DEPARTMENT OF KAUSHAL KENDRA

B.Voc Digital Journalism

U.G. PROGRAMME

SYLLABUS

Effective from the Academic Year 2016-2017

Loyola College (Autonomous)

Chennai- 600 034

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

RESTRUCTURING-2016 (2016-17 batch ONWARDS)

UG –B.Voc Digital Journalism

Part	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	X-mas Holidays	Sem 6	Hours	Credits
I	Lang (3)	Lang (3)	Lang (3)	Lang (3)				12	12
II	GE (3)	GE (3)	GE (3)	GE (3)				12	12
III	MC (12)	MC (12)	MC (12)	MC (12)	MC (16)		MC (16)	80	80
					ES1 (6)		ES2 (6)	12	12
					Project (4)		Project (4)	8	8
	AL1 (6)	AL2 (6)	AL3 (6)	AL4 (6)				24	24
						Internship (4)		4	4
IV	FC1 (6)	FC2 (6)	FC3 (3)	FC4 (3)	FC5 (4)			22	22
			FC3 (3)	FC4 (3)				6	6
			T/Lang(3)	T/Lang (3)				6	6
Tot Hrs	30	30	30	30	30		30	180	180

Note:

The students who have taken **Tamil** as their language in all the 4 semesters, will be studying **FC** Papers in their 3rd and 4th semester. Similarly the students who have taken **French** as their language in all the 4 semesters, will be studying **OL** (**Basic Tamil and Advanced Tamil**) Papers in their 3rd and 4th semester. Though these subjects are optional paper, both the subjects are getting reflected in their overall credit sheet . It should be either FC or OL.

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

B.Voc. DIGITAL JOURNALISM
COURSE SYLLABUS

SEMESTER – I					
Sl. No		**SUBJECT TITLE**	**T/L/P**	**CATE GORY**	**CR**
1.	16UTL1RL03/ 16UFR1RL04/ 16UFR1RL05/	Language – I – Tamil/French/Advanced French/Hindi	T	RL	3
2.	16UEL1GE03	English – I	T	GE	3
3.	16UDJ1MC01	Understanding Journalism	T	MC	6
4.	16UDJ1MC02	Reporting and Editing	L	MC	6
5.	16UAN1AL01	Graphic Design I	L	AL	6
6.	16UDJ1FC01	Basic Computer Skills	L	FC	3
7.	16UHE1FC02	Personality Development	L	FC	3
		Total Credits for Semester - I			**30**
SEMESTER – II					
8.	16UTL2RL03/ 16UFR2RL04/ 16UFR2RL05	Language – II - Tamil/French/Advanced French/Hindi	T	RL	3
9.	16UEL2GE04	English –II	T	GE	3
10.	16UDJ2MC01	Digital Journalism	T	MC	6
11.	16UDJ2MC02	Feature Writing	L	MC	6
12.	16UAN2AL01	Graphic Design II	L	AL	6
13.	16UDJ2FC01	Basics of Photography and Videography	L	FC	3
14.	16UHE2FC02	Life Issues and Coping Strategies	L	FC	3
		Total Credits for Semester - II			**30**
SEMESTER – III					
15.	16UTL3RL03/ 16UFR3RL04/ 16UFR3RL05	Language – III - Tamil/French/Advanced French/Hindi	T	RL	3
16.	16UEL3GE03	English – III	T	GE	3
17.	16UDJ3MC01	Media, Culture and Society	T	MC	6
18.	16UDJ3MC02	Broadcast Journalism	L	MC	6
19.	16UAN3AL01	Web Designing	L	AL	6
20.	16UDJ3FC01/ 16UTL3OL01	ICT & Soft Skills Training Basic Tamil I/ Advanced Tamil I	T	FC	3/3
21.	16UHE3FC02	Social Awareness	L	FC	3
		Total Credits for Semester - III			**30**

SEMESTER – IV					
22.	16UTL4RL03/ 16UFR4RL04/ 16UFR4RL05	Language - IV - Tamil/French/Advanced French/Hindi	T	RL	3
23.	16UEL4GE03	English – IV	T	GE	3
24.	16UDJ4MC01	Mobile Journalism	L	MC	6
25.	16UDJ4MC02	Documentary Theory	T	MC	6
26.	16UAN4AL01	Film Studies	T	AL	6
27.	16UDJ4FC01/	Value Education	T	FC	3/3
	16UTL4OL01	Basic Tamil II / Advanced Tamil - II			
28.	16UHE4FC02	Environmental Studies	L	FC	3
		Total Credits for Semester - IV			**30**
SEMESTER – V					
29.	16UDJ5MC01	Information Communication Technologies	T	MC	6
30.	16UDJ5MC02	Photo-editing	L	MC	6
31.	16UDJ5ES01 16UDJ5ES02	Elective: a. Translation b. Copy Editing	L	ES	6
32.	16UDJ5PJ01	Documentary Film Production	P	PJ	4
33.	16UDJ5MC03	Ad Production	L	MC	4
34.	16UDJ5FC01	Documentation & Presentation Skills	L	FC	4
		Total Credits for Semester - V			**30**
SEMESTER – VI					
35.	16UDJ6MC01	Scriptwriting	L	MC	6
36.	16UDJ6ES01	Elective: a. Citizen Journalism	L	ES	6
	16UDJ6ES02	b. Photo Journalism			
37.	16UDJ6MC02	Study Paper	L	MC	6
38.	16UDJ6MC03	Portfolio	L	MC	4
39.	16UDJ6PJ01	Web Journal	P	PJ	4
40.	16UDJ6TP01	Internship	P	TP	4
		Total Credits for Semester - VI			**30**
		Industry Placement Assistance at successful completion of the course			

SEMESTER - I

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: I **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

1. LANGUAGE I - TAMIL

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: I **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

1. LANGUAGE I – BASIC FRENCH 1

Objectives: To enable the students of UG courses to get an introduction to French language using very basic grammar and vocabulary. Through our beginner French lessons, students will gain a base with which to engage in simple conversations in daily situations such as: Introducing oneself and others, greeting people, asking and giving simple information, numbers, time, finding their way, etc.

UNIT 1 : Thèmes : Salutations, Présentations
Grammaire : L'alphabet, Les chiffres 0 à 50
Lexique : se présenter, présenter quelqu'un
Culture : La France
Hours of introduction: 1 Hours of content handling: 4 Revision: 2

UNIT 2 : Thèmes : Faire une inscription, « tu » et « vous »
Grammaire : l'article défini, indéfini, les présentateurs : c'est/ ce sont, quelques verbes, le pronom tonique
Lexique : les nationalités, les professions, les questions, les réponses au téléphone, dire au revoir

Culture: papiers d'identité
Hours of introduction: 1 Hours of content handling: 4; Revision: 2

UNIT 3 : Thèmes : Orientation dans l'espace, les espaces de l'école
Grammaire : les prépositions, les pluriels, l'article contracte, le présentateur « il y a », quelques verbes, les chiffres de 50 à l'infini
Lexique : s'orienter, rédiger un emploi de temps, communiquer en classe
Culture : L'école, les études, les différentes matières, les jours, la semaine, Paris, les parfums, le billet de bateau-mouche, la tour Eiffel, la SNCF
Hours of introduction: 1 Hours of content handling: 4; Revision: 2

UNIT 4 : Thèmes : les moments de la journée, la vie quotidienne
Grammaire : la négation, le pronom « on »
Lexique : fixer un rendez-vous au téléphone, fixer l'heure, l'endroit, pour une réunion
Culture : le calendrier, les mois, l'année
Hours of introduction: 1 Hours of content handling: 4; Revision: 2

UNIT 5 : Thèmes : les loisirs, envoyer un courriel
Grammaire : les présentateurs « voici, voilà », le pronom tonique
Lexique : parler des prix, dire l'heure, faire des projets pour la soirée
Culture: le fromage, le vin
Hours of introduction: 1 Hours of content handling: 4; Revision: 2

BOOK FOR STUDY: KHANDEKAR Manjiri et al., Jumelage, Langers, Delhi, 2015
(From Page 8 to 44).

BOOKS FOR REFERENCE:

COCTON Marie-Noelle et al., Saison I, Paris, 2014
BERTHET, Annie et al., Alter Ego I, Paris, 2012
PANCRAZI Laetitia et al., Version Originale I, Edition maison des langues, Paris,2011
SAMSON, Colette, Amis et Compagnie 1, CLE International, Paris, 2008.
WEBSITES FOR REFERENCE : www.leplaisirdapprendre.com
www.francaisfacile.com
www.lepointdufle.net

SEMESTER: I **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

1. LANGUAGE I – ADVANCED FRENCH- I

OBJECTIVE : To give importance to the oral as well as the written part of the language by inviting students to grasp quickly and easily the basic structures and essential vocabulary and then apply them in day to day life situations : what to say , how to say , how to perform and how to react in different situations. Description of the French grammar withexamples and exercises side by side and vocabulary enable the students to perfect their knowledge of the language in creative and essay writing.

A column on civilization at the end of each lesson throws information on French culture and civilization in connection to the title and theme of the lesson.

COURSE CONTENTS

UNITE I **:** premiers contacts,saluer, se saluer,remercier

Grammaire : l'article défini/c'est+pronom tonique

UNITÉ II	**:**	demander et donner des informations sur soi et sur les autres-dire ce que l'on aime **Grammaire:** / pluriel des noms / des verbes/ adjectives , comparatif
UNITÉ III	**:**	se situer dans l'espace /dire où on est / où on va demander son chemin -expliquer un itinéraire **Grammaire :** les articles indéfinis/ les prépositions/ la forme négative ,pronoms
UNIT IV	:	Demander et donner des informations sur quelqu'un, dire Ou on va, dire d'où on vient Grammaire : aller, venir, les prépositions de et a, les Articles contractes, le ou interrogatif
UNIT V	:	Demander une information sur un lieu, un horaire, épeler Son nom, indiquer son numéro de téléphone, son email. Grammaire : nous, article indéfini, quel interrogatif

PRESCRIBED TEXT	**:**	POISSON – QUINTON Sylvie et al. ***FESTIVAL I***., CLE International / Sejer2005 (1-6)
BOOKS FOR REFERENCE	**:**	MERIEUX Régine, LOISEAU Yves, ***Connexions*****,** Didier, Paris , 2005. MONNERIE-GOARIN Annie, SIRÉJOLS Evelyne ***Champion,*** CLE international, Paris ,2007.

SEMESTER I **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

1. LANGUAGE I – HINDI

Objectives

- To make them understand the various forms of the prose and different aspects of the social issues.

Unit 1:
A general introduction about the various type of prose wings and their development.

Unit 2:
Humour: 'BolaaraamkaaJeev'byHarishankarParsai
Reminicence: 'SonaHirani' by MahadeviVarma.
Drama: 'Kavipriya' by Agneya.

Unit3:
Stories

'Nimanthran' by Premchandh.
'Deputy Collectory' by Amarkanth.
One Act Play:
'SamaanaantharRekhaayen' by SathyendraSharat.

Unit 4:
Translation - Theory.
General introduction about Translation-Meaning & Definition.
Importance of Translation in different fields.

Unit 5:
Translation - Practical.
10 Passages based upon the theory - 5 English & 5- Hindi.
Translation of 5 Idiom and Phrases & 5 Proverbs.

Books for Study: Edited by the Dept.
Books for reference: Criticism books by various authors about the Hindi writers.

SEMESTER: I **CREDIT: 3**

CATEGORY: GE **T/L/P: THEORY**

2. English I

Objective

- Visualize and Write Poems/Short Stories
- Develop Creative Consciousness of Role of Language
- Develop Visual Narratives

Content:

Unit – 1

Basic Grammar-Parts of Speech –Sentences-Tenses-Introduction to Writing- Elements of Writing Styles of Writing- Types of Compositions.

Unit – 2

Introduction to Writing: Elements of style in writing and type of compositions, Creative writing. **Types of Writing:** Frictional and Non-frictional, rules of grammar and usage, Types of media

writing, Characteristics of print and broadcast media writing. **Editing & re-writing:** Principles of editing and techniques of rewriting

Unit – 3

Story Writing:Plot, Story, Narrative, Narration and three part Narrative structure, Animation genres, key script formats, structure of films, television and radio scripts, and characteristics of animation scripts-Writing for new media & Travel: Internet and mobile media, writing for Blogs

Unit-4

Creative Writing: Developing the story ideas, developing the conflicts and relationships between antagonist and protagonist, developing the sub-plots, character arc and plot twists. Audience specific, genre-driven, fantasy and multimedia specific scripts for animation projects

Unit-5

Scene Construction: Inter-textual adaptation techniques, scene construction, scene break, transformation of scene down into screenplay

Assignments:

Create your own story, Scene by scene construction and script writing

Methodology:

Narrative theoretical sessions on script writing along with practical sessions coupled with meeting industrial experts, Class-room lectures, Critiques in Group and one-on-one settings, Group Activities and Student presentations.

