



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi and Affiliated to Pondicherry University)
(Accredited by NBA-AICTE, New Delhi and Accredited by NAAC with 'A' Grade)
Madagadipet, Puducherry



SCHOOL OF ARTS AND SCIENCE

BACHELOR OF SCIENCE IN VISUAL COMMUNICATION

ACADEMIC REGULATIONS 2020 (R-2020) CURRICULUM AND SYLLABI

R. Rajeswari

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COLLEGE VISION AND MISSION

Vision

To be globally recognized for excellence in quality education, innovation and research for the transformation of lives to serve the society.

Mission

M1: Quality Education:

To provide comprehensive academic system that amalgamates the cutting edge technologies with best practices.

M2: Research and Innovation:

To foster value based research and innovation in collaboration with industries and institutions globally for creating intellectuals with new avenues.

M3: Employability and Entrepreneurship:

To inculcate the employability and entrepreneurial skills through value and skill based training.

M4: Ethical Values:

To instill deep sense of human values by blending societal righteousness with academic professionalism for the growth of society.

DEPARTMENT OF VISUAL COMMUNICATION

VISION AND MISSION

Vision

We seek to foster in depth knowledge to the students in the world of media and create development oriented, liable and steadfast media professionals.

Mission

M1: Quality Training:

To provide quality training in various fields of media and enable students to make meaningful career choices.

M2: Understanding of media:

To impart better understanding of media and provide knowledge about the changing trends of media.

M3: Develop technical skills:

To widen rational creativity, develop technical skills and create social awareness through media education.

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STRUCTURE FOR UNDERGRADUATE PROGRAMME

Sl. No	Course Category	Breakdown of Credits
1	Modern Indian Language (MIL)	6
2	English (ENG)	6
3	Discipline Specific Core Courses (DSC)	82
4	Discipline Specific Elective Courses (DSE)	13
5	Interdisciplinary courses (IDC)	16
6	Skill Enhancement Courses (SEC)	12
7	Employability Enhancement Courses (EEC*)	-
8	Ability Enhancement Compulsory Courses (AECC)	4
9	Open Elective (OE)	4
10	Extension Activity	1
Total		149

SCHEME OF CREDIT DISTRIBUTION – SUMMARY

Sl. No	Course Category	Credits per Semester						Total Credits
		I	II	III	IV	V	VI	
1	Language	3	3	-	-	-	-	6
2	English	3	3	-	-	-	-	6
3	Discipline Specific Core Courses (DSC)	12	12	16	16	16	15	87
4	Discipline Specific Elective Courses (DSE)	-	-	3	3	3	4	13
5	Inter - Disciplinary courses (IDC)	4	4	4	4	-	-	16
6	Skill Enhancement Courses (SEC)	2	2	2	2	2	2	12
7	Employability Enhancement Courses (EEC*)	-	-	-	-	-	-	-
8	Ability Enhancement Compulsory Courses (AECC)	2	2	-	-	-	-	4
9	Open Elective (OE)	-	-	2	2	-	-	4
10	Extension Activity (EA)	-	1	-	-	-	-	1
Total		26	27	27	27	21	21	149

* EEC will not be included for the computation of "Total of credits" as well as "CGPA"

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SEMESTER – I										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Tamil - I	MIL	3	0	0	3	25	75	100
	A20HNT101	Hindi-I								
	A20FRT101	French-I								
2	A20GET101	General English - I	ENG	3	0	0	3	25	75	100
3	A20VCT101	Introduction to Visual Communication	DSC	4	0	0	4	25	75	100
4	A20VCT102	Fundamentals of Computer , Multimedia and Internet	DSC	3	1	0	4	25	75	100
5	A20VCD101	Design Principles	IDC	4	0	0	4	25	75	100
Practical										
6	A20VCL103	Drawing	DSC	0	0	4	2	50	50	100
7	A20VCL104	Graphic Design	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20VCS101	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20VCC101	Adobe Photoshop	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
I Semester Total Credits/Marks							26	525	475	1000

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SEMESTER – II										
SI No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Tamil - II	MIL	3	0	0	3	25	75	100
	A20HNT202	Hindi - II								
	A20FRT202	French - II								
2	A20GET202	General English - II	ENG	3	0	0	3	25	75	100
3	A20VCT205	Photography	DSC	3	1	0	4	25	75	100
4	A20VCT206	Visual Aesthetics	DSC	3	1	0	4	25	75	100
5	A20VCD202	Communication and Media	IDC	3	1	0	4	25	75	100
Practical										
6	A20VCL207	Visual Arts practical	DSC	0	0	4	2	50	50	100
7	A20VCL208	Photography practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
8	A20VCS202	Soft Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
9	A20VCC202	Adobe Illustrator	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
10	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
11	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							27	625	475	1100

**Discipline Specific Electives are to be selected from the list given in Annexure I*

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SEMESTER – III										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT309	Advertising	DSC	3	1	0	4	25	75	100
2	A20VCT310	Film studies	DSC	3	1	0	4	25	75	100
3	A20VCT311	Printing and Publishing	DSC	3	1	0	4	25	75	100
4	A20VCD303	Copy writing	IDC	3	1	0	4	25	75	100
5	A20XXO3XX	Open Elective - I**	OE	2	0	0	2	25	75	100
6	A20VCE3XX	DSE I*	DSE	3	0	0	3	25	75	100
Practical										
7	A20VCL312	Computer Graphic Design	DSC	0	0	4	2	50	50	100
8	A20VCL313	Advertising Photography Practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20VCS303	Audio Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20VCC303	3Ds Max	EEC	0	0	2	-	100	0	100
III Semester Total Credits/Marks							27	450	550	1000

**Discipline Specific Electives are to be selected from the list given in Annexure I*

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SEMESTER – IV										
Sl No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT414	Writing for Media	DSC	3	1	0	4	25	75	100
2	A20VCT415	Screen writing	DSC	3	1	0	4	25	75	100
3	A20VCT416	Media Law and Ethics	DSC	3	1	0	4	25	75	100
4	A20VCD404	Television Production	IDC	3	1	0	4	25	75	100
5	A20XXO4XX	Open Elective - II**	OE	2	0	0	2	25	75	100
6	A20VCE4XX	DSE II*	DSE	3	0	0	3	25	75	100
Practical										
7	A20VCL417	Cinematography	DSC	0	0	4	2	50	50	100
8	A20VCL418	Web Designing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
9	A20VCS404	Radio Production	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
10	A20VCC404	Adobe After Effects	EEC	0	0	2	-	100	0	100
IV Semester Total Credits/Marks							27	450	550	1000

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SEMESTER – V										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT519	Media Culture and Society	DSC	3	1	0	4	25	75	100
2	A20VCT520	Visual Media Research Methods	DSC	3	1	0	4	25	75	100
3	A20VCT521	Development Communication	DSC	3	1	0	4	25	75	100
4	A20VCE5XX	DSE III*	DSE	3	0	0	3	25	75	100
Practical										
5	A20VCL522	3D Animation	DSC	0	0	4	2	50	50	100
6	A20VCL523	Video Editing practical	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20VCS505	Advertisement Film Making	SEC	0	0	4	2	100	0	100
V Semester Total Credits/Marks							21	300	400	700

**Discipline Specific Electives are to be selected from the list given in Annexure I*

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SEMESTER – VI										
SI No.	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20VCT624	Media management and entrepreneurship	DSC	3	1	0	4	25	75	100
2	A20VCT625	E- Learning and Designing	DSC	3	1	0	4	25	75	100
3	A20VCE6XX	DSE IV*	DSE	3	1	0	4	25	75	100
Practical										
4	A20VCL626	Short film/Documentary Production	DSC	0	0	4	2	50	50	100
5	A20VCP627	Phase I -Project (Media Internship) Phase II - Elective	DSC	0	0	10	5	40	60	100
Skill Enhancement Course										
6	A20VCS606	Digital Marketing	SEC	0	0	4	2	100	0	100
VI Semester Total Credits/Marks							21	265	335	600

*Discipline Specific Electives are to be selected from the list given in Annexure I

**Open electives are to be selected from the list given in Annexure II

**Annexure - I
DISCIPLINE SPECIFIC ELECTIVE COURSES**

Discipline Specific Elective – I (Offered in Semester III)		
SI No	Course Code	Course Title
1	A20VCE301	Art Direction
2	A20VCE302	Video Jockey
3	A20JME303	Mass Media in India
Discipline Specific Elective – II (Offered in Semester IV)		
1	A20VCE404	Film Criticism and Analysis
2	A20VCE405	Jingle Production
3	A20JME406	Indian Broadcasting
Discipline Specific Elective – III (Offered in Semester V)		
1	A20VCE507	Media Presentation Skills
2	A20VCE508	Media Aesthetics
3	A20JME509	Folk Media
Discipline Specific Elective – IV (Offered in Semester VI)		
1	A20VCE610	Semiotics and Visual Analysis
2	A20JME611	Ethnography
3	A20VCE612	Advertising and Public relations

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Annexure – II
OPEN ELECTIVE COURSES

Open Elective – I (Offered in Semester III)				
Sl. No	Course Code	Course Title	Offering Department	Permitted Departments
1	A20BTO301	Biotechnology for human welfare	Bioscience	Chemistry, Food Science, Physics
2	A20BTO302	Food Processing	Bioscience	Chemistry, Food Science, Physics
3	A20BTO303	Food technology	Bioscience	Chemistry, Food Science, Physics
4	A20CHO304	Food Analysis (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
5	A20CHO305	Molecules of Life (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
6	A20CHO306	Water Analysis (Practical)	Chemistry	Bioscience, Computational Studies, Food Science, Mathematics, Physics
7	A20CMO307	Fundamentals of Accounting and Finance	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
8	A20CMO308	Fundamentals of Management	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
9	A20CMO309	Fundamentals of Marketing	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
10	A20CPO310	Data Structures	Computational Studies	Mathematics
11	A20CPO311	Programming in C	Computational Studies	Commerce and Management, Mathematics, Media Studies
12	A20CPO312	Programming in Python	Computational Studies	Commerce and Management, Mathematics, Media Studies
13	A20ENO313	Conversational Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	A20ENO314	Fine-tune your English	English	Chemistry, Commerce and Management, Computational

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				Studies, Media Studies, Mathematics, Physics
15	A20ENO315	Interpersonal Skills	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
16	A20MAO316	Mathematical Modelling	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
17	A20MAO317	Quantitative Aptitude - I	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
18	A20MAO318	Statistical Methods	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
19	A20VCO319	Event Management	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	A20VCO320	Graphic Design	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
21	A20VCO321	Role of social media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
22	A20NDO322	Basic Food Groups	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
23	A20NDO323	Life Style Management	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
24	A20NDO324	Nutritive Value of Foods	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
25	A20PHO325	Astrophysics	Physics	Bioscience, Chemistry, Computational Studies,

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Academic Curriculum and Syllabi R - 2020

				Mathematics, Media Studies
26	A20PHO326	Basic of Modern Communication System	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
27	A20PHO327	Bio-Physics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
28	A20TMO328	-----	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
29	A20TMO329	-----	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
30	A20TMO330	-----	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics

Open Elective – II (Offered in Semester IV)

Sl. No.	Course Code	Course Title	Offering Department	Permitted Departments
1	A20BTO401	Herbal Technology	Bioscience	Chemistry, Food Science, Physics
2	A20BTO402	Vermiculture	Bioscience	Chemistry, Food Science, Physics
3	A20BTO403	Biotechnology for Society	Bioscience	Chemistry, Food Science, Physics
4	A20CHO404	C++ Programming and its Application to Chemistry	Chemistry	Computational Studies, Mathematics, Physics
5	A20CHO405	Computational Chemistry Practical	Chemistry	Computational Studies, Mathematics, Physics
6	A20CHO406	Instrumental Methods of Analysis	Chemistry	Computational Studies, Mathematics, Physics
7	A20CMO407	Essential Legal Awareness	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
8	A20CMO408	Essentials of	Commerce and	Bioscience, Chemistry,

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		Insurance	Management	Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
9	A20CMO409	Practical Banking	Commerce and Management	Bioscience, Chemistry, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
10	A20CPO410	Database Management Systems	Computational Studies	Commerce and Management, Media Studies, Mathematics
11	A20CPO411	Introduction to Data Science using Python	Computational Studies	Chemistry, Commerce and Management, English, Media Studies, Mathematics, Physics
12	A20CPO412	Web Development	Computational Studies	Commerce and Management, Media Studies, Mathematics
13	A20ENO413	English for Competitive Exam	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
14	A20ENO414	English Next-India	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
15	A20ENO415	Functional English	English	Chemistry, Commerce and Management, Computational Studies, Media Studies, Mathematics, Physics
16	A20MAO416	Discrete mathematics	Mathematics	Chemistry, Computational Studies, Physics
17	A20MAO417	Operations Research	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
18	A20MAO418	Quantitative Aptitude - II	Mathematics	Chemistry, Commerce and Management, Computational Studies, Physics, Biotechnology, Nutrition and Dietetics
19	A20VCO419	Basics of News Reporting	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
20	A20VCO420	Scripting for media	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics

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21	A20VCO421	Video Editing	Media Studies	Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Physics
22	A20NDO422	Food Labelling	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
23	A20NDO423	Hygiene and Sanitation	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
24	A20NDO424	Nutrition for Adolescent	Food Science	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Mathematics, Media Studies, Physics, Tamil
25	A20PHO425	Digital Electronics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
26	A20PHO426	Geo-Physics	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
27	A20PHO427	Space Science	Physics	Bioscience, Chemistry, Computational Studies, Mathematics, Media Studies
28	A20TMO428	உயிர் அறிவியல்	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
29	A20TMO429	உயிர் அறிவியல்	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics
30	A20TMO430	உயிர் அறிவியல்	Tamil	Bioscience, Chemistry, Commerce and Management, Computational Studies, English, Food Science, Mathematics, Media Studies, Physics

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A20TAT101

$\neg \therefore \zeta \alpha \uparrow > \zeta \perp$
 $> \tau \alpha - I$

L T P C Hrs

(B.A. B.Sc., B.Com. B.B.A., & B.C.A., $\wp \zeta f \uparrow \vee \div \uparrow \Upsilon \mid \odot \mathfrak{R} \zeta \therefore \zeta \spadesuit \neg \wp \zeta \mu \uparrow > \zeta \perp$)

3 0 0 3 45

$\wp \zeta f \uparrow \mid \odot f \uparrow \mid [\dots \Sigma \zeta \mathfrak{R} \mid \Delta$

- $\sqrt{\leftrightarrow} J f \zeta \lambda \leftrightarrow \Delta \gamma J \mid \mid \zeta \uparrow > \tau \alpha [\neg > \zeta [\therefore \mid B \infty \Delta \kappa \leftrightarrow \uparrow \zeta \uparrow \oplus \infty \Delta \partial > [\sigma \neg \tau B \equiv \mid \mid \langle \infty \Delta \wp J \wp \zeta \odot \mid f \infty \Delta$
 $\diamond \uparrow \uparrow \mu \mid \leftrightarrow \heartsuit \wp > \zeta \mid \sqrt{\heartsuit} \wp \zeta f \uparrow \mid \odot f \Delta \partial \therefore \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$
- $> \tau \alpha \sqrt{\mathfrak{R}} \mid B \Delta \chi \perp \langle f \mathfrak{R} \mid \uparrow \mathfrak{K} \Delta, \kappa \mid \kappa \uparrow \mathfrak{K} \Delta \neg \wp \vee \oplus \therefore \zeta \vee \oplus \equiv \mid \perp, \partial > [E \subseteq \rangle \mid \spadesuit \mid \perp, \partial \mid f B \zeta \equiv \mid \perp \gamma \mid B \kappa \vee \mid \oplus \mid \zeta \subseteq \dots > \zeta \rightarrow \Delta \diamond \neg \heartsuit \wp$
 $\odot f \sqrt{\mathfrak{R}} \mid B \equiv \neq [\kappa \alpha B \zeta \mid \mathfrak{R} \neg \rightarrow \kappa > \vee \zeta \sqrt{\heartsuit} \wp \zeta f \uparrow \mid \odot f \Delta \partial \therefore \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$
- $\neg \therefore \zeta \alpha \lambda [\mid \odot f \mid \therefore \heartsuit \mid \wp \heartsuit A \rangle \subseteq \mu \neg \mid \zeta \perp \kappa > \zeta \mid \Upsilon \Delta \wp \zeta f \uparrow \mid \odot f \Delta \kappa \mid \kappa \mid \therefore \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$
- $\kappa \zeta \alpha \sigma B _ E \subseteq \rangle \mid \spadesuit \mid \perp, \in \neg \mathfrak{R} \mid \sigma B _ \dots \mid \zeta \odot \wp \zeta \mid \perp, \otimes \therefore \uparrow \mu \kappa \Delta, \uparrow \omega \odot B _ \diamond \spadesuit \heartsuit \wp \uparrow \neg \rightarrow \mid \mid \langle \therefore \zeta \square \kappa \mid \mid \odot \mathfrak{R} \zeta$
 $\diamond \uparrow \uparrow \mu \mid \leftrightarrow \mathfrak{R} \zeta \Delta \sigma \uparrow \uparrow _ \sqrt{\heartsuit} \wp \zeta f \uparrow \mid \odot f \Delta \chi \mid \kappa \zeta \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$
- $E \subseteq \rangle \mid \spadesuit \gamma \vee \oplus \uparrow \mid \heartsuit \neg \wp \mid \mathfrak{R} \zeta \kappa > \vee \zeta \uparrow \uparrow > \zeta \Phi \neg \therefore \zeta \alpha \lambda [\wp \equiv \mid \neq \heartsuit \neq \mid \spadesuit \chi \square \uparrow \uparrow > \sqrt{\heartsuit} \wp \zeta f \uparrow \mid \odot f \Delta \partial \therefore \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$

$\wp \zeta f \uparrow \mid \odot f \uparrow \mid [\neg \kappa \neq \heartsuit \wp \zeta \mid \perp$

- CO1** - $\sqrt{\mathfrak{R}} \mid B \equiv \mid \perp \mid \zeta \odot \mid \Delta \kappa \zeta \alpha \sigma B _ \neg \Sigma \xi \mid \oplus \mid \mid \langle \heartsuit \dots \wp \mid \Sigma f \uparrow > _.$
- CO2** - $\Sigma \therefore \mu \diamond J \square \uparrow \uparrow > \neg \kappa \neq \heartsuit \wp \uparrow \uparrow \mu \Delta \mid \mid \sigma B \zeta \mid \uparrow \uparrow > \zeta \Phi \neg \therefore \zeta \alpha \mid B \heartsuit \wp B [\wp \uparrow \uparrow \mu > _.$
- CO3** - $> \mid \kappa _ \neg > \zeta f [A \mathfrak{R} \zeta \uparrow \uparrow > \zeta \Phi \neg \therefore \zeta \alpha \lambda [\xi \mathfrak{R} \mid B \uparrow \uparrow \mu \kappa \uparrow \uparrow > \chi \square \uparrow > _.$
- CO4** - $> \zeta \Phi \neg \therefore \zeta \alpha \lambda [E \oplus \heartsuit \mid \wp \partial > _.$
- CO5** - $\sqrt{\mathfrak{R}} \mid B \sqrt{[\wp \equiv \mid \mid \langle O \mid \Delta] \oplus \mid \mid \langle \kappa \langle \uparrow \uparrow > _.$

$\partial \zeta \square 1$

(9 Hrs)

$\sqrt{\mathfrak{R}} \mid \zeta \uparrow \mathfrak{R} \mid \sigma \mid > \mid \perp \square 1$

- $\wp \zeta \leftrightarrow \mid B \zeta \uparrow \quad \square \quad \mid J \square [\diamond [\dots \otimes \kappa \mid [$
- $\wp \zeta \leftrightarrow \mid > \zeta \otimes [\quad \square \quad > \tau \alpha \heartsuit \dots \wp \rightarrow$
- $\partial \heartsuit \mu _ \leftrightarrow \zeta \therefore \zeta [\quad \square \quad \partial \kappa > \zeta \leftrightarrow \Delta$
- $* \leftrightarrow \zeta \quad \square \quad \mid \spadesuit \Upsilon \mid \perp + \mid \vee \wp \mid \spadesuit \mid \perp = \mid \zeta \mid > \equiv \mid \perp$
- $\mu \Sigma \leftrightarrow E \Delta \therefore [\quad \square \quad \therefore [M \uparrow \mu \sigma \mid \therefore \mid \dots \spadesuit$

$\partial \zeta \square 2$

(9 Hrs)

$\sqrt{\mathfrak{R}} \mid \zeta \uparrow \mathfrak{R} \mid \sigma \mid > \mid \perp \square 2$

- $\leftrightarrow \zeta \leftrightarrow \zeta \otimes \subseteq \leftrightarrow \dots \otimes \mid \mid \quad \square \quad \mid \mid \sigma f \heartsuit \wp \odot f \zeta \omega \subseteq \mid >$
- $\partial \spadesuit \zeta \uparrow \quad \square \quad \dots \therefore \mathfrak{K} \Delta E \uparrow \sqrt{\leftrightarrow} \uparrow > \mathfrak{R} \zeta \heartsuit A \mid \perp$
- $\bullet \mid \mid > \leftrightarrow \zeta \setminus \square \quad \partial \Delta \therefore \zeta$
- $\Sigma \zeta \xi \uparrow \mu \mathfrak{R} \zeta \therefore \zeta \uparrow \quad \square \quad \# \uparrow$

$\partial \zeta \square 3$

(9 Hrs)

$E \vee \sqrt{\mathfrak{R}} \mid B \equiv \mid \perp$

- $\mid \circ \equiv \mid \uparrow \mu \heartsuit \wp \leftrightarrow \setminus \quad \square \quad \neg \wp \zeta \uparrow > f \mathfrak{R} \mid \kappa \zeta \perp \diamond \equiv \dots \mid \dots (\wp \zeta f _ \square 485)$
- $\partial \omega \mid \mid \perp \mid \langle \sigma \mid \# \mu \quad \square \quad \sqrt{> \therefore \zeta \Phi \therefore M > \mid f \dots \spadesuit \dots (\wp \zeta f _ \square 45)$
- $\Sigma \subseteq \mathfrak{R} \mid \mid \Delta \wp \mid \Delta \quad \square \quad \partial \Delta \neg \wp \zeta [\rightarrow \sigma _ \neg \zeta \mid \rightarrow _ \dots (\wp \zeta f _ \square 77)$
- $\xi \mathfrak{R} \setminus f \vee \wp \perp \odot \quad \square \quad \wp \zeta \infty \Delta \therefore \mid > \Rightarrow \neg \otimes \alpha \mathfrak{R} \mid \dots \kappa \dots (\wp \zeta f _ \square 47)$
- $\zeta \vee \oplus \zeta \uparrow \mathfrak{R} \zeta \oplus \kappa \Rightarrow E \square \quad \square \quad \{ f \mathfrak{R} \mid \zeta \mid \wp \mu \dots \therefore \dots (\wp \zeta f _ \square 9)$

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சுதந்திரம்

தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

(280011)

தரவு 4

(9 Hrs)

தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

1. உயர்நீதிமன்றம்...
2. அமைதி...
3. உயர்நீதிமன்றம்...
4. அமைதி...
5. உயர்நீதிமன்றம்...

தரவு 5

(9 Hrs)

தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

1. தமிழ்நாடு அரசுப் பல்கலைக்கழகம்
2. தமிழ்நாடு அரசுப் பல்கலைக்கழகம்
3. தமிழ்நாடு அரசுப் பல்கலைக்கழகம்
4. தமிழ்நாடு அரசுப் பல்கலைக்கழகம்
5. தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

1. தமிழ்நாடு அரசுப் பல்கலைக்கழகம்
2. தமிழ்நாடு அரசுப் பல்கலைக்கழகம்
3. தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

1. தமிழ்நாடு அரசுப் பல்கலைக்கழகம், 1988.
2. உயர்நீதிமன்றம்...
3. தமிழ்நாடு அரசுப் பல்கலைக்கழகம், 2011.

தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

1. தமிழ்நாடு அரசுப் பல்கலைக்கழகம், 1968.
2. தமிழ்நாடு அரசுப் பல்கலைக்கழகம், 1989.
3. தமிழ்நாடு அரசுப் பல்கலைக்கழகம், 1998.
4. தமிழ்நாடு அரசுப் பல்கலைக்கழகம், 2011.
5. தமிழ்நாடு அரசுப் பல்கலைக்கழகம், 1992.

தமிழ்நாடு அரசுப் பல்கலைக்கழகம்

1. <http://www.tamilkodal.com>
2. <http://www.languagelab.com>
3. <http://www.tamilweb.com>

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A20FRT101 **FRENCH - I**
(Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A)

L T P C Hrs
3 0 0 3 45

OBJECTIVES

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Je m'appelle Elise. Et Vous ?
Vous Dansez ? D'accord
Monica, Yukiko et compagnie

UNITÉ - 2

Les Voisins de Sophie
Tu vas au Luxembourg ?

UNITÉ - 3

Nous Venons pour l'inscription
A Vélo, en tain, en avoin
Pardon, monsieur, le BHV s'il vous plait ?

UNITÉ - 4

Au marche
On déjeune ici ?

UNITÉ - 5

On va chez ma copine ?
Chez Susana

TextBook

Prescribed Textbook : *FESTIVAL 1* - Méthode de Français
Authors : Sylvie POISSON-QUINTON
Michèle MAHEO-LE COADIC
Anne VERGNE-SIRIEYS
Edition : CLE International, Nouvelle Édition révisée : 2009.

Reference Book : Festival 1

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A20GET101

GENERAL ENGLISH I

L T P C Hrs

3 0 0 3 45

(Common to B.A., B.Sc., and BCA)

Course Objectives

- To recognize the rhythms, metrics and other musical aspects of poetry
- To read a variety of texts critically and proficiently
- To enable the students to enjoy the flair of literature through the work of great writer
- To make the students to know the functions of basic grammar and frame sentences without grammatical error.
- To enable them understanding the intrinsic nuances of writing in English language

Course Outcomes

After the completion of this course, the students will be able to

CO1 - Comprehend and discuss the various facets of selected poems

CO2 - Analyze and interpret texts written in English

CO3 - Read drama with graduate-level interpretive and analytical proficiency

CO4 - Improve the fluency and formation of grammatically correct sentence

CO5 - Enhance the writing skills for specific purposes

UNIT I POETRY

(9 Hrs)

1. John Milton: On His Blindness
2. William Wordsworth: Daffodils
3. Percy Bysshe Shelly: Ozymandias
4. Emily Dickinson: Because I could not stop for Death
5. Sarojini Naidu: The Queen's Rival

UNIT II PROSE

(9 Hrs)

1. Francis Bacon: Of Love
2. Charles Lamb: A Dissertation upon R toast Pig

UNIT III DRAMA

(9 Hrs)

1. Oscar Wilde: Lady Windermere's Fan

UNIT IV GRAMMAR

(9 Hrs)

1. Parts of Speech
2. Tenses
3. Subject-Verb Agreement

UNIT V COMPOSITION

(9 Hrs)

1. Essay Writing
2. Email

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Text Books

1. James Barrett, "Brookside Musings: A Selection of Poems and Short Stories: Board of Editors", Orient Longman Limited, 2009
2. Wilde Oscar, "Lady Windermere's Fan. Published in The Importance of Being Earnest and Other Plays", London: Penguin, 1940.
3. Wren & Martin, "High School English Grammar & Composition", Blackie ELT Books. 2017

Reference Books

1. Lalitha Natarajan and Sasikala Natesan, "English for Excellence: Poetry", Anuradha Publications. 2015
2. Charles Lamb, "Selected Prose", Penguin Classics. United Kingdom. 2013
3. Usha Mahadevan, "Sunbeams: Empower with English", Emerald Publishers. Chennai. 2016

Web References

1. <https://www.englishcharity.com/of-love-by-francis-bacon-explanation/>
2. https://www.poetry-archive.com/n/the_queens_rival.html
3. <https://www.gradesaver.com/lady-windermere-fan/study-guide/summary-act-i>

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A20VCT101 INTRODUCTION TO VISUAL COMMUNICATION

L T P C Hrs
4 0 0 4 60

Course Objectives

- To understand the basics of Visual Communication
- To apply the techniques in Visual Media
- To solve practical problems in the real life situations
- To provide an understanding about the concept of Communication and to study the key elements in a communication process. Through various communication theories
- Students will be able to understand how technology influences communication and the major characteristics of media.

Course Outcomes

After completion of the course, the students will be able to

- CO1** - Understand the various types of communication and the various factors that affect the communication system.
- CO2** - Gain knowledge about various communication models.
- CO3** - Differentiate the Verbal and Non-verbal Communication.
- CO4** - Know Media effect theories and it gives a complete knowledge about the influence of Media on society.
- CO5** - Perceive Press theories which give a depth understanding about the functions of Press.

UNIT I COMMUNICATION

(12 Hrs)

Communication: Definition, types of Communication, need for and the Importance of Human and Visual Communication, nature of communication, Communication as expression, skill and process, Understanding Communication: SMCR Model

UNIT II COMMUNICATION AS A PROCESS

(12 Hrs)

Communication as a process: Message, Meaning, Connotation, Denotation, Culture/Codes etc. flow of Communication, barriers to Communication, Levels of communication: Technical, Semantic, and Pragmatic. The semiotic landscape: language and visual communication, narrative representation.

UNIT III PERCEPTION

(12 Hrs)

Perception- definition & concept; Types of Perception- Visual Perception & Graphical. Perception; Visual Perception- definition & concept; Illusions- definition & basics; Types of Illusion- Visual Illusion, Perspective Illusions, Geometric Illusions, Colour & Irradiation. Illusions; Gestalt theory- definition & concept; Gestalt principles- Similarity, Continuation, Closure, Proximity, Figure and Ground.

UNIT IV DESIGN PROCESS

(12 Hrs)

Principles of Visual and other Sensory Perceptions. Colour psychology and theory (some aspects) Definition, Optical/ Visual Illusions, etc. Various stages of design process-problem identification search for solution, refinement, analysis, decision making, implementation.

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UNIT V CREATIVITY AND INNOVATION

(12 Hrs)

Observation and Practical; Ideation- definition & concept; Creativity- definition & concept. Characteristics & Process of creativity; Creativity Tools; Approaches to Creativity; Innovation- definition & concept; Lateral thinking- definition & concept; Lateral Thinking & Vertical Thinking; Creativity & Visual Communication; Process of developing ideas to different medium.

Text Books

1. John Fiske & Henry Jenkins,|| Introduction to Communication studies||, Routledge, Oxon , 3rd edition,2011
2. Seema Hasan, "Mass Communication- Principles & Concepts||, CBS Publishers, New Delhi, 2nd edition, 2010.
3. Keval J. Kumar , "Mass Communication in India||, Jaico Publishing House, 5th edition, 2020.

Reference Books

1. Lester, E "Visual Communications: Images with Messages||. Thomson Learning 8th edition 2000
2. Schildgen, T "Pocket Guide to color with digital applications||. Thomson Learning 2nd edition 1998.
3. Philip Hayward, Arts Council of England, "Picture this: Media Representation of Visual Arts and artists|| University of Luton Press, 2nd edition,1998

Web References

1. <https://www.cleverism.com/skills-and-tools/visual-communication/>
2. <https://businessjargons.com/visual-communication.html>
3. <https://visme.co/blog/visual-communication/>

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**A20VCT102 FUNDAMENTALS OF COMPUTER, MULTIMEDIA
AND INTERNET**

L T P C Hrs
3 1 0 4 60

Course Objectives

- To learn about the fundamental and applications of computers.
- To study about the CPU, VDU, Input, Output and storage devices.
- To study about the office tools and spread sheets.
- To understand the input, output devices of computer
- To understand the concept of Internet.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the hardware and software of the computer.

CO2 - Memorising the concept and components of CPU, VDU, Input, Output and storage devices

CO3 - Categorising the different office tools.

CO4 - Understand the basic concepts of DTP software's.

CO5 - Summarising the concepts of Internet and search engines.

UNIT I INTRODUCTION TO COMPUTER

(12 Hrs)

Introduction to Computer- Information and Communication Technology: Meaning importance and Concept- Introduction to computer: History & Classification of computer - Computer: Characteristics & application

UNIT II COMPONENTS OF COMPUTER SYSTEM

(12 Hrs)

Components of Computer System -Central Processing Unit (CPU) -VDU (Visual Display Unit) Keyboard and Mouse - Other input/output Devices - Computer Memory -Storage device.

UNIT III MS OFFICE

(12 Hrs)

MS Office, Use of Printer & Scanner- Microsoft Office: Word, Power Point, excel - Using printers & scanners

UNIT IV DTP SOFTWARE

(12 Hrs)

DTP Software- Features and their basic application: (a) Corel draw, (b) PageMaker, and (c) Photoshop

UNIT V CHARACTERISTICS OF INTERNET

(12 Hrs)

Characteristics of Internet, Brief Idea about ISP and browsers, Websites & its types, Email: Need & Importance, Web tools: Blogs, Social Media & Search Engine.

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Text Books

1. Peter Shirley, Michael Ashikhmin & Steve Marschner ,||Fundamentals of Computer Graphics|| - CRC Press, US, 3rd edition, 2015.
2. Ramesh Bangia, "Computer Fundamentals and Information Technology||, Firewall Media, New Delhi, 2nd edition 2008.
3. Erika Kendra "Adobe Photoshop CS3: The Professional Portfolio||, Against The Clock, London, 2nd edition 2008

Reference Books

1. Ze-Nian Li, Mark S. Drew, Jiangchuan Liu, "Fundamentals of Multimedia|| Springer Nature; 2nd ed. 2014
2. Anita Goel, "Computer Fundamentals||, Pearson, 2nd edition, 2010.
3. Jeff Johnson, "Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules||, Morgan Kaufmann Publishers, USA, 2010.

Web References

1. http://saintangelos.com/studentdesk/Download/Introduction_to_visual_communication.pdf
2. <https://issuu.com/ademing/docs/typographybook>
3. https://users.dimi.uniud.it/~antonio.dangelo/MMS/materials/Fundamentals_of_Multimedia.pdf

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A20VCD101

DESIGN PRINCIPLES

L T P C Hrs
4 0 0 4 60

Course Objectives

- To understand the basics of colour wheel.
- To apply the techniques in Graphic Design.
- To understand the Perspective drawing
- To understand the characteristics of light and shadow.
- To learn about the colour psychology.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the colour wheel, primary, secondary, tertiary colours.

CO2 - Understand the design principles from line, shape, space, texture, etc.

CO3 - Categorising the organization like horizontals, verticals & diagonals drawings.

CO4 - Understand the drawing shapes, space and light.

CO5 - Summarising the concepts of Human response to colour psychology.

UNIT I COLOUR THEORY

(12 Hrs)

Colour Theory – Primary and Secondary Colours, Additive and Subtractive Colours & CIE Colour System, Colour Wheel, Colour Mixing , Colour Harmonies & the interaction of Colour 12 step Colour wheel , Hue, Saturation, Value

UNIT II ELEMENTS OF DESIGN

(12 Hrs)

Elements of Design – line, shape, form, space, texture, color, value; Principle of Design – Balance, variety, rhythm , emphasis, proportion, contrast, unity, Visual Tension.

UNIT III COMPOSITION

(12 Hrs)

Composition -Forces of Visual Organization , Line, The Sinuous, Horizontals, Verticals & Diagonals, Open & Closed Frame Balanced and Unbalanced Frame, Positive and Negative Space , Composition Triangles Abstract, Aesthetic, Golden Ratio, Rule of Third, Symmetry, Dynamic Symmetry, Perspective, Gestalt principles, Vanishing Point, Viewpoint, Dimension.

UNIT IV LIGHTS

(12 Hrs)

Lights – Nature of Light, characteristics of Light, Highlights, Midtowns, Shadows, Contrast, Gamma, Saturation , Histogram White Balance, Light Intensity , Light Source, Densitometry, Brightness perception, Determining Exposure, Lighting as Story Telling - Light and Shadow, High - Key lighting Low Key Lighting.

UNIT V HUMAN RESPONSES

(12 Hrs)

Human Responses to Colour- Psychophysical Response, Socio-Cultural Response, Individual Response, Symbolic Response, colour culture, colour semiotics.

Text Books

1. Alex W. White,||The Elements of Graphic Design||, Allworth Press, New York, 1st Edition, 2011.
2. Connie Malamed,|| Visual Language for Designers||, Rockport Publishers, USA, 1st Edition, 2011

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Academic Curriculum and Syllabi R - 2020

3. Chris Weston, "Lighting" Ava Pub, 2nd edition, 2007.

Reference Books

1. Per Arnoldi, "Color is Communication: Selected Projects for Foster + Partners" Birkhauser. 1st edition, 2006.
2. Laurence King, "Colour: How to Use Colour in Art and Design" Publishing, 3rd edition, 2006.
3. Richard Hickman, "Critical Studies in Art and Design Education", Intellect Books, 1st edition, 2005

Web References

1. <https://www.smashingmagazine.com/2020/10/principles-visual-communication/>
2. <https://libguides.mhs.vic.edu.au/viscommdesign/principlesofdesign>
3. <https://dl.acm.org/doi/10.1145/1924421.1924439>

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A20VCL103

DRAWING

L T P C Hrs
0 0 4 2 30

Course Objectives

- The students will gain a control of representational drawing skills.
- To understand and manipulate the proportional relationships from actual objects.
- To manipulating the formal elements and principles to achieve better design solutions.
- Importance and control of good craftsmanship and presentation skills in drawing.
- To understand how to draw landscapes and portrait.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Have a very good knowledge of basics of drawing and material handling and understanding.

CO2 - Understand the light and dark and transition of the total value.

CO3 - Understand the usage of positive and negative space in a design composition.

CO4 - Gaining the composing knowledge of landscape and cityscape drawing and painting.

CO5 - Understand the face feature and its measurements.

The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

All exercises must be in pencil and in different medium - charcoal, watercolour, pastels, and oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and in different medium -charcoal, watercolour, pastels, and oil paints. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}

- ❖ Line, Shape, Texture, Curves, Human Anatomy, Line Sketching, Pencil Sketching.
- ❖ Forms-humans, animals, birds,
- ❖ Live models
- ❖ Landscapes
- ❖ Monuments
- ❖ Environmental Exposure

Text Books

1. Wolf Rachel, "Basic Drawing Techniques", North Light Books, Sept. 15 1991.
2. Ernest.R.Norling, "Perspective made easy", Dover Publications, 13th August 1999.
3. Nongdamba Leitanthem, "Learn Pencil Drawing and Shading", Notion Press, 2017.

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Reference Books

1. Philip W. Metzger "The Art of Perspective", North Light Books; illustrated edition, 2007.
2. Wayne Enstice and Melody Peters, "Drawing: Space, Form, and Expression", Pearson, 2nd edition, Aug. 7. 1995.
3. Novak and Henry C. Spencer, "Basic Technical Drawing", Student Text, Glencoe/McGrawHill; 6th Revised edition, March 1994.

Web References

1. <https://artjournalist.com/how-to-start-an-art-journal/>
2. <https://www.artistsnetwork.com/art-mediums/drawing/pen-drawing-art-journal/>
3. <https://theartofeducation.edu/2018/04/27/50-visual-journal-prompts-to-promote-drawing-and-creative-thinking-skills/>

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A20VCL104

GRAPHIC DESIGN

L T P C Hrs
0 0 4 2 30

Course Objectives

- Students will demonstrate proficiency in design principles, design process.
- To understand contemporary design practice.
- Students will develop an understanding of design process and problem solving methods.
- To explore the effect graphic design has upon the human environment from
- To understand social responsibility, sustainability and interdisciplinary perspectives.

Course Outcomes

After completion of the course, the students will be able to

- CO1** - gain knowledge about graphic design - its history and evolution along with its technology, and concepts.
- CO2** - have a very good knowledge about Principles of Graphic Design.
- CO3** - understand the relationship of graphic design to other disciplines and to society.
- CO4** - have a thorough knowledge of creating pattern design.
- CO5** - have detailed understanding of Typography through principle for typography.

Record should contain at least THREE exercises each with written briefs, scribbles I and final artwork). Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or any other secondary sources will not be allowed).

Record

1. Typography Designs
2. Logo design
3. Letterhead
4. Visiting Cards
5. Brochures
6. Print Advertisements-Black & White, Colour.

Text Books

1. Ellen Lupton & Jennifer Cole Phillips, "Graphic Design: The New Basics" Princeton Architectural Press Revised and updated edition 2015
2. David Dabner & Sandra Stewart & Eric Zempel, "Graphic Design School: A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Thames & Hudson Ltd; 5th Revised edition 2014
3. Ji Yong Park, "Visual Communication in Digital Design", YoungJin, 1st edition, May 1, 2008

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Reference Books

1. Peter Dawson & John Foster & Tony Seddon, "Graphic Design Rules: 365 Essential Design Dos and Don'ts", Frances Lincoln Publishers Ltd, Flexi bound edition, 2012.
2. Steven Heller, "Typography Sketchbooks", Thames & Hudson Ltd, 2012
3. Malamed Connie, "Visual Language for Designers: Principles for Creating Graphics that People Understand", Rockport Publishers, 1st edition, 2011

Web References

1. <https://www.creativebloq.com/digital-art/illustrator-tutorials-1232697>
2. https://www.pgsd.org/cms/lib07/PA01916597/Centricity/Domain/202/illustrator_for_beginners_tastytuts.pdf
3. http://ptgmedia.pearsoncmg.com/images/9780134663449/samplepages/9780134663449_CH04.pdf

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A20VCS101

COMMUNICATION SKILLS LAB

(Common to all branches)

L T P C Hrs

0 0 4 2 30

Course Objectives

- To improve the skill of rapid reading and comprehending efficiently
- To decode the correspondence between sound and spelling in English
- To train students to organize, revise and edit ideas to write clearly and commendably
- To enhance the sense of social responsibility and accountability of the students
- To expound the significance of time and stress management

Course Outcomes

After the completion of the course, the students will be able to

CO1 - Understand the pattern to communicate effectively

CO2 - Impart Speaking skills with self-confidence

CO3 - Use writing strategies to improve their drafting skills and comprehending of articles

CO4 - Demonstrate leadership qualities to Participate in Group Discussion and Interview efficiently

CO5 - Expertise in Managerial skills

UNIT I COMMUNICATION SKILLS -SPEAKING

(6 Hrs)

1. Aspects of speaking
2. Process and techniques of effective speech
3. Presentations
4. Topic to be given to students for short speech
5. Self-Introduction

UNIT II SELF-MANAGEMENT SKILLS

(6 Hrs)

1. Time Management
2. Stress management
3. Perseverance
4. Resilience
5. Mind mapping
6. Self- confidence

UNIT III COMMUNICATION SKILLS - READING

(6 Hrs)

1. Phonics
2. Vocabulary
3. Comprehension
4. Skimming and Scanning

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UNIT IV SOCIAL SKILLS

(6 Hrs)

1. Negotiation and Persuasion
2. Leadership
3. Teamwork
4. Problem solving
5. Empathy
6. Decision making

UNIT V COMMUNICATION SKILLS - WRITING

(6 Hrs)

1. Descriptive
2. Narrative
3. Persuasive
4. Expository
5. Picture composition

Text Books

1. Syamala, V.,|| Effective English Communication for you||, Chennai: Emerald Publishers, 2002
2. Balasubramanian, T.,|| A Textbook of English Phonetics for Indian Students||, New Delhi: Trinity Press 1981s
3. Sardana, C.K.,|| The Challenge of Public Relations||,New Delhi: Har- Anand Publications, 1995

Reference Books

1. Murphy, John J, "Pulling Together: 10 Rules for High-Performance Teamwork||, Simple Truths, 2016
2. Sanjay Kumar, Pusp Lata. "Communication Skills||. Oxford University Press. 2015
3. Barun K. Mitra, " Personality Development and Soft skills||, Oxford University Press. 2016

Web References

1. <https://blog.dce.harvard.edu/professional-development/10-tips-improving-your-public-speaking-skills>
2. <https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/>
3. <https://zety.com/blog/how-to-introduce-yourself>

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A20AET101

ENVIRONMENTAL STUDIES
(Common to B.A., B.SC., B.Com, BBA and B.C.A.)

L T P C Hrs
2 0 0 2 30

Course Objectives

- To gain knowledge on the importance of natural resources and energy
- To understand the structure and function of an ecosystem
- To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
- To understand the causes of types of pollution and disaster management
- To observe and discover the surrounding environment through field work

Course Outcomes

After completion of the course, the students will be able to

CO1 - Identify the importance of natural resources and energy

CO2 - Outline the important Language varieties

CO3 - Understand the basic definition of Linguistics

CO4 - Describe the classification of speech sounds

CO5 - Analyze and understand interactions between social and environmental processes

UNIT I INTRODUCTION TO NATURAL RESOURCES/ENERGY

(6 Hrs)

1. Natural Resources - Definition - Scope and Importance - Need for Public Awareness
2. Renewable and Non-renewable Resources: Natural resources and associated problems.
3. Forest resources and over-exploitation
4. Water resources and over- utilization
5. Mineral resource extraction and its effects
6. Food resources - food problems
7. Modern agriculture - Energy resources and its future.

UNIT II ECOSYSTEMS

(6 Hrs)

1. Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers
2. Ecological succession- food chains (any 2 Examples)- food webs(any 2 Examples)
3. Ecological pyramids.

UNIT III ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT

(6 Hrs)

1. Definition-causes, effects and control measures of : Air, Water and Soil pollution
2. e- Waste management
3. Disaster management: Natural and manmade- food/earthquake/cyclone, tsunami and landslides.

UNIT IV SOCIAL ISSUES AND THE ENVIRONMENT SUSTAINABLE DEVELOPMENT

(6 Hrs)

1. Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation
2. Environment Protection Act (any 2) air, water, wildlife and forest.

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UNIT V HUMAN POPULATION AND THE ENVIRONMENT

(6 Hrs)

1. Population explosion–Family Welfare Programme
2. Environment and human health
3. Human rights
4. Value education - HIV/AIDS
5. Women and Child Welfare
6. Role of Information Technology in environment and human health.

Text Books

1. K. De, "Environmental chemistry" 9th Ed; New age international (P) Ltd, New Delhi, 2010.
2. K. Raghavan Nambiar, "Text Book of Environmental Studies" 2nd Ed, Scitech Publications (India) Pvt Ltd, India, 2010.
3. G. S. Sodhi, "Fundamental concepts of environmental chemistry", I Ed, Alpha Science International Ltd, India, 2000.

