CURRICULUM AND SYLLABUS

B.Sc. (Hons) in Visual Communication with a minor in Artificial Intelligence
PROGRAMME OUTCOMES (POs):

1. **Critical Thinking:** Demonstrate advanced proficiency in analyzing complex problems, evaluating diverse perspectives, and applying logical reasoning to formulate well-supported conclusions.
2. **Communication Skills:** Exhibit effective verbal and written communication by clearly articulating ideas, engaging in active listening, and applying a deep understanding of communication theories and models to various contexts.
3. **Multifaceted Media Competence:** Possess a comprehensive skill set in various media forms, including photography, graphic designing, audio-video production, web design, and 2D animation, making professionals versatile in the field.
4. **Digital and technological skills:** Exhibit competence in integrating artificial intelligence tools and techniques into media production, demonstrating a nuanced understanding of AI applications in the visual communication domain.
5. **Ethical and Responsible Media Practices:** Adhere to ethical standards in media, showcasing a strong sense of responsibility, and practice media management and operations with a focus on sustainability and environmental awareness.
6. **Innovation and Adaptability in Media Technology:** Showcase innovation and adaptability by staying current with evolving media technologies, including AI, and applying them creatively to address challenges in visual communication.
7. **Media Analysis and Research Skills:** Possess strong research methodologies, enabling individuals to critically analyze media trends, conduct generative AI projects, and contribute to advancements in the field.
8. **Effective Collaboration:** Demonstrate the ability to work collaboratively in diverse teams, fostering a cooperative environment, and contributing effectively to AI-driven media projects through active participation and communication.
9. **Leadership:** Exhibit strong leadership skills by guiding teams in AI-driven media projects, making strategic decisions, and effectively communicating ideas and visions in professional settings.
10. **Autonomy, Responsibility, Accountability:** Demonstrate the ability to work independently with minimal supervision, take responsibility for personal and team outcomes, and maintain accountability for actions and decisions in professional and ethical contexts.
11. **Community Engagement, Service, and Empathy:** Demonstrate a commitment to community engagement and service by actively participating in initiatives that address societal needs, while exhibiting empathy and understanding towards diverse populations and perspectives.

PROGRAMME SPECIFIC OUTCOMES (PSOs):

1. **Holistic Command of Communication Domains, Including AI Integration:** Develop a comprehensive understanding of diverse communication disciplines such as Visual Communication, Journalism, Advertising, Corporate Communication, Electronic Media, New Media, Communication Research, Graphic Designing, and integrate the knowledge of Artificial Intelligence (AI) within these domains.
2. **In-depth Analysis of Media Dynamics:** Conduct a critical analysis of the contemporary media landscape, investigating its dynamics in tandem with the socio-political environment in India. Explore the nuanced relationship between Indian media and its connections with other nations.
3. **Practical Excellence in Media Professions:** Immerse students in real-world scenarios by providing industry-level exposure to practices in photography, videography, designing, journalism, and other pertinent fields. Ensure students acquire practical skills that meet and exceed professional standards.
## B.Sc. (Hons) in Visual Communication with a minor in Artificial Intelligence

### Curriculum (from 2024 onwards)

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Four-year B.Sc. (Hons) in Visual Communication with a minor in AI in accordance with National Education Policy (NEP) 2020.

**Program Structure**

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Semester I

| **Communication - Theories and Models** |
|-------------------------------|---------|---------|
| **Course Code** | **L-T-P** | **Credits** |
| 24VMC101 | 2-1-0 | 3 |

**Course Objective:**
To provide students with a foundational understanding of communication theories and models, enabling them to analyze, interpret, and apply various theoretical frameworks in diverse communication contexts.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Understand the conceptual framework of communication.
2. Analyze and apply effective communication principles in journalism.
3. Apply communication models to print, broadcast and new journalism analysis.
4. Assess media theories and their implications in journalism.
5. Explore the history and global scope of communication in journalism.

**CO – PO Mapping:**

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**Unit 1: Conceptual Framework of Communication**

- Exploring the definition of communication, its significance, and its relationship with language and information.
- Differentiating between various types of communication, including intrapersonal, interpersonal, group, mass and non-verbal communication.
- Identifying the elements of communication and discussing common barriers to effective communication.
Unit 2: Functions of Mass Media and Communication Essentials

- Understanding the functions of mass media and their role in society and the 7 Cs of communication.
- Evaluating the relevance of both written and oral communication in various contexts.
- Discussing etiquettes and manners for effective oral and written communication.

Unit 3: Models of Communication

- Analyzing prominent communication models, including Aristotle's, Lasswell's, Shannon and Weaver's mathematical model, Osgood and Schramm's model, Newcomb's model, and Westley and MacLean's model.
- Exploring the components and processes of each communication model.

Unit 4: Theories of Mass Communication

- Examining normative theories of mass media and their implications for media practice and regulation.
- Investigating media effects theories and their explanations for the influence of media on individuals and society.

Unit 5: History of Communication and Career Perspectives

- Tracing the history of communication from folk and traditional media to modern forms.
- Discussing the scope of communication as a career path and the opportunities available in the field of global communication.

References:

Information and Computer Technology

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**Course Objective:**
This course aims to equip students with the technical skills and knowledge to effectively apply Information and Computer Technology (ICT) principles in visual communication within the media industry.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Demonstrate an understanding of computer systems, hardware components, and networking essentials, and their applications in media production.
2. Apply skills in digital imaging, audio, and video technologies, utilizing industry-standard software to create and edit media content.
3. Implement responsive web design techniques, manage content with CMS platforms like WordPress, and employ effective digital communication strategies, including SEO and social media engagement.
4. Utilize multimedia elements and graphic design principles to create engaging and cohesive narratives across various media platforms.
5. Analyze the impact and ethical considerations of emerging technologies like AI, AR/VR, and others, assessing their potential to transform the media landscape.

**CO – PO Mapping**

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Unit 1: Introduction to Information Technology and Computing

Basics of Computer Systems: Types of computers (personal computers, servers, mobile devices); Understanding CPUs, RAM, storage devices (HDDs, SSDs), input and output devices; Overview of computer architecture. Understanding Hardware Components: Detailed functions of motherboards, processors, memory modules, storage options (including cloud storage as a concept), graphic cards (focus on those used in media editing and production), peripherals specific to media production. Software Essentials: System software vs. application software; Software used in visual communication (Adobe Creative Suite, Final Cut Pro, etc.); Introduction to open-source software and its relevance in media production. Operating Systems: Overview of major operating systems (Windows, macOS, Linux) and their ecosystems; Operating system features relevant to media production; File systems and management. Introduction to Networks: Basics of networking; Wired vs. wireless technologies; Internet fundamentals; Role of networks in content distribution and collaboration in media production.

Unit 2: Digital Media Technologies

Principles of Digital Imaging: Image resolution, color spaces, file formats; Techniques for digital image capture and scanning; Basics of image editing and manipulation. Vector vs. Bitmap Graphics: Differences and use cases; Introduction to vector graphic software (e.g., Adobe Illustrator) and bitmap graphic software (e.g., Adobe Photoshop); Techniques for creating and editing vector and bitmap graphics. Basics of Digital Audio and Video: Digital audio formats, sampling rates, bit depth; Video resolution, frame rates, codecs; Introduction to audio and video capture equipment. Overview of Editing Software: Comparison of leading editing software for images, audio, and video; Advanced features and tools for professional media production; Workflow integration between different software.

Unit 3: Web Technologies and Digital Communication

HTML, CSS, and JavaScript Basics: Structure of web pages with HTML; Styling with CSS; Adding interactivity with JavaScript; Responsive design principles. Introduction to WordPress and Other CMS: Overview of content management systems; WordPress themes and plugins; Customizing CMS for media-focused sites. Principles of Web Design and Usability: Design principles for web; User experience (UX) fundamentals; Accessibility standards; SEO basics. Social Media Fundamentals: Overview of major social media platforms; Strategies for content creation and distribution; Analytics and engagement measurement.

Unit 4: Multimedia Storytelling and Production

Storytelling with Multimedia: Elements of storytelling; Combining text, images, audio, and video for engaging narratives; Storyboarding techniques. Principles of Graphic Design in Storytelling: Expanded Topics: Graphic design principles (contrast, balance, hierarchy, repetition, alignment, proximity); Typography in storytelling; Use of color and images.
Audio and Video Production Techniques: Microphone types and placement; Lighting for video; Basic shot composition; Editing techniques to enhance narrative. Interactive Media: Overview of interactive media (web, apps, VR/AR); Tools and platforms for creating interactive media; Designing for interactivity.

Unit 5: Emerging Technologies in Visual Communication

Introduction to Artificial Intelligence in Media: Overview of AI applications in visual communication; AI in content creation, curation, and analysis; Ethical considerations. Basics of Augmented and Virtual Reality: AR/VR technologies and platforms; Use cases in media and communication; Creating basic AR/VR content. Future Trends in Digital Media Technologies: Emerging trends and technologies (5G, IoT, blockchain in media); Future of digital storytelling; Impact of technology on media consumption patterns.

Reference Books:

3. "HTML and CSS: Design and Build Websites" by Jon Duckett; "JavaScript and JQuery: Interactive Front-End Web Development" by Jon Duckett.
Photography and Photo Journalism

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Course Objective:
This course aims to develop learners' technical skills and appreciation for photographic imagery, focusing on digital camera operations and visual storytelling in photography and photojournalism.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Summarise the relevance of lights in storytelling.
2. Appreciate the art of photographic storytelling.
3. Demonstrate the functioning of a digital camera.
4. Establish a link between photography and photojournalism.
5. Evaluate the ethics and responsibilities of photojournalist.

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Unit 1 - Introduction to Photography
Definition and concept; Nature, Scope and functions of photography; Human Eye and Camera; Early developments in photography- Pinhole Camera, Camera Obscura; Types of camera; Aesthetics of photography; Scope of photography; Photography and Social Change; Photography as Art; Basics of photojournalism; Visual story telling; Storytelling and AI.

Unit 2 - Fundamentals of Photography & Master Photographers
Electromagnetic Spectrum; Colour theory; Parts & Functions of DSLR; Lens; Aperture; Shutter Speed; ISO; Exposure Triangle; Subject placement; Rules of composition – Angle of view - Rule of thirds, Leading Lines, Symmetry and Balance, Rule of Space, Fill the Frame, Patterns and Repetition, Golden Ratio, Rule of Odds; Master photographers: body of work; Camera shots- ECU, CU, MCU, MLS, MS, LS, ELS; Camera angles- High angle, low angle, eye level, bird eye, Worm eye.

Unit 3 - Digital Photography: Types and techniques
Digital sensors; Basics of light; Natural vs Artificial; Colour temperature; White Balance: modes and uses; Photography Lenses: types and application; Depth of field: aperture,
distance, focal length. Filters: types and uses; Modes and uses: Autofocus; Metering; Types of photography.

**Unit 4 - News and Photography**
Photojournalist: roles and responsibilities: accuracy, Timeliness, Objectivity; News values; Storytelling; Caption and cutlines; Covering events: weather, Breaking stories, Traffic, Crime, Accidents, Conflict, Street, Sports; Ethical Considerations; Documentary photography; War photography; Photo essay; Photo story.

**Unit 5 - Digital Storage and Photo Compositing**
Digital Files & Digital Storage process; Digital storage cards; Image resolution; Types of Digital image files; Digital Photo compositing - Crop, Resize, Exposure and Contrast; Processing RAW files; Ethics of photo compositing.

**References:**

Graphic Designing Practice

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Course Objective:
This course aims to master digital imaging techniques, graphic design principles, and creative compositing, enabling students to create and manipulate digital artwork for various media.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Utilize digital imaging tools and techniques to create and manipulate images, mastering both basic and advanced editing practices for digital and print media.
2. Develop skills in text and shape manipulation to produce graphic design elements such as logos, icons, and promotional materials.
3. Implement advanced compositing and masking techniques to create sophisticated visual effects and composite images.
4. Apply principles of digital painting and illustration to generate detailed artworks, focusing on texture, lighting, and realistic effects.
5. Prepare and optimize digital files for web, social media, and professional printing, ensuring appropriate formats, resolutions, and color settings for each medium.

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Module 1: Getting Started with Digital Imaging
Navigating the workspace and customizing the interface.
Introduction to basic tools and their functions.
Understanding layers and their importance in digital imaging.
Assignment: Create a simple digital collage using basic tools and layer management.

Module 2: Fundamental Editing Techniques
Exploring selection tools and techniques for precise editing.
Basic retouching tools (clone stamp, healing brush) for image correction.
Introduction to adjustment layers for non-destructive color and exposure corrections.
Assignment: Perform photo retouching and color correction on a provided image.
Module 3: Working with Text and Shapes
Creating and styling text for graphic design projects.
Using shapes and path tools to design logos and icons.
Combining text and imagery for compelling compositions.
Assignment: Design a logo and a promotional flyer that incorporates both text and custom shapes.

Module 4: Advanced Compositing and Masking
Advanced techniques in layer masking and blending modes for creative compositing.
Utilizing smart objects for flexible, non-destructive editing workflows.
Techniques for realistic shadow and lighting effects in composite images.
Assignment: Create a complex image composite that demonstrates advanced masking and compositing techniques.

Module 5: Digital Painting and Illustration
Custom brush creation and settings for digital painting.
Techniques for painting realistic textures and details.
Using the pen tool and vector masks for precise illustration work.
Assignment: Produce a digital painting or illustration, focusing on texture and detail.

Module 6: Design for Web and Social Media
Optimizing images for the web: resolution, format, and compression settings.
Design principles specific to social media content and advertisements.
Creating animated GIFs and basic motion graphics.
Assignment: Design a series of web graphics, including a social media ad and an animated GIF.

Module 7: Preparing Files for Print
Understanding color spaces: RGB vs. CMYK.
Setting up documents for print: bleed, margins, and resolution.
Techniques for exporting and proofing files for professional printing.
Assignment: Prepare a print-ready brochure, ensuring correct color settings and document setup.

Module 8: Portfolio Development
Selecting and refining projects for a professional digital portfolio.
Best practices for presenting digital work.
Portfolio review: receiving and applying feedback to finalize portfolio pieces.
Assignment: Compile and present a digital portfolio of completed projects, incorporating feedback for final refinements.

Reference Books:
Course Objective:
This course aims to enable learners to master digital camera use, understand lens applications, develop a personal photography style, and experiment with lighting techniques.

Course Outcomes (COs):

After completing the course, learners should be able to:

1. Handle a digital camera and lenses to capture images.
2. Apply the focusing techniques in photography.
3. Capture images using the rules of composition.
4. Employ the modes and techniques in capturing images.
5. Create photographs using different lighting setups.

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Unit 1 – Handling a digital camera: Body and Lenses
Anatomy of digital cameras; Getting hands-on experience. Tripod: mounting a camera; Capturing images using different modes. Aperture; Shutter; ISO; Focal lengths and lenses: Prime vs Zoom; Choosing diverse types of lenses and their uses. - normal lens, wide angle lens, telephoto, fisheye, Focal Length and Angle of view; Choice of different camera Filters, UV, Polarizer, Neutral Density; Understanding basic settings.

Unit 2 - Focusing and capturing
Applying Focusing: Auto focusing modes; Manually controlling focus point; Aperture: F-Stop Numbers, Depth of field, Shallow and Deep depth of field; Shutter speed: understanding Shutter speed, slow shutter speed- Long Exposure, Light Painting, fast shutter speed- pan shot, freezing action.

Unit 3 - Compositions: Shots and Angles
Different Angles: Eye level, High angle, Low angle, Worm’s eye, Birds eye view, Dutch angle; Story telling through shots: Extreme long shot, Long shot, Mid long shot, Mid Shot, Mid close- up, Close up, Big close-up, Extreme close-up, Head and Shoulders, Point-of-View Shot, Two- Shot; Camera movements – panning and tilting.
Unit 4 - Modes and Techniques
Basic modes: Landscape, portrait, sports, night, portrait, close up. Creative Modes - Aperture Priority, Shutter Priority, Program Mode; Creative photography; ISO Values, Low vs High ISO Noise Visibility.

Unit 5 - Understanding lights
White balance and its uses in different lighting situations; Natural, Outdoor, Flash; One Point lighting - Key, fill, back, rim; Light meters and their working; Lighting instruments and accessories – Reflectors, Bowl, Soft box, Umbrella, Honey comb; External flash; Working under different lighting conditions.

References:

### Introduction to Artificial Intelligence

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**Course Objective:**
This course aims to introduce students to Artificial Intelligence (AI), focusing on foundational concepts, methodologies, and its transformative impact on media and visual communication sectors.

**Course Outcomes (Cos):**
**After completing the course, learners should be able to:**

1. Summarize foundational AI concepts, trace its historical development, and distinguish between AI, machine learning, and deep learning within various industry contexts.
2. Apply core machine learning algorithms, engage in data pre-processing, and develop neural network models to solve practical problems in media and communications.
3. Utilize NLP tools to conduct sentiment analysis and text classification, integrating these technologies into media production and communication strategies.
4. Implement computer vision techniques, using convolutional neural networks for tasks such as image and video analysis, enhancing content personalization and production.
5. Evaluate the ethical considerations of using AI and analyze future trends and the potential of AI to transform the media landscape and its impact on jobs and creative processes.

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**Unit 1: Foundations of AI**

History of Artificial Intelligence: Milestones in AI development; Key figures and their contributions; Evolution from symbolic AI to modern machine learning and deep learning approaches.

Definitions and distinctions: AI, machine learning, deep learning: Clarify AI and its subfields, including machine learning (ML) and deep learning (DL); Differences between traditional programming and AI; Scope of ML and DL in solving complex problems.
Overview of AI applications in various industries: AI in healthcare, finance, automotive, entertainment, and more; Specific focus on AI applications in media - content recommendation, personalization algorithms, automated editing, etc.

**Unit 2: Machine Learning Basics**
Overview of machine learning algorithms: Introduction to various ML algorithms - linear regression, logistic regression, decision trees, support vector machines, neural networks; Use cases for each algorithm.
Data preprocessing and feature extraction: Importance of data quality; Techniques for cleaning and preprocessing data; Feature extraction and its significance in ML models.
Introduction to neural networks and deep learning: Basics of neural networks; Architecture of deep learning models; How deep learning is revolutionizing fields like computer vision and NLP.

**Unit 3: Natural Language Processing (NLP)**
Fundamentals of NLP: Key concepts in NLP - tokenization, stemming, lemmatization; Understanding language models; Overview of NLP libraries (NLTK, spaCy).
Sentiment analysis and text classification: Methods for sentiment analysis; Applications of text classification in media and communications; Introduction to tools and APIs for sentiment analysis.
NLP tools and libraries: Overview of popular NLP tools and libraries; Practical demonstrations of library capabilities; Integrating NLP tools into media projects.

**Unit 4: Computer Vision**
Basics of image processing and analysis: Image representation, filtering, and transformation; Techniques for image enhancement and restoration; Introduction to image segmentation and recognition.
Introduction to convolutional neural networks: Working principle of CNNs; Application of CNNs in image and video recognition; Case studies of CNNs in media content analysis.
Applications of computer vision in media: Facial recognition in security and personalized content delivery; Content tagging and automated metadata generation; Augmented reality (AR) experiences in advertising and storytelling.

**Unit 5: Ethics and Future of AI in Media**
Ethical AI: bias, privacy, and accountability: Challenges of bias in AI models; Privacy concerns with AI applications; Ensuring accountability in AI decisions; Ethical guidelines for AI development and deployment.
Emerging AI trends in media and communication: Latest advancements in AI technologies affecting media; AI in content creation, virtual reality, and interactive storytelling; Future of AI-driven analytics in audience engagement and content optimization.
The future of work with AI in creative industries: Impact of AI on jobs in media and communication; Opportunities for AI to augment human creativity; Preparing for a future workforce in AI-integrated media environments.

**References:**

2. "Pattern Recognition and Machine Learning" by Christopher M. Bishop.
3. "Natural Language Processing in Action" by Lane, Howard, and Hapke.
Course Objective:
The course aims to equip learners with foundational knowledge and skills in print journalism, encompassing news writing, reporting, and feature writing, in readiness for professional pursuits in the industry.

Course Outcomes (COs):
After completing the course, learners should be able to:

1. Understand fundamental news writing concepts.
2. Utilize various news sources ethically.
3. Analyze and cover news structures and events.
4. Comprehend newspaper operations and media challenges.
5. Apply feature writing principles in journalism.

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Unit 1: Introduction to News Writing
- Understanding the concept of news, including its definition, types, news value, and techniques of newsgathering.
- Exploring various sources of news, including traditional sources, media sources, and cross-media sources such as radio, TV, and the internet.
- Examining ethical issues related to news sources, gatekeeping, and validation of news sources.

Unit 2: Structure of a News Report
- Analyzing the components of a news report, including different types of leads such as inverted pyramid style, hourglass style, and nut graph.
- Differentiating between types of news stories, including hard news, soft news, articles, letter to the editor and editorials.
- Understanding the process of covering beats, press conferences, speech reports, seminars, and press releases.
Unit 3: Making of a Newspaper
- Exploring the internal structure of a newspaper, including the bureau and desk, and the major responsibilities of reporters and editors.
- Assessing the balance between speed and accuracy, objectivity, and credibility, and the challenges posed by new media to newspapers.

Unit 4: Introduction to Feature Writing
- Defining feature writing and examining its structure, characteristics, and various types.
- Discussing the process of generating ideas, conducting research, and utilizing tools and techniques for feature writing.
- Exploring different kinds of features, such as profiles, columns, human interest stories, travel writing, opinion pieces, editorials, book reviews, movie reviews, music reviews, and narrative writing.

Unit 5: Magazine Reporting
- Analyzing current trends, styles, and future prospects in magazine reporting, and distinguishing between writing for magazines and newspapers.
- Exploring different types of interviews, interviewing styles, techniques, and methods for interview writing.
- Highlighting the dos and don'ts of magazine reporting and interview writing.

References:
Digital Audio-Video Production

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Course Objective:
To provide students with a comprehensive foundation in digital audio-video production, equipping them with the necessary knowledge to succeed in the field.

Course Outcome (Cos):

After completion of the course, learners shall be able to:

1. Gain a deep understanding of digital audio and video production principles.
2. Describe a shot correctly by its classification: angle, size, and movement for various video production
3. Acquire theoretical knowledge in operating audio and video equipment to capture high-quality footage
4. Understand advanced post-production techniques, including non-linear editing.
5. Analyze a film by recognizing the various aspects and tools used to tell a story more effectively.

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Unit 1 - History of sound recording
Introduction to Audio - properties of sound - Different equipment- Mixers, Microphones, Basic principles of microphones loudspeakers, Amplifiers - Different types of sound in video and film - Diegetic and Non-diegetic sound, SFX, Dubbing, Background music, Sync sound, Foley creation - Audio Editing Techniques – Transitions, Sound Bridge, off-screen sound, Sonic flashbacks.
Unit 2 - Different file formats
Recording formats – NTSC, PAL, SECAM, Frame rate - Analog and digital technology, Aspect Ratio, Video Resolution, Different Cameras, Shooting Formats, Depth of Field, Perception and Composition - Positive and negative space, Lines, Triangles, Balanced and Unbalanced Framing, Open and Closed Framing, Fourth wall; Shots- Size - Angles & movements; Principle of Visual Language - Headroom, Nose room, 180-degrees, 30-degree rule; Subjective, Objective and POV - Video camera and its support systems; Television cameras – Studio based cameras & other cameras.

