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

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

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

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

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

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

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

**Lessons from the Upanishads**
Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The

**Message of the Bhagavad Gita**

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

**Life and Teachings of Spiritual Masters India**
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

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

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

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

**Course on Organic Farming and Sustainability**

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

**Benefits of Indian Medicinal Systems**

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

**Traditional Fine Arts of India**

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

**Science of Worship in India**

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

**15CUL101 CULTURAL EDUCATION I**

Unit 1
Introduction to Indian Culture - Introduction to Amma’s life and Teachings - Symbols of Indian Culture.

**15CUL111 CULTURAL EDUCATION II**

Unit 2
Science and Technology in Ancient India - Education in Ancient India - Goals of Life – Purusharthas - Introduction to Vedanta and Bhagavad Gita.

Unit 3
Introduction to Yoga - Nature and Indian Culture - Values from Indian History - Life and work of Great Seers of India.

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

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

**Unit 2**
4. Who is a Wise Man?
5. A Ruler’s Dharma
6. The Story of King Shibi

**Unit 3**
7. Introduction to the Bhagavad Gita
8. Bhagavad Gita – Action without Desire

**Unit 4**
9. Role and Position of Women in India
10. The Awakening of Universal Motherhood

**Unit 5**
11. Patanjali’s Astanga - Yoga System for Personality Refinement
12. Examples of Heroism and Patriotism in Modern India

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

15ELL234  TECHNICAL AND PROFESSIONAL WRITING  2103

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

**Unit 1**

**Unit 2**

**Unit 3**

**Unit 4**
Resume (cover letter, resume, and vitae) Memorandums (regarding weekly reading) Interview - Professional Business letters (letters of apology, customer response, and persuasion) Writing Instructions & Directions.

**Unit 5**
Editing and proof-reading, Portfolio, Participation, Meetings – Minutes, agenda, Chair. Conferences (Two conferences) Mock interview, Conduct Meetings. Presenting a technical paper.

**REFERENCE BOOKS:**
1. Mc Nair, "New Technologies and Your Resume"
2. Haur, "Writing Technical Documents for the Public"
5. Technical Communication, "Desk Top Type: Traditional and Technology"

SYLLABI

15ENG101  COMMUNICATIVE ENGLISH  2023

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

**Unit 1**
Parts of Speech, Tenses, Prepositions, Determiners - Agreement (Subject – Verb, Pronoun - Antecedent), Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags.

**Unit 2**
Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing; Descriptive and Narrative.

**Unit 3**
Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal/ Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines).

**Unit 4**

**Unit 5**
Prose: R. K. Narayan’s Fifteen Years - A.P. J. Abdul Kalam’s Wings of Fire (Parts I - 3)
Short Stories: Katherine Mansfield’s A Cup of Tea – Kishori Charan Das’s Death of an Indian.
Poems: Maya Angelou’s I Know Why the Caged Bird Sings - Sri Aurobindo’s The Tiger and the Deer.

**REFERENCES:**
5. Murphy, Raymond, Murphy’s English Grammar, CUP, 2004
SYLLABI

B Sc - Visual Media
2015 admissions onwards

7. Seely, John. Writing and Speaking, OUP, 1998

15ENG121 PROFESSIONAL COMMUNICATION 1 0 2 2

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

Unit 1

Unit 2
Instruction, Suggestion & Recommendation - Graphical Interpretation: Extracting data from charts and graphs - Essay writing: Analytical and Argumentative.

Unit 3
Circulars, Memos – Business Letters – e-mails.

Unit 4

Unit 5
Listening and Reading Practice - Book Review.

REFERENCES
1. Felixa Eskey Tech Talk, University of Michigan. 2005

15ENV300 ENVIRONMENTAL SCIENCE AND SUSTAINABILITY 3 0 0 3

Unit 1
State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.

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

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

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

Unit 2
Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.

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

Unit 3

Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, impacts of the building and road construction industry on the environment, Eco-homes/ Green buildings, Sustainable communities, Sustainable Cities.
SYLLABI  
B Sc - Visual Media  
2015 admissions onwards

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

TEXTBOOKS/ REFERENCES:

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

Objective: To introduce students to the concepts of communication.

Unit 1
Conceptual framework of Communication: Definition of communication - need for communication - Communication and Language - Communication and Information - Types of Communication - Intrapersonal, Interpersonal, Group and Mass Communication - Elements of Communication - Barriers to communication.

Unit 2
Functions of Mass Media - 7 Cs of Communication - Diffusion and Adoption Process. Stages of Adoption.