Reference Books

1. B.K. Sharma, "Environmental chemistry", Krishna Prakashan Media (P) Ltd, Meerut, 11th Ed, 2009.
2. S.S.Dara, and D.D. Mishra "A text book of environmental chemistry and pollution control", S. Chand and Company Ltd, New Delhi, 5th Edition, 2012.
3. Richard T. Wright, "Environmental Science: Toward a Sustainable Future", 10th edition, Prentice Hall, 2008

Web References

1. www.ifpri.org/topic/environment-and-natural-resources
2. <https://www.iucn.org/content/biodiversity>
3. <http://www.world.org/weo/pollution>

$\neg \therefore \zeta \alpha \uparrow \triangleright \zeta \perp$
 $\triangleright \tau \alpha - \text{II}$

(B.A., B.Sc., B.Com., B.B.A., & B.C.A., $\wp \zeta f \heartsuit \div \Upsilon \mid \odot \mathfrak{R} \zeta \therefore \zeta \spadesuit \neg \wp \zeta \mu \uparrow \triangleright \zeta \perp$)

A20TAT202

L	T	P	C	Hrs
3	0	0	3	45

$\wp \zeta f \uparrow \mid \odot f \uparrow \mid [\dots \Sigma \zeta \mathfrak{R} \mid \Delta$

- $\cdot \sqrt{\leftrightarrow} \mid f \zeta \lambda \leftrightarrow \Delta \gamma \mid \mid \zeta \triangleright \tau \alpha \mid \neg \triangleright \zeta \mid \therefore \mid B \infty \Delta \kappa \leftrightarrow \lceil \zeta \nu \mid \oplus \infty \Delta \partial \triangleright \lceil \sigma \neg \tau B \equiv \mid \mid \langle \infty \Delta \wp \mid \wp \zeta \odot \mid f \infty \Delta \spadesuit \mid \uparrow \mu \mid \leftrightarrow \heartsuit \wp \triangleright \zeta \mid \sqrt{\heartsuit} \wp \zeta f \uparrow \mid \odot f \Delta \partial \therefore \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$
- $\cdot \triangleright \tau \alpha \sqrt{\mathfrak{R}} \mid B \Delta \chi \perp \langle f \mathfrak{R} \mid \uparrow \mid \mathfrak{K} \Delta, \kappa \mid \kappa \uparrow \mid \mathfrak{K} \Delta \neg \wp \nu \oplus \therefore \zeta \nu \oplus \equiv \mid \perp, \partial \triangleright \lceil E \subseteq \rceil \mid \spadesuit \mid \perp, \partial \mid f B \zeta \langle \equiv \mid \perp \subseteq \dots \triangleright \zeta \rightarrow \Delta \spadesuit \neg \heartsuit \wp \odot \mid f \sqrt{\mathfrak{R}} \mid B \equiv \mid \neq \lceil \kappa \alpha B \zeta \mid \mathfrak{R} \neg \rightarrow \kappa \triangleright \nu \zeta \sqrt{\heartsuit} \wp \zeta f \uparrow \mid \odot f \Delta \partial \therefore \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$
- $\cdot \neg \therefore \zeta \alpha \lambda \mid \mid \odot f \mid \therefore \heartsuit \mid \wp \heartsuit A \rangle \subseteq \mu \neg \mid \zeta \perp \kappa \triangleright \zeta \mid \Upsilon \Delta \wp \zeta f \uparrow \mid \odot f \Delta \kappa \mid \kappa \mid \therefore \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$
- $\cdot \kappa \zeta \alpha \sigma B _ E \subseteq \rceil \mid \spadesuit \mid \perp, \in \neg \mathfrak{R} \mid \sigma B _ \dots \mid \zeta \odot \wp \zeta \mid \perp, \odot \therefore \uparrow \mu \kappa \Delta, \lceil \omega \odot B _ \spadesuit \spadesuit \heartsuit \wp \lceil \neg \rightarrow \mid \mid \langle \therefore \zeta \square \kappa \lceil \mid \odot \mathfrak{R} \zeta \spadesuit \mid \uparrow \mu \mid \leftrightarrow \mathfrak{R} \zeta \Delta \sigma \uparrow \mid _ \sqrt{\heartsuit} \wp \zeta f \uparrow \mid \odot f \Delta \chi \lceil \kappa \zeta \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$
- $\cdot E \subseteq \rceil \mid \spadesuit \gamma \nu \oplus \lceil \heartsuit \neg \wp \lceil \mathfrak{R} \zeta \kappa \triangleright \nu \zeta \uparrow \triangleright \zeta \Phi \neg \therefore \zeta \alpha \lambda \lceil \wp \equiv \mid \neq \heartsuit \div \mid \spadesuit \chi \square \lceil \uparrow \triangleright \sqrt{\heartsuit} \wp \zeta f \uparrow \mid \odot f \Delta \partial \therefore \mathfrak{R} \mid \heartsuit \wp \odot \mid \perp \langle \mu.$

$\gamma \mid B \kappa \nu \mid \oplus \mid \zeta \lceil$

$\wp \zeta f \uparrow \mid \odot f \uparrow \mid [\neg \kappa \neq \heartsuit \wp \zeta \mid \perp$

- CO1** - $\sqrt{\mathfrak{R}} \mid B \equiv \mid \perp \mid \zeta \odot \mid \Delta \kappa \zeta \alpha \sigma B _ \neg \Sigma \xi \mid \oplus \mid \mid \langle \heartsuit \dots \wp \setminus \Sigma f \uparrow \triangleright _.$
- CO2** - $\Sigma \therefore \mu \spadesuit \mid \odot \uparrow \mid \triangleright \neg \kappa \neq \heartsuit \wp \lceil \uparrow \mu \Delta \mid \lceil \sigma B \zeta \mid \uparrow \triangleright \zeta \Phi \neg \therefore \zeta \alpha \mid B \heartsuit \wp B \lceil \wp \lceil \mu \triangleright _.$
- CO3** - $\triangleright \mid \kappa _ \neg \triangleright \zeta f \lceil A \mathfrak{R} \zeta \uparrow \triangleright \zeta \Phi \neg \therefore \zeta \alpha \lambda \lceil \xi \mathfrak{R} \mid B \uparrow \mu \kappa \uparrow \mid \triangleright \chi \square \lceil \triangleright _.$
- CO4** - $\triangleright \zeta \Phi \neg \therefore \zeta \alpha \lambda \lceil E \oplus \heartsuit \mid \wp \partial \triangleright _.$
- CO5** - $\sqrt{\mathfrak{R}} \mid B \sqrt{\lceil \wp \equiv \mid \mid \langle O \mid \lceil \Delta \mid \oplus \lceil \mid \langle \kappa \lceil \uparrow \triangleright _.$

$\partial \zeta \square 1$

(9 Hrs)

- $\cdot \odot \uparrow \mid \neg \triangleright \zeta \mid \lceil : 1. \zeta \rightarrow \subseteq \neg \triangleright \zeta \mid \lceil (\wp f _ \square 130) 2. \Sigma \nu \lceil \square (\wp \zeta f _ \square 27) 3. \partial \mid \Sigma \zeta \lceil \rightarrow (\wp \zeta f _ \square 86).$
- $\cdot \wp \uparrow \mu \heartsuit \wp \zeta \odot \lceil : E \rightarrow \wp \zeta \square \zeta \nu \rightarrow \heartsuit \wp \lceil f (\partial \mid \lceil \perp \square 126 \square 143).$
- $\cdot \wp \lceil \neg \spadesuit \mid \square \infty \mathfrak{R} \mid \square \mathfrak{R} \zeta : \lceil \mathfrak{R} \zeta \oplus \perp \square \neg \kappa \zeta \lceil \zeta \lceil \therefore (\partial \lceil \zeta \leftrightarrow \Delta \square 31), \lceil \zeta \triangleright _ E \oplus \heartsuit A \lceil \leftrightarrow \uparrow \triangleright _ (\partial \lceil \zeta \leftrightarrow \Delta - 113).$

$\partial \zeta \square 2$

(9 Hrs)

- $\cdot \odot \uparrow \mid \neg \triangleright \zeta \mid \lceil : 1. \nu \equiv \zeta \rightarrow \pm \rightarrow (\wp \zeta f _ \square 203), 2. \mid o \uparrow \mid \neg \triangleright \zeta \mid \lceil \square \wp \zeta \lceil \lceil \uparrow \mid \square (\wp \zeta f _ \square 9), 3. A \oplus \Sigma \zeta \lceil \rightarrow (\wp \zeta f _ \square 235).$
- $\cdot \wp \uparrow \mu \heartsuit \wp \zeta \odot \lceil \square \xi \lceil \lceil \heartsuit \wp \zeta \odot \lceil (6 \square 21).$
- $\cdot \wp \lceil \neg \spadesuit \mid \square \infty \mathfrak{R} \mid \square \mathfrak{R} \zeta :$
 - $\cdot \Sigma \zeta \lceil \mid B \zeta \lceil \square \Sigma _ \lceil \zeta \lceil \spadesuit \spadesuit \uparrow \triangleright \zeta \lceil (221) .$
 - $\cdot \lceil \lceil \mid \mid \Delta \square \dots \lceil \zeta \lceil \Rightarrow E \kappa \zeta \neg \Delta \zeta \lceil \infty \Delta (33).$
 - $\cdot \sqrt{MB} \mid \kappa \Sigma \zeta \nu \wp \mu \square \zeta \omega \sigma \triangleright \langle \lceil \Sigma \lceil f (14).$
 - $\cdot \lceil \zeta \lceil \Sigma \zeta \nu \wp \mu \square \Sigma \lceil \tau \zeta \lceil \zeta \lceil \uparrow \mid \lceil (26).$
 - $\cdot \lceil \langle \kappa \alpha \Sigma \zeta \nu \wp \mu \square \mid \kappa \langle \equiv \neg \mid \zeta \perp B \zeta \lceil \spadesuit (14).$

$\partial \zeta \square 3$

(9 Hrs)

$\mid \otimes \kappa \Delta \square \wp [M \lceil] \lceil \xi \lceil \oplus \mid \perp$

- $\cdot \lceil \lceil \odot \zeta \spadesuit \otimes \Delta \wp \subseteq \rceil \lceil \square \dots \kappa \infty \rightarrow \dots \triangleright \zeta \neq \wp \equiv \mid \lceil (\sqrt{\leftrightarrow} \mid f \zeta \Delta \lceil \lceil \xi \lceil \oplus).$

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2. $\int \Sigma \zeta \Upsilon \Re | \leftrightarrow \otimes |$ $\therefore \spadesuit \neg \therefore \angle \Delta \dots > \zeta \setminus (\Sigma \zeta [| \zeta \Delta] \int \xi | \oplus)$.
3. $\bullet \subseteq \rightarrow \leftarrow |$ $^\circ \alpha | \otimes B \zeta \Phi \vee | \otimes \heartsuit \wp B \spadesuit \zeta \Phi (^\circ \omega \zeta \Delta] \int \xi | \oplus)$.
4. $\therefore \zeta \setminus \Re | \kappa \zeta \otimes | |$ $\gamma] \infty \Delta \partial \subseteq \rightarrow \xi \Delta \vee \int \zeta (\int \neg \kappa \Delta \wp \zeta | \kappa)$.
5. $\int \int \xi |$ $\partial [A E \kappa \Delta \vee \leftrightarrow J | (\int \therefore \subseteq] \leftrightarrow \Delta)$.

$| \kappa \square \kappa \Delta \square \Sigma \zeta \int \zeta \lambda \leftrightarrow \uparrow \int \alpha \sigma B \heartsuit \div \leftrightarrow \wp \subseteq \rightarrow \Delta$

1. $\dots \wp B \zeta \alpha \kappa \zeta |$ $\int \Re | J \dots f [\neg \wp \zeta [\dots \therefore M \dots$
2. $\neg \wp \setminus B \zeta \alpha \kappa \zeta |$ $| \int \equiv | J \dots > \zeta | \therefore \lambda \upsilon \leftarrow o \dots$
3. $\neg \rightarrow \zeta J f \leftrightarrow | \heartsuit \neg \wp \zeta | \gamma \alpha \kappa \zeta |$ $\wp \downarrow | \otimes \therefore \zeta \therefore | \int \dots \wp \zeta \dots$
4. $\gamma J f \zeta \perp$ $| \int \heartsuit \downarrow \leftrightarrow \Delta \Sigma \zeta \rightarrow \dots \therefore \zeta ? | \therefore | \int \heartsuit \downarrow \dots$
5. $\int \therefore \equiv | B \zeta \alpha \kappa \zeta |$ $\kappa \zeta | \dots \spadesuit [\kappa \zeta | \kappa \int \subseteq] \dots \spadesuit [\dots$

$\vee | \int \zeta \tau B \Delta$

$(\oplus \zeta \heartsuit A \leftrightarrow \zeta \square \Delta \square \wp \zeta f _ \Omega [\oplus \div | \square \therefore \zeta \angle \Re \zeta \heartsuit \dots 5 \wp \zeta f _ | \perp (\wp \zeta f _ \diamond J | \perp 61 \square 65)$.

$\int \int \uparrow \mu \kappa \Delta$

$\vee \leftrightarrow \otimes \otimes J B B \zeta \uparrow Z | \Delta \square || f] \oplus \heartsuit A \heartsuit \wp f \int \Delta \square 5 \wp \zeta f _ | \perp (\wp \zeta f _ \diamond J | \perp 3, 9, 10, 15, 16)$.

$\partial \zeta - 4$

(9 Hrs)

$> \tau \alpha \vee \int \Re | B \kappa \leftrightarrow \int \zeta \rightarrow$

1. $\otimes \equiv | \vee \int \Re | B \equiv | \perp$ 2. $\Re] \vee \int \Re | B \equiv | \perp$ 3. $\wp \Re] \vee \int \Re | B \equiv | \perp$ 4. $| \zeta \heartsuit \div B \equiv | \perp$.

$\partial \zeta \square 5$

(9 Hrs)

$E \rightarrow || > | \perp$

1. $A \mu | \therefore \div \uparrow > [$ $\partial | o | |$
2. $\Sigma \zeta \div \downarrow \otimes \theta \int \uparrow]$ $\dots \kappa \heartsuit \wp \therefore \leftrightarrow \Delta$
3. $\partial \int [$ $\in \int \dots \kappa | \langle \downarrow \dots \otimes \zeta \rightarrow$
4. $| \Sigma \zeta | \leftrightarrow \zeta \leftrightarrow [$ $\wp \downarrow \otimes \Re \zeta] \leftrightarrow$
5. $J \leftrightarrow \zeta \leftrightarrow \Sigma \zeta \leftrightarrow \zeta B \square [$ $| > \Upsilon$
6. $\otimes \zeta \cdot | \subseteq \otimes \zeta \tau$ $> \Re | | \lambda [* \mu \Sigma \zeta [\zeta | J | \perp$
7. $\gamma J f \zeta \perp \div \setminus B > [\times M \square$ $\therefore \zeta \uparrow] \leftrightarrow$
8. $\kappa J \square > \zeta \otimes [$ $\in \int \chi \int \zeta \otimes \heartsuit \wp B \square \Delta$
9. $\bullet \cdot > \tau \alpha \downarrow \neg \otimes _ \kappa [$ $\neg \kappa \lambda \dots \int \zeta | \dots \wp \zeta \Phi$
10. $\wp \zeta \leftrightarrow \dots > \sigma$ $\therefore \zeta \heartsuit \div \perp | \langle \sigma \int \subseteq \mu$

$\wp \zeta \int | \kappa \pm | \perp :$

1. $\partial \leftrightarrow \bullet, T, \vee \int \wp > \zeta \Delta \pm \upsilon \oplus \zeta J | E \rightarrow || > | \perp \pm \rightarrow, \partial \int B \zeta \Delta \wp] \heartsuit \wp | \Delta, \int \int \downarrow E, 2013.$
2. $\partial \int \square \zeta \downarrow \otimes \int \Delta, \wp \zeta, \wp \Re] \vee \int \Re | B \equiv | \perp, \wp \zeta \setminus \Omega \int B \Delta, \neg \otimes [\spadesuit, 2010.$
3. $> \tau \omega] \square _ A] B \dots \Sigma \zeta \Re] _ > \tau \alpha \vee \int \Re | B \kappa \leftrightarrow \int \zeta \rightarrow, * \spadesuit \zeta \otimes E A \uparrow > | \Omega \int B \Delta, \therefore \mu | \leftrightarrow, 2000.$
4. $\wp \zeta \Re] B \dots \setminus, \kappa | || \therefore \dots \Sigma \zeta \Re] _ > \tau \alpha \vee \int \Re | B \kappa \leftrightarrow \int \zeta \rightarrow, \diamond [. E \div \diamond \downarrow. \wp] \heartsuit \wp | \Delta, \neg \otimes [\spadesuit, 2011.$
5. $\wp \bullet \wp], \therefore \zeta \dots \kappa, \neg \otimes \Delta \neg \therefore \zeta \alpha \uparrow > \tau \alpha \vee \int \Re | \square \vee \int \Re | B \equiv | \perp, > \tau \alpha \heartsuit \wp _ || \int \Re | \omega | \Delta, 2010.$

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$\chi \leftrightarrow \Sigma | f \pm _ | \perp :$

1. $\partial[A, \wp \zeta, \therefore \zeta, \neg \wp \zeta, E \lambda [\in] \sqrt{R} | B \pm _ | \perp \in] \therefore] \heartsuit \leftarrow |, \chi [|] > \tau \alpha \gamma \leftrightarrow \zeta \Phi \Downarrow E \Omega \rightarrow \kappa \blacktriangle \Delta, \neg \otimes [| \spadesuit, 1983.$

2. $\div \perp | \langle, \dots | \dots | \dots | \dots, > \tau \omega | \kappa \leftrightarrow \rightarrow \zeta \rightarrow \Delta \therefore R | \odot \Delta \wp \downarrow \wp \zeta | \Delta, \chi [|] > \tau \alpha \gamma \leftrightarrow \zeta \Phi \Downarrow E \Omega \rightarrow \kappa \blacktriangle \Delta, \neg \otimes [| \spadesuit, 2000.$

3. $\neg \leftrightarrow B \dots \therefore \zeta | [, \Sigma T \blacktriangle \sqrt{R} | B \partial \xi | \Delta, \chi \lambda [\neg \therefore \Phi \wp] \heartsuit \wp | \Delta, \neg \otimes [| \spadesuit, 1995.$

$\sqrt{ \square B \uparrow \rangle \langle \equiv | \perp :$

1. <http://www.tamilkodal.com>
2. <http://www.languagelab.com>
3. <http://www.tamilweb.com>

FRENCH – II

A20FRT202

(Common to B.A., B.Sc., B.Com., B.B.A. & B.C.A)

L	T	P	C	Hrs
3	0	0	3	45

OBJECTIVES

- To enable the students read, understand, and write simple sentences.
- To grasp relevant grammar for communication
- To learn about the land, people and culture of France.

UNITÉ - 1

Qu'est -ce qu'on leur offre ?

On solde !

Découvrir Paris en bus avec l'open Tour

UNITÉ - 2

Si vous gagne vous ferez quoi

Parasol ou parapluie ?

UNITÉ - 3

Quand il est midi á Paris

Vous allez Vivre

L'avenir du Français

UNITÉ - 4

Souvenirs d'enfance

j'ai fait mes études á Lyon 2

UNITÉ – 5

Retour des Antilles

Au voleur ! Au voleur

TextBooks

Prescribed Textbook : *FESTIVAL 1* - Méthode de Français

Authors : Sylvie POISSON-QUINTON

Michèle MAHEO-LE COADIC

Anne VERGNE-SIRIEYS

R. Rajeswari

A20GET202

GENERAL ENGLISH- II
(Common to B.A, B.Sc. and BCA)

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives

- To recognize poetry from a variety of cultures, languages and historic periods
- To develop the intensive study of language by critical reading
- To identify the various genres and analyze the works of writers in English
- To expand the basic understanding of targeted grammatical structures
- To understand the conventions of writing in English

Course Outcomes

After the completion of this course, the students will be able to

CO1-Understand and appreciate poetry as a literary art form

CO2-Comprehend and recognize relationship between ideas, events and facts

CO3-Learn to explore characters and their conflicts, dilemmas and extend their response to stories

CO4-Apply grammatical structures meaningfully and appropriately in oral and written form

CO5-Write effectively and coherently

UNIT I POETRY

(9 Hrs)

1. Lord Byron: She Walks in Beauty
2. Robert Frost: Stopping by Woods on a Snowy Evening
3. Nissim Ezekiel: Night of the Scorpion
4. Rabindranath Tagore: Where the Mind is Without Fear

UNIT II PROSE

(9 Hrs)

1. Ernest Hemingway : A Day's Wait
2. Anton Chekhov : The Lottery Ticket

UNIT III FICTION

(9 Hrs)

1. Jane Austen : Pride and Prejudice

UNIT IV GRAMMAR

(9 Hrs)

1. Voice - Conditionals - Coherence

UNIT V COMPOSITION

(9 Hrs)

1. Letter Writing
2. Report Writing

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A handwritten signature in green ink, consisting of a stylized 'S' followed by a large 'X'.

Text Books

1. Sharma, O.C –The Approach to Life: A Selection of English Prose||, Orient Longman Limited, 2009
2. DipankarPurkayastha, DipenduDas,JaydeepChakrabarty, –Brookside Musings: A Selection of Poems and Short Stories: Board of Editors||, Orient, Longman Limited, 2009
3. Wisdom and Experience: An Anthology for Degree Classes. Board of Editors||, Orient Longman Limited, 2007

Reference Books

1. Lalitha Natarajan and Sasikala Natesan,|| English for Excellence: Poetry||, Anuradha Publications Literary Pursuits: Board of Editors, Orient Longman Limited, 2015
2. Ernest Hemingway. –The Complete Short Stories of Earnest Hemingway||. Scribner Publication. 2003
3. Rabindranath Tagore, Where the mind is without fear – , London: The India Society,1912.

Web References

1. <https://www.litcharts.com/poetry/lord-byron/she-walks-in-beauty>
2. <https://americanliterature.com/author/anton-chekhov/short-story/the-lottery-ticket>
3. <https://www.cliffsnotes.com/literature/p/pride-and-prejudice/book-summary>

A20VCT205

PHOTOGRAPHY

L T P C Hrs
3 1 04 60

Course Objectives

- To understand the process of making pictures more effectively by understanding the elements of camera and techniques.
- Students will have the orientation over taking different types of photographs with the understanding of internal elements, and external elements.
- They will learn about photo journalism as well.
- To understand the concepts of lighting.
- To understand Aesthetics of Photography.

Course Outcomes

After completion of the course, the students will be able to

- CO1** - Understand the key role of photography for Communication and also about the characteristics of Light.
- CO2** - Acquire the significant knowledge about the internal elements and various functions of different types of camera.
- CO3** - Assess the external elements that support for taking better photographs.
- CO4** - Get the basic understandings about the film, paper, developer, fixer and other chemicals.
- CO5** - Acquire an in-depth knowledge about the exposure, depth-of-field and composition.

UNIT I PHOTOGRAPHY

(12 Hrs)

Photography- Definition & concept; Nature & Functions of Photography; Historical development of Photography; Camera: Introduction to camera- Human Eye & Camera Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR & Digital; Parts & Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

UNIT II LENS

(12 Hrs)

Lens- Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length Short, Long & Variable Focal Length; Exposure- Depth of Field- Aperture Priority & Shutter Priority; Filter- Definition & concept; Characteristics of Filters; Types of Filters UV, Polarizing Filter, Grey Grad Color Balancing Filter, Neutral Density Filter & Soft Focus Filter.

UNIT III FILM

(12 Hrs)

Film- Definition & Concept; Function & Characteristics of Film; Cross Section of Film; Types of Film- ; Film Speed- Definition; Functions of Film Speed; Types of Film Speed- Fast Speed & Slow Speed; Film Speed Numbers- ASA, ISO & DIN; Digital Storage- Digital Storage process; Types of Digital Storage- Compact Flash , Secure Digital Card , MiniSD Card, MicroSD & etc.; Film Developing Process- Developing, Fixing, Washing & Drying; Film Printing Process; Digital Printing Process.

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UNIT IV LIGHTING

(12 Hrs)

Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light; Types of Lighting Equipments- Pro-lit, Soft Box & etc; Different accessories of Lighting- Umbrella, &etc; Flash- Functions of Flash; Light Meter- Definition & concept; Functions of Light Meter.

UNIT V AESTHETICS OF PHOTOGRAPHY

(12 Hrs)

Aesthetics of Photography; Framing- Characteristics of Framing; Composition Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- Photo-Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography, Genres in Photography, Different types of photography, Importance of Best Indian Photographers, Travel Photography, Landscape Photography.

Text books

1. Richard Zakia, Leatie Stroebe, "The encyclopedia of photography", Focal Press - London, 3rd edition, 1993.
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, "The Manual of Photography", Focal Press, 9th Edition, 2000.
3. Michael Langford, "Basic Photography", Focal Press, UK, 10th edition, 2000

Reference books

1. James Curran, "The Photography Handbook", Routledge, USA, 1st edition, 2013
2. Ben Long, "Complete Digital Photography", Course Technology PTR, USA, 1st edition, 2010
3. Linda Good, "Teaching and Learning with Digital Photography", Sage Publications, New Delhi, 1st edition, 2009

Web References

1. <https://www.icelandaurora.com/phototutorials/psychology/photography-basics-photography-as-communication/>
2. <https://www.lafhajstudios.com/haythem-lafhaj-blog/importance-of-communication-in-photography>
3. <https://thevisualcommunicationguy.com/information-design/photography/>

Course Objectives

- To analyze the broader social/historical contexts of works of art.
- To demonstrate proficiency in various processes/techniques, and skills/methods in creative media.
- To identify and apply underlying aesthetic principles in the study, critique, and creation.
- To develop social responsibility as an artist.
- To analyse various types of aesthetics around the globe.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Analyze and critique the artworks of others and their own creative process

CO2 - Develop a visual vocabulary through the process of critique

CO3 - Self-assess work, and the progression of individual output and growth

CO4 - Imbibe a historical understanding of Art of India and the West.

