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, Satyakama Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

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

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 integrated personality development.

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 painting is 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.

**15CMJ501 MEDIA AND SOCIETY 3 0 0 3**

**Unit 1**

Historical and cultural context for media. An early history of media and public sphere. The development of communication technologies and their impact on media and society.

**Unit 2**

Role of media in the democratization process. Tracing the roots of democracy, political thought and media. Modern day threats to democracy – media ownership, corporate interference and state control mechanisms.

**Unit 3**


**REFERENCES:**


**15CMJ502 MEDIA LAWS AND ETHICS: ISSUES AND DEBATES 4 0 0 4**

**Unit 1**

Media laws Focus: Journalism.

Constitutional provisions and guarantees in various countries.

Media ethics Focus: Philosophy of ethics.

Theoretical background for ethics – deontological theories vs. teleological theories. Moral development and journalism. Moral Justification for journalism.

**Unit 2**

Media Law Focus: Freedom of Expression.


Media Ethics Focus: War Reporting.

Censorship. Fairness and Balance. Truth and Objectivity.
Unit 3
Media Law Focus: Rights and duties.

Human rights, minority rights, women's rights - legal provisions and constitutional guarantees in different countries. Defamation - libel, slander.


Media Ethics Focus: Plagiarism, Whistle blowing.


Unit 4
Media Ethics Focus: Reporting Diversity.

Ethics for - investigative journalism, covering communal disputes, natural calamities, ethnic conflict and reporting gender. Sexuality, age and disability.

Media Laws: A discussion on evolving laws related to LGBT.

Unit 5
Media Ethics Focus: Evolving code of ethics.


The changing roles of journalism and journalists - Wikileaks, whistleblowers, citizen journalism and multimedia storytelling. Cross-cultural global perspectives on ethics—feminist, post-modern, communitarian and post-colonial.

Media Laws: Emerging cyber laws and broadcast regulations in India.

REFERENCES:

Unit 1
News: Accuracy, Objectivity and Fairness, Writing the lead, News story structure, Hard and Soft news.

Unit 2
Nose for news, story ideas, covering events and speeches. Converting news articles into long features. Book reviews.

Unit 3
Interview techniques – profile interviews, getting the most out of interviews – preparing for interviews.

Unit 4
Editing: Introduction to News Editing: What Editors do; Style and Mechanical Mistakes; Editing for Grammar and Editing for Style, Rewriting

Unit 5
Business reporting – budgets, stock markets, currency movements.

REFERENCES:

15CMJ504 INTEGRATED MARKETING COMMUNICATIONS 3 1 0 4

Unit 1
Overview of the Advertising Industry: The world of advertising and integrated brand promotion.


Desired response. Target audience. Globalisation and impact on marketing communication. Ethics in the global advertising scenario.

Unit 2
The Audience: Identifying target segments. Demographic, geographic, psychographic, values and lifestyles. Usage patterns and loyalty.

The Consumer: To understand the psychology behind consumer purchases and the process of buying decisions. The consumer learning process. Consumer behavior. Motivations, perception and influences. The consumer decision making process. The Consumer buying process.

Unit 3
An introduction to e-marketing basics and the tools for e-marketing: Viral marketing/ Buzz marketing. Old media vs. digital media. Interactive media. Social media and mobile marketing.

Digital Advertising in the IMC mix. Principles of Internet marketing. Advertising, branding and communication on the Internet. Internet advertising formats, types and online tools.

Measuring effectiveness - Consumer motivations for using internet advertising.

Online Advertising effectiveness. Eye-tracking studies. Web advertising metrics.

Research on affiliation, frequency, reach and stickiness.

Creating digital advertisements.

Unit 4
Steps in creating the IMC Campaign: Situation Analysis. Market, audience and competition. Setting Objectives, communication vs. marketing objectives. Budgeting for IMC.


Creative Execution: To understand and execute print advertisement layouts employing the principles of design. Formats: Copywriting: Headlines and Subheads. Body Copy.

To learn to write radio and television scripts and develop a television storyboard.

Campaign continuity.


Project: Creative campaign for a brand including print, television and web.

Unit 5


Media execution: Integrating media. Scheduling and appropriate media mix.

Basic measurements: Nielsen television rating, Arbitron radio ratings, Audience measurement.


