

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

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

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

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

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

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

Insights from the Ramayana

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

Insights from the Mahabharata

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

Insights from the Upanishads

Introduction: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads

for modern times – A few Upanishad Personalities: Nachiketasa, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

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

Swami Vivekananda and his Message

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

Great Spiritual Teachers of India

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

Indian Arts and Literature:

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

Importance of Yoga and Meditation in Life:

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

Appreciation of Kerala's Mural Art Forms:

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural paintings are not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural

paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Practicing Organic Farming

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

Ancient Indian Science and Technology

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

15CUL501

CULTURAL EDUCATION

2 0 0 P/F

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

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

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A

8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master
12. Dimensions of Spiritual Education; Need for change Lecture – 1; Need for Perfection Lecture - 2
13. How to help others who have achieved less - Man and Nature Q and A, Sharing of experiences

REFERENCES:

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

15FNA508

STUDIES IN VISUAL AESTHETICS

2 0 0 2

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

Unit 1

Development of Visual Language - Semiotics and Rhetoric.

Unit 2

Dramaturgy - Development of Multimedia - Aesthetics of Audio Image.

Unit 3

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

Unit 4

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

Unit 5

Anatomy, Figure Drawing and Figure Study.

TEXTBOOKS:

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

REFERENCES:

1. *Broadcast Basics: A Beginner's Guide to Television News Reporting and Production* by Yvonne Cappe
2. *The Meaning of Art* by Herbert Read
3. *Art* by Clive Bell
4. *Block, Bruce - 'The Visual Story' Burlington, U.S.A: Elsevier Inc. 2008*
5. *Behrens, Roy R - 'Design in the Visual Arts'. New Jersey: Prentice-Hall Inc. 1984*
6. *Young, Frank M - 'Visual Studies: A Foundation for Artists and Designers'. New Jersey: Prentice-Hall Inc. 1985*
7. *Bergstrom, Bo - 'Essentials of Visual Communication'. London: Lawrence King Publishing. 2008*

15FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION 2 1 0 3 AND MEDIA STUDIES

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

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

TEXTBOOKS:

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

REFERENCES:

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

15FNA511**HISTORY OF ART****2 0 0 2**

Objective: The course introduces the students to the history of art through ages.

Unit 1

Pre historic to Gothic Art.

Unit 2

From Renaissance to 19th century art.

Unit 3

Modern art.

Unit 4

Post modern art.

Unit 5

Indian Art.

TEXTBOOKS:

1. *Craven, Roy C. 'Indian Art: A Concise History'. London: Thames and Hudson. 1976.*
2. *Flexner, Stuart B. et al. [ed]. 'The Random house Library of Painting and Sculpture' [4 volumes]. New York: Random House. 1981.*

REFERENCES:

1. Wilkins, David G and Bernard Schultz. 'Art Past, Art Present'. New York: Harry N. Abrams Inc. 1990.
2. Woods, Gerald, et al [Ed]. 'Art without Boundaries' - 1950 – 70. London: Thames and Hudson. 1972.

15FNA512 MEDIA ETHICS AND LAWS 2 0 0 2

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

Unit 1

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

Unit 2

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

Unit 3

PCI guidelines - Norms for Journalistic conduct.

Unit 4

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

Unit 5

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

TEXTBOOKS:

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

REFERENCES:

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

15FNA571 ELEMENTS OF COMPOSITION LAB. 0 1 2 2

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

15FNA576 GRAPHIC DESIGN LAB. I 0 1 2 2

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

15FNA584 DIGITAL VIDEO EDITING 0 1 2 2

Non-linear Video Editing - Create and open projects, Work with files, Import media, Organize your media once it's imported, Use the Timeline for video and audio tracks, Edit tracks in the Timeline, Create sequences and nested sequences, Add motion to your clips, Create and work with keyframes, Add animation and other effects, Add transitions, Use the colour-correction tools, Sync clips from multiple cameras, Add text, shapes, and logos to your project, Work with audio in the Audio Workspace, Export media, Create and edit closed captions.