Unit 3

Unit 4

Unit 5
Origin and development of Print media in India - Origin and Development of radio and television in India - Introduction to Folk and Traditional media.

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

REFERENCES:
Vir Bala Aggarwal and V. S. Gupta - A Handbook of Journalism and Mass Communication - Concept Publication Co. New Delhi - 110 059

15FNA102 MULTIMEDIA, GRAPHICS AND ANIMATION  3 0 0 3

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

Unit 1

Unit 2
Making instant Multimedia – Multimedia Authoring tools.

Unit 3

Unit 4
Multimedia Building Blocks: Animation – Video.

Unit 5

TEXTBOOK:
REFERENCES:

15FNA103 PRINT JOURNALISM AND FEATURE WRITING  2 1 0 3

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

Unit 1
Concept of news - news values - need for news values - making of a newspaper - bureau desk - major responsibilities of reporters and editors.
SYLLABI

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2015 admissions onwards

Unit 2
Speed vs accuracy, objectivity and credibility - challenges posed by new media to newspapers.

Unit 3
Writing for newspapers - inverted pyramid structure – other news writing techniques – formatting lead, body and conclusion – different types of lead - Practical exercises to construct news story - newspaper layout – photo journalism.

Unit 4
Types of interview – Different Interviewing styles and techniques – interview writing methods - do’s and don’ts.

Unit 5
Magazine journalism - difference between writing for magazines and newspapers – Trends in reporting - Genres of journalism.

TEXTBOOK:

REFERENCES:
3. F. Fedler - Reporting for the Print Media, Oxford University Press, USA: 9 edition (March 24, 2008)
4. P. N. Williams - Investigative Reporting and Editing, McGraw Hill, USA

15FNA104 THEORETICAL FOUNDATION FOR VISUAL MEDIA 2 1 0 3

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

Unit 1
Conversions – units of measurements, number systems (binary, Octal, hexadecimal) and co-ordinate systems.

Unit 2
Trigonometry - Measurement of Angles (heights and distances).

Unit 3
Statistics – Tabulation – Classification - Data Collection.

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

REFERENCES:
1. Art and Illusion in The Winter's Tale By B. J. Sokol
2. A World History of Art By Hugh Honour, John Fleming
3. Art History: A Very Short Introduction By Dana Arnold
Objective: The course intends to make the students to observe and describe visual qualities that characterize the photographic image; solve visual art problems; communicate ideas visually; develop proficiency in handling tools related to the photographic print; interpret the meanings of artistic works in photography; identify historical influences on photography; and investigate the role of the photographer in the community. Overall the students will improve their picture taking skills by taking photographs and techniques required to understand and operate the camera.

Unit 1

Unit 2
Camera principles - Compact cameras and SLR’s - Working of SLR camera - Different image sensors - CCD and CMOS.

Unit 3
Different parts of SLR camera - Creative mode and basic modes in SLR camera - Basic features of SLR camera – Focusing - Aperture - shutter speed - slow and fast shutter speeds, applications of slow and fast shutter speeds, ISO, when to use ISO function - Colour temperature - White balancing function in camera - different white balance modes in camera - Focal Length, Depth of Field - Shallow depth of field, large depth of field, Depth of focus - circles of confusion - Angle of view - Different types of lenses - normal lens, wide angle lens, fish eye lens, prime lens, telephoto lens, Different Image capturing formats - RAW, TIFF, JPEG, Different memory cards - SD card CF card.

Unit 4
Composition principles - vertical framing, horizontal framing, diagonal framing - symmetry, perspective, balance, background and foreground, Rule of Thirds, frame balancing, leading lines, frame within a frame - Different camera movements – tilting – panning - different types of shots, ECU, CU, MCU, MLS, MS,LS, ELS different camera angles - High angle, low angle, eye level, birds eye, worms eye.

Unit 5
Introduction to Lighting - natural lights, outdoor lighting, studio lighting, still life photography - Three point lighting - Key light, fill light, back light, light meters and their working, different lighting instruments, lighting accessories used - soft box, reflector, umbrella reflector, snoot, trigger, diffusers - working under different lighting conditions.

TEXTBOOKS:
1. The Basic Book of Photography by Tom Grimm and Michele Grimm, 4th Edition

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

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

Unit 1

Unit 2
Lenses – types, properties, aberrations.

Unit 3
Photographic Optics – camera lenses – technical development.

Unit 4
SLR camera – structure and working.

Unit 5
Anatomy of human eye and camera.

TEXTBOOKS:
2. Basic optics and optical instruments, by Fred A. Carson

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

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

Unit 1
Normal Human Eye and Process of Seeing, Basic Principles of motion picture -
Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and Differences between video and film medium.