Sample media plan presentation.
REFERENCES:

WEB REFERENCES:
www.afaqs.com
www.campaignindia.com

NEWSPAPER REFERENCES:
Economic times - Brand Equity
Business line: Catalyst
Financial Express: Brand Wagon.

15CMJ505 TECHNIQUES OF GRAPHIC COMMUNICATION AND VISUAL DESIGN

Unit 1
Introduction: Define fundamentals of design like point, line, space, shape, size and proportion, colour, tone, texture. Identification of design and graphic design. Select appropriate colour scheme for intended use. Colour: Colour theory - hue, shade, tint.

Colour wheel - knowledge of various types of colour schemes - colour combination. Selection of colour, emotional appeal of colour, and response of colour.

Unit 2

15CMJ506 ADVANCED PHOTOGRAPHY

Unit 1

Unit 2
Controlling the image – Lens, Aperture and f-number, Depth of field, Depth of

Unit 3
Lighting Principles and equipment – Basic characteristics of lighting, Types of lighting, Lighting equipments, Practical lighting problems. Emerging approaches to lighting.

Unit 4

Unit 5

REFERENCES:

15CMJ510 CONTEMPORARY ISSUES I 1 0 0 1

REFERENCES:

Unit 4

Unit 5
Alternatives to the western model: China, India, Vietnam, Japan, Iran, Turkey and Mexico. NGO's. Social capital and digital capital. ICT4D. Cyber utopia. Development pluralism.


REFERENCES:


### 15CMJ513 ADVANCED SKILLS IN BROADCAST JOURNALISM 2044

#### Unit 1

#### Unit 2
Interviewing for Television and Radio – Before, during and after interview – Post-Interview summary. Interview preparation. Exercises for 2 min and 10 min interviews. Handling the difficult interviewee.

#### Unit 3
Sound – Aesthetics, gadgets and technology – Microphones – Studio sound systems. Sound on the go. Sound bytes vs. voice over.

#### Unit 4
Video – Multi-camera set up, camera movements and shots for news bulletins and chat shows - Writing, editing and packaging for television and radio–The making of news-based Chat Shows.

#### Unit 5

### REFERENCES:


### 15CMJ514 ANIMATION AND WEB DESIGNING 1043

#### Unit 1

#### Unit 2

#### Unit 3

#### Unit 4

#### Unit 5
Basic methods used to generate animations. Animation Principles: weight and overlapping action, Convey emotions like joy, devastation and concern through sketchbook, Understand overlapping action by animating motion and follow through.

### REFERENCES:


### 15CMJ515 NEW MEDIA AND DIGITAL CULTURE 3003

#### Unit 1
Introduction to history and theory of digital media. Historical foundations (philosophies of McLuhan, Manovich, Shapin, and Jenkins). Theories of technology

Unit 2

Unit 3
Internet, mobile, technology and practices of commerce, entertainment, work, society. Digital Public Sphere (Castells). Media and Democracy. Civic media.

Unit 4
Digital Knowledge economies. Social production of Knowledge and Information. Digital media economies (Deuze, Shirky). Online reputation economies.

Unit 5

REFERENCES:
Miller, V (2011) Understanding Digital Culture, Sage

WEB REFERENCES:
Center for Digital Discourse and Culture (Virginia Polytechnic U) - http://www.cddc.vt.edu/?q=node/1
Ctheory.net - http://www.ctheory.net/home.aspx

15CMJ516 ENVIRONMENT AND SOCIAL ISSUES: 3 0 0 3
GLOBAL PERSPECTIVES

Unit 1

Video screening of UN Climate Summit opening film – Make a world of difference.

Unit 2
Environmental concerns facing the international community: An overview of the geographical location of countries, including trouble spots and conflict zones across the globe. Geographical concerns. Climate change and energy alternatives. Global warming and glacier issues across the boundaries.

Global changes and their impact on domestic scenario: International environment protection.

The Arctic Circle and Global Commons. Nations claiming territory around the arctic ocean.

Discussion: Biodiversity: The sixth great wave Planet Under Pressure. BBC World News


Unit 3
The impact of economic growth on the environment: Economic liberalization and environmental journalism.

Marine and nuclear pollution: Coastal pollution due to Industrial effluents, nuclear radiation.
Development and environmental concerns: Relations with other countries. Conflict of interests between economic and environmental concerns. Profit impacts.