Evaluation:

Internal 50% - CA I & II = 80 Marks &Faculty Evaluation – 20 Marks
External 50% - End Semester Evaluation – Written – 100 Marks

Reference Books & Online References:

- Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South Western College Pub., 2000.
- Strunk, William, Jr. and White, E.B. The Elements of Style, 3rd ed. (Macmillan, 1979)
- Barkas, J.L. How To Write Like a Professional (Arco, 1984).
- The Cambridge Introduction to Creative Writing- DAVID MORLEY, Cambridge University Publications, First edition, 2007
- Rules for Writers (Book 7), Bedford/St. Martin's; 7th edition (2011)

SEMESTER: I **CREDIT: 6**

CATEGORY:MC **T/L/P: THEORY**

3. Understanding Journalism

Objective

- Understand the Technological and Cultural Origins of Print Media
- Explore the Functioning of the Press in the Society
- Examine the Government Policies and Regulatory Measures

Content:

Unit – 1

Journalism - Definition and Meaning - Purpose of Journalism - Nature and Scope of Journalism Elements of Journalism - Different Types of Journalism

Unit – 2

Origin of Print Media - Birth of Indian Language Press - National Movement and Indian Press

Development of News Agencies - Press and Emergency

Unit – 3

Press Council - Journalistic Ethics - Laws and Regulations in India – RNI - ABC

Unit – 4

Theories of Press

Normative Theories of Press

Authoritarian Theory - Libertarian Theory - Social Responsibility Theory - Totalitarian Theory

Alternative Theories

Development Communication Theory - Democratic Participant Theory

Unit – 5

Web journalism timeline - Social, Economic and Political Issues and Role of Press - Globalization and Changing Roles of Indian Press - E-newspapers, E-Magazines, News Portals

Assignments

Analyzing the Role of Press
Distinguishing Styles of Newspapers and Magazines
A Term Paper on an Area of Interest

Methodology

Classroom Lectures
Reading Club Activities
Feature and Documentary Film Screenings

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Written - 100 Marks

Reference Books

- Jeffrey,Robin. From *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press,*Oxford University Press,New Delhi, 2000
- Barns, Margarita. *The Indian Press*, George Allen and Unwin Publications, London,1940
- Parthasarathy,Rangaswami. *Journalism in India: From the Earliest Times to the Present Day*, Sterling Publishers PvtLtd,New Delhi, 1991
- Alexander,Bryan. *The New Digital Storytelling*: *Creating Narratives with New Media* USA: ABC-CLIO, 2011
- Christopher, Pinney.*Photos of the Gods: The Printed Image and Political Struggle in India***,**Reaktion Books, London, 2004

SEMESTER: I **CREDIT: 6**

CATEGORY: MC **T/L/P: LAB**

4. Reporting and Editing

Objective

- Familiarize Different Types of Writing
- Develop Reporting and Editing Skills, Produce Journal
- Sensitize on Ethics, Laws and Regulations

Content:

Unit – 1

Definition of News - News Values - News Formats - Selection of News
Sources of News
Types of News
Political, Sports, Business - Parliament/Legislature - Social, Leisure, Crime and Health

Unit – 2

Writing a Report
Structure, Language - Style, Grammar - Common Errors - Practical Exercises in Writing Reports

Unit – 3

Basics of Editing
Proofreading symbols - Errors in Editing - Choice of Words – Attribution - Avoiding Clichés - Typography - Following Stylebook - Practical Exercises in Editing

Unit – 4

Online Journalism - Online Research and Reporting - Prospects and Problems Gender Sensitivity in Reporting and Writing - Development Journalism - Ethics in Journalism - Practical Exercises in Online Writing and Editing

Unit – 5

Producing Lab Journal

Assignments

Producing Lab Journal
Practical Exercises in Writing and Editing
Online Research Tasks
Quiz on Media Laws

Methodology

Classroom Lectures and Group Discussions
Outdoor Assignments for Writing Stories
Dialogue with Journalists

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation = Project 80 Marks +Viva-voce 40 Marks =100 Marks

Reference Books

- Hodgson, F.W.*News Sub-editing*, Focal Press, 1998
- Mencher, M. *News Reporting and Writing*, Dubuque, 1991
- Stone, G. *News Gathering*. Harper Collins, 1992
- Rich, E.*Writing and Reporting News*: *Coaching Methods,* Thomson Learning, 2000
- Ward, Mike.*Journalism Online, Oxford*, Taylor and Francis 2013

SEMESTER: I **CREDIT :6**

CATEGORY: AL **T/L/P: LAB**

5. Graphic Design - I

Objective

- Introduce Basics of Layout and Designing
- Learn Softwares for Designing
- Experiment with Designing

Content:

Unit – 1

Principles of Drawing
Introduction to Drawing - Various Drawing Mediums - Sighting & Measuring Objects - Skills in Composition - Thumbnail Sketches - Line of Action – Form – Overlapping - Size and Space Variation - Free Flowing Designs - Geometric Designs

Unit – 2

Types of Printing Medium- Principles of Layout and Designing - Elements of Layout Adding Images to Page - Typography on Computer Layout - Dummy make-up

Unit – 3

Introduction to Computer Graphics / Multimedia
what is Computer Graphics? - What is Multimedia? - It's Applications Resolution and File Formats - Computer Graphic Standards and Formats - Illustration and Image Editing

Design Standards and Specifications - Including Final Output Formats
Input and Output Devices
Introduction to Digital Image Editing

Unit – 4

Introduction to Software
How to Work with Graphics Software including **Adobe Photoshop and Adobe Illustrator**
Pagination, Photo-editing - Designing Cover Page and Index Page - Spreads and Subject Specific Pages

Unit – 5

Practical Assignments: - Print Ad - Magazine Cover Page Design - Brochure Design
Promotional Designs- Logo Design - Posters

Assignments

Designing: Magazine Cover Page
Magazine/Tabloid
Logo
Brochure
Print Ad and Poster

Methodology

Classroom Lectures
Lab Sessions
Preparation of Dummy Pages
Designing Exercises

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Practical 100 Marks

Reference Books

- Moen,Daryl R. *Newspaper Layout and Design,* Iowa State Press, Iowa, 2008
- Harrower, Tim. And Elman, Julie. *The Newspaper Designer's Handbook,* McGraw Hill, New York, 2012
- Strunk Jr, William. And WhiteE. B. *The Elements of Style*, Pearson Publications, United Kingdom, 1999
- Lupton, Ellen and Phillips,Jennifer Cole, *Graphic Design: The New Basics* PrincetonArchitectural Press and Maryland Institute College of Art, New York, 2008
- Hofmann, Armin. *Graphic Design Manual: Principles and Practices,* NigliVerlag Publishers, Switzerland, 2011

SEMESTER: I **CREDIT: 3**

CATEGORY: FC **T / P: LAB**

6. Basic Computer Skills

Objective

- To give an understanding of the usage and basics of Computer and imparting skills to documentation software
- To illustrate on how digital content created through different tools can be imported into new media environment and linked to be part of new media delivery.

Content:

Unit-1:
Introduction to Computers - Operating Systems -Basics of Storage concepts - cloud computing – usage of social media.

Unit-2:
Microsoft Word:

Using interface: Understanding ribbon –tools & navigation pane – Print settings. **Editing Text:** selecting, rearranging, finding and replacing the text – undo & redo actions **Formatting Text**: working with fonts – applying Basic formatting – changing case – text effects. Formatting Paragraph: align, justify, line spacing – bullet, numbered list – keeping text together through page breaks. **Using styles:** Document themes –clearing formats – Creating Tables –Restrict formatting. Working with tables. **Illustrating documents**: using picture, shapes. Clip art, positioning, sizing, cropping, wrapping, graphic with tables, adjusting brightness & Contrast, applying special effects graphics, illustrating with diagrams using smart art, screenshots, word Art. **Building Blocks:** Numbering pages, Adding cover and blank pages, Custom headers. **Page layout**: Margins, Sections, columns, Watermarks. Proofing Documents: Spell check – setting proofing, Auto correct, Using Thesaurus and translation tools. **Reviewing Documents:** Tracking changes & Showing markup, Accepting & rejecting, Comparing & combining the documents, Coauthoring the documents. **Sharing The Documents:** Trouble-free document Sharing, Emailing, saving document to a window live drive, using word on the web, Finalizing – Password Protecting a document- restricting editing for all or part of a document, digitally signing a Document.

Unit-3:

Microsoft Excel: Introduction to Excel**:** Excel Uses- menu- worksheet- Navigation, Shortcuts. **Entering data:** Data entry- AutoFill – Date Time -undo, redo-comments- file save. Formulas and Functions-Formatting – Adjusting layout and data – Printing- Charting – Adjusting worksheet – multiple worksheet and work books – if, vlookup, and power functions – Security and sharing – Database features of Excel – PivotTables – data analysis tools.

Unit-4:

Microsoft PowerPoint: introduction: managing the presentation -using ribbon – customizing the view, add, delete &rearranging slides- adding photos, clip, spellcheck, using thesaurus, applying theme – running the show. **Formatting the presentation**: using fonts and color- adding bullets & list numbering – changing text alignment- picture effects-removing backgrounds – understanding slide bg-adding logo to bg-slide transition. **Adding tables:** creating, formatting & pasting tables-creating charts-pasting charts from excel. **Working with shapes:** adding & shaping shapes-text shapes –textboxes-layers-animating text, shape, objects. adding audio & video, cropping video. **Sharing**: - adding speaker notes –-presenting on another laptop-broadcasting on the web-saving as video- saving as pdf - printing presentation.

Unit-5:

Microsoft Publisher: creating a publication-working with objects - creating publications from scratch using page setup - inserting images into publications-applying formatting and other corrections to images - inserting shapes and other items - working with text and text boxes - formatting paragraphs within text boxes - creating a catalog-correcting text and design errors - use and format tables - pulling it all together to create a publication - customize pages - other publisher tasks - publishing, printing, and sharing basics of digital tools.

Assignments:
Create your own Document, PowerPoint presentation of your creation, Create an online gallery.

Methodology:
Extensive Practical sessions, Guest Lectures, Industry Experts, Assignments.

Evaluation:
Internal 50% - CA I & II = 80 Marks & Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation – Practical = 100 Marks

Reference Books & Online References:

1. Adobe Creative Team, "Adobe Photoshop CS6 Classroom in a Book", Adobe (2014).
2. Teach yourself visually word 2010 by Elaine Marmel paperback.
3. Teach yourself visually excel 2010 by Paul paperback
4. Teach yourself visually PowerPoint 2010 by bill paperback

SEMESTER: I **CREDIT : 3**
CATEGORY: FC **T/L/P: THEORY**

7. Personality Development

Objective

- To set a vision for each one and to prepare to reach it.
- To understand the development of one's own personality as he/she enters the portals of college.

Content:

Unit-1

Self – knowledge
Exploring habits, attitudes, preferences and experience - Becoming aware of strengths and weaknesses, talents and problems, emotions and ideas - Identifying the optimum means of improving personal performance - Identifying areas of expertise and use these to solve problems in new contexts - Knowing your ambitions, goals, and values - Understanding feelings and emotions: primary feelings and secondary feelings, Self-regulating emotions - IQ, EQ, SQ, MI

Unit-2

Self-management
Understanding of life story - Focusing on Internal narratives - Managing change, confusion and uncertainty - Sharpening the Intellect - Schooling the mind - Socializing the individual

Unit-3

Academic coping strategies
Memory - Art of listening - Note making - Seminar presentation - Art of learning and writing guidelines - How to study - Time management - Receptive skills - Classroom etiquettes
Cyber knowledge

Unit - 4

Personal Competence and Maturity
Motivation - Developing rapport - Giving and receiving constructive criticism
Assertiveness and negotiation skills - Leadership

Unit – 5

Integrated Personality Development
Recognizing the gradual growth in different dimension of one's personality such as (a). Physical (b). Intellectual (c). Emotional (d). Moral (e). Social and (f). Spiritual
Learning the Development process- Tools and Skills
Helping to maximize one's potentials
Enhancing one's self image, self-esteem and self- confidence

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER - II

SEMESTER: II **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

8. LANGUAGE II - TAMIL

TL 2088 -II(GENERAL TAMIL-II)	

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: II **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

8. LANGUAGE II – FRENCH II

Objectives: To enable the students to understand French language through a wide range of spoken and written exercises. The grammar concepts are structured so that the students master the language in a systematic way.

UNIT 1 : Thèmes : Aller en pique-nique - Grammaire : le futur proche - Lexique : demander/indiquer un chemin - Culture: les saisons.
Hours of introduction: 1 Hours of content handling: 4; Revision: 2

UNIT 2 : Thèmes : les endroits touristiques, les loisirs - Grammaire l'interrogation, les infinitifs, la question négative, quelques verbes - Lexique : demander la direction, donner des indications, le corps - Culture : les fêtes, la météo, Versailles, Le Mont Saint-Michel.
Hours of introduction: 1 Hours of content handling: 4; Revision: 2

UNIT 3 : Thèmes : alimentation - Grammaire : les articles partitifs - Lexique : commander au restaurant - Culture : les recettes.
Hours of introduction: 1 Hours of content handling: 4, Revision: 2

UNIT 4 : Thèmes : faire les courses - Grammaire : les expressions de quantité, les adjectifs, l'impératif, quelques verbes - Lexique : comprendre une recette écrite, acheter des vêtements dans un magasin - Culture : les légumes, les fruits, les produits laitiers, la Normandie, la Haute-Savoie.
Hours of introduction: 1 Hours of content handling: 4; Revision: 2

UNIT 5 : Thèmes : préparer un voyage, à la gare - Grammaire : le passe récent, le futur, les adjectifs possessifs, les adjectifs démonstratifs, quelques verbes, la comparaison, il faut - Lexique : donner des informations personnelles, exprimer des faits futurs, le voyage, vocabulaire de la gare et du train, exprimer l'ignorance, exprimer la certitude - Culture : billet de train, la Suisse, plurilinguisme et multi culturalité de la Suisse, passer la frontière.
Hours of introduction: 1 Hours of content handling: 4; Revision: 2

Book for study:
KHANDEKAR Manjiri et al.,*Jumelage*, Langers, Delhi, 2015 (From page 45 to 88).

Reference Books:
COCTON Marie-Noelle et al., *Saison I*, Paris, 2014
BERTHET, Annie et al., *Alter Ego I*, Paris, 2012
PANCRAZI Laetitia et al., *Version Originale I*, Edition maison des langues, Paris,2011

SEMESTER: I **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

8. LANGUAGE II – ADVANCED FRENCH- II

Objectives: This course imparts knowledge of French Grammar and is designed to help student to read, write and speak in French with confidence. A more communicative approach, this course offers the beginners in French a way to develop language proficiency especially in listening and speaking.

UNIT I: Expliquer un itinéraire, proposer quelque chose, remercier et refuser, demander son Chemin, situer quelque chose.
Grammaire : interrogation avec est-ce que, les prépositions et les noms de pays,
pouvoir,
Impératif, la forme négative

UNIT II : Acheter quelque chose, demander le prix, le marché, les fruits et les légumes, prix et Quantités, les nombres jusqu'à cent
Grammaire : vouloir, c'est, l'article partitif, pas de, le pronom on, comme ,

UNIT III : aller au restaurant, comprendre un menu, commander , les plats, les boissons, le restaurant, les gouts.
Grammaire : la caractérisation, les adjectifs possessifs, qu'est-ce que c'est,

UNIT IV : proposer quelque chose, demander et donner des informations sur quelqu'un
Grammaire : les adjectifs possessifs , les pronoms COD, pas de, impératif, le pronom y
UNIT V : Etre invite, chez quelqu'un, visiter un appartement
Grammaire : Les pronoms COD, qui c'est, y ,imperatif.