Unit 2
Editing - introduction to editing, different functions of editing - Grammar of editing, different transitions and their meanings - Cut, dissolve, fade and wipe, Introduction to editing theories.

Unit 3
Parts of Video Camera, main features of video camera, Different techniques - depth of field, deep focus, rack focusing, Camera support systems.

Unit 4
Linear editing and nonlinear editing - Work flow, on line and off line editing.

Unit 5
Principles of Visual Grammar, Composition principles, Concept of shots, Different types of shots.

TEXTBOOK:
Vasuki Belavadi, Video Production, Oxford University

REFERENCES:
1. Technique of Film Editing - Karel Reiz and Gavin Millar - Focal Press
4. Five Cs of Cinematography: Joseph V. Mascelli
5. Television Production: Allen Wartz

15FNA181 MULTIMEDIA LAB. I 0 1 2 2

15FNA182 LANGUAGE LAB AND COMMUNICATION PRACTICE LAB. 0 0 2 1
Communication Practice including correct verbal usage, vocabulary and pronunciation in Regional Languages - Discussion of case studies.

15FNA183 PHOTOGRAPHY LAB. 0 1 2 2
Introduction to different types of cameras; Working with compact cameras; Introduction to DSLR; Focusing; Framing; Experimenting with different shutter speed; Aperture and depth of field; Usage of ISO function; Studio Lighting; Different photography assignments; Image editing using software's.

15FNA184 MULTIMEDIA GRAPHICS AND ANIMATION LAB. I 0 1 2 2
Vector Drawing - Draw basic shapes, Draw objects, Create vector images, then edit those vector images quickly and easily, Add colour to your work, Use blends, gradients, and patterns, Create symbols to place into your work to save time, Create layers and masks, Draw landscapes such as buildings and houses with ease using perspective, Add graphs to your documents, Add text to your documents – and even to your objects and shapes, Create drawings, business cards, brochures.

15FNA185 VIDEOGRAPHY AND VIDEO EDITING LAB. I 0 1 2 2
Familiarizing Video Camera and accessories; Different types of Tapes; Familiarising interface of editing software; Introduction to editing workflow; Basic tools of editing software; Basics of audio editing; Exporting media from editing software; DSLR cinematography Introduction; Different types of Shots; Working under different Light Sources; Capturing Video using capturing devices; Baroque Art-Romanticism.
SYLLABI

B Sc - Visual Media

15FNA201

BROADCAST JOURNALISM

2103

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

Unit 1


Unit 2

Structure and functioning of newsroom.

Unit 3

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

Unit 4

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

Unit 5

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

TEXTBOOK:


REFERENCES:

2. Techniques to TV Production – Rudy Bretz (McGraw Hill)

15FNA202

INTRODUCTION TO ADVERTISING

2103

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

TEXTBOOK:

SYLLABI

REFERENCES:

15FNA203 WEB PUBLISHING 2 1 0 3

Unit 1
Getting Familiar with Web Pages - Creating Your First Web Page.

Unit 2

Unit 3
Creating Style Sheets - Formatting Text with Style Sheets - Controlling Layout with Style Sheets.

Unit 4
Adding Multimedia and Other Features - Publishing Your Web.

Unit 5
Text Format - Importance of Fonts in a Web site - Differences between Serif and Sans-serif - Image maps - Privacy and Security.

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

REFERENCE:
CREATING WEB PAGES Simplified by Mike Wooldridge Wiley Publishing, Inc

15FNA204 VIDEOGRAPHY AND VIDEO EDITING II 2 1 0 3

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

UNIT 1
Lighting Principles - goals of good lighting in video, properties of light, colour temperature - Three point lighting, Lighting ratio - hard and soft Lighting, high key lighting and low key lighting, available natural light, bounce light, practical lighting, lighting through the window Lighting for HD video, Lighting instruments, Lighting accessories.

UNIT 2
History of Editing - Editing in Silent films, the beginning of continuity editing, Editing in early films of Edwin S Porter and D.W Griffith, Dramatic emphasis in Griffith's films, Kuleshov Effect, Soviet montage theory, Pudovkin and constructive editing, Eisenstein’s contributions, Methods of Montage-Metric, rhythmic, tonal, over tonal, intellectual montages, Editing in the sound films, editing techniques in modern cinema, development of alternate editing methods.

UNIT 3
History and development of video recording - Different video tape formats.

UNIT 4
Different theories of editing, continuity editing, Major Issues in continuity, 180 degree rule-breaking 180 degree, cut in shots and cut away shots, screen direction and action axis, the 20% and 30 Degree Rules, jump cuts, Moving shots, cross cutting or parallel cutting, cutting in action, different types of cuts. Sound editing principles.