Unit 3 - Exposure triangle

Unit 4 - Stages of TV and Radio Programs
Pre-production, Production and post-production; Personnel roles and responsibilities in Video and news production; Field production – ENG and EFP.
Functions of Editing, Basic grammar of editing. Spatiotemporal dimensions of Editing, Principles of Continuity - Types of editing- Assemble and insert; Modes of editing- online, offline, Linear and non-linear type software; Tape formats – different formats of tapes; Tapeless format- Different recording media; Distribution Media; Media storage systems;

Unit 5 - Stages of TV and Radio Programs

References:

1. Video Production: Vasuki Belavadi
2. Filmmakers Handbook: Steven Ascher &Edward Pincus
3. Cinematography: Theory and Practice: Blain Brown
4. 5C’s of Cinematography: Joseph V Mascelli
5. Television Production: Jim Owens& Gerald Millerson
6. In the blink of an eye: Walter Murch
7. Digital Storytelling: Capturing Lives, Creating Community" by Joe Lambert
Digital Illustration and Design Practice Lab

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Course Objective:
This course introduces students to the fundamentals and advanced techniques of vector graphics creation and professional page layout design. Through hands-on projects, students will learn to develop sophisticated graphic designs and layouts, focusing on the principles of design, typography, colour theory, and more. The curriculum is structured to enhance students' abilities in visual communication using industry-standard software for vector illustration and desktop publishing.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Utilize vector graphics software to create detailed illustrations and designs, mastering tools such as the pen tool for precise path creation and editing.
2. Apply color theory effectively to develop harmonious color schemes and gradients, enhancing visual aesthetics in vector graphics.
3. Develop typography skills in vector graphics, including font selection, text manipulation, and creative text path design for diverse design projects.
4. Implement advanced layout techniques for professional page designs, focusing on grid systems, text wrapping, and multi-page document setups.
5. Prepare and optimize design projects for both print and digital publication, ensuring appropriate document setup and file formats for various media outputs.

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Module 1: Introduction to Vector Graphics
Overview of vector graphics: Principles and applications.
Basic navigation and exploration of the vector graphics creation interface.
Introduction to tools and panels for creating shapes, paths, and simple illustrations.
Assignment: Design a logo incorporating basic shapes and custom paths.
Module 2: Mastering Pen Tool and Path Editing
Advanced techniques in using the pen tool for precise path creation.
Editing and refining paths for detailed illustrations.
Introduction to bezier curves and anchor point adjustments.
Assignment: Create a complex vector illustration using advanced pen tool techniques.

Module 3: Color Theory and Application
Understanding color modes, swatches, and gradients.
Application of color theories in vector graphics.
Creating and using custom color palettes.
Assignment: Illustrate a scene or object using a harmonious color scheme and gradients.

Module 4: Typography in Vector Graphics
Basics of typography: Font selection, type design, and text manipulation.
Creating and editing text paths for artistic text effects.
Assignment: Design a typographic poster that creatively uses text paths and effects.

Module 5: Introduction to Layout Design
Overview of layout design principles: Grid systems, alignment, and balance.
Basic navigation and exploration of the layout design interface.
Introduction to master pages, text frames, and image placement.
Assignment: Design a simple brochure layout incorporating text and images.

Module 6: Advanced Layout Techniques
Techniques for creating complex layouts: Multi-page documents, column layouts, and text wrapping.
Advanced typography in layout design: Paragraph styles, character styles, and text flow.
Assignment: Produce a multi-page newsletter or magazine layout using advanced layout techniques.

Module 7: Incorporating Vector Graphics into Layouts
Workflow techniques for integrating vector graphics into Interactives.
Linking and embedding graphics for efficient design updates.
Assignment: Design a comprehensive brochure that includes custom vector graphics and a well-organized layout.

Module 8: Preparing Documents for Print and Digital Publication
Overview of print preparation: Bleed settings, color profiles, and export options.
Optimizing documents for digital publication: Interactive PDFs and ePub formats.
Assignment: Prepare a final project (e.g., a magazine, brochure, or catalog) for both print and digital publication.

Reference Books:

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<th>Digital Audio-Video Production Lab</th>
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**Course Objective:**
To provide students with a comprehensive foundation in digital audio-video production, equipping them with the necessary skills and knowledge to succeed in the field.

**Course Outcomes (Cos):**
After completion of the course, learners shall be able to:

1. Gain a deep understanding of digital audio and video production principles.
2. Proficiently use industry-standard digital audio and video production tools and software.
3. Acquire practical skills in operating audio and video equipment to capture high-quality footage.
4. Explore advanced post-production techniques, including non-linear editing.
5. Compile a professional portfolio showcasing a diverse range of audio-video productions.

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**Module 1 - Introduction to Digital Audio-Video Production**
1. Overview of digital audio and video production processes
2. Introduction to industry-standard equipment and software
3. Basic principles of capturing and editing audio-video content

**Audio Equipment and Techniques**
1. Different cables and connectors
2. Types of microphones and their applications
3. Principles of sound recording and capturing high-quality audio
4. Hands-on exercises in operating audio recording equipment
5. Working on Dubbing & Foley
6. Understanding Basic audio editing
7. Setting up Sound for Live event using Mixer & Amplifier
Module 2 - Video Equipment and Techniques
1. Types of cameras and their features
2. Camera operations
3. Exposure triangle
4. White balance
5. Video composition and framing
6. Hands-on exercises in operating video recording equipment

Module 3 - Shots, Angles and Camera movement
1. Working on different types of shots and angles
2. Composing shots using different camera movements
3. Rule of 180-degree and 30-degree

Working with lights
1. Understanding the importance of lighting
2. Working with different types of lights
3. Working with shadows & Reflectors
4. Multi point lighting techniques
5. Mood lighting (RGB)

Module 4 - Introduction to Post-Production
1. Overview of post-production workflow
2. Basics of video editing software and tools
3. Hands-on exercises in basic video editing techniques

Multicamera Production
1. Understanding different roles and responsibilities in Multicamera production
2. Connecting different equipment
3. Switcher operation
4. Producing a Live show

Module 5 - Project Development and Portfolio Compilation
1. Work on final projects demonstrating skills learned throughout the course
2. Compiling a professional portfolio showcasing diverse audio-video productions

References:
Course Objective:
To understand the foundational AI technologies and their transformative impact on media production, distribution, and traditional media roles, exploring historical evolution and contemporary applications.

Course Outcomes (COs):

After completing the course, learners should be able to:

1. Analyze the evolution and impact of AI technologies on media roles.
2. Apply AI-driven tools and techniques in creative media production.
3. Develop strategies to utilize AI for effective content creation and distribution, focusing on personalized content delivery.
4. Implement AI solutions in digital marketing and social media campaigns.
5. Evaluate the ethical considerations of using AI in media, including addressing issues of bias, authenticity, and misinformation.

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Unit 1 - Introduction to AI in Media
Overview of AI Technologies and Their Applications in Media: Explore different AI technologies such as machine learning, natural language processing, and computer vision. Discuss their specific applications in creating and distributing media content, including algorithmic content curation, automated editing, and personalized content delivery.
Evolution of AI in Media: Trace the history of AI from its conceptual beginnings to its current role in media production and consumption. Highlight key technological advancements and their impact on media practices and business models.

Impact of AI on Traditional Media Roles and Processes: Discussion on the transformation of traditional media roles, such as journalists, editors, and graphic designers, in the wake of AI technologies. Evaluate how AI is automating tasks and creating new opportunities for creativity and efficiency.

Unit 2 - AI in Creative Media Production
AI in Graphic Design: Examine AI-driven graphic design tools that automate layout design, color scheme selection, and logo creation. Discuss the implications of these tools for creativity and job roles in the design industry.
AI in Web Design: Explore how AI is being used to streamline web design processes, including automated website builders that adapt to content and user behavior to optimize UX/UI without human intervention.
AI in Animation and Video Production: Discuss the use of AI in automating animation processes, generating realistic 3D models, and enhancing video editing through automated scene transitions and color correction.

Unit 3 - AI in Content Creation and Distribution
AI for Content Writing, Scriptwriting, and Copywriting: Detail the use of AI in generating written content, from news articles and blog posts to scripts and advertising copy. Explore the technology behind AI writing assistants and their impact on the content creation process.
Personalized Content Distribution: Investigate how AI algorithms analyze user data to personalize content distribution, enhancing audience engagement and content discovery. Case studies on platforms that utilize AI for targeted content recommendations.

Unit 4 - AI in Digital Marketing and Social Media
AI in Social Media Marketing: Cover the application of AI in managing and optimizing social media campaigns, including content optimization, automated posting schedules, and engagement tracking.
AI for Digital Advertising: Explore the use of AI in digital advertising for targeting ads, optimizing bids in real-time, and analyzing the effectiveness of ad campaigns.

Unit 5 - Ethical Considerations and Future Directions
Ethical Concerns in AI-Generated Content: Discuss the ethical implications of AI-generated content, including issues of bias, authenticity, and the potential for misinformation. Explore the responsibilities of media professionals in using AI ethically.
Future of AI in Media: Speculate on emerging AI technologies and their potential impact on the media industry, such as deepfakes, AI-driven interactive storytelling, and the use of AI in immersive experiences like VR and AR.

References:

3. "Automate This: How Algorithms Came to Rule Our World" by Christopher Steiner.
5. "Hello World: Being Human in the Age of Algorithms" by Hannah Fry.

Semester III

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<th>Broadcast Journalism</th>
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**Course Objective:**
- Learn the basic skills required for radio and television.
- Expose students to the process of news production, post-production, and writing for broadcast.
- The course will also cover news production in multi-camera setup.
- The students will be trained in the art and craft of TV and radio Journalism and equip them with skills and practices to readily take up journalistic and production jobs in TV Channels.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Distinguish, appreciate and realize radio and TV news formats.
2. Understand the characteristics of radio and television as mass media.
3. Understand the process of news gathering for broadcast media.
4. Understand the various techniques involved in the News production and post-production.
5. Develop awareness of media ethics in broadcast journalism in public domain.

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Unit 1 - Introduction to Broadcast Journalism
Definition, characteristics, a brief note on the evolution of radio and television in India with the focus on the birth and establishment of Prasar Bharati, Liberalization Policy, FM revolution, and the current trends.

Unit 2 - Organization structure and functions
Programming, technical, business and administrative wings of radio and TV. Major positions, roles and functions, job scope.

Unit 3 - Radio News production

Unit 4 - Television News production
Planning and production of different types of TV programs – live reporting, feature reporting, news feature, current affairs documentary, news bulletin, interviews, panel discussion / debates, writing for television.

Unit 5 - Current Trends in News Production
Digital media like podcasts, news and views, news shorts, in-depth analysis.

References:

### Broadcast Journalism Practice

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**Course Objective:**
To enable students to write, report, and produce news stories and news bulletins.

**Course Outcomes (Cos):**
After completing the course, learners should be able to:

1. Understand the evolution and nature of broadcast media in India.
2. Develop critical thinking skills required to identify news sources and potential news stories.
3. Make use of equipments and processes required for radio production.
4. Write, report, and produce news and current affairs programmes for television.
5. Conduct interview, and panel discussions for both radio and television.

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Unit 1:
Learning jargons, demands of live and non-live reporting, spot potential news stories.

Unit 2:
Writing practice for radio, recording radio news, radio documentary, radio PSA, radio feature/interviews, speech and diction practice.

Unit 3:
Body language, appearance, writing for television practice, research, scripts for news features, live reporting practice, news reading with teleprompter practice.

Unit 4:
Production of news features – write, shoot and edit, multi-camera set up practice, sound management – outdoor and indoor.

Unit 5:
Productions – single and multi-cam productions – interviews, panel discussion, bulletins.

References:


3. Television Programme Production (2013) by Ashok Jailkhani and Maharaj Shah [Link](https://www.bookswagon.com/book/television-programme-production-ashok-jailkhani/9789350570234?gad_source=5&gclid=EAIaIQobChMI2L7e67_uhAMV1x2DAx1frACLEAQYAiABEgJuPfD_BwE#aboutbook)


Web Design and Development Practice

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Course Objective:
This course covers the essentials of web design and development, focusing on HTML, CSS, and design principles to create responsive, user-friendly websites. Through practical assignments and projects, students will learn to build websites from scratch, understanding both the technical aspects of web development and the design considerations that make a website effective and engaging.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Utilize HTML and CSS to create responsive, well-structured web pages, applying advanced techniques to enhance accessibility and optimize user experiences.
2. Develop proficiency in using CSS for responsive design, implementing flexible layouts, media queries, and modern styling techniques for various devices.
3. Apply principles of effective web design, including usability, visual hierarchy, and user experience design, to create engaging and functional websites.
4. Implement basic JavaScript to add interactivity to web pages, such as form validation and dynamic content changes.
5. Prepare and deploy a comprehensive web design portfolio, demonstrating mastery of web development from concept through to hosting and performance optimization.

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Module 1: Introduction to Web Design
Overview of web design and development: history, importance, and current trends.
Understanding the web development process from concept to launch.
Introduction to HTML: Basics of web structure, tags, elements, and attributes.
Assignment: Create a basic HTML page with paragraphs, headings, links, and images.

Module 2: Advanced HTML Practices
Creating tables, forms, and embedding media.
Introduction to Semantic HTML for improved accessibility and SEO.
Assignment: Develop a contact form and embed a video in an HTML document.

Module 3: Introduction to CSS
Basics of CSS: Syntax, selectors, and properties.
Applying styles to HTML elements: colors, fonts, and layout.
Introduction to the box model and positioning.
Assignment: Style an HTML page using CSS to improve layout and typography.

Module 4: Advanced CSS for Responsive Design
Responsive design principles: media queries and flexible layouts.
Implementing navigation bars, grid layouts, and flexbox.
Styling forms and tables for an enhanced user experience.
Assignment: Create a responsive webpage that adjusts to different screen sizes.

Module 5: Web Design Principles
Principles of effective web design: usability, visual hierarchy, and user experience (UX).
Color theory and typography on the web.
Creating user flows and wireframes.
Assignment: Design a wireframe for a multi-page website, focusing on UX and navigation.

Module 6: Creating a Website Project
Planning and designing a complete website: content strategy, layout, and navigation.
Advanced HTML and CSS techniques for styling.
Introduction to web hosting and domain registration.
Assignment: Develop a multi-page website incorporating advanced HTML and CSS techniques. The website should be responsive and adhere to modern web design principles.

Module 7: Introduction to Web Interactivity
Basics of JavaScript for adding interactivity to web pages.
Implementing simple scripts for form validation and image sliders.
Assignment: Enhance the multi-page website with basic interactive elements using JavaScript.

Module 8: Portfolio Development and Web Deployment
Best practices for creating a web design portfolio.
Preparing web projects for deployment: file organization, performance optimization, and testing.
Publishing a website on the internet.
Assignment: Compile and deploy a web portfolio showcasing projects completed during the course.

References:

1. "HTML and CSS: Design and Build Websites" by Jon Duckett.

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<th>Machine Learning for Media</th>
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Course Objective:
This course explores the intersection of machine learning and media production, offering insights into how AI technologies can transform the media landscape. Through theoretical learning and case studies, students will understand the basics of machine learning, explore various ML models, and examine their practical applications in enhancing content creation, analysis, and distribution in the media sector.

Course Outcomes (COs):

After completing the course, learners should be able to:

1. Demonstrate an understanding of the fundamental concepts of machine learning, including the different types of learning approaches and their specific applications in media.
2. Apply machine learning algorithms to create and enhance digital content, utilizing AI-driven tools for content generation and graphic design.
3. Analyze media content and audience behaviors using machine learning techniques, such as sentiment analysis and audience segmentation, to inform media production and distribution strategies.
4. Implement machine learning models to personalize user experiences in media platforms, improving content recommendation systems and user interface designs.
5. Evaluate the ethical implications of using machine learning in media, addressing issues of data privacy, security, and the potential societal impacts of automated media processes.

CO – PO Mapping:
Unit 1: Introduction to Machine Learning
Overview of AI and Machine Learning: Historical context, key milestones in AI, and the evolution of machine learning. Distinction between AI, machine learning, and deep learning.

Types of Machine Learning: In-depth explanation of supervised, unsupervised, and reinforcement learning. Examples of each type of learning in media applications, such as content recommendation (supervised), audience segmentation (unsupervised), and interactive bots (reinforcement).

Introduction to Algorithms and Data Preprocessing: Basic algorithms used in machine learning and the importance of data preprocessing for accurate model training. Introduction to datasets, cleaning data, and feature extraction.

Unit 2: Machine Learning in Content Creation
AI-driven Content Generation: Exploration of tools and platforms that use NLP for automated writing and scriptwriting. The use of GANs for generating visual content, including images and videos.
Generative Adversarial Networks (GANs) for Graphic Design: Deep dive into how GANs work and their application in creating innovative graphic designs and visual content. Case studies of successful AI-generated campaigns or projects.

Unit 3: Machine Learning in Content Analysis
Sentiment Analysis and Audience Segmentation: Techniques for analyzing text to gauge public sentiment. Using unsupervised learning for clustering audiences into segments based on behavior or preferences.
Predictive Analytics for Content Performance: Using historical data to predict future trends in content engagement. Introduction to predictive models and analytics tools.

Unit 4: Machine Learning in User Experience and Engagement
Personalization Algorithms for Content Recommendation: Mechanisms behind content recommendation engines. The role of machine learning in curating personalized user experiences on digital platforms.
Machine Learning for Optimizing User Interfaces: How machine learning can be applied to improve UI/UX design. Examples include A/B testing, user behavior analysis, and adaptive interfaces.

Unit 5: Ethical Considerations and Future Trends
Data Privacy and Security in Machine Learning Models: Challenges of maintaining user privacy and securing data in AI-driven media projects. Strategies for ethical data use and protection.
References:

1. "Pattern Recognition and Machine Learning" by Christopher M. Bishop.
2. "Automate This: How Algorithms Came to Rule Our World" by Christopher Steiner.
3. "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett.

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**Principles of Advertising and Brand Communication**

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**Course Objectives:**

- To introduce students to the various domains of professional practice in the process of developing an advertisement in all formats like print, broadcast, and new digital media.
- To provide a thorough understanding of the function of an advertisement agency
- To provide students instill the industry-driven practices in advertising and enlighten them about the career profile of practitioners.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Understand the techniques of ideation and designing for diverse types of advertising media.
2. Comprehend advertising as an essential marketing tool.
3. Produce advertisements for various media like TV, Newspaper and Online Media.
4. Create advertisements in different layouts and sizes.
5. Structure the various types of advertisements in the traditional media as well as new media with ethical standard.

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</table>
Unit 1: Introduction

Unit 2: Industry Structure

Unit 3: Brand Communication

Unit 4: Creative Process

Unit 5: Advertising Strategy and Campaign

References:
3. Amitabh Kant, Branding India: An Incredible Story, HarperCollins (7 May 2009)

### Social Psychology

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**Course Objective:**
To provide students with an understanding of how thoughts, feelings, and behaviors are influenced by others and to equip them to apply social psychological principles in real-world situations.

**Course Outcomes (COs):**
After completion of the course, learners shall be able to:

1. Describe and explain major theories and concepts in social psychology, including social cognition, social influence, and relationships.
2. Apply research methods to investigate social psychological phenomena, including experimental and non-experimental designs.
3. Analyze how social, cultural, and contextual factors influence behavior and group dynamics.
4. Evaluate the effectiveness of interventions addressing social issues like prejudice, aggression, and prosocial behavior.
5. Communicate social psychological findings and their implications through written reports and presentations.

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**Unit 1: Introduction to Social Psychology**
- Definition, nature and scope of social psychology
- Historical development of social psychology
- Levels of analysis of social behaviour
- Methods and approaches to social psychology

**Unit 2: Social Cognition and Perception**
- The Self: Components of one’s identity; Social identity, Social comparison.
- Forming impression; Cognitive approach to impression formation.
- Stereotypes and central trait.
- Theories of attribution; Heuristics and biases.

**Unit 3: Social Influence**
- Conformity, compliance, and obedience.
- Cognitive dissonance; Attitude and Persuasion techniques.
- Group dynamics and decision making; social loafing, anonymity; social facilitation.
- Leadership and communication.

**Unit 4: Prosocial & Aggressive Behaviour**
- Types of prosocial behaviour.
- Determinants of prosocial behaviour.
- Frustration aggression hypothesis.
- Albert Bandura’s Social Learning Theory.

**Unit 5: Applications & Ethics of Social Psychology**
- Applying social psychology in: social problems, health and well being, mental health, education & classroom, community, environment, work setting, sports.
- Culture and social psychology: trends issues and perspectives.
- Ethical issues: Laboratory research issues: Deception; Field research issues: Privacy, Informed consent
- Debriefing and other safeguards.

**References:**


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**Course Objective:**
The objective of the "Current Affairs and Analysis I" course is to provide students with a comprehensive understanding of contemporary global issues across various domains, including politics, economics, society, environment, and technology. By examining recent developments and trends, students will develop critical thinking skills and analytical abilities necessary to navigate the complexities of the modern world.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Interpret and assess economic data and trends, demonstrating knowledge of macroeconomic principles and their impact on local and global economies.
2. Analyze and evaluate key geopolitical events and trend.
3. Identify and critique social and cultural issues affecting communities worldwide.
4. Evaluate environmental challenges and propose sustainable solutions.
5. Examine technological innovations and their societal implications, demonstrating awareness of ethical considerations and the potential for positive transformation in various sectors.

**CO – PO Mapping:**
Module 1: Understanding Global Political Dynamics
- Overview of major geopolitical events and trends shaping international relations.
- Analysis of key political players, alliances, and conflicts on the global stage.
- Discussion on the impact of emerging powers and geopolitical shifts on the world order.
- Case studies on recent diplomatic negotiations, treaties, and their implications.
- Examination of the role of non-state actors in influencing global politics, such as NGOs and multinational corporations.

Module 2: Economic Developments and Trends
- Exploration of current economic challenges and opportunities at the global and regional levels.
- Analysis of macroeconomic indicators, including GDP growth, inflation rates, and unemployment figures.
- Discussion on trade dynamics, including tariffs, trade agreements, and global supply chains.
- Examination of emerging markets and their impact on the global economy.
- Case studies on economic crises, recovery strategies, and their effects on different sectors.

Module 3: Social and Cultural Issues
- Overview of contemporary social issues affecting communities worldwide, such as inequality, poverty, and discrimination.
- Analysis of cultural trends, including globalization's impact on cultural identities and traditions.
- Discussion on social movements and activism, such as #MeToo, Black Lives Matter, and environmental advocacy.
- Examination of challenges and opportunities in achieving social justice and inclusivity.
- Case studies on successful initiatives promoting social cohesion and cultural exchange.

Module 4: Environmental Sustainability and Climate Change
- Overview of the current state of the environment, including biodiversity loss, deforestation, and pollution.
• Analysis of climate change impacts, including rising temperatures, extreme weather events, and sea-level rise.
• Discussion on international efforts to mitigate climate change, such as the Paris Agreement and renewable energy initiatives.
• Examination of the role of businesses, governments, and individuals in promoting sustainability.
• Case studies on innovative solutions to environmental challenges and successful conservation projects.

