. Webpage design and writing for the web. Graphic. Present interview findings to the class. Grammar Basics. Punctuation, proof reading.

**Unit 2**

Special technical documents – Thesis, dissertation and article. Memos, letters and E-mail – correspondence - Computer lab assignment, Editing for styles – Grammar. Tutorial, Instructions, Suggestions, Recommendations. Ethics in job and globalism in workplace.

**Unit 3**

Producers and politics in Describing and Summarizing. Technical Information – Technical proposals and reports, Bibliography. Small group meeting: brainstorming - Collaborating on writing projects – reports, researching. Abstract and Executive Summaries – Discuss Oral presentations – professional presentations – Oral Presentations. Style in Technical writing.

**Unit 4**

Resume (cover letter, resume, and vitae) Memorandums (regarding weekly reading) Interview - Professional Business letters (letters of apology, customer response, and persuasion) Writing Instructions & Directions.

**Unit 5**

Editing and proof-reading, Portfolio, Participation, Meetings – Minutes, agenda, Chair. Conferences (Two conferences) Mock interview, Conduct Meetings. Presenting a technical paper.

**REFERENCE BOOKS:**

1. Mc Nair, "New Technologies and Your Resume"
2. Haur, "Writing Technical Documents for the Public"
3. Business Communications, Concepts, Case and Applications, P D Chaturvedi, Person.
4. Functional Grammar and Communicative Skills, S Sreenivasan, Century Publishers.
5. Technical Communication, "Desk Top Type: Traditional and Technology"
6. Technical communications: A Practical Approach – William Sanborn Peppeffer, TVS Padmaja, Pearson (6th Ed)

**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

## 15ENG121 PROFESSIONAL COMMUNICATION 1 0 2 2

**Objectives:** To convey and document information in a formal environment; to acquire the skill of self projection in professional circles; to inculcate critical thinking and to improve aesthetic sense.

### Unit 1

Vocabulary Building: Prefixes and Suffixes; One word substitutes, Modal auxiliaries, Error Analysis: Position of Adverbs, Redundancy, Dangling modifiers – Reported Speech.

### Unit 2

Instruction, Suggestion & Recommendation - Graphical Interpretation: Extracting data from charts and graphs - Essay writing: Analytical and Argumentative.

### Unit 3

Circulars, Memos – Business Letters – e-mails.

### Unit 4

Reports: Trip report, incident report, event report - Sounds of English – Stress, Intonation - Situational Dialogue - Group discussion.

### Unit 5

Listening and Reading Practice - Book Review.

### REFERENCES

1. Felixa Eskey Tech Talk, University of Michigan. 2005
2. Michael Swan. *Practical English Usage*, Oxford University Press. 2005
3. Anderson, Paul. *Technical Communication: A Reader Centered Approach*, V Edition, Harcourt, 2003.
4. Raymond V. Lesikar and Marie E. Flatley. *Basic Business Communication*, Tata McGraw Hill Pub. Co. New Delhi 2005. Tenth Edition.

## 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>.

**15FNA101 MASS COMMUNICATION - THEORIES AND MODELS 2 1 0 3**

**Objective:** To introduce students to the concepts of communication.

**Unit 1**

Conceptual framework of Communication: Definition of communication - need for communication - Communication and Language - Communication and Information - Types of Communication - Intrapersonal, Interpersonal, Group and Mass Communication - Elements of Communication - Barriers to communication.

**Unit 2**

Functions of Mass Media - 7 Cs of Communication - Diffusion and Adoption Process. Stages of Adoption.

**Unit 3**

Models of Communication: Aristotle's Model, Lasswell's Model, Shannon and Weaver's Mathematical Model, Osgood and Schramm's Model, New comb's Model, Westley and Mac Lean's Model, Gerbner's Model.

**Unit 4**

Mass Communication theories - Normative theories of Mass media - Media effects theories.

**Unit 5**

Origin and development of Print media in India - Origin and Development of radio and television in India - Introduction to Folk and Traditional media.

**TEXTBOOK:**

Keval J. Kumar - *Mass Communication in India*, Jaico, 2010

**REFERENCES:**

John Fiske - *Introduction to Communication Studies* – Routledge (2010)  
Vir Bala Aggarwal and V. S. Gupta - *A Handbook of Journalism and Mass Communication* - Concept Publication Co. New Delhi - 110 059

**15FNA102 MULTIMEDIA, GRAPHICS AND ANIMATION 3 0 0 3**

**Objective:** This is a course about the basic part of Multimedia as much as about how to sew these parts together with current technologies and tools and that shows you how to use the text, image, sound and video to delivering your message and content in meaningful ways.

**Unit 1**

Introduction: What is Multimedia? – Introduction to making Multimedia - Media Skills – Macintosh and Windows Platforms – Basic software tools.

**Unit 2**

Making instant Multimedia – Multimedia Authoring tools.

**Unit 3**

Multimedia Building Blocks: Text – Sound – Images.

**Unit 4**

Multimedia Building Blocks: Animation – Video.

**Unit 5**

Multimedia and the Internet: The Internet and how it works – Tools for World Wide Web – Designing for the World Wide Web.

**TEXTBOOK:**

Tay Vaughan – *Multimedia (Making it work)* - Tata Macgraw-hill – ISBN-0-07-047276-9

**REFERENCES:**

Nigel Chapman – *Digital Multimedia* – Wiley – ISBN – 81-265-0489-7  
John F. Koegel Buford – *Multimedia Systems* – PEARSON – ISBN – 81-78-08-162-8

**15FNA103 PRINT JOURNALISM AND FEATURE WRITING 2 1 0 3**

**Objective:** To equip students to write well-constructed news stories; to impart relevant skills for finding and creating story ideas, locating news sources and gathering news.

**Unit 1**

Concept of news - news values - need for news values - making of a newspaper - bureau desk - major responsibilities of reporters and editors.

**Unit 2**

Speed vs accuracy, objectivity and credibility - challenges posed by new media to newspapers.

**Unit 3**

Writing for news papers - inverted pyramid structure – other news writing techniques – formatting lead, body and conclusion – different types of lead - Practical exercises to construct news story - newspaper layout – photo journalism.

**Unit 4**

Types of interview – Different Interviewing styles and techniques – interview writing methods - do's and don'ts.

**Unit 5**

Magazine journalism - difference between writing for magazines and newspapers – Trends in reporting - Genres of journalism.

**TEXTBOOK:**

James Glen Stovall - *Journalism; Who, What, When, Where, Why and How*. PHI New Delhi (2005)

**REFERENCES:**

1. H F Harrington and Elme Scott Watson - *Modern Feature Writing*, Harper & brothers, New York and London (1993)
2. Carole Rich - *News Writing and Reporting*, Cengage Learning (2010)
3. F. Fedler - *Reporting for the Print Media*, Oxford University Press, USA; 9 edition (March 24, 2008)
4. P. N. Williams - *Investigative Reporting and Editing*, McGraw Hill, USA

**15FNA104 THEORETICAL FOUNDATION FOR VISUAL MEDIA 2 1 0 3**

**Objective:** The course provides an insight to the students about the basic optics used in Visual Media.

**Unit 1**

Conversions – units of measurements, number systems (binary, Octal, hexadecimal) and co-ordinate systems.

