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

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

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

Courses offered under the framework of Amrita Values Programme:

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

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

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

Insights from the Upanishads
Introduction: Sruti versus Smriti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakarma Jabala, Aruni, Shvetaketu.

Importance of Yoga and Meditation in Life:
The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

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

Great Spiritual Teachers of India
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

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

Appreciation of Kerala's Mural Art Forms:
A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural paintings are not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.
Practicing Organic Farming
Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says “we have to return this land to the coming generations without allowing even the slightest damage to happen to it”. Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature”

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

15CUL501 CULTURAL EDUCATION 200 P/F

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

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

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intelect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master

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

15FNA501 BASICS OF ADVERTISING 110 2

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

Unit 1

Unit 2

Unit 3
Unit 4

Unit 5

TEXTBOOK:

REFERENCES:

15FNA503  FILM STUDIES  2002

Objective: To introduce the students to the creativestudy of filmsand at the same time developing their skills for analyzing different media.

Unit 1
Introduction to Film Studies – Film movements.

Unit 2
Different Genres of films.

Unit 3
Introduction to world cinema.

Unit 4
Indian Cinema and Malayalam Cinema (Origin and Development).

TEXTBOOKS:
1. Film Art: An Introduction – David Bordwell, KristinThompson
2. Malayala Cinemayude Katha - Vijayakrishnan

REFERENCES:
1. The Art and Science of Cinema – Anwar Huda
2. Key Concepts in Cinema Studies – Susan Hayward
3. Film as Art – Rudolf Arnheim
4. Chalachithrathinte Porul - Vijayakrishnan
5. Movies and Meanings – Stephen Prince
6. How to read a film? Movies, Media, Multimedia - James Monaco

15FNA508  STUDIES IN VISUAL AESTHETICS  2002

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

Unit 1
Development of Visual Language – Semiotics and Rhetoric.

Unit 2
Dramaturgy - Development of Multimedia - Aesthetics of Audio Image.

Unit 3
Visual Art and Aesthetics - Understanding visual art and visual culture.

Unit 4
An overview of the art movements throughout history - Modern aesthetic movements and theories.

Unit 5
Anatomy, Figure Drawing and Figure Study.

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

REFERENCES:
2. The Meaning of Art by Herbert Read
3. Art by Clive Bell
SYLLABI

15FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION AND MEDIA STUDIES

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

Unit 1
Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

Unit 2

Unit 3
Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

Unit 4
Establishing the validity and reliability of research instrument – validity - types of validity – reliability – Sampling - Population and Sample, Probability and Non-Probability Samples, Types of Probability and Non-Probability Samples, Sample size.

Unit 5
Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.

TEXTBOOKS:

REFERENCES:
2. Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005

15FNA512 MEDIA ETHICS AND LAWS

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

Unit 1

Unit 2

Unit 3
PCI guidelines - Norms for Journalistic conduct.

Unit 4

Unit 5
Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

TEXTBOOKS:

REFERENCES:
1. Press Laws of India.
Master of Arts - Vis. Med. & Commn. 2016 admissions onwards

SYLLABI

15FNA513  FILM DIRECTION  2 0 0 2

Objective: To initiate students into the art of film making and to train them in the various components of film direction.

Unit 1
Visualizing the screenplay in terms of cinematic production - Constructing continuity for the narrative - Visualising characters and locations.

Unit 2
Dividing the scenes into shots - Designing camera angles and movements for the shots - Montaging the shots - Designing audio components - Shooting logistics.

Unit 3
Creating mood boards - Locking locations, camera angles and movements - Creating graphic story boards.

Unit 4
Preparation of shooting script - Fixing shot sizes, camera angles and camera movements - Fixing the audio component.

Unit 5
Creating character profiles - Actor audition - Visualising the sets - Creating 3 Dimensional cut-outs and painting backdrops.