Discussion: Development issues in the media.

Unit 4


Asian movements: Taiwan, Japan - Forest grant movement. Malaysia: Environment policies.

Analyse what groups are most affected by global environmental challenges

Unit 5

Covering environmental issues: Reporting on risks and hazards in environment. Case studies and discussion.

REFERENCES:
Unit 2
Field observation - participant, non-participant. Studying events in their natural settings. Discussion: Street corner society: The social structure of an Italian slum. Whyte, W.F.

In-depth interviewing: Semi-structure, conversational, interview guide.


Focus groups: Group interviewing, moderator, preparing for the focus group, mechanics, venue. Qualitative content analysis. Framing and framing analysis.

Case discussions.

Unit 3

Writing qualitative research: presentation of results, pragmatic function of writing, theories as a form of presentation, tales from the field, reflexive function of writing. Descriptive summaries - The ‘Insider view’

Unit 4

Discussion: Notes on love in a Tamil family. Trawick, M.

Screening culture, viewing politics. Mankekar, P

Narrative inquiry: stories lived, stories told. Reflexive knowledge.

Ethnographic journalism: Media ethnography

Discussion: Maximum City: Mumbai. Mehta, S.

Unit 5


REFERENCES:
Lapan, S. D., Quartaroli M. T. and Riemer, F. J (Eds.) (2012). Qualitative research: An introduction to methods and designs. San Francisco: John Wiley & Sons.
Lorio, S. H. (Ed); (2004). Qualitative Research in Journalism: Taking it to the Streets. USA. Lawrence Erlbaum Associates

15CMJ602 FILM STUDIES: THEORY AND ANALYSIS 2023

Unit 1

Unit 2
Critical Approaches to Film: Authorship – Reflections on Authorship, Post-structuralism and Recent Developments. Genre – Film Genre and Narrative, Film genre, society and history, Contemporary Film Genres and Postmodernism. Stars – The Real Person, Economic capital/ commodity, Role character and Performance, Image, Representation and Meaning. Meaning and Spectatorship. The evolution and rise of Film Movements - Experimental Film.
Unit 3
Film Narratology: The semiotics of narrative, Film as a narrative art, Contemporary models of formal structure, Plot and sub-plot analysis, Semantic and syntactic approaches, The problem of point-of-view, Focalization and filtration, Narration in film, Types of filmic narrator, character narration, Gender in voice-over narration, Unreliability, The cinematic narrator, Enunciation and cinematic narration, Cognitive approaches to narration, Recent theories of the cinematic narrator and Tense.

Unit 4

Unit 5
Film Analysis and Appreciation – Choice of shots, camera movement, angle, design and expression – Technical film review and analysis – Approaches to Research in Film Studies.

REFERENCES:
Rabiger and Hurbs-Cherrier (2008), Directing Film Techniques and Aesthetics, Burlington: Focal Press.
Rushton and Bettinson (2010). What is Film Theory? An Introduction to Contemporary Debates. UK: Mcгрaw Hill.

15CMJ61  MEDIA, POLITICS AND SOCIAL PERSPECTIVES  3 0 0 3

Unit 1
Comparative politics and ideology, introduction to Political Socialization - Sources and Effects, The Roles of Media in Democracies and Authoritarian Regimes.

REFERENCES:

15CMJ631  ADVANCED REPORTING AND EDITING  1 1 6 4

Unit 1
Layers of Reporting: News Sources and developing contacts for reporting on each layer. Finding background - Interpretation and explanation.

Unit 2
Beat Reporting: Building Beats, developing contacts; different beats – crime, education, courts, science, public administration, healthcare, arts and culture, politics.
Unit 3
Electronic Sources: Documents and Databases for Journalists and Online Resources; Computer Assisted Reporting.

Unit 4

Unit 5

REFERENCES:

Unit 1
History of data journalism. Principles of journalism and how they apply to data journalists. How to tell stories with data – news values and data sets. Translating data sets and analysis into stories and web applications - news as experience.

Unit 2
Spreadsheet Basics - inputting numbers and text, simple calculations, simple formulate, ordering and filtering, simple graphics, download data from databases, data format conversions, importing CVs, google docs.