**Unit 2**

Trigonometry - Measurement of Angles (heights and distances).

**Unit 3**

Statistics – Tabulation – Classification - Data Collection.

**Unit 4**

Graphical Representation of statistical data (using spreadsheets).

**Unit 5**

Constructions – Figures and transformations.

**REFERENCES:**

1. Loney, S L (1912), *Plane Trigonometry*, Cambridge: University Press,
2. *Discrete Mathematics: Author: B. S. Vatsa Motilal Books UK*
3. Loney, S L (1895), *The elements of coordinate geometry*, London: Macmillan and Co.

**15FNA111 INTRODUCTION TO VISUAL ARTS 1 1 0 2**

**Objective:** Introduce the students to the world of Visual Arts so as to be enabling them competent and proficient in acquiring the knowledge about Visual Arts and Mass Communication.

**Unit 1**

History of Western Art: Principles of Composition - Prehistoric Art - Egyptian Art - Greek Art - Roman-Byzantine-Gothic Art – Renaissance - Baroque Art – Romanticism.

**Unit 2**

Modernist Movements: Impressionism - Expressionism - Dadaism and Surrealism - History of Indian Art: Indus Valley to Vedic Art - Buddhist Art - Medieval Hindu Art - Mughal Art - Indian Miniature Tradition.

**Unit 3**

Indian Art in the 20th century - Raja Ravi Varma, Amrita Shergil - Rabindra Nath Tagore and the Bengal School - Modernist Movements in Indian Art.

**Unit 4**

Principles of Composition: Perspective - Space (Negative and Positive).

**Unit 5**

Directional lines - Golden Section and Rule of the Third, Colour Theory.

**TEXTBOOKS:**

1. *Art & Visual Culture 1100-1600: Medieval to Renaissance* edited by Kim W. Woods
2. *Art History: The Basics* By Diana Newall, Grant Pooke

**REFERENCES:**

1. *Art and Illusion in The Winter's Tale* By B. J. Sokol
2. *A World History of Art* By Hugh Honour, John Fleming
3. *Art History: A Very Short Introduction* By Dana Arnold

**15FNA112****PHOTOGRAPHY****2 1 0 3**

**Objective:** The course intends to make the students to observe and describe visual qualities that characterize the photographic image; solve visual art problems; communicate ideas visually; develop proficiency in handling tools related to the photographic print; interpret the meanings of artistic works in photography; identify historical influences on photography; and investigate the role of the photographer in the community. Overall the students will improve their picture taking skills by taking photographs and techniques required to understand and operate the camera

**Unit 1**

History of photography - pinhole camera, camera obscura, Normal Human Eye and Process of Seeing - Human eye and camera.

**Unit 2**

Camera principles - Compact cameras and SLR's - Working of SLR camera - Different image sensors - CCD and CMOS.

**Unit 3**

Different parts of SLR camera - Creative mode and basic modes in SLR camera - Basic features of SLR camera – Focusing - Aperture - shutter speed - slow and fast shutter speeds, applications of slow and fast shutter speeds, ISO, when to use ISO function - Colour temperature - White balancing function in camera - different white balance modes in camera - Focal Length, Depth of Field - Shallow depth of field, large depth of field, Depth of focus - circles of confusion - Angle of view - Different types of lenses - normal lens, wide angle lens, fish eye lens, prime lens, telephoto lens, Different Image capturing formats - RAW, TIFF, JPEG, Different memory cards - SD card CF card,

**Unit 4**

Composition principles - vertical framing, horizontal framing, diagonal framing - symmetry, perspective, balance, background and foreground, Rule of Thirds, frame balancing, leading lines, frame within a frame - Different camera movements – tilting – panning - different types of shots, ECU, CU, MCU, MLS, MS,LS, ELS different camera angles - High angle, low angle, eye level, birds eye, worms eye.

**Unit 5**

Introduction to Lighting - natural lights, outdoor lighting, studio lighting, still life photography - Three point lighting - Key light, fill light, back light, light meters and their working, different lighting instruments, lighting accessories used - soft box, reflector, umbrella reflector, snoot, trigger, diffusers - working under different lighting conditions.

**TEXTBOOKS:**

1. *The Basic Book of Photography* by Tom Grimm and Michele Grimm, 4th Edition
2. *The Manual of Photography: Photographic and Digital Imaging* by Ralph E Jacobson, Sidney F Ray, Geoffrey G Attridge, Norman R Axford, 9th Edition

**REFERENCES:**

1. *The Basic Photography*, 1973, Focal press
2. *Advanced Digital Photography* by Tom Ang, Mitchell Beazley

**15FNA113 TECHNOLOGICAL FOUNDATION FOR VISUAL MEDIA 2 1 0 3**

**Objective:** The course provides an insight to the students about the basic optics used in Visual Media.

**Unit 1**

Fundamentals of Optics – Dual nature of light. Optical phenomena.

**Unit 2**

Lenses – types, properties, aberrations.

**Unit 3**

Photographic Optics – camera lenses – technical development.

**Unit 4**

SLR camera – structure and working.

**Unit 5**

Anatomy of human eye and camera.

**TEXTBOOKS:**

1. *Optical Methods of Measurement: Wholefield Techniques*, Second Edition, Rajpal S. Sirohi, Amity University Rajasthan, Jaipur, India
2. *Basic optics and optical instruments*, by Fred A. Carson

**REFERENCE:**

*Optics in Photography (SPIE Press Book)* Author(s): Rudolf Kingslake

**15FNA114 VIDEOGRAPHY AND VIDEO EDITING I****2 1 0 3**

**Objective:** This course was designed to provide students with introductory skills and knowledge about Videography and video editing.

**Unit 1**

Normal Human Eye and Process of Seeing, Basic Principles of motion picture -

Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and Differences between video and film medium.

**Unit 2**

Editing - introduction to editing, different functions of editing - Grammar of editing, different transitions and their meanings - Cut, dissolve, fade and wipe, Introduction to editing theories.

**Unit 3**

Parts of Video Camera, main features of video camera, Different techniques - depth of field, deep focus, rack focusing, Camera support systems.

**Unit 4**

Linear editing and nonlinear editing - Work flow, on line and off line editing.

**Unit 5**

Principles of Visual Grammar, Composition principles, Concept of shots, Different types of shots.

**TEXTBOOK:**

Vasuki Belavadi, *Video Production*, Oxford University

**REFERENCES:**

1. *Technique of Film Editing* - Karel Reiz and Gavin Millar - Focal Press
2. *Television Production Handbook* - Herbert Zettl - Wadsworth Publishing, 8th Edition, 2002
3. *Cinematography: Theory and Practise* - Blain Brown
4. *Five Cs of Cinematography*: Joseph V. Mascelli
5. *Television Production*: Allen Wartz

**15FNA181****MULTIMEDIA LAB. I****0 1 2 2**

Image Editing Software - Working with Layers, Making Selections, Incorporating Colour Techniques, Placing Type in an Image, Using Painting Tools, Working with Special Layer Functions, Creating Special Effects with Filters, Enhancing Specific Selections, Adjusting Colours, Using Clipping Groups, Paths & Shapes, Transforming Type, Liquefying an Image, Performing Document Surgery, Annotating a Document, Creating Web Documents.