PRESCRIBED TEXT : POISSON – QUINTON Sylvie et al.
FESTIVAL I., CLE International / Sejer2005 (7-12)

BOOKS FOR REFERENCE **:** MERIEUX Régine, LOISEAU Yves, ***Connexions*****,**
Didier, Paris , 2005.
MONNERIE-GOARIN Annie, SIRÉJOLS Evelyne
Champion, CLE international, Paris ,2007.

SEMESTER: II **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

8. LANGUAGE II – HINDI II

Objectives:

- To make them understand the beauty of the Ancient Poetry and Modern Poetry and the value system of that period.

Unit 1: General introduction about the ancient period to modern period of Hindi Literature.SangaKaal-Thiruvalluvar. 5Thirukkural: i) Rahathesumadhurvachan.. ii) Janmatho yon janma ho… iii) Seekhseekhneyogya… iv) Kevalmukhkhiljaye… v) Shishtonkeaadhaar par…

Unit 2: Medieval Period-The Bakthi Movement.5Dhohe from Kabir. i)Pothipadipadi jag… ii) Guru Govinddhovu… iii) Jaathinapoochonsaadhuki… iv) Saaiithnaadhijiya… v) Hari se thoojanihethkar…

2 Padh (Stanzas)from Soordas. i)Uodho, man nabayedhas bees… ii) Maiya! Main nahimmaakhankhaayo…

Unit 3: Medieval Period-Nature of the Royal Court.5 Dhohe from Bihari.

i) Sees mukutkatikaachhani..
ii) Saghankunjchhaayaasukhadh…
iii) Kanakkanakthainsouguni…
iv) Are hansyaanagar me…

3 Padh (Stanzas) from GiridharKavirai.

i. Saai sab sansaar me…
ii. Binaavicharejokare…
iii. In therah se bairnakijiye…

Unit 4: Modern Period-Sentimental aspects.

1. Nar ho, naniraashkaro man ko by MaithilisharanGupt.
2. Sneh-nirjhar bah gayaahai by SooryakanthThripaatiNirala.
3. PushpkiAbhilaashaa by MakhanlalChathurvedhi.

Unit 5: Modern Period-Practical aspects.

1. JanathanthrakaaJanma by RamdhariSinhDhinakar.
2. Jo beethgayee so baathgayee by HarivamsharaiBachhan.
3. Akaalauruskebaadh by Nagaarjun.

Books for Study: Edited by the Dept.

Books for Reference:

Hindi Literature and its aspects by various authors.

SEMESTER: II **CREDIT : 3**

CATEGORY: GE **T/L/P: THEORY**

9. English II

Objective

- Enhance critical ability through a close reading of contemporary, challenging and interesting texts
- Motivate the learners to enhance their communication skills
- Improve Communication Skills

Content:

Unit-1: English for enhancing Communication Skills- Appreciation

1. Keeping Upright – M. Asim Nehal
2. The way we see the Problem is the Problem– Stephen Covey (An excerpt from Seven Habits of highly effective people)
3. Care for our Common Home – Pope Francis (An excerpt from Laudato Si)
4. The Red Moon – Pedro Pablo Sacristan
5. The man who knew too much – Alexander Baron

Unit 2: Basic Principles of Communication

Introduction - Understanding Communication - Communication Process - Barriers to Communication

Importance of Communication in the Workplace.

Unit-3: Types and Channels of Communication

Introduction - Types of Communication - Classification of Communication Channel

Unit-4 Forms of Communication

Different External Forms of Communication - Introduction to Types of External Forms - Advantages and Disadvantages Oral Communication - Advantages and Disadvantages - Media Communication Merits and Demerits.

Unit-5- Business Communication

Employment Communication - Resumes and Cover Letters – Introduction - Writing a Resume Writing Job Application Letters - Other Letters about Employment - Group Discussion - Attending Job Interviews

Assignments

Written Assignments – Sample Letters, Drafting Mails
Presentations for Oral Communication Skills

Methodology

Classroom Lectures, Group Discussion, Workshops, Guest Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation – 100 Marks

Reference Books:

1. Adair, John. *Effective Communication,* Pan Macmillan Ltd, London,2003
2. Prasad, H. M. *How to Prepare for Group Discussion and Interview,* Tata McGraw-Hill Publishing Company Limited,New Delhi, 2001
3. Pease, Allan. *Body Language,* Sudha Publications, Delhi,1998
4. Guffey, Mary Ellen. *Essentials of Business Writing,* SouthWestern College Publications, Ohio, 2000.
5. Prasad, H. M. *How to Prepare for Group Discussion and Interview,* Tata McGraw-Hill Publishing Company Limited, New Delhi, 2001

SEMESTER: II **CREDIT : 6**

CATEGORY: MC **T/L/P: THEORY**

10. Digital Journalism

Objective

- Enhance Analytical Outlook on Digital Media and Journalism
- Harness Digital Media for News Gathering Purposes
- Awareness on Legal Issues on Writing for Digital Media

Content:

Unit – 1

Digital Technology and Media – Convergence – Diffusion - Globalization

Unit – 2

Digital News Media: News Websites/Portals, Niche Websites - Social Media as a Gateway for News - Digital News Distribution – Journalists, Media Houses, Citizen Journalists

Unit – 3

News Aggregation Websites: Difference between Aggregation and Curation - News Aggregators as Newsgathering Tools - Google Alerts

Unit – 4

Citizen Journalism - Internet and Political Mobilization, Public Opinion - New Voice for Marginalized Sections and Political Dissent

Unit – 5

Legal and Ethical Issues Related to Digital Media - Criminalizing "Offensive" E-mails and Facebook Messages - Section 66 A - Obscenity, Pornography and Privacy

AssignmentsIdentify Major News Aggregating Websites
Discuss Readings on Digital Media
Analyze a Specific Area of Social Media Usage

Apply Wide Variety of Digital Techniques for Distribution of News

Methodology

Classroom Lectures
Guest Lectures
Seminar on Specific Readings

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation –Written - 100 Marks

Reference Books

- Creeber, Glen and Martin, Royston. *Digital Cultures: Understanding New Media,* McGraw Hill, United Kingdom, 2009
- Prensky,Marc. *Digital Natives, Digital Immigrants On the Horizon,* University Press,MCB October 2001,Vol. 9 No. 5
- Eds. Throes, Eina. And Allan, Stuart *Citizen Journalism: Global Perspectives,* Peter Lang, New York 2009
- Eds.Bolaer, Megan. *Digital Media and Democracy: Tactics in Hard Times*, MIT Press, Cambridge, 2008
- Eds. Rosen berry, Jack. John, Breton st, *Public Journalism 2.0: The promise and reality of an citizen engaged press* , Rout ledge, United Kingdom ,2010

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: II **CREDIT: 6**
CATEGORY: MC **T/L/P: LAB**

11. Feature Writing

Objective

- Learn Feature Writing Formats
- Acquire Skills for Writing for Specialized Magazines/ Target Audience
- Write Opinion Piece

Content:

Unit – 1

Definition of News - Hard News and Soft News - Feature Writing: Interpretive Writing, Investigative Writing – Headlines - Writing Lead - Types of Leads

Unit – 2

Headline and its function – How to write a Headline – Kinds of Headlines: Label, Descriptive, Running stories, Multiple –Point Leads, Commentative Stories, Quotes, Question, Number, Editorial, Letters to the editor.

Unit – 3

Headline Props – Shoulder, Strapline, Crossheads, Sideheads, Navigation heads, Stet, Feature and Magazine Headline, Internet headline – Developing Feature Stories- Who writes features? Format for Features- Story Construction - - Feature ideas.

Unit – 4

Types of Features - Personality Profiles – Interviews - Trend Stories - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute Specialized Writing - Issue-based Features - Music, Theatre, Books and Art - Science and Technology - Travel, Food and Fun - Lifestyle

Unit – 5

Opinion Piece – Editorial: importance of editorials, who writes Editorials? The editorial board, Editorial page editor- Letters to the Editor- Open Editorials - Column- Commentary – Middle, Editorial cartoons.

Assignments

Writing Assignments:
Specialized Writing
Personality Profile
Interview
Column
Commentary

Methodology

Classroom Lectures
10 Outdoor Writing Assignments as Project Work
Interaction with Columnist/Journalists
Guest Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Assignment = 20 Marks

External 50% - End Semester Evaluation – Project 80 Marks + Viva-voce 40 Marks =100 Marks
100 Marks

Reference Books

- Pape, Susan and Featherstone, Sue. *Feature Writing: A Practical Introduction,* Sage Publications, New Delhi, 2006
- Witt, Leonard. *The Complete Book of Feature Writing,* Writer's Digest Books, Ohio, 1991
- Rowe, *Feature Writing for Journalism and Media Students,* Oxford University Press, Oxford, 2016
- Garrison, Bruce. *Professional Feature Writing,* Rout ledge Publications, United Kingdom, 2014
- Eds Ruberg, Michelle. *Handbook of Magazine Article Writing,* Writer's Digest Books, Ohio, 2008

SEMESTER: II **CREDIT : 6**

CATEGORY: AL **T/L/P: LAB**

12. Graphic Design II

Objective

- Provide an Overview of Drawing and Design & its Principles
- Understanding of Computer Graphics and Multimedia
- Introduction to the Basics of Software Packages for Design

Content:

Unit-1

Elements of Design and Principles of Design
Elements of Design
Dot, Line, Shape - Value/Tone - Texture, Space, Color
Principles of Design
Balance - Symmetrical or Asymmetrical - Repetition / Rhythm - Focus / Emphasis / Dominance
Unity / Harmony - Scale, Proportion - Contrast, Movement, Depth

Unit-2

Composition and Concept Creation
Picture Plane - Closed & Open Composition - Positive & Negative Space - Point of View
Concept Creation based on the Elements and Principles of Design

Unit-3

Designing with color using software's - Typography in design - Imagery in design
Vector Drawing with Illustrator - Infographic design

Unit-4

Introduction to Adobe InDesign - Working with Documents, Text, Styles - Combining Text and Objects - Frames and Objects - Creating Page Layouts - Types of Layouts used in various

industries - Creating PostScript and EPS Files - Printing booklets - Creating print packages for final printing

Unit-5

Introduction to Interactive PDF's - Interactive Catalogues - Design for Websites
UI Design - Smart Phone Application Layout Design - Interactive Portfolio Design for Students

Assignments

Concept Designs in Color
Abstract Designs Representing Principles and Elements of Design
CGI - Software Outputs

Methodology

Classroom Lectures
Drawing & Coloring Sessions
Computer Lab Sessions
Workshops

Evaluation:

Internal 50% - CA I & II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation = Practical -100 Marks

Reference Books

- Rawson, Philip. *Design*, Prentice Hall, USA, 1987
- Bryson, Norman, Michael, Moxey, Keith, and Holly, Ann. *Visual Theory: Painting and Interpretation,* Harper Collins Publications, USA, 1991
- Gillian, Rose.*Visual Methodologies*, Sage Publications, New Delhi, 2006
- Sturken and Marita, *The Practices of Looking*, Oxford University Press, London, 2009
- Cooper and Alan, *About Face: The Essentials of Interaction Design,* Wiley- Blackwell Publications, New Jersey 2007

SEMESTER: II **CREDIT: 3**

CATEGORY: FC **T/L/P: LAB**

13. Basics of Photography and Videography

Objective

- Understand the Basic Techniques of Photography& Videography.
- Visualize Creative Ideas and Concepts for Photography
- Assimilate Technical Know-how of Videography and Editing

Content:

Unit – 1

Photography History
Introduction to Photography-History and Evolution-Best Photographers and their Works
Early Pioneers and Experiments-Joseph Niepce-Louis Daguerre -Eadward Muybridge

Unit – 2

Photography Basics
Differences between Analog and Digital Photography-Body Parts of Analog and Digital Cameras
Types of Analog and Digital Cameras-Functions of Camera-Exposure, Focus, Aperture, Shutter Speed-Depth of Field-Types of Films, Film Speed, Photograph Printing Paper-Power System, Memory Storage, Resolution-Exposure and Controls, Flash .

Unit – 3

Lighting Techniques
Three Point Lighting-Lighting for Indoor/Outdoor-Artificial, Natural Light, Hard and Soft Lights Reflectors-Indoor Lights-Flash Modes and Color Temperature, White Balance and Exposure Modes.

Unit – 4

Composition Basics – Shots, Angles, PositionsElements of Composition, Rule of Thirds, Decisive Movement, Lighting – Natural and Artificial, Shadows-Using Flash, Light Settings, Color Composition.

Unit – 5

Production Techniques
Basic Videography Rules, Stages of Production, Basics of Editing, Adobe Premiere Pro CC, Aesthetics of Video Production, Grammar Audio – Dubbing, Background Music, synchronizing of video and audio, Voice Over.

Assignments

Photographs and Videos:
In-door Study & Outdoor Study
Light & Shade
Perspective and Composition
Portrait Studies
Real Life

Methodology

Classroom Lectures
Workshops
Guest lectures
Interaction with Industry Experts

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Assessment = 20 Marks

External 50% - End Semester Evaluation – Project 80 Marks + Viva-voce 20 Marks = 100 Marks

Reference Books

- Freeman, Michael. *The Photographer's Eye: Composition and Design for Better Photography*
- Bordwell and Thompson, *Film Art: An Introduction*
- Nichols,Bill. *Movies & Methods*
- Langford J. J.*Basic Photography,*
- Mascelli,Joseph V. *Five Cs of Cinematography*

SEMESTER: II **CREDIT : 3**
CATEGORY: FC **T/L/P: THEORY**

14. Life Issues and Coping Strategies

Objective

1. To make the students understand the various life issues related to adolescence and to recognise the transition process
2. To help them in their holistic formation of self
3. To learn life coping skills

Content :

Unit 1

Adolescent Health and Holistic Health - Understand and appreciate physical Self Personal hygiene and grooming - Balanced diet - Healthy habits and lifestyle - Sound body and mind - Nurturing health at home, in campus - WHO's definition of Health - Government Policy on Health - Women health – various medicine systems

Unit 2

Interpersonal relationship - Communication strategies - Winning friends and Influencing others Situating self in Family, Friends, groups - Other centeredness and others point of view and Empathy

Unit 3

Problem-solving and Decision making skills

Decision making processes - Lateral Thinking and problem-solving strategies;
Select and apply problem-solving strategies to more complex tasks and problems;
Gain familiarity with concepts such as performance indicators and benchmarking.