Unit 3
Scraping and refining – Outwit and Google Refine.

REFERENCES:
Data Journalism Handbook http://datajournalismhandbook.org/1.0/en/
www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-Field-Theory.aspx
Web resources/tutorials for Outwit, Googlerefine, Tableau, Excel and others given in UNESCO model curricula 2015.

Unit 4
Current applications for charts in news and data journalism - visualizing data – google fusion tables.

Unit 5

REFERENCES:
Data Journalism Handbook http://datajournalismhandbook.org/1.0/en/
www.nieman.harvard.edu/reports/article-online-exclusive/100044/Precision-Journalism-and-Narrative-Journalism-Toward-a-Unified-Field-Theory.aspx
Web resources/tutorials for Outwit, Googlerefine, Tableau, Excel and others given in UNESCO model curricula 2015.
# SYLLABUS
**Master of Arts (Commn.) & PGDJ**

**2015 admissions onwards**


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**15CMJ634**  
**NEwSPAPER DESIGN AND MAGAZINE PRODUCTION**

**Unit 1**


**Unit 2**


**Unit 3**


**Unit 4**

Magazine Production: Graphic Strategies; Strategies for positioning body and display Type; Copy fitting and types of page makeup; Color: How to use it and How readers Perceive it. Paper - Textures and quality.

**Unit 5**


Newspaper/ Magazine Printing, Distribution and Challenges.

**REFERENCES:**

- APA Stylebook.
SYLLABI

Unit 5
News Reading – script writing for news readers – converting agency copies to broadcast style – Reading with the teleprompter – different presentation styles based on the nature of stories.

REFERENCES:

15CMJ642 BUSINESS OF TELEVISION PROGRAMMING AND PRODUCTION

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

REFERENCES:

15CMJ643 TECHNOLOGICAL APPROACHES TO TELEVISION JOURNALISM

Unit 1

Unit 2
Post-production and visual effects. Scenic design. Elements of Broadcast Television: Image source, sound source, transmitter, receiver, display device.

Unit 3

Unit 4
Challenges in the area of TV news gathering and production. Demands – professional and technological – on television newspersons facing real time broadcasting. Production and Editing of News Features and News Reports. Writing, presentation for recorded and editing modules.

Unit 5
Putting theory into practice – Playing with devices – Final application of theoretical elements gathered from all the other modules in bringing out local news bulletins and news programmes.

REFERENCES:
SYLLABI  Master of Arts (Commn.) & PGDJ  2015 admissions onwards


15CMJ644  DOCUMENTARY AND SHORT FILM PRODUCTION  1 1 6 4

Unit 1

Unit 2

Unit 3
Applying the fundamentals concepts, genres, treatments, styles and professional approaches to pre-production, production and post-production in documentary and short film production. Conceptualizing, writing, directing and editing. Interview techniques. Sound design in visuals.

Unit 4

Unit 5
Editing structure and development. Non-linear, Online and Live editing. Raw footages, Assembly and rough cut, fine cut. Completion and submission of edited documentary project and short film in Mini DV & DVD format with complete packaging.

REFERENCES:
Carbondale and Edwardsville: Southern Illinois University Press.

SYLLABI  Master of Arts (Commn.) & PGDJ  2015 admissions onwards

15CMJ651  IMC: BRAND MANAGEMENT  3 1 0 4

Unit 1

Case examples and video screening: Analyze the logo concept, design, brand positioning, brand personality, brand image, competition and communication for a national and international brand

Unit 2
Product placement and co-branding strategies. Visibility. Appropriateness. To understand the significance of subtle brand messages and association with the characters in the film.


The concept of brand equity. Customer based brand equity. Sources of brand equity. Using cause marketing to build brand equity. The ‘green’ brand.

Film screening and analysis: In-film branding and co-branding strategies.

Unit 3

Brand repositioning: The significance of positioning in the competitive market and the strategies for repositioning.


The concept of brand equity: Customer based brand equity. Sources of brand equity.

Using cause marketing to build brand equity.
Case study: Positioning and re-positioning strategies. National and global FMCG and luxury brands.

Unit 4
Brand personality: Celebrity and brand personality. Definitions to brand personality. Human-centered and emotion centered.


Design in branding: Consistency and change. Product design - logo, colour, name, typeface, graphic motifs, visual style, packaging, sound, smell, taste and touch.