15FNA586 GRAPHIC DESIGN LAB. II 0 1 2 2

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

Page Layout Workspace basics - Customizing menus - Toolbox overview - Selection tools, Layout - Creating documents - Creating custom page sizes - Rulers and

measurement units – Grids - Ruler guides - Page and spreads – Masters – Layers - Laying out frames and pages - Numbering pages, chapters and sections - Text variables, Working with files and templates - Saving documents - Exporting, Creating text and text frames - Adding text to frames - Importing text - Threading text - Text frame properties, Typography -Formatting text, Styles - Paragraph and character styles - Dropcaps and nested styles - Object styles - Working with styles - Combining text and objects - creating type on a path, Tables - Creating tables - Selecting and editing tables - Formatting tables - Table strokes and fills - Table and cell styles.

Long document features - Creating book files - Table of contents – index - working with markers, Drawing, Graphics - Understanding graphics formats - Importing files from Adobe applications - Importing other graphics formats - Placing graphics - Managing graphics links - Object libraries, Frames and objects - Selecting objects - Transforming objects - Aligning and distributing objects - Grouping, locking and duplicating objects - Working with frames and objects - Clipping paths, Adding Transparency effects - Blending colours – Colour - Understanding spot and process colours - Applying colour - Working with swatches - Importing swatches – Tints – Gradients - Mixing inks - Using colours from imported graphics, Creating Adobe PDF files - Exporting to Adobe PDF, Printing documents - Colour separations – Automation.

15FNA589 POST-PRODUCTION AND MOTION GRAPHICS LAB. 0 1 2 2

Creating animated images and 3D Computer Graphics - Video compositing - Chroma key - Motion tracking - Creating titles for video.

15FNA601 VISUALIZATION AND STORYBOARDING 2 0 0 2

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

Unit 1

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

Unit 2

Exercises in developing mental images.

Unit 3

Logically arranging the sequences and making sketches.

Unit 4

Preparing layout for story board.

Unit 5

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

REFERENCES:

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

15FNA603 INTERNET ADVERTISING 2 0 0 2

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

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

REFERENCES:

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

15FNA690 LIVE-IN-LAB. 2 cr

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

15FNA692 INTERNSHIP 2 cr

The internship will provide the students with a practical exposure in the industry. The students can do internship on the following areas:
Advertising, PR, Graphic and Web Designing.

Thirty days of internship must be carried out by the student before the end of fourth semester. After the completion of the internship the student must submit a report to the department including the internship certificate, and a detailed report stating the nature of the work and the contribution done by the student in the organization.

15FNA695 COMPREHENSIVE AND TECHNICAL VIVA-VOCE 2 cr

A viva voce will be conducted on the basis of the project work of the student in the presence of an external examiner.

15FNA697 MINI PROJECT 4 cr

Production for Advertising (Print), Production for Advertising (AV), Production for Public Relations (Print), Production for Public Relations (AV), Webpage Designing & Development.

15FNA699 PROJECT 6 cr

Production for Advertising (Print)
Production of PSA, Product Advertisement for print; Newspaper, Magazine, Poster, Billboard, Leaflets,

Production for Advertising (AV)
Production of PSA, Product Advertisement for Audio-Visual Media; Radio jingles, Radio Commercials, Television Commercials.

Production for Public Relations (Print)
Production of Corporate Communication Material; House Journals, Brochures, Pamphlets, Leaflets.

Production for Public Relations (AV)
Production of Corporate Communication Material; Corporate Films, CSR Films and Audio,

Webpage Designing
Designing and Development of Webpage; Preparing company webpage, content development – Text content, AV content.

16FNA500 COMMUNICATION AND MEDIA THEORIES 2 0 0 2

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

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast- origin and development; Impact of radio in society; Community radio in India - an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of

private television channels; Development and growth of Cable TV in India and its impact on society.

Unit 5

Current affairs and general knowledge - Current events - National and International.

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

BOOKS RECOMMENDED:

7. Dennis McQuil: *Mass Communication Theory: An Introduction*
8. Melvin L. De Fleur and Sandra Ball – Rokeach: *Theories of Mass Communication*
9. Melvin L. De fleur and Evette Dennis: *Understating Mass Communication*
10. Joshi P. : *Culture, Communication and Social Change*
11. Wilbur Schramm: *The process and Effects of Mass Communication*
12. Wilbur Schramm: *Men, Message and Media*

16FNA510**CONTENT DEVELOPMENT****2 1 0 3**

Objective: This course will explore the unique constraints of writing on the World Wide Web. Our emphasis will be on discovering new graphic and rhetorical structures for thinking and writing which are best suited for the nonlinear environment of the web.