Unit 4:

Critical Thinking

Affective strategies - Cognitive strategies - Forming opinion - Taking stand Suggesting alternative - Reflective Skills

Unit 5:

Life Coping Strategies

Crisis Intervention - Coping with success and failure - Time, Task and Resources Management

Anger/ Stress and conflict management - Team management (Group dynamics)

Living Faiths of the World

Christian Doctrine / Scriptures / Major Religions and Harmony

Evaluation

- 70 marks for PART – A and 30 Marks for PART – B
- A student should obtain a minimum of 35 in PART-A and 15 in PART- B papers to pass

SEMESTER – III

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: III **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

15. LANGUAGE III – TAMILIII

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: III **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

15. LANGUAGE III – BASIC FRENCH III

Objectives: To enable the students to understand French language through a wide range of spoken and written exercises. The grammar concepts are structured so that the students master the language in a systematic way.

UNIT 1 : Arriver à l'hôtel, réserver une chambre à l'hôtel, chercher un logement, acheter, louer,s'installer.
Grammaire : Le passe composé, les nombres ordinaux, les compléments du temps, les formes de négation

UNIT II : indiquer les éléments du passé, racontez un évènement, écrire une lettre personnelle, types de logements.
Grammaire : quelques verbes, le superlatif, le pronom interrogatif

UNITIII : raconter une journée, s'informer sur les prix, sur la taille, l'échange,
Grammaire : Le passe composé avec la négation, l'interrogation, les connecteurs du temps, le gérondif

UNIT IV : vêtements, équipements de ski, techniques de ski
Grammaire : l'imparfait, imparfait et passe composé, identifier l'objet direct et indirect.

UNIT V : parler d'autrefois, décrire des habitudes présentes et passées, inviter quelqu'un , accepter, refuser
Grammaire : les pronoms relatifs, les adverbes, les pronoms neutres.

BOOK FOR STUDY: KHANDEKAR Manjiri et al., Jumelage, Langers, Delhi,2015 (From page 90 to 127).

BOOK FOR REFERENCE : COCTON Marie-Noelle et al., Saison I, Paris, 2014

BERTHET, Annie et al., Alter Ego I, Paris, 2012

PANCRAZI Laetitia et al., Version Originale I, Edition maison des langues, Paris,2011

SEMESTER: III **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

15. LANGUAGE III – ADVANCED FRENCH III

OBJECTIVE: To initiate the students to express their ideas in writing compositions, letters, emails and invitations. The students will master vocabulary related to habitual situations in daily life and learn to correctly use basic grammatical structures.

UNIT I: choisir un cadeau pour quelqu'un, demander conseil, les cadeaux, les fêtes, les gouts
GRAMMAIRE : Le pronom COI, les adjectifs possessifs, l'interro-négation

UNIT II : Acheter un vêtement, demander et donner des conseils, indiquer sa taille, sa pointure
Grammaire : le comparatif, moi aussi, moi non plus, les adjectifs démonstratifs, l'impératif négatif

UNIT III : Conseiller quelque chose, donner son avis, faire des projets, exprimer un souhait, une intention
Grammaire : le futur simple, les superlatifs, l'hypothèse, la condition

UNIT IV : Parler du temps qu'il fait, comparer deux climats, la météo
Grammaire : les verbes impersonnels, le futur proche, le comparatif

UNIT V : parler de l'heure, comparer deux emplois du temps, les différences de modes de vie
Grammaire : le pronom on, être en train de, venir de , la forme négative,

PRESCRIBED TEXT : POISSON – QUINTON Sylvie et al.
FESTIVAL I., CLE International / Sejer2005 (13-18)

BOOKS FOR REFERENCE **:** MERIEUX Régine, LOISEAU Yves, ***Connexions*****,** Didier, Paris , 2005.

MONNERIE-GOARIN Annie, SIRÉJOLS Evelyne ***Champion,*** CLE international, Paris ,2007

SEMESTER: III **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

15.LANGUAGE III – HINDI III

Objectives :

- To create the interest to learn the Hindi languages among the students.
- To make them feel the importance of Hindi in the present global environment.
- To Enhance their Communicative Skills in Hindi.

UNIT:1. Importance of Hindi, Vowels, Consonants & small words.

UNIT:2. Conjugation, Half letter formation & Present Tense.

UNIT:3. Imperative formation & Communication.

UNIT:4. Past Tense, Future Tense & Creative writing.

UNIT:5. Short notes & Translation.

Text Books: Edited by the Dept.

Reference Books:

1. Bharati Bodh
   byDakshina Bharat Hindi PracharSabha,
   T.Nagar, Chennai-17.

2. Adarsha Hindi Bodhini
   byDakshina Bharat Hindi PracharSabha,
   T.Nagar, Chennai-17.

3. AnuvaadAbhyaasParat-I.
   byDakshina Bharat Hindi PracharSabha,
   T.Nagar, Chennai-17.

SEMESTER: III **CREDIT: 3**

CATEGORY: GE **T / P: THEORY**

16. ENGLISH - III

Objective:

- Creating awareness towards literature by connecting them to digital platform, For this will be the future of education.
- Demonstrate writing ability at the level required for meeting entry-level professional expectations.
- To help the students understand the current trends in the development of literature.
- To discover their inner potentials by appreciating their contribution in electronic medium.
- To extract a multifaceted spectrum of ideas regardless of their stream of education.

Unit-I

Introduction to digital media. - Genres in literature.

Unit -1I

History and evolution of technology - Introduction to electronic literature - What is electronic literature? (essay)

Unit – III

Understanding Media: The Extensions of Man. - Key Concepts: 'the global village', 'the medium is the message' & 'the massage', 'hot medium', 'cool medium' - The influence of Television & the Computer Revolution

Unit- IV

Drabble - Flash fiction - Visual novels -Hypertext fiction - Micro-dramas - Digital poetry - Games and literature(With Examples and anthologies)

Unit -V

Practical tips for writing and presenting

Write an analysis on a website - A presentation of electronic literature (one genre) - Etiquette of digital world - Tools used in Electronic literature (Photoshop) - Power point presentation of independent exposure to electronic media.

Bibliography

1. Understanding Media: The extensions of man. McLuhan, Marshall. University of Toronto. 1963.
2. Electronic Literature: New Horizons for the Literary (Ward-Phillips Lectures in English Language & Literature) Paperback – by N. Katherine Hayles (Author)
3. The Medium is the Massage Paperback – by Marshall McLuhan (Author), Quentin Fiore (Author), Jerome Agel (Author)
4. Szilak, Illya. New Wor(l)d Order: E-lit Plays With Language.

ONLINE REFERENCES

1. *Huffington Post*. 7 Feb. 2013. http://www.huffingtonpost.com/illya-szilak/digital-literature_b_2605389.html. http://www.w2vr.com/concepts/concepts.html
2. http://www2.anglistik.unifreiburg.de/intranet/englishbasics/PDF/BasicConcepts.pdf
3. http://web.mit.edu/allanmc/www/mcluhan.mediummessage.pdf
   http://yews002.tripod.com/id3.html
4. https://eliterature.org/pad/elp.html

SEMESTER: III **CREDIT : 6**

CATEGORY: MC **T/L/P: THEORY**

17. Media, Culture and Society

Objective

- Understand the Intersections between Technology, Media Forms and Society
- Explore the Role of Technological Media Forms in Social Transformations
- Deliberate the History of Media Forms

Content:

Unit – 1

Technology and Society - The Social Needs that Produce Technologies - Effects of Technology on Societies - Social Contexts of Technological Inventions

Unit – 2

Technological Media - What is Technological Media? - Media Forms as Assemblages of Technologies - The Relations between Modern Technologies and Media Forms - Origins and Transformations of Technological Media Forms

Unit – 3

Media and Social Change - Modernity and Media - Media's Role in Social Transformations - Focusing on Media Technologies' Centrality in Them - Marshal McLuhan's Concept of 'Medium is the Message'

Unit – 4

Media, Culture and Modernity
Technological Media's Role in Producing Modern Societies - Focusing on Histories of Print Media and Cinema - Walter Benjamin's Essay 'The Work of Art in the Age of Mechanical Reproduction'

Unit – 5

'Culture Industry', Politics and Media Technologies - Theodore Adorno and Max Horkheimer's Essay 'The Culture Industry: Enlightenment as Mass Deception' - Emerging New Media Forms, Technological Convergences and Contemporary Society

Assignments

Presentations a. Real Incidences of the Impact of Media in Social Changes
b. Role of Media in Moderation in the Villages
c. Technology is a Boon or Bane

Methodology

Classroom Lectures
Group Discussion
Guest Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Written - 100 Marks

Reference Books

- Williams,Raymond. **The Technology and the Society** (*The Anthropology of Media: A Reader,* eds. Kelly, Askew and Richard R Wilk, Blackwell Publishers, Massachusetts, 2002),pp. 27-40.
- McLuhan, Marshall. **The Medium is the Message** (*The Anthropology of Media: A Reader*, eds. Askew Kelly and Richard R Wilk, Blackwell Publishers, Massachusetts, 2002),
  pp. 18-26.
- Benjamin,Walter.**The Work of Art in the Age of Mechanical Reproduction** (*Illuminations,* ed. Hannah Arendt, 219-226. Cape, 1955/1970)
- Adorno,Theodore and Horkheimer'sMax.**The Culture Industry**: *Enlightenment as Mass Deception* (Dialectic of Enlightenment, 1944)

SEMESTER: III **CREDIT : 6**

CATEGORY: MC **T/L/P: LAB**

18.Broadcast Journalism

Objective

- Understand the Nature and Functions of News
- Study the Production Techniques Involved in Broadcast Journalism
- Write News Stories and Produce News Programmes for TV and Radio

Content:

Unit – 1

News
Definition - Origin of Broadcast Journalism - Types of News-Sources -News Agencies - Role of Press in Society

Unit – 2

Writing for Broadcast News
5W's and 1H - Types of Leads –Slug -Writing Techniques - Live Reporting - Interview Techniques - Three Phases of Production

Unit – 3

Radio News
Writing for Ears - Radio News Script - Story Treatment - Sound Recording Equipment's - Microphones -Editing Techniques - Outdoor and Live Event Coverage -Digital and Analog Technology

Unit – 4

Television News
News Gathering - Camera Angle and Shots - TV News Script - Editing Images - Sound Bites - News Presentation Techniques - Elements of TV News Programs - Outdoor and Live Event – Reporting -Linear and Non-Linear Editing

Unit – 5

Media Laws and Ethics
Laws Related to Broadcast Journalism - Fourth Pillar - Freedom of Speech and Expression - Ethics of Broadcast Journalism -Field Visits to TV News Channels and Radio Stations

Assignments

Write News Stories
Write Scripts for TV and Radio News Programmes
Produce TV News Package and Radio News for Community Radio

Methodology

Classroom Lectures
Studio Exercises on News Production
Workshops
Industry Visit

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation -Project 80 Marks + Viva-voce 20 Marks = 100 Marks

Reference Books

- Boyd,Andrew.*Broadcast Journalism : Techniques of Radio and Television News*, Focal Press, United Kingdom, 2001
- White, Ted. *Broadcast News Writing, Reporting and Producing,*Taylor and Francis, USA, 2005
- Zettl,Herbert.*Television Production Handbook*, Wadsworth Publications, USA, 2003
- Mcleish, Robert. *Radio Production - A Manual for Broadcasters.* Wadsworth Thompson Learning, USA,1994
- Hausman, Carl; Benoit, Philip and O' Donnell, Lewis. *Announcing: Broadcast Communication Today*. Wadsworth Thompson Learning, USA 2001

SEMESTER: III **CREDIT: 6**

CATEGORY: AL **T/L/P: LAB**

19.Web Designing

Objective

- Understand the Methods and Techniques of Developing a Simple Website
- Familiarize with the Standard Web Page Language
- Create and Maintain Web Page

Content:

Unit – 1

Fundamentals of Design - Elements ofDesign - Principles of Design - Web Design - Introduction to Internet – WWW- History and Origin - Multimedia Technology -Hyperlink, Navigation - HTML (Hypertext Markup Language) - HTML Codes - Creating Basic Webpage

Unit – 2

Principles of Beautiful Web Design – Imagery - Image Sources - Cropping Photoshop - Adjustments - File Formats and Resolutions - Borders and Edge - Treatments Texture, Points Line, Shape -Volume and Depth – Pattern - Building Texture Application - Grouting and Setting

Unit – 3

Introduction to Dreamweaver - Creative Cloud, CSS - Developing Dynamic Cross - Interactive Web Pages – Buttons – Hyperlink – Tables-JavaScript - IntroductionVariables - IF-Else-Event Handling - Introduction to Java Script Object - Loops-Interactivity - Pop Ups

Unit – 4

Collecting Different Website Themes - Website Template Design - Introduction to Online Free Web Templates - Web Portfolio

Unit – 5

Creating Webpages - Creating the Website – Saving -Working on the Website -
Titling –Host – URL-Hypertext Transfer Protocol

Assignments

Creating Website
Creating Portfolio

Methodology

Classroom Lectures
LabSessions
Presentations

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Practical - 100 Marks

Reference Books

- Hughes, John F. *Professional Computer Graphics: Principles and Practice,* -Wesley Publications, Boston Addison 2013
- Beard,Jason. *The Principles of Beautiful Web Design*, Site Point Books, Melbourne, 2010
- Rankin,John R. *Computer Graphics Software Construction,* Prentice Hall Publications, Australia, 1989
- Newman, William M. and Sproull,Robert F. *Principle of Interactive Computer Graphics,* McGraw Hill Publications, New York, 1989
- Salman, Rod and Slater,Mel. *Computer Graphics: Systems and Concepts,* Wesley Publications,Boston Addison, 1987