CO5 - Develop an integrated perspective on the arts in conjunction to historic and contemporary issues

UNIT I INTRODUCTION

(12 Hrs)

Introduction to Art: Art, artist and society Functions of Arts - Eastern and Western thoughts.

UNIT II TYPES OF AESTHETICS

(12 Hrs)

Types of aesthetics, Western aesthetic categories - Beauty, Tragic, Comic, Sublime etc.

UNIT III INDIAN AESTHETICS

(12 Hrs)

Indian aesthetics - beauty and rasa; Dhvani theory, Tamil aesthetics. Agam/Puram and Thina.

UNIT IV MODERN ART

(12 Hrs)

Major modern art movements and concepts. The feeling and the form- The art experience.

UNIT V ART IN THE DIGITAL AGE

(12 Hrs)

Social responsibility of the artist - Contemporary aesthetics - Art in the digital era.

Text Books

1. Arnold Hanser, "Social History of Art", Routledge and Kegan Paul Pub, London, 2002.
2. Ernst Fischer, "The necessity of Art", Penguin Books, U.K. 2003
3. Compilation [1990], Aestheticians, Publications Division, Government of India.

Reference Books

1. Arnold Hanser [1982], Social History of Art, (Four Volumes) Routledge and Kegan Paul, London.
2. Ernst Fischer [1963], The necessity of Art, penguin Books, U.K.
3. NihranjanRay [1974],An Approach to Indian art, Publishing Bureau, Punjab University.

Web reference

1. <https://www.sciencedirect.com/science/article/abs/pii/S1071581910000777>
2. <https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/visual-aesthetics>
3. <https://www.merriam-webster.com/dictionary/aesthetic>

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A20VCD202

COMMUNICATION AND MEDIA

L T P C Hrs
3 1 0 4 60

Course Objectives

- To understand the new and old media.
- To understand how media became globalized.
- To learn the influence on politics, economy and societies in media.
- To understand Cyber journalism, cyber culture and cyber crime
- To learn new media technologies.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand about new media and rise of internet.

CO2 - Acquired the growth of new media.

CO3 - Understand the digital media.

CO4 - Understand the Web sites, E-newspapers, internet tv, internet radio, cell phones and sms, blogs, social network sites.

CO5 - Understand the new media technologies.

UNIT I INTRODUCTION TO NEW MEDIA

(12 Hrs)

Introduction to New Media, Types of media, What is new media? What is old media? Difference between new and old media. Rise of Internet. Level- basic knowledge

UNIT II IDEOLOGY AND GLOBALIZATION IN COMMUNICATION

(12 Hrs)

Communication theories and concepts, Globalization and communication. How has globalization influenced the growth of new media? Transnational Media Corporations.

UNIT III DIGITAL DIVIDE

(12 Hrs)

What is digital divide? New media contribution to this digital divide. New media influence on politics, economy and societies. Level- Working knowledge.

UNIT IV CYBER CULTURE AND DIGITALISATION

(12 Hrs)

Cyber journalism, cyber culture and cyber crime. Web sites, E-newspapers, internet tv, internet radio, cell phones and sms, blogs, social network sites. Level- basic knowledge.

UNIT V NEW MEDIA BASICS

(12 Hrs)

Wiki. New media terminologies. Level- basic knowledge.

Text Books

1. Bo Bergstrom, "Essentials of Visual Communication", Laurence King Publishing, London, 2nd edition, 2008.
2. Wood, Julia T, "Communication Mosaics: An Introduction to the Field of Communication", Wadsworth, 8th edition, 2001.
3. Potter, James W, "Media Literacy", Sage Publications, 10th edition, 1998.

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Reference Books

1. Steve Hill & Paul Lashmar, "Online Journalism: The Essential Guide", SAGE Publications, London, 1st edition, 2014.
2. James Lull, "Media, Communication, Culture: A Global Approach", Polity Press, UK, 2nd edition, 2013.
3. The Responsible Reporter, "Journalism in the Information Age" - Peter Lang, USA, 1st edition, 2008.

Web References

1. <https://www.openbookpublishers.com/htmlreader/PDS/chap06.html>
2. <https://almerja.com/en/more.php?pid=525>
3. <https://impoff.com/importance-of-media/>

A20VCL207

VISUAL ARTS PRACTICAL

L	T	P	C	Hrs
0	0	4	2	30

Course Objective:

- To understand pencil sketching.
- To understand geometrical shapes to draw
- To understand shape and texture.
- To learn Perspective drawings
- To understand Pattern design.

Course Outcome:

After completion of the course, the students will be able to

CO1 - Understand light & shadow practice in pencil drawing.

CO2 - Understand composition of light and shadow.

CO3 - Understand one point, two points, and three point perspectives.

CO4 - Acquired the knowledge of curves and circle.

CO5 - Understand pattern design.

Class Exercise (Students have to practices all TEN exercises)

1. Pencil Sketch, Light & Shadow Practice: 2 Weeks Minimum 4 class works
2. Geometrical Shapes with different forms: 2 Weeks Minimum 4 class works: Record works-3 nos.
3. Texture on Pattern: 2 Weeks Minimum 4 class works: Record works-3 nos.
4. Composition with Light and Shadow: 2 Weeks Minimum 4 class works: Record works3 nos.
5. Perspective Drawing: 2 Weeks Minimum 4 class works: Record works-3 nos. (Each exercise should have minimum 3 numbers of works with rough Thumbnail sketch followed by fair works)
6. Line Study in different Thickness: 2 Weeks Minimum 4 class works
7. Curves and Circles: 2 Weeks Minimum 4 class works: Record works- 2 nos.
8. Shapes: 2 Weeks Minimum 4 class works: Record works- 2 nos.
9. Pattern Designs: 2 Weeks Minimum 4 class works: Record works- 2 nos.
10. Distraction: 2 Weeks Minimum 4 class works: Record works-2 nos.
(Each exercise should have minimum 3 numbers with use of Indian and other inks based works with rough Thumbnail sketch followed by fair works) (The Students have to submit all excises as Record Work for Practical exam, which will be evaluated by the External Examine)

Text Books

1. Wolf Rachel, "Basic Drawing Techniques", North Light Books, Sept. 15 1991.
2. Ernest.R.Norling, "Perspective made easy", Dover Publications, 13th August 1999.
3. Nongdamba Leitanthem, "Learn Pencil Drawing and Shading", Notion Press, 2017.

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Reference Books

1. Alex W. White (2011). The Elements of Graphic Design, First Edition, Allworth Press, New York.
2. Timotby Samaka (2010). Design Elements- a Graphic Style Manual, Second Edition, Rock Port, USA.
3. Quentin Newark (2007). What is Graphic Design? Fourth Edition, RotoVision SA, Switzerland.

Web References

1. <https://artjournalist.com/how-to-start-an-art-journal/>
2. <https://www.artistsnetwork.com/art-mediums/drawing/pen-drawing-art-journal/>
3. <https://theartofeducation.edu/2018/04/27/50-visual-journal-prompts-to-promote-drawing-and-creative-thinking-skills>

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A20VCL208

PHOTOGRAPHY PRACTICAL

L T P C Hrs
0 0 4 2 30

Course Objectives

- To make students to experience the art of photography.
- To make students learn photography in a professional manner.
- Photography record should contain at least 3 Photographs under each exercise.
- Each exercise should include all the necessary details (colour, exposure time, lens type etc.)
- Final practical examination will test student's knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography).

Course Outcomes

After completion of the course, the students will be able to

- CO1-** Gain knowledge about handle the camera to shoot Landscape, Monumental Photography and Seascape photography.
- CO2 -** Gain knowledge about handle the camera to shoot photo Journalism, Photo Feature like any social issues
- CO3-** Gain knowledge about handle the camera to shoot Fashion Photography, Product photography, Industrial photography, Event Photography
- CO4 -** Gain knowledge about handle the camera to shoot Portray Humans and Monuments
- CO5 -** Gain knowledge about handle the camera to shoot Silhouette Photography, Special Effects, Freezing Movement Photography, Panorama

Class Exercise: (Students has to practices all exercises)

1. Landscape (Scenic & Monuments) (minimum 3 excises)
2. Portraits (minimum 3 excises)
3. Environmental Exposure (minimum 3 excises)
4. Silhouette (minimum 3 excises)
5. Freezing movement (minimum 3 excises)
6. Montage (minimum 3 excises)
7. Industrial photography (minimum 3 excises)
8. Special effects (minimum 3 excises)
9. Indoor Photography(minimum 3 excises)
10. Photo feature, Photo Language(minimum 3 excises)
11. Street Photography (minimum 3 excises).
12. Food Photography (minimum 3 excises).
13. Architecture Photography (minimum 3 excises).

(The Students have to submit all exercises as Record Work for Practical exam, which will be evaluated by the External Examiner)

Text Books

1. Kobre Kenneth, 'Photo Journalism: The Professionals' Approach', 6th edition, Focal Press, 2008
2. Ben Long, 'Complete Digital Photography', Course Technology PTR, USA, 2nd edition, 2010
3. Bruce Goldstein E, 'Encyclopedia of Perception', SAGE Publications, New Delhi, 1st edition, 2010

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Reference books

1. Linda Good, "Teaching and Learning with Digital Photography", Sage Publications, New Delhi, 1st edition, 2009
2. Michael Langford, "Advanced Photography", Focal Press, UK, 2nd edition, 2008.
3. Michael Langford, "Basic Photography", Focal Press, UK, 3rd edition, 2000.

Web References

1. <https://www.nationalgeographic.com/photography/photo-tips/digital-photography-tips/>
2. <https://www.dpreview.com/>
3. <https://www.exposureguide.com/top-10-digital-photography-tips/>

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(Common to B.A. English and B.Sc Visual Communication)**Course Objectives**

- To train students in soft skills in order to enable them to be professionally competent
- To facilitate the students for oral communication with confidence
- To enrich the sense of social responsibility and accountability of the students
- To help the students to train them for writing different types of resumes in keeping with the demands of the corporate world
- To train the students to work with team environment

Course Outcomes

After the completion of the course, the students will be able to

CO1 - Enhance the soft skills and compete professionally

CO2 - Speak and present the ideas with confidence

CO3 - Establish Interpersonal and leadership qualities

CO4 - Draft different types of effective and impressive resume that highlight their potential and expectation

CO5 - Demonstrate the quality of a team player to execute and manage things in professional and personal life

UNIT I SOFT SKILLS AND PERSONALITY DEVELOPMENT**(6 Hrs)**

1. Soft Skills: Meaning and Importance
2. Hard Skills versus Soft Skills
3. Power of Positive Attitude - Etiquette and Manners

UNIT II COMMUNICATION SKILLS**(6 Hrs)**

1. Oral Communication: Forms, Types of Speeches and Public Speaking
2. Presentation: Elements of Effective Presentation and Use of Visual Aids in Presentation
3. Non-verbal Communication: Body Language and Proxemics

UNIT III INTERPERSONAL SKILLS**(6 Hrs)**

1. Interpersonal Skills - Relationship Development and Maintenance and Transactional Analysis.
2. Negotiation- Types, Stages and Skills
3. Counseling Skills

UNIT IV EMPLOYABILITY SKILLS**(6 Hrs)**

1. Goal Setting
2. Career Planning
3. Corporate Skills
4. Group Discussion
5. Interview Skills - Types of Interview
6. Job Application - Cover Letter
7. Resume Preparation

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UNIT V PROFESSIONAL SKILLS

(6 Hrs)

1. Decision Making Skills
2. Problem Solving
3. Team Building Skills
4. Team Spirit - Time Management

Text Books

1. Sharma Prashant, "Soft Skills Personality Development for Life Success", BPB Publications, June 2018
2. Robbins / Hunsaker, "Training in Interpersonal Skills", New Delhi, 2015
3. Vishnu P. Singh, C.Subhas, Kapil Dev. "Employability Skills", Asian Publication, 2014

Reference Books

1. Ghosh, B.N.,|| Managing Soft Skills for Personality Development||, New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.
2. Neera Jain and ShomaMukherji.,|| Effective Business Communication|| New Delhi:Tata McGraw Hill Education Pvt. Ltd., 2012.
3. Ashraf Rizwi.M.,|| Effective Technical Communication||, New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2010.

Web References

1. https://www.mindtools.com/pages/main/newMN_LDR.htm
2. <https://www.skillsyouneed.com/ips/negotiation.html>
3. <https://www.investopedia.com/terms/i/interpersonal-skills.asp>

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A20AET202	PUBLIC ADMINISTRATION	L	T	P	C	Hrs
		2	0	0	2	30

(Compulsory Course designed as per the directions issued by Government of India, MHRD,
Department of Higher Education (Central University Bureau)
F.No.19-6.2014-Desk U Dated 19-05-2014)

Course Objectives

- To introduce the elements of public administration
- To help the students obtain a suitable conceptual perspective of public administration
- To introduce them the growth of institution devices to meet the need of changing times
- To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the concepts and evolution of Public Administration.

CO2 - Be aware of what is happening in the Public Administration in the country

CO3 - Explain the Territory Administration in the State and the Centre

CO4 - Appreciate emerging issues in Indian Public Administration

UNIT I INTRODUCTION TO PUBLIC ADMINISTRATION (7 Hrs)

Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline - Woodrow Wilson, Henry Fayol , Max Weber and others - Evolution of Public Administration in India - Arthashastra - Colonial Administration upto 1947

UNIT II PUBLIC ADMINISTRATION IN INDIA (8 Hrs)

Enactment of Indian Constitution - Union Government - The Cabinet - Central Secretariat -- All India Services - Training of Civil Servants - UPSC - Niti Ayog - Statutory Bodies: The Central Vigilance Commission - CBI - National Human Rights Commission - National Women's Commission -CAG

UNIT III STATE AND UNION TERRITORY ADMINISTRATION (8 Hrs)

Differential Administrative systems in Union Territories compared to States Organization of Secretariat: - Position of Chief Secretary, Functions and Structure of Departments, Directorates - Ministry of Home Affairs supervision of Union Territory Administration - Position of Lt. Governor in UT - Government of Union Territories Act 1963 - Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island

UNIT IV EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION (7 Hrs)

Changing Role of District Collector - Civil Servants - Politicians relationship - Citizens Charter - Public Grievance Redressal mechanisms – The RTI Act 2005 - Social Auditing and Decentralization - Public Private partnership.

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Text Books

1. Avasthi and Maheswari, "Public Administration", Lakshmi Narain Agarwal, 1st Edition, 2016.
2. Ramesh K.Arora, "Indian Public Administration: Institutions and Issues", New Age International Publishers, 3rd Edition, 2012.
3. Rumki Basu, "Public Administration: Concept and Theories", Sterling, 1st Edition, 2013.

Reference Books

1. Siuli Sarkar, "Public Administration in India", Prentice Hall of India, 2nd Edition, 2018.
2. M. Laxmikanth, "Public Administration", McGraw Hill Education, 1st Edition, 2011.
3. R.B.Jain, "Public Administration in India, 21st Century Challenges for Good Governance", Deep and Deep Publications, 2002.

Web References

1. <http://cic.gov.in/>
2. <http://www.mha.nic.in/>
3. <http://rti.gov.in/>
4. <http://www.cvc.nic.in/>

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A20EAL201	NATIONAL SERVICE SCHEME	L	T	P	C	Hrs
		0	0	2	1	30

Course Objectives

- To introduce about various activities carried out by national service scheme
- To gain life skills through community service
- To gain awareness about various service activities performed in higher educational institutions.
- To give exposure about the use of technology to uplift the living standards of rural community.
- To induce the feeling of oneness through harmony of self and society

Course Outcomes

After completion of the course, the students will be able to

CO1 – recognize the importance of national service in community development.

CO2 – convert existing skills into socially relevant life skills.

CO3 – differentiate various schemes provided by the government for the social development

CO4 – identify the relevant technology to solve the problems of rural community.

CO5 – associate the importance harmony of nation with long term development

UNIT I INTRODUCTION TO NATIONAL SERVICE SCHEME**(6 Hrs)**

History and objectives, NSS symbol, Regular activities, Special camping activities, Village adaptation programme, Days of National and International Importance, Hierarchy of NSS unit in college. Social survey method and Data Analysis. NSS awards and recognition. Importance of Awareness about Environment, Health, Safety, Gender issues, Government schemes for social development and inclusion policy etc.,

UNIT II LIFE SKILLS AND SERVICE LEARNING OF VOLUNTEER**(6 Hrs)**

Communication and rapport building, problem solving, critical thinking, effective communication skills, decision making, creative thinking, interpersonal relationship skills, self- awareness building skills, empathy, coping with stress and coping with emotions. Understanding the concept and application of core skills in social work practice, Team work, Leadership, Event organizing, resource planning and management, time management, gender equality, understanding rural community and channelizing the power of youth.

UNIT III EXTENSION ACTIVITIES FOR HIGHER EDUCATIONAL INSTITUTIONS (6 Hrs)

Objective and functions of Red Ribbon Club, Swatchh Bharath Abhiyan, Unnat Bharat Abhiyan, Jal Shakthi Abhiyan, Road Safety Club, Environmental club and Electoral literacy club.

UNIT IV USE OF TECHNOLOGY IN SOLVING ISSUES OF RURAL INDIA**(6 Hrs)**

Understanding community issues, economic development through technological development. Selection of appropriate technology, Understanding issues in agriculture, fishing, artisans, domestic animals, health and environment.

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UNIT V NATIONAL INTEGRATION AND COMMUNAL HARMONY

(6 Hrs)

The role of Youth organizations in national integration, NGOs, Diversity of Indian Nation, Importance of National integration communal harmony for the development of nation , Indian Constitution, Building Ethical human Relationships, Universal Human Values, Harmony of self and Harmony of nation.

Reference Books

1. Joseph, Siby K and Mahodaya Bharat (Ed.), "Essays on Conflict Resolution", Institute of Gandhian Studies, Wardha, 2007.
2. Barman Prateeti and Goswami Triveni (Ed.), "Document on Peace Education", Akansha Publishing House, New Delhi 2009.
3. Sharma Anand, "Gandhian Way, Academic Foundation", New Delhi Myers G.Davi, "Social Psychology". New Delhi: Tata Mc.Graw Hill, 2007
4. Taylor E.Shelly et.al, "Social Psychology" 12th edition, New Delhi, Pearson Prentice Hall Singh, 2006
5. Madhu, "Understanding Life Skills", background paper prepared for education for all: The leap to equality, Government of India report, New Delhi, 2003.
6. Sandhan, "Life Skills Education, Training Module, Society for education and development", Jaipur. Radakrishnan Nair and Sunitha Rajan (2012), "Life Skill Education: Evidences form the field", RGNIID publication, Sriperumbudur, 2005.
7. Government of India, "National Service Scheme Manual (Revised)", Ministry of Youth Affairs and Sports, New Delhi.
8. M. B. Dishad, "National Service Scheme in India: A Case study of Karnataka", Trust Publications, 2001

Web References

1. <http://www.thebetterindia.com/140/national-service-scheme-nss/>
2. <http://en.wikipedia.org/wiki/national-service-scheme> 19=<http://nss.nic.in/adminstruct>
3. <http://nss.nic.in/propexpan>
4. <http://nss.nic.in>
5. <http://socialworknss.org/about.html>

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A20VCT309

ADVERTISING

L T P C Hrs
3 1 0 4 60

Course Objectives

- To increase your understanding of the advertising process.
- To help students identify, understand, and apply integrated brand promotion.
- This course is designed as a comprehensive introduction to the principles and practices of advertising.
- To develop and implement marketing communication strategies.
- To translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the nature and scope of Advertising.

CO2 - Plan and implement creative strategy, media strategy, and budgeting.

CO3 - Know the latest trends in advertising

CO4 - Gain knowledge in Audiovisual commercials.

CO5 - Perceiving Visualization process.

UNIT I ADVERTISING BASICS

(12 Hrs)

Introduction to Advertising: Definition of Advertising, History of Indian Advertising. Role of Advertising in the Product Life Cycle (PLC), Agency-Client Relationship; Creative Pitch - Agency compensation-Agency accreditation. Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising, Political Advertising.

UNIT II ADVERTISING PROCESS

(12 Hrs)

Marketing Concepts and Evolution (Exchange, Production, Product, Selling and Marketing), Fundamental Nature of rural market, Understanding the Rural Mind and buying process. Social Marketing: Definition of social marketing, need, objectives and publics 6 P's of a social marketing program.

UNIT III AD AGENCY,ITS TREND AND FUNCTION

(12 Hrs)

Environment, Components -Advertiser, Advertising agency & Media. Consumer behavior. Latest trends in advertising - (India and abroad). Ad Agency - Structure of small, medium & big agencies, functions. Types of agencies - in-house, Independent, Full-service & Specialized. Legal aspects & ethical issues. Advertising Agency: Structure and functions, Agency selection, Advertiser- Agency -Media relationship, Profiles of leading international and Indian Agencies, diversifications and specializations , professional challenges and requirements.

UNIT IV VISUAL ADVERTISING

(12 Hrs)

Visual advertising techniques, Role of images in advertising. Audience perception of Visual advertising in different Media.

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UNIT V ADVERTISING LAW AND REGULATIONS

(12 Hrs)

Regulatory system for control on advertising in India - Advertising Standard Council of India (ASCI)- Various laws and enactment concerning advertising in India.

Text Books

1. Roger Baron, [2010] Advertising Media Planning, McGraw-Hill.
2. Coutland L. Bovee, John V. Thill, George P. Dovel, Marian Burk Wood, [1995] Advertising Excellence, McGraw-Hill, Inc. N.Y.
3. Winston Fletcher, Advertising: A Very Short Introduction||Second Edition, Oxford University Press, 2013.

Reference Books

1. Wells, Moriarty Burnett, Advertising - Principles & Practice||, Prentice Hall of India Private Limited, 7 th Edition, 2007.
2. S.A.Chunawalla and K.C.Sethia, [2000] Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai.
3. G.M.Rege.Dr. [1972] Advertising Art & Ideas - A Textbook, Kareer Polytechnic Publication, Bombay.

Web Reference

1. www.journalofadvertisingresearch.com
2. <https://journals.sagepub.com/home/adv>
3. <http://www.indianjournalofmarketing.com/index.php/ijom/article/view/37547>

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A20VCT310

FILM STUDIES

L T P C Hrs
3 1 0 4 60

Course Objectives

- To understand the concept of culture, Art and Film.
- Students will learn about film and its narrative structure.
- This course provides an overview of film history and exposes students to the various film movements in cinema and World Cinema.
- It covers the core concepts of production design and the various phases of production such as concept to script.
- To learn Contemporary Cinema and trends.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Know about our Indian Film History and contemporary trends in filmmaking.

CO2 - Acquire the significant knowledge about the various film movements.

CO3 - Differentiate narrative and non-narrative form in films.

CO4 - Understand the production process in detail.

CO5 - Acquire an in-depth knowledge about the techniques involved in generating concepts, developing it as stories and writing effective screenplay.

UNIT I FILM STUDIES- DEFINITION & CONCEPT

(12 Hrs)

Film studies- definition & Concept; Culture & Art; Film as a medium; Development of cinema as a medium of art and communication: Film and cultural identity: -Levels of understanding Film; Film Semiotics; Film Language; Motion Picture- Magic Lantern & Persistence of Vision; History of Cinema- Pioneers of Cinema- The Motion Picture Patent Company (MPPC)

UNIT II CONCEPTS OF FILMS

(12 Hrs)

Concepts of films - narrative form - non-narrative form. Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Other major film categories: Concepts of films - narrative form - non-narrative form. Understanding basic elements of Film: Aesthetics, Acting, Costume, Music Cinematography, Mise-en scene, Sound, Editing, Visual Effects and roles of artists. Film and Meaning, Cinematic codes, Montage, Props, Cinematic Codes.

UNIT III WORLD CINEMA

(12 Hrs)

World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang- The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Soviet Montage- Lev Kuleshov, Vsevelod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vitoria De Sica; Japanese Cinema- Akira Kurasova; Latin Cinema; Third world Cinema, Political Cinema.