Unit 1

Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile; Online editions of newspapers, Online reporting - tools for newsgathering. Writing for the Web – principles, limitations and new trends; Editing of web content; Management and economics of online editions, online advertisements and their types;

Unit 2

Create a technical document; professionals involved – project manager/ editor, writers, graphic artists; liaison with project engineers/ scientists and clients; Roles and responsibilities of writers, editors/ project managers; Document formats - hard and soft copy versions designs.

Unit 3

Differences between technical writing and other forms of writing; Qualities and qualifications of technical writers; End products of technical writing – technical

reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

Unit 4

Styles in technical writing; Clarity, precision, coherence and logical sequence in writing: The writing process - aim of writing, knowing the writing assignment, its clients and end users; Gathering of facts/ data; Planning the document content and organization; Writing the draft; draft revision; use of graphics/illustrations.

Unit 5

The technical editing process - Review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/ illustrations; copy fitting, design and layout of documents. Online editing process;

BOOKS RECOMMENDED:

1. Donald C. Samson Jr.: *Editing Technical Writing*
2. Gordon H. Mills & John A Walter: *Technical Writing*
3. McGehee Brad: *The complete Guide to Writing Software User Manuals*
4. Patricia A. Robinson: *Fundamentals of Technical Writing*
5. Peter J MGuire and Sara M. Putzell: *A Guide to Technical Writing*
6. Robert W Bly and Gary Blake: *Technical Writing: Structure, Standard and Style*
7. Susan Grimm: *How to Write Computer Documentation for Users*

16FNA522**WRITING FOR MASS MEDIA****2 0 0 2**

Objective: To equip the students in reporting and writing for media and to orient various journalistic practices.

Unit 1

Principles of good writing – techniques of good writing; Writing for mass media; Tools of writing; Grammar and punctuation; Word usage; Style and Style book – Accuracy, Brevity, Clarity and objectivity; Journalistic conventions, Journalistic style and style books.

Unit 2

Writing for print principles and techniques; News definitions and elements, Types of news, News gathering and reporting process; Reporting - Definitions and elements, hard news and soft news; News sources, News element, News values; Characteristics of news writing; Journalistic codes and ethics.

Unit 3

Writing features and articles – principles and techniques; Different types of features;

Types of articles; Researching for feature and article writing; Differences between features and news story, features and articles; Types of magazines – general interest magazines – special audience magazines, trade magazines.

Unit 4

Magazine design – cover, content and inside pages design; Magazine editing – editing of articles/ features, copy fitting, picture editing and selection, picture cropping; House style. Magazine formats and production techniques.

Unit 5

Writing for Broadcast media – principles and techniques; Characteristics of writing for radio and television; Story structure, writing styles; Putting together a news story; Writing techniques of features for radio and television; Art of interviewing for broadcast media; An overview of programmes and programme content in radio and television broadcasting.

BOOKS RECOMMENDED:

1. Brian Nicholas: *Features with Flair*.
2. Todd Hunt: *Reviewing for the Mass Media*
3. Roy Paul Nelson: *Articles and Features*
4. Louis Alexander: *Beyond the facts: A Guide to the Art of Feature Writing*
5. Hakemulder Jan R, Acde Jonge Fay & Singh P.P.: *Professional Journalism*
6. Shrivastava K.M.: *News Reporting and Editing*
7. Peter Dahlgren and Colin Sparks: *Journalism and Popular Culture*.
8. Jay Friedlander & John Lee: *Feature Writing for Magazine and Newspapers*.
9. Julian Harries, Kelly B. Leiter & Stanley Jonson: *The Complete reporter*
10. C.A. Sheenfield: *Effective Feature Writing*

16FNA525 ADVERTISING THEORY AND PRACTICES 2 0 0 2

Objective: To introduce various domains of professional practices in the process of developing an advertisement in all the formats like print, broadcast and new digital media; to enable them to understand the functions of advertisement agency and the career profile of practitioners.

Unit 1

Origin and development of Advertising in UK, USA and in India; Definition and nature of advertising; Advertising process and functions; Role of advertising in society; Role of advertising in business - Advertising in the marketing process, Marketing Mix, advertising and marketing activities - target marketing and market segmentation; Product positioning; Branding and brand communication.