SEMESTER: III **CREDIT: 3**

CATEGORY: FC **T/L/P: LAB**

20. ICT & Soft Skills Training

Objective

- Develop Soft Skills, Particularly Time Management, Leadership Qualities, Lateral Thinking, Interpersonal Skills and Communication Skills
- Focus on Listening, Office Communication, Presentation and Netiquette
- Improve Personal Development and Professional Development Skills

Content:

Unit – 1

Behavioral Skills - Attitude and Altitude - Lateral Thinking - Time is Money
Are Leaders Born or Made? - Team Building, Interpersonal Skills

Unit – 2

Business Communication - Business Communication in English - Presentation Skills - Business Correspondence

Unit – 3

Group Dynamics - Interviews

Unit – 4

Internet and Soft Skills - Internet for Job Seekers

Unit – 5

Soft Skills Training - Handle Interpersonal Relations - Take Appropriate Decisions - Communicate Effectively - To Have Good Impression and Impact to Gain Professional Development

Assignments

Assignments
Seminars
Presentation
Team Work

Methodology

Classroom Sessions
Group Discussion
Workshop
Guest Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation – Practical -100 Marks

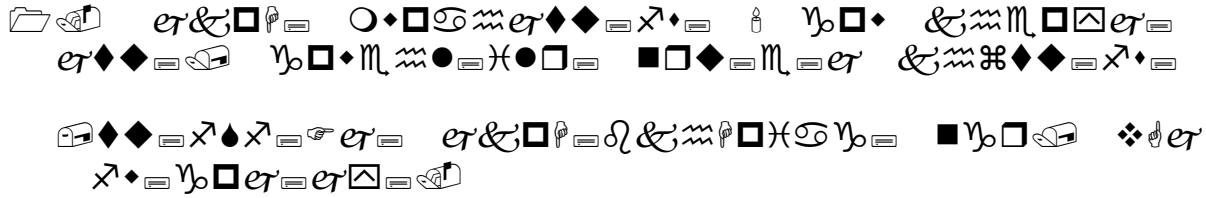
Reference Books

- Benjamin Elango, Ravindran, S.P. and ArockiamL. *Success through Soft Skills*, ICT, PLACE, 2007

SEMESTER: III **CREDIT: 3**

CATEGORY: FC **T/L/P: THEORY**

20. Basic Tamil - I



LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: III **CREDIT: 3**

CATEGORY: FC **T/L/P: THEORY**

21. Social Awareness

Objectives

- To understand clearly and observe critically society and its network of relationships.
- To develop skills and abilities to analyses a local as well as global social problems or an issue.
- To acquire the talent to articulate a perspective on an issue that contributes to social change.
- To help the students become and act as persons who are change makers with a deep sense compassion to the marginalized sections of the society.

Unit 1

World trends today: Some basic data – Globalisation- World Social Forum vs. World Economic Forum-the North South divide

Emerging challenges in contemporary India- Social, political, economic and cultural issues

Unit 2

India : A land of cultural and religious diversity –secularism – communalism – fundamentalism-Indian politics and religion-problems of the minority – casteism-dalit and woman empowerment

Unit 3

Major social problems and Mindset in India

A. Indian resources and Poverty; Manifestation and Measurement; Incidence and Magnitude; Causes, problems of poor and pains of poverty-the remedy

B. Ignorance in Governance and corruption- The Concept; Causes and Impact of Corruption; Combating Corruption- Right to information act.

C. Indian education system and illiteracy Illiteracy-Magnitude, Causes and Consequences -China a case study-Functional illiteracy.

D. Caste Discrimination – caste discrimination and process of exclusion , untouchability, caste and politics, Reservation policy.

E. Child abuse, child labour -Child Population and the Working Children; Effects of Abuse on Children;

F. Violence against woman- Women's Harassment; Nature, Extent and Characteristics of Violence Against Women; Trans Gender issues

Unit – 4

Role of the youth in social engineering

- Concept of Youth Unrest; Youth Protests, Agitations and Movements; Important Youth Agitations in India; Youth Leadership
- Social Demands and Terrorism- The Concept; Characteristics, Causes and Consequences
- Alchoholism, Drug Abuse , Drug Addiction and other social deviations- Aberrant Behaviour; Basic Concepts; Nature and Impact of Abusable Drugs; Extent and Nature of Drug Abuse; Role of Family & Peer Group in Drug in Abuse; Control over Drug Abuse
- Youth and politics effective intervention by youth
- Effective intervention by youth

Unit - 5

Emerging alternatives

- Participation in governance and Social Activism - Discovering social roles of individuals and groups
- Making your voice heard. Mobilizing people to take action

- Human rights: Know your rights: Human rights (Universal Declaration of Human Rights- Concepts in human rights- Human rights violations.)and Economic, Social, Cultural rights .
- Educating the community - Influencing key decision makers

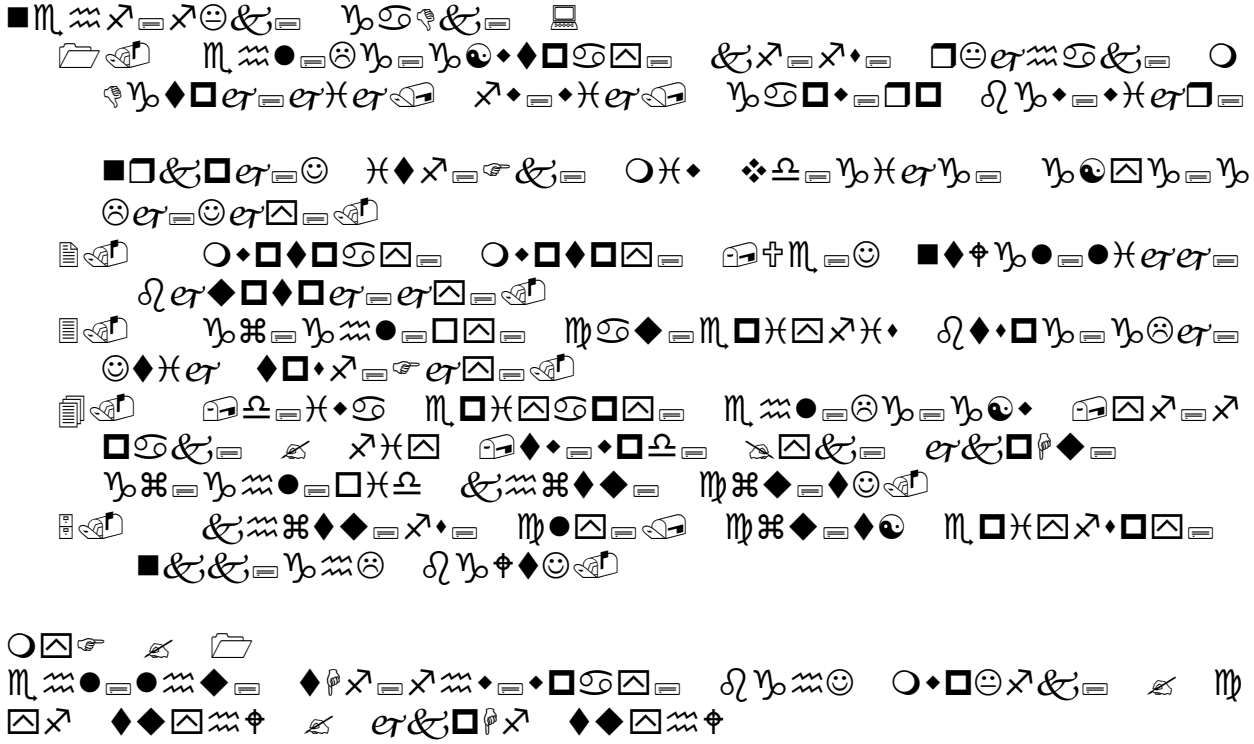
Changing local and national politics - Making our world a better place

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER – IV

SEMESTER: IV **CREDIT: 3**
CATEGORY: RL **T / P: THEORY**

22.LANGUAGE IV – TAMIL IV



LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: IV **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

22. LANGUAGE IV – BASIC FRENCH - IV

Objectives: To motivate the students to express their views, ideas and their opinions independently. The grammar concepts will be taught to enable students to express themselves in different situations of the past, present and future.

UNIT 1: répondre a une offre d'emploi, rédiger une demande d'emploi, répondre à une interview, écrire un CV
Grammaire : les pronoms directs, les pronoms indirects, la place des pronoms

UNIT II : poser des questions sur les activités de quelqu'un, répondre à des questions dans le domaine professionnel
Grammaire : Le pronom en, le pronom y, la place des pronoms, les pronoms indéfinis.

UNIT III : Faire faire quelque chose, laisser faire quelque chose, faire un compte rendu
Grammaire : le pronom relatif ou, le pronom relatif dont, la comparaison

UNIT IV : Une soirée culturelle, les danses, les instruments indiens
Grammaire : les pronoms possessifs, les pronoms interrogatifs

UNIT V : quelques expressions avec « avoir » et « être » , des proverbes, des dictons.
Grammaire : les pronoms démonstratifs, la cause et la conséquence.

BOOK FOR STUDY: KHANDEKAR Manjiri et al., Jumelage, Langers, Delhi,2015 (From pages 129 - 175).

BOOK FOR REFERENCE : COCTON Marie-Noelle et al., Saison I, Paris, 2014

BERTHET, Annie et al., Alter Ego I, Paris, 2012

PANCRAZI Laetitia et al., Version Originale I, Edition maison des langues, Paris,2011

SEMESTER: IV **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

22. LANGUAGE IV – ADVANCED FRENCH IV

OBJECTIVES: The emphasis of this introductory course is on pronunciation, vocabulary building and basic conversation. The students will develop their oral and aural competency through activities and exercises.

UNIT I: Comparer deux lieux, donner son avis sur un lieu, Paris, les régions, les gens, chaque, chacun, les gens, tout le monde

Grammaire : la forme négative, ne…rien, ne…. Personne, le conditionnel

UNIT II : comparer deux situations, répondre en justifiant sa réponse

Grammaire : l'expression de la cause, l'expression du but

UNIT III : Evoquer un souvenir, raconter quelque chose, les jeux, l'enfance

Grammaire : l'imparfait, la place des adjectifs, la forme restrictive ne..que

UNIT IV : expliquer son curriculum vitae, donner des informations sur son parcours

Grammaire : le passe compose, les auxiliaires être et avoir,

UNIT V : raconter ses vacances, exprimer un sentiment, la famille, les vacances

Grammaire : la forme négative ne.. jamais, la négation, la place de l'adverbe

PRESCRIBED TEXT : POISSON – QUINTON Sylvie et al.

FESTIVAL I., CLE International / Sejer2005 (19-23)

BOOKS FOR REFERENCE **:** MERIEUX Régine, LOISEAU Yves, ***Connexions*****,** Didier, Paris , 2005.

MONNERIE-GOARIN Annie, SIRÉJOLS Evelyne ***Champion,*** CLE international, Paris ,2007

SEMESTER: IV **CREDIT: 3**

CATEGORY: RL **T / P: THEORY**

22. LANGUAGE IV – HINDI IV

Objectives :-

- To create the interest to learn the Hindi languages among the students.
- To make them feel the importance of Hindi in the present global environment.
- To Enhance their Communicative & Writing skills in Hindi.

UNIT:1. Hints Developing & Gender.

UNIT:2. Short stories, special usages & Number.

UNIT:3. Small Lessons, Proverbs & Numerals.

UNIT:4. Translation Passages,Creative writing &Conversation in connection with various situations.

UNIT:5. 2 Small poems & 5 Dhohe with English meaning.
Self introduction.
Leave letter.

Text Books: Edited by the Dept.

Reference Book:

1. Hindi Sopan Part-I
byDakshina Bharat Hindi PracharSabha,
T.Nagar, Chennai-17.

2. Navin Hindi Pattamala,
byDakshina Bharat Hindi PracharSabha,
T.Nagar, Chennai-17.

3. AnuvadhAbhyaas Part-II & Part-III.
byDakshina Bharat Hindi PracharSabha,
T.Nagar, Chennai-17.

SEMESTER: I V **CREDIT: 3**

CTEGORY: GE **T / P: THEORY**

23.ENGLISH - IV

Objectives

- To help the learners to realize, analyze and express in/for the new technologies
- To hone LSRW skills through suitable materials, writings and publications on emerging technologies and familiarize the learners to technological tools that support language learning
- To train students to contribute and participate in the technological zone in terms of writing articles, interacting with overseas students, participating in newsgroups, web blogging and content writing.

Unit I Orientation

1. Introduction to new technologies
   - Web 2.0 revolution
2. Technology and language change (words, phrases, technical terms and registers, general essays by technocrats and scientists)
   Tech vocabulary/terms - Word choices - Languages at risk: a challenge for language technology
3. Understanding New Technologies through Internet
   Technology, Digital Media, and Writing - Writing for internet, social media - Mobile-Assisted Language Learning

(APPLICATION/SEMINAR PRESENTATION)

Unit II Technology and Student Participation

1. Using technology to interact with groups of similar interests
2. Internet, Infranet, Intranet, Internet etiquette
3. Hands on experience with emerging technologies such as blogs, social network websites, messengers etc.

