CULTURAL EDUCATION

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

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

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

REFERENCES:
1. Swami Amritaswaroopananda Puri - Awaken Children (Volume VII and VIII)
2. Swami Amritaswaroopananda Puri - Amma’s Heart
3. Swami Ramakrishnananda Puri - Rising Along the Razor’s Edge
4. Deepak Chopra - Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success
5. Dr. A. P. J. Abdul Kalam - 1. Ignited Minds 2. Talks (CD)
6. Swami Ramakrishnananda Puri - Ultimate Success
7. Swami Janamritananda 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 Jagatatanananda - Learn to Live (Vol.1 and 2), RK Ashram, Mylapore

MEDIA AND COMMUNICATION RESEARCH

Objective: To enable the students to identify research problems and questions; the course aims to provide essential tools and techniques to undertake in depth research and analysis pertaining to media and communication.

Unit 1
Introduction to media and communication research - scientific enquiry - Research: definition and types - mixed/multiple approach - Ways of knowing - Paradigms of research: Positivist, Systems, Interpretive and Critical. Steps involved in research.

Unit 2
Identifying a research problem - Reviewing the literature - Process of literature review - Steps in developing a research problem - Research objectives - Conceptualization and Operationalisation: Concepts, variables and measurement scales - Formulating research hypothesis - Group discussion and Exercises.

Unit 3
Structuring a research design: Definition, Functions and types of research design - Instruments of data collection - Methods of data collection: Quantitative and Qualitative methods - Scales for attitude measurement - Validity and Reliability of research instrument - Group discussion and Exercises.

Unit 4
Logic of sampling - Types of sampling methods - Research proposal writing - Data collection and Analysis: Quantitative and Qualitative - Presentation of research findings - Group discussion and Exercises.

Unit 5
Ethics in research - Writing a research report - Styles of writing.

Research Applications: Types of communication, Print media, Broadcast and electronic media, Film, Advertising and PR - Group discussion and Exercises.

REFERENCES:
Objective: The course intends to highlight the influence of media texts on changing social paradigms. It also introduces scholars to the various facets of media and their functioning within a larger socio-political set up.

Unit 1
Introduction: Various approaches to study media, culture and society - Linking culture, evolution of society and the development of mass communication – Definition of mass media.

Unit 2

Unit 3
Media Texts: What is a text? – Types of Texts - Texts and meanings - Texts and Contexts.

Unit 4
Media Audiences – Media and politics, Persuasion, Propaganda – Mass Media and the Indian Family – Children and the media - Media and Consumerism.

Unit 5
Globalization and the media – global flows of communication - facets of globalization - Global genres and global audiences.

REFERENCES:

Objective: The course would familiarize scholars to various aspects of cinema and moving images and it would also enable them to understand and critically appreciate a diverse range of cinematic texts.

Unit 1
Introduction to perspectives on cinema studies - History of world cinema and Indian cinema – Screenings.

Unit 2
Elements of cinematic language - Genres of cinema – Nonfiction films - Screenings and critical analysis.

Unit 3
Introduction to film theory - Key developments in film theory - Film movements - Screenings and critical analysis.

Unit 4
Advanced film theory - Film and philosophy - Screenings and critical analysis.

Unit 5
The reception of cinema - Components of Film reviewing and review writing - Future of cinema.

REFERENCES:
4. Understand Film Studies, Warren Buckland, 2010, Hodder Headline
7. Film Theory and Philosophy - The Key Thinkers, Felicity Colman, 2009, McGill-Queens University Press

Objective: To familiarize the students with e-learning. This course will help students to develop their own e-learning module with latest technologies.

Unit 1
E-Learning definition, scope, trends, attributes & opportunities - The history of e-learning, The benefits and drawbacks of online learning, Pedagogical designs for e-learning, Can we learn online? Instructional Principles for E-Learning, Best

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practices of online training, Learning vs. Training, E-learning in education vs. corporate sector, 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 2
E-Learning Strategy - What is SCORM & TinCan?, 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, Blended learning, Social and collaborative learning, Gamification, Micro-learning, Video learning, Rapid e-learning, Personalization and e-learning, Continuous learning, Customer service training, Sales training, Customer training, Safety training, IT training, Product training, Healthcare training.

Unit 3

Unit 4

Unit 5

REFERENCES:
E-Learning - A Guidebook of Principles, Procedures and Practices by SOM NAIDU
The e-Learning 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

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Objectives: To familiarize students to the various aspects of cultural theory and culture studies; to highlight intertwining of cultural facets and dissemination of media messages; to provide an analytical framework through which communication emanating from various media channels may be studied and understood.

Unit 1

Unit 2
Media and audience identity - Media influence and power: Media Effects - Types of Texts - Media Effects theories and Models - Audience demography and distinctions, etc. - Reception/Audience Studies - The Circuit of Culture.

Unit 3
Methods/ Methodologies in Cultural Studies - Language, Discourse, Identity, etc. – Post-Colonialism and Cultural Studies, Media and Cultural Studies.

Unit 4

Unit 5

REFERENCES:
1. Understanding Media Culture, Jostein Gipsrud, Arnold, London
3. A Companion to Cultural Studies, Edited by Toby Miller, Blackwell
4. Media and Cultural Studies, Key Works, Edited by Meenakshi Gigi Durham and Douglas M. Kellner, Blackwell
5. An Introduction to Cultural Studies, Pramod K. Nayar, Viva Books
The dissertation is based on any minor area selected by the scholar. The progress of the research work will be evaluated by the research committee constituted by the department on a periodical basis. The scholars with satisfactory performance will be allowed to submit their thesis. It should be a comprehensive study on the selected topic, consisting approximately 150 - 200 pages. The final thesis will be evaluated by the research supervisor and an external examiner.

A viva voce will be conducted within two months of submission of the dissertation. The external examiner will evaluate the findings and presentation of the scholar.