Merchandise environments: Signage, A study of store- design highlighting the interplay of signs, fixtures, lighting and product displays in visual merchandising.


Unit 5
Creating a brand: Launching new brands. To develop brand strategy and communication. Service brands. Luxury brands. FMCG branding.

Branding commodities: To focus on the shift from loose to branded products and the nuances of branding in the commodity market.

Retail branding: To study the dynamics of branding in rural and urban retail contexts.

To provide an understanding of how brand management decisions are made in practice, with attention to real-world constraints.

Case study discussions.

REFERENCES:


WEB REFERENCES:
http://www.jcdecaux-oneworld.com
www.brandingasia.com

15CMJ652 ADVERTISING PRACTICE FOR PRINT AND WEB 3 0 2 4

Unit 1

The concept and elements of print advertisement design: Principles of design. Design formats.

Types of layouts, Use of layouts, The Creative and approval process, Creating Print advertisements with different layouts. Art and Copy.

Practice: Designing the print advertisement campaign. Concept, Visualization and campaign continuity.

Unit 2

Class Discussion: Print ad campaigns - visual focus. Creative pyramid and format elements.

Practice: Concept, visualization, creating a print ad campaign applying formats, appeals and execution styles.

Unit 3
Copywriting for print: Copy formats. Caption/ Headlines – Significance and types,
**SYLLABI**

Master of Arts (Commn.) & PGDJ  2015 admissions onwards


Advertising effectiveness. Copy testing.

Class Discussion: National Product Campaigns and consistency in copy.

Practice: To focus on copy writing for print advertisements using all format elements of copy writing and execute copy heavy advertisements in print.

**Unit 4**

Introduction to the digital advertising space: The online advertising eco system. Digital Marketing. Benefits and usage of mixed media advertising strategies. social media marketing. SEO, SEM, Display advertising, affiliate marketing.

Theories on web effects: Web ad effects model, hierarchy of effects, elaborate likelihood model, integrative processing model, source – message - effects model.

Web advertising formats: Lead, jumper and destination, Motivations to process - extrinsic and intrinsic.

Audience: medium knowledge - product knowledge, Motivations to process - extrinsic and intrinsic.

Case study discussion on effective digital advertising.

**Unit 5**

Web ad processing: pre-attention vs focal attention. Pre-attentive processing. Motivation and pre-attention vs focal-attention. Understanding formats. Frequency, reach and stickiness.

Web advertising metrics for different types of online advertising. Metrics on effectiveness.

Internet marketing in the Indian context.

Digital formats, Online advertising format.

Practice: Creating an Internet communication campaign. Identifying different formats and how they operate, strategizing.

Project: Creating a campaign for print and web.

**REFERENCES:**


**WEB REFERENCES:**

http://www.agencyfaqs.com

www.campaignindia.com

**NEWSPAPER REFERENCES:**

Economic times - Brand equity

Business line: Catalyst

Financial Express: Brand Wagon.

**15CMJ653 CORPORATE COMMUNICATION AND EVENT MANAGEMENT**

**Unit 1**


Corporate identity: Corporate branding and reputation. Aligning identity, image and reputation.


Campaign for celebrities - cricket/ film personalities/ politicians

**Unit 2**

New developments: CSR and community relations. The Birkigt and Stadler model of corporate identity.

Video case discussion on CSR campaigns.

Unit 3

Sponsorship marketing: Cross promotions. Sports sponsorship. Trade shows. Entertainment

Case-study discussion: Corporate communication strategy: Transnational corporations/ MNCs and Government organizations.

Unit 4
Key elements of event management: Role of event management in sustaining brand image and identity.


5 Cs of the event. Legal requirement.

Event management in India - From traditional to branded events. Target audience.

Events tourism. Cultural tourism.

Event sponsorship.


Unit 5
Dynamics of event management and control: Overview of event management decisions in practice, real-world constraints. The concept and facets of organising an event.


After the event.

Event Practice: Planning and organizing an event.

REFERENCES:

15CMJ654    ADVERTISING PRACTICE FOR BROADCAST    3 0 2 4

Unit 1
Opening perspectives on advertising for broadcast: To understand the nuances of radio and television as an advertising medium. AM/ FM. Flexibility. Mental imagery. Clutter.