Module 5: Technology and Innovation
• Exploration of recent technological advancements and their societal implications, such as artificial intelligence, blockchain, and biotechnology.
• Analysis of the digital divide and efforts to bridge the gap in access to technology.
• Discussion on the ethical considerations of emerging technologies, including data privacy and cybersecurity.
• Examination of the role of innovation in addressing global challenges, such as healthcare, education, and poverty.
• Case studies on successful tech startups, disruptive innovations, and their impact on various industries.

References:

1. "World Order" by Henry Kissinger - Publisher: Penguin Books, Year: 2015
4. "Globalization and Its Discontents" by Joseph E. Stiglitz - Publisher: W. W. Norton & Company, Year: 2002
5. "Evicted: Poverty and Profit in the American City" by Matthew Desmond - Publisher: Crown Publishing Group, Year: 2016
6. "This Changes Everything: Capitalism vs. The Climate" by Naomi Klein - Publisher: Simon & Schuster, Year: 2014
7. "The Fourth Industrial Revolution" by Klaus Schwab - Publisher: Crown Business, Year: 2017
Course Description:
This course aims to provide learners with an understanding of the fundamentals of film language and history, explore concepts of film form and various genres, facilitate the analysis of mise-en-scene elements in films, and foster an appreciation for cinema while integrating basic cinematic language into their own film production endeavours.

Course Objective:
- To gain knowledge on the basics of film language and film history.
- To understand the concepts of film form and different film genres.
- To equip learners in analysing the mise-en-scene elements in films.
- To make the learners to appreciate films and also incorporate the basics of cinematic language in their film production works.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Appraise the world of cinema and its language.
2. Understand the theoretical aspects of filmmaking.
4. Critically analyse films based on theoretical aspects.
5. Create content based on film studies and analysis.

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Unit 1: Introduction to Film Studies
History of World Cinema; Introduction to Indian Cinema; Regional cinemas in India; Development of cinema as medium of mass communication; artistic and commercial cinema; Language and grammar of film—signs and syntax; film aesthetics and review of cinema; psychology and sociology of cinema; censorship of films; Impact of globalization on Indian cinema.
Unit 2: Film Form and Mise-en-scène
Film Form: Form and Narrative, Time and Space in Narrative, Flow of Story Information, Restricted and Unrestricted Narration, Cause and Effect, Subjective and Objective Narration; Case study- analysing film form and content; Mise en scène: Importance of Mise en scène in Films. Different Elements of Mise en scène - Setting, Properties, Costume, Hair and Make-Up, Lighting, Acting, Case Study-Analyzing Mise en scène of a Selected Film.

Unit 3: Film Genre, Movements and Ideologies
Film Genres: Taxonomies of Film Genre, Genre History, Genre Iconography, Social Functions of Genres, Genre Mixing, Film Genres in Digital Age. Case Study-Analyzing Selected Film Genres; Introduction to Film Movements: Major Film Movements; Socio Political Contexts of Film Movements: Classic Hollywood, Soviet Cinema, German Expressionism, Italian Neo Realism and French New Wave; Film Noir; Indian new wave; Japanese new wave. Introduction to film and ideology: class struggle; gender issues; queer cinema; feminism; Identities and representation.

Unit 4: Production, Editing and Sound
Building blocks: shot, scene, sequence; Cinematography: distance, height, angle, movement, focus; Lighting; Colours and meanings; Case study - analysing cinematography; Film editing: principles and practices; Continuity; Montage; Types Cuts and meanings; Types of transitions; Case study - analysing editing; Sound and silence; Musics; Dialogue; Case study - analysing sound.

Unit 5: Reading and Researching Films
Film and authorship: Auteur studies and Criticism; Collaborative film art; Digital auteurs; Indian and Global Auteurs; Satyajit Ray, Mrinal Sen, Rtwik Ghattak, Adoor Gopalakrishnan, Ingmar Bergman, Federico Fellini, Akira Kurosawa, François Truffaut, Alfred Hitchcock; Film research: concepts and steps; Star studies; Film consumption; New cinema history; Cinema culture and society; Film studies and AI.

References:


Generative AI in Media Production

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Course Objective:
This course explores the emerging field of generative AI and its applications in media production. It covers the principles behind generative AI, including how it learns from data to create new content—ranging from images and videos to text and sound. The course aims to equip students with knowledge about cutting-edge AI tools and their potential to revolutionize the media industry, enhancing creativity, personalization, and efficiency.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Analyze the historical development and fundamental technologies of generative AI.
2. Apply generative AI tools to create innovative content in graphic design, web design, and animation, demonstrating proficiency with industry-standard software.
3. Develop AI-driven strategies for content writing, scriptwriting, and video production, enhancing efficiency and creativity in media outputs.
4. Implement generative AI techniques in digital marketing and social media to optimize content creation and ad placement strategies.
5. Evaluate the ethical implications of using generative AI in media production, addressing issues related to copyright, originality, and misinformation.

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Unit 1: Introduction to Generative AI
Overview of Generative AI: Definitions and Concepts: Delve into the distinctions between generative AI and other types of AI, focusing on the ability of generative models to create new data that resembles the training data. Examples include text, images, and sounds generated through AI.
History and Evolution of Generative Models: Chart the development of generative models from early neural networks to contemporary GANs and VAEs, noting key milestones in AI research that contributed to their evolution.
Key Technologies Behind Generative AI: Explain the foundational technologies of generative AI, such as GANs, which pit two neural networks against each other to generate new data, and VAEs, which compress data into a lower-dimensional space and reconstruct it.

Unit 2: Generative AI in Creative Media Production
AI in Graphic Design: Explore specific AI tools like DeepArt for transforming photographs into artworks in the style of famous painters, and Runway ML for experimenting with novel design concepts.
AI in Web Design: Discuss how AI-powered platforms such as Wix ADI and The Grid revolutionize web design by automatically generating site layouts and designs based on content and user behavior.
AI in Animation: Cover the use of Adobe Character Animator and Runway ML in creating animated characters and sequences with minimal manual animation, enhancing productivity and creative possibilities.

Unit 3: AI-Driven Content Creation for Media
AI for Content Writing: Deep dive into GPT-3 and similar tools for generating readable, engaging text content. Discuss the potential for these tools to assist in blogging, article writing, and marketing copy.
AI in Scriptwriting and Copywriting: Explore AI's role in generating creative scripts for videos and effective copy for advertisements, using tools like ShortlyAI and Plot Generator.
AI in Video Production: Investigate how platforms like Descript leverage AI for video editing, transcription, and overdubbing, making video production more accessible and efficient.

Unit 4: Generative AI in Marketing and Social Media
AI for Social Media Content: Examination of AI tools like Lately, which automates social media content creation, helping brands maintain a consistent and engaging online presence.
AI in Digital Advertising: Analyze how AI is transforming digital advertising through automated ad placements and optimizations, using platforms like Albert to target ads more effectively.

Unit 5: Ethical Considerations and Future Trends
Ethical Implications of Generative AI: Explore the ethical dilemmas posed by AI-generated content, including issues of copyright, originality, and the potential for spreading misinformation.
Future of Generative AI: Speculate on the future developments in generative AI technology and its potential new applications in media, such as fully AI-driven movies or news outlets.

References:
1. "Generative Deep Learning: Teaching Machines to Paint, Write, Compose, and Play" by David Foster.
2. "AI as a Tool for Creativity" by Joel Lehman, Jeff Clune, D. Sculley (Editors).
4. "Marketing in the Age of Google, Revised and Updated" by Vanessa Fox.
5. "AI Ethics" by Mark Coeckelbergh.

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**Course Objective:**
This course introduces the fundamental concepts and principles of UI/UX design within the context of visual communication. Covering a range of topics from design thinking to prototyping and user testing, the curriculum is designed to equip students with the skills needed to create effective and user-centered digital products. Emphasis is placed on understanding user needs, utilizing design tools, and applying AI technologies to enhance user experiences.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Analyze the evolution and principles of UI/UX design and the impact of psychological factors like color theory and visual hierarchy on user interaction.
2. Apply the user-centered design process and design thinking methodologies to create digital products.
3. Utilize a variety of prototyping tools and techniques to develop both low-fidelity and high-fidelity prototypes.
4. Implement advanced interface design elements and interaction design principles to create intuitive and engaging user interfaces for diverse digital platforms.
5. Evaluate the role of emerging technologies such as AI and machine learning in UI/UX design and incorporate accessibility.

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**Unit 1: Foundations of UI/UX Design**
Introduction to UI/UX Design: Definitions, Importance, and Industry Trends: Explore the evolution of UI/UX design, its growing significance in digital product development, and current industry trends, including the shift towards more immersive and interactive experiences.
Principles of Good UI Design: Dive deep into color theory, understanding color psychology and its application in UI design; typography, including font selection and readability; layout principles for optimal content organization; and visual hierarchy to guide user attention effectively.

User-Centered Design (UCD) Process: Detailed discussion on each stage of the UCD process, emphasizing the importance of empathy in design, defining user needs and goals, ideating solutions, prototyping, and testing.

Unit 2: Design Thinking and Prototyping
Stages of the Design Thinking Process: An in-depth look at how to empathize with users, define clear design challenges, ideate creative solutions, prototype quickly, and test with real users. Discussion on how this iterative process leads to innovative and user-centric designs.

Introduction to Prototyping Tools and Techniques: Overview of popular prototyping tools like Sketch, Adobe XD, and Figma. Comparison of low-fidelity versus high-fidelity prototypes and when to use each.

Unit 3: User Research and Usability Testing
Techniques for Conducting User Research: Detailed methodologies for executing surveys, conducting interviews, creating personas, and mapping user journeys to gather meaningful insights about target users.

Usability Testing Methods: Explore various usability testing methods, including their advantages and limitations. Learn how to choose the right method based on design maturity and available resources.

Unit 4: Interface Design and User Interaction
Advanced UI Design Elements: Examination of sophisticated UI elements like icons, widgets, and how they contribute to interaction models. Discussion on the balance between aesthetic appeal and functionality.

Principles of Interaction Design: Deep dive into interaction design principles such as feedback, affordances, constraints, and how they influence user behavior and expectations. Exploration of designing for gestures and voice commands.

Unit 5: Emerging Trends and Technologies in UI/UX Design
AI and Machine Learning in UI/UX Design: Investigation into how AI and ML are being used to create dynamic, personalized user experiences, predictive interfaces, and automated content generation. Ethical considerations in automated decision-making.

Accessibility and Inclusive Design Principles: Comprehensive overview of accessibility standards (e.g., WCAG), designing for inclusivity, and the importance of building digital products that are usable by everyone, including people with disabilities.

References:

1. "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug.
2. "The Design of Everyday Things" by Don Norman.
UI/UX Design Lab

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Course Objective:
This lab course offers a deep dive into the practical aspects of UI/UX design, emphasizing the use of design software to create wireframes, prototypes, and user interfaces for digital products. Through a series of step-by-step modules, students will engage in real-world projects that cover the entire design process, from initial research and wireframing to prototyping and user testing. The course aims to equip students with the skills necessary to produce comprehensive design solutions that meet user needs and preferences.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Utilize design software to create wireframes, high-fidelity prototypes, and user interfaces
2. Conduct design research and user analysis to inform the creation of user-centered designs
3. Develop and test responsive web designs implementing principles of adaptive layout.
4. Implement accessibility standards in UI/UX projects.
5. Create comprehensive UI/UX design solutions for real-world applications.

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Module 1: Introduction to Design Tools
Basic navigation and toolsets of the chosen design software.
Setting up a project and understanding the workspace.
Assignment: Create a simple interface design for a mobile app landing page.

**Module 2: Design Research and Wireframing.**
Techniques for conducting design research and user analysis.
Creating low-fidelity wireframes and sitemaps for digital products.
Assignment: Develop a set of wireframes for a user-specified application, incorporating findings from user research.

**Module 3: High-Fidelity Design and Prototyping**
Transitioning from wireframes to high-fidelity designs.
Utilizing design systems and component libraries for consistency.
Introduction to prototyping and animation within the design tool.
Assignment: Convert low-fidelity wireframes into a high-fidelity prototype of a user interface, including basic interactions.

**Module 4: Usability Testing and Iteration**
Planning and conducting usability tests with real users.
Analyzing feedback and iterating on designs based on user input.
Assignment: Conduct usability testing on the high-fidelity prototype, compile a report of findings, and iterate on the design based on feedback.

**Module 5: Responsive Web Design**
Principles of responsive design and adaptive layouts.
Designing interfaces that work across different devices and screen sizes.
Assignment: Create a responsive version of a web application design that adapts to desktop, tablet, and mobile views.

**Module 6: Designing for Accessibility**
Basics of accessible design and inclusivity in digital products.
Implementing accessibility standards and best practices in UI/UX design.
Assignment: Audit and redesign a provided interface to meet accessibility guidelines, focusing on color contrast, navigation, and content readability.

**Module 7: Final Project - End-to-End UI/UX Design**
Comprehensive project that encompasses all stages of the UI/UX design process.
Students select a project theme based on real-world problems or opportunities.
Final Assignment: Complete an end-to-end UI/UX design project, including user research, wireframes, high-fidelity designs, prototyping, and usability testing. Present the final design solution and process documentation.

**References:**

1. "The Design of Everyday Things" by Don Norman.
2. "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug.
3. "Lean UX: Designing Great Products with Agile Teams" by Jeff Gothelf and Josh Seiden.

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Course Objective:
The objective of the "Current Affairs and Analysis II" course is to provide students with a comprehensive understanding of pressing global issues beyond those covered in "Current Affairs and Analysis I". Through the exploration of topics such as health challenges, security threats, migration, sustainable development, and human rights, students will develop critical thinking skills and analytical abilities necessary to engage with complex global issues and contribute to informed decision-making and action.

Course Outcomes (COs):

After completing the course, learners should be able to:

1. Analyze and evaluate global health challenges and pandemic preparedness.
2. Interpret and assess security threats and counterterrorism strategies.
3. Identify and critique migration patterns, refugee movements, and humanitarian responses.
4. Evaluate progress towards achieving the Sustainable Development Goals (SDGs) and global governance frameworks.

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Module 1: Global Health Challenges and Pandemic Preparedness
- Examination of current global health issues, including infectious diseases, non-communicable diseases, and healthcare disparities.
- Analysis of the response to recent pandemics, such as COVID-19, and lessons learned for future preparedness.
- Evaluation of international health organizations, such as the World Health Organization, and their role in addressing global health crises.
- Case studies on successful public health interventions, vaccination campaigns, and healthcare delivery models.
- Discussion on the importance of global cooperation and solidarity in tackling health challenges.

Module 2: Security Threats and Counterterrorism Strategies
- Overview of emerging security threats, including terrorism, cyberattacks, and geopolitical tensions.
- Analysis of counterterrorism measures, intelligence sharing, and international security cooperation.
- Examination of the impact of conflicts, refugee crises, and humanitarian emergencies on global security.
- Case studies on successful peacekeeping operations, conflict resolution efforts, and post-conflict reconstruction.
- Discussion on the balance between security measures and human rights protection in combating terrorism.

Module 3: Migration, Refugees, and Humanitarian Crises
- Exploration of global migration patterns, forced displacement, and refugee movements.
- Analysis of the drivers of migration, including conflict, poverty, and environmental degradation.
- Examination of international responses to humanitarian crises, refugee protection, and resettlement efforts.
- Case studies on refugee camps, migrant integration programs, and the role of host communities.
- Discussion on the ethical and legal challenges of migration management and asylum policies.

Module 4: Sustainable Development Goals (SDGs) and Global Governance
- Overview of the United Nations Sustainable Development Goals (SDGs) and their significance for global development.
- Analysis of progress towards achieving the SDGs, including poverty eradication, education, gender equality, and environmental sustainability.
- Examination of the role of international organizations, governments, and civil society in advancing the SDGs.
- Case studies on successful development projects, innovative financing mechanisms, and partnerships for sustainable development.
- Discussion on the importance of inclusive and participatory governance in achieving the SDGs.

Module 5: Human Rights, Justice, and Accountability
• Exploration of human rights violations, impunity, and efforts towards justice and accountability.
• Analysis of international human rights frameworks, treaties, and mechanisms for monitoring and enforcement.
• Examination of transitional justice processes, truth and reconciliation commissions, and reparations for victims.
• Case studies on human rights defenders, advocacy campaigns, and movements for social justice.
• Discussion on the role of international criminal tribunals, national courts, and civil society in promoting human rights and accountability.

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Semester V

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Course Objective:
To introduce the students to the concept of Public Relation and equip them to build a career according to the industry requirements.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Understand the concepts of corporate communication and public relations.
2. Explain the various elements of corporate communication and consider their roles in managing organizations.
3. Examine how various elements of corporate communication must be coordinated to communicate effectively.
4. Develop a critical understanding of the different practices associated with corporate communication.
5. Appreciate the contemporary relevance and functioning of PR.

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Unit 1: Fundamentals of Public Relations

Unit 2: Fundamentals of Public Relations

Unit 3: Functions of Corporate Communication and Public Relations
Media Relations Introduction, Importance of Media Relations, Principles of Good Media Relations, Various PR Publics, Steps in Implementing an Effective Employee Communications Programme, Crisis Communication Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis.


Unit 5: Writing for PR
Preparing News releases for Media & its types. Organizing Media conferences, preparing the media kit. Organizing Press visits and Open house for media and other publics. Digital PR - Case studies.

References:

2. Effective Public Relations and Media Strategy - C. V. Narasimha Reddy, PHI (2014)
3. Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press
4. The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly by David Meerman Scott
6. A Handbook of Corporate Communication and Public Relations by Sandra Oliver

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Course Objective:
This lab course offers an immersive introduction to artificial intelligence applications in media production, including content writing, scriptwriting, copywriting, personalized content distribution, and digital marketing strategies. Through a series of practical projects, students will learn to utilize AI tools to enhance creativity, efficiency, and personalization in media content creation and distribution.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Utilize AI tools to generate high-quality demonstrating an understanding of how AI can enhance the creative writing process.
2. Develop personalized content distribution strategies using AI, analyzing audience data to tailor content effectively across various digital platforms.
3. Apply AI technologies to optimize digital marketing and social media strategies
4. Integrate AI tools into a comprehensive media production workflow.
5. Evaluate the effectiveness of AI applications in media production through practical projects and reflective analysis.

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Module 1: AI-Assisted Content Creation
Objective: Explore AI tools for generating written content and understand their potential in enhancing creative writing processes.
Project: Use an AI writing assistant to create a series of blog posts on a chosen topic, focusing on maintaining a consistent voice and style.
Assignment: Submit a reflection report on the experience, including an analysis of the AI tool's effectiveness and areas for improvement.

Module 2: Scriptwriting and Copywriting with AI
Objective: Learn to apply AI in scriptwriting and copywriting, focusing on generating scripts for videos and persuasive copy for advertising.
Project: Develop a script for a short promotional video using AI scriptwriting tools. Create AI-generated copy for a digital advertising campaign.
Assignment: Present the script and advertising copy, accompanied by a critique of the AI-generated content's quality and creativity.

Module 3: Personalized Content Distribution
Objective: Understand how AI can be used to analyze audience data and personalize content distribution across digital platforms.
Project: Implement an AI-driven tool to distribute personalized content to different audience segments on a mock digital platform.
Assignment: Analyze and report on the distribution strategy's effectiveness, including engagement metrics and audience feedback.

Module 4: AI in Digital Marketing and Social Media
Objective: Explore the use of AI in enhancing digital marketing strategies and social media engagement.
Project: Utilize AI tools to develop a social media marketing strategy for a hypothetical product or service, including content creation, scheduling, and audience targeting.
Assignment: Execute a simulated social media campaign and prepare an analysis of the campaign's reach, engagement, and potential ROI based on AI predictions.

Module 5: Project - Integrating AI into a Comprehensive Media Production Workflow
Objective: Combine skills learned in previous modules to integrate AI into a comprehensive media production workflow, from content creation to distribution.
Project: Develop a complete media project that includes AI-generated content, a marketing strategy, and personalized distribution plans. The project should showcase the practical application of AI tools in creating, marketing, and distributing media content.
Assignment: Submit the complete media project along with a detailed report documenting the AI tools used, the workflow, challenges encountered, solutions implemented, and an evaluation of the project's success.

References:
3. "AI for Content Creation: Tools and Techniques" by Rowland Manthorpe and others (Note: As of the last update in April 2023, specific books directly addressing AI for content creation across a broad spectrum might not exist, but literature on digital marketing, AI applications, and creative processes in AI can provide valuable insights).

### Film Editing Techniques and Practices

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**Course Objective:**

- To introduce the learner to the basic and advanced level of film editing.
- To make the learner understand the emotional value that editing techniques add to a film.
- To inculcate practical knowledge on cutting, juxtaposing, using transitions and other effects.
- To make learners appreciate the visual narrative weaved with the help of film editing.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Understand the principles of film editing and workflow.
2. Analyze the historical evolution of film editing, demonstrating an understanding of its progression from analog to digital techniques.
3. Apply theoretical concepts of film editing, such as pacing, rhythm, and timing, to analyze and critique film sequences effectively.
4. Utilize editing software to import, organize, trim, and manipulate footage, showcasing mastery of basic editing techniques.
5. Produce films with advanced editing techniques, including special effects, compositing, sound design, and color grading, to enhance narrative depth and visual aesthetics.

**CO – PO Mapping:**
Module 1: Introduction to Film Editing
History and evolution of film editing, Understanding the role of the editor in storytelling, Exploring the transition from analog to digital editing, Basics of non-linear editing systems, why editing is required, editing theory and concepts, The impact of pacing, rhythm, and timing in film editing, shot division, knowing when to cut and when not to.

Module 2: Mastering the software
The Interface: Project Panel, Source Monitor, Program Monitor, Timeline, Sequence, Resolution, Frame Rate, Project settings, importing footage, organizing media, bins, labels, markers, trimming, cutting, using razor tool, transitions, video effects, audio effects, keyframes, effects control, adjustment layers, video & audio tracks, audio level, exporting in different formats and packages.

Module 3: Editing Principles and Workflow
Screen direction, Six rules of editing (Murch), Continuity editing techniques, Mastering match cuts, eye-line matches, and action matches, transitions, Creating seamless transitions for visual coherence, Montage editing (Eisenstein, Pudovkin and Kuleshov) and parallel storytelling, Workflow in a film production process focusing on editing, Maintaining editing reporting while shooting and editing, Efficient file management (DIT), Collaborating with other departments in the post-production process.

Module 4: Advanced Editing Techniques
Special effects and visual storytelling, incorporating visual effects for narrative enhancement, Compositing, Sound design, the role of sound in film editing, the L-Cut, J-Cut, Sync sound and dialogue for seamless integration, dubbing process, colour correction and grading.

Module 5: Narrative Editing and Story Structure
Editing for narrative impact, Shaping the viewer's emotional response through editing choices, building tension and suspense through editing, analyzing different narrative structures in films, Non-linear storytelling and flashbacks, Editing for various genres.