TEXTBOOKS:
1. Film Directing Shot by Shot: Visualizing from Concept to Screen by Steven Douglas Katz
2. The Film Director Prepares: A Complete Guide to Directing for Film and TV by Myri A. Schreibman

REFERENCE:
Producing and Directing the Short Film and Video by David K. Irving, Peter W. Rea

15FNA518  GRAPHICS AND ANIMATION  2 0 0 2

Objective: Introduce the students to the evolution of Animation fundamentals and also to initiate them to the Digital Animation techniques so as to be enabling them competent and proficient in making good works.

Unit 1
Concept of animation - picture in motion - depicting movement with sequential drawings.

Unit 2
History of and development of animation - early development - Animation before film, magic lantern - thaumatrope - phenakistoscope - Zoetrope - praxinoscope, flipbooks. Silent Era - Walt Disney & Warner Bros, Television era, CGI.

SYLLABI

15FNA519  SCREENPLAY WRITING  2 0 0 2

Objective: To introduce the students to the construction of film narratives.

Unit 1
Developing the power of observation - Building imagery - Creating character profiles.

Unit 2
Developing the story through plot structure - Three-part structuring (Beginning, Middle and End) - Rising action - Dramatic conflict.

Unit 3
Conceiving characters - Physical appearance and psychological motivation - Protagonist and Antagonist - Secondary characters.

Unit 4
Matching dialogue with the social and cultural background of the character - Use of dialects - 180 Degree dialogue - Dialogue cues.
TEXTBOOK:  
Screenwriting by Raymond G Frensham  
The Screenwriter's Workbook (Revised Edition) by Syd Field  
Screenwriting 434 by Lew Hunter

REFERENCES:  
1. Screenwriting by Raymond G Frensham  
2. The Screenwriter's Workbook (Revised Edition) by Syd Field  
3. Screenwriting 434 by Lew Hunter

15FNA576  GRAPHIC DESIGN LAB. I  0 1 2 2


15FNA577  COMPONENTS OF VISUAL DESIGN LAB.  0 0 2 1

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

15FNA578  FILM ANALYSIS LAB.  0 1 2 2

To encourage critical approach to cinema – To impart training in reading specific film texts from various theoretical perspective.

15FNA584  DIGITAL VIDEO EDITING  0 1 2 2

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

15FNA586  GRAPHIC DESIGN LAB. II  0 1 2 2


15FNA601  VISUALIZATION AND STORYBOARDING  2 0 0 2

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

Unit 1  
Mis-En-Scene Analysis of existing television Ads, Films etc.

Unit 2  
Exercises in developing mental images.
SYLLABI

**INTERNET ADVERTISING** 2002

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

**Unit 1**
Internet as a medium of communication – Possibilities – Advantages – Limitations.

**Unit 2**
Internet Advertising, an introduction - Targeting approaches - Demographic targeting - Behavioral targeting - Daypart targeting - Geographic targeting - Affinity targeting - Purchase based targeting.

**Unit 3**
Online advertising - Reach and frequency - Winning Strategies – Generate brand preference to stimulate sales - Stimulate trial through online coupons, samplings - Creating emotional engagement to promote loyalty - Power of convenience.

**Unit 4**
Standard online advertising formats -Creative factors that Influence display advertising effectiveness - Online video advertising - Games, an engaging medium - Online advertising clutter.

**Unit 5**
Search engine marketing techniques - Online shopping and buying - The multichannel market place - Online shopper profile - Importance of user friendly shopping sites - Shopper diversion - Advertising personally, e-mails and word of mouth - Online advertising effectiveness measurement.

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

**SYLLABI**

**RESPONSIVE WEB DESIGN** 2002

**Objective:** The purpose of this course is to gain a hands-on understanding to develop responsive websites, which is the emerging trend in web designing.

**Unit 1**
Responsive Elements and Media, Introduction, Resizing an image using percent width, Responsive images using the cookie and JavaScript, Making your video respond to your screen width, Resizing an image using media queries, Changing your navigation with media queries, Making a responsive padding based on size, Making a CSS3 button glow for a loading element

**Unit 2**
Responsive Typography, Introduction, Creating fluid, responsive typography, Making a text shadow with canvas, Making an inner and outer shadow with canvas, Rotating your text with canvas.