(APPLICATION/SEMINAR PRESENTATION)

Unit III Presentation of Language through Technology

1. Preparing various texts for websites
2. Integrated skills for careers based on technology
   a) Web based Technical writing b) Creating e-learning websites
3. Creating smart communities
4. Use of audio-visual aids for different types of presentation

(APPLICATION/SEMINAR PRESENTATION)

Unit IV Writings Used for Internet Technologies

1. Weblogs
   Definition/description - Important terms/glossary/vocabulary - Target readers and Appropriate language - How to use Blogs and Ning Networks in the Classroom - How the language has to be - Themes/issues - Content writing - Brevity and preciseness - Samples: do's and don't's
   Exercises - Wikis - Definition/description - Important terms/glossary/vocabulary - Target readers and Appropriate language - How to use Wiki in the Classroom - How to write for Wiki
   Samples: do's and don'ts - Exercises
2. Video: Podcasting, Screencasting & Videoconferencing
   Digital storytelling using photo story - Writing for online audio & video programs
3. Social Networks: Facebook, Twitter, Connections
   Definition/description - Important terms/glossary/vocabulary - Target readers and Appropriate language - How to use Facebook/twitter in the Classroom - How to write for Facebook/twitter -
   Brevity rules - Visuals and appropriate captions - How the language has to be - Samples: do's and don'ts - Exercises
4. Messengers
5. Social bookmarking, Tagging & Folksonomies
6. Web content voting

(APPLICATION/SEMINAR PRESENTATION)

Unit V Practical Tips for Writing and Presenting

1. Case study of existing pieces such as blogs, twitter, emails, SMS etc
2. PowerPoint Presentation
   a. Compressing information in slides
   b. Developing explication skills for elaboration of concise points
3. Using PowerPoint as a supplement for effective communication by preparation of visuals, audio clips etc.

Methodology

Lectures and Guest lectures by experts from relevant technologies
Projects and assignments
Online activities, PowerPoint presentations, walkthroughs, virtual tours
Case studies and problem management

Bibliography

1. Nassbit, John. High Tech, High Touch. London: Harper Collins, 2002
2. Cutts, Martin. The Plain English Guide: How to Write and Communicate Better. New Delhi: OUP,
1995.

SEMESTER: IV **CREDIT: 6**

CATEGORY: MC **T/L/P: LAB**

24. Mobile Journalism

Objective

- Learn Mobile Journalism Techniques
- Acquire Skills for Reporting from anywhere at any given time.
- Exploring News reporting techniques with available gadgets

Content:

Unit – 1

The Mobile Journalism Revolution – History of News Gathering tools – Arrival of the MOJO – MOJO Pioneers.

Unit – 2

Mobile Phone Reporting – Three levels of Multi- Media News Gathering – Equipment – MOJO Radio Reporting, MOJO Television Reporting, and Visual Proof – Digital Storytelling

Unit – 3

MOJO Storytelling – Multi-Planar form – SCRAP: Story, Character, Resolution, Actuality and Production - Tools of the Mobile Journalism: Types of Smartphones, Camera apps, Microphones, Cradles, tripods, Power Supply, Accessories, Live Tools and transfer devices.

Unit – 4

Story from the field to Newsroom - Apps for MOJO Reporting – Reporting techniques for Mobile Journalism – From the field, MOJO Interviewing – Basic MOJO still Photography and Videography – Data Management.

Unit – 5

MOJO, Social Networks and Social Media – Ethical and Legal Issues related to MOJO – MOJO Resources

Assignments

Photo stories Audio
interviews Video
interviews Live
streaming video

Methodology

Classroom Lectures
Interaction with Journalists
Guest Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Assignment = 20 Marks

External 50% - End Semester Evaluation – Project 50 Marks + Viva-voce 50 Marks =100 Marks

Reference Books

- Buram, Ivo and Quinn, Stephen. *MOJO: The Mobile Journalism Handbook,* Focal Press, New York, 2016
- MOJO: Mobile Journalism in the Asian Region, Konrad- Adenauer- Stiftung, Singapore, 2009

SEMESTER: IV **CREDIT : 6**

CATEGORY: MC **T/L/P: THEORY**

25. Documentary Theory

Objective

- Debate the History and the Role of Documentary in Contemporary Society
- Familiarize Realism, Forms of Realism, and Realism and Aesthetics
- Focus on Researching, Organizing, Structuring and Producing Video Documentaries

Content:

Unit – 1

Documentary Film
Origin of the Form
Emergence of "Documentary Aesthetics"

Unit – 2

Documentary and Realism Understanding the
Aesthetics of Realism Problematizing Realism as
'Impartial Aesthetics'

Unit – 3

Documentary Film and the State
Emergence of 'Independent Documentary'
Censorship and Documentary in India

Unit – 4

Dialogue with a Documentary filmmaker

Unit – 5

A Detailed Documentary Proposal and Defend it before a Panel
Each Student will be part of a Small Group that Produces a 30 Minutes Documentary in the Following Semester

Assignments

Discussion on Documentary Films
Dialogue with a Documentary Filmmaker
Proposal for Documentary Production

Methodology

Classroom Lectures
Group Discussion
Film Screenings
Workshops

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Written - 100 Marks

Reference Books

- Rabiger,Michael.*Directing the Documentary,* Focal Press, UK, 2009
- Kilborn, Richard and Izod, John.*Confronting Reality: An Introduction to Television Documentary,* Manchester University Press, Melbourne, 1997
- Eds. Winston, Brian. *The Documentary Film Book*, British Film Institute, UK, 2013
- Barnouw, Erik. *Documentary : A History of Non-fiction Film,* Oxford University Press, Oxford, 1993
- Nichols, Bill. *Introduction to Documentary,* Indiana University Press, Bloomington, 2001

Films recommended

- Nanook of the North – 1922 – Robert Flaherty – Realism Debate
- Man with the Movie Camera -1929 – DzigaVertov – Abstract, New Poetics
- Triumph of Will – 1935 – LeniReifenstahl – Propaganda – Fascist Poetics
- Night Mail – 1936 – Basil Wright – Social Educators
- Night & Fog – 1955 – Alan Resnais
- High School – 1968 – Richard Wiseman – Direct Cinema (Subjective)
- Gimme Shelter – Direct Cinema (Objective)
- Chronicles of a Summer – 1961 – Jean Rouche (Interventional Mode/Cinema Verite)
- Thin Blue Line – 1987 – Errol Morris (Fictional Devices/Drama Documentary)
- Roger and Me – 1989 – Michael Moore
- Bowling for Columbine – Michael Moore - Reflexive Film
- Father Son and Holy War - AnandPatwardhan – Masculinity, Nationalsim
- Jai Bhim Comrade – AnandPatwardhan – Kabir Kala Manch
- Jahaji Music – Surabhi Sharma – Diaspora film
- Q 2 P – Paromita Vohra
- Unlimited Girls – Paromita Vohra - Feminism
- Seruppu – R P Amudhan - Caste

- Naach, Other Song – Saba Deewan

SEMESTER: IV **CREDIT : 6**

CATEGORY: AL **T/L/P: THEORY**

26. Film Studies

Objective

- Familiarize with Major Film Movements and Genres
- Introduce Major Directors and Artists
- Learn to Read and Analyze Films

Content:

Unit – 1

Evolution of Cinema - Early Cinema - German Expressionism - Hollywood Studios - Soviet Montage - Italian Neo-realism - French New Wave

Unit – 2

Film Techniques

Mise-en-Scene - Mise-en-Shot -Deep Focus Photography -Long Take -Continuity Editing - Montage

Unit – 3

Cinemas of India - Alternative Cinema - Gender, Class and Caste in Indian Cinema - Debates on National Cinema

Unit – 4

Focus on Major Directors

Satyajit Ray – RitwikGhatak –ShyamBenegal –Balachander – Balu Mahendra – Bharathiraja - Karnad - Karanth – Kasaravalli – Adoor - Aravindan - Shaji

Focus on Films

Battleship Potemkin – Breathless - Bicycle Thieves – Rashomon – Charulatha -Meghe Dhaka Tara –AgraharathilKazhudaigal - Mother India – Devdas -Lucia

Focus on Artists

MGR - Dr. Rajkumar – NTR - Raj Kapoor – MeenaKumari – Savithri – Smitha Patil -Rekha

Unit – 5

Writing Commentary on Films
Writing Profile of Film Personalities
Writing Film Reviews
Interviewing Film Personalities

Assignments

Analyzing Films, Directors, Artists
Writing Reviews
Interview

Methodology

Classroom Lectures
Film Screenings and Discussion
Attending/Organizing Film Festivals
Seminar

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Written -100 Marks

Reference Books

- James, Monaco. *How to Read a Film,* Oxford University Press, Oxford 2009
- Bill, Nicholas. *Movies and MethodsVol 1 &2,* Seagull Books, Calcutta, 1993
- Eds. Gledhill, Christine and Williams,Linda.*Film Studies*, Arnold: Great Britain, 2000
- Ed. Sundaram, Ravi. *No Limits : Media Studies from India*, Oxford University Press, New Delhi, 2013
- Kon, Dancyger. *The Technique of Film and Video,* Focal Press, United Kingdom (1993)

SEMESTER: IV **CREDIT : 3**

CATEGORY: FC **T/L/P: THEORY**

27. Value Education

Objective:

- To improve the overall development and integral growth of students and to create the right attitudes and balanced improvement towards sustainable lifestyle.

Content

UNIT-1: Concept of Human Values, Value Education Towards Personal Development: Aim ofeducation and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Personal Development: Self analysis and introspection; sensitization towards gender equality, physically challenged, intellectually challenged. Respect to - age, experience, maturity, family members, neighbors, co-workers. Character Formation towards Positive Personality: Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision.

UNIT-2: Value Education towards National and Global Development: National andInternational Values: Constitutional or national values - Democracy, socialism, secularism, equality, justice, liberty, freedom and fraternity. Social Values - Pity and probity, self control, universal brotherhood. Professional Values - Knowledge thirst, sincerity in profession, regularity, punctuality and faith. Religious Values - Tolerance, wisdom, character. Aesthetic values - Love and appreciation of literature and fine arts and respect for the same. National Integration and international understanding.

UNIT-3: Impact of Global Development on Ethics and Values: Conflict of cross-culturalinfluences, mass media, cross-border education, materialistic values, professional challenges and compromise. Modern Challenges of Adolescent Emotions and behavior; Sex and spirituality: Comparision and competition; positive and negative thoughts. Adolescent Emotions, arrogance, anger, sexual instability, selfishness, defiance.

UNIT-4: Therapeutic Measures: Control of the mind through a. Simplified physical exercise b.Meditation – Objectives, types, effect on body, mind and soul c. Yoga – Objectives, Types, Asanas d. Activities: (i) Moralisation of Desires (ii) Neutralisation of Anger (iii)Eradication of Worries (iv)Benefits of Blessings.

UNIT-5: Human Rights: 1. Concept of Human Rights – Indian and International Perspectives a.Evolution of Human Rights b. Definitions under Indian and International documents 2. Broadclassification of Human Rights and Relevant Constitutional Provisions.a. Right to Life, Liberty and Dignity b. Right to Equality c. Right against Exploitation d. Cultural and Educational Rights e. Economic Rights f. Political Rights g. Social Rights 3. Human Rights of Women and Children a. Social Practice and Constitutional Safeguards (i) Female Foeticide and Infanticide (ii) Physical assault and harassment (iii) Domestic violence (iv) Conditions of Working Women 4. Institutions for Implementation a. Human Rights Commission b. Judiciary 5. Violations and Redressel a. Violation by State b. Violation by Individuals c. Nuclear Weapons and terrorism d. Safeguards

Assignments:
Presentation / Seminar on a given topic

Methodology:
Extensive Theory sessions, Group Discussions, Workshops & Seminars, Guest Lectures, Industry Experts, Assignments, Industry Visits

Evaluation:
Internal 50% - CA I & II = 35 Marks & Assignment – 15 Marks
External 50% - Semester Examination – Theory – 100 Marks

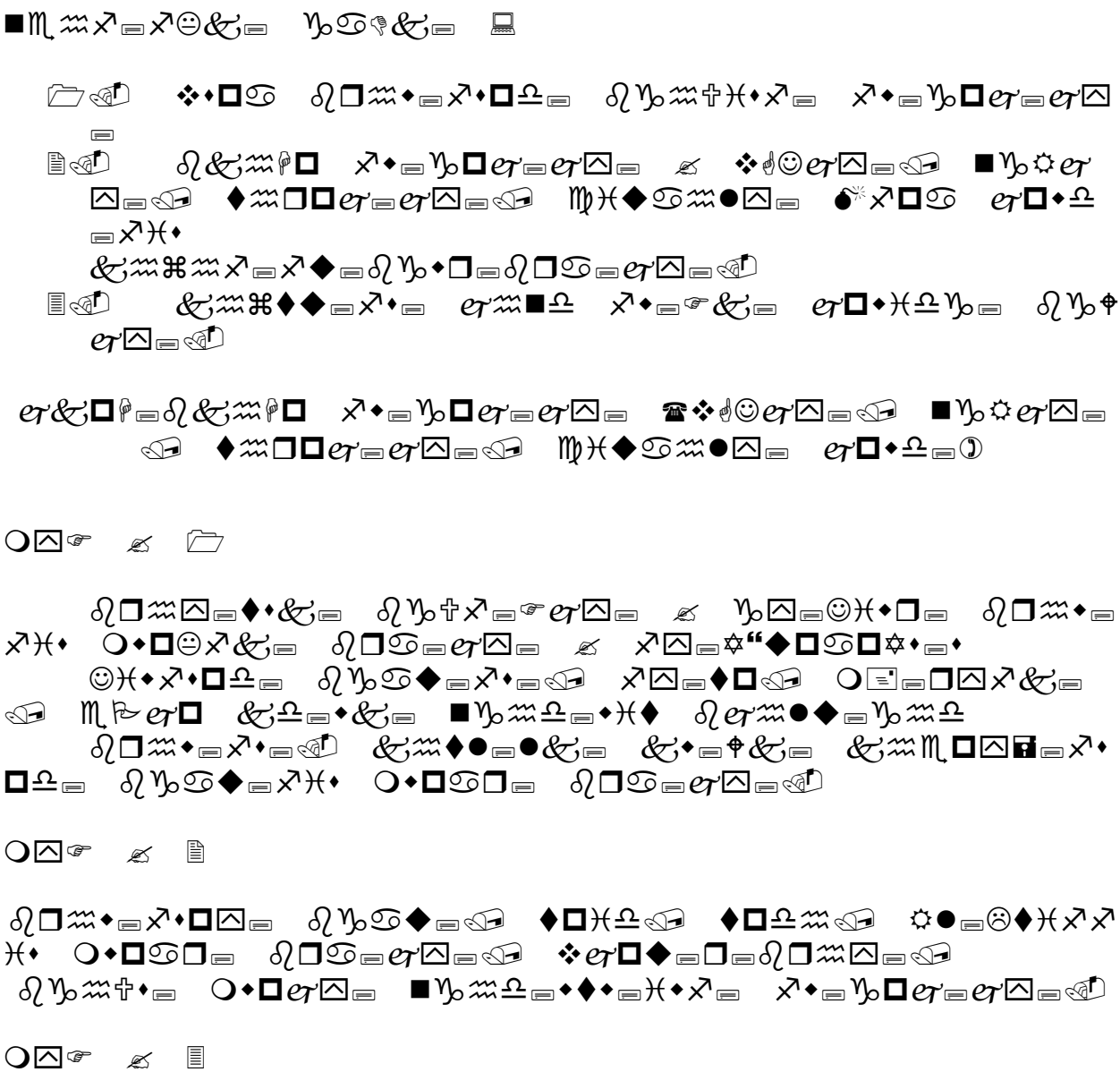
Reference Books & Online References:
1. Value Education for Health, Happiness and Harmony, The World Community Service Centre Vethari Publications
2. http://www.b-u.ac.in/syl_college/ug_ve.pdf.