**15FNA182 LANGUAGE LAB AND COMMUNICATION PRACTICE LAB. 002 1**

Communication Practice including correct verbal usage, vocabulary and pronunciation in Regional Languages - Discussion of case studies.

**15FNA183****PHOTOGRAPHY LAB.****0 1 2 2**

Introduction to different types of cameras;  
Working with compact cameras;  
Introduction to DSLR;  
Focusing;  
Framing;  
Experimenting with different shutter speed;  
Aperture and depth of field;  
Usage of ISO function;  
Studio Lighting;  
Different photography assignments;  
Image editing using software's.

**15FNA184 MULTIMEDIA GRAPHICS AND ANIMATION LAB. I****0 1 2 2**

Vector Drawing - Draw basic shapes, Draw objects, Create vector images, then edit those vector images quickly and easily, Add colour to your work, Use blends, gradients, and patterns, Create symbols to place into your work to save time, Create layers and masks, Draw landscapes such as buildings and houses with ease using perspective, Add graphs to your documents, Add text to your documents – and even to your objects and shapes, Create drawings, business cards, brochures.

**15FNA185 VIDEOGRAPHY AND VIDEO EDITING LAB. I****0 1 2 2**

Familiarizing Video Camera and accessories;  
Different types of Tapes;  
Working with Tapeless systems;  
Familiarising interface of editing software;  
Introduction to editing workflow;  
Basic tools of editing software;  
Basics of audio editing;  
Exporting media from editing software;  
DSLR cinematography Introduction;  
Different types of Shots;  
Working under different Light Sources;  
Capturing Video using capturing devices;  
Baroque Art-Romanticism.



**15FNA201****BROADCAST JOURNALISM****2 1 0 3**

**Objectives:** To develop news packages complete with voice-overs, SOTs, Wrap ups etc and to provide insight to students on ENG techniques and news room functioning.

**Unit 1**

Broadcast journalism – its features and unique aspects - Nature and Characteristics of the medium.

**Unit 2**

Structure and functioning of newsroom.

**Unit 3**

Television station – Planning and production of TV programs: Introduction to Pre-production process – writing scripts – voice overs, sound bytes, sound on tapes, wrap ups etc.

**Unit 4**

Introduction to camera, lenses, shots, lighting principles and techniques, audio control, Post production process: filing news stories, electronic news gathering methods, ob vans, DSNG, Production of news packages.

**Unit 5**

PCR, role and importance of production control room, delivery pattern of live reports - interviewing – types of interview – how to plan an interview - do's and don'ts.

**TEXTBOOK:**

*Writing for Visual Media, Friedmann Anthony: Elsevier, 2006*

**REFERENCES:**

1. *Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)*
2. *Techniques to TV Production – Rudy Bretz (McGraw Hill)*
3. *Writing and Producing Television News - Eric K. Gormly, Surjeet Publications (2005)*
4. *Video Production – Vasuki Belavadi – Oxford University Press (2008)*
5. *Radio: A Guide to Broadcasting Techniques – E Evans*

**15FNA202****INTRODUCTION TO ADVERTISING****2 1 0 3**

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

**Unit 1**

What is Advertising? – Evolution - Advertising as Communication Process - Advertising as a Business Process - Advertising in Business and Society - Audience Categories and Geographical Factors.

Types of medium in advertising. Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures),

Electronic Media (Radio, Television, Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media), Characteristics, merits & Demerits of above media, media scenes in India.

**Unit 2**

Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising. Introduction to advertising agency - Structure and functions of an agency - Leading agencies in India - Diversification and competition – full service agencies – multinational clients – challenges and opportunities.

**Unit 3**

Foundations of Modern Advertising: Marketing and Consumer Behaviour – Conventional Advertising and Advertising Agencies – Problems of reaching in rural audience and markets - Factors influencing the choice of Media - Media Scheduling - Evaluation of Advertising effectiveness. Importance and difficulties, Methods of measuring advertising effectiveness, Pre-testing and Post-testing.

**Unit 4**

Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget. Career path in the Advertising industry - Research for Advertising and Promotion.

**Unit 5**

Professional ethics in advertising - cases of ethical violations - Advertising Standards Council – Social and cultural issues – Global regulations Practical component. Students should create advertisements related to - Classified advertisements - visual dominant advertisement - public service advertisement - testimonial advertisement - ad. with emotional appeal – Ad with humour as appeal.

**TEXTBOOK:**

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

**REFERENCES:**

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

**15FNA203****WEB PUBLISHING****2 1 0 3****Unit 1**

Getting Familiar with Web Pages - Creating Your First Web Page.

**Unit 2**

Adding Text - Formatting Text - Adding Images - Adding Links - Working with Tables. Creating Forms.

**Unit 3**

Creating Style Sheets - Formatting Text with Style Sheets - Controlling Layout with Style Sheets.

**Unit 4**

Adding Multimedia and Other Features - Publishing Your Web.

**Unit 5**

Text Format - Importance of Fonts in a Web site - Differences between Serif and Sans-serif - Image maps - Privacy and Security.

**TEXTBOOKS:**

1. *Microsoft Web Publishing: Illustrated guide to web design techniques using FrontPage*
2. *Philip and Alex's Guide to Web Publishing* by Philip Greenspun

**REFERENCE:**

CREATING WEB PAGES Simplified by Mike Wooldridge Wiley Publishing, Inc

**15FNA204****VIDEOGRAPHY AND VIDEO EDITING II****2 1 0 3**

**Objective:** After the completion of this course students are expected to acquire a thorough understanding about Videography and editing.

**Unit 1**

Lighting Principles - goals of good lighting in video, properties of light, colour

temperature - Three point Lighting, Lighting ratio - hard and soft Lighting, high key lighting and low key lighting, available natural light, bounce light, practical lighting, lighting through the window Lighting for HD video, Lighting instruments, Lighting accessories.

**Unit 2**

History of Editing - Editing in Silent films, the beginning of continuity editing, Editing in early films of Edwin S Porter and D.W Griffith, Dramatic emphasis in Griffith's films, Kuleshov Effect, Soviet montage theory, Pudovkin and constructive editing, Eisenstein's contributions, Methods of Montage-Metric, rhythmic, tonal, over tonal, intellectual montages, Editing in the sound films, editing techniques in modern cinema, development of alternate editing methods.

**Unit 3**

History and development of video recording - Different video tape formats.

**Unit 4**

Different theories of editing, continuity editing, Major Issues in continuity, 180 degree rule-breaking 180 degree, cut in shots and cut away shots, screen direction and action axis, the 20% and 30 Degree Rules, jump cuts, Moving shots, cross cutting or parallel cutting, cutting in action, different types of cuts. Sound editing principles.

**Unit 5**

Media distribution and storage - difference between interlaced and progressive scanning techniques, Broadcasting standards - Analogue and digital, Transmission Technologies - terrestrial transmission, satellite and cable broadcasting, DTH, CAS, IPTV, SMATV.

**TEXTBOOK:**

Vasuki Belavadi, *Video Production*, Oxford University.