**Unit 3**
Rotating your text with CSS3, Making 3D text with CSS3, Adding texture to your text with text masking, Styling alternating rows with the nth positional pseudo class, Adding characters before and after pseudo elements, Making a button with a relative font size, Adding a shadow to your font, Curving a corner with border radius.

**Unit 4**
Responsive Layout, Introduction, Responsive layout with the min-width and max-width properties, Controlling your layout with relative padding, Adding a media query to your CSS, Creating a responsive width layout with media queries, Changing image sizes with media queries, Hiding an element with media queries, Making a smoothly transitioning responsive layout.


**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 – Import, 19 Dec 2012 by Eric Morrow, Shannon Chirone
3. The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement
   Paperback – 3 Jun 2011 by Calvin Jones, Damian Ryan.
4. HTML5 and CSS3 Responsive Web Design Cookbook - Published by Packt Publishing Ltd.
5. Learning Responsive Web Design – Clarissa Peterson – O'Reilly

15FNA676 PACKAGING PRACTICAL 0 0 2  1
To introduce the students to the basics of packaging, and the essential graphic designing tools.

15FNA690 LIVE-IN-LAB. 2 cr
This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations, after the second semester and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

15FNA692 INTERNSHIP 2 cr
Students must undertake internship for one month in the industry.

15FNA696 COMPREHENSIVE AND TECHNICAL VIVA-VOCE 4 cr
Viva voce will be conducted on the dissertation/ project work/ portfolio report of students.

15FNA697 MINI PROJECT 4 cr
Depending on the elective stream chosen, students must produce a Short-film/ Advertisement/ Short animation/ Website.

15FNA698 PROJECT 4 cr
Making Short film and Documentary film/ Choose a product and prepare a TV commercial, Radio spot/ Making an Animated Short Film of 5 minutes duration, or Making Live Websites(Tables less WebPages).

REFERENCES:
- Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill
- Reporting for the Print Media, F.Fedler, Oxford University Press, USA
- Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
- Digital Newsroom,BalakrishnaAiyar, Authors Press Publishers
- Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd

15MCJ632 CREATIVE EXPRESSION IN REGIONAL LANGUAGES 2 0 0 2
Objectives: To provide an understanding of the various aspects of vernacular journalism; to equip students with basic skills required for journalistic writing in regional language.

Unit 1

Unit 2
Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

Unit 3
Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.

Unit 4
Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

Unit 5
Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

REFERENCES:
- Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill
- Reporting for the Print Media, F.Fedler, Oxford University Press, USA
- Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
- Digital Newsroom,BalakrishnaAiyar, Authors Press Publishers
- Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd

15MCJ634 SCIENCE COMMUNICATION 2 0 0 2
Objective: This course is for those who want to train as professional science communicators. Academic components provide a broad overview of the professional science communication landscape. The course includes print journalism, new media work, broadcast television or radio production and presentation.

Unit 1
Science Communication - an introduction - communication theory, laws and ethics.
Unit 2
Science Reporting and Writing - web designing - Computer Graphics.

Unit 3

Unit 4

Unit 5
Science Broadcasting - New Media and Science Communication – Internet – Blogs - Alternative Media and Science Communication.

TEXTBOOKS:
1. Anthony Wilson, “Handbook of Science Communication”, IOP

REFERENCES:

15MCJ682 NEWS CASTING, ANCHORING AND PROGRAMME PRESENTATION SKILLS

15MCJ684 PUBLIC RELATIONS CAMPAIGN PRACTICAL

15MCJ685 REPORTING, EDITING AND LAB JOURNAL
Preparing a Lab Journal (to enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media. Grammar for Journalists, Writing headline, lead and body copy. Writing Obituaries, Writing for women and children, Writing for Industry, Science and Technology, Sports, Agriculture, Films. Typography; Layout and Design of newspaper, style book, technical terms using in print and visual media.
3. Melvin L. De fleur and Evette Dennis: Understating Mass Communication
4. Joshi P.: Culture, Communication and Social Change
5. Wilbur Schramm: The Process and Effects of Mass Communication
6. Wilbur Schramm: Men, Message and Media

16FNA523  INTERNET AND WEB TECHNOLOGIES     2 0 0 2

Objectives: The course enables the students to understand various Web Development Technologies such as XHTML, HTML, HTML5, CSS, JavaScript, etc. It also facilitates the students to understand the fundamentals of User Interface designing and developing.