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UNIT IV INDIAN CINEMA

(12 Hrs)

Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- P.C. Barua & V. Shantaram; New Indian Cinema Satyajit Ray & Mrinal Sen; Indian Women Filmmakers; Emergence of Indian Regional Cinemas, Pioneers of Tamil Cinema- Kalidas & Original Tamil Talkies; Writer's era- Film Maker - C.V. Sridhar & J. Mahendran; South Indian cinema director Bharathiraja, Balachander, Balu Mahendra, Shankar & GopalaKrishnan - Kerala Cine Industry.

UNIT V

(12 Hrs)

Contemporary Cinema and trends - Impact in politics: Emerging Trends of Digital Film & Short Films; Criticism and Film Review Writing. Qualities and responsibilities of film critic
Film Awards- International & National Film Festivals; Contemporary Film Status.
Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society.

Class Exercises

1. International award winning movies will be screened (once in a week/ 4 Movies)
2. National award winning movies will be screened (once in a week/ 4 Movies)
3. Student will be trained in reviewing and analyzing the movies
4. Students will be encouraged to participate and visit the film festivals.

Record Work: Should write review for all screened movies.

Text Books

1. Jim Piper, "The Film Appreciation Book: The Film Course You Always Wanted to Take", Allworth Press, 1st edition, 2014.
2. Monaco, James, "How to read a Film", Routledge, London, 2nd edition, 2001.
3. Nelmes, Jill, "An Introduction To Film Studies", Routledge, London, 2nd edition, 1996.

Reference Books

1. Sarah Casey Benyahia, "As Film Studies", Routledge, USA, 2nd edition, 2008
2. Richard Dyer, "Film Studies: Critical Approaches", Oxford University Press, UK, 1st edition, 2000
3. Jill Nelmes, "Introduction to Film Studies", Routledge, USA, 2nd edition, 2012

Web References

1. <http://www.thefilmSPACE.org/critical-approaches-to-film/>
2. <http://web.pdx.edu/~singlem/coursesite/schaefermeyer.html>
3. <https://plotandtheme.com/2015/04/24/the-basics-of-film-aesthetics/#:~:text=Critically%20it%20is%20the%20interaction,informed%20analysis%20of%20cinematic%20aesthetics.&text=This%20process%20entails%20first%20identifying,used%20to%20express%20that%20subject.>

A20VCT311

PRINTING AND PUBLISHING

L T P C Hrs
3 1 0 4 60

Course Objectives

- To provide the student with knowledge of industry standard software
- To gain knowledge about professional print layout
- To understand the principles unique to designing for print
- To understand the technology involved in the printing process
- To gain knowledge about professional print design

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the colour wheel, primary, secondary, tertiary colours.

CO2 - Understand the design principles from line, shape, space, texture, etc.

CO3 - Categorising the organization like horizontals, verticals & diagonals drawings.

CO4 - Understand the drawing shapes, space and light.

CO5 - Summarising the concepts of Human response to colour psychology.

UNIT I PRINTING TYPES AND PRINCIPLES

(12 Hrs)

History of printing. Principles of printing. Photo composition and digital printing. Types of printing processes - Letter Press, Offset, Gravure, Flexography and Silk Screen. Lino cut.

UNIT II PRINTING PROCESS

(12 Hrs)

Colour printing process - colour separation, colour correction and colour reproduction. Laser Printers, Photostat machines, Scanners, Image setters, Directto-plate printing etc. Digital pre-press.

UNIT III PRINTING DESIGN AND LAYOUT

(12 Hrs)

Elements and Principles of publication design. Page-makeup & Layout. Types of Layout-Books, Magazines, Brochures, Catalogues etc. Typography, copy fitting, communication through typography. Special designs (information graphics, charts, tables boxes etc.).

UNIT IV PRINTING MANAGEMENT AND STRUCTURE

(12 Hrs)

Printing Management, Printing press organization and structure. Economics of printing - different types of paper and ink. Print order estimation.

UNIT V PRINTING IN INDIA AND CURRENT TRENDS

(12 Hrs)

Printing and publishing industry in India. Recent trends printing processes. Design decisions. Human Responses to Colour- Psychophysical Response, Socio-Cultural Response, Individual Response, Symbolic Response, colour culture, colour semiotics.

Text Books

1. Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing
2. Dennis, E(1997). Lithographic technology in transition. Arndams, J.M.
3. NIIR Board, (2003), The complete book on Printing Technology, Asia Pacific Business Press Inc

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Reference Books

1. Amdams, J.M. (1996) Printing Technology 4th Edition. Thomson Learning
2. Bergland, D (1997). Printing in a digital world. Thomson Learning
3. Finley, C (1998). Printing paper and inks. Thomson Learning.

Web Reference

1. www.print-publishing.com
2. <http://www.bestbookprinting.com/app/webroot/blog/?p=1557>
3. <https://scroll.in/article/978968/as-book-publishing-shrinks-during-the-pandemic-how-are-indias-printing-presses-coping>

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A20VCD303

COPY WRITING

L T P C Hrs
3 1 0 4 60

Course Objectives

- To understand the basics of copy writing
- To Sharpen persuasive writing skills through review.
- To understand the skills needed to fulfill the responsibilities of a copywriter.
- To enhance the ability of visualization
- To learn the new trends of copy writing for new media

Course Outcomes

After completion of the course, the students will be able to

CO1 - Develop an advertising strategy and plan

CO2 - Compare and contrast various advertising and its effectiveness

CO3 - Identify advertising that properly executes an advertiser's marketing strategy

CO4 - Create ad layouts, Radio scripts, and TV Storyboards and scripts

CO5 - Perform copyediting and copy fitting tasks

UNIT I COPY WRITING BASICS

(12 Hrs)

Language of communication – strategies of address. Advertising-psychological mirror, advertising ideology- marketing mix, planning promotion, assess the brief, sales and marketing objective and pretest processes

UNIT II COPY WRITING- CREATIVE PROCESS

(12 Hrs)

The anatomy of press ads, Agency brief, Advertising strategy-creative brief and creative strategy. Target audience, tone of voice, brand image, the proposition-the brand positioning statement-brainstorming and the Big Idea.

UNIT III VISUALIZATION AND LAYOUT

(12 Hrs)

Visual and copy, advertising copy, long and short copy, headline - basics of writing, functions, essentials and different forms. Slogans - necessity, characteristics and different types.

UNIT IV TYPES OF COPY

(12 Hrs)

Types of copy – scientific, descriptive, narrative, colloquial, humorous, topical, endorsement, interrogative, prestige, reason why, co-operative and intentional.

UNIT V COPYWRITING FOR NEW AND SOCIAL MEDIA

(12 Hrs)

Sharing Science, Valuable Content, Emotional Triggers, Headlines & Hashtags, Adapting a Single Piece of Writing across Platforms, Content Curation for Social Media, Measuring Social Media Success.

Text Books

1. Valladares A. June, [2000] The Craft of Copy writing, Response Books, New Delhi.
2. Jonathan Gabay J., [1996] Teach Yourself Copywriting, Teach Yourself Books, London.
3. Robert W. Bly,[2006] The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells Holt Paperbacks.

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Reference Books

1. Jim Aitchison, [1999] Cutting Edge Advertising, Prentice Hall, New Delhi
2. Arthur A. Winters and Shirley F. Milton, [1982] The Creative Connection, Fairchild Publications, New York.
3. Anil Thakraney (Ed), [2002] The Last Word, Mid-Day Multimedia Limited, Mumbai.

Web Reference

1. <https://copyblogger.com/copywriting-101/>
2. <https://www.smashingmagazine.com/2015/07/how-copywriting-can-benefit-from-user-research/>
3. <https://blog.hubspot.com/marketing/good-copywriting-practices-list>

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A20VCL312

COMPUTER GRAPHIC DESIGN

L T P C Hrs
0 0 4 2 30

Course Objectives

- To gain a control of representational designing skills.
- To understand and manipulate the proportional relationships from actual objects.
- To manipulating the formal elements and principles to achieve better design solutions.
- To learn the Importance and control of good craftsmanship and presentation skills in designing.
- To understand contemporary design practice.

Course Outcomes

After completion of the course, the students will be able to

- CO1** - Have a very good knowledge of basics of drawing and material handling and understanding.
- CO2** - Understand the light and dark and transition of the total value.
- CO3** - Understand the usage of positive and negative space in a design composition.
- CO4** - gain knowledge about graphic design - its history and evolution along with its technology and concepts.
- CO5** - have a very good knowledge about Principles of Graphic Design.

The drawing record should contain exercises completed by each student on every practical class during the third semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

The practical will contain

- Editing and manipulation of image/pictures using Photo editing software (Photoshop)
 1. Five pictures should be edited and to be submitted with the original and edited image.
- Using Vector design software (Illustrator)
 1. Visiting card, Letterhead, flyers design exercises has to be submitted for the following
 - I. Commercial organization
 - II. Service centers
 - III. NGO
 - IV. Educational Institution.

Text Books

1. Ji Yong Park (2008), Visual Communication in Digital Design Paperback - May 1,
2. Malamed Connie, (2011), Visual Language for Designers: Principles for Creating Graphics that People Understand.
3. Samara Timothy, (2007), Design Elements: A Graphic Style Manual Paperback.

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Reference Books

1. Peter Dawson & John Foster & Tony Seddon, "Graphic Design Rules: 365 Essential Design Dos and Don'ts", Frances Lincoln Publishers Ltd, Flexi bound edition, 2012.
2. Steven Heller, "Typography Sketchbooks", Thames & Hudson Ltd, 2012
3. Malamed Connie, "Visual Language for Designers: Principles for Creating Graphics that People Understand", Rockport Publishers, 1st edition, 2011

Web Reference

1. <https://designmodo.com/graphic-design-photoshop-tutorials/>
2. <https://graphicmama.com/blog/global-design-magazines/>
3. <https://99designs.com/blog/tips/types-of-graphic-design/>

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A20VCL313 ADVERTISING PHOTOGRAPHY PRACTICAL

L T P C Hrs
0 0 4 2 30

Course Objectives

- To introduce the concept and process of advertising and its role in marketing
- To prepare professionals interested in careers in advertising
- To enhance their knowledge in marketing and promotions
- To develop in depth knowledge on public relations or sales managerial jobs or for individuals in the field.
- To imbibe the latest trends and concepts used in advertising

Course Outcomes

After completion of the course, the students will be able to

CO1 - learn the concepts of advertising

CO2 - know the opportunities available in the field of advertising

CO3 - understand the role of creativity in the field of advertising

CO4 - have a thorough knowledge of advertising agency

CO5 - have detailed understanding of recent photographic techniques used in advertising

Record should be done with a product of your creation not an existing product with at least 15 of the following topic. Product wrapper, cover, sticker etc. should be designed and printed.

Record

1. Visual of the product alone.(photograph against plain backdrop)
2. Visual of the product in a setting where it is used.
3. Visual in use.
4. Visual of a benefit from using the product.
5. Visual showing the loss or disadvantage resulting from not using the advertised product.
6. Dramatization of the headline.
7. Dramatization of the evidence.
8. Dramatizing a detail (in the product).
9. Comparison between two brands.
10. Contrast between before and after using the product.
11. Visuals using Trade Characters.
12. Symbolism.
13. Abstract illustration.(logo)
14. Continuity strip
15. Mood setting visual.
16. Visual of the product in the package.
17. Visual of the product ingredients or raw materials.
18. Special effects.(freezing movements)
19. Montage
20. Visual with models.

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Text Books

1. Advertising Photography: A Straightforward Guide to a Complex Industry Paperback - Import, 23 October 2007.
2. The World's Best Advertising Photography Hardcover - August 1, 1994 by Dave Saunders .
3. Ogilvy, David - Ogilvy on Advertising, Random house .inc, Newyork.

Reference Books

1. V.L. Leymore - The Hidden Myth, Heinemann, New Delhi
2. Bovee&Arens - Contemporary Advertising, McGraw-Hill Inc.,US; 5th edition (October 1, 1993)
3. Thakur - Advertising Management, Himalaya, New Delhi

Web Reference

1. <https://instapage.com/blog/advertising-photography>
2. <https://tdsphotography.com/types-of-advertising-photography/>
3. <https://emmajones3600.medium.com/what-is-the-importance-of-photography-in-advertising-d2cb04914008>

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A20VCS303

AUDIO PRODUCTION

L T P C Hrs
0 0 4 2 30

Course Objective:

- To excel in operating a field recorder and monitor levels
- To acquire knowledge on how to produce a complete documentary
- To possess in depth knowledge in using the digital filters
- To be skilled and industry ready in using the audio editing applications.
- To be an expertise in creating a full fledged project

Course Outcome:

After completion of the course, the students will be able to

- CO1** - Know how to employ proper booming techniques
- CO2** - Spot a script for sound effects during pre-production
- CO3** - Utilize a sound effects library and apply digital filters
- CO4** - Edit audio in Adobe Audition software application
- CO5** - Mix a project using proper re-recording techniques

UNIT I INTRODUCTION TO AUDIO

(6 Hrs)

What is sound? ; Basics of sound wave propagation; Frequency – unit of measurement; Characteristics of Frequency bands, Wavelength calculation. Simple and complex waveforms; Human ear - functions; Psychoacoustic phenomenon

UNIT II Audio Post Production

(6 Hrs)

Sound for film; production sound ; noise reduction of post-production dialogues; dialogue editing : Foley - Introduction; types of Foley; sfx creative editing - layering sfx; sound designing Music edits for Commercials; Music for television.

UNIT III SPEAKERS & AMPLIFIERS

(6 Hrs)

Introduction to studio monitors; Loudspeaker specifications; Bass reflex; Multi-driver system - woofer & tweeter; Dual concentric design; Enclosure design and imaging; Crossovers; Ribbon drivers; Loudspeaker impedance; near field and far field monitors.

UNIT IV MIXING & MASTERING CONCEPTS FOR DIFFERENT GENRE

(6 Hrs)

Overview of Mixing Music; Exporting the Mix; Equalization Techniques; Dassing, Multi-Band Compression, and Limiting; Chorusing, Flanging, Phasing, Tremolo, Leslie Cabinet; Distortion, Sound field Processing, Amp Simulation; Reverse Reverb, Reverse Delays, Backwards Compression; Baril language.

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UNIT V LIVE SOUND

(6 Hrs)

Introduction to live sound; Career prospects; Microphones -suitable for live; Placement techniques; Wireless microphone systems; Signal flow; Monitor of house; Cross over [active and passive]; Stack Pa [amplifier brands]; Speaker brands; Digital crossover; Line array sound.

Text Books

1. Zhaki, R., 2011. Mixing Audio: Concepts, Practices and Tools, 2nd ed. Focal Press. Production, 2nd Revised ed. artistpro.com LLC.
2. White, P., 2003. Creative Recording Part One: Effects and Processors, Sanctuary
3. Collins, M., 2011. Pro Tools 9: Music Production, Recording, Editing, and Mixing, Focal Press Everest, F.A., 2005

Reference Books

1. Guide to Post Production for TV and Film: Barbara Clark
2. Post Production in your home studio: Casay Kim
3. A Broadcasting Engineering Tutorial: Graham A. Johnes

Web References

1. <https://www.homebrewaudio.com/audio-recording-through-the-ages-a-history-of-audio-technology/>
2. <https://www.sonicacademy.com/courses/a-beginners-guide-to-music-production>
3. <https://photography.tutsplus.com/tutorials/understanding-the-phases-of-audio-postproduction-for-video--cms-26688>

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A20VCT414

WRITING FOR MEDIA

L T P C Hrs
3 1 0 4 60

Course Objectives

- To acquaint students with advanced journalism and writing for media practices.
- To make the students understand about the news values
- To develop their knowledge about the representation of news-views and ethical issues associated with it.
- To offer proper understanding about the writing skills
- To learn the new techniques involved in different mass media.

Course Outcomes

After completion of the course, the students will be able to

CO1 - equip with knowledge of Reporting/Writing/News room functioning/Understanding media.

CO2 - learn the importance of writing skills

CO3 - have a thorough knowledge of the various styles for different mass media

CO4 - develop the media writing style and principles

CO5 - understand the basic tools and techniques for media writing

Unit-I Writing for print media

(12 Hrs)

Writing for print media - Principles and methods - Copy reading symbols - Style sheet - News writing and types - Structure of news story - Lead - Body - Headlines - Typography.

Unit-II Writing for Radio

(12 Hrs)

Radio: Radio as a mass medium, Scripting for Radio - story structure - Lead Body Ending - Writing Radio news and features programmes for Radio. Practical - Planning a Newscast Radio Jockeying.

Unit-III Television writing

(12 Hrs)

Television : Television as a Mass Medium, Scripting for TV Programmes, Television writing - characteristics - News - features - Interviews - Preparation of Commercials - Language Editing.

Unit-IV Writing for New media

(12 Hrs)

Writing for New media - Concept and definition of online journalism, content creation- SEO, Blog Posts, Citizen Journalism, Mobile digital news formats, Computer Assisted Journalism (CAJ), Introduction to CMS (Content Management System).

Unit V Media language

(12 Hrs)

Media language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language.

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Text books

1. Writing for Broadcast journalist, Thompson, Rick. London: Routledge, 2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company, 1992.
3. Writing for Television, Kelsey, Gerald. Unisrar, 2004.

Reference Books

1. Writing the News: Print Journalism in the electronic age. New York : Hasting House Publishers, 1977, Fox, Walter.
2. Doing it in style - Leslie Sellers.
3. Advancing the Story, Third Edition, by Debra Halpern Wenger and Deborah Potter.

Web Reference

1. https://medium.com/@jess_90990/what-are-the-different-types-of-media-writing-ad7f973ae3e1
2. <https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>
3. <https://blog.copify.com/post/different-types-of-media-writing>

A20VCT415

SCREEN WRITING

L T P C Hrs
3 1 0 4 60

Course Objectives

- To understand the art and craft of scripts for Film and Television media
- To creatively write and evolve scripts for Film and Television media
- To guide performers on how the script is to be presented
- To understand how script for various genres are created
- To imbibe how structure and principle of scripts are executed

Course Outcomes

After completion of the course, the students will be able to

CO1 - Analyzing the dramatic strategies in film and television

CO2 - Learns the purpose about film and television screenplay structure.

CO3 - Learning and applying correct script form.

CO4 - Creatively engaging in the various stages of original scriptwriting.

CO5 - understanding the elements of screenplay with well-developed plot, characters and setting.

UNIT I SCREEN WRITING PROCESS

(12 Hrs)

Scriptwriting as a creative enterprise -Ideation Process, Brainstorming Creative thinking - creativity process - stages in the craft of script writing - basic story idea, narrative synopsis outline.

UNIT II STRUCTURE AND PRINCIPLE

(12 Hrs)

Narrative structure: beginning-middle-end, Syd Field's Paradigm, conflict, development, climax and development - story, storyline, plot, and treatment - principles of suspense and surprise. Three point and Two point structures.

UNIT II CHARACTERIZATION

(12 Hrs)

Character biography - tags - stereotyping - two-dimensional versus three-dimensional characters - guiding principles for evolving effective and credible characters.

UNIT IV FORMS AND TECHNIQUES

(12 Hrs)

Understanding form of cinema. Selective narrative techniques - point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension release laughter. Scene breakdown, Drafting Process and full-fledged script.

UNIT V SCREENWRITING TYPES

(12 Hrs)

Different Film Genres. Film and TV script formats, storyboards, Copyright, software for scripting. Pitching the story.

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Text Books

1. Syd Field, [2005] Screenplay: The Foundations of Screenwriting Revised edition.
2. Steven Ascher and Edward Pincus [2013], The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age.
3. Ken Dancyger, [2006] Alternative Scriptwriting: Rewriting the Hollywood Formula Focal Press.

Reference Books

1. Sujatha, ThiraiKathaiEzhuthuvathuEppadi.
2. Sujatha, Workbook on Screenplay Writing in Tamil.
3. Dwight, Swein, [1976] Film Script Writing, Hastings House, New York.

Web Reference

1. <https://www.studiobinder.com/blog/what-is-script-writing/>
2. <https://industrialscripts.com/scriptwriting-guide/>
3. <https://blog.pond5.com/9419-screenwriting-101-7-basic-steps-to-writing-a-screenplay/>

A20VCT416

MEDIA LAW AND ETHICS

L T P C Hrs

4 0 0 4 60

Course Objectives

- To Identify the roles, rules, and routines of an interaction in a particular setting
- To enable students to understand with the various laws governing the media in the Indian context.
- To understand the ethical principles and imbibe the spirit behind the media laws.
- To recognize ethical issues inherent in mass communication theory and practice.
- To create critical thinking skills to students in evaluating diverse approaches, practices, and effects within media.

Course Outcomes

After completion of the course, the students will be able to

CO1- Understand the journalistic codes and standards.

CO2 - gain knowledge about the Freedom of Speech and Protection.

CO3 - know about the gathering information for News, Laws of Source Protection and the ethical Issues.

CO4 - have complete knowledge about Copyright laws and Ethical issues of Entertainment.

CO5 - Analyse the Ethical issues faced by the Advertising industry in the present world.

UNIT I MEDIA LAW HISTORY

(12 Hrs)

History of media law in India. Indian Constitution .Fundamental rights.Directive principles of state policy.Reasonable restrictions Emergency provisions. Amendments, Parliamentary privileges. Freedom of media in India.

UNIT II MEDIA ACTS

(12 Hrs)

Defamation. Libel and Slander, The press and registration of books Act Press Council Act Working journalists and other Newspaper Employees (condition and service) and Miscellaneous provisions Act. . Cases related to these Acts

UNIT III COPYRIGHTS

(12 Hrs)

The Law of Copyrights - TRIPS and TRIMS International Intellectual Property of Rights - The Contempt of Courts Act, 1971 - The India Penal Code, Sections 124-A, 495, 496, to 501 - The Criminal Procedure Code, Sections 108, 144 The Indian Telegraph Act

UNIT IV BROADCAST LAW

(12 Hrs)

The monopolies And Restrictive Trade Practices Act. Drugs and Magic remedies (Objectionable Advertisements) Act. The PrasarBharati (Broadcasting Corporation of India)Act. The cable Television networks Act. Broadcasting Services Regulation Bill. Cinematograph Act and board of Censors. .Cases related to these Acts.

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UNIT V MEDIA ETHICS AND CODE

(12 Hrs)

What is Media ethics? Ethics Vs Law, Code of ethics in print media, Code for commercial Advertising in AIR and Doordarshan. Advertisement Standard Council of India _s code of ethics. Broadcasting ethics.Principles of Self- Regulation.Issues related to privacy, national security, sex and nudity, neutrality, objectivity, depiction of women and children , depiction of violence.

Text Books

1. Durga Doss Basu, [2000] Press Laws, Central Law Book Agency, Delhi.
2. Barua ,Vidisha. [2002] Press and Media Law Manual, Universal Law Publishing Co , New Delhi.
3. Neelamalar, [2010] Media law and ethics, PHI Learning new Delhi.

Reference Books

1. Kiran R.N., [2000] Philosophies of Communication and Media Ethics, B.R. Publishing Corp., New Delhi.
2. BaskarRao N., G.N.S. Ragavan, [1996] Social Effects of Mass Media in India, Gyan Publishing House, New Delhi.
3. Ray Eldon, Hiebert Carol, [1988] Impact of Mass Media, Longman, New York.

Web Reference

1. <https://presscouncil.nic.in/OldWebsite/speechpdf/speech6.htm>
2. <https://www.lexology.com/library/detail.aspx?g=4975586a-c15b-4c0c-9103-cc4020265dcd>
3. <https://ethicaljournalismnetwork.org/who-we-are/5-principles-of-journalism>

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A20VCD404

TELEVISION PRODUCTION

L T P C Hrs
0 0 4 4 60

Course Objectives

- Students will acquire a theoretical, historical, conceptual and critical understanding of television production
- To learn the basic terminology and concepts of television production.
- To understand the Perspective drawing
- To understand the interplay of visual and auditory elements within the television studio.
- To learn the theories of television production.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Know about the difference between the TV medium and Film medium .

CO2 - Acquire the significant knowledge about the various types of video formats and television production methods.

CO3 - Understand the grammar of studio production and the key roles of production team.