**REFERENCES:**

- Film Language* - Christian Metz, University of Chicago Press, Reprint Edition, 1991  
*Television Production Handbook* - Herbert Zettl - Wadsworth Publishing, 8th Edition, 2002  
*Cinematography: Theory and Practise* - Blain Brown  
*Technique of Film Editing* - Karel Reiz and Gavin Millar - Focal Press  
*What Is Cinema?* - Andre Bazin, University of California Press, 1989  
*Film Theory* - Siegfried Karacauer  
*The Montage of Film Aesthetics* - S. Eisenstein

**15FNA211****FILM STUDIES AND ANALYSIS****2 1 0 3**

**Objective:** To introduce the students to the world of cinema and study its different aspects thereby enabling him/ her to develop the analysing culture. Students will also be exposed to the

different approaches in understanding of film studies that students develop in the classroom to professional experience in the workplace.

**Unit 1**

Film studies – Introduction - Basic Aspects of Film Language - Concepts, Techniques  
- Relationship between time and space - Types of shots and movements.

**Unit 2**

History of world cinema and Indian cinema.

**Unit 3**

Introduction to mise en scène – Lighting – Cinematography – Settings – Pros – acting – makeup.

**Unit 4**

German Expressionism - Expressionist mise-en-scène: Robert Wiene's The Cabinet of Dr. Caligari/ Murnau's The Last Laugh /Fritz Lang's Metropolis - Soviet Montage - Constructivist Approaches to Cinema - Battleship Potemkin/ Strike/ Mother - Italian Neo-realist Cinema - An 'Aesthetics of Reality' Outside the Studio: Vittorio De Sica's The Bicycle Thieves - Indian 'New Wave' - Characterizing the Indian 'New Wave' (A Representative Film of any one of the Directors: Mrinal Sen, Mani Kaul, Kumar Shahani, Ketan Mehta, Adoor Gopalakrishnan).

**Unit 5**

Film analysis - analysis of specific film texts.

**TEXTBOOKS:**

Film Art: An Introduction - David Bordwell, Kristin Thompson

Malayala Cinemayude Katha - Vijaykrishnan

**REFERENCES:**

The Art and Science of Cinema - Anwar Huda

Key Concepts in Cinema Studies - Susan Hayward

Film as Art - Rudolf Arnheim

Chalachithrathinte Porul - Vijaykrishnan

Movies and Meanings - Stephen Prince

How to read a film? Movies, Media, Multimedia - James Monaco

**15FNA212 VIDEO PRODUCTION AND AUDIOGRAPHY 2 1 0 3**

**Objective:** After successful completion of this course, students will have a better understanding of roles and responsibilities of production Personnel, single camera and Multicamera production, different genres of TV programmes and basic principles of Audiography.

**Unit 1**

Production personnel roles and responsibilities, Single camera production - preproduction stage - different activities, Production stage, different problems in shooting, reviewing shots, Post production stage.

**Unit 2**

History of sound recording. Audio productions – Introduction to basics of sound-sound as a waveform, behaviour of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms.

**Unit 3**

Multicamera Production work flow - Studio based production, layout of studio, PCR, Vision Mixer, EFP and ENG, Working on location, interviewing techniques, using the Camera, Lighting for television production, Concept of virtual studio, teleprompter, chroma keying, types of TV cameras: Studio camera.

**Unit 4**

Developing the treatment for short documentary film, developing the script for documentaries. Television programme production, different genres of programmes - news based current affairs programme - scripting and production of entertainment programmes, sports based programmes.

**Unit 5**

Mixers, microphones, basic principles of microphones loud speakers, amplifiers.

**TEXTBOOKS:**

1. Video Production – Vasuki Belavadi – Oxford Publishers

2. T. Krishnan Unni – Sound in Moving Pictures – Mathrubumi Publications

**REFERENCES:**

1. Herbert Zettl - Television Production Handbook - Wadsworth Publishing, 8th Edition, 2002

2. Happe - Basic Motion Picture Technology - Focal Press, 1971

3. Sound and Recording, by Francis Rumsey and Tim McCormick, Focal Press, 2003

**15FNA213 WEB JOURNALISM AND CONTENT WRITING 2 1 0 3**

**Objectives:** To provide insight to students on different aspects of web journalism. Equip them to write online news stories and to use keywords while developing content.

**Unit 1**

Introduction to online journalism - Newsrooms going online - Basic concepts/ unique principles of web content writing - interactivity, hypertexts, multimedia features - Shift in the taste of the audience - peculiarities of online audience.

**Unit 2**

Unsubstantiated opinions - bloggers as journalists - Blogger's ethics - Citizen Journalism initiatives in online medium - managing user-generated content.

**Unit 3**

The impact of effective online research on web content development - Search engine optimization – SEO techniques - Importance of keywords in web content development - how to boost online traffic.

**Unit 4**

Writing for the web – techniques of crafting online story-knowing your audience - online conversations - traditional media Vs new media.

**Unit 5**

Importance of accuracy and verification – how to develop content effectively - Evaluating different online sites.

**TEXTBOOKS:**

1. *Electronic Journalism*, Aditya Sen Gupta, Authors Press Publishers
2. *Digital Newsroom*, Balakrishna Aiyar, Authors Press Publishers

**REFERENCES:**

1. *Online Journalism Ethics: Traditions and Practice*, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd
2. *Journalism Online*, Mike Wart, Elsevier Publications.

**15FNA231****DEVELOPMENT COMMUNICATION****2 1 0 3**

**Objective:** To enable the students to understand development and the role of communication and media in development.

**Unit 1**

Development: Definition, nature and scope - Development indicators - Development studies.

**Unit 2**

Development Communication - Definition and significance - Development Communicators - Dominant Paradigm of development. Various models of development. Alternative paradigms of Development and Development Communication.

**Unit 3**

Development Journalism – Definition - health, nutrition, social issues, resource use. Literacy, agriculture and environment. SITE and Kheda Projects - Development Support Communication - Participatory approaches.

**Unit 4**

Media and Development - Role of media in development - use of print, radio, TV, Film, Video - Traditional and interpersonal communication methods - field publicity - National Communication policies.

**Unit 5**

ICT and development - E Governance - social networking – SHGs.

**TEXTBOOK:**

*Development Journalism - What next?* - D. V. R. Murthy - Kanishka Publishers, New Delhi (2006)

**REFERENCES:**

1. *Srinivas Melkote - Communication for Development in the third world - Theory and Practice for empowerment*, Sage Publications (2003)
2. *Uma Narula - Development Communication Theory and Practice - Har-Anand Publications (1999)*
3. *Narula, Uma and Pearce, Barnette W. Development as Communication: A Perspective on India*. Carbondale, Illinois: Southern Illinois University Press, 1986

**15FNA232****INTRODUCTION TO BRAND MANAGEMENT****2 1 0 3**

**Objectives:** To comprehend the contemporary concepts of professional practice in branding, brand equity and strategic brand management, design and implementation techniques for all the presentable formats like print, broadcast and new digital media. To understand the concepts through case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).

**Unit 1**

Meaning, Brand vs product, Process of branding, Brand building blocks (obstacles to/difficulties in building strong brands) - Brand vision with respect to generic brand status. Product vs corporate branding - Basics of Brand Management and Relationship with Contemporary Advertising - How the Brand Transforms the Business Goals and Vision?