Unit 1
Introduction to HTML, Internet Basic, Introducing HTML5, Explore Web Browsers, HTMLs Syntax, New Features in HTML5, Web pages, Basic HTML page creation.

Unit 2
Adding new Paragraph, Line Break, Preformatted Text, Block quote, HTML lists, Insert Special Character, Introduction to Style Sheet, Internal and External Style Sheet, Introduction to HTML tag, Class and ID, Text alignment, Color, Style Bulleted List.

Unit 3
Web page images, Image tag and attributes, Links and URL, Link to another file, link to e-mail id, Link hover effects, Table Structure, Borders, Cell Padding and Spacing, Table Alignment, Extend Cells across columns and rows, Web Page layout using Table, Understanding about various Form elements, Validating Form elements, Relative, Absolute, Fixed Positioning, Margin and Padding, introduction to Div tag.

Unit 4

Unit 5
Publishing Your Web Pages, Introduction to Dynamic Sites, Basic PHP and SQL, Web Hosting.

SUGGESTED READINGS:
Mike Wooldridge, Brianna Stuart: Creating Web Pages Simplified (IInd)
Jason BeairdThe Principles of Beautiful Web Design

16FNA524  PRINT JOURNALISM AND WRITING FOR MEDIA     2 0 0 2

Objective: To provide an understanding of journalistic practices and to orient the students in reporting and writing for print media.

Objective: To provide in-depth knowledge about Journalism in Television Media and the growth of online journalism, their editing and best presentation, current situation of these medias.

Unit 1
History of journalism - history of broadcast media in India, history of All India Radio, Doordarshan - its origin growth and current situation - how these medias became
popular among the people - their survival, success stories - origin of FM stations - DD Metro Stations - SITE, CWCR, Prasar Bharati Act - its origin and objectives - code and conduct of AIR and Doordarshan - role of news agencies in a media organization.

Unit 2
Writing for Radio

Unit 3
Writing for TV

Unit 4
History of online journalism – origin - writing style in online - collecting stories - role of reporter, subeditor, teletext, videotext, internet news - advantages and disadvantages of online journalism - credibility of online journalism - web portal of newspapers and news channels - emergence origin and growth of citizen medias - future of online journalism - online and citizen journalism.

Unit 5
Practical exercises - News reading and presentation methods - production of a radio programme - a television news bulletin - an online portal.

TEXTBOOKS:
3. Writing for the Media, Usha Raman,Oxford university press 2010

REFERENCES:
2. Techniques to TV Production – Rudy Bretz (McGraw Hill)
3. Handbook of Journalism, VrBala Aggarwal, V.S.Gupta, concept publishing company 2001
SYLLABI  Master of Arts - Vis. Med. & Commn.  2016 admissions onwards


TEXTBOOK:

REFERENCES:

16FNA532 WEB DESIGN AND DEVELOPMENT 2002

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

Unit 1
Introduction to HTML, Internet Basic, Points to be remembered while Web Designing, Categories of Websites, Introduction to Dreamweaver Basics, Dreamweaver Basics – Defining a sit - Formatting Web Layout - Creating Tables - Web Layouts - Frames – Rollovers - Designing web page.

Unit 2

Unit 3

Unit 4

Unit 5

SUGGESTED READINGS

16FNA533 CONTENT WRITING FOR NEW MEDIA 2002

Objectives: To develop understanding of digital information patterns, use and scope; to enable the students to write for the web platforms.