UNIT 5
Media distribution and storage - difference between interlaced and progressive scanning techniques, Broadcasting standards - Analogue and digital, Transmission Technologies - terrestrial transmission, satellite and cable broadcasting, DTH, CAS, IPTV, SMATV.

TEXTBOOK:
Vasuki Belavadi, Video Production, Oxford University.

REFERENCES:
Cinematography: Theory and Practise - Blain Brown
Technique of Film Editing - Karel Reiz and Gavin Millar - Focal Press
Film Theory - Siegfried Karacauer
The Montage of Film Aesthetics - S. Eisenstein

15FNA211 FILM STUDIES AND ANALYSIS 2 1 0 3

Objective: To introduce the students to the world of cinema and study its different aspects thereby enabling him/her to develop the analysing culture. Students will also be exposed to the...
different approaches in understanding of film studies that students develop in the classroom to professional experience in the workplace.

Unit 1
Film studies – Introduction - Basic Aspects of Film Language - Concepts, Techniques - Relationship between time and space - Types of shots and movements.

Unit 2
History of world cinema and Indian cinema.

Unit 3

Unit 4
German Expressionism - Expressionist mise-en-scène: Robert Wiene’s The Cabinet of Dr. Caligari/ Murnau's The Last Laugh /Fritz Lang’s Metropolis - Soviet Montage - Constructivist Approaches to Cinema - Battleship Potemkin/ Strike/ Mother - Italian Neo-realist Cinema - An ‘Aesthetics of Reality’ Outside the Studio: Vittorio De Sica’s The Bicycle Thieves - Indian ‘New Wave’ - Characterizing the Indian ‘New Wave’ (A Representative Film of any one of the Directors: Mrinal Sen, Mani Kaul, Kumar Shahani, Ketan Mehta, Adoor Gopalakrishnan).

Unit 5
Film analysis - analysis of specific film texts.

TEXTBOOKS:
Film Art: An Introduction - David Bordwell, Kristin Thompson
Malayala Cinemayude Katha - Vijayakrishnan

REFERENCES:
The Art and Science of Cinema - Anwar Huda
Key Concepts in Cinema Studies - Susan Hayward
Film as Art - Rudolf Antheim
Chalachithrathinte Porul - Vijayakrishnan
Movies and Meanings - Stephen Prince
How to read a film? Movies, Media, Multimedia - James Monaco

15FNA212 VIDEO PRODUCTION AND AUDIOGRAPHY

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

UNIT 1
Production personnel roles and responsibilities, Single camera production - preproduction stage - different activities, Production stage, different problems in shooting, reviewing shots, Post production stage.

UNIT 2
History of sound recording. Audio productions – Introduction to basics of sound as a waveform, behaviour of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms.

UNIT 3
Multicamera Production work flow - Studio based production, layout of studio, PCR, Vision Mixer, EFP and ENG, Working on location, interviewing techniques, using the Camera, Lighting for television production, Concept of virtual studio, teleprompter, chroma keying, types of TV cameras: Studio camera.

UNIT 4
Developing the treatment for short documentary film, developing the script for documentaries. Television programme production, different genres of programmes - news based current affairs programme - scripting and production of entertainment programmes, sports based programmes.

UNIT 5
Mixers, microphones, basic principles of microphones loud speakers, amplifiers.

TEXTBOOKS:
2. T. Krishnan Unni – Sound in Moving Pictures – Mathrubhumi Publications

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

15FNA213 WEB JOURNALISM AND CONTENT WRITING

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

UNIT 1
Introduction to online journalism - Newsrooms going online - Basic concepts/ unique principles of web content writing - interactivity, hypertexts, multimedia features - Shift in the taste of the audience - peculiarities of online audience.
SYLLABI B Sc - Visual Media 2015 admissions onwards

Unit 2
Unsubstantiated opinions - bloggers as journalists - Blogger’s ethics - Citizen Journalism initiatives in online medium - managing user-generated content.

Unit 3
The impact of effective online research on web content development - Search engine optimization – SEO techniques - Importance of keywords in web content development - how to boost online traffic.

Unit 4
Writing for the web – techniques of crafting online story-knowing your audience - online conversations - traditional media Vs new media.

Unit 5
Importance of accuracy and verification – how to develop content effectively - Evaluating different online sites.

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

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

15FNA231 DEVELOPMENT COMMUNICATION 2103

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

Unit 1
Development: Definition, nature and scope - Development indicators - Development studies.