References:

1. "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
2. "The Technique of Film Editing" by Karel Reisz and Gavin Millar
3. "Film Editing: Great Cuts Every Filmmaker and Movie Lover Must Know" by Gael Chandler
4. "The Film Editing Room Handbook" by Norman Hollyn
5. “The Film Sense and Film Form” by Sergei Eisenstein
6. “On Film Editing” by Edward Dmytryk
7. “Cut to the Chase” by Sam O’Steen
8. “Cutting Rhythms: Intuitive Film Editing” by Karen Pearlman

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**Course Objective:**
- Basic elements of visual story telling
- Create basic level screenplay drafts
- Learn direction skills and understand the role and responsibilities of a director
- Understand the role and responsibilities of various departments involved in filmmaking
- Also learn to work within time and budget

**Course Outcomes (Cos):**

After completing the course, learners should be able to:

1. Develop a story idea into detailed script with character development.
2. Create basic level screenplay in universal standard formats.
3. Create storyboards, shot divisions, scene blocking, and staging.
4. Understand light and sound design in a film.
5. Understand budgeting and marketing of film.

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Unit 1: Identification of story idea, theme, subject and genre. Three-act structure, importance of conflict, character development in films, story outline, loglines, and summary.

Unit 2: Using beat sheets, writing scenes, dialogues, fine-tuning screenplay with peer reviews and collective brainstorming, understand standard formats and software for developing a screenplay.

Unit 3: Introduction to the director's role in filmmaking On-set communication know-how and leadership that facilitates collaborative and creative atmosphere on sets. Pre-production planning for film direction like Script breakdowns, shot lists, and storyboarding, Casting decisions and character discussions. Understanding film budget and time constraints. Collaboration with the cinematographer like coordinating visual elements with the cinematography team. Overview of film production workflow like understanding the stages of production from shooting to editing, coordination with the editing and post-production teams of sound design and music.

Unit 4: Directing different genres like adapting directing techniques for various film genres, scene blocking and staging strategies for blocking actors and camera movements. Creating visually compelling and dynamic scenes. Cinematic techniques for storytelling like effective use of camera angles and movements and exploring lighting and colour for visual impact. Scene transitions and continuity using editing techniques.

Unit 5: Techniques for working with actors for eliciting authentic performances. Managing on-set dynamics and challenges. Directing ensemble casts and group scenes like balancing multiple characters and storylines and navigating the complexities of group dynamics in scenes.

References:
1. “On Filmmaking – An Introduction to the Craft of the Director” by Alexander Mackendrick
2. “Directing: Film Techniques and Aesthetics” by Michael Rabiger
3. “On Directing Film” by David Mamet
4. “Cinematic Storytelling: The 100 Most Powerful Film Conventions Every Filmmaker Must Know” by Jennifer Van Sijll
5. “The Five C's of Cinematography: Motion Picture Filming Techniques” by Joseph V. Mascelli
6. “Story: Substance, Structure, Style, and the Principles of Screenwriting” by Robert McKee
8. “Directing Actors: Creating Memorable Performances for Film & Television” by Judith Weston
10. “In the Blink of an Eye: A Perspective on Film Editing” by Walter Murch
11. “Making Movies” by Sidney Lumet
Semester VI

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**Course Objective:**
- To create awareness among students on various Policy and ethical issues involved in day-to-day journalism
- Familiarizing with constitutional provisions on media and content creation
- To provide a thorough understanding of the legal framework within which mass media functions in India

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Make use of relevant constitutional provisions of media in the Indian Scenario
2. Summarize the legal issues and ethical principles in mass communication
3. Analyze how media policies and regulations enable or constrain effective media environments
4. Evaluate the obligations and rights of media practitioners in the execution of their duties
5. Interpret the importance of responsible Journalism, which works within the framework of laws and ethics.

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**Unit 1:**
Introduction to media and legal frameworks. Foundational principles, theories, ethics, and policy in media contexts – fundamental rights and directive principles – freedom of speech and expression enshrined in the Indian constitution – article 19 (1)a – reasonable restrictions, the role of the fourth estate

**Unit 2:**
Act – Working Journalist Act – right to Information. Balancing National Security and Privacy:
Case studies exploring the tension between security concerns and individual privacy

Unit 3:

Unit 4:

Unit 5:

References:

1. Media Ethics: Key Principles for Responsible Practice" by Patrick Lee Plaisance
2. "Media Ethics in Asia: Cases and Commentaries" edited by Shakuntala Rao
3. Media Law and Ethics in the Digital Age: Theories and Cases" by Jan K. Hovden and Andrew B. Moemeka
### AI in Media Production Lab II

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**Course Objective:**
This course offers practical exposure to AI technologies in the fields of graphic design, image manipulation, web design, UI/UX design, animation, and video production. Through a series of projects, students will learn to integrate AI tools into their creative workflows, enhancing their ability to produce innovative and compelling media content.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Apply AI tools to create and refine graphic design elements, demonstrating an enhanced ability to generate innovative brand identities and design packages.
2. Utilize advanced AI techniques for image generation and manipulation, developing a portfolio that showcases AI's role in creating visually complex images.
3. Implement AI-driven solutions in web and UI/UX design to optimize responsiveness and user experience, informed by user data analysis and predictive modeling.
4. Integrate AI technologies into animation and video production workflows, enhancing the efficiency and creative possibilities of media projects.
5. Evaluate the impact of AI on media production processes, particularly in video editing, through practical projects that compare traditional and AI-assisted techniques.

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**Module 1: AI in Graphic Design**

Objective: Explore AI tools for generating and refining design elements.
Project: Design a brand identity package, including a logo, using AI-assisted design tools.
Assignment: Submit the brand identity package along with a brief describing the AI tools used and their impact on the design process.
Module 2: AI for Image Generation and Manipulation
Objective: Learn to use AI for creating and editing images in ways that go beyond traditional manual techniques.
Project: Generate a series of complex images based on textual descriptions using an AI image generation tool.
Assignment: Create a portfolio of AI-generated images, including before and after edits, with commentary on the AI's role in achieving the final outcomes.

Module 3: AI in Web Design
Objective: Implement AI to automate and enhance web design processes.
Project: Use AI-based web design tools to create a responsive website prototype that adapts to user behavior and preferences.
Assignment: Develop a case study of the website design process, focusing on how AI was utilized to optimize design choices.

Module 4: AI in UI/UX Design
Objective: Utilize AI to inform UI/UX design decisions through user data analysis and predictive modeling.
Project: Design a user interface for a mobile app that personalizes content and layout based on user interactions, using AI to inform design decisions.
Assignment: Submit the app UI design along with a report detailing the AI-driven insights that influenced design choices.

Module 5: AI in Animation and Video Production
Objective: Apply AI to automate aspects of the animation process and enhance video production workflows.
Project: Create a short animated sequence or video that incorporates AI-generated content and utilizes AI for editing tasks.
Assignment: Present the animated sequence/video and a process diary that documents how AI tools were integrated into the production workflow.

Module 6: AI in Video Editing
Objective: Explore advanced AI tools for video editing, including automated editing features, AI-driven effects, and content-aware editing solutions.
Project: Edit a short film using AI-based video editing software, focusing on the use of AI for tasks such as color correction, scene selection, and adding effects.
Assignment: Screen the edited film along with a comparative analysis of the editing process with and without AI assistance.

References:

2. "Artificial Intelligence for Artists: Exploring AI Art and Design" by Luba Elliott (Note: As of the last knowledge update in April 2023, specific titles may not exist; however, similar resources can provide insights into AI applications in art and design).

### AI and the Law

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**Course Objective:**
The course gives insights into the relationship between artificial intelligence (AI) and legal systems, analyzing how innovative technologies affect legal principles, privacy, ethics, and governance. It assesses the legal aspects associated with AI advancements and applications, including issues of intellectual property, responsibility, and regulatory observance. Through a series of lectures, case study examinations, and interactive discussions, learners will explore the complexities and potential AI offers in the realm of law.

### Course Outcomes (Cos):

**After completing the course, learners should be able to:**

1. Grasp the basic concepts of AI technologies and their implementation in the media sector
2. Summarize the legal issues and ethical principles in mass communication
3. Analyze how AI policies and regulations enable or constrain effective media environments
4. Evaluate the obligations and rights of media practitioners in the execution of their duties with the enhancement of creativity
5. Interpret the importance of responsible journalism, which works within the framework of laws and ethics

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**Unit 1: Introduction**
The evolution and contemporary landscape of artificial intelligence (AI) within the media sectors. Digital initiatives of the government, agriculture, health, technology for the differently abled, national security, environment, and public utility services. Overview of AI technologies: Machine Learning, Natural Language Processing, Computer Vision algorithmic decision-making.

**Unit 2: IPR and AI**
Intellectual Property Rights Policy in India. Attribution, possession, and copyright issues in AI-created content. Privacy laws and data protection, AI and Patent, Copyright Act, Indian patent Act, WIPO and AI, Copyright in AI-generated works, Guidelines and recommendations surveillance technologies, Public and private. data protection laws Case studies exploring the tension between security concerns and individual privacy.

**Unit 3: AI and Online content**
Ethical challenges when covering sensitive topics., Online content: opportunities and challenges. Accuracy and Objectivity, Precision and impartiality. Equity and impartiality. Plagiarism. Competing interests. Sources - Trustworthiness of information sources, credibility of the story, misinformation, etc. Integrating Fact Checking and investigation. Fact checking tools.

**Unit 4: AI and Constitutional policies**

**Unit 5: Media Case Studies:**

**References:**
2D Animation Production Lab

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**Course Objective:**
This course offers a comprehensive introduction to 2D animation, covering the foundational principles of animation, character and background design, animation techniques, and the production process. Students will engage in a series of projects that encourage creativity and technical proficiency, culminating in the creation of their own short animations.

**Course Outcomes (Cos):**

After completing the course, learners should be able to:

1. Demonstrate proficiency in the foundational principles of 2D animation, applying these principles to create engaging and dynamic animations.
2. Develop original characters and background designs, utilizing drawing tools to ensure that these elements are visually cohesive and appropriate for animation.
3. Implement advanced animation techniques such as character rigging and tweening to produce smooth and lifelike movements in animated sequences.
4. Utilize audio elements effectively, synchronizing sound effects and voice-overs with animated actions to enhance storytelling.
5. Create a comprehensive digital portfolio that showcases a range of animation projects from concept to final output, demonstrating technical skills and creative storytelling.

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**Module 1: Introduction to 2D Animation**
Overview of 2D animation history and principles.
Basic navigation and tools overview.
Introduction to the animation workflow, including storyboarding and animatics.
Assignment: Create a simple storyboard for a short animation.

**Module 2: Drawing and Designing Characters**
Techniques for character design and development.
Introduction to drawing tools for character creation.
Assignment: Design a character for animation, including a front, side, and 3/4 view.

**Module 3: Backgrounds and Scenery**
Principles of background design for animation.
Creating depth and perspective in scenes.
Assignment: Design a background scene that complements your character.

**Module 4: Animation Principles and Techniques**
Detailed exploration of the 12 principles of animation.
Frame-by-frame animation vs. tweening techniques.
Assignment: Animate a simple object following the principles of squash and stretch and anticipation.

**Module 5: Character Rigging and Animation**
Basics of rigging characters for animation.
Techniques for animating characters using rigging and frame-by-frame methods.
Assignment: Rig and animate a simple walk cycle for your character.

**Module 6: Adding Audio and Effects**
Synchronizing voice-overs and sound effects with animation.
Introduction to adding visual effects in animation.
Assignment: Add appropriate sound effects and a voice-over to your animated walk cycle.

**Module 7: Storytelling through Animation**
Techniques for narrative structure and pacing in animation.
Developing a short animation script or storyboard that incorporates learned techniques.
Assignment: Create a short animation (30 seconds to 1 minute) that tells a story, incorporating your character, background, and audio.

**Module 8: Final Project and Portfolio Development**
Planning and producing a final animation project.
Compiling a portfolio of projects and animations created during the course.
Assignment: Complete a final animation project. Develop a digital portfolio showcasing your work from the course, including storyboards, character designs, and animations.

**References:**

2. "Creating Characters with Personality" by Tom Bancroft.
3. "Cartoon Animation" by Preston Blair.
Course Objective:
This course covers the fundamental aspects of digital media marketing, including content marketing, social media marketing, email marketing, and web analytics. Through a series of practical assignments and projects, students will learn to develop, implement, and assess digital marketing strategies using current tools and platforms. The course aims to equip students with the skills necessary to create compelling digital content, engage with audiences online, and analyze the effectiveness of their marketing efforts.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Develop and implement a comprehensive digital marketing strategy, incorporating content marketing, social media, SEO, and email marketing to engage and expand online audiences.
2. Create compelling, platform-specific content, and establish a consistent publishing schedule across various digital channels, including blogs and social media.
3. Utilize social media marketing techniques to build and maintain an active community, effectively promoting products and interacting with followers.
4. Apply SEO principles and practices to enhance online visibility and search engine rankings of digital content.
5. Analyze digital marketing campaigns using web analytics tools to evaluate their effectiveness and make data-driven decisions for optimization.

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Module 1: Introduction to Digital Marketing
Overview of digital marketing and its components.
Developing a digital marketing strategy.
Assignment: Draft a basic digital marketing strategy for a fictional brand.

Module 2: Content Marketing
Principles of content marketing.
Creating engaging content for different platforms.
Assignment: Develop a content calendar for a month, including blog posts, social media posts, and an email newsletter.

Module 3: Social Media Marketing
Overview of social media platforms and their marketing potential.
Building and engaging a social media audience.
Social media advertising basics.
Assignment: Create a social media campaign for a product launch, including post designs and a schedule.

Module 4: Search Engine Optimization (SEO)
Basics of SEO and its importance in digital marketing.
Keyword research and on-page SEO techniques.
Assignment: Perform keyword research for a given topic and optimize a blog post for SEO.

Module 5: Email Marketing
Fundamentals of email marketing.
Designing effective email campaigns.
Assignment: Design an email newsletter template and write content for a promotional email.

Module 6: Web Analytics and Reporting
Introduction to web analytics.
Measuring and analyzing digital marketing performance.
Assignment: Using a provided dataset, analyze the performance of a digital marketing campaign and prepare a report.

Module 7: Digital Advertising
Basics of digital advertising, including PPC and display advertising.
Creating and managing online ads.
Assignment: Design a simple PPC campaign for a product, including keyword selection and ad copywriting.

Module 8: Integrated Digital Marketing Project
Planning and executing an integrated digital marketing campaign.
Combining learned techniques for content, social media, SEO, and email marketing.
Assignment: Develop and present a comprehensive digital marketing plan for a real or fictional product, including campaign objectives, strategies, expected outcomes, and a measurement plan.

References:
1. "Digital Marketing For Dummies" by Ryan Deiss and Russ Henneberry.
Course Objective:
This course requires students to complete a one-month internship within the media industry, where they can apply their knowledge of visual communication and AI in a real-world setting. Through direct involvement in industry projects, students will gain insights into the professional work culture, enhance their technical and soft skills, and develop a deeper understanding of their field of interest. The internship is complemented by the submission of a detailed work report and an internship completion certificate, endorsed by the supervising authority at the host organization.

Internship Objectives:
- Industry Exposure: Gain practical experience by engaging in projects related to visual communication and AI, understanding the workflow, tools, and methodologies used in the industry.
- Professional Networking: Build professional relationships and expand your network within the industry, opening doors to future employment opportunities.
- Skill Enhancement: Apply theoretical knowledge to practical tasks, refining both technical skills in visual communication and AI, as well as soft skills such as teamwork, communication, and problem-solving.
- Career Clarification: Gain clarity on career paths and roles within the media industry that best align with individual skills, interests, and professional goals.

Internship Requirements:
- Internship Placement: Secure an internship position at a company or organization within the media industry that offers exposure to visual communication and/or AI applications.
- Duration: Complete a minimum of one month of full-time work as an intern.
- Daily Work Report: Maintain a daily log of tasks, learning experiences, and observations. This report should include comments or feedback from a supervisor or authorized person within the organization.
- Internship Completion Certificate: Obtain a certificate or letter from the host organization upon successful completion of the internship, verifying the duration and nature of the internship.
- Final Work Report: Compile a comprehensive report summarizing the internship experience. This report should include an introduction to the host organization, a
description of projects worked on, skills developed, learning outcomes, and a reflection on the overall experience.

- Presentation: Present the internship experience and key learnings to faculty and peers. This presentation should highlight significant contributions to projects, challenges faced, and how the experience has influenced your career aspirations.

**Assessment Criteria:**

- Quality of Work Report: Clarity, depth, and insightfulness of the final work report and presentation.
- Supervisor Feedback: Positive feedback and evaluation from the internship supervisor or authorized person, emphasizing the student's contribution, work ethic, and professional behaviour.
- Reflection and Learning: Demonstrated understanding of the industry, critical reflection on the internship experience, and articulation of personal and professional growth.
Semester VII

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**Course Objectives:**
To introduce basic principles of research, including identifying a research topic; accessing and critiquing scholarly research; writing a literature review; and research ethics by using scientific tools, concepts and theories to solve and understand scientific and non scientific problems. This will also help to enrich the innovative framework of communication research with a multidisciplinary approach.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Demonstrate a comprehensive understanding of research concepts and the formulation of research problems and questions.
2. Build proficiency in designing and executing research.
3. Apply theoretical frameworks in media studies, including media theories, communication theories, aesthetics theory of visual communication
4. Develop effective research writing and presentation skills, including writing research papers, reviews, and presentations.
5. Interpret ethical conduct in research, ensuring reproducibility and accountability in research practices.

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**Unit 1- Research Framework**

**Unit 2- Research Design & Statistics Tools**
Sampling – Types of Sampling – Validity – Measurement – construct validity

Unit 3- Theoretical Framework for Research

Unit 4-Art of Research Writing
Writing research paper – reviews - presentation of research - Bibliography – APA Style – In text- Citation- plagiarism-Utility of the study - Different steps in the preparation – Layout, structure and Language of typical reports – Illustrations and tables - referencing and footnotes.

Unit 5- Research aids and Ethics

References:

Generative AI Projects Lab

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**Course Objective:**

This project course focuses on the application of generative AI in areas such as graphic design, web design, UI/UX designing, animation, video production and editing, content writing, scriptwriting, copywriting, personalized content distribution, and digital marketing. Through a series of hands-on projects, students will explore how AI can generate creative content, automate design processes, and personalize user experiences.

**Course Outcomes (Cos):**

After completing the course, learners should be able to:

1. Apply generative AI tools to enhance and innovate in graphic design and image manipulation.
2. Develop AI-driven dynamic websites and mobile apps that adapt their layout and user experience based on real-time user interaction data, showcasing advanced applications of AI in web and UI/UX design.
3. Utilize generative AI in the production of digital content, including animation, video, and written content, effectively.
4. Implement AI-driven strategies for personalized content distribution and digital marketing.
5. Evaluate the effectiveness and impact of generative AI technologies across various media production projects, reflecting on the integration challenges, ethical considerations, and potential for future innovation.

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**List of Assignments:**

**AI in Graphic Design**

Project: Design a series of posters for a fictional event using generative AI to create visual elements. Focus on how AI can contribute to the creative process and enhance traditional design elements.
**Image Generation and Manipulation**
Project: Utilize generative AI to produce a collection of images for a digital art exhibition. The project should explore themes of surrealism or abstract art, showcasing the unique capabilities of AI in creating novel visual expressions.

**Web Design**
Project: Create a concept for a dynamic, AI-driven website that changes its layout and content presentation based on user interaction data. Document the design process, emphasizing the role of AI in adapting the user interface for personalized experiences.

**UI/UX Designing**
Project: Develop a prototype for a mobile app that uses AI to offer personalized UI/UX based on user behavior analysis. Include user flow diagrams and wireframes that highlight adaptive UI elements.

**Animation and Video Production and Editing**
Project: Produce a short animated film or video that incorporates AI-generated scenes or characters. Focus on blending traditional animation techniques with AI-generated content to tell a compelling story.

**AI in Content Writing, Scriptwriting, and Copywriting**
Project: Generate a series of blog posts, a short script for a marketing video, and promotional copy for a product launch using AI writing tools. Reflect on the creative input required to guide the AI and the editing process.

**Personalized Content Distribution**
Project: Design a content distribution strategy for a digital platform that uses AI to analyze user preferences and deliver personalized content. Create a report outlining the strategy, implementation challenges, and potential impact on user engagement.

**AI in Digital Marketing and Social Media**
Project: Implement an AI-powered social media campaign for a hypothetical brand. Use AI tools to target content, analyze engagement, and optimize ad placements. Evaluate the campaign's performance through AI-generated analytics and insights.

**Submission Requirements:**
Each project submission should include:
- A comprehensive project report detailing the objectives, process, AI technologies used, challenges encountered, and solutions implemented.
- Digital files of the created content (where applicable).
- A reflective analysis discussing the effectiveness of AI in the project, lessons learned, and potential areas for future exploration.

**References:**
2. "Creative AI: Machine Learning and Generative Art" by Arthur Miller (Note: As of the last update in April 2023, specific titles may not exist; however, similar resources can provide valuable insights into AI applications in creative fields).

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**Course Objective:**
This course will enable the students to analyze individual media businesses and understand the economic drivers of the media economy.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Understand the principles of management and its application to media enterprises.
2. Analyze the ownership patterns of the media industry.
3. Compare the revenue models practiced in Print-media industry.
4. Comprehend the Economics and administrative concerns of TV and film industry.
5. Evaluate the operational phenomena and problems in the leadership of media enterprises.

**CO – PO Mapping:**

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**Unit 1:**
Management concept – Principles and functions of Management - Factors influencing Management decision in media – Structure and characteristics of media organizations: Newspapers and Magazines, Radio, Television, Cinema - Ownership patterns in Media Industries. Managing different departments in media; Business strategy and work culture; Responsibilities and duties of different media organizations; Management issues and Productivity; Future trends and predictions;

**Unit 2:**
Organizational set-up of print media- Revenue - Advertising vs Circulation – Readership - Management problems of small, medium, and large newspapers: gathering, processing,
printing, circulation, distribution, advertising, professionalism, trade unionism, News room diversity - Newspaper registration process. News agencies and syndicates: Ownership and organization structures – commissions and committees to study the problems of various media in India.

Unit 3:
Economics and administrative concerns of government owned electronic media - market driven media: private channels – Audience Ratings- Methods of TRP rating, Social commitment vs Profit making – Steps to establish a TV channels in India. Identifying competitors-competitive strategies special to media organizations. OTT platforms and its operational economics. Cost factors with AI.

Unit 4:
Economics of film Industry – creativity, production, certification, marketing and distribution, exhibition, ownership vs piracy. Issues in film management, financial structures (Government and Pvt); Film production distribution and exhibition - Exploring newer platforms for promoting films; Film promotion and marketing - catering to a global market; Collaboration with foreign stakeholders. OTT platforms and its operational economics.

Unit 5:
Regulatory measures by the Government - to control and impact Media Institutions, Legal measures like tough censorship laws, Contracts and legal arrangements, Media Project management - Production Project Cycle in the media industry, Traditions in Media Economic Scholarship - Contemporary and Future Issues Defining Media Consolidation- Media Consolidation in the context of Economics, Economic measures like invoking import and customs duties on film-related products.