Unit 1

Unit 2
Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open source culture and software, Open Source Licenses (Creative Commons), Security issues in using digital technology (Malware, Phishing, Identity Theft), Changing paradigms of news; emerging news delivery vehicles; job profiles; integrated newsroom.

Unit 3
Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data, Open source data collection and analysis, Awareness regarding techniques of Digital
SYLLABI  Master of Arts - Vis. Med. & Commn. 2016 admissions onwards


Unit 4
Writing for New Media, Content writing, editing, reporting and its management, Structure of a web report, Content for different delivery vehicles, Multimedia and interactivity, Writing with hyperlinks Content management & content management systems Storyboarding and planning Planning and designing of WebPages, Blogs, e-newspaper, e-magazine.

Unit 5
Creating and designing Blogs, developing web designs including web version of lab journals

REFERENCES:

16FNA534 E-LEARNING STRATEGIES 2002

Objective: To give a hands on experience to the students to develop their own e-learning module with latest technologies.

Unit 1
Introduction to online course design - E-Learning definition, scope, trends, attributes & opportunities - The history of e-learning, the benefits and drawbacks of online learning, Pedagogical designs for e-learning, Instructional design.

Unit 2
The future of e-learning - What is a LMS? Types of learning management systems, What is a content authoring tool?, Synchronous e-learning vs. asynchronous e-learning.

Unit 3
Understanding learning theories - E-Learning Strategy - Technologies used in e-learning, Elements of Online Courses, Why are tests and quizzes a vital part of e-learning?, How to make e-learning effective, Tools to create an online course.

Unit 4
Instructional design process - Online learning course development - using any LMS.

Unit 5
Evaluating the course - Management, implementation of e-learning Evaluating.

TEXTBOOKS:
E-Learning - A Guidebook of Principles, Procedures and Practices by SOM NAIDU
The eLearning Guild’s Handbook of e-Learning Strategy - Foreword by Marc Rosenberg Chapters by Kevin Moore, Frank Hanfland, Patti Shank, Lisa Young, Lance Dublin, Ryan Watkins, Michael Corry Bill Brandon, Editor

16FNA535 MEDIA ORGANIZATION AND MANAGEMENT 2002

Objective: To provide an understanding of media organisation, ownership structure and its economic policies.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5
Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

Audio productions – Introduction to basics of sound-sound as a waveform, behavior 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- Electricity and electronics - Electric charges, structure of atom, generation of electric current, AC and DC current, volt meter ammeter, conductors and insulators - Electronics basics, semiconductors, transistors, integrated circuits, AC to DC conversion-History of sound recording- Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques-brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Microphones-Basic principles of microphones, history and development of microphones - Different types of microphones-dynamic, ribbon and condenser microphones-Technical parameters of microphones-directional properties of microphones, Lapel microphones, Gun microphones - Applications of microphones in different situations, stereo mixing, microphone placement- Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces - Loud speakers, Loudspeaker principles, different types of loudspeakers, history and development of loudspeakers, headphones - Setting up loud speakers – Amplifiers- domestic power amplifiers, professional power amplifiers.


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

Basic Principles of motion picture-Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and, Differences between video and film medium - Principles of Visual Grammar, Parts of Video Camera - different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera - White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, Shots - purposes of shots, factors decide setting up of shots, Classification of shots - High angle, low angle and eyelevel shots, basic shot types - ECU, CU, MCU, MS,MLS, LS,ELS, Camera movements-panning, tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left- master-shot, point of view shot, over the shoulder shot - Cut in shot, cut away shot.

SYLLABUS
2016 admissions onwards

16FNA567 SHORT FILM MAKING TECHNIQUES LAB. 0 2 2 3
Making Short Films and Short Documentaries.

16FNA568 WRITING FOR BROADCAST AND ONLINE MEDIA 0 0 2 1
Preparing content for Broadcast and online media.

16FNA611 CORPORATE COMMUNICATION AND PUBLIC RELATIONS 2 0 0 2
Objective: This course provides an analysis of the practice of corporate communications and public relations.