Developing concepts for radio and television commercials.

Radio advertising - Sponsorships and radio spots

Television advertising - Sponsorships and spots. Television audience.

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2015 admissions onwards

Practice: Ideation and developing concepts. Developing radio and television concepts – storyline.

Unit 2


Practice: Writing radio scripts for a commercial brand and a public service campaign.

Unit 3


Practice: Record the radio commercial based on the brief, using any method - jingle, dialogue, spot, announcement, explaining the format used.

To observe a radio commercial production in a studio.

Unit 4

Copywriting for Television: Script and storyboard. Formats for television commercials.


Shot information: Distance - camera to image: LS, FS, MS, WS, CU, ECU, XCU

Camera movement: Zoom in and out. Dolly in and out. Pan right and left.

Shot transition: Cut, dissolve, lap superimposition, wipe.

Practice: To develop a television script and storyboard depicting the elements, shot information, camera movement and shot transition.

REFERENCES:


WEB REFERENCES:

www.agency faqs.com

http://www.jingles.co.in

15CMJ661 CONTENT AND WEBSITE DESIGN MANAGEMENT 2 0 4 4

Unit 1


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2015 admissions onwards
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Exporting drawings, outlining & filling objects. Working with Curves. Inserting symbols & Clip arts. Special effects.

**Unit 2**  

**Unit 3**  

**Unit 4**  

**Unit 5**  
Search Engines & Meta Tags. Introduction to SEO - Search Engine Optimization. What are Meta tags? Where to add them in your website. How to add your website to search engines.

**REFERENCES:**

15CMJ662  GRAPHICS AND ANIMATION I  2044

**Unit 1**  
Introduction to Maya: Maya Interface, Modelling, texturing, Lighting, Basic Animation, Create organic objects, Rendering Techniques, Texture maps Using 3D Studio Max & Maya and all of its basic tools. 3d Studio Max & Maya Interface (tools/ utilities), Standard primitives, Basic object creation, Understanding the coordinate system, How the modifier stack works, Using Modify and Redefine features, Naming and color objects, Basic understanding of objects and their basic shapes, Using Boolean to create more complex shapes and forms, Using the tool set effectively, Cloning, Grouping, Linking and Transforming Objects.

**REFERENCES:**
Manual from Maya - Alias Copy from Printed Material   
Video based Tutorials from Alias Maya (DVD)

15CMJ663  DIGITAL MARKETING  2044

**Unit 1**  
Digital Marketing - an introduction. Basic tenets of direct marketing (target, list, offer, testing). e-commerce value-chain. Target demographics. Stakeholder value

Unit 2

Unit 3

Unit 4

REFERENCES:

Unit 1

Unit 2

Unit 3
Tracking & Stabilization - Colour Correction: Colour Correction Tools, Colour Correction
Pt.1 & 2 3D Post, Depth of Field, RPF Motion Blur, 3D Fog & 3D Glow Output &
Saving Options: Saving the Finished Workspace, Exporting to Flash Resources:
Combustion Resources, Combustion Shortcuts Adobe Premiere: Footage, Files
Types, Import Movies & Stills, Metadata, Markers, Clips and Tracks.

Unit 5
Working with Projects.

REFERENCES:
Adobe Premiere 6.6 Classroom in a Book: Adobe Creative Team, 2001

15CMJ690
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.

15CMJ692
INTERNSHIP P/F
Internships are intended to give students practical work experience in Journalism,
New Media, Broadcast, Corporate Communications, Event management and
Advertising. It is mandatory to complete the internship in a media organization of
their choice, for a period of at least 45 days, before the commencement of the 4th
semester and submit a report. The internship report should consist of the internship
certificate, company profile, nature of work done, job progress, work diary on a
daily basis and documents/ scanned copies of work done for the organization.
For example, published news reports, photographs, design, online content,
creatives.

Students will be allowed to intern after the completion of their second semester.
Internships may be completed as: (i) Summer internship after completion of the
second semester. (ii) Winter internship after completion of the third semester.

15CMJ699
COMMUNICATION RESEARCH PROJECT 4 cr
Ideally the student interns for 45 days in a single organization during the summer
vacation.
Winter Internship is optional.

15CUL501
CULTURAL EDUCATION 2 0 0 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 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.

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

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