Unit 2

Development of Advertising agency system; Advertising agency, structure and

functions; Top advertising agencies in the world and in India. Legal and ethical aspects of advertising. Consumer behaviour, factors influencing consumer behaviour, buying behaviour, buying decision process; Evaluation of advertising effectiveness, methods of measurement, Pre-testing and post-testing methods; Social aspects of advertising; Advertising research,

Unit 3

Planning advertising campaigns; Kinds of advertisements – product, service, institutional, industrial, public service and public awareness advertisements retail advertising, corporate advertising, political advertising; Social marketing; Advertising types-classified, classified display and display advertising.

Unit 4

Media for advertising - newspaper, magazines, radio, television, Internet, outdoor, direct mail, point of purchase advertising, visual merchandising; Media selection - media mix, media planning; Advertising events; Key factors in budget – setting. Legal and ethical problems in advertising; Professional Organisations in advertising.

Unit 5

Advertising copy - Elements of Advertising, headline, slogan, body copy, illustrations, logo, trademark, themes and appeals. Fundamentals of visualization, layout and design; Designing process – making a model of the advertisement, testing the model, making the finished advertisement and evaluation.

BOOKS RECOMMENDED:

- Chunnawala: *Advertising Theory and Practice*
 Frank B.S. Rathor; *Advertising Management*
 Jefkins: *Advertising Made Simple*
 Wastson, Rinehart and Winston: *Advertising*
 Sandage and others: *Advertising: Theory and Practice*
 Thomas Russell and Glenn Verrill: *Otto Kleppner's Advertising Procedure*
 Manendra Mohan: *Advertising Management: Concepts and cases*
 Wastson S. Dum: *Advertising: Its Role in Marketing*
 Philip Kotler: *Marketing Management*
 William Stanton and others: *Fundamental of Marketing*
 John R. Possiter and Larry Percy: *Advertising Communication and Promotion Management*

16FNA526 CORPORATE COMMUNICATION 2 0 0 2

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

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

BOOKS RECOMMENDED:

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

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

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

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

Philip Lesley: Lesley's Public Relations Handbook

Kaul J.M.: Public Relations Handbook.

Frank Jefkins: Planned Public Relations

16FNA527**EVENT MANAGEMENT****2 0 0 2**

Objectives: To give formal instructions and training to students in the Event Industry; to enhance their technical proficiency to effectively adjust, grow and excel in the field.

Unit 1

Events definition nature and scope; Types and objectives; Why events - 5c's of events; Elements of events and event process; Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning & Defining planning, Characteristics of Good Planner, SWOT Analysis; Understand Process – Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event – Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event?, Understanding Your Event's Audience; Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.

Unit 2

Producing a great show – phases of staging an Event, Pre-Production Checklist, Event Logistic – understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down Site Selection, Layout and design; Supply of Facilities – Audiovisuals, Purpose of visual presentation, Visual sources; Visual Presenters, Video/ Data Projectors, Display Equipment; Lightings – objectives of event lightings - visibility, relevance, composition, mood – Quality of lights; Equipment Locations - System Operation during the Event, Risk and Safety; Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show,

Unit 3

Event team and crew - The Nature of Teams, A Brief History of Team Building, Management Commitment, Key Benefits of Teams, Key Drawbacks, Types of Teams, Organizational policy--making Teams, Task Force or cross-Functional Teams; Forming The Event Team - The core group should comprise the following positions: Committees for Each Chairperson, Event chairperson; Public Relations Chair, Mailing List Chair, Donation/ Sponsors Chair, Telephone Solicitation Chair, Decorating Chair, Arrangement/ Logistics chair, Some Important Tips on Drinks, Food & Drink Chair, Invitation & Program Chair, Reservation chair, Volunteer Chair.

Unit 4

Expectations and Goals Event Marketing - An Added Dimension, Event and the

Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics; Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, Media mix.

The Role of the Promotional Mix; Event Sponsorship Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Type of Sponsorship, Converting sponsorship into partnership.

Unit 5

Introduction to Event Cost Accounting, Objectives and scope of Event Cost Accounting, Event Cost centres and Cost units, Event Cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations; Event Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point; Event Market Analysis, Technical Analysis, Financial Analysis, Key issues in Project Analysis, Project Appraisal, financial appraisal, Application for financial assistance, Ratio Analysis for Events, Means of Financing, Profitability & Cash Flow, Managing Cash Flow In Events Significance, types of Expenses, Accounting Pattern, Evaluation.