CO4 - Understand the Production & Post production process in detail.

CO5 - Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production

UNIT I Introduction of television production and its methods (12 Hrs)

Understanding TV medium and its difference from the film medium. Various types of video formats and the approach of TV and video Production in studio and outdoor. Television Production methods using single camera and multiple camera set-up.

UNIT II Grammar and Making of Television shows (12 Hrs)

Learning the grammar of studio production set design and the different types of camera movements with the importance of production team. Different Genre in studio production like television interviews, Educational Shows, Drama, Public service advertisement , Game shows etc and the role of anchor and news reader in these studio productions. And learning the grammar of outdoor location production and the method of natural lighting.

UNIT III Studio Production Techniques (12 Hrs)

The techniques of natural and artificial lighting in terms with dramatic effect and special effect. Key Lighting methods like three point, high key and low key lighting and the basics of sound recording using microphones and sound manipulation.

UNIT IV Post Production Methods (12 Hrs)

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting-sound in editing-categories of sound, post synchronization, voiceover or narration, music and

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dubbing, Video Editing - linear, non-linear, editing modes (Assemble mode, insert mode), computer editing - EDL, etc., Video compression. Compression formats - MPEG, etc. Latest technological developments - Time Slice, virtual cinematography, motion capture, etc. Television graphics & titling and specials effects. Presentation skills, recording live programmes. Recent Technological advancements in Video Production.

UNIT V Troubleshooting Production Problems

(12 Hrs)

Facing production problems and the three phases of production. The problems in each phase of production and their solution in scheduling, budgeting, breakdown of scripts, contracts and legal issues. The importance of team work and ethics.

Text Books

1. Jim Owens, (2017), Video Production Handbook.
2. Andrew Utterback, (2015), Studio Television Production and Directing: Concepts, Equipment, and Procedures.
3. Zettl, Herbert, P (2015). Television Production Handbook.

Reference Books

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, Edition 1993.
2. P. Jarvis, "Shooting on Location", BBC Television Training, Borchamwood, 1986.
3. Herbert Zettl, "The Television Production Handbook", Cengage Publisher, Edition 2011.

Web Reference

1. <https://www.jobmonkey.com/broadcastjobs/tv-production/>
2. <https://www.flexiprep.com/NIOS-Notes/Senior-Secondary/Mass-Communication/NIOS-Class-12-Mass-Communication-Ch-16-Television-Programme-Production.html>
3. <https://premiumstudios.com/commercercial-television-video-the-five-separate-stages-of-production/>

A20VCL417

CINEMATOGRAPHY

L T P C Hrs
0 0 4 2 30

Course Objectives

- The students will gain a control of representational drawing skills.
- To understand and manipulate the proportional relationships from actual objects.
- To manipulating the formal elements and principles to achieve better design solutions.
- Importance and control of good craftsmanship and presentation skills in drawing.
- To understand how to draw landscapes and portrait.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Have a very good knowledge of basics of drawing and material handling and Understanding.

CO2 - Understand the light and dark and transition of the total value.

CO3 - Understand the usage of positive and negative space in a design composition.

CO4 - Gaining the composing knowledge of landscape and cityscape drawing and painting.

CO5 - Understand the face feature and its measurements.

Record

1. Natural Scenery.(2 Mins)
2. Ad Film.(1 Mins)
3. Action Sequence.(2 Mins)
4. Interview (3 Mins)
5. Speed News(3 Mins)

Text Books

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003.
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 1992. Andrew Utterback, (2015), Studio Television Production and Directing: Concepts, Equipment, and Procedures.

Reference Books

1. Millerson, G. H, "Effective TV Production, Focal Press Publisher, Edition 1993.
2. P. Javis, "Shooting on Location", BBC Television Training, Borchamwood, 1986.
3. Herbert Zettl, "The Television Production Handbook", Cengage Publisher, Edition 2011.

Web Reference

1. <https://www.jobmonkey.com/broadcastjobs/tv-production/>
2. <https://www.flexiprep.com/NIOS-Notes/Senior-Secondary/Mass-Communication/NIOS-Class-12-Mass-Communication-Ch-16-Television-Programme-Production.html>
3. <https://premiumstudios.com/commercercial-television-video-the-five-separate-stages-of-production/>

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A20VCL418

WEB DESIGNING

L T P C Hrs
0 0 4 2 30

Course Objectives

- To learn the techniques of website creation through tools and utilize them.
- Students will know the process of using the tools for various digital outputs like website layout creation.
- Students will develop an understanding about static and dynamic web pages.
- Using scripts for delivering small animations and attractive web pages , web hosting through server and creating their own web pages.
- To enhance the quality of digital web media Designing.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understanding webpage designing, slicing and exporting.

CO2 - Gain knowledge about scripting language like HTML.

CO3 - Understand software used for web designing.

CO4 - Gain knowledge 2d flash animations.

CO5 - Have an in-depth knowledge about exporting and publishing Web Pages.

Record should contain at least THREE exercises each with written briefs, scribbles I and final artwork). Cutting and pasting work for advertisements must be done with design elements (logos, illustrations, lettering etc.) created by the students themselves (cutting and pasting from magazine or any other secondary sources will not be allowed).

Record

Creation of the Home Page of a Web Site with at least five links. Creation of a dynamic web page with audio and video files, photo gallery, reader's comment option, pop-up widows, etc. using appropriate web development tool (e.g. Dream weaver) for **Four** different concepts.

Create your own Blog with your works updated on it. Students should be given orientation of web/multimedia usability issues and interface design basics.

Each student to provide individual CD-ROMs with all the exercises did during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts

Text Books

1. Jennifer Niederst, (2001), Learning Web Design - A Beginner's Guide to HTML Graphics & Beyond, O'Reilly.
2. David Pitt, "Modern Web Essentials Using JavaScript and HTML5, , published May 2014.
3. Tablet Web Design Best Practices, Mobify,2013

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Reference Books

1. "Losing Our Religion: The Liberal Media's Attack", S. E. Cupp, Rupa Release, Edition I, 2001.
2. "Media Planning and Buying - Principles and Practice in the Indian Context", by Arpita Menon, MacMillan India Public Limited, First Edition, 2007 .
3. Spring Into HTML and CSS Author: Molly E. Holzschlag [Emeritus] Publisher: Addison-Wesley Professional

Web Reference

1. <https://www.pagecloud.com/blog/web-design-guide>
2. <https://www.lynda.com/Dreamweaver-tutorials/Designing-Websites-from-Photoshop-Dreamweaver/516577-2.html>
3. <https://www.printmag.com/post/phases-of-the-web-design-process>

A20VCS404

RADIO PRODUCTION

L T P C Hrs
0 0 4 2 30

Course Objective:

- To enhance the students' knowledge of radio production theory and techniques.
- To become well experienced in the writing and production of several program formats.
- To work on specific projects designed to help the students master the art of radio production
- To attain the knowledge in editing, mixing, and aural storytelling techniques
- To articulate trends and policy of the radio broadcast industry as it relates to radio production.

Course Outcome:

After completion of the course, the students will be able to

CO1 - Apply multi-track audio/radio production techniques

CO2 – Generate story ideas and script for radio productions

CO3 - Operate wide range of digital audio software

CO4 – Plan and design the use of sound effects, music, narration, and dialog in a radio script.

CO5 - understand how to publish audio files on the various platforms

UNIT I Audio Technology

(6 Hrs)

Nature and types of microphones, Selection and placement of microphones, Audio control and sound effect, Stereo and mono sound, Recording techniques.

UNIT II Format of Radio Programmes

(6 Hrs)

Generic element: content and format, News, talk, discussion, news reel, radio feature, Drama, commentaries, commercials, phone in programme and other relevant programmes.

UNIT III Radio and Voice

(6 Hrs)

Role and responsibilities of a news reader, Common errors in pronunciation, Modulation and voice quality, Elements of Radio writing and its presentation, Voice recording process, Characteristics and qualities of a good announcer, Qualities and responsibilities of RJ.

UNIT IV Field based Programmes

(6 Hrs)

Team member for field production, Radio news gathering, writing and editing, Necessary equipment's for field based programme, Radio interview, Types and Preparation of interview

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UNIT V Studio Production

(6 Hrs)

Structure of Radio studio and News Room Production any one format of Radio Programme, Recording of programs, Selection of sound effects, audio editing and mixing techniques, Process of planning, scheduling and transmission, Evaluation of programmes and quality control

Text Books

1. Awasthy G.C. :Broadcasting in India, Allied publishers, Mumbai, 1965.
2. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
3. Masani, Mehra :Broadcasting and People, National Book Trust, New Delhi, 1997

Reference Books

1. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
2. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
3. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.

Web References

1. <https://helpx.adobe.com/in/audition/tutorials.html>
2. <https://www.premiumbeat.com/blog/cleaning-and-mastering-audio-in-premiere-pro/>
3. <https://www.adobe.com/in/products/audition/audio-mixing-mastering.html>

DISCIPLINE SPECIFIC ELECTIVE – Semester III

A20VCE301

ART DIRECTION

L	T	P	C	Hrs
3	0	0	3	45

Course Objectives

- To provides an introduction to the art departments responsible for designing
- To implement the visual elements of filmmaking.
- To learn proper procedures of design, construction and handling of sets and props.
- To learn the roles and responsibilities of a production designer
- To develop knowledge on how to create sets for various shows

Course Outcomes

After completion of the course, the students will be able to

CO1 - gain knowledge about production design - its history and evolution along with it technology.

CO2 - have a very good knowledge of Ground Plan Drawing.

CO3 - have detailed understanding of model making.

CO4 - have a thorough knowledge of Creating Set Design.

CO5 - acquire knowledge of the technique and procedure in Story Board.

UNIT I HISTORY OF PRODUCTION DESIGN

(9 Hrs)

A brief historical perspective on production design in motion pictures. The role and responsibility of the production designer. The production designer's place-picture begins to move -drafting- materials-lighting -lines and dots, different perceptions.

UNIT II GROUND PLAN DESIGNING

(9 Hrs)

Scenic building blocks: types of flats and materials -platforms -backings. The construction drawings types of construction drawings off the blue print.

UNIT III MODEL MAKING

(9 Hrs)

Model making -types of models-making the models. Supervising construction and set up supervising -set decoration - the prop master -keeping records -the critique.

UNIT IV SET DESIGN

(9 Hrs)

Staging a talk show, News show, Panel show, Quiz show, reality show, music concert.

UNIT V STORY BOARD

(9 Hrs)

Types of lay outs, concept and story developing, idea, script Foreground, Middle Ground and Background, Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of Classic Film Examples.

Text Books

1. Michael Rizzo, "The Art Direction Handbook for Film", Focal press 2005
2. Vincent Iobrutto, "The filmmakers guide to production design", Allworth press, 2002
3. "Production Design for the Screen: Visual Storytelling in Film and Television" By Jane Barnwell.

Reference Books

1. Nicholas Proferes, "film directing fundamentals", Focal Press, 3 edition, 2008.
2. Fionnuala Halligan, "Filmcraft: Production Design", Focal Press 2012.
3. "What An Art Director Does: An Introduction to Motion Picture Production Design" By Ward Preston

Web Reference

1. <https://alistapart.com/article/art-direction-and-design/#:~:text=Art%20direction%20brings%20clarity%20and,about%20anything%20we%20interact%20with.>
2. <https://www.creativebloq.com/career/art-director-11121180>
3. <https://www.zacuto.com/blogs/blog/what-is-art-direction>

A20VCE302

VIDEO JOCKEY

L T P C Hrs
3 0 0 3 45

Course Objectives

- To provide a framework to introduce music videos and host music related shows on television
- To provide an exciting career option for the music crazy generation
- To learn theoretically and practically to act as intermediary figures between the audience and the musicians or music videos
- To learn the trend of incorporating many diverse shows to attract the public, especially the youth
- To learn to host multi genres of shows.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Learning the vernacular language communication skill

CO2 - Importance of social factors in related to human communication and understanding the audience psychology.

CO3 - Managing the shooting floor and knowing the 180 degree camera perspective position.

CO4 - Learning the various types of program and their genres.

CO5 - Executing the show effectively in terms of Language, communication, attitude and Body gestures.

UNIT I OFF-CAMERA WORKS

(9 Hrs)

Involving off- camera work like deciding on the theme and choosing the songs to suit the theme of the show. Scheduling the songs according to the theme and concept of the program which is based according to the genre and situation of the songs. Planning for Reality shows like Road show, Celebrity interviews, Movie promotional Interviews, Talk show and for special day Television programs.

UNIT II SCRIPT PREPARATION FOR TELEVISION SHOWS

(9 Hrs)

Writing Dialogue Scripts for Television shows in terms of their differences like Reality show, Game shows and promotional shows and how to participate in promotional videos like road shows, attending theme parties and with experience, even writing script for the show at times.

UNIT III PREPARATIONS FOR AUDITION

(9 Hrs)

Knowing the atmosphere and understanding the various interior set up of shooting floor where the audition is conducted. Approach methods and behavior patterns towards the producer and the technical team. The right way of positioning yourself in the shooting floor according to the show. Right kind of Costume knowledge and sense of dressing etiquette. Self grooming and Make over methods for showing yourself presentable as a video jockey.

UNIT IV ON PERFORMANCE

(9 Hrs)

Modes of speech, Styles of talking in accordance with the show script, Dialogue delivery styles adjoining with body gestures. Presence of mind during the interaction with the celebrity and audiences which defines the proper viewing value for the show.

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UNIT V UPDATION IN MUSIC GENRES

(9 Hrs)

Teaching how VJs must constantly keep up-to-date on the latest trends in music, all the latest videos and information about music stars and other celebrities. In that sense, they take upon a more journalistic role. They also should have a well-rounded knowledge of all types of music and also should be informed about a bit of everything from films to politics to travel whatever the theme the show demands. Some of them specialize in a particular area or genre of music. They must be able to answer any queries about music and must fulfill their roles as experts. VJ_s interaction with the viewers through telephone, e-mail or fax.

TEXT BOOKS

1. "The Complete Book of Anchoring and Mooring", Earl R. Hinz, Cornell Maritime Pr/Tidewater Publication; 2 Revised edition (June 2001).
2. "TV News Anchors and Journalistic Tradition: How Journalists Adapt to Technology", Kimberley Meltzer, Peter Lang Publishing Inc.; First printing edition (March 1, 2010)

REFERENCE BOOKS

1. Nina Blackwood and Alan Hunter, "VJ: The Unplugged Adventures of MTV's First Wave", Atria Books; First Edition edition (May 7, 2013)
2. Sanjay gaur, "Radio jockey and t.v.anchoring", Gaurav Publishers, 2009

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DISCIPLINE SPECIFIC ELECTIVE – Semester IV

A20VCE404	FILM CRITICISM AND ANALYSIS	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To gain knowledge of a number of films and directors
- To understand different categories and geographies of films
- To gain sophistication in analyses of film
- To gain a basic knowledge of the history of films
- To achieve basic knowledge and importance on how criticism and analyses has to be done

Course Outcomes

After completion of the course, the students will be able to

CO1 - To understand the development of film criticism and analysis

CO2 - To be conversant with the major approaches to film criticism and theory

CO3 - To analyse individual films using particular theoretical approaches

CO4 - To understand film as an aesthetic art form

CO5 - To write critically about film in an academic tone

UNIT I FILM FORM AND MEANING

(9 Hrs)

Film Form and Meaning: Mise-en-scene and Cinematography, Sound and Editing, Film Genres

UNIT II NARRATIVE AND NARRATION

(9 Hrs)

Narrative and Narration, Evaluation and Interpretation, Semiotics

UNIT III PSYCHOANALYSIS AND PSYCHOLOGY

(9 Hrs)

Psychoanalysis and Psychology, Film Aesthetics

UNIT IV FILM AESTHETICS

(9 Hrs)

Film Aesthetics, Feminism and Film, Cinema and Politics

UNIT V COGNITIVIST FILM THEORY

(9 Hrs)

Cognitivist film theory, Film-Philosophy

Text books

1. Bordwell, David (1989) Making Meaning: Inference and Rhetoric in the Interpretation of Cinema. Harvard: Harvard University Press.
2. Branigan, Edward (1992) Narrative Comprehension and Film. London: Routledge.
3. Braudy, Leo and Marshall Cohen (eds.) (2004) Film Theory and Criticism: Introductory Readings. 6th ed. Oxford University Press: Oxford.

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Reference Books

1. Elsaesser, Thomas and Warren Buckland (2002) Studying Contemporary American Film: A Guide to Movie Analysis. Hodder Arnold: London.
2. Etherington-Wright Christine and Ruth Doughty (2011) Understanding Film Theory. Houndmills: Palgrave McMillan.
3. Gibbs, John (2002) Mise-en-Scène: Film Style and Interpretation. London and New York: Wallflower.

Web Reference

1. <https://www.filmcomment.com/article/the-top-film-criticism-sites-an-annotated-blog-roll/>
2. <http://widescreenjournal.org/index.php/journal/article/view/35/49>
3. <https://libguides.dickinson.edu/criticism/film>

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A20VCE405

JINGLE PRODUCTION

L T P C Hrs
3 0 0 3 45

Course Objectives

- To develop the creative art of creating jingles
- To learn the craft of taking multiple audio tracks and combining them together onto a final master track.
- To acquire to utilize a variety of tools to create an impact to the audio
- To study to present the song the way it sounds in the client's imagination.
- To learn the latest techniques used in the industry.

Course Outcome

After completion of the course, the students will be able to

- CO1:** Completely understand the elements of sound design like Level (Height), EQ (Height) Panning (Width), Time-Based Effects (Depth).
- CO2:** Gain proficiency on panning and time based effects on sound design with examples on how to mix vocal melody to another instrument solo.
- CO3:** Learn the process of Equalizing and enhancement of the tone quality. Also insights on how equalizers work and how to control amplitude, center frequency and bandwidth will be gained.
- CO4:** Get significant knowledge on frequencies and adjusting Frequencies of low range, Mid-range and higher range.
- CO5:** Thorough understanding on Composing of files and Mixing of files with various methods involved in processing for mixing. Knowledge on the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points.

UNIT I THE ELEMENTS OF SOUND AND MUSIC (9 Hrs)

There are four essential elements that we use to control that image. Level (Height) ,EQ (Height),Panning (Width),Time-Based Effects (Depth) , It is really just a more detailed level control that lets us boost and cut levels at specific frequencies. Think of a mix as a sonic three-dimensional image.

UNIT II PANNING & TIME-BASED EFFECTS (9 Hrs)

Elements used for panning would be the horizontal (left/right) element. Panning can be very by panning one to the left and the other to the right, you can separate the two instruments and reduce the chance of one instrument masking the other, and making it harder to hear. Time-based effects form the element of depth (front to back). It can change their focus within the mix at any point. A good example of this is going from a vocal melody to another instrument soloing. You've now seamlessly taken the attention of the listener from the vocal to the solo.

UNIT III EQUALIZATION, PRINCIPLES OF EQ (9 Hrs)

The process to adjust the level of particular frequency to enhance the tone quality, and different types of equalizers, parameters of equalizer, how to enhance individual tracks, perhaps by boosting certain frequencies that make a snare sound punchy multiple Bands , a low band, a high band To understand the basics of how equalizers work we will first discuss the parameters in detail. Parametric, allowing independent control of the three most common variables: amplitude, center frequency and bandwidth.

UNIT IV THE FREQUENCY SPECTRUM (9 Hrs)

Understanding and learning frequencies, adjusting Frequencies, Hertz, or Hz. Human hearing is commonly understood to perceive a range from as low as 20Hz to as high as 20 kHz (20,000Hz). We refer to this range as the frequency spectrum. Low End (125Hz and below), Low-Mids (125Hz-500Hz),Mid-Range (500Hz-2 kHz4. High-Mids (2 kHz-8 kHz): 5. High End (8 kHz and above).

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UNIT V COMPOSING FILES, MIXING

(9 Hrs)

Creating knowledge about the final mixing process and the methods involved in processing for mixing/delivery -the role of the sound engineer and SFX with Pro Mixing -interface with DAW software and delivery points

Text books

1. Roey Izhaki, [Mixing Audio : Concepts, Practices and Tools]. Focal Press; 2nd edition, 2011.
2. Mike Senior, [Mixing Secrets for the Small Studio], Focal Press. 1st edition, 2011.

Web Reference

1. <https://producer.musicradiocreative.com/what-is-radio-jingle/#:~:text=A%20radio%20jingle%20is%20a,for%20DJs%20and%20radio%20stations.>
2. <https://www.mediagistic.com/blog/radio-jingles-when-to-use-them-and-what-makes-them-effective>
3. <https://medium.com/@TheMandyNetwork/short-sweet-a-guide-to-radio-jingles-25d0262cc10a>

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Open Electives - Semester III

A20VCO319	EVENT MANAGEMENT	L	T	P	C	Hrs
		2	0	0	2	30

Course Objectives

- To know about the growing field of event management
- To understand what event management is all about
- To learn how event managers work
- To introduce briefly the concepts of organizing and planning for events
- To learn about resource management

Course Outcome

After completion of the course, the students will be able to

CO1: Understand the skills of event management

CO2: Understand the profession of Public Relations.

CO3: Gain professional skills to be a PRO.

CO4: Acquire knowledge to Plan and organize the event

CO5: Thorough understanding on programming and service management

UNIT I EVENTS AND EVENTS MANAGEMENT

(6 Hrs)

Events and events management- Definition, needs of management, types of events as a communication tool, and as a marketing tool, Growing importance of events like exhibitions, seminars conventions worldwide.

UNIT II ORGANIZATION

(6 Hrs)

Organization-setting up an event organization structure, the committee system, meeting management, Programming and service management-programme planning, the elements of style, developing a programme portfolio, the programme life cycle, scheduling.

UNIT III ELEMENTS OF EVENT MANAGEMENT

(6 Hrs)

Elements of event management-event infrastructure, organizers, sponsors, logistics. Conceptualization and planning-the nature of planning, planning the setting ,location and site, the operation plan,business plan, developing strategies.

UNIT IV HUMAN RESOURCE MANAGEMENT

(6 Hrs)

Human Resource Management -Need, assessment, policies and procedures, job descriptions, recruitment and motivation, Risk management-the budget and cost revenue management, cash flow management, accounting, the key financial statements, measures of financial performance.

UNIT V MARKET RESEARCH

(6 Hrs)

Market Research-consumer behaviour survey, Market area survey, visitors survey etc.

Text books

1. The Business of Event Planning: Behind-the-Scenes Secrets of Success Special Events - Judy Allen
2. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, etc. - Judy Allen
3. Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements - Robbin Phillips

Reference Books

1. Advertising and Sales Promotion- C.N. Sontaki
2. Event Planning and Management: Principles, Planning and Practice||, 3 November 2018
3. Judy Allen, The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events||, 17 September 2002.

Web Reference

1. <https://www.eventbrite.co.uk/blog/the-different-types-of-events-ds00/>
2. <https://www.thebalancesmb.com/corporate-events-common-types-1223785>
3. <https://www.midlothiancenter.com/the-5-cs-of-event-management-that-everyone-should-know-about/>

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A20VCO320

GRAPHIC DESIGN

L T P C Hrs

2 0 0 2 30

Course Objectives

- To gain a control of representational designing skills.
- To understand and manipulate the proportional relationships from actual objects.
- To manipulating the formal elements and principles to achieve better design solutions.
- To learn the Importance and control of good craftsmanship and presentation skills in designing.
- To understand contemporary design practice.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Have a very good knowledge of basics of drawing and material handling and understanding.

CO2 - Understand the light and dark and transition of the total value.

CO3 - Understand the usage of positive and negative space in a design composition.

CO4 - gain knowledge about graphic design - its history and evolution along with its technology and concepts.

CO5 - have a very good knowledge about Principles of Graphic Design.