Unit 2

Unit 3
Development Journalism – Definition - health, nutrition, social issues, resource use. Literacy, agriculture and environment. SITE and Kheda Projects - Development Support Communication - Participatory approaches.

15FNA232 INTRODUCTION TO BRAND MANAGEMENT 2103

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

Unit 1

Unit 2
Branding strategies - Manufacturer branding (national brand) and distributor branding (private/store brand) – Multi product branding strategy - Multi branding strategy - Mixed branding, Brand licensing, Co-branding, Composite co-branding, Ingredient co-branding Brand product matrix, Brand hierarchy.

Unit 3
Brand Promotion and Strategic Brand Management - Building a Strong Brand: FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch, Media Selection, Trade Promotion and Selling, CRM, Personal Selling, Web Marketing.
SYLLABI
B Sc - Visual Media
2015 admissions onwards

Unit 4
Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over; Time, Market Segments and Geographic Boundaries, Revitalising and Changing the Brand Portfolio.

Unit 5
Case Studies in Business Sectors: Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business, etc.

TEXTBOOK:

REFERENCES:
1. Strategic Brand Management, Kevin Lane Keller, M. G. Parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.

15FNA233
WEB DESIGNING
2103

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

Unit 1
Starting with a Plan - Defining the Audience - Gathering Content - Choosing the Right Tools. Defining the Look and Feel - Mocking Up the Design.

Unit 2
Slicing and Optimizing Web Graphics - Organizing Content with Tables and Lists - Creating Web Layouts - Designing Web Forms - Making Your Pages Interactive.

Unit 3

SYLLABI
B Sc - Visual Media
2015 admissions onwards

Unit 4
Domain Registration and Hosting - Publishing Your Site - Search Engine Optimization and Site Maintenance.

Unit 5
Final project.

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

15FNA241
ADVERTISING CASE STUDIES
2103

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

Unit 1

Unit 2

Unit 3

Unit 4
Ways to Market on Radio and TV - Buying Time for Commercials, Mistakes in Copy
### Writing - Strength and Weaknesses of Print, Radio and TV media, Quality Control and Ethical Issues, Advertising and its effects on Societal Economy, Life Style and Value Systems.

### Unit 5
**Case Studies of Copy Writing for live Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc., for different formats of production.**

**TEXTBOOK:**

**REFERENCES:**

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### 15FNA242 INTRODUCTION TO NICH JOURNALISM 2 1 0 3

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

**Unit 1**
Definition and types of magazines - news, special interest, general, lifestyle, glamour, gossip - Brief history of the development of magazines, reasons for its success in and outside India, the magazines that boom in India and the glorious years of the news magazine.

**Unit 2**
Magazine formats and their difference from other media, magazine formats within a genre - unique features of different magazines.

**Unit 3**
Overview of English and other Indian language magazines today.

**Unit 4**
Writing for a magazine - Editing for a magazine - Scope of ‘niche’ journalism.

**Unit 5**
Sports - Media vehicles used for the niche - Most dominant sports and some background about them – Pre-contest coverage - Preparation of complete game story - Watching the game - Vital aspects to cover using significant statistics – Columns - speculation, post-contest analysis, personal reflections - Covering a game for TV/ Radio - Comparing coverage in different media – Health - Health as a niche - areas usually covered - Different media vehicles - Entertainment and lifestyle - Examining different kinds of magazines in this wide category - Importance of style and kinds of matter that makes stories – Travel – Developmental - Civic journalism - Public journalism - Alternative media and people’s issues.

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

**REFERENCE:**
Journalism Writing Techniques by M H Syed

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

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

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

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

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

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

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

Designing and Publishing web sites.
**SYLLABI**

**B Sc - Visual Media**

15FNA285 **ANCHORING AND MEDIA PRESENTATION SKILLS**

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

15FNA286 **AUDIOGRAPHY LAB.**

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

15FNA287 **CRITICAL VIEWING AND READING ANALYSIS LAB.**

Comparison and analysis of various trends in media.

15FNA288 **INTEGRATED MARKETING COMMUNICATION PRACTICE LAB.**

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

15FNA289 **VIDEO PRODUCTION LAB.**

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

15FNA301 **CONSTITUTION AND MEDIA ETHICS**

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

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


**Unit 2**
Mass media ethics - Social commitment of media - Norms of journalistic conduct: Principles and ethics - Accuracy and fairness - Pre-publication verification - Right of the Press to comment on the acts and conduct of public officials - Conjecture, comment and fact – Corrections - Right to reply - Letters to editor.