BOOKS RECOMMENDED

1. *Event Management: A Blooming Industry and an Eventful Career* by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. *Event Management* by Swarup K. Goyal - Adhyayan Publisher - 2009
3. *Event Management & Public Relations* by Savita Mohan - Enkay Publishing House.
4. *Start And Run Event planning business* by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
5. *Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success* - Entrepreneur Press, Cheryl Kimball - Publication Date: June 13, 2011
6. *Event Planning Ethics and Etiquette* - Publisher: John Wiley & Son, Publication
7. *Event Entertainment and Production* - Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc.
8. *Special Event Production* - Doug Matthews
9. *The Complete Guide to Successful Event Planning* - Shannon Kilkenny
10. *Successful Team Management [Paperback]* - Nicky Hayes
11. *Crew Resource Management, Second Edition* by Barbara G. Kanki, Robert L. Helmreich and Jose Anca.
12. *The Event Marketing Handbook* – Saget Allison – 2006
13. *Event Marketing - The Wiley Event Management Series* - Leonard H. Hoyle
14. *Event Marketing and Event Promotion Ideas* - Eugene Loj

16FNA532

WEB DESIGN AND DEVELOPMENT

2 0 0 2

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

Unit 1

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

Unit 2

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

Unit 3

Introducing CSS Layout, Building Float-Based Layouts, Positioning Elements on a Web Page.

Improving Your CSS Habits, The Design Process, Defining Good Design, Web Page Anatomy, Grid Theory, Balance, Unity, Emphasis, Fresh Trends, Resizing: Fixed, Fluid, or Responsive Layouts, Resizing: Fixed, Fluid, or Responsive Layouts, Screen Resolution.

Unit 4

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

Unit 5

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

SUGGESTED READINGS:

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

16FNA551 AUDIOGRAPHY PRACTICE LAB. I 0 1 2 2

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

16FNA552 PHOTOGRAPHY PRACTICE LAB. I 0 1 2 2

Familiarization of different Cameras, Working with Digital SLR Camera, Experiments with depth of field, White balance, metering mode, Different modes in DSLR, Familiarizing Flash Lights & Light Meter, Lighting theory, Working with different light sources.

16FNA553 VIDEOGRAPHY PRACTICE LAB. I 0 1 2 2

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

16FNA561 CONTENT DEVELOPMENT PRACTICE LAB. 0 1 2 2

Content writing for internet. Technical writing practice.

16FNA562 WRITING FOR MASS MEDIA PRACTICE LAB. 0 1 2 2

Grammar for Journalists, Writing headline, lead and bodycopy. Writing Obituaries, Writing for women and children, Writing for Industry, Science and Technology, Sports, Agriculture, Films. Typography; Layout and Design of newspaper, style book, technical terms using in print and visual media.

16FNA563 ADVERTISING AND CORPORATE COMMUNICATION LAB. 0 1 2 2

Execution of advertisement and corporate communication practice in the lab, based on the theory they covered

16FNA564 CREATIVE COPY WRITING PRACTICE LAB. 0 1 2 2

Creative copy writing practice for Radio, TV, Print and online media.

16FNA565 EVENT MANAGEMENT PRACTICE LAB. 0 1 2 2

Event management practice based on theory.

16FNA566 WEB DESIGNING AND DEVELOPMENT LAB. 0 1 2 2

Design Websites templates based on various principles and Colour scheme of Web. Create WebPages using Dreamweaver. Create a project agreement for a web site with multimedia elements. Create and Prepare Content for Streaming.

16FNA607 EDITING AND DESIGNING FOR PRINT 2 1 0 3

Objective: To equip the students with the general principles of editing and designing of a news paper.

Unit 1

General principles and functions of editing; Role and responsibilities of editorial staff, Editor, sub-editor, news editor, principles of re-writing, computer editing, style sheet/ Book.

Unit 2

Newsman's language; sentences and their structure; Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Attributions and identification of sources; punctuations, paraphrasing and transition devises in news writing. Analysing the elements of a news story; checking facts and figures; Correcting language, and grammar, rewriting leads, condensing stories, slanting of news localizing news.