UNIT I FUNDAMENTALS OF DESIGN

(6 Hrs)

Definition, applications of geometrical forms- line, 2D and 3D forms, texture, pattern, colour, space, movement, colour and space, form and space, visual structure, Understanding Composition: Field figure Relationship, methods of composition;

UNIT II PRINCIPLES OF DESIGN

(6 Hrs)

Balance, contrast, harmony, rhythm& movement, proportion, emphasis, scale and unity; layout principles: rule of thirds, grids; proportion-the golden mean and the unity of layout elements; basic design applications. Designing using software like Photoshop. InDesign, etc

UNIT III TYPOGRAPHY

(6 Hrs)

Classification groups and subgroups, families, fonts: serifs, sans serifs, hand formed and specialized; craft of typography- point system, selection and use of fonts - type specification, copy fitting and spacing; calligraphy

UNIT IV GRAPHIC REPRODUCTION

(6 Hrs)

Elements of printing-basic production steps - fundamentals of letterpress, lithography, offset, gravure, flexography, screen-printing - colour separation, reproduction and registration - computerized prints; papers and inks for printing.

UNIT V MESSAGE PRESENTATION FROM CONCEPT TO VISUAL

(6 Hrs)

Process of design; problem identifying; preliminaries refinement, analysis decision making and implementation; Designing products, evaluate imagination, abstract symbolism, creativity and innovation.

Text Books

1. Timothy Samara, "Design Elements: A Graphic Style Manual", Rockport Publishers, 2007
2. Bryony Gomez-Palacio, "Graphic Design, Reference: A Visual Guide to the Language, Applications, and History of Graphic Design", Rockport Publisher, 2011
3. Wendell. C. Crow, "Communication Graphics", Prentice-hall, Englewood Cliffs, N.J, 1986

Reference Books

1. Russell N. Baird, "The Graphic Communication", Holt, Rinehart and Winston, Canada, 1987
2. Jerry Palmer & MacDodson, "Design and Aesthetics", Routledge, London, 1995
3. David Bann, "The Print Production Hand Book", Macdonald & Co (Publisher) Ltd, London, 1985

Web Reference

1. <https://designmodo.com/graphic-design-photoshop-tutorials/>
2. <https://graphicmama.com/blog/global-design-magazines/>
3. <https://99designs.com/blog/tips/types-of-graphic-design/>

Course Objectives

- To introduce about social media marketing (SMM)
- To construct social media strategies that achieve desired marketing goals
- To learn the rules of engagement and social media ethics for behaving properly as marketers on the social web
- To learn about the most useful quantitative and qualitative social media measurements
- To introduce briefly the concepts of Convergence, Social Media

Course Outcome

After completion of the course, the students will be able to

CO1: understand social media marketing goal setting necessary to achieve successful online campaigns

CO2: Describe the history of social media marketing; it's rapidly evolving role in public relations, advertising, and marketing, as well as the merging of social media marketing with all facets of business.

CO3: Define target markets for specific social media platforms.

CO4: Use social media platforms (e.g., blogs, microblogs, social networks, bookmarking, social news, Q&A sites, photo & video sharing, and podcasting) to influence consumer and promote a company, brand, product, service or person.

CO5: Track progress in achieving social media goals with a variety of powerful measurement tools, services, and metrics.

UNIT I**(6 Hrs)**

The Role of Social Media Marketing Goals and Strategies
Identifying Target Audiences

UNIT II**(6 Hrs)**

Rules of Engagement for SMM
Social Media Platforms and Social Network Sites Micro blogging

UNIT III**(6 Hrs)**

Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars Video Marketing, Marketing with Photos Sharing Sites

UNIT IV**(6 Hrs)**

Discussion, News, Social Bookmarking, and Q&A Sites
Content Marketing: Publishing Articles, White Papers, and EBooks Mobile Marketing on Social Networks

UNIT V

(6 Hrs)

Social Media Monitoring

Tools for Managing the Social Media Marketing Effort Social Media Marketing Plan

Text Books

1. Humphries, A, "Social media: Enduring principles", New York: Oxford, 2016
2. American Psychological Association, "Publication manual of the American Psychological Association", (6th ed.). Washington, D.C.: American Psychological Association, 2010
3. Fuchs, C, "Social media: A critical introduction". Thousand Oaks, CA: Sage, 2016

Reference Books

1. Social Media Marketing All-in-One for Dummies, 4th edition
2. Mobile and Social Media Journalism (Adornato) ISBN-13: 978-1506357140
3. Inbound Content: A Step-By-Step Guide to Doing Content Marketing the Inbound Way (Champion)

Web Reference

1. <https://www.reachfirst.com/the-role-of-social-media-and-its-usefulness-in-a-business/#:~:text=Social%20media%20websites%20and%20applications,sell%20something%20to%20the%20world.>
2. <https://www.asmaindia.in/blog/use-of-social-media-in-teaching-and-learning-emerging-role-of-social-media-and-its-importance-in-teaching-and-learning/>
3. <https://www.digitalmarketing.org/blog/the-importance-of-social-media-marketing>

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A20VCO419	Open Electives - Semester IV BASICS OF NEWS REPORTING	L T P C Hrs 2 0 0 2 30
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Course Objectives

- To understand the art of writing, report and editing.
- To develop skills of writing, report and editing.
- To apply the latest techniques in reporting and editing.
- To understand the periodic changes in the media
- To deeply interpret on the major characteristics of media.

Course Outcomes

After completion of the course, the students will be able to

- CO1**-Understand the Characteristics of news, different style of news writing.
- CO2**-Memorising the concept of principle of news reporting & types of reporting
- CO3**-Understand the principle of editing in print media.
- CO4**-Understand the basic concepts of DTP software_s.
- CO5**-Summarising the role and responsibilities of editor and copy writer in print media.

UNIT I INTRODUCTION TO NEWS

(6 Hrs)

- News: Meaning and definition
- Sources and elements of news
- Characteristics of news
- Different styles of news writing.
- Headline: Importance & types

UNIT II DIFFERENT TYPES OF WRITING

(6 Hrs)

- Writing for newspaper and magazines: Nature and Difference
- Feature writing: Meaning, definition & nature.
- Editorial: Importance & art of writing
- Writing column, Reportage, analysis etc.

UNIT III REPORTING FOR PRINT MEDIA

(6 Hrs)

- Definition, scope, concept & principles of news reporting
- Types & techniques of news reporting
- Functions of reporting: Interview, collection of data, research
- Qualities & Responsibilities of a reporter.
- Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

UNIT IV EDITING FOR PRINT MEDIA

(6 Hrs)

- Theories and Principles of Editing
- Preparing good copies for Newspaper, Magazine & others
- Introduction to editing symbol, proof reading symbols & Copydesk
- Role, functions and responsibilities of Copyeditor

UNIT V FREEDOM OF PRESS

(6 Hrs)

- The right to publish and the right to privacy
- Press code and Ethics
- Press council's guide to Journalistic Ethics
- Censorship and control in the press

Text Books

1. Aruna Zachariah, "Print Media, Communication and Management : Elements, Dimensions and Images", Kanishka Publishers, Delhi, 2nd edition, 2007
2. Natrajan J, "History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting", Govt. of India, 1997
3. Parthasarthy, Rangaswami., "Journalism in India", Sterling Publishers Pvt. Ltd., New Delhi, 1st edition, 1995

Reference Books

1. NaliniRajan , "21st Century Journalism in India", SAGE Publication, 1st edition, 2002
2. VirBalaAgarwal & V.S.Gupta, "Handbook of Journalism and Mass Communication", Concept Publishing Company, New Delhi, 1st edition, 2001
3. SuhasChakravarty., "News Reporting & Editing : An Overview", Kanishka Publishers, Delhi, 1st edition, 2000

Web References

1. <https://journals.sagepub.com/home/jmq>
2. <https://www.tandfonline.com/toc/hmcs20/current>
3. <https://www.hilarispublisher.com/mass-communication-journalism.html>

A20VCO420

SCRIPTING FOR MEDIA

L T P C Hrs
2 0 0 2 30

Course Objectives

- To acquaint students with advanced journalism and writing for media practices.
- To make the students understand about the news values
- To develop their knowledge about the representation of news-views and ethical issues associated with it.
- To offer proper understanding about the writing skills
- To learn the new techniques involved in different mass media.

Course Outcomes

After completion of the course, the students will be able to

CO1 - equip with knowledge of Reporting/Writing/News room functioning/Understanding media.

CO2 - learn the importance of writing skills

CO3 - have a thorough knowledge of the various styles for different mass media

CO4 - develop the media writing style and principles

CO5 - understand the basic tools and techniques for media writing

UNIT I SCRIPTING FOR PRINT MEDIA

(6Hrs)

Scripting for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography.

UNIT II SCRIPTING FOR NEW MEDIA

(6Hrs)

Scripting for New media - content creation- Technical writing - Editing - Principles and methods.

UNIT III SCRIPTING FOR RADIO

(6Hrs)

Scripting for Radio - News features - Docudramas - Interview - Commercials - Editing for Radio.

UNIT IV SCRIPTING FOR TELEVISION

(6Hrs)

Television writing - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials

UNIT V TRENDS IN WRITING

(6Hrs)

Trends in writing - New technologies and their impact on media language. Script Writing - Storyboard

Text books

1. Writing for Broadcast journalist, Thompson, Rick. London: Routledge, 2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company, 1992.
3. Writing for Television, Kelsey, Gerald. Unisrar, 2004..

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Reference Books

1. Fox, Walter, "Writing the News: Print Journalism in the electronic age", New York : Hasting House Publishers, 1977.
2. Leslie Sellers, "Doing it in style".
3. Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997

Web Reference

1. https://medium.com/@jess_90990/what-are-the-different-types-of-media-writing-ad7f973ae3e1
2. <http://www.jprof.com/lecture-notes/writing-in-the-media-environment/>
3. <https://medium.com/journalism-tips/writing-for-the-web-36ca36e3b50b>

A20VCO421

VIDEO EDITING

L T P C Hrs
2 0 0 2 30

Course Objectives

- To increase your understanding of the editing process.
- To understand the basic concepts in Editing with specific reference to Television Production and Film Making.
- To apply the basic concepts of Editing in Production.
- To develop the knowledge & skill of Editing Techniques
- To be equipped with the ability to edit a film with the mixing of sound

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the principles of continuity record.

CO2 - Understand the documentary film making style

CO3 - The techniques of joining of shots.

CO4 - The basic techniques of rough cut editing.

CO5 -.The basic techniques of fine cut editing.

UNIT I INTRODUCTION TO EDITING

(6 Hrs)

What is editing? AB role editing, The role of the Editor, Editing Work Flow, Basic techniques of building a scene. Understanding shot to shot transition, Understanding Pace and Time. Basic editing terminologies.

UNIT II EDITING AS A CRAFT

(6 Hrs)

Principles of Editing like Contrast, Parallelism and Symbolism & Simultaneity. Understanding Continuity, Delivering a meaning, bearing audio in mind, Control of Overuse technique or Visual effects.

UNIT III PREPARING THE FIRST CUT

(6 Hrs)

Types of cuts, Basic Linear and Non Linear Editing Concepts, NLE Edit: The Three-Point Edit, Working in the Timeline, Transitions, Key framing, Applying Filters, and Ingesting.

UNIT IV EDITING FOR MULTICAM SETUP

(6 Hrs)

Work Flow of Online Editing. Online Editing Technique, Basic Visual Mixer tools, Television News Room Editing Setup.

UNIT V PREPARING FOR FINAL CUT

(6 Hrs)

Compositing, Color Correction & Color Grading, Dub matching and track lying. (To prepare for re-recording and optical effects.)Working on Audio, Titling, Final Review & Project

Text Books

1. Ken Dancyger, "The Technique of Film and Video Editing: History, Theory and Practice", Focal Press, U.S, 2010
2. Roy Thompson, Christopher J. Bowen, "Grammar of the Edit", Focal Press, 2013
3. KarelReisz, "The History of Film Editing".

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Reference Books

1. David Bordwell and Kristin Thompson, Film Art: An Introduction, Mc-Graw Hill Education, London, 2012
2. Bobbie O'Steen, "The Invisible Cut: How Editors Make Movie Magic", Michael Weise Productions, U.S, 2009
3. Gael Chandler, "Cut By Cut: Editing Your Film or Video", Michael Weise Productions, U.S, 2012

Web Reference

1. <https://helpx.adobe.com/premiere-pro/tutorials.html>
2. <https://www.adobe.com/products/aftereffects.html>
3. <https://www.adobe.com/creativecloud/video.html?promoid=ZP46FD34&mv=other>

A20VCT519

Media Culture & Society

L	T	P	C	Hrs
3	1	0	4	60

Course Objective:

- To understand the dynamics of media culture and society.
- To study the core concepts of critical reading of the media
- Identify the technological functions and (dis)advantages of popular media
- Trace the origin and development of mass media
- To understand the new media culture.

Course Outcomes:

After completion of the course, the students will be able to

CO1 - Recognize the ethical principles in social interactions

CO2 - Apply legal knowledge to media practices

CO3 - Understand Socio Cultural structure of Media

CO4 - Understand how media alter the social culture

CO5 - Summarizing the link between Society and Media.

UNIT-I

(12 Hrs)

Why study media? Understanding mass media. Characteristics of mass media. Effects of mass media on individual, society and culture-basic issues. Power of mass media. Media in Indian society. Function of mass media

UNIT-II

(12 Hrs)

Media Audience analysis (mass, segmentation, product etc, social uses) . Audience making. Active Vs Passive audience: Some theories of audience-Uses and Gratification Uses and Effects etc. Why, How and How Not to study media.

UNIT-III

(12 Hrs)

Media as the consciousness industry. Media ideology. Dominant and subordinate ideologies. Agenda Setting. Media and realism. Media and identity, cultural approach in studying the media

UNIT-IV

(12 Hrs)

Alternate media: Indian and global initiatives; social media for social change; Future of mass media: digital technologies, changing media, Globalization and media.

UNIT-V

(12 Hrs)

Media and Popular culture-commodities, culture and sub-culture, popular texts, popular discrimination, politics popular culture, popular culture Vs people's culture, celebrity industry personality as brand name, hero-worship etc. Acquisition and transformation of popular culture.

Text Books:

1. Paul Hodkinson,[2010]Media, Culture and Society: An Introduction, SAGE Publications Ltd.
2. Neil Postman, [2005] Amusing Ourselves to Death: Public Discourse in the Age of Show Business Penguin Books.
3. Peter L. Berger (1967) the Social Construction of Reality: A Treatise in the Sociology of Knowledge, Anchor.

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Reference Books:

1. Grame Burton, [1989] Talking Television, Vikas Publishing House, New Delhi.
2. Sean McBride, [1982] Many Voices, One World, UNESCO, New Delhi.
3. David Barrat, [1986] Media Sociology, Tavi stock Publications, London

Web Reference:

1. http://oms.bdu.ac.in/ec/admin/contents/316_16SACVC4_2020052111144359.pdf
2. <http://solr.bccampus.ca:8001/bcc/file/8f2a750a-728d-496a-89c3-6f53dce9a783/1/Media-Society-Culture-and-You-1539701744.pdf>
3. <https://www.google.com/search?q=media+culture+and+society&oq=media+culture+and+society+&aqs=chrome..69i57j69i61j69i60l2j35i39l2j0i512l2.4421j0j7&client=ms-android-vivo-rvo2&sourceid=chrome-mobile&ie=UTF-8#ip=1>

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A20VCT520

Visual Media Research Methods

L T P C Hrs
3 1 0 4 60

Course Objectives

- To place prominence on the basic features of Media Research.
- To understand the nature of research methods used in analyzing media.
- To provide theoretical knowledge of Media Research Methods and Tools.
- To impart applied Media Research Methods and Tools.
- To orient students in depth towards the concepts of research.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand nature and basic concepts of Media Research.

CO2 - Development of critical thinking with respect to research in Communication

CO3 - Development of research approaches to Media

CO4 - Better analytical and exploratory skills

CO5 - Inculcation of lifelong learning.

UNIT I Introduction to Media Research Methods

(12 Hrs)

Research Method: Nature and Concept, Media Research Approaches, E.M. Roger's theory of communication, Marxism theory of communication, Research Tools, Nature and Concept, Types of Media Research Tools, Data: Meaning and Types, Reliability and Validity of Data

UNIT II Research Procedure

(12 Hrs)

Steps in doing Research; Media Research Problems; Review of Media Studies; Sources of Secondary Data; Research Questions & Hypothesis; Types of Hypothesis; Sampling Procedure, Sample Size & Sampling Error.

UNIT III Types of Data

(12 Hrs)

Primary Data; Types of Data- Nominal, Ordinal, Interval & Ratio; Data Collection Methods & Tools; Questionnaire- Types of Questions & Construction of Questionnaire; Interview Schedule & Techniques; Focus Group & Observation Techniques.

UNIT IV Research Design

(12 Hrs)

Experimental & Non- Experimental Research Methods & Procedures; Qualitative & Quantitative Studies; Descriptive & Analytical Research; Content Analysis, Procedure & Methods; Case Study approach.

UNIT V Data Analysis

(12 Hrs)

Data Classification, Graphic Representation of Data; Basic Elements of Statistics; Hypothesis Testing; Ethics in Conducting Research.

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Class Exercise –

Each student will develop a short visual project linked to topic of interest for their research agenda. These projects can be based on video or photography, in light of the topics discussed in class. Short documentary films should not be longer than 10 minutes. Photography based essays should not include more than 10 images for analysis.

Text Books

4. Spencer, S. (2011). Visual research methods in the social sciences: Awakening visions. New York, USA: Routledge.
5. Arthur Asa Berger (2011). Media and Communication Research Methods, First Edition, Sage Publications, New Delhi
6. White, Patrick (2017), Developing research questions, 2nd edition. London: Palgrave Macmillan.

Reference Books

4. Salmons, Janet (2014), Qualitative online interviews: Strategies, design, and skills. London: Sage Publications
5. Kothari, CR,(2008), Research Methodology Methods and Techniques, Wishwa Prakashan, New Delhi
6. Krishnaswami, O.R,(1993), Methodology of Research in Social Sciences, Himalaya Publishing House, Mumbai

Web Reference:

1. https://saylordotorg.github.io/text_understanding-media-and-culture-an-introduction-to-mass-communication/s05-03-methods-of-researching-media-e.html
2. <https://research-methodology.net/research-methodology/research-process/>
3. <https://www.guru99.com/what-is-data-analysis.html>

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A20VCT521

Development Communication

L T P C Hrs
3 1 0 4 60

Course Objectives

- Demonstrate an understanding of the theory and history of the role of communication in development
- Critically assess the strategic use of communication and media tools in development goals
- Generate case studies on contemporary perspectives on development communication
- Apply strategies of communicating social change on various development issues from a local, national, and global perspective
- Work collaboratively, design and present a research project

Course Outcomes

After completion of the course, the students will be able to

CO1 – acquire specialized knowledge and skills on communication for social change.

CO2 - expand the knowledge base of theories around development, and its interrelation to culture, behaviour change, social transformation

CO3 - cater the growing demand for human resources on communication experts to work on development sector

CO4 - impart skills on carrying out research, design, development, implementation, monitoring & evaluation of C4D interventions

CO5 - facilitate on the field exposure to techniques of designing and developing effective C4D strategies.

UNIT I Development Communication-concept and genesis **(12 Hrs)**

Development Communication- concept and genesis, characteristics, differences between communication and Development Communication, Philosophy & Approaches to Development Communication, Theories and models of development: dominant paradigm, concept of modernization

UNIT II Development Planning in India **(12 Hrs)**

Planning in India and new government schemes for development, Issues of development in India - health, education, poverty, unemployment, agriculture, corruption etc. Gandhian, Nehruvian and Deendyal Upadhayay thoughts on development

UNIT III Development Journalism **(12 Hrs)**

Development Journalism: concept & relevance, Use of media in development communication, Traditional media, Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting

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UNIT IV Awareness in Tribal & weaker sections **(12 Hrs)**

Awareness in Tribal & weaker sections, Areas of rural journalism: health, agriculture, Panchayati raj, Population Campaigns and their evaluation.

UNIT V ICTs: scope **(12 Hrs)**

ICTs: scope in development communication, Analysis of media for development communication, Designing media for development communication.

Text Books

1. Narula, Uma (1994) Development Communication, New Delhi, Hariand Publication
2. Servaes, Jan (2008). Communication for Development and Social Change, New Delhi, Sage Publication
3. Mefalopulos. P (2008) Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank.

Reference Books

1. Kiran Prasad, Communication For Development, BR Publishing Corporation, Delhi, 2004
2. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon, The Handbook of Development Communication and Social Change, Wiley-Blackwell, 2014
3. Tim Unwin, Information and Communication Technology for Development, Cambridge University Press, 2009

Web Reference:

1. <https://www.slideshare.net/TatendaChityori/9-development-communication>
2. <http://communication.iresearchnet.com/development-communication/development-journalism/>
3. [https://cbpbu.ac.in/userfiles/file/2020/STUDY_MAT/POL_SC/Planning%20in%20India.%202nd%20SEM.\(202\)-PB%20\(1\).pdf](https://cbpbu.ac.in/userfiles/file/2020/STUDY_MAT/POL_SC/Planning%20in%20India.%202nd%20SEM.(202)-PB%20(1).pdf)

A20VCL522

3D Animation

L	T	P	C	Hrs
0	0	4	2	30

Course Objective:

- To train the student to use 3D software
- To create titling, modeling, walkthrough, and product animation
- To learn about basic lighting
- To understand the concept of texturing, rigging
- To learn about key frame animation.

Course Outcomes:

After completion of the course, the students will be able to

- CO1: Understanding character modeling
- CO2: Understanding texturing and shading
- CO3: Understanding lights, camera and materials
- CO4: Understanding 3D character animation
- CO5: Gain knowledge about rendering and compositing

Practical Work:

Students should be given orientation of multimedia usability issues and interface design basics (3ds Max and Maya software should be used)

Exercises

1. Creation of text in 2D format and 3-D object with animation.
 2. Creation of a walk-through (concept of their own) for 30 seconds
 3. Animation for an advertisement or concept for 30 seconds.
- At least FIVE concepts should be included in the record.

Text Books:

1. Kelly L. Murdock - Kelly L. Murdock's Autodesk 3ds Max 2015 Complete Reference Guide|- Perfect Paperback - 8 Oct 2014 2.
2. Kelly L. Murdock - Autodesk Maya Basics Guide 2015||, 21 November 20143.
3. Animation Writing and Development , Jean Wright,Focal Press 2005

REFERENCE BOOKS:

1. Randi L. Derakhshani (Author), Dariush Derakhshani (Author) - Autodesk 3ds Max 2015 Essentials|| , Autodesk Official Press 1st Edition - 2015
2. Matt Chandler - 3ds Max Projects: A Detailed Guide to Modeling, Texturing, Rigging, Animation and Lighting Paperback|| , - Import, 1 Mar 2014
3. The Animator Survival Kit , Richards Williams, Faber & Faber 2009.

Web Reference:

1. <https://youtu.be/LYWEBZR6jYQ>
2. <https://youtu.be/maoWldOBDj8>
3. <https://youtu.be/Or1HtAG9M-s>

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A20VCL523

Video Editing Practical

L	T	P	C	Hrs
0	0	4	2	30

Course Objective:

- An introduction to video editing and the process involved in editing of video footage, special effects
- To narrate the audience in visual service of storytelling
- To understand Editing Terminology and concepts
- Learn the technological workflow for picture and sound, vital role of NLE
- To understand the continuity concept in NLE

Course Outcomes:

After completion of the course, the students will be able to

CO1: Having a good knowledge of NLE Editing systems and various file formats and Different Editing tools and how to construct stories and Media presentation.

CO2: Gain knowledge to analyses and organize, Create story order in NLE projects, Moving Edits, Continuity, Cut, Copy, and Paste. Save, Efx edits render, transitions Film, cut away.

CO3: Types and concepts in style -cutting for genre, , three-point edit, shot compositing , match Frame, Split Edits, Transitions Effects, Colour correction & Colour grading, ,Montage making,

CO4: Seamless editing and alpha channel, titling techniques, parallel, Intercut, cross cuts.

News and Programmed Editing, Voice dubbing, Background music, Audio Edits for video

CO5: Pleasing colour with 3 way colour correction, Visual Effects motion title graphics & graphics and animation Final export with Basic Encoding to final Delivery for Screening

Practical Work:

Each student should practice the following techniques

1. basic cuts
2. working in the time-line
3. transitions
4. key framing
5. applying filters
6. colour correction & colour grading
7. working on audio
8. titling and sub titling

Student are requested to do editing for a project (Short Film or Documentary) using the above techniques. (5-10 mins)

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Text Books:

1. Ken Dancyger, "The Technique of Film and Video Editing", Focal Press, 2010
2. Roy Thompson, Christopher J. Bowen, "Grammar of the Edit", Focal Press, 2013.