**Unit 2**

Branding strategies - Manufacturer branding (national brand) and distributor branding (private/store brand) – Multi product branding strategy - Multi branding strategy - Mixed branding, Brand licensing, Co-branding, Composite co-branding, Ingredient co-branding Brand product matrix, Brand hierarchy.

**Unit 3**

Brand Promotion and Strategic Brand Management - Building a Strong Brand: FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch, Media Selection, Trade Promotion and Selling, CRM, Personal Selling, Web Marketing.

**Unit 4**

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

**Unit 5**

Case Studies in Business Sectors: Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business, etc.

**TEXTBOOK:**

*Integrated Advertising, Promotion and Marketing Communications, Kenneth. E. Clow and Donald Baack, Prentice Hall of India Pvt. Ltd., 3e, 2007.*

**REFERENCES:**

1. *Strategic Brand Management, Kevin Lane Keller, M. G. Parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.*
2. *Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.*
3. *Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.*

**15FNA233****WEB DESIGNING****2 1 0 3**

**Objectives:** *Effective Web Design introduces basic methods for the creation and design of user-centered internet web sites using the XHTML language in Dreamweaver and the Flash application for animation and interactivity.*

**Unit 1**

Starting with a Plan - Defining the Audience - Gathering Content - Choosing the Right Tools. Defining the Look and Feel - Mocking Up the Design.

**Unit 2**

Slicing and Optimizing Web Graphics - Organizing Content with Tables and Lists - Creating Web Layouts - Designing Web Forms - Making Your Pages Interactive.

**Unit 3**

Web Standards and Testing - Following Web Standards - Testing, Accessibility, Compliance, and Validation.

**Unit 4**

Domain Registration and Hosting - Publishing Your Site - Search Engine Optimization and Site Maintenance.

**Unit 5**

Final project.

**TEXTBOOK:**

*Sue Jenkins's Web Design ALL-IN-ONE FOR DUMMIES Wiley Publishing, Inc*

**15FNA241****ADVERTISING CASE STUDIES****2 1 0 3**

**Objectives:** *The students are exposed to the art of creative thinking, planning and executing involved in the production of an advertisement for formats like print, broadcast and new digital media. From a professional standpoint they also get exposure to the important role of copy writing and its quality, consistency and value in the marketing. They will understand the key concepts through case studies from the creative segment of the advertisement industry.*

**Unit 1**

Role of Creativity in Advertising - The Craft of Copy Writing - Need for Creative plans. Formulating Advertising Strategy and Execution - Detail Components with Input Guidelines - Effectiveness case - How Brand Message Execution Planned? Copy Platform - Message Consistency - Consistency Triangle and Challenge.

**Unit 2**

Creative Process: Various Formatting Alternatives for Copy Writing and Guidelines, Its Role in Communication, Informercials, Use of Internet and Interactivity - Copy Writing for: Integrated Marketing Communication (IMC), Print - Headline, Sub heading, Body Copy, Guidelines, Cyber space – e-Commerce, Broadcast advertising, Radio - Music, Dialogue, Announcement, Celebrity Announcer, Guidelines, Production, Multimedia, Direct mail, Outdoor Media, Scripting for Audio-Visual - Copy Writing for TV - Demonstration, Problem and Solution, Music and Song, Spokesperson, Dialogue, Vignette, Narrative, Guidelines, Slogans and Taglines.

**Unit 3**

Creative Execution: Art and Copy - Check lists for Print, Radio and TV Commercials – Advertising Design and Production Process for Print, Radio and TV – The Role of Advertising Artists like Art Directors, Graphic Designers, Illustrators, Photographers, Production Artists etc. - Portfolio Review - Copy Approval Process.

**Unit 4**

Ways to Market on Radio and TV - Buying Time for Commercials, Mistakes in Copy

Writing - Strength and Weaknesses of Print, Radio and TV media, Quality Control and Ethical Issues, Advertising and its effects on Societal Economy, Life Style and Value Systems.

**Unit 5**

Case Studies of Copy Writing for live Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc., for different formats of production.

**TEXTBOOK:**

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

**REFERENCES:**

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

**15FNA242 INTRODUCTION TO NICHE JOURNALISM 2 1 0 3**

**Objective:** The course is intended to make the student aware of the history, development and current status of magazines in India and also introducing them to specialized journalistic writing.

**Unit 1**

Definition and types of magazines - news, special interest, general, lifestyle, glamour, gossip - Brief history of the development of magazines, reasons for its success in and outside India, the magazines that boom in India and the glorious years of the news magazine.

**Unit 2**

Magazine formats and their difference from other media, magazine formats within a genre - unique features of different magazines.

**Unit 3**

Overview of English and other Indian language magazines today.

**Unit 4**

Writing for a magazine - Editing for a magazine - Scope of 'niche' journalism.

**Unit 5**

Sports - Media vehicles used for the niche - Most dominant sports and some background about them – Pre-contest coverage - Preparation of complete game

story - Watching the game - Vital aspects to cover using significant statistics – Columns - speculation, post-contest analysis, personal reflections - Covering a game for TV/ Radio - Comparing coverage in different media – Health - Health as a niche - areas usually covered - Different media vehicles - Entertainment and lifestyle - Examining different kinds of magazines in this wide category - Importance of style and kinds of matter that makes stories – Travel – Developmental - Civic journalism - Public journalism - Alternative media and people's issues.

**TEXTBOOKS:**

1. *Convergence Journalism: Writing and Reporting Across the News Media by Janet Kolodzy*
2. *An Introduction to Journalism by Richard Rudin and Trevor Ibbotson*

**REFERENCE:**

*Journalism Writing Techniques by M H Syed*

**15FNA281 BROADCAST JOURNALISM PRACTICE 0 1 2 2**

Writing for radio - different narrative techniques - tips, dos and don'ts - Practical exercises - Writing for television - different narrative techniques – patterns of news delivery - Writing features, other special audience programs; Sponsored programs, radio and television commercials. Practical exercises.

**15FNA282 MULTIMEDIA, GRAHICS AND ANIMATION LAB. II 0 1 2 2**

Animation Basics, Creating 2D Animations, Flash Websites, Basic Action Scripting.

**15FNA283 VIDEOGRAPHY AND VIDEO EDITING LAB. II 0 1 2 2**

Practising with lights (Additional lights and Natural lights);  
Working with different video cameras;  
Working with DSLR cameras and different accessories;  
Track and Trolley;  
Studio Visit and Crane Operations;  
Video production Assignments;  
Shot division and planning of projects;  
Advanced areas of Video editing using software.

**15FNA284 WEB PUBLISHING LAB. 0 1 2 2**

Designing and Publishing web sites.

**15FNA285 ANCHORING AND MEDIA PRESENTATION SKILLS 0 0 2 1**

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

**15FNA286 AUDIOGRAPHY LAB. 0 0 2 1**

Working with different microphones and audio mixers;  
Introduction to editing software;  
Audio recording and editing in studio;  
Advanced audio editing techniques.

**15FNA287 CRITICAL VIEWING AND READING ANALYSIS LAB. 0 0 2 1**

Comparison and analysis of various trends in media.