Unit 3

News editing techniques of headline writing, types of headlines, polishing headlines, writing sub-heads, jump heads, magazine headlines, new trends in headlining, typography; Editing software; Writing editorials, types of editorials, editorial page contents, translation techniques. Handling wire, correspondent's copy, revising hand-outs. Proofreading; Glossary of editing.

Unit 4

Principles of page make-up and designing, mechanism of dummies, making front and inside pages, copy fitting, types of make-up and design, newspapers special

supplements Design, contemporary newspaper design. Page makeup software-In-Design, Adobe Page Maker.

Unit 5

Brief history of printing; Composition, manual, machine, electronic, printing methods, offset, gravure, screen and other production methods, recent trends in printing, Types and Type setting process.

BOOKS RECOMMENDED:

Harold Evans: Newsmen's English

Harold Evans: Newspaper Design

Harold Evans: Handling Newspaper text

Harold Evans: News Headlines

Bruce Westley: News Editing

F.K. Baskette and J.Z. Sissors: The Art of editing

John Hohenberg: Professional Journalist

Leslie sellers: Doing It In style

Michael Hides: The Sub-editor's Companion

L.M. Spencer: Editorial Writing

K.M. Srivastava: News Reporting and Editing

16FNA608**MARKETING COMMUNICATION****1 1 0 2**

Objective: To provide an in-depth understanding of marketing communication.

Unit 1

Marketing communications defined; Nature of information; Consumer information processing model; marketing communications mix; Dyadic communication; Mass communication; Word-of-mouth communication; Group communication and marketing strategy; The role of Public Relations in marketing Communication; Functions of Public Relations in marketing Integrated Marketing communications (IMC).

Unit 2

Consumer driven communication strategy; The diffusion process; types of communication source; Factors influencing adoption; Group of ore-dispositional factors; Adopter categories; Purchase decision process; Hierarchy of needs; Wants buying motives; The self-concept Perception Attitudes; Learning Cognitive dissonance.

Unit 3

Promotional planning and strategy; Components elements plans, Promotion target determination ranking techniques; Market segmentation; Product or Brand positioning

techniques; procedures for selecting target marketing; Hierarchy of objectives; Strategic approach to promotion activities; Sales promotion defined; Forms of sales promotion; Objectives of sales promotion; Below the line advertising specialties.

Unit 4

Personal selling; personal selling communication process; peddler and professional salesperson characteristic difference; Skill component needed by a professional salesperson; Fundamentals of sales management; selling process and stages; The uniqueness of personal selling; recruitment system; sales force training; sales quotas; Sales territory; Sales force management motivation mix; compensation plan.

Unit 5

Direct marketing process; Common channels for direct marketing; Direct response marketing; catalogue marketing; Telemarketing; Direct marketing through television, print and radio; Kiosk marketing; Automatic vending machine; Online direct marketing channel; Advantages and disadvantages of direct mail; Contents of direct mail packages through post; Electronic consumables used by direct marketers; Benefits of direct marketing; Ethical problems in using direct marketing.

BOOKS RECOMMENDED:

1. *Marketing Communications 1st Edition by Lynne Eagle, Stephan Dahl, Barbara Czarnecka, Jenny Lloyd*
2. *Marketing Communications: A Brand Narrative Approach 1st Edition by Micael Dahlen, Fredrik Lange, Terry Smith*
3. *Marketing Communications: Brands, Experiences and Participation (CIM Course book) [Print Replica] Kindle Edition by Chris Fill*

16FNA609**MEDIA MANAGEMENT****2 0 0 2**

Objective: To comprehend various theories of media and convergence and also to understand the consequences of the dynamics of media development for societal and business decisions.

Unit 1

Introduction to principles and practice of management; Defining Media Economics Media; Business Models and Function; Mass Media Industry Structure Media Markets Ownership: Licensing and Franchising: Rules & Regulations Monopolies, Oligopolies, Conglomerates, Mergers, and Acquisitions; Media Revenues Financial Management Issues Financial Management Report; Media Sales Promotion and Marketing Mix.

Unit 2

Ownership patterns of mass-media in India – sole proprietorship, partnership,

private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains); Policy formulation – planning and control; problems, process and prospects of launching media ventures; Organisation theory, delegation, decentralization, motivation, control and co-ordination.