References:

7. Mark Briggs, Entrepreneurial Journalism, How to Build What’s Next for News, CQ Press College
Interactive Media and AI

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**Course Objective:**
This lab course delves into the creation of interactive media using advanced design software, emphasizing the application of artificial intelligence to automate and personalize interactive experiences. Students will learn to develop interactive websites, digital publications, e-learning modules, and other interactive digital media. The course aims to foster innovative thinking and technical proficiency in combining visual design with interactivity and AI.

**Course Outcomes (Cos):**

After completing the course, learners should be able to:

1. Develop interactive digital media projects using advanced design software, incorporating AI to enhance interactivity and user engagement across various platforms.
2. Utilize AI tools to create personalized and adaptive user experiences in web interfaces, digital publications, and e-learning modules.
3. Apply principles of animation and motion graphics to produce interactive animations that respond to user inputs and decisions.
4. Design and execute interactive media content for social platforms, focusing on maximizing user participation and measuring engagement effectively.
5. Implement AI-driven automation in content creation, customizing text, images, and videos for interactive media projects to cater to diverse user inputs and preferences.

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**Module 1: Fundamentals of Interactive Media Design**
Objective: Introduce the principles of interactive design and the basics of integrating AI into interactive media.
Project: Design a simple interactive web page that responds to user input.
Assignment: Submit the interactive web page design along with a brief explanation of the design choices.

**Module 2: Creating Interactive Digital Publications**
Objective: Learn to design interactive digital publications that engage readers with multimedia content and interactive elements.
Project: Create an interactive digital brochure that includes hyperlinks, animations, and embedded videos.
Assignment: Develop and submit the digital brochure, detailing the process of incorporating interactive elements.
Module 3: Designing E-Learning Modules
Objective: Explore the use of interactive design in educational content, focusing on creating engaging e-learning modules.
Project: Design an interactive e-learning module on a topic of your choice, incorporating quizzes, drag-and-drop activities, and AI-powered personalized learning paths.
Assignment: Complete and submit the e-learning module, along with a reflection on how AI was used to enhance the learning experience.

Module 4: Interactive Animation and Motion Graphics
Objective: Apply principles of animation and motion graphics to create interactive media that captures user attention and enhances storytelling.
Project: Develop a short interactive animation that includes user-driven story progression or outcomes.
Assignment: Submit the interactive animation, including a narrative on how user interactions influence the story or visuals.

Module 5: AI-Enhanced User Experience Design
Objective: Investigate how AI can be utilized to improve user experience in interactive media through personalization, predictive content, and adaptive interfaces.
Project: Prototype an adaptive web interface that changes based on user behavior or preferences, using simulated AI logic.
Assignment: Design and present the prototype, explaining the AI mechanisms employed to adapt the user interface.

Module 6: Developing Interactive Media for Social Engagement
Objective: Create interactive media content designed for social platforms, focusing on user engagement and shareability.
Project: Design an interactive social media campaign that encourages user participation and content generation.
Assignment: Implement the campaign design in a mock-up format and outline the strategy for tracking engagement and participation.

Module 7: Integrating AI for Content Automation in Interactive Media
Objective: Utilize AI tools for automating content creation and customization in interactive media projects.
Project: Create an interactive media project that features AI-generated content, such as text, images, or video, tailored to different user inputs.
Assignment: Submit the final project, including a report on how AI was used to generate and customize content automatically.

References:

2. "About Face: The Essentials of Interaction Design" by Alan Cooper, Robert Reimann, and David Cronin.
3. "Artificial Intelligence for Interactive Media and Games" by Antonio Jose Rodrigues and Luis Paulo Reis (Editors) – Note: Books directly combining AI with interactive media design are emerging; this suggested title reflects the interdisciplinary nature of the subject.

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**Course Objective:**
1. To understand the principles of design
2. To put all the principles of design into practice for communication design.
3. To inculcate the habit of 'Design Thinking' among students
4. To study the several types of eye movement with respect to diverse media.
5. To design layouts in accordance with global design standards.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Identify errors in balance and color combinations in design.
2. Create original designs by integrating everyday objects and nature.
3. Develop innovative layout designs that cater to diverse media platforms.
4. Identify Blind Spots and Hot Zones in a design and alter them using power-packed design elements.
5. Utilize page layout design elements to produce a lab journal.

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**Module 1:**
Law of Balance. Symmetric (Formal) Balance, Asymmetric (Occult) balance. How to identify imbalanced layout. How to balance the elements of design using these two types of design.

**Module 2:**

**Module 3:**
Designing Layout using size variations, Allocation of space for each element to create a homogenous design experience. Creative emphasis by bringing about size variation in typography and illustrations.

**Module 4:**
Designing Layouts using the Grid system of design space allocation, so that each element inside the designs gets importance and are balanced. Application of Law of Unity by combining Typography with visuals and the space allocation thereof.

**Module 5:**
Designing lab journal applying the page design and layout concepts.

**References:**

Public Relations and Corporate Communication Campaign

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**Course Objective:**

To provide the students a hands-on experience with skills required to run a Public Relations campaign on a social cause and equip them to build a career according to the industry requirements.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Gain a deep understanding of the cause chosen, and craft a process of public relations and corporate communication Campaigns.
2. Profiling the targeted audience for the campaign, based on the theme chosen.
3. Gain a good understanding of the financial planning required for the PR Campaign.
4. Develop an understanding of marketing strategies that are necessary for reaching out to the targeted audience.
5. Design creative strategies and tools and develop mechanisms to evaluate their effectiveness.

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**Module 1:**
Topic Selection – Social Significance
Research and data collection
Formulation of Objectives
Validation of Objectives and viability of the campaign

**Module 2:**
Identification of the target audience – Target Profile – Demographic and Psychographic Profile

**Module 3:**
Budget – Financial Plan and Analysis of Constraints
Sponsorship and funding
Strategies and Tactics – Action Plan – Planning of Series of events based on a central theme
Division of work and Task segmentation

**Module 4:**
Media tools planned and Messages intended - Creative strategies
Co-ordination and Execution
Crisis Analysis and strategic handling

**Module 5:**
Feedback mechanism and Evaluation
Review methods and tools employed
Report writing and presentation
Semester VIII

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**Course Objective:**
This course requires students to complete a one-month internship within the media industry, where they can apply their knowledge of visual communication and AI in a real-world setting. Through direct involvement in industry projects, students will gain insights into the professional work culture, enhance their technical and soft skills, and develop a deeper understanding of their field of interest. The internship is complemented by the submission of a detailed work report and an internship completion certificate, endorsed by the supervising authority at the host organization.

**Internship Objectives:**

- **Industry Exposure:** Gain practical experience by engaging in projects related to visual communication and AI, understanding the workflow, tools, and methodologies used in the industry.
- **Professional Networking:** Build professional relationships and expand your network within the industry, opening doors to future employment opportunities.
- **Skill Enhancement:** Apply theoretical knowledge to practical tasks, refining both technical skills in visual communication and AI, as well as soft skills such as teamwork, communication, and problem-solving.
- **Career Clarification:** Gain clarity on career paths and roles within the media industry that best align with individual skills, interests, and professional goals.

**Internship Requirements:**

- **Internship Placement:** Secure an internship position at a company or organization within the media industry that offers exposure to visual communication and/or AI applications.
- **Duration:** Complete a minimum of one month of full-time work as an intern.
- Daily Work Report: Maintain a daily log of tasks, learning experiences, and observations. This report should include comments or feedback from a supervisor or authorized person within the organization.
- Internship Completion Certificate: Obtain a certificate or letter from the host organization upon successful completion of the internship, verifying the duration and nature of the internship.
- Final Work Report: Compile a comprehensive report summarizing the internship experience. This report should include an introduction to the host organization, a description of projects worked on, skills developed, learning outcomes, and a reflection on the overall experience.
- Presentation: Present the internship experience and key learnings to faculty and peers. This presentation should highlight significant contributions to projects, challenges faced, and how the experience has influenced your career aspirations.

**Assessment Criteria:**

- Quality of Work Report: Clarity, depth, and insightfulness of the final work report and presentation.
- Supervisor Feedback: Positive feedback and evaluation from the internship supervisor or authorized person, emphasizing the student's contribution, work ethic, and professional behaviour.
- Reflection and Learning: Demonstrated understanding of the industry, critical reflection on the internship experience, and articulation of personal and professional growth.
### Portfolio Presentation

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#### Course Description:

- This course is designed to guide students through the process of creating, refining and presenting a professional portfolio. The course will emphasise on effective demonstration of students’ unique style, technical proficiency and conceptual development. Students will compile a diverse range of projects that highlight their abilities and creative vision.
- Students have to attend a Viva-Voce (Individual) on the date of submission of their projects with appropriate evidences as per the project guide’s instruction.

### Capstone Project in Visual Communication and AI

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#### Course Objective:

This capstone project provides a culminating academic and intellectual experience for students, allowing them to explore their chosen area of interest within visual communication deeply. Students will employ both manual techniques and AI-based tools to conceive, develop, and complete a significant project that demonstrates their expertise, creativity, and technical skills. The course is designed to prepare students for professional practice or advanced study, showcasing their ability to innovate and adapt to the evolving field of visual communication.

#### Course Outcomes (Cos):

**After completing the course, learners should be able to:**
1. Develop and execute a comprehensive project in a specialized area of visual communication.
2. Utilize AI-based tools and manual techniques effectively to enhance the quality, efficiency, and innovation of visual communication projects.
3. Analyze and integrate user-centered design principles in the creation of digital products.
4. Produce a substantive piece of research, creative work, or practical application that contributes to the field of visual communication.
5. Demonstrate the ability to independently manage a complex project from conception through to completion.

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Project Areas (Any One)

1. **Graphic Designing**: Develop a comprehensive branding or advertising campaign for a hypothetical or real client.
2. **UI/UX Designing**: Design and prototype a web or mobile application addressing a specific user need or problem.
3. **Animation**: Create a short animated film or interactive animation project.
4. **Video Production**: Produce a documentary, short film, or commercial, incorporating AI for aspects like editing or effects.
5. **Research Publication**: Conduct original research in a specific area of visual communication and prepare a paper suitable for publication in a peer-reviewed journal.
Data Journalism

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**Course Objective:**
This unit will explore the practice and theoretical underpinnings of data journalism, whereby news content is organized around structured pieces of data, as opposed to conventionally structured news stories. Students will learn how to access key public databases, extract stories from them, and make the data available in visualisations that facilitate citizens’ own inquiries and investigations. Students will be acquainted with the history and current practice of data journalism, including key international examples.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Understand the concept of data journalism, its growth and development throughout the history and impact of data journalism in the current scenario.
2. Identifying the data, various data sources and the process of preparing data for a story
3. Understand the importance of visualisation techniques in a news room. Also, will be able to identify the importance of visualisation in reaching the audience.
4. Demonstrate the skill of data visualisations and different story narratives
5. Acknowledge the ethical concerns related to the data journalism field.
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**Module 1: Introduction to Data Journalism**
What is Data- Difference between data and the information- Definition of Data Journalism- Nature and scope of Data Journalism- Changed News Industry- Impact of data journalism on the current news industry- Growth and development of data journalism.

**Module 2: From Data to Story**
Understanding the data- Common data formats- Data Sources-Cleaning the data-Scraping the data- Organizing the data- Verifying the data-Summarizing and simplifying the data- Interpretation of data- Essential Statistics- Evaluation- Data Privacy.

**Module 3: Visualization in News Room**

**Module 4: Data Visualisation and Story Telling**
Transforming data in to information- Finding the story in the data- Data driven stories- Designing Principles- Color Perceptions- Graphical forms- Types of charts- Purpose of data visualisations- Best Practices of Data Visualisation- Infographics- Various story telling methods- Media Narratives- Data Journalism Process.

**Module 5: Ethics in Data Journalism**
Subjectivity Vs Objectivity- Sources- Possible biases in data journalism process- Various dimensions of visual story telling- Humanity concept in data journalism- Professional ethics-
Qualities of a good data journalist- Confidentiality in data journalism- Ethical concerns in immersive projects- Best ethical practices in data journalism.

References:

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Course Objectives:
The course on Health Communication aims to equip students with a comprehensive understanding of the multifaceted dynamics involved in promoting health and wellness through effective communication strategies. Students will also explore contemporary approaches to health care marketing, incorporating interactive and social media strategies, and honing their skills in advanced writing and research methods specific to health communication.

Course Outcomes (Cos):
After completing the course, learners should be able to:
1. Demonstrate the understanding of Health Communication Dynamics
2. Apply Cultural Competence in Health Communication
3. Utilize Effective Interpersonal Communication Skills
4. Implement Contemporary Health Marketing Strategies
5. Analyze Media Representations and Ethical Considerations.

CO – PO Mapping:
Unit 1: Characteristics of Health Communication
Barriers to Effective Health Communication; Strategies to improve health communication; Understanding culture to promote health communication; Health and Media: Changing health behaviour.

Unit 2: Health care system in India
Introduction to Epidemiology for Health Communicators; Effective interpersonal communication between health care provider and client; Impediment to a Sound Provider-Patient Relationship; Community Involvement in Health communication; Engaging patients in healthcare; Health literacy.

Unit-3: Contemporary Health Care Marketing
Interactive Marketing Communications; Advanced Writing for Health Communicators; Research Methods for Health Communicators; Social Media Strategies and Tactics for Health Communicators; Writing about medicine; Mobile Health Design.

Unit 4: Media Representation of Health Issues
Analysis of media portrayals of health topics, including illness, disease, and healthcare policies-Influence of media framing and agenda-setting on public perceptions of health issues. Ethical considerations in reporting on health-related topics-Media advocacy and health journalism.

Unit 5: Emerging Trends in Health Communication
Integration of technology and innovation in health communication, Telemedicine and remote patient communication, Social marketing for health promotion.

References:
Course Objective:
The students are exposed to the comprehensive and contemporary concepts of professional practice in integration and synergy of strategic advertising and brand management, design, and implementation techniques for all the presentable marketing formats like print, broadcast, and new digital media. They will also analyze case studies from the advertisement industry from the perspective of Integrated Marketing Communication (IMC).

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Understand the Concept and the need for IMC in today's marketing scenario.
2. Comprehend the techniques of ideation and designing for diverse types of advertising media
3. Understand advertising as an essential marketing tool and to create advertisements in different layouts and sizes
4. Produce advertisements for various media like TV, Newspaper, and Online Media
5. Perceive the ethical standards required for ad practitioners

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Unit 1: Basics and Foundation

Unit 2: Modern Advertising and IMC
Synergy and Integration for Marketing Communication - Persuasion, Argument and Emotions - Marketing and Consumer Behaviour – Integrating Advertising with other Elements - Design and Strategies - Cognitive and Affective Execution Frameworks:
Animation and Demonstration. Effective Advertising - Market and Economic Effects and Intensity of Advertising. How does the Advertising Agency function?

**Unit 3: Strategies and Elements of Branding**


**Unit 4: Brand Management**


**Unit 5: Creative and Production Process**


**References:**


### Screenplay Writing for Video Production

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**Course Objective:**
- To make the learner explore the fundamental elements of visual storytelling.
- To develop a nuanced understanding of screenplay formatting standards and conventions.
- To cultivate critical thinking skills through the analysis and critique of professional screenplay.
- To foster collaboration and communication skills by engaging in peer review sessions and collaborative screenplay writing exercises.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Analyze the structural components of storytelling to write an engaging script.
2. Develop complex characters with compelling motivations and goals.
3. Construct captivating plots by implementing various types of conflict.
4. Utilize industry-standard screenplay formatting guidelines and software tools to create professional-grade screenplays.
5. Draft a bound script with a pitch deck aimed to get picked by a production company.

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**Unit 1: Introduction to Screenwriting**
- Understanding Story, Story structure and its impact on audience engagement
- The Three Act Structure: Act 1 Setup – Introducing characters and the world, Act 2 Confrontation – Building tension and conflicts, Act 3 Resolution – Bringing the story to a conclusion
The role of conflict in storytelling: Introduction to protagonist and antagonist dynamics, establishing tone, setting, and character introductions
The eight-sequence structure based on the three-act structure, Breaking down a film into eight sequences
Understanding drafts: Rough draft, 1st draft up to the final draft, converting an idea to a compelling story

Unit 2: Character Development
- Crafting compelling and relatable characters: Building a character profile: motivations, goals, flaws
- Establishing character arcs: Understanding the character's transformation throughout the story (Hero’s Journey)
- Examining character motivation: How character motivations drive the plot, balancing internal and external motivations
- Developing unique character voices: Writing dialogue that reflects individual character personalities, Using native speech patterns and language choices effectively
- Character relationships and dynamics: Exploring interpersonal relationships and conflicts, Creating chemistry and tension between characters

Unit 3: Plot and Conflict
- Constructing engaging plots: The importance of a strong central conflict, Developing a compelling premise
- Implementing conflict and tension: Types of conflict: internal, interpersonal, and external, escalating tension in the pressure points, releasing the pressure
- Utilizing subplots effectively: Integrating subplots to enhance the main storyline, balancing main plot and subplots- Plot twists and surprises, incorporating unexpected turns to captivate the audience, Foreshadowing and misdirection in storytelling
- Balancing pacing in storytelling: Managing the rhythm and flow of the narrative, Techniques for maintaining audience engagement

Unit 4: Dialogue and Scene Writing
- Writing authentic and impactful dialogue: Understanding character voices in dialogue, Subtext and hidden meanings in conversations.
- Crafting scenes for visual storytelling: Creating vivid and engaging visual descriptions, utilizing action to convey character emotions and plot progression.
- Balancing exposition and action: Delivering necessary information seamlessly, using action to reveal character traits and plot details.
- Importance of setting in scenes: The role of the environment in shaping scenes, using setting to enhance mood and tone.
- Mastering tone and mood through dialogue: Matching dialogue to the overall atmosphere of the screenplay, conveying emotions through dialogue.
Unit 5: Formatting and Screenwriting software

- Understanding screenplay formatting: Proper formatting guidelines for industry standards, The importance of clarity in presentation
- Using Screenplay writing software: Introduction, UI, shortcuts, formats, shot division, shot list, mood boards, outline, beat sheet, preparing call sheets, scheduling, shooting reports: daily log, edit log
- Exploring industry standards and practices: Navigating the professional landscape of screenwriting, Understanding the expectations of producers and directors
- Reviewing professional screenplay examples: Analyzing well-executed screenplays from various genres, identifying formatting and storytelling techniques used in films
- The role of visual elements in a screenplay: Incorporating visual descriptions to enhance the reading experience, Balancing dialogue and action for visual impact
- Preparing for industry pitch meetings: Crafting a compelling pitch for selling a screenplay, Understanding the do's and don'ts of pitch meetings, creation and presentation of a pitch deck

References:

1. “Screenplay: The Foundations of Screenwriting” by Syd Field
3. “Poetics” by Aristotle
4. “Story: Substance, Structure, Style and the Principles of Screenwriting” by Robert McKee
5. "Save the Cat! The Last Book on Screenwriting You'll Ever Need" by Blake Snyder
7. "Writing Dialogue for Scripts" by Rib Davis
Course Objectives:
This course provides an understanding of the theoretical foundations and historical evolution of development communication, including its role in promoting social change and sustainable development. Explore various communication theories and concepts relevant to development communication, such as participatory approaches, social change theories, and cultural considerations, to analyse and critique their application in real-world contexts. It will help to Evaluate the role of media and technology, both traditional and new, in facilitating development communication initiatives, considering their impact on information access, dissemination, and ethical considerations. Develop practical skills in visual communication strategies for development, including visual storytelling techniques, design principles, and the use of photography and videography to convey messages effectively to diverse audiences.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Critically analyze the historical evolution and theoretical foundations of development communication.
2. Demonstrate proficiency in applying various communication theories and concepts to analyse and critique development communication initiatives.
3. Evaluate the impact of media and technology, both traditional and new.
4. Develop practical skills in visual communication strategies for development.
5. Design, implement, and evaluate development communication projects, drawing upon their theoretical knowledge and practical skills to address real-world social issues.

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Unit 1: Introduction to Development Communication

Unit 2: Communication Theories and Concepts in Development
Communication Models and Theories, Participatory Communication Approaches, Social Change Theories, Cultural and Contextual Considerations in Development Communication.

Unit 3: Media and Technology in Development Communication
Role of Media in Development, Traditional vs. New Media in Development Communication, ICTs (Information and Communication Technologies) for Development, Ethical and Access Considerations in Media and Technology Use.

Unit 4: Visual Communication Strategies for Development

Unit 5: Case Studies and Applications
Case Studies of Successful Development Communication Campaigns, Analysis of Visual Communication Strategies in Development Projects, Field Visits or Practicum to Apply Learning in Real-world Settings, Group Projects or Presentations on Applying Development Communication Principles to Address Social Issues.

References:

Elective B

Environmental Communication

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**Course Objectives:**
This syllabus provides media students with a comprehensive understanding of environmental communication, focusing on theoretical foundations, media coverage analysis, visual communication strategies, digital media applications, and hands-on experience in developing environmental campaigns.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Demonstrate an understanding of key environmental issues through the lens of communication theories and concepts.
2. Develop media literacy skills necessary for effective environmental reporting
3. Acquire proficiency effectively communicate environmental messages and engage audiences in environmental advocacy efforts.
4. Apply digital media strategies, including social media for environment communication
5. Design environmental communication campaigns targeting specific environmental issues, utilizing a variety of communication channels and strategies.

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**Unit 1: Introduction to Environment Communication**
Overview of Environment Communication: Definitions, Scope, and Importance- Understanding Environmental Issues: Climate Change, Biodiversity Loss, Pollution, etc.- Role of Media in Environmental Advocacy and Awareness- Historical Evolution and Development of Environment Communication- Ethical Considerations in Environment Communication.
Unit 2: Environmental Journalism and World Environment

Unit 3: Media Coverage of Environmental Issues

Unit 4: Digital Media and Environmental Activism
Role of Digital Media Platforms in Environmental Activism: Social Media, Blogs, and Online Communities-Digital Storytelling Techniques for Environmental Campaigns- Citizen Journalism in Environment Reporting- Environmental Activism and Online Advocacy: Successes, Challenges, and Case Studies.

Unit 5: Environmental Communication Campaigns
Planning and Implementing Environmental Communication Campaigns-Stakeholder Engagement and Community Mobilization Strategies-Evaluating the Effectiveness of Environmental Communication Initiatives-Environmental Advocacy Skills: Lobbying, Public Speaking, and Grassroots Organizing.

References:

Introduction to Typography

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**Course Objective:**
The course gives insights into the comprehensive understanding of typography and its significance in visual communication. Students will explore the rich history of typography, tracing its evolution from its earliest origins to modern-day practices, and identifying key milestones and innovations along the way. Special emphasis will be placed on the contributions of Johannes Gutenberg, whose invention of the printing press and movable type revolutionized mass communication and dissemination of knowledge.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Grasp the fundamental principles of typography and its role in visual communication.
2. Analyze historical developments and milestones in the evolution of typography.
3. Critically evaluate typographic designs in terms of readability, legibility, and visual impact.
4. Analyze typography’s significance in various design contexts.
5. Demonstrate a commitment to ethical and professional standards in typography practice.