Unit 1
Introduction to Organisation Theory; Structure and characteristics of an organization; leadership – communication, decision making - balance and authority and power - communication functions - Factors influencing communication - Flow of communication in an organization - Bottom step, top down vertical and horizontal barriers to communication. Organization of a PR department and counselling firms. Brief overview of Organisational Behaviour.

Unit 2
Role of PR in an organization. PR processes - image building - PR and various publics - internal & external. Corporate communication - definition, historical perspective, contemporary relevance. Facets of corporate communication - organizational communication, marketing communication, management communication.

Unit 3
Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity and corporate brands. Organization of corporate communication system; teamwork in corporate. Communication, strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

Unit 4

Unit 5
PR for Govt. PR for Non-Govt. organizations, PR for armed forces, PR for entertainment and sports, PR for tourism, PR for philanthropic organizations, PR for celebrities. Event management, Ethics in PR. Corporate social responsibility in India - Companies Act 2013 – CSR in Public and Private sector – Role of Corporate Communication Department in initiating CSR activities – Case studies.

BOOKS RECOMMENDED:
Balan K.R.: Lectures on applied Public Relations.
Mehta D.S.: Handbook of Public Relations in India
Scott M.Cutlip, Allen H. Centre & Glen M. Broom: Effective Public Relations.
Philip Lesley: Lesley's Public Relations Handbook
Frank Jenkins: Planned Public Relations

16FNA612 NEW MEDIA 2 0 0 2
Objective: To create awareness among students about the new emerging trends in information technology.

Unit 1
Internet: LAN, MAN, WAN, E-mail, Web, Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line. Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP, WEB PAGE, Websites, Homepages.

Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

Unit 2
Basic knowledge of HTML and use of a content management system; Hypertextuality, Multi-mediality and interactivity. Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today.

Unit 3
Open source journalism: Responding to the audience, Annotative reporting. Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright, Exploring Cyberspace:
SYLLABI  Master of Arts - Vis. Med. & Commn.  2016 admissions onwards

Unit 5
Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.

TEXTBOOKS:
6. Newspaper and magazine articles about New Media.

16FNA632  CORPORATE VIDEO PRODUCTION  2002

Unit 1
Introduction to video-production techniques; Difference between commercial and corporate videos; Corporate video production companies; Corporate events; Corporate video proposal; Corporate video scripts.

Unit 2
Types and usage I: Staff training/ instruction and safety videos; Investor relations/ financial results; Company promotional/brand videos; New product or service online presentations; Video role play (often with actors).

Unit 3
Types and usage II: Client and customer testimonial videos; Prom video; Corporate event filming; Live and on-demand webcasting; Technology and product demonstration videos; Business television.

Unit 4
Services: Clients, Portfolio, Blog - Multi-media presentations, Corporate films, Corporate identity and graphics, Out-door promotional collateral, Online and social marketing;

Unit 5
Corporate film production; TV commercials; Documentaries; Music videos; Brand endorsement; Industrial videos; Commissioned programs; CSR video;

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

REFERENCE:
Film Production Management by Bastian Cleve

SYLLABI  Master of Arts - Vis. Med. & Commn.  2016 admissions onwards

16FNA642  ART DIRECTION FOR TV AND FILM  2002

Objectives: This course will examine the history and the development of the profession of art direction. The creative process of art directing will be explained from the reading and break down of a script through the development of a design concept and the implementation of that concept through research, sketches, drawings and models. Students will design a selected scene from a movie script. To impart training in producing and directing short fiction films and documentaries.

Unit 1
Art Direction – Introduction and History. The Role of Art Director.

Unit 2
Production Design for Film and Television, Justification, Purpose and Function of Sets: Work process of art director - script toscrap, Story board designing.

Unit 3
Set material types and use, Styles and types of setdesigning, Set character, camera and sound, Property & Costume, Money, manpower, material, time, transport etc., Building Models for sets, Costume Study, Budgetary for sets.

Unit 4
Designing for a multi camera set-up, Departmental project (miniature making), Departmental project (Designing with actual location), Utilization and modification of actual location.