**Unit 3**
Obscenity and vulgarity – Right to privacy Vs right to expression – How to cover communal disputes/ clashes – How to cover court proceedings – Plagiarism.

**Unit 4**

**Unit 5**
Media ethics – Case Studies and discussion of practical cases.

**TEXTBOOKS:**

**REFERENCES**
1. “Press Laws of India”.
Responsibilities and duties of different media organizations - Audience Ratings - Methods of TRP rating.

Unit 4

Unit 5

TEXTBOOKS:
1. Block et al, Managing in the Media. Focal Press

REFERENCES:

15FNA331 ART DIRECTION FOR ADVERTISING 2 1 0 3

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

Unit 1
Art Direction in Advertising: an introduction - roles and tools of the art director, Graphic Conceptualization: visual metaphor, languages -meaning full lettering, Logo Designing.

Unit 2
Graphic basis: Typography, colour, visual composition, techniques and technologies, Tracing and transfer techniques.

Unit 3

15FNA332 PUBLIC RELATIONS AND CORPORATE COMMUNICATION 2 1 0 3

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

Unit 1
Meaning and Definition - Requirement for Public Relations and Corporate Communications.

Unit 2
History of Public Relations - Public Relations Programme - P.R. Public.

Unit 3
Tools of Public Relations - Significance of Public Relations - Public Relations Ethics - Relevance of Corporate Communications.

Unit 4
Corporate Communication and Media Relations - Importance of a Public Relations Officer - Qualities of Public Relations Officer - Importance of Media Relations.

Unit 5
Practical Corporate Communications and P.R. - Ways of performing a P.R. Campaign.

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

REFERENCES:
2. Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press
Objective: To introduce the students to media research. It aims to enable the students to critically analyse media content and expose them to tools and techniques of analysis for media studies.

Unit 1
Research: Definition and Characteristics. Types of research - Social science research.

Unit 2
Research process - Elements of research - concept, variables etc.

Unit 3
Research Approaches: Qualitative and Quantitative approaches - Survey Research, Content Analysis, Textual Analysis - Focus group.

Unit 4
Research Ethics.

Unit 5
Research in Media Effects.

TEXTBOOKS:

REFERENCES:
2. Renjit Kumar - Research Methodology: A Step by Step guide to Beginners

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

Unit 1
From the marketing brief to the creative brief – creative brief to creative strategy – strategy formulation – concept – concept development – from concept to copy

Unit 2
Introduction to different types and categories of advertisements – brochures, outdoors, posters, direct mails, sales promotion, sales literature, POP, content. Appeals and approaches used - ways of treatment given.

Unit 3

Unit 4
Writing for television ads, Radio ads, online ads and multimedia.

Unit 5
Ethics to be maintained while writing copy.

REFERENCES:

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

Unit 1

Unit 2
**Unit 3**

**Unit 4**

**Unit 5**

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

**Unit 5**
Editing the film.

**TEXTBOOK:**
Writing the short film by Cooper, Ken Dancyger

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

**15FNA390**
**LIVE-IN-LAB.**
This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Lab project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

**15FNA391**
**MINOR PROJECT**
Students have to undertake a research project and publish a paper on the same.

**15FNA392**
**INTERNSHIP AND PORTFOLIO PRESENTATION**
Students must undertake internship for one month in the industry. At the end of the semester the portfolio (various streams) should be exhibited in public platform.

**15FNA398**
**MINI PROJECT**
To enable the students to produce a fiction/ non-fiction film of 3 minutes duration or preparing a comprehensive print and online advertising for a brand or a company or a service, etc., using the different multimedia tools such as video camera and its accessories with the application of video and audio editing softwares.
- Video Production and Photography
- Graphic/ Web Designing/ Animation

**15FNA399**
**PROJECT**
To enable the students to produce a fiction/ non-fiction film of 3 minutes duration or preparing a comprehensive print and online advertising for a brand or a
company or a service, etc. using the different multimedia tools such as video camera and its accessories with the application of video and audio editing softwares. At the end of the semester the portfolio (various streams) should be exhibited in public platform
• Video Production and Photography
• Graphic / Web Designing / Animation

**15HIN101**

**HINDI I 1 0 2 2**

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

**Unit 1**
Introduction to Hindi Language - National Language, Official Language, link Language etc. Introduction to Hindi language, Devanagari script and Hindi alphabet.

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

**Unit 2**
Common errors and error corrections in Parts of Speech with emphasis on use of pronouns, Adjective and verb in different tenses – Special usage of adverbs, changing voice and conjunctions in sentences, gender & number - General vocabulary for conversations in given context – understanding proper pronunciation – Conversations, Interviews, Short speeches.