**15FNA288 INTEGRATED MARKETING COMMUNICATION PRACTICE LAB. 0 1 2 2**

Consumer psychology and consumer buying behaviour - Marketing strategy - Concept of Integrated Marketing communication (IMC) - Advertising strategies - various models - AIDA, DAGMAR, Lavidge and Steiner's model, Hierarchy of effects model.

**15FNA289 VIDEO PRODUCTION LAB. 0 0 2 1**

Working in the studio;  
Television programme production;  
Documentary production;  
Short film (fiction) production;  
Introduction to Multicamera set up;  
Making ad films.

**15FNA301 CONSTITUTION AND MEDIA ETHICS 2 1 0 3**

**Objective:** The course aims to provide the students an understanding of Indian Constitution and Press Laws.

**Unit 1**

Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2) - Laws applicable to mass media in general - The Indian Telegraph Act, 1885 - The Official Secrets Act, 1923 - The Contempt of Court Act, 1971 - The Civil Law of Defamation

- Libel – Slander - The Indecent Representation of Women (Prohibition) Act 1986 - The Indian Post Office Act, 1998 - The Press Council Act, 1978 - Prasar Bharati Act, 1990.

**Unit 2**

Mass media ethics - Social commitment of media - Norms of journalistic conduct: Principles and ethics - Accuracy and fairness - Pre-publication verification - Right of the Press to comment on the acts and conduct of public officials - Conjecture, comment and fact – Corrections - Right to reply - Letters to editor.

**Unit 3**

Obscenity and vulgarity – Right to privacy Vs right to expression – How to cover communal disputes/ clashes – How to cover court proceedings – Plagiarism.

**Unit 4**

Role of Press Council of India as watchdog of the press - PCI guidelines – PCI norms of conduct for media professionals - The Code of Advertising Practice of the Advertising Standards Council of India.

**Unit 5**

Media ethics – Case Studies and discussion of practical cases.

**TEXTBOOKS:**

1. "Mass Communication in India" by Keval J Kumar, Jaico Publishing House, 2003
2. "Theory and Practice of Journalism" by B N Ahuja, Surjeet Publications, 2003

**REFERENCES**

1. "Press Laws of India".
2. "The Journalist's Handbook" by M V Kamath, Vikas Publishing House Pvt. Ltd. 2002

**15FNA302 MEDIA ORGANISATIONS AND ECONOMICS 2 1 0 3**

**Objective:** To provide an understanding of media organisation, ownership structure.

**Unit 1**

Principles of management. Management as a process. Functions of management.

**Unit 2**

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

**Unit 3**

Electronic Media Management: Organisation - structures and functions.

Responsibilities and duties of different media organizations - Audience Ratings - Methods of TRP rating.

**Unit 4**

Project management - Production Project Cycle, Pre-production, Production process, production strategies. Risk and impact assessment. Contracts and legal arrangements.

**Unit 5**

Evolution of Media Economics - Traditions in Media Economic Scholarship - Contemporary and Future Issues. Defining Media Consolidation - Media Consolidation in the context of Economics.

**TEXTBOOKS:**

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

**REFERENCES:**

1. *Handbook of Media Management and Economics* - Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Lawrence Erlbaum Associates, Publishers, New Jersey (2006)
2. *Management of Electronic Media*: Alan B. Albarran, Wadsworth, 2002

**15FNA331 ART DIRECTION FOR ADVERTISING 2 1 0 3**

**Objectives:** To show light to the aspiring art directors towards the basic principles of advertising through visual media along with demonstrating the principles of graphic design, layout and production of advertisements for various medias. The course also ensures an understanding of the importance of cost control in all areas of art direction.

**Unit 1**

Art Direction in Advertising: an introduction - roles and tools of the art director, Graphic Conceptualization: visual metaphor, languages -meaning full lettering, Logo Designing.

**Unit 2**

Graphic basis: Typography, colour, visual composition, techniques and technologies, Tracing and transfer techniques.

**Unit 3**

Strategy and creativity: Art Direction in Advertising, visual corporate identity, study of packaging, Art direction fields: deconstruction of successful advertisements, layout techniques.

**Unit 4**

Photographic techniques, photography with characters, still-life photography, illumination, the photo montage, type photography, the photographic finishing touch, illustration techniques.

**Unit 5**

Illustration techniques using the grid system, traditional techniques of image reproduction and enlargement - Designing illustrations from photographs.

**TEXTBOOK:**

*Kleppner's Advertising Procedure*, Otto Kleppner 17th Edition

**REFERENCES:**

1. *Advertising Concept Book* by Pete Barry
2. *Advertising Layout and Art Direction (Marketing)* by Stephen Baker

**15FNA332 PUBLIC RELATIONS AND CORPORATE COMMUNICATION 2 1 0 3**

**Objective:** To make the students aware of the importance of Public Relations in Corporate Communications.

**Unit 1**

Meaning and Definition - Requirement for Public Relations and Corporate Communications.

**Unit 2**

History of Public Relations - Public Relations Programme - P.R. Public.

**Unit 3**

Tools of Public Relations - Significance of Public Relations - Public Relations Ethics - Relevance of Corporate Communications.

**Unit 4**

Corporate Communication and Media Relations - Importance of a Public Relations Officer - Qualities of Public Relations Officer - Importance of Media Relations.

**Unit 5**

Practical Corporate Communications and P.R. - Ways of performing a P.R. Campaign.

**TEXTBOOK:**

*Effective Public Relations and Media Strategy* - C.V. Narasimha Reddy, PHI (2014)

**REFERENCES:**

1. *Public Relations The Profession and Practice* - Dan Lattimore, Otis Baskin, Suzette T. Heiman, Elizabeth L. Toth - Tata McGraw Hill, New Delhi (2012)
2. *Public Relations Principles and Practice*, Iqbal S. Sachdeva - Oxford University Press



**15FNA333 RESEARCH METHODS FOR MEDIA STUDIES 2 1 0 3**

**Objective:** To introduce the students to media research. It aims to enable the students to critically analyse media content and expose them to tools and techniques of analysis for media studies.

**Unit 1**

Research: Definition and Characteristics. Types of research - Social science research.

**Unit 2**

Research process - Elements of research - concept, variables etc.

**Unit 3**

Research Approaches: Qualitative and Quantitative approaches - Survey Research, Content Analysis, Textual Analysis - Focus group.

**Unit 4**

Research Ethics.

**Unit 5**

Research in Media Effects.

**TEXTBOOKS:**

1. Wimmer, Roger D & Dominick, Joseph R (1994): *Mass Media Research: An Introduction* (Wadsworth Publishing Company)
2. Berger, Arthur (2000): *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches* (Sage Publications)

**REFERENCES:**

1. Bertland, Ina & Peter Hughes (2005): *Media Research Methods: Audiences, Institutions, texts* (Palgrave Macmillian)
2. Renjit Kumar - *Research Methodology: A Step by Step guide to Beginners*
3. Jensen, Klaus Bruhn (2002): *A Handbook of Media and Communication Research* (Routledge)
4. Buddenbaum, Judith M & Novak, Katherine B (2005): *Applied Communication Research* (Surjeet Publications)

**15FNA341 COPY WRITING FOR ADVERTISING 2 1 0 3**

**Objectives:** To familiarize the students with the evolving of an advertising concept and copy from the creative brief and to guide them in writing successful advertising copies.