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER: IV **CREDIT: 3**

CATEGORY: FC **T / P: THEORY**

27.Basic Tamil - II



SEMESTER: IV **CREDIT : 3**

CATEGORY: FC **T/L/P: THEORY**

28. Environmental Studies

Objective

- To create an awareness about our environment and its problems
- Imparting basic knowledge about the environment
- Developing an attitude of concern for the environment

Content

Unit-1: Multidisciplinary nature of environmental studies&Natural Resources:
Definition, scope and importance, need for public awareness - Renewable and non-renewable resources - Natural resources and associated problems - Forest, water, mineral, food, energy and land resource - Role of an individual in conservation of natural resources - Equitable use of resources for sustainable lifestyles

Unit-2: Ecosystems, Biodiversity and its conservation:
Concept, Structure and function of an ecosystem - Producers, consumers and decomposers - Energy flow in the ecosystem - Ecological succession, Food chains, food webs and ecological pyramids - Introduction – Definition: genetic, species and ecosystem diversity - Bio-geographical classification of India - Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - Biodiversity at global, National and local levels - India as a mega-diversity nation - Hot-sports of biodiversity - Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts - Endangered and endemic species of India - Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit-3: Environmental Pollution
Definition, Cause, effects and control measures of :- Air, Water, Soil, Marine, Noise, Thermal pollution and Nuclear hazards - Solid waste Management : Causes, effects and control measures of urban and - Industrial wastes - Role of an individual in prevention of pollution - Pollution case studies - Disaster management : floods, earthquake, cyclone and landslides

Unit-4 Social Issues and the Environment
From Unsustainable to Sustainable development - Urban problems related to energy - Water conservation, rain water harvesting, watershed management - Resettlement and rehabilitation of people; its problems and concerns. Case Studies - Environmental ethics: Issues and possible solutions - Climate change, global warming, acid rain, ozone layer depletion, nuclear - Accidents and holocaust. Case Studies - Wasteland reclamation - Consumerism and waste products - Environmental Acts and issues involved in enforcement of environmental legislation.

Unit-5 Human Population and the Environment
Population growth, variation among nations - Population explosion – Family Welfare Programme - Environment and human health - Human Rights - Value Education - HIV/AIDS - Women and Child Welfare - Role of Information Technology in Environment and human health - Case Studies.

Assignments:
Presentation / Seminar on a given topic

Methodology:
Extensive Theory sessions, Group Discussions, Workshops & Seminars, Guest Lectures,
Industry Experts, Assignments, Industry Visits

Evaluation:

Internal 50% - CA I & II = 35 Marks & Assignment – 15 Marks
External 50% - Semester Examination – Theory – 100 Marks

Reference Books & Online References:

1. Textbook of Environmental Studies for undergraduate courses, II edition, 2005 by ErachBharucha

2. Perspectives in Environmental Studies, Fourth Edition, Anubha Kaushik and C. P. Kaushik; Published by New Age International Publishers.

3. Down to Earth, Center for Science and Environment (R)

4. Hawkins RE, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay(R)

5. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO. (TB)

LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.

SEMESTER – V

SEMESTER: V **CREDIT : 6**

CATEGORY: MC **T/L/P: THEORY**

29.Information Communication Technologies

Objective

- Provide Insights into Digital Technologies
- Share an Overall View of ICT

Content:

Unit – 1

Information and Communication - Theories & Models - Characteristics of Information - Communication Channels - Barriers to Communication - Information Transfer, Information Flow

Unit – 2

Digital Revolution - Network Society - Digital Literacy - Information Communication Technologies - ICT Tools - ICT and Education - ICT for Development - Applications and Uses of ICT

Unit – 3

Information Society - Overview of Information Technologies - Information Literacy
Online Information Retrieval - Online Database Management - Digital Library
INFLIBNET - Information Literacy Projects in India

Unit – 4

Introduction to e-Learning - Content Writing - Computer Based Technologies (CBT) for Education - ICT Projects in India

Unit – 5

ICT for Business - ICT for e-Governance - E-marketing and e-governance - Different Modes of e-Governance - E-Governance Projects in India –Case Studies

Assignments

Group Discussion
Seminars and Presentations
Content Writing and Development

Methodology

Classroom Lectures
Seminars and Presentations
Guest Lectures
Interaction with Industry Experts

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation – Written - 100 Marks

Reference Books

- Rogers, Everett M. *Communication Technology: The New Media in Society*, The Free Press, New York, 1986
- Castells, Manuel. *The Rise of Network Society, Volume 1,* Wiley-Blackwell Publications United Kingdom, 2000
- Gamble, Nikki and Easing wood, Nick. *ICT and Literacy – Media, Reading and Writing,* Continuum Press, London, 2001
- Bedi, Kiran and Singh, Par minder Jeet, and Srivastava, Sandeep. *Government @ net: New Governance Opportunities for India,* SAGE Publications, New Delhi, 2001
- Agarwal, Kamlesh N and Tiwari, Murli D. *IT and Rural Health,* Primus Books California, 2010

SEMESTER: V **CREDIT : 6**

CATEGORY: MC **T/L/P: LAB**

30. Photo-editing

Objective

- Learn Photo- editing and After-effects
- Enhance Photographs, Web and Mobile App Designs, 3D Artwork
- Gain Hands on Experience on 3D Artwork

Content :

Unit – 1

Interface
Adobe Photoshop Workspace - Photoshop History Panel - Crop and Transform - Content Aware Perspective - Resolution, Pixel, Resizing Image, Canvas Sizes, Images - Tools, Layers, Text, Rasterize, Smart Objects, Shape Layers

Unit – 2

Repairing & Retouching
Content Aware - Fix Photos - Dust & Scratches - Portrait Retouching- Photo Touch Up & Spot Healing Tool - Color, Red Eye, Healing Brush, Patch Tool - Dodge/Burn/Sponge Tools Removing Image Areas with Eraser

Unit – 3

Image Adjustments
Auto Adjustments - Destructive Adjustments, Layer Adjustments - Color Management Raster & Vector - Color & Tone - Tonal Quality & Levels - Brightness & Contrast with Curves Masking, Sharpen Photos, Camera Raw, Filters & Effects - Camera Raw & Photo Correction Lighten & Darken Areas - Resizing Images – Viewing Resolution, Resolution Reduction and Resampling - Image Size vs. Canvas Size

Unit – 4

Painting & Drawing
Shape Tools - Draw and Align Shapes - Photoshop Brushes – Patterns - Path Selection, Pen Tool Sketch to Comic Composition

Unit – 5

Design Techniques
Introduction to Design Space - Design Principles, Elements, and Graphic Composition Art Boards, Mobile App & Web Designs - Design Tools - Production Workflow
Copyright Rules for Artwork
Graphics and Graphics Use

Assignments

Repair Two Photographs
Create Flyer for an Event
Create an Image for Social Media
Create a Web Banner

Mimic a Movie Poster
Design Album Cover Artwork with Decorative Patterns

Methodology

Classroom Lectures
Lab Sessions
Sample Exercises

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Practical - 100 Marks

Reference Books

- B Smith, Jennifer Advanced Adobe Photoshop CC for Design Professionals, Indianapolis, IN: Wiley & Sons, 2013
- Hashimoto, Alan Visual Design Fundamentals: A Digital Approach, Boston, MA: Delmar Learning, 2009
- Chavez, Conrad *Adobe Photoshop CC for Photographers*, Berkeley, CA: Peachpit Press, 2013
- The Non-Designer's Photoshop Book by Robin Williams
- Adobe Photoshop for Photographers, Martin Evening

SEMESTER: V **CREDIT: 6**

CATEGORY: ES **T/L/P: LAB**

31. a. Translation

Objective

- Provide Insights into Translation and its Theories
- Understand Contexts and Uses of Translation for Journalism
- Extend Skill Enhancement and Orientation

Content:

Unit-1

Introduction to Translation - History of Translation - Types and Tools of Translation Problems of Translation - Evaluation of Translation - Interpretation and Translation Language, Culture and Communication

Unit-2

Role and Relevance of Translation - Process of Translation - Language and Meaning Transference of Meaning - Nature and Types of Meaning - Difference between Creative Writing and Translation - Differences between an Author and a Translator - Qualities of a Translator and an Interpreter - Role of a Translator in Contributing to Copies and Texts in a Language

Unit-3

Formation of Words - Forming Sentences - Acquaintance with Idioms
Phrases, Proverbs and Expressions–AcquiringVocabulary, Subordinated, Coordinated and Embedded, Rhetorical Devices - Nuances Challenging Translatability

Unit-4
Translation of Different Kinds of Words and Sentences
Translating Dialogues and Passages from English to Tamil and *vice versa*

Unit-5
Translation and its Importance in Media
Translating Copies for Radio News and TV News
Translating News Reports for the Print Media
Translating Much-repeated Terms Varying with News Items
Ensuring Standardization
Translation ofFeatures
Translation ofLiterary Magazines and Research Journals
Translating Ad Copies and Technical Reports
Trans-creation of Creative and Literary Works inthe Process of Translation

Assignments

Word-games
Spell-bee Drills
Mock News-room Translation Sessions

Methodology:

Classroom Sessions
Translation Exercises
Wordplay
Mock Translation Sessions

Evaluation:

Internal 50% - CA I - Participation Evaluation = 40 Marks, CA II - Participation Evaluation = 40 Marks and Faculty Evaluation – 20 Marks

External 50% - End Semester Evaluation – Practical 100 Marks

Reference Books:

- New mark, P. *Approaches to Translation.* Oxford: Pergamum Press, 1981
- Nida and Charles R. Table. The *Theory and Practice of Translation.* J. Brill, Leiden:, 1969
- Steiner, George. *After Babel: Aspects of Language and Translation*, London, OVP. 1976.
- Shastri, Pratima Dave. *Fundamental Aspects of Translation*. PH I Leaning, New Delhi, 2012
- Cat ford, J.C. *A Linguistic Theory of Translation,* London, OVP 1965
- Eds. Rehmand, Anisur. *Translation: Poetics and Practice.* Creative Books, New Delhi, 2002
- Eds. Baker, Mona *Encyclopedia of Translation Studies,* Calcutta, 1998.

SEMESTER: V **CREDIT: 6**

CATEGORY: ES **T/L/P: LAB**

31. b.Copy Editing

Objective

- Write Effective Headlines / Cutline
- Train to Edit Copy
- Develop Proficiency in Finding and Correcting Errors

Content:

Unit – 1
Editing - Principles of Editing - Headlines and its Functions

Unit – 2
Headline Writing – Subheading - Captions – Intros - Titles -Blurbs

Unit – 3
Spelling, Grammar, Punctuation – Transitions – Trimming - Hyphenation
Avoiding Cliches - House Style

Unit – 4
Proofreading - Proofreading Symbols - Editing Photos/Graphics
Avoiding Racism, Sexism, Stereotyping, Libel - Role of Copy Editor

Unit – 5
Exercises in Editing

Assignments

Proofreading
Editing
Headline Writing

Methodology

Classroom Lectures
Editing Sessions
Workshops

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Practical 100 Marks

Reference Books

- Brooks, Brian S. and Pinson, James L. and Wilson, Jean Gaddy *Working with Words : A Handbook for Media Writers and Editors*, St.Martins Publications, USA, 2010
- Brooks, Brian S. and Pinson, James L. and Wilson, Jean Gaddy. *Exercise Book for Working with Words: A Handbook for Media Writers and Editors,* St.Martins Publications, USA, 2012

SEMESTER :V **CREDIT : 4**

CATEGORY : PJ **T/L/P: PROJECT**

32. Documentary Film Production

Objective

- Plan for a Documentary Production
- Involve in Three Stages of Production
- Submit a Documentary Film

Content:

Students in small groups will choose a theme and produce a video documentary of 15 to 30 minutes duration. The group will be involved in all aspects of conceptualization and pre-production – submitting a proposal for documentary film, engaging in research and writing a script. They will do the production and post-production.