Unit 3

Management, organizational structure of newspaper and magazine; Newspaper production management; Economics of newspaper - circulation and advertising management; Problems of large, medium and small newspapers; quality control and cost effective techniques. Employee/ employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques.

Unit 4

Management, organizational structure of Radio and Television in India; Private Radio and Television channels - structure organizational structure and management; Planning and execution of programme production – production terms, control practices and procedures; Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee/ employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques.

Unit 5

A brief historical perspective of mass media laws in India -- Introduction to Indian Constitution – Salient features, Directive Principles of State Policy, Fundamental Rights and duties. Basic Legal concepts - Judicial system in India - Constitutional provisions for Freedom of Speech and Expressions - Article 19(1) (a) Reasonable restrictions - Article 19(2) -- Freedom of the press in India Law of Defamation, Obscenity, Cinematography Act Official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature, Working Journalist Act.

BOOKS RECOMMENDED:

1. Aggarwal S.K.: *Press at the crossroads in India.*
2. William and Rucker: *Newspaper Organization and Management*
3. Sarkar R.C: *The press in India*
4. Noorani A.G: *Freedom of Press in India*
5. Frank Thayer: *Newspaper Management*
6. Gulab Kothari: *Newspaper Management in India*
7. A.N. Grover: *Press and the law*
8. A.G. Noorani: *Freedom of the Press in India*
9. Durga Das Basu: *Laws of the press India*

16FNA610

ORGANIZATIONAL COMMUNICATION

2002

Objective: To provide an analysis of traditional and contemporary theories of communication in context of modern complex organizations. Consideration and explication of such pertinent concepts and variables as message, channel, networks, information, information flow, communication climate, communication audit, etc....

Unit 1

Introduction to organization - types and structure of organization; Organizational climate and culture; Process of organizational climate and culture; Analysing organizational climate and culture; Identity and organization, diversity and organization; Perception of Organizational Communication - process, message, networks, interdependence and environment.

Unit 2

Definition of Organizational communication; Nature of ethics, business ethics, communication ethics; Theories of organizational communication - classical, human relations, human resource, social perspectives; Types of organizational communication - formal, informal, downward, upward, diagonal, horizontal, oral and written, communication networks.

Unit 3

Workplace teams - groups, types of teams; Group communication roles; Approaches to leadership, types of leaderships; Role of leaderships -mentoring and coaching; Recruiting, socializing, stress, conflicts and negotiations.

Unit 4

Spoken Communication: Listening; Active Listening; Poor Listening; Poor Speaking Good Listener; Logical Traps; Presentations; Features of effective Presentations; Presentation Planning; Structure of Presentations; Delivery; Visual Support; Coping with Questions; Coping with Nervousness; Effective Meetings: Preparation; Agenda; Conduct of Meetings; Preparation of Minutes of Meeting; Interviewing skills; Negotiating skills; Team building skills; Business skills; Client Interfering skills; Liaison skills; E-Mail writing skills.

Unit 5

Organization correspondence: Principals of Communication: Preparatory Stages of Letter Writing: Letter Formats: Basic Plans for Letters; Direct Request Plan; Good News Plan; Bad News Plan; Persuasive Request Plan; Business Letters; Calling for a Post; Calling for an Interview; Appointment orders; Termination Orders; Enquiries; Cancellation of Orders; Complaints and Adjustments: Sales Letters: Report Writing.

BOOKS RECOMMENDED:

1. *Organizational Communication: An Introduction to Communication and Human Relation Strategies*
Paperback – December, 1996 by Ken W. White, Elwood N. Chapman
2. *Organizational Communication: Approaches and Processes 6th Edition* by Katherine Miller

16FNA632 CORPORATE VIDEO PRODUCTION 2 0 0 2

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

TEXTBOOK:

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

REFERENCE:

Film Production Management by Bastian Cleve

16FNA633 PACKAGING AND ILLUSTRATION PRACTICAL 0 1 2 2

To introduce the students to the basics of packaging, and the essential graphic designing tools. To introduce the students to the basics of drawing, and the traditional illustrations, Graphical illustrations, illustrations in advertising and animations.

16FNA635 NEW MEDIA ADVERTISING 0 1 2 2

Practice advertising using online media.

16FNA662 EDITING AND DESIGNING PRACTICE 0 1 2 2

Editing and designing practice for print.