**Unit 1**

From the marketing brief to the creative brief – creative brief to creative strategy – strategy formulation – concept – concept development – from concept to copy

- Brainstorming - big idea – development of headline – body copy – tagline – visual – merging of copy and visuals.

**Unit 2**

Introduction to different types and categories of advertisements – brochures, outdoors, posters, direct mails, sales promotion, sales literature, POP, content. Appeals and approaches used - ways of treatment given.

**Unit 3**

Writing headlines, body copy, tagline for advertisements – outdoors - brochures – posters – leaflets - direct mails - sales promotion - sales literature - POP - public relations writing.

**Unit 4**

Writing for television ads, Radio ads, online ads and multimedia.

**Unit 5**

Ethics to be maintained while writing copy.

**REFERENCES:**

1. *Foundations of Advertising – Theory and Practice* – S. A. Chunawalla and K. C. Sethia – Himalaya Publishing House
2. *Principles of Advertising and IMC* – Tom Duncan – Tata McGraw Hill publication
3. *The Craft of Copywriting* – June A. Valladares – Sage publications

**15FNA342 ONLINE MARKETING 2 1 0 3**

**Objective:** To familiarize the students with the online marketing aspects.

**Unit 1**

Search Engine Optimization (SEO) - Introduction to Online search. Understanding how search engines work. Understanding Google Page. Rank. Introduction to Search Engine Optimization. How to build an accessible site. Keyword search and optimization. Link Building Strategies. Useful Tools for SEO. The Past, Present and Future of SEO.

**Unit 2**

Search Engine Marketing (SEM) - Introduction to Internet and Search Engine Marketing. Getting Started with Google Adwords. Adwords Account Structure. Navigating in Google Adwords. Working with Keywords. Creating Ads in Google Adwords. Creating and Managing Your First Ad Campaign. Adwords Reporting and Account Performance. Reports.

**Unit 3**

Social Media Marketing (SMM) - Beginners Guide to the World of SMM. Why Social Media? Getting Started with Social Media. Building Relationship with Social Media. Building Relationship via Facebook. Building Relationship via Twitter. Building Relationship via LinkedIn. Marketing Through Youtube. Handling Positive and Negative Comments. Social Media Content base Creation. Who is Doing it Right?

**Unit 4**

Web Analytics - Analytics 101. Web Analytics and Intelligence Tools. Basic Metrics Demystified. Introduction to Google Analytics. Goals and Actionable Insight. Data Management. Social Media Analytics. Social Media Analytics. Social Media Goals and KPI's. Tools for Social Media Analytics.

**Unit 5**

Online Reputation Management - What is Rom? Need and benefits of ORM. Case Studies. Getting Started with ORM. Building it Right and Tools Required.

**TEXTBOOKS:**

1. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Mar 2012* by Calvin Jones, Damian Ryan
2. *Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media – Import, 19 Dec 2012* by Eric Morrow, Shannon Chirone.
3. *The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement Paperback – 3 Jun 2011* by Calvin Jones, Damian Ryan

**15FNA343****SHORT FILM MAKING****2 1 0 3**

**Objective:** To impart training in producing and directing short films and documentaries.

**Unit 1**

Finding inspiration for stories; Building real life situation; Searching for literary sources.

**Unit 2**

Learning the mechanics of story constructions; Building up story units.

**Unit 3**

Preparation of shooting scripts; Film direction.

**Unit 4**

Combining various elements of films production.

**Unit 5**

Editing the film.

**TEXTBOOK:**

*Writing the short film* by Cooper, Ken Dancyger

**REFERENCE:**

*Producing and directing the Short Film and Video* By David K. Irving, Peter W.

**15FNA390****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.

**15FNA391****MINOR PROJECT****3 cr**

Students have to undertake a research project and publish a paper on the same.

**15FNA392****INTERNSHIP AND PORTFOLIO PRESENTATION****3 cr**

Students must undertake internship for one month in the industry. At the end of the semester the portfolio (various streams) should be exhibited in public platform.

**15FNA398****MINI PROJECT****4 cr**

To enable the students to produce a fiction/ non-fiction film of 3 minutes duration or preparing a comprehensive print and online advertising for a brand or a company or a service, etc., using the different multimedia tools such as video camera and its accessories with the application of video and audio editing softwares.

- Video Production and Photography
- Graphic/ Web Designing/ Animation

**15FNA399****PROJECT****8 cr**

To enable the students to produce a fiction/ non-fiction film of 3 minutes duration or preparing a comprehensive print and online advertising for a brand or a

company or a service, etc. using the different multimedia tools such as video camera and its accessories with the application of video and audio editing softwares. At the end of the semester the portfolio (various streams) should be exhibited in public platform

- Video Production and Photography
- Graphic / Web Designing / Animation

**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, Juloos.

**TEXTBOOKS:**

1. Prem Chand Ki Srvashrestha 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 drisy & shravya using the best specimens provided as anthology.

**Unit 1**

Kavya Tarang; Dhumi ke Anthim Kavitha [Poet - Dhumi], Dhabba [Poet - Kedarnath Singh], Proxy [Poet - Venugopal] Vakh [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:**

- Kavya Tarang: Dr. Niranjana, Jawahar Pusthakalay, Mathura.  
Gadya Manjusha: Editor: Govind, Jawahar Pusthakalay, 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, swaropaa, belavanigeeya kiru parichaya  
Paaribhaashika padagalu  
Vocabulary Building

**Unit 2**

Prabhandha – Vyaaghra Geethe - A. N. Murthy Rao

**SYLLABI***B Sc - Visual Media**2015 admissions onwards*

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  
 Swathanryada 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

**Unit 2**

Nanna Hanate - Dr. G. S. Shivarudrappa

**SYLLABI***B Sc - Visual Media**2015 admissions onwards*

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 Kagga – 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, Vallathol 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.

**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, *Jnanappanayam 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 Kavithapadhanam*, 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 (Translated 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.

**15SSK201****LIFE SKILLS I****1 0 2 2**

Soft skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self motivation and continuous knowledge upgradation.

Self Confidence: Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy etc. Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills: The importance of listening in communication and how to listen actively.

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM &HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

**TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.*
4. *The Hard Truth about Soft Skills, by Amazone Publication.*

**REFERENCES:**

1. *Quantitative Aptitude, by R S Aggarwal, S Chand Publ.*
2. *Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.*
3. *Data Interpretation, R S Aggarwal, S Chand Publ.*
4. *Nova GRE, KAPAL GRE, Barrons GRE books;*
5. *Quantitative Aptitude, The Institute of Chartered Accountants of India.*
6. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
7. *The BBC and British Council online resources*
8. *Owl Purdue University online teaching resources*
9. *www.thegrammarbook.com online teaching resources*
10. *www.englishpage.com online teaching resources and other useful websites.*

**15SSK211****LIFE SKILLS II****1 0 2 2**

Professional Grooming and Practices: Basics of Corporate culture, Key pillars of Business Etiquette. Basics of Etiquette: Etiquette – Socially acceptable ways of behaviour, Personal hygiene, Professional attire, Cultural Adaptability. Introductions and Greetings: Rules of the handshake, Earning respect, Business manners. Telephone Etiquette: activities during the conversation, Conclude the call, To take a message. Body Language: Components, Undesirable body language, Desirable body language. Adapting to Corporate life: Dealing with people.

Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

**TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.*
4. *The Hard Truth about Soft Skills, by Amazone Publication.*

**REFERENCES:**

1. *Quantitative Aptitude, by R S Aggarwal, S Chand Publ.*
2. *Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.*
3. *Quantitative Aptitude by Abjith Guha, Tata McGraw hill Publ..*
4. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
5. *The BBC and British Council online resources*
6. *Owl Purdue University online teaching resources*
7. *www.thegrammarbook.com online teaching resources*
8. *www.englishpage.com online teaching resources and other useful websites.*

## 15SSK301

## LIFE SKILLS III

1 0 2 2

Team Work: Value of Team work in organisations, Definition of a Team, Why Team, Elements of leadership, Disadvantages of a team, Stages of Team formation. Group Development Activities: Orientation, Internal Problem Solving, Growth and Productivity, Evaluation and Control. Effective Team Building: Basics of Team Building, Teamwork Parameters, Roles, Empowerment, Communication, Effective Team working, Team Effectiveness Criteria, Common characteristics of Effective Teams, Factors affecting Team Effectiveness, Personal characteristics of members, Team Structure, Team Process, Team Outcomes.

Facing an Interview: Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc.

Syllogisms, Critical reasoning: A course on verbal reasoning. Listening Comprehension advanced: An exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions. Specific Training: Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.

**TEXTBOOKS:**

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.*
4. *The Hard Truth about Soft Skills, by Amazon Publication.*

**REFERENCES:**

1. *Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;*
2. *The Trachtenberg Speed System of Basic Mathematics, Rupa & Co., Publishers;*
3. *Vedic Mathematics, by Jagadguru Swami Sri Bharati Krsna Tirthaji Maharaja, Motilal Banarsidass Publ.;*

4. *How to Ace the Brainteaser Interview, by John Kador, Mc Graw Hill Publishers.*
5. *Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;*
6. *Quicker Maths, by M tyra & K Kundan, BSC Publishing Co. Pvt. Ltd., Delhi;*
7. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
8. *The BBC and British Council online resources*
9. *Owl Purdue University online teaching resources*
10. *www.thegrammarbook.com online teaching resources*
11. *www.englishpage.com online teaching resources and other useful websites.*

## 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 pāṭalkaḷ) – puṛaṇāṇūru (74, 112, 184, 192 pāṭalkaḷ) – tirukkuṛaḷ (iṛaimāṭci, amaiccu).

**Unit 2**

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

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

Medieval Literature: bāratiyar kaṇṇaṇ pāṭṭu (eṇ viḷaiyāṭṭu piḷḷai) – bāratitacaṇ kuṭumpaviḷakku (tāyiṇ tālāṭṭu).

**Unit 3**

Novel: Jeyakāntaṇ "kuru piṭam"

Essay: Aṇṇā "ē tāḷinta tamilaḷakamē"

**Unit 4**

Tiruñāṇa campantar – tiruñāvukkaracar – cuntarar – māṇikka vācakar – āṇṭāḷ – tirumūlar – kulacōkara āḷvār – cīttalaic cāttāṇār toṭarpāṇa ceytikaḷ, mēṛkōḷkaḷ marrum ciraṇṇup peyarkaḷ.

**Unit 5**

Tamil Grammar: Col vakaikaḷ - vēṛṛumai urupukaḷ - vallinam mikumiṭam mikāyiṭam - canti(puṇarcci) - ilakkaṇakkuṛippu.

Practical skills: Listening, speaking, writing and reading.

**TEXTBOOKS:**

Aṇṇā "ē tāḷinta tamilaḷakamē" nakkīraṇ paḷḷikēṣaṇs.

Cakḷilācaṇ cupraṇaṇiyaṇ "nalla kuṟuntokai mūlamum uraiyum" mullai paḷippakam, 2008.

<http://www.Tamilvu.Org/libirary/libindex.Htm>.



jeyakāntaṅ “kuru piṭam” miṇāṭci puttaka nilaiyam, 1971.

Nā. Pārttacāraṭi “puṛaṇāṅṅūṛuc ciṛukataikal” tamīḷ puttakālayam, 1978, 2001

Poṅ maṇimāṛaṅ “aṭṅ tamīḷ ilakkaṇam “aṭṅ papliṣiṅ kurūp, vañciyūr, tiruvaṅantapuram, 2007.

puliyūr kēcikaṅ “kuṛuntokai mūlamum uraiyum” cārāta patippakam, 2010.

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**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: Nāṭṭupuraṅ pāṭalkaḷ, kataikkaḷ, paḷamoḷikaḷ - ciṛukataikaḷ tōṛramum vaḷarcciyum, ciṛilakkiyaṅkaḷ: Kaliṅkattup paraṅi (pōrpāṭiyatu) - mukkūṭar paḷḷu 35.

Kāppiyaṅkaḷ: Cilappatikāram – maṇimēkalai naṭaiyiyal āyvu marṛum aimperum – aiñciṅṅai kāppiyaṅkaḷ toṭarpāṅa ceytikaḷ.

**Unit 2**

tiṅai ilakkiyamum nīṭiyilakkiyamum - paṭiṅṅaiḷḷakkaṅakku nūḷkaḷ toṭarpāṅa piṛa ceytikaḷ - tirukkuraḷ (aṅṅu, paṅṅu, kalvi, oḷukkam, naṭṭu, vāymai, kēḷvi, ceynaṅṅi, periyāraitṭuṅkaḷ, viḷippuṅarvu pēṅṅa atikāratil uḷḷa ceytikaḷ.

Araṅūḷkaḷ: Ulakanīti (1-5) – ēlāti (1,3,6) - Cittarkaḷ: Kaṭuvelī cittar pāṭalkaḷ (āṅantak kaḷippu – 1,4,6,7,8), marṛum akappēy cittar pāṭalkaḷ (1-5).

**Unit 3**

tamīḷ ilakkaṇam: Vākkiya vakaikaḷ – taṅviṅai piṛaviṅai – nērkūrū ayaṅkūrū.

**Unit 4**

tamīḷaka aṅiṅkaḷiṅ tamīḷ toṅṅum camutāya toṅṅum: Pāratiyār, pāratitācaṅ, paṭṭukkōṭṭai kalyāṅacuntaram, curatā, cujātā, ciṛpi, mēttā, aptul rakumāṅ, na.Piccamūrṭti, akilaṅ, kalki, jī.Yū.Pōp, vīramāmuṅivar, aṅṅā, paritimāṅ kalaiṅar, maṅaimalaiyaṅkaḷ.

**Unit 5**

tamīḷ moḷi āyvil kaṅiṅi payaṅpāṭu - Karuttu parimāṅṅam - viḷampara moḷiyamaippu - pēccu - nāṭakam paṭaippu - ciṛukatai, katai, putiṅam paṭaippu.

**TEXTBOOKS:**

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nā. Vāṅamāmalai “paḷaṅkataikaḷum, paḷamoḷikaḷum” niyū ceṅcuri puttaka veliyiṭṭakam, 1980, 2008

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