**Unit 3**
Poems – Kabir Ist 8 Dohas, Surdas 1st 1 Pada; Tulsidas 1st 1 Pada; Meera 1st 1 Pada.

**Unit 4**

**Unit 5**
Kahani – Premchand: Kafan, Abhilasha, Vidroh, Poos ki rath, Juloos.

**TEXTBOOKS:**
1. Prem Chand Ki Srvashrestha Kahaniyan: Prem Chand; Diamond Pub Ltd. New Delhi
2. Vyavaharik Hindi Vyakaran, Anuvad thaha Rachana: Dr. H. Parameswaran, Radhakrishna publishing House, New Delhi

**SYLLABI**

**15HIN111**

**HINDI II 1 0 2 2**

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

**Unit 1**

**Unit 2**
Communicative Hindi - Moukhik Abhivyaykthi.

**Unit 3**
Audio-Visual – Media in Hindi – Movies like Tare Zameen par, Paa, Black etc., appreciation and evaluation. News reading and presentations in Radio and TV channels in Hindi.

**Unit 4**
Gadya Manjusha – Budhapa, Kheesa, Sadachar ka Thavis.

**Unit 5**

**TEXTBOOKS:**
Kavay Tarang: Dr. Niranjan, Jawahar Pusthakalay, Mathura.
Gadya Manjusha: Editor: Govind, Jawahar Pusthakalay, Mathura

**15KAN101**

**KANNADA I 1 0 2 2**

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

**Unit 1**
Adalitha Kannada: bhashe, swaroopa, belavanigeya kiru parichaya Paaribhaashika padagalu Vocabulary Building

**Unit 2**
Prabhandha – Vyaaghras Geethe - A. N. Murthy Rao
SYLLABI

B Sc - Visual Media

2015 admissions onwards

Prabhandha – Baredidi…baredidi, Baduku mugiyuvudilla allige… - Nemi Chandra
Paragraph writing – Development: comparison, definition, cause & effect
Essay – Descriptive & Narrative

Unit 3
Mochi – Bharateeriprja
Mosarina Mangamma – Maasti Venkatesh Iyengar
Kamalaapurada Hotelnali – Panje Mangesh Rao
Kaakine – B. M. Shree
Geleyanobbangi bareda Kaagada – Dr. G. S. Shivarudrappa
Moodala Mani – Da. Ra. Bendre
Swathantryada Hanate – K. S. Nissaar Ahmed

Unit 4
Letter Writing - Personal: Congratulation, thanks giving, invitation, condolence

Unit 5
Reading Comprehension; nudigattu, gaadegalu
Speaking Skills: Prepared speech, pick and speak

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

KANNADA II

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

Unit 1
Official Correspondence: Adhikrutha patra, prakatane, manavi patra, vanijya patra

Unit 2
Nanna Hanate - Dr. G. S. Shivarudrappa

SYLLABI

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2015 admissions onwards

Ella Marethiruvaga - K. S. Nissaar Ahmed
Saviraru Nadigalu – S Siddalingayya

Unit 3

Unit 4
Sanva Sollegala turtu Maha Samelana - Beechi
Swarthakkaagi Tyaga - Beechi

Unit 5
Essay writing: Argumentative & Analytical
Précis writing

REFERENCES:
1. H. S. Krishnaswami Iyangar – Adalitha Kannada – Chetana Publication, Mysuru
2. Dr. G. S. Shivarudrappa – Samagra Kavya. - Kamadhenu Pustaka Bhavana
4. K. S. Nissar Ahmed – 75 Bhaavageetegalu – Sapna book house
5. Dr. Da. Ra. Bendre – Saayo Aata – Shri Maata Publication

MALAYALAM I

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

Unit 1
Ancient poet trio: Adhyatmaramayanam, Lakshmana Swanthanam (valsa soumitre... mungikidakayal), Ezhuthachan - Medieval period classics – Jnanappana (kalaminnu... vilasangalingane), Poonthanam.

Unit 2

Unit 3
Short stories from period 1/2/3, Poovanpazham - Vaikaom Muhammed Basheer - Literary & Cultural figures of Kerala and about their literary contributions.
**SYLLABI**  
*B Sc - Visual Media*  
2015 admissions onwards

**Unit 4**  
Literary Criticism: Ithihasa studies - Bharatha Paryadanam - Vyasaante Chiri - Kuttikrishna Mararu - Outline of literary Criticism in Malayalam Literature - Introduction to Kutti Krishna Mararu & his outlook towards literature & life.