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**Unit 1:**
The evolution and contemporary landscape of typography
Introduction to typography Explanation, importance, and practical uses.
Historical perspective, moveable type to print text, printing technologies, and Development of typography from ancient eras to contemporary times.
Johannes Gutenberg and his contributions

**Unit 2:**
Typefaces and design techniques.
Printing and typography,
Typographic vocabulary: Structure of type, categorization methods, and terminology. The invention of writing, The development of the alphabet, The invention of printing,
Unit 3:
Typographic Composition
Typographic hierarchy: Creating visual hierarchy using type size, weight, and style.
Grid systems: Introduction to grid-based layout design for effective typography.
Alignment and spacing: Techniques for achieving balance, rhythm, and consistency in typography.

Unit 4:
Typographic Applications
Print typography, Typography in editorial design, advertising, posters, and signage.
Digital typography, Typography for web design, user interfaces, and mobile applications.
Branding and identity, vs. brand identity and corporate design. Typography and AI tools

Unit 5:
Understanding typeface anatomy, Exploring letterforms, strokes, serifs, and terminals.
serif typefaces, the rise of sans-serif typefaces, phototypesetting, digital typography, the emergence of web typography
Factors influencing typeface choice

References:

4. Adobe Typography resources: Adobe offers online articles and tutorials on typography principles and techniques.
5. "The Elements of Typographic Style" by Robert Bringhurst
Media and Gender Studies

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Course Objective:
- To familiarize students with the concept of gender and the allied concepts.
- To help students perceive, understand, and interpret issues of gender in various cultural texts in India, particularly in mass media representations, including advertising.
- To understand the gender status and challenges.
- To understand the role and impact of the media in shaping the gender roles.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Understand the key concepts of gender and its related studies
2. Interpret the gender development and the impact of various social institutions on it.
3. Interpret and analyse the portrayal of gender in various media
4. Identify the social status and challenges related to gender; also, the role of media in empowering gender roles
5. Understand and interpret various theoretical backups for gender studies.

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Module 1: Key concepts in Gender Studies
Concept of gender-Gender Identity- Constructing sex and gender- Social structure and institutions- Patriarchal and Matriarchal social order- Gender and development- Gendering history in India- Femineity and Masculinity.

Module 2: Gender and Development
Gender Equity- Gender Equality- Sustainable development and Gender Roles- Role of Socio-Religion and Caste- Cultural Practices- Shifts in gender role – Gender Injustice- Gender Stereotypes-Impact of media in gender development- Role of media in gender development.
Module 3: Gender and Media
Portrayal of gender in advertising- Portrayal of gender in films- Portrayal of gender in other entertainment sectors- Coverage of gender issues by various news medias- Differentiation in gender in the coverage of gender issues- Hegemonic and normative ideas of gender and sexuality in selling and buying products- Consumption of goods/ bodies - Commodification and objectification- Reinforcement of caste/class/gender binaries by media- Criticisms.

Module 4: Media and Gender Status Issues, Challenges
Gender and Family- Violence- Health- Education- Personal life- Professional life- economic participation- political participation- leadership- Gender empowerment challenges-Changed perspectives in contemporary scenario.

Module 5: Media and Gender Advocacy
Media and Gender Mainstreaming- Human rights- Right to development- Gender Theories- Feminist Theories- Role of Media in constructing ideologies enabling gender inequalities- Market and gender construction- Global hegemonic ideologies.

References:

Visualisation Techniques for Film Making

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Course Objective:
- To give an idea on cinematic storytelling.
- Students will be able to identify the importance of visual research.
- Students will be able to develop skills in interpreting screenplays.
- To find solutions to problems arise during film production.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Understand the key techniques in visualisation of motion pictures.
2. Apply ideas in cinematic visualization for pre-production.
3. Interpret and visualize film screenplays.
4. Create lighting setup for scenes according to the context, mood and tone
5. Create short films by coordinating different stages of film making.

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Unit 1: Introduction to Visualization Process
Visual Literacy; Storytelling; Dynamics of Cinematic Storytelling; Visual Story Telling Techniques; Pre-Visualization; Importance of Visual Research; Story and Plot; Act structures; Character Arc; Understanding Themes, Time Organizing Techniques; Case Studies; Film Production Stages.

Unit 2: Visualisation and Pre-Production
Pre-production stage; Key people: Writer, Producer, Director; Roles and responsibilities; Script Reading; Shot list; Mood Boards; Location Scouting; Scheduling; Budgeting; Casting; Creating Story Boards; Deciding the Visual Scheme: Colours; Art and Production design; Costume design.

Unit 3: Film Screenplay: Genres and Themes
Interpreting the Screenplay, script breakdown: Decoding the Subtexts and Metaphors; Story Line; Shooting Script; Floor Plan; Actor blocking; Film Genres and visualisation; Film Themes and visualisation.

Unit 4: Film Production
Camera: Shot types; Angles; Movement; Duration; Lights; Quality and properties; Colour temperature; Lighting techniques; One point, two point and three-point lighting; lighting ratios; High key; Low key; Lighting and mood; Lenses; Depth of field: Deep focus; Shallow focus; Visual Effects Integration; Aspect Ratio.

Unit 4: Editing and Sound Design
Different Styles of Editing: Analytical Editing, Continuity Editing: Matching consecutive actions; Extent of change in image size and angle; Matching Tone; Montage; Violating Continuity Style; Key Concepts in Sound Design: Importance of Silence, Creating Soundscape, Dialogues and Subtexts, Folley, ADR; Creative Practises in Sound Design; Sound and visualisation: ambience, effects, music; sound and emotion; sound and space; auditory aesthetics; pacing and rhythm, attention and focus.

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Event Management

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**Course Objective:**
This course aims to provide students with a comprehensive understanding of event management by covering key topics such as the definition and significance of event management across various industries, the scope and opportunities within the field, and the roles and qualities of event planners and managers. Through units focusing on event planning, team dynamics and responsibilities, marketing and promotion, and public relations and branding, students will develop essential skills in conceptualization, budgeting, logistics, client communication, and crisis management, preparing them for successful careers in the dynamic world of event management.

**Course Outcomes (Cos):**

After completing the course, learners should be able to:

1. Understand about the various types of events.
2. Develop skills in event planning, including conceptualization, budgeting, logistics, and risk management.
3. Analyze the importance of teamwork in event management and effectively communicate within event teams as well as other key people in the events.
4. Develop marketing and promotional strategies for events, including target audience identification and sponsorship activation.
5. Understand the role of public relations and branding in event management and be able to implement strategies for brand reputation and crisis management.

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**Unit 1- Introduction and Overview to Event Management**
Definition and meaning of event management, Significance of event management in various industries, Scope and opportunities in the field of event management, Event Planner, Event Manager, Qualities of event manager, Types of events: Corporate Events, Social Events, Community Events

Unit 2- Event Planning
Significance of proper event planning, Conceptualisation and event design, Establishing objectives, Budgeting and financial planning, Venue selection and arrangements, Logistics, Marketing and promotion, Risk management and contingency planning, Lighting in events, Audio Visuals in events, Sound systems, Catering and Hospitality services, Managing resources, Checklists, Evaluation and Post event analysis

Unit 3- Event Team and Responsibilities
The Nature of Teams, strengths and weaknesses of teamwork, Organizational policy-making Teams, Task Force or cross-Functional Teams, Forming the event team, Vendors, Outsourcing Strategies, Negotiating Tactics, Client communication and relationship management, Vendors and supplier coordination, Onsite management and coordination, Accountability and Responsibility, Responsibilities of an event manager

Unit 4- Marketing and Promotion
The need for marketing, Understanding the role of publicity, Target audience identification, Promotional strategies, Revenue Generation and Funding, Sponsorship Activation, Consumer Expectations, Marketing Mix, Promotional Mix, Media Mix

Unit 5- Public Relations and Branding in Events
Concept of Public Relations, PR for Events, Media Relations in events, Writing for events, Event Branding, Strategies and tactics of event branding, Brand Reputation, Crisis Management in events, Emerging trends in events, Case Studies

References:
1. Event Management & Public Relations by Savita Mohan
2. Start And Run Event planning business by Cindy lemaire
3. Mardi foster-walker Start Your Own Event Planning
5. Event Entertainment and Production - Mark Sonder, CSEP - Publisher: Wiley &Sons, Inc.
6. Special Event Production - Doug Matthews
7. The Event Marketing Handbook – Saget Allison
9. Event Marketing and Event Promotion Ideas - Eugene Loj
Elective C

Advanced Photography Lab

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**Course Objectives:**

- To make learners understand the importance of light in visual story telling.
- To enhance learners understanding on lighting different subjects.
- To impart learners hands on training in using different lighting equipment's.
- To equip learners to visualize and understand different lighting designs.
- To make the learners to design lighting set up according to the subject and produce photographs.

**Course Outcomes (Cos):**

After completing the course, learners should be able to:

1. Understand principle of light and lighting.
2. Distinguish lighting for different subjects.
3. Appraise light in revealing the story and emotion.
4. Compare different lighting setups.
5. Produce photographs showcasing lighting techniques that meet real-time standards.

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**Unit 1: Principles of Light and Lighting**

Introduction to Lights: brightness, colour, contrast; Lighting and story telling; Light vs lighting; Subjects and lighting: transmission, absorption, reflection; Principles of lighting: size, height, direction, distance, quality, family of angles; Inverse square law; Managing reflections; Outdoor natural lights; Continuous light; Strobes; Guide numbers; Flash sync; Colour spaces; Light metering: incident vs reflected; Lighting modifiers and shapers; Lighting ratios; Lighting diagram.

**Unit 2: Subjects and Lighting**
Understanding the subjects and surface appearances; Revealing shape and contours; Metal subjects; Glass subjects; Human subjects; Lighting on location; Diffusion and bounce; Fill flash; Mixing strobe with ambient light; Setting the backdrops.

Unit 3: Posing and Portraits
Human subjects and posing techniques: Single, Couple, Group; Indoor lighting: One point lighting portrait photography - split lighting, loop lighting, Rembrandt lighting, butterfly lighting broad and short lighting, High key and low-key lighting; Multiple light setups; Practicing lighting ratios.

Unit 4: Posing and Portraits
Types of lenses and Size and scale; Lighting direction: top, front, back, under; Composition and story telling; Lighting glass product: bright field, dark field; Eliminating lens flare and unwanted reflections; Metal product: bright reflection, dark reflection; Combining dark and bright; Hiding and adding reflections; Liquid subjects: static, in motion; Jewlery: backgrounds.

Unit 5: Creative lighting designs and special techniques
Food photography: prepping, plating, lighting; Beauty products; Fabrics and clothing; Electronic products; Capturing extremes: White on white: Opaque backgrounds, Translucent backgrounds; Black on black: Opaque backgrounds, Glossy backgrounds; Lenses and family of angles: wide, tele, standard.

References:

Copywriting for Advertising Practice

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**Course Objectives:**
- To empower students with the know-how of creating advertising concepts and copy from the creative brief
- To prepare them for taking up jobs like that of social media writers, creative content writers, and copywriters in advertising agencies.

**Course Outcomes (Cos):**

After completing the course, learners should be able to:

1. Decode a marketing brief and convert it into a creative brief
2. Develop creative concepts for brands
3. Write taglines, develop brand names, and creative copy for print and outdoor ads
4. Develop innovative concepts and copies for radio and television
5. Create social media ads

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**Unit 1:**
Understanding Marketing Brief, and Structuring a marketing brief with key points. Converting the Marketing Brief into Creative strategy. Understanding target groups and brand guidelines.

**Unit 2:**
Compose Copy matter for Print Media, write taglines / slogans, create names for brands, unique concepts for outdoor ads, colour theory in ads.

**Unit 3:**
Writing radio ads and jingles, concepts and scripts for TVCs.
Unit 4:
The art of storytelling in advertising and how copywriting contributes to create compelling stories.

Unit 5:
Analysis of case studies, Integrated Marketing Communication campaigns including merchandise ideas.

References:

2. David Ogilvy, Confessions Of An Advertising Man, Southbank Publishing; REV ed. edition (1 September 2011)
Development-Communicational-Video Production Lab

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Course Objectives:

The course focuses on The Indian Society, the process of development, and the role of communication within it. Specific topics include national development issues, programs, and projects, and skills in developing communication material across various media platforms.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Understand various aspects of society, its global position, major development issues, and the impact of communication on addressing these challenges.
2. Develop the basic communication skills required for reporting issues.
3. Demonstrate the techniques of reporting in developing news stories.
4. Research and create reports on development policies and current affairs.
5. Produce videos that address relevant societal development issues.

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Unit 1: Introduction
- Concept, Models, Theories, and Approaches of Development Communication.
- Concept of Communication: Scope and Elements of Communication process.

Unit 2: Communication Skills
- Essential qualifications of an effective speaker
- Conversation, extemporaneous speaking, group discussion
- Requirements for effective listening
- Dynamics of effective reading
- Functional forms like stories, editorials, book reviews, essays, etc.
Unit 3: Techniques of Reporting
- Techniques for gathering news including observation, interviews, and research.
- Developing story ideas and maintaining diaries, research methodologies and follow-ups

Unit 4: Reporting Development Policies and Current Issues
- Various development topics such as population, health, agriculture, education, etc.
- Discussion on major development programs and government approaches.

Unit 5: Video Production
- Development communicational video production, including short videos and documentaries

Reference:
Technical and Professional Communication for Media Practice

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**Course Objective:**
To enable the students with the general principles of writing for various media platforms and effectively use different types of leads to create an accurate, inviting introduction to a news story or news release. The course will also enable the students to produce workspace documents, including memos/letters, instructions, and proposals; create usable, readable, and attractive documents; prepare and deliver oral presentations; collaborate with others; write coherent, concise and correct sentence.

**Course Outcomes (COs):**

**After completing the course, learners should be able to:**

1. Produces workspace documents like memos, letters etc.
2. Comprehending technical and professional writing style.
3. Students will be able to prepare and deliver oral presentations.
4. Presenting technical paper.
5. Equipping with proper proof-reading techniques.

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**Unit 1:**

**Unit 2:**
Special technical documents 2- Information Management - design, development, delivery, quality assurance, translation, Resume (cover letter, resume, and vitae) Memorandums, letters (Request letter, Letter of apology, customer response, and persuasion)

Unit 3:
Special technical documents 3- E-mails – correspondence, text messages, Minutes, agendas, microblogging.

Unit 4:
Special technical documents 3- Technical proposals and reports, Manuals, brochures, prospectus, notes, Project abstracts,

Unit 5:
Editing and proofreading- Grammar, spelling, punctuation. AI tools and content creation, plagiarism, fact verification, data mining and analysis

Suggested Readings:

Suggested Links:
1. https://www.tcbok.org/
2. https://www.stc.org/
10. https://istc.org.uk/
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Art Direction for Advertising Practice

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**Course Objective:**

- To familiarize students with the basic principles of advertising through visual media
- To enable students to demonstrate the principles of graphic design, layout, and production of advertisements for various media.
- To enable students to understand brand guidelines and budget and deliver within these parameters.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Develop creative concepts based on creative strategy
2. Apply colour theory and brand guidelines in their creative concepts
3. Produce advertisements for print, social media, and TVCs
4. Understand and work with various art direction tools for different media
5. Convert script into visually attractive and impactful ads

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**Unit 1:**
Art Direction in Advertising - roles and tools of the art director in understanding creative strategy, colour theory, gestalt principles, importance of brand guidelines and budgets.

**Unit 2:**
Graphic Conceptualization: visual metaphor, languages- meaning full lettering, Logo Designing, Creating art with graphics - typography, colour, visual composition, techniques and technologies.
Unit 3:
Art direction in ad photography - product shoots, profile shoots, outdoor stills, brochure, etc. using lights, props, and people.

Unit 4:
Art Direction in TVCs and social media ads – long form and short form ads – seasonal ads, festival ads, thematic ads, musical ads, etc.

Unit 5:
Applying AI in art direction in ads – print, social media, and TVCs – analysis of existing works and developing new concepts.

References:

Film Appreciation and Analysis Lab

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Course Objectives:
- To appreciate and analyse films.
- To analyse films by drawing upon the different elements of film.
- To critically analyse films through socio-political lens.
- To understand different film theories and using it to analyse films.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Understand the key concepts of film analysis and appreciation.
2. Interpret and analyse the technical aspects of film production.
3. Analyse and appreciate the works of master film makers.
4. Develop research interest in film studies and appreciation.
5. Write reviews, analysis and articles on cinema.

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Unit 1: Introduction to film analysis and appreciation
Key concepts in film analysis and appreciation; Ways of reading a film; Narrative and Narration; Form; Content; Story; Inductive approach and Deductive approach – Social, Political, Economical, Cultural, Technical and Aesthetic aspects of Cinema; Films and social criticism; Camera; Editing.

Unit 2: Cinematography, Sound and Editing
Cinematography: Framing, composition, camera movement, depth of field, lighting; Editing: Continuity editing, montage, pace, rhythm, parallel editing. Sound: Diegetic vs. non-diegetic sound, soundscapes, sound effects, music.

Key Films: Orsen Walles - Citizen Kane (1941), Francis Ford Coppola - The Godfather” (1972), Alfred Hitchcock - Psycho (1960), Francis Ford Coppola - The Godfather Part II"
Unit 3: Film Narrative, Semiotics and Screenplay


Unit 4: Identities, Representations, Gender

Identity crisis: Existential angst; Social identity; Race, Ethnicity, Nationality, Social class; Individual identity: self-identity, inner conflict; Gender and sexual identity: femininity, masculinity, gender roles.


Unit 5: Film Theories and Analysis

Auteur theory; Genre theory; Critical theory: Psychoanalytic theory; Marxist theory; Feminist theory; Queer theory; Cultural studies; Ecocriticism; Post colonial film theory; .

Key films of Alfred Hitchcock, Satyajit Ray, Ritwik Ghatak, Adoor Gopalakrishnan, Ingmar Bergman, Akira Kurosawa, Jean-Luc Godard, Martin Scorsese.


References:


Course Objective:
The objective of the "Niche Journalism Practice" course is to equip students with the knowledge, skills, and ethical considerations necessary to excel in specialized areas of journalism practice.

Course Outcomes (Cos):

After completing the course, learners should be able to:

1. Students will be able to demonstrate a comprehensive understanding of niche journalism, including its significance within modern media landscapes and the diverse sectors it encompasses.
2. Students will be able to apply specialized skills and techniques essential for niche journalism practice, such as proficient research methods, effective interview techniques, and tailored content creation strategies.
3. Students will be able to navigate and utilize various platforms and formats employed in niche journalism, effectively engaging with niche audiences and fostering community interaction.
4. Students will be able to analyze and navigate the ethical and legal considerations unique to niche journalism, ensuring the maintenance of professional standards and compliance with legal regulations.
5. Students will be able to conceptualize and develop entrepreneurial ventures within niche journalism, including the creation of business plans and the implementation of monetization strategies to sustain niche media projects.

CO – PO Mapping:

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</table>
Module 1: Introduction to Niche Journalism
- Overview of niche journalism and its significance in contemporary media landscapes.
- Exploration of different niche journalism sectors, including health, technology, lifestyle, and finance.
- Understanding the audience segmentation and targeting strategies employed in niche journalism.
- Analysis of successful niche journalism platforms and case studies.

Module 2: Niche Journalism Skills and Techniques
- Development of specialized skills and techniques required for niche journalism practice.
- Training in research methods, interview techniques, and data analysis relevant to specific niche topics.
- Instruction on content creation, curation, and storytelling techniques tailored to niche audiences.
- Practical exercises and assignments focusing on producing niche journalism content.

Module 3: Navigating Niche Journalism Platforms
- Examination of various platforms and formats utilized in niche journalism, including websites, blogs, podcasts, and social media channels.
- Instruction on platform-specific strategies for audience engagement, community building, and monetization.
- Guest lectures from industry professionals sharing insights and best practices for niche journalism platform management.
- Hands-on experience in managing and optimizing niche journalism platforms.

Module 4: Ethics and Legal Considerations in Niche Journalism
- Discussion of ethical issues and challenges specific to niche journalism practice.
- Exploration of legal considerations, including copyright, privacy, and defamation laws relevant to niche journalism content.
- Case studies and scenarios addressing ethical dilemmas and legal risks in niche journalism.
- Guidelines and strategies for maintaining ethical standards and legal compliance in niche journalism.

Module 5: Entrepreneurship and Innovation in Niche Journalism
- Introduction to entrepreneurial opportunities in niche journalism, including freelance work, independent publishing, and niche media startups.
- Exploration of innovative approaches and business models for sustaining niche journalism ventures.
- Instruction on audience monetization strategies, including subscription models, sponsored content, and affiliate marketing.
- Practical exercises in developing business plans and pitching niche journalism projects.

References:

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**Course Objective:**
To provide students with a comprehensive foundation for creating dynamic titles and visual effects, equipping them with the necessary skills and knowledge to succeed in the field.

**Course Outcomes (Cos):**

**After completing the course, learners should be able to:**

1. Demonstrate proficiency in using VFX software for titling and visual effects.
2. Create dynamic and engaging title sequences for video projects.
3. Apply advanced titling techniques to create custom title designs.
4. Understand and apply visual effects principles to enhance video content.
5. Compile a professional portfolio showcasing diverse titling and visual effects skills.

**CO – PO Mapping:**

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</table>

**Module 1: Introduction to Titling and Visual Effects**
1. Overview of titling and visual effects concepts
2. Introduction to interface and tools
3. Basic titling techniques using text layers
4. Applying simple visual effects to video footage
**Module 2: Advanced Titling Techniques**
1. Creating animated titles with text animations and presets
2. Designing custom title sequences using shape layers and masks
3. Automate title animations
4. Incorporating 3D text and effects into titles

**Module 3: Visual Effects for Video Enhancement**
1. Understanding visual effects principles
2. Applying effects to enhance video quality
3. Using green screen compositing for visual effects
4. Creating realistic effects with particles and simulation
5. Creating Camera Projections

**Module 4: Advanced Visual Effects and Compositing**
1. Advanced compositing techniques for integrating visual effects
2. Creating complex effects with advanced techniques
3. Using 3D layers and cameras for visual effects
4. Integrating visual effects seamlessly into video footage

**Module 5: Camera tracking and Camera Animation**
1. Analyzing skill of camera tracking
2. Automatic camera tracking and manual camera tracking
3. Camera animation and techniques
4. Adding the composition layers to the camera tracking

**References:**

1. Designing with Motion: Handbook of Motion Graphics Design" by Chris Jackson
2. "The Visual Effects Producer: Understanding the Art and Business of VFX" by Charles Finance
3. "Creating Motion Graphics with After Effects: Essential and Advanced Techniques" by Chris Meyer and Trish Meyer
4. "Typography for Screen: How to Design Effective Typography for Film and TV" by Sarah Frost
5. "Digital Compositing for Film and Video" by Steve Wright
Objectives:
To help students obtain an ability to communicate fluently in English; to enable and enhance the students' skills in listening, speaking, reading, and writing; to impart an aesthetic sense and enhance creativity.