REFERENCE BOOKS:

1. Bobbie O'Steen, "The Invisible Cut: How Editors Make Movie Magic", Michael Wiese Productions, 1st edition, 2009
2. Gael Chandler, "Film Editing: Great Cuts Every Filmmaker Should Know", Michael Wiese Productions 2009

Web Reference:

1. <https://youtu.be/-wpFSpNbDW0>
2. <https://youtu.be/jTCxUXGM6tc>
3. <https://youtu.be/ZQDGJn89uNk>

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A20VCS505

Advertisement Film Making

L	T	P	C	Hrs
0	0	4	2	30

Course Objective:

- To understand the process of an Advertisement Film Making
- To learn the essence of creating action demanding
- To gain knowledge of equipment's and techniques for an ad film making.
- To understand the various elements of advertising like Copy Writing, Design and Technical.
- To understand the post production process of Ad-Film Making.

Course Outcomes:

After completion of the course, the students will be able to

CO1: Gain knowledge in audiovisual commercials

CO2: Know the latest trends in advertising

CO3: Plan and implement creative strategy, media strategy, and budgeting

CO4: Gain knowledge about production process of Ad film Making

CO5: Perceiving Visualization process.

Practical Work:

Shoot a complete ad film of any brand with duration of minimum 30 sec (PSA or a Commercial advertisement of their choice)

Text Books:

1 Altstiel, Tom & Grow, Jean.(2016) Advertising Creative Strategy, Copy & Design, 3rd edition. India:Sage.

2. Bovee & Arens. Contemporary Advertising. USA: Irwin.

3. Chunawala & Sethia. Foundations of Advertising , 8th edition .India: Himalaya Publishing.

REFERENCE BOOKS:

1. Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books.

2. Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage.

3. Jones, P J. How Advertising Works. India: Sage

Web Reference

1. www.afaqs.com

2. www.exchange4media.com

3. www.ourmedia.org

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A20VCT624	MEDIA MANAGEMENT AND ENTREPRENEURSHIP	L T P C Hrs
		3 1 0 4 60

Course Objective:

- To enable the students to be able to describe the principles, need and functions of media management.
- To enable the students to describe the structure and functions of print media organization.
- To understand the economics of media organisation.
- They make the students to get to know the set up and practices of media organizations
- To understand the vital role that media play in the production of news, information, and entertainment in a democratic society

Course Outcome:

After completion of the course, the students will be able to

CO1 : obtain understanding of media organizations and its types.

CO2 : bring out the differences between media as business and media as a social institution.

CO3 : have an in-depth knowledge of how media organizations are managed.

CO4 : increase clear idea of how print media works, its various functions and departments.

CO5 : have a deeper understanding of the relationship between media and its market, the production and revenue aspects, along with the risks involved with the economics of media.

UNIT I

(12 Hrs)

Media Management and its principles – Functions –Nature of leadership in Mass Media– Factors influencing good management. Evolution of Entrepreneurship, Corporate entrepreneurship, Importance and significance of growth of entrepreneurial activity, Concept of entrepreneur, Characteristics and qualities of entrepreneurs, Classification and types of entrepreneurs, Women entrepreneurs, Theories of entrepreneurship, Contribution of Mc Clelland and Joseph Schumpeter

UNIT II

(12 Hrs)

Entrepreneurial development programme (EDP), Idea generation – sources and methods, Identification and classification of ideas, Environmental Scanning and SWOT analysis, Preparation of project plan, Components of an ideal business plan – market plan, financial plan, operational plan, and HR plan, Project formulation –project report significance and contents

UNIT III

(12 Hrs)

Media Organization and its types - Newspapers, Cinema, Radio, Television, Magazines and Online Media – Ownership & Schedule Patterns of Print and Electronic Media – News agencies and syndicates - ANI, PTI, IANS, Reuters, AFP, etc – Ownership and Organization structures Measures and Features of Media Industry, Publishing Industry, Interactive Media Industry, Computer Gaming Industry – Media Production-its process

UNIT IV

(12 Hrs)

Media Buying and Planning – Objectives & Nature of Planning - Economics for Media – News gathering, Processing, Advertising, Printing, and Circulation – Management Problems in planning – Media plan Development and criteria

UNIT V

(12 Hrs)

Electronic Media – Govt. policies in India – Principles of Television and Radio Management in India – Government owned electronic media (AIR, DD, PIB) and issues in their management – Private Channels –Globalization & its nature - Social Commitment v/s Profit making – Quality Control and Cost Effective Techniques

Text Books

1. Rayudu C S, Media And Communication Management.
2. Mocavatt & Pringle, Electronic Media Management
Mehra, Newspaper Management.
3. Rucker & Williams, Newspaper Organization and Management.

Reference Books

1. Sindhvani, Newspaper Economics and Management.
2. Herbert Williams Newspaper Organization and Management
3. Block et al, "Managing in the Media", Focal Press

Web References

1. <https://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0089.xml>
2. <https://www.mtsu.edu/programs/media-management/>
3. <https://com.miami.edu/media-management-bsc/>

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A20VCT625

E- Learning and Designing

L T P C Hrs

3 1 0 4 60

Course Objectives

- To apprise the students of growing importance of E-learning technology for communication purposes
- To encourage them to understand the principles of eLearning
- To make the students understand the functioning of a Learning Management System (LMS)
- To give the students an understanding of Theories & models of Instructional Designing
- To expose the students to the world of Creating storyboards, Structure of an interactive e-lesson

Course Outcomes

After completion of the course, the students will be able to

CO1 – explain the implication of concepts of E-Learning and Benefits of eLearning

CO2 - understand and account for the impact of Rapid Authoring Tools in E learning

CO3 - describe, analyse and discuss the various theories & models of Instructional Designing and its objectives

CO4 - impart skills on analyzing the target audience and understand the trends in e learning

CO5- review and discuss the instructional methods, delivery strategy and the evaluation strategy.

UNIT I E- learning

(12 Hrs)

What is E-Learning. • Benefits of eLearning • Different types of eLearning Synchronous training Asynchronous training - VSAT, Podcast, CBT, WBT Webinar, ILT, mobile learning, eLearning and blended • Levels of eLearning

UNIT II Rapid Authoring Tools

(12 Hrs)

Rapid Authoring Tools • Basic introduction to feature of a few tools – Photoshop, Flash, Illustrator, Articulate • Identify what rapid authoring tools are? • Distinguish between some features of commonly used tools. Storyline, Articulate Studio.

UNIT III Theories & models of Instructional Designing

(12 Hrs)

Theories & models of Instructional Designing, Learning Deigns, Motivational Designs, ARCS Model, ADDIE Model, Gagne's Nine Events of Instruction, Kirkpatrick Model and WIIFM. Bloom's taxonomy, Bloom's verbs and writing objective.

UNIT IV Designing an e-learning course

(12 Hrs)

Designing an e-learning course, Identifying and organizing course content, Needs analysis, Analysing the target audience, Identifying course content, Integrating media elements. Trends in e-learning.

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UNIT V Instructional design

(12 Hrs)

Instructional design – Creating storyboards, Structure of an interactive e-lesson, Techniques for presenting content, trends in storyboarding for e-learning. Defining - instructional methods, delivery strategy, Good practices and the evaluation strategy.

Text Books

1. John Vernon Pavlik New Media Technology, Allyn & Bacon, 1997
2. Timothy Samara (2007) Design Elements, A Graphic Style Manual
3. Tim Slade (2018) The eLearning Designer's Handbook!

Reference Books

1. Schermerhorn, Hunt and Osborn, (2008) Organisational behavior, John Wiley, 9th Edition
2. N. Buzzetto-More (2007) Reading in A Digital Age: e-Books Are Students Ready For This Learning Object?
3. Jon Samsel Writing for Interactive Media, Allworth Press

Web Reference:

1. <http://www.fao.org/3/i2516e/i2516e.pdf>
2. <https://www.sensepublishers.com/media/3115-instructional-design-for-learning.pdf>
<https://michelemartin.typepad.com/addie.pdf>

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A20VCL626

Short film/Documentary Production

L	T	P	C	Hrs
0	0	4	2	30

Course Objective:

- To understand the theoretical issues in non-fiction filmmaking
- To expose to different modes of documentary/Short Film representation and the appropriate usage for each style
- To gain knowledge of equipment's and techniques for an ad film making.
- To study the roles and responsibilities of a documentary/Short filmmaker.
- To understand the importance of the subjects and audiences played in a documentary /Short film

Course Outcomes:

After completion of the course, the students will be able to

CO1 : Have a thorough knowledge of history and growth of film making.

CO2 : Have an in-depth knowledge of various elements and features of documentary/Short filmmaking.

CO3 : To have understood expository, observational, interactive and reflexive modes of representation used in documentary/Short Film.

CO4 : Have a detailed knowledge of the various nuances of realism in documentary from structural and post structural perspective.

CO5 : Have a complete grasp of Short filmmaking with special focus on the themes and its presentation

Practical Work:

- identifying a topic and researching the topic
- writing a documentary/Short Film proposal
- Treatment and writing a script.
- Planning and shooting
- Editing and audio mixing.

Each student has to Plan and Produce a Documentary (10-15 minutes) or short Film (5-10 minutes).

TEXT BOOKS:

- 1 . Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Inman, Roger. & Smith, Greg.(1981-2006) Television Production Handbook.

REFERENCE BOOKS:

1. Jayshankar, K. P. A Fly in the Curry: Independent Documentary Film in India.
2. Millerson, Gerald. (2009) Television Production. Burlington, MA:Focal Press.
- 3 Nichols, B. (2010). Introduction to Documentary. Bloomington: Indiana University Press

WEB REFERENCE

1. <https://www.mediacollege.com/>
2. <https://files.eric.ed.gov/fulltext/ED102559.pdf>

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A20VCP627 Phase I – Project (Media Internship) Phase II – Elective	L	T	P	C	Hrs
	0	0	4	2	30

Course Objective:

- Allow to apply the skills you've learned in the classroom to a real working environment.
- Helps you build your network of professionals who can help guide you along your career path.
- Offer as much mentorship and guidance as it does opportunity to practice your craft.
- To work as part of a team and be an indispensable part of a newsroom or communications organization.
- Understand a wider range of live process in Media.

Course Outcomes:

After completion of the course, the students will be able to

CO1 - demonstrate the use of communication skills in a professional setting through on-the-job experience.

CO2 - exhibit an understanding of job market expectations and standards of job performance in their respective fields.

CO3 - demonstrate creative approaches to networking through professional and academic contacts.

CO4 - demonstrate clarity, precision, and fluency in written or spoken work for specific audiences as relevant to their internship position.

CO5 – Understand the sense of disciplinary and professional responsibility, and adherence to ethical guidelines for work in the profession.

Internship

- Explain how you obtained the internship.
- Describe the working conditions, working schedule and hours.
- Write a narrative from your diary which chronicles events, issues, tasks and results throughout the internship. This should be a synopsis of the internship which includes examples that bring the experience to life.
- Cite what was appealing and not appealing about the internship.
- Provide five to 10 examples of your internship work (news and press releases, fact sheets, feature stories, film making, Tv shows, tapes, campaigns, ads, newsletters, PSAs, etc.) Show as much diversity in your work as possible.
- Present the portfolio in an easy access form, such as a folder or binder, and include an explanation of what you did.

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A20VCS606

Digital Marketing

L T P C Hrs
3 1 0 4 60

Course Objectives

- To provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success;
- To develop a digital marketing plan; to define a target group;
- To get introduced to various digital channels, their advantages and ways of integration;
- To optimize a Web site and SEO optimization;
- To create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends,

Course Outcomes

After completion of the course, the students will be able to

CO1 – understand the future development of the digital marketing.

CO2 - identify the importance of the digital marketing for marketing success

CO3- manage customer relationships across all digital channels and build better customer relationships

CO4 – identify digital channels, their advantages and limitations

CO5 - manage a digital marketing performance efficiently.

UNIT I Introduction to Digital Marketing

(12 Hrs)

Digital Marketing - definition and concept, the importance and scope of digital marketing, how digital marketing is different from traditional marketing techniques, Principles of Digital Marketing; Digital Marketing Channels.

UNIT II Website Planning and Content Marketing

(12 Hrs)

Various elements of a website, Website creation to generate leads, deliver marketing messages, create a website from scratch on WordPress. Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content.

UNIT III Social Media Marketing

(12 Hrs)

Introduction; Major Social Media Platforms (Facebook, Twitter, Instagram, Youtube) for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc.

UNIT IV Search Engine Optimization

(12 Hrs)

Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc.

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UNIT V New Web Analytics and Digital Marketing Budgeting

(12 Hrs)

Web Analytics - Traffic Reports, Content reports, Daily Traffic and Revenue Generation, and Real-Time Data, Google Analytics Tools. Digital Marketing Budget & Plan; Resource Planning; Cost Estimating; Cost Budgeting; Cost Control.

Text Books

1. The Art of SEO Eric Enge, Stephan Spencer, Jessie Stricchiola
2. New Rules of Marketing and PR by David Meerman Scott
3. Digital Marketing 2020 by Danny Star

Reference Books

1. Digital Marketing for Dummies by Ryan Deiss & Russ Henneberry
2. Epic Content Marketing by Joe Pulizzi

Web Reference:

1. <https://mailchimp.com/marketing-glossary/digital-marketing/>
2. <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
3. <https://www.optimizely.com/optimization-glossary/search-engine-optimization/>

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A20VCE507

Media Presentation Skills

L T P C Hrs

3 0 0 3 45

Course Objectives

- To understand private and public service broadcasting and presentation skills
- To Develop the writing ability for various media program formats.
- To build the capabilities of presentation skills and news-reading.
- To Showcase various tools and equipment used in media broadcast.
- To enable students to create programmes for various media formats such as news bulletin, talk, interview, magazine, etc.

Course Outcomes

After completion of the course, the students will be able to

CO1 - define various on-air presentation skills for broadcast media

CO2 - associate the various programme presentation formats and job roles in radio and TV

CO3 - articulate the presentation art of anchoring, news reading and reporting

CO4 - understand the techniques with camera, microphone and other recording devices.

CO5 - create presentation ideas and techniques for various media formats

Unit 1 Skills of on air presence

(9 Hrs)

Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Understanding of ethical issues,

Unit 2 Interviewing skills and presentation

(9 Hrs)

Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation , command over language, Anchoring skills for various types of shows in radio and television

Unit 3 News reading and presentation

(9 Hrs)

Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

Unit 4 Presentation skills for Radio

(9 Hrs)

RJ, compering, commentary, announcement, moderation of group discussion, etc., Art of interviewing: Knowing the subject, prepare, craft the question, listen, empathizing with & making the interviewee comfortable, place & equipment, setting ground rules, maintaining the natural flow. Understanding the techniques of engaging the audience.

Unit 5 Anchoring and Presentation

(9 Hrs)

Qualities of an Anchor , Voice Modulation and Rundown Production, Using the teleprompter in Studio, Anchoring techniques: Live shows & Recorded programs, Anchoring according to Program Formats, Role of styling (makeup techniques), Discussing Eminent Anchors of the Industry

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Text Books

1. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
2. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
3. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal Press.

Reference Books

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.

Web Reference:

1. <https://ctlit.ubc.ca/2012/05/25/effective-media-and-presentation-skills/>
2. https://www.sfn.org/~media/SfN/Documents/Public%20Outreach/baw_General_Techniques_for_Media_Interviews.ashx
3. <https://www.rph.org.au/wp-content/uploads/2019/05/3-Presentation-skills-for-radio-readers-RPHA-Radio-Reading-Resources-for-Volunteers-Accessible.pdf>

R. Rajeswari

A20VCE508

Media Aesthetics

L T P C Hrs
3 0 0 4 45

Course Objectives

- To highlight how aesthetics influence design in media and vice versa.
- To perform aesthetic experiments in the production and circulation of digital content.
- To learn to theorize and experiment with new aesthetic modalities of Media
- to think critically about the circulation of texts and images in contemporary digital networked platforms
- to uncover through research the historical, contemporary, and emerging aesthetic features

Course Outcomes

After completion of the course, the students will be able to

- CO1** – practice communication of design, and the articulation of aesthetics and design thinking.
- CO2** - provide the opportunity to wholly own a design, and see it from conception to finished project.
- CO3**- understand the relationships between art, aesthetics, science and how they apply to our lives and professional aspirations.
- CO4** – document their design choices, gaining facility in communication and recognition of their own creative processes.
- CO5** - demonstrate teamwork skills in the service of their own and other’s creative vision.

UNIT I Media Aesthetics

(9 Hrs)

Media Aesthetics definition and Meaning. Functions and scope of media aesthetics. Importance of media aesthetics, Fundamental elements of media aesthetics.

UNIT II Theories of Media Aesthetics

(9 Hrs)

Aesthetic Theories and the Quality of Art, Imitationalism and Literal Qualities, Formalism and Design Qualities, Emotionalism and Expressive Qualities.

UNIT III Aesthetics of Video- Production

(9 Hrs)

What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, colour. Principles of visual grammar, headroom, noseroom, 180-degree rule, shot, reverse sequence, Depth of field techniques.

UNIT IV Visual Culture

(9 Hrs)

Visual culture definition and concept. How does it differ from art history and cultural studies? ‘_Images, Power, and Politics’, ‘_Viewers Make Meaning’, Iconography. Visual Culture and Everyday Life.

R. Rajeswari

UNIT V New media aesthetics

(9 Hrs)

Introduction to new media aesthetics, the influences of new media art on modern art aesthetic, Digital interactive art.

Text Books

1. Sight, Sound, Motion: Applied Media Aesthetics (Cengage Series in Communication Arts) by Herbert Zettl
2. The Engagement Aesthetic: Experiencing New Media Art Through Critique (International Texts in Critical Media Aesthetics) by Francisco J Ricardo
3. Chun, Wendy Hui Kyong, and Thomas Keenan, eds. 2015. *New media, old media: A history and theory reader*. 2d ed. New York: Routledge.

Reference Books

1. Hausken, Liv, ed. 2013. *Thinking media aesthetics: Media studies, film studies and the arts*. Frankfurt: Peter Lang.
2. Mitchell, W. J. T., and Mark B. N. Hansen, eds. 2010. *Critical terms for media studies*. Chicago: Univ. of Chicago Press.
3. Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant, and Kieran Kelly. 2009. *New media: A critical introduction*. London and New York: Routledge.

Web Reference:

1. <https://library.oapen.org/bitstream/handle/20.500.12657/25882/1004201.pdf?sequence=1&isAllowed=y>
2. <https://www.tandfonline.com/doi/pdf/10.1080/00335637509383292>
3. https://us.sagepub.com/sites/default/files/upm-assets/28934_book_item_28934.pdf

R. Rajeswari

A20VCE610

Semiotics and Visual analysis

L T P C Hrs

3 1 0 4 60

Course Objectives

- To understand the study of signs, how they are used, and how they are interpreted
- To understand Sign and the components of a sign and How do people use signs in social and linguistic practice
- To acquire the connections between objects and social meanings and how do these connections arise and transform
- To learn where the social meanings of signs arise from and transform social and cultural practice more broadly
- To attain the knowledge on the role of semiotics in various disciplines.

Course Outcomes

After completion of the course, the students will be able to

CO1 – interpret semiotics as a discipline, distinct from the generalized use of semiotic terms and principles

CO2 - Recognize and practice the specialized, conceptual vocabulary of semiotics

CO3- recognize how and why the written word came to define and organize public life in Western culture.

CO4 – Apply semiotic principles to your chosen area of interest

CO5 - Design texts that reflect an understanding of signification across media and modes

UNIT I Semiotics and Semiotic analysis

(12 Hrs)

Introduction to principles of semiotics and semiotic analysis – Language, culture and creation of meaning from a semiotic perspective – Types of signs – Sign systems.

UNIT II Semiological Analysis

(12 Hrs)

Synchronic and the Diachronic - Syntagmatic analysis - Paradigmatic analysis - Intertextuality - Metaphor and metonymy - codes - semiology of the television medium.

UNIT III Analysis of visuals

(12 Hrs)

Cultural studies, analysis of visual – semiotics, denotation, connotation and Iconography - Analysis of film and television - six levels of analysis - psychoanalytic understanding of visual images - Different perspectives and methods of visual analysis.

UNIT IV Semiotics in marketing

(12 Hrs)

Role of semiotics in marketing, Brand messaging, Influence consumers' subconscious decision-making, How to conduct a semiotic analysis, How to conduct a semiotic analysis.

R. Rajeswari

UNIT V Semiotic analysis of film

(12 Hrs)

Introduction to semiotic analysis of film, Indexical Signs, Symbolic Code, Iconic Signs and Code, Enigma Code, convention. Analyze a film using the above codes and prepare a report on the same.

Text Books

1. Chandler, Daniel. Semiotics: The Basics. 2nd ed. New York: Routledge, 2002.
2. Danesi, Marcel. The Quest for Meaning: A Guide to Semiotic Theory and Practice. Toronto: University of Toronto Press, 2007.
3. Eco, Umberto. A Theory of Semiotics Indiana University Press, 1979.

Reference Books

1. Hoffmeyer, Jesper. Signs of Meaning in the Universe. Trans. Barbara J. Haveland. IUP, 1996.
2. Jappy, Tony. Introduction to Peircean Visual Semiotics. New York: Bloomsbury, 2013.
3. Lakoff, George, and Mark Johnson. Metaphors We Live By. Chicago: The University of Chicago Press

Web Reference :

1. <https://www.arch.chula.ac.th/journal/files/article/IJjpgMx2iiSun103202.pdf>
2. <https://squareholes.com/2019/03/semiotic-decoding-of-categories-and-culture/>
3. <https://coolerinsights.com/2012/05/the-role-of-semiotics-in-marketing/>

R. Rajeswar

Course Objective:

- To understand the scope and nature of Advertising
- To know the various of types of Advertising
- To apply basic public relations theories and principles to practice.
- To compose written public relations materials in a logical, coherent, concise, and appropriate format.
- To deliver effective presentations to work teams, clients, and publics.

Course Outcome:

After completion of the course, the students will be able to

CO1 - Have a thorough understanding of execution of advertising processes

CO2 - Get a clear idea of the scope and effectiveness of advertising

CO3 - Blend broader liberal arts knowledge with the principles of public relations

CO4 - Create effective public relations campaigns.

CO5 - Plan and implement basic research projects, read and interpret research data as they apply to public relations campaigns

UNIT I (12 Hrs)

Advertising, Definition, Nature and Scope, Advertising and Society, Types of Advertising. Advertising and Propaganda, Publicity and PR.

UNIT II (12 Hrs)

Advertising Agency; History, Structure, Organization, Functions, Commission System.- Ad. Copy, Visualization, Layout, Principles, Characteristics, Types and Strategies, Advertising media

UNIT III (12 Hrs)

Brand Positioning - Media Planning, USP, Selection of Time and Space in Print and Electronic Media - Scheduling Advertisements

UNIT IV (12 Hrs)

Definitions -propaganda and publicity-Public relation functions- PR codes of ethics- Organizational setup- Industrial PR- Stages of PR campaign- Govt. Information services and its functions.

UNIT V (12 Hrs)

PR counseling and consultancy- PR for sales promotion- Media relations. PR tools. House journals and newsletters. Handouts- press conferences- PR campaigns

Text Books

1. Essential of Advertising - Chandan Singh and Malhan
2. Canefield and Moore- Public relations
3. Narasimha Reddy- How to be a good PRO

Reference Books

1. Advertising basics- J.V.Vilanilam and A.K.Vargheese, Sage publications, New Delhi, 2004.
2. Advertising - Ahuja and Chhabra
3. Philip Lesley- Handbook of Public Relations.

Web References

1. Advertising - Ahuja and Chhabra
2. <https://www.citethisforme.com/topic-ideas/business-marketing/Public%20Relations%20Reference%20List-40548756> 3.
3. https://www.researchgate.net/publication/233014914_The_relationship_between_public_relations_and_marketing_in_excellent_organizations_Evidence_from_the_IABC_study

R. Rajeswari