Assignments

Proposal Script
Production
Postproduction

Methodology

Discussion Sessions
Guidance Sessions

Evaluation

Internal 50% - Proposal and Script– 20 Marks,
Production Work and Team Coordination – 40 Marks,
Documentary - 40 Marks = 100 Marks
External 50% - Project 80 Marks + Viva-voce 20 Marks = 100 Marks

SEMESTER: V **CREDIT : 4**

CATEGORY: MC **T/L/P: LAB**

33. Ad Production

Objective

- Provide Basic Understanding of Advertising as Creative Industry
- Develop Basic Skills in Creating Print Ads
- Visualize and Prepare Potential Layouts for Ads

Content :

Unit – 1

Concept of Advertising - Definitions, Evolution and History - Types of Advertising
Emerging Trends - Advertising Agencies, Structure and Functions

Unit – 2

Illustration - Principles of Illustration - Qualities of Good Illustration - Elements and Principles of Design - Product Positioning - Creative Blueprint - Advertising Strategy - Creative Strategy
Brain-storming Big Idea – Copywriters - Art Director's Contribution and Collaboration
Purpose of Copy and Illustration

Unit – 3

Concept and Visualization - Creative process, Creativity, Lateral Thinking - Art Direction
Graphic Designing - Rough Layout Design - Visual Appeal - Graphic Designing Software

Unit – 4

Visualizing Advertisement - Structure and Types of Layout - Kinds of Layouts
Elements of Advertisement Layout

Unit – 5

Visualizing Promotional Materials - Print Medium, Direct Mailer, Brochures, Package Designs
Posters, Book Jacket, Newsletter, Danglers, Environmental Graphics
Corporate Identity Manual, Brand Identity Manual, Stationeries

Assignments

Design Works - Illustrations with Different Medium
Layouts for Advertisements and Other Promotional Materials
Projects: Signs, Logos, Brand Identity, Corporate Identity. Package Designs

Methodology

Studio Sessions, Lab Sessions

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation – Project 80 Marks + Viva-voce 20 Marks = 100 Marks

Reference Books

- Crowder, David A. and Bailey,Andrew. *Creating website bible*, Wiley Publishing Inc, 2004
- Willard,Wendy. *Web Design demystified*, The McGraw-Hill, New York, 2011
- Bovee, CoutlandL. and Thill,John V. and Dovel,George P. Wood,Marian Burk *Advertising Excellence,* McGraw-Hill, Inc. New York, 1995
- Edward de, Bono. *Serious creativity:Using the Power of Lateral Thinking to Create New Ideas*.Harperbussines, London, 1993
- G.M.Rege.Dr. *Advertising Art & Ideas - A Textbook,*KareerPolytechnic Publication, Bombay,1972
- S.A.Chunawalla and K.C.Sethia, *Foundations of Advertising Theory and Practice,*Himalaya Publishing House, Mumbai, 2002

SEMESTER :V **CREDIT : 4**

CATEGORY :FC **T/L/P: THEORY**

34. Documentation & Presentation Skills

Objective

- Improve Documentation and Presentation Skills
- Prepare Speeches
- Writing Reports

Content:

Unit – 1

Documentation Skills
The user/individual on the job needs to know and understand how to:
Document the project brief that can serve as a reference document for circulation to the production team
Document decisions on the technique to be used and reasons thereof
Document other areas (e.g. requirements of the target audience, market, end-product, reference links, videos etc.) that may be relevant for the production team
Document notes on the project brief, techniques and other useful information for personal use
Document links, animation videos, artwork etc. that can be used as references during the production process
Document character profiles and background descriptions, to help present to the team, and guide the production process

Unit – 2

Reading Skills
The user/individual on the job needs to know and understand how to:
Read and understand the script and determine animation requirements (including specifics of the characters, country, culture etc.)
Read about emerging techniques in animation and update skills accordingly
Read and understand the comments given by the supervisor, director or customer
Research the various types of end-products that have been produced and are available in the public domain

Unit – 3

Listening & Speaking Skills
The user/individual on the job needs to know and understand how to:
Understand, clarify and agree on the project brief and parameters of the end product with the team
Discuss and agree on the technique to be used with the Director and Art Director
Communicate the project brief effectively to team members, other animators and members from various departments involved in the animation process
Clarify needs and communicate with clients (knowledge of English is preferred)
Suggest creative ideas to the team
Communicate clearly and collaborate effectively with colleagues from various departments

Unit – 4

Principles of Communication
Introduction to LSRW Skills - Importance and Scope - How to Develop These Skills?
Oral Skills– Articulation and Speaking - Written Communication
Generating Ideas/ Gathering Data Organizing Ideas - Setting Goals - Note Taking
Outlining - Drafting, Revising, Editing and Proofreading

Unit – 5

Core Presentation Skills
Preparation of Presentation
Basics–Target audience, Structure, Principles and Presentation Techniques
Business Presentation Specifications, Report Writing
Developing Effective Presentation Skills
Oral Presentation: Principles of Oral Presentation
Factors Affecting Presentation, Sales Presentation, Training Presentation
Speeches to Motivate
Slide Presentation: Prepare an Outline
Draft Your Message, Use of Visuals, Creative Content.
Writing Skills– Writing CV's
Report Writing, Copy Writing
Essay Writing on Current Issues - Writing Research Papers – Dissertation

Assignments

Reading Exercises
Documentation Exercises
Presentation Exercises

Methodology

Classroom Lectures
Group Discussions
Workshops

Evaluation:

Internal 50% - CA I & II = 80 Marks & Faculty Evaluation – 20 Marks

External 50% - End Semester Evaluation – Practical - 100 Marks

Reference Books

- Dilts, Robert .*Effective Presentation Skills* –Meta Publication

- Bovee and Thill, *Business Communication Today*, Tata McGraw Hill.
- Peter, Francis. *Soft Skills and Professional Communication.*: Tata McGraw Hill, New Delhi

SEMESTER - VI

SEMESTER: VI **CREDIT: 4**

CATEGORY: MC **T/L/P: LAB**

35. Scriptwriting

Objective

- Learn Basics of Scriptwriting
- Prepare Synopsis, Storyboard and Script
- Familiarize with ScripwritingSoftwares

Content:

Unit – 1

Introduction to Scriptwriting - Concept - Medium - Target Audience - Premise Setting

Unit – 2

Genre - Primary Mood/Tone - Broad Character Arcs - Major Narrative/Plot Points Structure - Light, Sound, Colour, Music

Unit – 3

Research - Detailing the Concept – Taglines – Loglines - Pitches
One Page Synopsis - Storyboards

Unit – 4

Basics of Scriptwriting - Story Outline - 3-Act Structure - Characterization

Unit – 5

Scriptwriting Software
Final Draft, Movie Magic, Celtx

Assignments

Prepare One Page Synopsis
Design Storyboard
Prepare a Script

Methodology

Classroom Lectures
Workshops
Interaction with Scriptwriters

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project 80 Marks + Viva-voce 20 Marks = 100 Marks

Reference Books

- Straczynski,J Michael. *The Complete Book of Scriptwriting* , Writer's Digest Books, Ohio
- Trottier, David. *The Screenwriter's Bible : A Complete Guide to Writing, Formatting and Selling Your Script*,Writer's Digest Books, Ohio, 2002
- Field,Syd.*Screenplay : The Foundations of Screenwriting*, Bantam Dell Publishers, USA, 2005
- McKee, Robert*Story : Substance, Structure, Style and the Principles of Screenwriting,* Harper Collins Publications, New York,1997

SEMESTER: VI **CREDIT : 8**

CATEGORY: ES **T/L/P: LAB**

36. a. Citizen Journalism

Objective

- Examine Digital Information Patterns, Use and Scope
- Write for the Web Platforms
- Train in Grassroots Reporting

Content :

Unit – 1

Journalism, Different types of Journalism- News Story, Feature Story -Inverted Pyramid - News Beat-News Article - Interviews, Basic Reporting - Journalistic Credibility - Reporting & editing a news article - Ethical and Legal Issues in Journalism - Ownership Control

Unit – 2

New Media, Emergence of Digital Era-Digital Journalism - Digital tools for Journalists, Online Journalism - Webcasting, Podcasting - News Websites, Blogs - News groups, Social Media, Community Radio, Online Community Radio

Unit – 3

Mainstream Media vs. Alternate Media - Participatory Journalism, Citizen Journalism, Community Reporting, Civic - Media-Citizen, Journalist, Essential Skills of Citizen Journalist, Popular Citizen Journalists - Folk Media for Citizen Journalism - Case Studies

Unit – 4

Citizen Journalism - Citizen Media, User Generated Content, - Writing a news article Feature story - Anecdotes, Film Reviews, Opinion - Piece-Techniques of Persuasion Persuasive Journalism - Propaganda, Rhetoric-Issues and Trends-Creating Online Newsletters News Blogs, Microblogs

Unit – 5

Creating a Blog/Independent news website - Social Publishing, Online Social Collaboration Virtual Community Formation - Addressing Local issues - Locating People News source-news on demand - Digital Citizens, Communicating Crisis - News Publishing, Legal and Ethical aspects

Assignments

Case Studies
Research
Grassroots Reporting

Methodology

Class Lectures
Lab Sessions
PowerPoint Presentations

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation – Project 80 Marks + Viva-voce 20 Marks = 100 Marks

Reference Books

- Marshall,P. D.*New Media Cultures,* Oxford University Press, PLACE 2004
- Dewdney, A. and Ride, P. *The New Media Handbook,* Routledge, London, 2006
- Felix, L. Stolarx, D. *Video blogging & Podcasting*, Focal Press, London, 2006
- Mirabito, M ., Morgenstern, B. L. *New Communication Technologies,* Focal Press, London, 2004
- Schmidt , E. & Cohen, J. *The New Digital Age,* John Murray. Ward, 2013

SEMESTER: VI **CREDIT : 8**

CATEGORY :ES **T/L/P: LAB**

35. b. Photojournalism

Objective

- Introduce Basics of News Photography
- Write for Photographs

- Learn Photo-editing Techniques and Softwares

Content :

Unit – 1

Introduction to Photojournalism - Basics of Photography - Camera Equipment and Accessories File Formats - Photo techniques – Specialized Lighting equipment
Tethering and Other Studio Techniques

Unit – 2

Eye for news photography - Navigating Access: Crowd Sourced Photography - Elements of Visual News Storytelling - Role of Photojournalist in a Newsroom
Types of News Photography
Spot News - General News - Street Photography - Off-beat Photography - Documentary Photography - War and Crime Photography - Disaster Photography - Photography for Specialized/Niche Publications - Photojournalism, Editorial and Page Design Coordination

Unit – 3

Editing Works of Photography - **Photo-editing Soft wares -** Adobe Photoshop - ACDsee Photo-editor - Web–based Photography Platforms - Use and Misuse of Technology

Unit – 4

Writing for Photographs
Captions – Description - Photo Feature - Photo Essay – Portfolio - Digital Archiving and Management of Photographs

Unit – 5

Principles and Ethics of Photojournalism - Media laws: Copyright, Intellectual Property Rights - Practical Exercises in Photojournalism

Assignments

News Photography Exercises
Writing Photo-essay
Creating Portfolio

Methodology

Classroom Lectures
Studio Sessions
Lab Sessions
Workshops

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project 80 Marks + Viva-voce 20 Marks = 100 Marks

Reference Books

- Kobre, Kenneth. *Photojournalism: The Professional's Approach.* Focal Press, London, (2008)
- Fred Parrish, *Photojournalism: An Introduction*, Wadsworth Thomson Publications, USA, 2006
- Eisman, Dugan and Grey, *Read world Digital Photography*, Pearson , Prentice Hall,
- Loengard, John. *Life Photographers: What They Saw.* Bulfinch Press, 1998
- Steel, Andy. *The World's Top Photographers Photojournalism: And the Stories Behind Their Greatest Images*, Rotovision, 2006

SEMESTER :VI **CREDIT : 4**

CATEGORY :MC **T/L/P: LAB**

37. Study Paper

Objective

- Introduce Basics of Media Research
- Identify a Research Area and Conduct Pilot Research
- Summarise the Research Work and Prepare a Study Paper

Content

Students will be introduced to basic research techniques and research writing. Each student will choose a research area and conduct a preliminary research. They will submit a study paper of 25 pages based on their research work.

Assignments

Research Proposal
Data Collection
Study Paper

Methodology

Classroom Lectures
Data Collection Exercises
Workshops

Evaluation

Internal 50% - CA I and CA II = 80 Marks and Faculty Evaluation =20 marks

External 50% - End Semester Evaluation - Project 80 Marks + Viva-voce 20 Marks = 100 Marks

SEMESTER: VI **CREDIT : 4**

CATEGORY: MC **T/L/P: LAB**

38. Portfolio

Objective

- Creating Effective Portfolio
- Accomplish, Organize and Preserve Work Online

- Prepare for Professional Realm of Writing

Content :

Unit – 1

Portfolio Creation Basics - Introduction to Portfolio Creation - Types of Portfolios Physical and Online Portfolio Creation - Strategies for Effective Portfolio Creation Outline, Drafting, Preparation

Unit – 2

Physical Portfolio Creation: Broad - Non-client Based Samples Including Case Studies and Examples - Redrafting, fficient Print Presentation Techniques - Print Portfolios, Photographs, Illustrations, Ad campaigns, Design Projects.

Unit – 3

Digital Portfolio Creation - Introduction to Portfolio Websites - Yola.com, Joimdo.com, weebly.com - Portfolio Creation Tools, Use of Visuals - Online Portfolio Creation Techniques

Unit – 4

Presentation Techniques - Portfolios for Business - Etiquettes for Business Presentations Key Selling Strategies for Business - Developing Effective Presentation Designs for Portfolios

Unit – 5

Final Portfolio Creation - Portfolio Creation with Your Own Best Works - Physical and Digital Portfolio Creation

Assignments

Physical Portfolio
Digital Portfolio

Methodology

Classroom Lectures
Workshops
Lab Sessions

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project 80 Marks + Viva-voce 20 Marks = 100 Marks

SEMESTER: VI **CREDIT : 4**

CATEGORY: PJ **T/L/P: PROJECT**

39. Web Journal

Objective

- Generate Content for the Journal
- Design the Journal
- Upload the Content in the Website

Content:

Students will work in small groups to produce an e-journal. They will apply journalistic skills learnt in the classroom to generate the journal content, which includes news stories, features, editorial and other opinion pieces. Cartoons, photographs and other visual materials could be used. Students will be responsible for the layout and design of the journal as well as hosting them in the website.

Evaluation

Internal 50% - CA I & CA II – 80 Marks; Faculty Evaluation – 20 Marks = 100 Marks

External 50% - End Semester Evaluation - Project 80 Marks + Viva-voce 20 Marks = 100 Marks

SEMESTER: VI **CREDIT: 6**

CATEGORY: TP **T/L/P: PROJECT**

40. Internship

Objective

- Exposure to Actual Situations and Day-to-day Functioning of the Media Industry
- Understand Expectations of the Industry and Acquire the Required Skills

Content :

The student will be interning in an Online Media house for a period of 8 weeks. The faculty will closely monitor the progress of the Internee in coordination with the Guide in the Media. Evaluation will be based on the internship report and viva-voce.

Evaluation

Internal 50% - Diary and Report – 60; Industry Work Guide – 40 Marks

External 50% - Final Report – 40; Viva-voce and Presentation – 60 Marks