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<th>Cos</th>
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<tr>
<td>CO 1</td>
<td>Demonstrate competence in the mechanics of writing</td>
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<td>CO 2</td>
<td>Summarise audio and written texts to convey messages effectively</td>
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<td>CO 3</td>
<td>Apply mechanics of writing and AI tools to draft academic and professional documents</td>
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<tr>
<td>CO 4</td>
<td>Organise ideas and thoughts for clear written and oral communication</td>
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<tr>
<td>CO 5</td>
<td>Critically evaluate literary texts</td>
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</table>

Unit I
Mechanics of writing - Parts of speech – use of prepositions, adjectives, adverbs and determiners – word order – collocation – concord (Subject-Verb, Pronoun-Antecedent) – kinds and patterns of sentences

Unit II
Tenses - Modal auxiliaries - Reported speech - Active and Passive Voice - Phrasal Verbs - Linkers/ Discourse Markers - Question Tags

Unit III
Pre-writing techniques - Paragraph writing – Cohesion – Development – types: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative - Introduction to the use of Gen AI in writing (AI tools, Do’s and Don’ts while using AI, how to write prompts, etc.)

Unit IV

Unit V
Shashi Tharoor – “‘Kindly Adjust’ to Our English
A. G. Gardiner – “A Fellow Traveller”
Ruskin Bond – “The Eyes Have It”
Mrinal Pande – “Girls”
W. H. Auden – “Unknown Citizen”
W H Davies - “Leisure”

References:
1. Murphy, Raymond, *Murphy’s English Grammar*, CUP, 2004
2. Syamala, V. *Speak English in Four Easy Steps*, Improve English Foundation Trivandrum: 2006
7. Mrinal Pande – *Stepping Out*; Penguin India; 2003
8. W H Auden – *Another Time*; Random House Pub; 1940
10. Sir Ken Robinson – “Do schools kill creativity?”. [https://go.ted.com/6WoC](https://go.ted.com/6WoC)
11. Steve Jobs’ 2005 Stanford Commencement Address. [https://youtu.be/UF8uR6Z6KLc?si=1nMNYJOk3YW7HItF](https://youtu.be/UF8uR6Z6KLc?si=1nMNYJOk3YW7HItF)
12. India Questions Dr Abdul Kalam (aired: August 2007). [https://youtu.be/erg3CmVm6M4?si=YudsxXZOFY1do91C](https://youtu.be/erg3CmVm6M4?si=YudsxXZOFY1do91C)
Objectives:
To train students to convey and document information in a formal environment; to facilitate them to acquire the skill of self-projection in professional circles; to inculcate critical and analytical thinking.

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<td>CO 1</td>
<td>Illustrate comprehension of the fundamentals of writing</td>
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<td>CO 2</td>
<td>Analyse audio text focussing on English phonetics, pronunciation and meaning comprehension</td>
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<td>CO 3</td>
<td>Apply theoretical knowledge to write professional documents</td>
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<td>CO 4</td>
<td>Infer from current news to formulate ideas and opinions</td>
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<tr>
<td>CO5</td>
<td>Prepare appropriate content for mini project and make effective presentation</td>
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</table>

Unit I
Vocabulary Building: One-word substitutes; Antonyms and Synonyms; Words often Confused Error Analysis (Subject-Verb Agreement; Tense Sequence; Usage of Articles and Prepositions; Determiners; Redundancy); Modifiers (misplaced, dangling, etc.)

Unit II
Circulars; Memos; Formal Letter writing; e-Mail Etiquette; Instruction, Suggestion & Recommendation; Essay writing: Analytical and Argumentative

Unit III
Sounds of English: Stress, Intonation - Listening Comprehension (3 pieces – Women in Technology Panel discussion, India Questions Abdul Kalam, UPSC Topper Mock interview Akshat Jain) - Current News Awareness

Unit IV
Reports: Incident Report, Event Report
Situational Dialogue; Group Discussion (Opinion)

Unit V
Mini Project and Presentation

References:
1. Felixa Eskey. *Tech Talk*, University of Michigan. 2005

11. Sample Question Papers from Competitive Examinations

12. Women in Technology Panel discussion
   

13. India Questions Abdul Kalam
   
   [https://youtu.be/erg3CmVm6M4?si=WjP_SV1vy6FrsGHg](https://youtu.be/erg3CmVm6M4?si=WjP_SV1vy6FrsGHg)

14. UPSC Topper Mock interview, Akshat Jain
   
Course Objective(s)

To introduce students to the depths and richness of the Indian culture and knowledge traditions, and to enable them to obtain a synoptic view of the grandiose achievements of India in diverse fields. To equip students with knowledge of their country and its eternal values.

Course Outcomes

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<td>CO1</td>
<td>Increase student understanding of true essence of India’s cultural and spiritual heritage.</td>
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<td>CO2</td>
<td>Emancipating Indian histories and practices from manipulation, misunderstandings and other ideological baggage thus, shows its contemporary relevance.</td>
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<td>CO3</td>
<td>Understand the ethical and political strategic concepts to induce critical approach to various theories about India.</td>
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<td>CO4</td>
<td>Familiarize students with the multi dimension of man’s interaction with nature, fellow beings and society in general.</td>
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<td>CO5</td>
<td>Appreciate the socio-political and strategic innovations based on Indian knowledge systems. Gives an understanding of bringing Indian teaching into practical life.</td>
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CO-PO Mapping

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Syllabus

1. Chapter 1 - Educational Heritage of Ancient India
2. Chapter 2 - Life and Happiness
3. Chapter 3 - Impact of Colonialism and Decolonization
4. Chapter 4 - A timeline of Early Indian Subcontinent
5. Chapter 5 - Indian approach towards life
6. Chapter 6 - Circle of Life
7. Chapter 7 - Pinnacle of Selflessness and ultimate freedom
9. Chapter 9 - Become A Strategic Thinker (Games / Indic activity)
10. Chapter 10 - Man’s association with Nature
11. Chapter 11 - Celebrating life 24/7
12. Chapter 12 - Metaphors and Tropes
13. Chapter 13 - India: In the Views of foreign Scholars and Travellers.

Self-Study/ Self-reading

15. Chapter 15 - Hallmark of Indian Traditions: Advaita Vedanta, Theory of oneness
16. Chapter 16 - Conversations on Compassion with Amma
Textbooks/References
1. Foundations of Indian Heritage

Evaluation Pattern

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<td><strong>Total Marks</strong></td>
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Course Objective:
To provide a general understanding of our environment, problems during exploitation of natural resources, the importance of biodiversity and the need for its conservation, pollution and its impacts, and approaches for environment sustainability.

Course Outcomes:

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<td>Understand the over-exploitation of our natural resources and the need for Sustainable development.</td>
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<td>CO2</td>
<td>Understand the concept of ecosystem, its structure and function and threats to Ecosystems.</td>
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<td>CO3</td>
<td>Understand the concept of bio-diversity, its importance and conservation.</td>
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<td>Classify pollution and its impacts</td>
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<td>Inferring different approaches for attaining environmental sustainability.</td>
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Syllabus
Unit 1
Multidisciplinary nature of environmental studies. Renewable and non-renewable Natural resources. Overexploitation and conservation of the following natural resources – forest, water, food, energy, mineral, and land resources. Concept of sustainability, sustainable development. Concept of three R’s (Reduce, Reuse, and Recycle). Concept of zero waste. Need for environment education.

Unit 2

Unit 3
Species (Brief description), Conservation of biodiversity.

**Unit 4**


**Unit 5**


**Text Books:**

**References:**

**Evaluation Pattern**

<table>
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<tr>
<th>Assessment</th>
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Course Objective(s)

To introduce students to the depths and richness of the Indian culture and knowledge traditions, and to enable them to obtain a synoptic view of the grandiose achievements of India in diverse fields. To equip students with a knowledge of their country and its eternal values.

Course Outcomes

<table>
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<tr>
<th>COs</th>
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<tbody>
<tr>
<td>CO1</td>
<td>This part deals with two topics: The Need to Become Fearless in Life and the Role or Status of Women in India.</td>
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<tr>
<td>CO2</td>
<td>This part deals with three topics: Teachings and Principles of Chanakya, Difference between the terms God and Iswara and Contribution of Bhagavad Gita</td>
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<tr>
<td>CO3</td>
<td>This area handles two important concepts: Indian Soft powers and A portrayal of how nature was preserved through the medium of Faith. Inner power is about never giving up on your dreams. To manifest more of what you desire in life, you must be prepared to embrace your inner power. You must be persistent if you want to succeed. Maintain your modesty and never stop learning. Inner strength is an attitude to life. Faiths shape and direct how we think, act, and live our lives. However, faith's power is not solely spiritual. To preserve nature, our forefathers established systems and traditions based on faith. Our culture and faith are intricately bound to nature.</td>
</tr>
<tr>
<td>CO4</td>
<td>Two important topics are discussed here: A Brief history of Ancient Indian Cultures and a Discussion on Practical Vedanta. Indian culture is the legacy of the ethno-linguistically diverse country's social norms, moral principles, traditional practices, belief systems, political systems, artefacts, and technologies. Following every invasion or change of political control, new kingdoms carried their respective cultures with them, adding to the Indian culture. Vedanta is the philosophy of the Upanishads. Every soul possesses the potential to be divine. The objective is to manipulate this inner divinity by invoking both internal and external natural forces.</td>
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<tr>
<td>CO5</td>
<td>From this part, a student gets an insight into the contribution that India has made to the world. Moreover, foreign powers have been trying to humiliate and degrade India in front of the world for so long. However, it should be recognized that many inventions that are considered beneficial to the world today have been contributed by the great men of India.</td>
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CO-PO Mapping

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<tr>
<th>PO/PSO</th>
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Syllabus

1. Chapter 1 - Face the Brutes
2. Chapter 2 - Role of Women in India
3. Chapter 3 - Acharya Chanakya
4. Chapter 4 - God and Iswara
5. Chapter 5 - Bhagavad Gita: From Soldier to Samsarin to Sadhaka
6. Chapter 6 - Lessons of Yoga from Bhagavad Gita
7. Chapter 7 - Indian Soft Powers: A Solution For Many Global Challenges
8. Chapter 8 - Nature Preservation through faith
9. Chapter 9 - Ancient Cultures what happened to them.
10. Chapter 10 - Practical Vedanta
11. Chapter 11 - To the World from India
12. Chapter 12 - Indian Approach to Science

Textbooks/References
1. Glimpses Of Glorious India

Evaluation Pattern

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1. Course Overview

Master Over the Mind (MAOM) is an Amrita initiative to implement schemes and organise university-wide programs to enhance health and well-being of all faculty, staff, and students (UN SDG -3). This program as part of our efforts for sustainable stress reduction gives an introduction to immediate and long-term benefits and equips every attendee to manage stressful emotions and anxiety facilitating inner peace and harmony.

With a meditation technique offered by Amrita Chancellor and world-renowned humanitarian and spiritual leader, Sri Mata Amritanandamayi Devi (Amma), this course has been planned to be offered to all students of all campuses of AMRITA, starting off with all first years, wherein one hour per week is completely dedicated for guided practical meditation session and one hour on the theory aspects of MAOM. The theory section comprises lecture hours within a structured syllabus and will include invited guest lecture series from eminent personalities from diverse fields of excellence. This course will enhance the understanding of experiential learning based on university’s mission: “Education for Life along with Education for Living”, and is aimed to allow learners to realize and rediscover the infinite potential of one’s true Being and the fulfilment of life’s goals.

2. Course Syllabus

Unit 1 (4 hours)

Unit 2 (4 hours)
Improving work and study performance. Meditation in daily life. Cultivating compassion and good mental health with an attitude of openness and acceptance. Research and Science of Meditation: Significance of practising meditation and perspectives from diverse fields like science, medicine, technology. philosophy, culture, arts, management, sports, economics, healthcare, environment etc. The role of meditation for stress and anxiety reduction in one’s life with insights based on recent cutting-edge technology. The effect of practicing meditation for the wholesome wellbeing of an individual.

Unit 3 (4 hours)
Communications: principles of conscious communication. Relationships and empathy: meditative approach in managing and maintaining better relationships in life during the interactions in the world, role of MAOM in developing compassion, empathy and responsibility, instilling interest, and orientation to humanitarian projects as a key to harness intelligence and compassion in youth. Methodologies to evaluate effective awareness and relaxation gained from meditation. Evaluating the global transformation through meditation by instilling human values which leads to service learning and compassion driven research.

TEXT BOOKS:
REFERENCES:
3. Swami Amritaswarupananda Puri “Awaken Children Vol 1, 5 and 7 - Dialogues with Amma on Meditation”, August 2019
4. Swami Amritaswarupananda Puri “From Amma’s Heart - Amma’s answer to questions raised during world tours” March 2018

3. Evaluation and Grading

<table>
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<td>Assignments (Based on webinars and lecture series)</td>
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4. Course Outcomes (CO)

- **CO1**: Relate to the causes of stress in one’s life.
- **CO2**: Experiment with a range of relaxation techniques
- **CO3**: Model a meditative approach to work, study, and life.
- **CO4**: Develop appropriate practice of MA-OM technique that is effective in one’s life
- **CO5**: Inculcate a higher level of awareness and focus.
- **CO6**: Evaluate the impact of a meditation technique

*Programme Outcomes (PO)* (As given by NBA and ABET)

- **PO1**: Engineering Knowledge
- **PO2**: Problem Analysis
- **PO3**: Design/Development of Solutions
- **PO4**: Conduct Investigations of complex problems
- **PO5**: Modern tools usage
- **PO6**: Engineer and Society
- **PO7**: Environment and Sustainability
- **PO8**: Ethics
- **PO9**: Individual & Team work
- **PO10**: Communication
- **PO11**: Project management & Finance
- **PO12**: Lifelong learning
## CO – PO Affinity Map

|     | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 11 | PO 12 | PO 13 | PO 14 | PO 15 | PO 16 | PO 17 | PO 18 | PO 19 |
|-----|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| CO 1| 3    | 3    | 3    | 2    | -    | 2    | 3    | -    | 3    | -     | 3     | -     | -     | -     | -     | -     | -     | -     | -     |
| CO 2| 3    | 3    | 3    | 2    | 2    | -    | 2    | 3    | 3    | 3     | -     | 3     | -     | -     | -     | -     | -     | -     | -     |
| CO 3| 3    | 3    | 3    | 2    | 2    | 2    | 2    | 3    | 3    | 3     | -     | 3     | -     | -     | -     | -     | -     | -     | -     |
| CO 4| 3    | 3    | 3    | 2    | -    | 2    | 3    | 3    | 3    | 3     | -     | 3     | -     | -     | -     | -     | -     | -     | -     |
| CO 5| 3    | 2    | 2    | 2    | -    | 2    | -    | 3    | 2    | 2     | -     | 2     | -     | -     | -     | -     | -     | -     | -     |
| CO 6| 3    | 2    | 2    | 2    | 3    | 2    | -    | 3    | 2    | 2     | -     | 2     | -     | -     | -     | -     | -     | -     | -     |
22AVP201 Message from Amma’s Life for the Modern World

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

22ADM211 Leadership from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

22ADM201 Strategic Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

22AVP204 Lessons from the Upanishads

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

22AVP205 Message of the Bhagavad Gita


22AVP206 Life and Message of Swami Vivekananda

Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji’s life.

22AVP207 Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, AdiShankaracharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri RamanaMaharshi, Mata Amritanandamayi Devi.

22AVP208 Insights into Indian Arts and Literature

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

22AVP209 Yoga and Meditation

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.
22AVP210 Kerala Mural Art and Painting

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

22AVP213 Traditional Fine Arts of India

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

22AVP214 Principles of Worship in India

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

22AVP215 Temple Mural Arts in Kerala

The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, ditories, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhima and Hanuman, Shiva, as Kirata, and the Jealousy of Uma and ganga the mural painting in Kerala appear to be closely related to, and influenced by this theatrical activity the art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vasthupurusha.

22AVP218 Insights into Indian Classical Music

The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala,- Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

22AVP219 Insights into Traditional Indian Painting

The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Six limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala Mural, Pahari, Cheriyal, Rajput, Tanjore etc.
22AVP220  Insights into Indian Classical Dance

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the AbhinavaBharati. The course introduces various styles of Indian classical dance such as Bharatanatyam, Mohiniyatton, Kuchipudi, Odissi, Katak etc. The course takes the students through both contextual theory as well as practice time.

22AVP221  Indian Martial Arts and Self Defense

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala’s traditional KalariPayattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.
Pre-requisite: An open mind and the urge for self-development, basic English language skills, knowledge of high school level mathematics.

Course Objective: To assist students in inculcating soft skills, developing a strong personality, empowering them to face life’s challenges, improving their communication skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To develop greater morale and positive attitude to face, analyze, and manage emotions in real life situations, like placement process.

CO2: Soft Skills - To empower students to create better impact on a target audience through content creation, effective delivery, appropriate body language and overcoming nervousness, in situations like presentations, Group Discussions and interviews.

CO3: Aptitude – To analyze, understand and solve questions in arithmetic and algebra by employing the most suitable methods.

CO4: Aptitude - To investigate and apply suitable techniques to solve questions on logical reasoning.

CO5: Verbal – To infer the meaning of words & use them in the right context. To have a better understanding of the nuances of English grammar and become capable of applying them effectively.

CO6: Verbal - To identify the relationship between words using reasoning skills. To develop the capacity to communicate ideas effectively.

Skills: Communication, self-confidence, emotional intelligence, presentation skills and problem-solving Skills.

CO-PO Mapping

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Syllabus

Soft Skills

Soft Skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. New-age challenges and distractions. Learning to benefit from constructive criticisms and feedback. Need for change in mindset and up-skilling to keep oneself competent in the professional world.

Managing Self: Knowing oneself, Self-perception, Importance of positive attitude, Building and displaying confidence, Avoiding being overconfident, Managing emotions, stress, fear. Developing Resilience and handling failures. Self-motivation, Self-learning, and continuous knowledge up-gradation / Life-long learning. Personal productivity - Goal setting and its importance in career planning, Self-discipline, Importance of values, ethics and integrity, Universal Human Values.
**Communication:** Process, Language Fluency, Non-verbal, Active listening. Assertiveness vs. aggressiveness. Barriers in communication. Digital communication

**Aptitude**

**Numbers:** Types, Power Cycles, Divisibility, Prime, Factors & Multiples, HCF & LCM, Surds, Indices, Square roots, Cube Roots and Simplification.

**Percentage:** Basics, Profit, Loss & Discount, and Simple & Compound Interest.

**Ratio, Proportion & Variation:** Basics, Alligations, Mixtures, and Partnership.

**Averages:** Basics, and Weighted Average.

**Equations:** Basics, Linear, Quadratic, Equations of Higher Degree and Problems on ages.

**Logical Reasoning I:** Blood Relations, Direction Test, Syllogisms, Series, Odd man out, Coding & Decoding, Cryptarithmetic Problems and Input - Output Reasoning.

**Verbal Skills**

**Vocabulary:** Familiarize students with the etymology of words, help them realize the relevance of word analysis and enable them to answer synonym and antonym questions. Create an awareness about the frequently misused words, commonly confused words and wrong form of words in English.

**Grammar (Basics):** To learn the usage of grammar and facilitate students to identify errors and correct them.

**Reasoning:** Stress the importance of understanding the relationship between words through analogy questions. Emphasize the importance of avoiding the gap (assumption) in the argument/ statements/ communication.

**Speaking Skills:** Make students conscious of the relevance of effective communication in today’s world through individual speaking activities.

**Writing Skills:** Introduce formal written communication and keep the students informed about the etiquette of email writing.

**References:**

2. The hard truth about Soft Skills, by Amazon Publication.
3. Verbal Skills Activity Book, CIR, AVVP
4. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites
11. How to Prepare for Quantitative Aptitude for the CAT, Arun Sharma.
12. How to Prepare for Data Interpretation for the CAT, Arun Sharma.

**Evaluation Pattern**

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*CA - Can be presentations, speaking activities and tests.
Pre-requisite: Willingness to learn, communication skills, basic English language skills, knowledge of high school level mathematics.

Course Objective: To help students understand the corporate culture and assist them in improving their group discussion skills, communication skills, listening skills and problem-solving skills.

Course Outcomes

CO1: Soft Skills - To improve the inter-personal skills, professional etiquette and leadership skills, vital for arriving at win-win situations in Group Discussions and other team activities.

CO2: Soft Skills - To develop the ability to create better impact in a Group Discussions through examination, participation, perspective-sharing, ideation, listening, brainstorming and consensus.

CO3: Aptitude - To interpret, critically analyze and solve questions in arithmetic and algebra by employing the most suitable methods.

CO4: Aptitude - To analyze, understand and apply suitable methods to solve questions on logical reasoning.

CO5: Verbal - To be able to use vocabulary in the right context and to be competent in spotting grammatical errors and correcting them.

CO6: Verbal - To be able to logically connect words, phrases, sentences and thereby communicate their perspectives/ideas convincingly.

Skills: Communication, etiquette and grooming, inter-personal skills, listening skills, convincing skills, problem-solving skill.

CO-PO Mapping

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Syllabus

Soft Skills

Professional Grooming and Practices: Basics of corporate culture, key pillars of business etiquette – online and offline: socially acceptable ways of behavior, body language, personal hygiene, professional attire and
Adapting to corporate life: Emotional Management (EQ), Adversity Management, Health consciousness.
People skills, Critical Thinking and Problem solving.

**Group Discussions:** Advantages of group discussions, Types of group discussion and Roles played in a group discussion. Personality traits evaluated in a group discussion. Initiation techniques and maintaining the flow of the discussion, how to perform well in a group discussion. Summarization/conclusion.

**Aptitude**

**Logarithms, Inequalities and Modulus:** Basics

**Sequence and Series:** Basics, AP, GP, HP, and Special Series.

**Time and Work:** Basics, Pipes & Cistern, and Work Equivalence.

**Time, Speed and Distance:** Basics, Average Speed, Relative Speed, Boats & Streams, Races and Circular tracks.

**Logical Reasoning II:** Arrangements, Sequencing, Scheduling, Venn Diagram, Network Diagrams, Binary Logic, and Logical Connectives, Clocks, Calendars, Cubes, Non-Verbal reasoning and Symbol based reasoning.

**Verbal Skills**

**Vocabulary:** Help students understand the usage of words in different contexts.

**Grammar (Medium Level):** Train Students to comprehend the nuances of Grammar and empower them to spot errors in sentences and correct them.

**Reading Comprehension (Basics):** Introduce students to smart reading techniques and help them understand different tones in comprehension passages.

**Reasoning:** Enable students to connect words, phrases and sentences logically.

**Oral Communication Skills:** Aid students in using the gift of the gab to interpret images, do a video synthesis, try a song interpretation or elaborate on a literary quote.

**References:**
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites
11. Quantitative Aptitude for All Competitive Examinations, Abhijit Guha.
13. How to Prepare for Data Interpretation for the CAT, Arun Sharma.
15. Quantitative Aptitude for Competitive Examinations, R S Aggarwal.

**Evaluation Pattern**

<table>
<thead>
<tr>
<th>Assessment</th>
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<tbody>
<tr>
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*CA - Can be presentations, speaking activities and tests.

**23LSK301 Life Skills III L-T-P-C: 1-0-2-2**

**Pre-requisite:** Team Spirit, self-confidence and required knowledge, basic English language skills, knowledge of high school level mathematics.