**Unit 5**  
Error-free Malayalam: 1. Language; 2. Clarity of expression; 3. Punctuation.

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

**REFERENCES:**

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

**Unit 4**  
Part of an autobiography/ travelogue: Kannerum Kinavum, V. T. Bhattathirippadu - Socio-cultural literature - historical importance.

**Unit 5**  
Error-free Malayalam: 1. Language; 2. Clarity of expression; 3. Punctuation.

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

**REFERENCES:**

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

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

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

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

**Unit 1**  
Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit.

**Unit 2**  
Verbs - Singular, Dual and plural – First person, Second person, Third person.

Tenses – Past, Present and Future – Atmanepadi and Parasmaipadi - karthariprayoga.
Unit 3
Words for communication, slokas, moral stories, subhashithas, riddles (from the books prescribed).

Unit 4
Selected slokas from Valmiki Ramayana, Kalidasa’s works and Bhagavad Gita.

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

Unit 5
Translation of simple sentences from Sanskrit to English and vice-versa.

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

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

Unit 1
Seven cases, indeclinables, sentence making with indeclinables, Saptha karakas.

Unit 2
Ktavatu Pratyaya, Upasargas, Ktvanta, Tumunnanta, Lyabanta.

Three Lakaras – brief introduction, Lot lakara.

Unit 3
Words and sentences for advanced communication. Slokas, moral stories (Panchatantra) Subhashitas, riddles.

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

Unit 5
Translation of paragraphs from Sanskrit to English and vice-versa.

ESSENTIAL READINGS:
1. Praveshaha; Publisher: Samskrita bharati, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore-560 085
2. Sanskrit Reader I, II and III, R. S. Vadhyar and Sons, Kalpathi, Palakkad
3. Prakriya Bhashyam written and published by Fr. John Kunnappally
4. Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
5. Sabdamanjari, R. S. Vadyar and Sons, Kalpathi, Palakkad
6. Namalinganusasanam by Amarasimha published by Travancore Sanskrit series
Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

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

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

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

TEXTBOOKS:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
3. Data Interpretation, R S Aggarwal, S Chand Publ.
4. Nova GRE, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.thegrammarbook.com online teaching resources
10. www.englishpage.com online teaching resources and other useful websites.


TEXTBOOKS:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
3. Quantitative Aptitude by Abjith Guha, Tata McGraw hill Publ..
5. The BBC and British Council online resources
6. Owl Purdue University online teaching resources
7. www.thegrammarbook.com online teaching resources
8. www.englishpage.com online teaching resources and other useful websites.
**15SSK301 LIFE SKILLS III 1022**


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

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

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

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

**TEXTBOOKS:**
4. The Hard Truth about Soft Skills, by Amazon Publication.

**REFERENCES:**
1. Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;
2. The Trachtenberg Speed System of Basic Mathematics, Rupa & Co., Publishers;
5. Quick Arithmetic, by Ashish Agarwal, S Chand Publ.;
8. The BBC and British Council online resources
9. Owl Purdue University online teaching resources
10. www.thegrammarbook.com online teaching resources and other useful websites.
11. www.englishpage.com online teaching resources and other useful websites.
SYLLABI
B Sc - Visual Media
2015 admissions onwards

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

**Unit 1**
The history of Tamil literature: Naṭṭupūṟṟaṭ paṭṭaikal, katakkal, paṭṭamokkal - cirukataikal tōtrumum valarciyllum, cirrakkiyankal: Kalākkattup parani (pōrtiṭiyatu) - mukkōṭṟ paḷḷu 36.
Kāppiyankal: Cilappattikāram - maṇimēkai naṭṭaiyayal āyyu marrum airperum - aṅcippūṟi kāppiyankal toṭarpāga ceytikal.

**Unit 2**
Iñai ilakkiamum nibīlilakkiamum - paṭṭenkkilkanakkul nūlkal toṭarpāga piṟa ceytikal - tirukkural (arpū, panpu, kalvi, oḷkkam, nāṭpu, vāymai, kēḷvi, ceynaṟṟi, periyāṟṟiṟṟuṇakkōṭai, vilippuṇnuru pēṟṟa atikēṟṟulli ulḷa ceytikal.
Aranūkkal: Ulaṇkkī (1-5) - ēḷāti (1.3.6) - Cittarkal: Katuvell cittar pāṭaikal (āṇantak kalīppu - 1.6, 7, 8), marrum akappēy cittar pāṭaikal (1-5).

**Unit 3**
Tamil ilakkiam: Vākkīya vakkaiyakal - taṟḷiṇai piravaiyai - nēṟkkūṟu ayarkkuṟu.

**Unit 4**