Unit 5
Practical exercises.

REFERENCES:
What Art Direction Does: An Introduction to Motion Picture Production Design - by Ward Preston
The Film Maker’s Guide to Production Design - by Vincent LoBrutto
The Art Direction Handbook for Film - by Michael Rizzo

16FNA643  CREATIVE COPY WRITING FOR MEDIA  2002

Objectives: To comprehend the art of creative production of advertisements in print and online media; to understand the conception, planning and execution of advertisements in print and online media; to expose the students to the nuances of marketing-quality, consistency and value; to analyze case studies in advertising industry. The students are exposed to the art of creative thinking, planning and execution involved in the production of an advertisement for formats like radio and television. 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.

REFERENCE:
Film Production Management by Bastian Cleve
SYLLABI

Master of Arts - Vis. Med. & Commn. 2016 admissions onwards

Unit 1
Role of Creativity in Advertising - The Craft of Copy Writing - Need for Creative plans - Formulating Advertising Strategy and Execution - qualities, duties & responsibilities of copy writer. The Creative Process; Concept Writing, Copy Structure Development; Verbal Visualization.

Unit 2
Elements of print ad - types of headlines - types of body copy. Web ads - copy for different web ads - banner ads - classified ads. Use of Internet and Interactivity - Principles of writing effective web copy.

Unit 3
Copy writing - effective ways of writing broadcast copy - fundamental rules of copy writing, Creative strategy - planning and development - checklists for radio and TV commercials.

Unit 4
Scripting for Audio-Visual - types of television ad copy - story board - creative and effective visualization.

Unit 5
Copy writing for radio - jingles and commercials - different message formats, Ad campaign - planning and development of ad campaigns - phases of campaign creation - the big idea.

TEXTBOOK:

REFERENCES:

16FNA645 MOBILE APP DESIGNING 2 0 0 2

Objective: This course teaches students how effectively design user interface for mobile apps -Android, iOS, and Windows 8, the trinity that is today's mobile operating platforms.

Unit 1
Introduction to mobile devices - Mobile devices vs. desktop devices, ARM and intel architectures, Power Management, Screen resolution, Touch interfaces, Application deployment, App Store, Google Play, Windows Store.
16FNA654  DIGITAL ANIMATION LAB.  0 0 2 1
Creating 2D Animation - Drawing with basic shapes, Working in the timeline, Key frames, Basic animation, Tweens, Working with symbols, Set/Prop modeling, texturing, lighting, CG camera. Basics of 3D animation.

16FNA655  DIGITAL VIDEO COMPOSING LAB.  0 0 2 1
Creating visual effects for films - Camera tracking and match moving, high dynamic range image making, image based lighting, and global illumination. Advanced materials, lighting, and rendering techniques. Multi-pass rendering and node-based compositing. Film, video, and chroma-keying for 3D. Pre-visualization and pipeline planning techniques. 3D asset creation, photorealistic texturing, and asset management. Color correction, optical effects, and advanced compositing.

16FNA656  RESPONSIVE WEB DESIGNING LAB.  0 0 2 1
Responsive Websites templates based on various RWD concepts.

16FNA657  ADVANCED WEB DESIGNING  0 0 2 1
Table less web designing and authoring.

16FNA658  CREATIVE EXPRESSION IN REGIONAL LANGUAGES PRACTICE LAB.  0 0 2 1
Practice in journalistic writing in regional language.

16FNA659  E-LEARNING AND CONTENT AUTHORING LAB.  0 0 2 1
Making interactive e learning module using various authoring tools.

16FNA660  ART COMPOSITION PRACTICE LAB.  0 0 2 1
To provide hand-on experience to students in design work based on the principles of composition.

16FNA661  PRINCIPLES OF VISUAL DESIGN LAB.  0 0 2 1
To provide the students with an experiential learning environment which involves Praxis-oriented workshops, where they can apply the theory learned in the classroom and experience real projects with deadlines and limitations.