**Course Objective:** To help students understand the nuances of leadership, know the importance of working in teams, face challenging situations, crack interviews, improve communication skills and problem-solving skills.

**Course Outcomes**

**CO1: Soft Skills** - To acquire the ability to work in teams, present themselves confidently and showcase their knowledge, skills, abilities, interests, practical exposure, strengths and achievements to potential recruiters through a resume, video resume, and personal interview.

**CO2: Soft Skills** - To have better ability to prepare for facing interviews, analyse interview questions, articulate correct responses and respond appropriately to convince the interviewer of one’s right candidature through displaying etiquette, positive attitude and courteous communication.

**CO3: Aptitude** - To manage time while arriving at appropriate strategies to solve questions in geometry, statistics, probability and combinatorics.

**CO4: Aptitude** - To analyze, understand and apply suitable methods to solve questions on data analysis and data sufficiency.

**CO5: Verbal** - To use diction that is less verbose and more refined and to use prior knowledge of grammar to correct/improve sentences.

**CO6: Verbal** - To understand arguments, analyze arguments and use inductive/deductive reasoning to arrive at conclusions. To be able to generate ideas, structure them logically and express them in a style that is comprehensible to the audience/recipient.
Skills: Communication, teamwork, leadership, facing interviews and problem-solving.

CO-PO Mapping

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</table>

Syllabus

Soft Skills


Leadership: Initiating and managing change, Internal problem solving, Evaluation and co-ordination, Growth and productivity, Importance of Professional Networking.

Facing an interview: Importance of verbal & aptitude competencies, strong foundation in core competencies, industry orientation / knowledge about the organization, resume writing (including cover letter, digital profile and video resume), being professional. Importance of good communication skills, etiquette to be maintained during an interview, appropriate grooming and mannerism.

Aptitude

Geometry: 2D, 3D, Coordinate Geometry, and Heights & Distance.


Statistics: Mean, Median, Mode, Range, Variance, Quartile Deviation and Standard Deviation.

Data Interpretation: Tables, Bar Diagrams, Line Graphs, Pie Charts, Caselets, Mixed Varieties, and other forms of data representation.

Data Sufficiency: Introduction, 5 Options Data Sufficiency and 4 Options Data Sufficiency.

Campus recruitment papers: Discussion of previous year question papers of all major recruiters of Amrita Vishwa Vidyapeetham.

Miscellaneous: Interview Puzzles, Calculation Techniques and Time Management Strategies.

Verbal Skills

Vocabulary: Create an awareness of using refined language through idioms and phrasal verbs.

Grammar (Advanced Level): Enable students to improve sentences through a clear understanding of the rules of grammar.
Reasoning Skills: Facilitate the student to tap his reasoning skills through Syllogisms, and critical reasoning arguments.

Reading Comprehension (Advanced): Enlighten students on the different strategies involved in tackling reading comprehension questions.

Public Speaking Skills: Empower students to overcome glossophobia and speak effectively and confidently before an audience.

Writing Skills: Practice cloze tests that assess basic knowledge and skills in usage and mechanics of writing such as punctuation, basic grammar and usage, sentence structure and rhetorical skills such as writing strategy, organization, and style. Practice formal written communication through writing emails especially composing job application emails.

References:
4. Verbal Skills Activity Book, CIR, AVVP
5. Nova’s GRE Prep Course, Jeff Kolby, Scott Thornburg & Kathleen Pierce
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
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*CA - Can be presentations, speaking activities and test
Course Objectives:

- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.
- Enable students to communicate in the language they have studied in a range of contexts and for a variety of purposes
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

Course outcomes:

CO1: Develop the ability to read and critically appreciate a given text

CO2: Develop fluency in speaking the language

CO3: Ability to blend language and Indian spirituality.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Adhyatmaramayanam, Tharopadesam(Enthinnu Sokam....thulom)</td>
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<td>Jnanappana (sthanamanangal....Trishnakondubhamikkunnathokkeyum)</td>
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<td>2</td>
<td>Modern Poets: Mampazham-Vyloppilly Sreedharamenon  Critical analysis of the poem.</td>
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<tr>
<td>3</td>
<td>Short stories from period 1/2/3: Poovanpazham-Vaikaom Muhammed Basheer</td>
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<tr>
<td>4</td>
<td>Literary Criticism: Bharatha Paryatanam-Vyasante Chiri–Ithihasa studies-Kuttikrishna Marar- Outline of literary Criticism in Malayalam Literature</td>
</tr>
</tbody>
</table>

Text books/Reference:

1. Adhyatmaramayanam – Thunjath Ramanujan Ezhuthachan
2. Ramayanavichinthanam-Dr. A. M. Unnikrishnan
3. Thunjan Padhanangal-Prof.Panmana Ramachandran
4. Complete Works including Jnanappana-Poonthanam
5. Vyloppilly-M.N.Vijayan
6. Vyloppilli-Vyakthi,Kavi-Dr.M.Leelavathi/S.Gupthan Nair
7. Basheerinte Poonkavanam-Prof.M.N.Karasseri
8. Basheer-Life & Works
9. Bharatha Paryatanam-Kuttikrishna Marar
10. Lavanyaasatrathinte Yukthisilpam-Dr.Thomas Mathew
11)Thettillatha Malayalam – Prof.Panmana Ramachandran Nair(His all books on Error Free Malayalam)
Course Objective: The course will enable the students to understand the basics of grammar and usage, to appreciate the literary compositions, and to understand the intricacies of language and literature.

Course Outcomes: By the end of the course the students will be able to:
1. Distinguish various literary genres.
2. Explore tradition and culture through literature.
3. Apply the basics of grammar.
4. Critically analyse the prescribed literary texts.

UNIT 1
Hindi Sahithya ki Panch shresht Kahaniyam:

a. Sughmay Jeevan – Chandradhar Sharma, Guleri
b. Dhan ki Bhent– Rabindranath Tagore
c. Anbola – Jayashankar Prasad
d. Swamini (Manasrovar bhagh-1) Premchand

UNIT 2.
Hindi Kavitha:

a. ‘Aarya” – Maithili Sharan Gupth
b. “Meribhi abha he Ismein’ ..”Mubarak Ho Naya Saal”- _Nagarjun
c. “Nishaa Ki rod eta Rakesh- Nihar se’, Shoonya Mandir meinBanoongi-Sandhya Geet se - Mahadevi varma
d. ‘KhoobLadi Mardani vahtho Jhansi Vali rani thi’-subhadra Kumari chohan

UNIT 3.
Hindi Ekanki:
a) Mohan Rakesh :Andeke Chilke
b) Vishnu Prabhakar : Sarkari Noukari

UNIT 4.

REFERENCE
1. Sugam Hindi Vyakarn, : Prof. Vanshidhar & Dharmapal Shastri
2. Vyavaharik Hindi Vyakarantatha Rachana: Dr. Hardev Bahari Shiksharthi Hindi Vyakaran: Dr. Nagappa
3. Hindi Sahithya ki Panch shresht Kahaniyam: Edited by: Dr. Sachidananand Shuklu
(Printed and Published by V&S publishers, Abridged, AnsariGanj, Delhi)
4. Hindi Samay.com, /Hindikahani.com/exotic indiaart.com
Objectives:

- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.
- Enable students to communicate in the language they have studied in a range of contexts and for a variety of purposes
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

Course Outcome

| CO1 | Develop the ability to read, listen and write in Kannada and to understand and use the language in a variety of contexts and situations |
| CO2 | To enable the learners to understand the grammatical structures of classes of words |
| CO3 | Develop ability to speak fluently and interactively in both personal and professional context |

Course Contents

UNIT – 1
Adalithadalli Kannadada balake: (Use of Kannada in business and administration)
Bhashe – swaroopa, stityantaragalu,
Aadu bhashe, pradeshika bhashe, Grantika bhashe
Paaribhaashika padagalu

UNIT – 2
Padagala rachane,deshiya – anya deshiya padagalu
Lekhana Chinnhegalu
Kannada bharavanigeya shuddha mattu ashuddha roopagalu,
Dwiruktigalu, jodunudigalu

UNIT – 3
Nudigattgalu, gaade vistarane
Listening to radio speech, tongue twister - practice

UNIT – 4
Patra Lekahna - aupachaarika haagu anoupachaarika
Kandikegala rachane
Prabandhagalu: vivaranaatmaka haagu niroopanatmaka

UNIT – 5
Poems
- Vachanagalu – kaalugalembavu gaali kandaya – Allamaprabhu,Ratnada sankoleyaadade todarallve – Akkamahadevi, ole hatti uridare nilabahudallade - Basavanna
- Keerthanegalu – Tanuva nirolagaddi phalavenu – Purandaradasa, Tallanisadari kandya taalu manave - Kanakadaasa
- Tripadigalu – Saalavanu kombaaga haalogarundante - Sarvagna
- Janapada geetegalu - Yaake badtaadti tamma

Short stories
- Sambhanda – Shrikrishna Alanahalli
- Moksha – Sethuram
  Prabandhagalu
Course Objectives:

- To enable the students to acquire basic skills in functional language
- To develop independent reading skills and reading for appreciating literary works.
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech
- Grasp the connection between Sanskrit language and Indian philosophy

Course Outcomes:

CO 1 Read and understand Sanskrit verses and sentences and communicate in Sanskrit

CO 2 Imbibe values of life and Indian tradition propounded by the scriptures

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

Module II
Verbs- Singular, Dual and plural — First person, Second person, Third person.
Tenses – Past, Present and future – Atmanepadi and parasmaipadi-karthariprayoga.

Module III
General group words for communication and moral stories.

Module IV
ChanakyaNeeti chapter III (part I), Bhagavad Gita chapter 14 (part I)

Module V
Translation of simple sentences from Sanskrit to English and vice versa.
Course Objectives:

To teach Tamil for effective communication in different spheres of life: cultural relations in society.

Course Outcomes:
1. Giving exposure to history of Tamil literature and Introduction of select Classics
2. Initiating Students to the spirit of Bhakti literature
3. Encouraging creativity of students by teaching Contemporary Literature poetry, modern poetry, Short Story, Prose, Novel, etc
4. Introduction of basic Grammar, Letter writing and essay writing skills of Tamil language.

UNIT-1

தமிழ்இலக்கியவரலாற்றுடன் சங்கங்கிறுறை ( முதல், இடை, கடைசிகங்கி):

சங்கங்கிறுறைப் பாடல்கள் (6,8பாடல்கள்),

புறநானூறு (184,192பாடல்கள்).

சங்கங்கிறுறைப் பத்துப்பாடல்கள்:

சின்னப்பதிகாரம் (வயிற்றையாகக்காடது),

புறநானூறு (மாற்றுக்காடது),

சங்கம்மருவியகாலில் கதைப் பத்துப்பாடல்கள்,

வாட்டை (மாற்றுக்காடது)


UNIT 2 Bhakti Literature

– Introduction to PanniruThirumuraikal, Manikkavasagar (Thiruvasagam - Siva Puranam)

UNIT 3 Contemporary Literature: Poetry

Bharathiar (kuyilpāṭṭu), Bharathidasan (tamilṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉiṉi珍

UNIT-3 Contemporary Literature: Poetry - Bharathiar(kuyilpāṭṭu), Bharathidasan (tamilṉiṉiṉiṉiṉiṉiṉiṉiṉiṉi珍 pattam) Pattukottai Kalyanasundaram.
Prose: G. Devaneyabhavan (TamizhumDhiravidamumsamamaa?), Paritimāṟkalaiñar (paranarkettaparisi), chirbi (valluvarakkukkinbarn)

Short Story: Azhagiya Periyavan – (VanamamaL)

Novel: Imaiyam (Peththavan)

**UNIT – 4**

**Tolkāppiyam:**


**REFERENCE**

- உலகங்கன், பன்னிருதிருமுடற்கடம் (அறிமுகம்), இந்துமாமன்றவுனியா, 1994.
- அகளங்கன், பன்னிருதிருமுடற்கடம் (அறிமுகம்), இந்துமாமன்றவுனியா, 1994.
- http://www.gunathamizh.com/2013/07/blog0post_24.html

**24ENG100 Additional English – I 2002**

**Objectives:**

- To expose students to various genres of English literature
- To expose the students to Indian English Writing of different timelines.
- To develop a sensibility to read and understand literary works.
- To introduce a few linguistic devices to enable them to appreciate literary forms stylistically

<table>
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<tr>
<th>COs</th>
<th>Course Outcomes</th>
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<tbody>
<tr>
<td>CO 1</td>
<td>Identify and distinguish various genres of English Literature for better understanding</td>
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<tr>
<td>CO 2</td>
<td>Demonstrate an ability to comprehend and analyse literature independently</td>
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<tr>
<td>CO 3</td>
<td>Develop or enhance the ability to appreciate and use linguistic devices for stylistic analysis</td>
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</table>

**Unit-I**

Introduction to Literature – Nature & Elements of Literature, literature as an expression of personal & historic aspects. Narrative structure & technique. Introduction to Indian Literature: Pre-independence, postindependence, themes, writers, and problems.

**Unit-II**

Linguistic Devices: Theme, Diction, syntax & syntactical deviations, Rhetorical devices, figures of speech
Unit-III
Poetry:
The Frog and the Nightingale by Vikram Seth
An Indian Love Song by Sarojini Naidu
Death of the Wolf by Toru Dutt

Unit IV
Short stories:
Detail-
A Dog’s Life by Mulk Raj Anand
Interpreter of Maladies by Jumpha Lahiri

Unit-V
Non-Detail Reading:
Three Persons by Vijay Sheshadri
The Wolf’s Postcript To ‘Little Red Riding Hood’ by Agha Shahid Ali
The Naive Friends by Premchand
The Woman on Platform 8 by Ruskin Bond

Core Reading :
- Iyengar, Srinivasa – The Indian Contribution to English Literature. Karnatak iishing House, Bombay, 1945

References
- Seth, Vikram, Beastly Tales, Penguin India, 2013
- Naidu, Sarojini, The Golden Threshold 1905
- Dutt, Toru - A Sheaf Gleaned in French Fields 1876
- Anand, Raj Mulk, Selected Short Stories Penguin India, 2006
- Tagore, Rabindranath, Mashi and Other Stories, True Sign Publishing House, 2021
- Lahiri, Jumpha - Interpreter of Maladies Harpercollins Publishers India, 2005
- Sheshadri, Vijay – POETRY Magazine, December 2010
- Bond, Ruskin - The Woman on Platform 8, The Illustrated Weekly of India

Evaluation Pattern :

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuous Evaluation (Class Tests, Assignment, Class Activity)</td>
<td>20</td>
</tr>
<tr>
<td>Mid Term Examination</td>
<td>30</td>
</tr>
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<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Course objective:

- To develop independent reading skills and reading for appreciating literary works.
- To develop elaboration and modernization of the vocabulary of a language
- To enable the students to plan, draft, edit & present a piece of writing.

Course outcomes:

CO1: Develop the ability to read and critically appreciate a given text
CO2: Develop fluency in communication
CO3: Develop interest in blending of language and Indian Spirituality
CO4: To enable the learners to understand the grammatical structures of classes of words

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Memoirs-One of the Selection from Chiudambara Smarana-Balachandran Chullikkadu-Critical analysis of his poetry</td>
</tr>
<tr>
<td>3</td>
<td>Satire One of the Selection from Chemmanam Chacko,VKN Or Punathil Kunjabdulla- philosophical dimens of Satire</td>
</tr>
<tr>
<td>4</td>
<td>Part of an auto-biography/travelogue: <em>Valarnnu varunna oratmavu</em>(from Kanneerum Kinavum)-VT Bhattathirippad</td>
</tr>
<tr>
<td>5</td>
<td>Error-freeMalayalam: 1.Language; 2.Clarity of expression; 3.Punctuation-Thettillatha Malayalam – Writing-a. Expansion of ideas</td>
</tr>
</tbody>
</table>

Text books/Reference:

1)Hasa Sahithyam Kuttikrishna Mararu
2)Sakunthalam-Attoor/Kuttikrishna Marar
3)Kalidasa Hridayam-K.P.Narayana Pisharady
4)VKN-K.P.Appan
5)N.V.Krishna Warrier & Modern Poetry studies
6)Kanneerum Kinavum –V.T. Bhattathirippad
7) Adukkalayil Ninnu Arangatheykkku-V.T.Bhattathirippadu
8)Nalla Malayalam- C.V.Vasudeva Bhattathiri
9)Tettum Sariyum-Prof. Panmana Ramachandran Nair
Course Objective: The course will allow students to apply grammar in language structures, appreciate the literary compositions and provide them with a good command over translation techniques.

Course outcomes: By the end of the course the students will be able to:
1. Understand the postmodern trends of literature...
2. Explore tradition and culture through literature.
3. Apply ethical and professional translation strategies.
4. Demonstrate linguistic competence in written communication.

UNIT 1

Hindi Laghu Upanyas: Mamatha Kaliya- ‘Doud’

UNIT 2

Hindi Natak: Swadesh Deepak- “Kort Marshal”

UNIT 3.


UNIT 4.

A) Sankshepan,
B) Anuvad: Paribhasha, Prakar, AnuvadKeLakshan, AnuvadKiAvashyakata, Passage (Translation)
c) Paragraph writing
D) Technical writing

REFERENCE

1. Prayojan Mulak Hindi Ke Naye Ayam: Dr. Pandit Banne
2. Prayojan Mulak Hindi Ki Nayi Bhumika: Kailash Nath Pandey
3. Prayojan Mulak Hindi Ke Vividh Roop: Dr. Rajendra Mishra, Rakesh Sharma
4. “Adhunik Kavya Sangraha” Edited by Dr. Urvashi Sharma (Printed and Published by Malik & Company, Jaipur)
5. Hindi Samay.com, Hindikahani.com/exotic indiaart.com
Objectives:

- To develop the standard of orthography and spelling system.
- To develop independent reading skills and reading for appreciating literary works.
- To develop elaboration and modernization of the vocabulary of a language.
- To enable the students to plan, draft, edit & present a piece of writing.

Course Outcome

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<td>CO1</td>
<td>Develop the ability to read and critically appreciate a given text</td>
</tr>
<tr>
<td>CO2</td>
<td>Develop pattern of communication as required for different professional context</td>
</tr>
<tr>
<td>CO3</td>
<td>Develop fluency in speaking the language</td>
</tr>
</tbody>
</table>

Course Contents

**UNIT – 1**

Prabandhagalu

- Thotadacheya Bhoota – Kuvempu
- Bantu Bannada Holi – G. S. Shivarudrappa

**UNIT – 2**

Poems

- Huttarihaadu – Panje Mangesh Rao
- Tungabadre – K.S.Narasimhaswamy
- Nanna Janagalu – Dr.Siddhalingaya

**UNIT – 3**

Novel

- Jugari Cross – Poornachandra Tejaswi

**UNIT – 4**

- Suttole
- Kadata
- prakatane
- Arjigalu
- Aadesha patraa

**UNIT – 5**

- Varadigalu
- Sanshikpta Baravanige
- Prabandhagalu: vaadaatmaka haagu vishleshanatmaka

References:

1. Jugari Cross – Poornachandra Tejaswi – Pustaka Prakashana
2. Shatamaanada Lalitha Prabandha – Gurulinga Kaapase - Karnataka Sahitya Academy
5. H.S.Krishnaswamy Iyangel – Adalitha Kannada – Chetana publication, Mysuru
Module I
Seven cases, Avyayas, sentence making with Avyayas, Sapthakakaras.

Module II
Kthavathu Prathyaya, Upasargas, Kthvatha, Thumunnantha, Lyabanthaprathyaya. Three lakaras – brief introduction, Lot lakara

Module III
New words and sentences for the communication, Slokas, moral stories, Subhashithas, riddles (Selected from the Pravesha Book)

Module IV
Introduction to classical literature, classification of Kavyas, classification of Dramas - Important five Mahakavyas

Module V
Translation of paragraphs from Sanskrit to English and vice versa

Module VI
Chanakya Neeti chapter III (Part II), Bhagavad Geeta chapter 14 (Part II)

Essential Reading:
1, Praveshaha; Publisher :Samskritabharati, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore -560 085
2, Sanskrit Reader I, II and III, R.S. Vadhyar and Sons, Kalpathi, Palakkad
3, PrakriyaBhashyam written and published by Fr. John Kunnappally
4, Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
5, Sabdamanjari, R.S. Vadyar and Sons, Kalpathi, Palakkad
6, Namalinganusasanam by Amarasimha published by Travancore Sanskrit series
7, SubhashitaRatnaBhandakara by Kashinath Sharma, published by Nrnayasarapress
Course Objective: The course will allow students to understand the writing competency in Tamil literature.

Course outcomes: By the end of the course the students will be able to:
1. Introduction to Tamil Folklore
2. Learning the nuances of Tamil spiritual literature
3. Exposure to the advanced aspects of Tamil grammar
4. Imbibing the spirit of language through familiarising with linguistics, translation and creative writing

Introduction to CIRrilakkiyam: Kalingaththupparani (Poor Padiyathu) - MukkdaRpallu 35. Folklore: Definition, Folksongs - Stories - kathaipPaadal - pazh amozhi - vidukathai - kalaikaL.


REFERENCES
1. வரததரான் “தமிழ்இலக்கியவரதலாறு” தாஹித்யஅகமைமிபப்ளிபகஷன்ஸ, 2012 மதபான்மெிதமாறன் ”அபதைான்தமிழ்இலக்கெம்” பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப் பப்
3. தவானதமாமரல, “தமிழர் தவானதமாமரல” நியூமஞ்சுரிபுத்தகம் 1964,2008
Objectives:
- To expose the students to various genres of English Literature.
- To expose the students to Indian English Writing of different timelines.
- To develop sensibility to read and understand literature and thereby encourage them to be sensitive to the whole spectrum of human experience.

<table>
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<td>CO 1</td>
<td>To demonstrate an ability to critically appreciate any literary text</td>
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<td>CO 2</td>
<td>To exhibit an ability to narrate and express their thoughts and idea.</td>
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<td>CO 3</td>
<td>To be able to evaluate and relate to common human experiences</td>
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Unit-I
Introduction:
Drama: Tragedy & Comedy, Characters, Setting
Prose: Fiction and Non-Fiction
Life Writing: Biography, Autobiography, Memoirs

Unit-II
Essays:
Shashi Tharoor - A Child’s Reading in India
Sarvepalli Radhakrishnan - Gandhian Outlook

Unit-III
Play: Silence! The Court is in Session’ by Vijay Tendulkar

Unit-IV
Non-Detail reading:
Karma – Khushwant Singh
Kailash Satyarthi’s Nobel Lecture on 10 December 2014 at Oslo City Hall, Norway
Of Mothers, among other things. By A.K. Ramanujan

Unit-V
Critical Appreciation and Creative Writing: Class Activity

Core Reading
- Naik, M.K., A History of Indian English Literature, Sahitya Academy

References:
- Tendulkar, Vijay, Silence! The Court is in Session, Oxford University Press, 1982
- Gandhi Outlook and Techniques - Ministry of Education, January 1, 1953
- Singh, Khushwant, Collected Short Stories, Ravi Dayal Publishers, 1989
- Nobel Lecture – Audio [https://www.youtube.com/watch?v=UNZNbcf5Hd8]

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