

SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE
Madagadipet, Puducherry - 605107.
BACHELOR OF SCIENCE (B.A)
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
BOARD OF STUDIES - MINUTES OF MEETING

Academic year of 2020-2021-Semester I & II (Curriculum and Syllabus)

Sl.No	Name of the Member	Designation
Expert Nominated by the Vice-Chancellor		
1	Dr. NIVEDHITHIA <i>Associate professor</i> <i>Department of Journalism and Mass communication</i> <i>Pondicherry university</i> <i>Puducherry</i>	University Nominee
Subject Experts		
2	Dr. V.ILLAMPARITHI <i>Assistant Professor</i> <i>Madurai Kamaraj university</i> <i>Madurai, Tamilnadu</i>	Subject Expert
3	Dr. A.K. ABINESH <i>Assistant Professor</i> <i>Department of Journalism and Mass communication</i> <i>Madras Christian College</i>	Subject Expert
Industry Expert		
4	Mr.SUBURAYAN <i>Creative artist</i> <i>Integra Pvt Ltd.</i>	Industry Expert
Board of studies –Chairman		
5	Mr. R.MURUGADASS <i>Associate Professor</i>	Chairman
6	Mrs. M. RAJESWARI <i>Assistant Professor</i>	Internal

**Dr. NIVEDHITHIA, Dr. V.ILLAMPARITHI, Dr. A.K. ABINESH & Mr. SUBURAYAN
(Committee Members Minutes of Meeting Suggestions – Board of Studies)**

- ✓ In department preview theatre setup is must, every week two Sessions screening the various types of film genre movie, documentary short film like student work.
- ✓ Include specialization paper like printing/ Photography/ Videography. Its helps students can get more professional in particular area.
- ✓ Both the Theory and Practical paper are shuffle, Arrange the paper in order from semester 1 -6. (example: In I Sem basic Photography -II sem photography practical)
- ✓ Update suggested reference book in new version.
- ✓ In still Photography Practical paper use DSLR camera Techniques.
- ✓ Application of computer in media in unit IV (DTP software) changes the page maker in update version as Adobe Indesign.
- ✓ Include Basic Photography as theory paper in I semester.
- ✓ Add Costume Designing, Fashion Designing, as practical core paper.
- ✓ Include specialization paper like Broadcasting Journalism, Visual Journalism & new media.
- ✓ In Theory of communication paper change the III unit, because it's related to introduction to communication paper.
- ✓ Organized the events for students and create an opportunities platform like international film festival.

SEMESTER – I										
Sl. No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT101	Language – I	MIL	3	0	0	3	25	75	100
2	A20GET101	General English – I	ENG	3	0	0	3	25	75	100
3	A20JMT101	Introduction to Communication & media	DSC	4	0	0	4	25	75	100
4	A20JMT102	Introduction to Journalism (Reporting, writing, Editing)	DSC	3	1	0	4	25	75	100
5	A20JMD101	Basic Photography	IDC	4	0	0	4	25	75	100
Practical										
6	A20JML103	News Reporting & Editing	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20JMS101	Communication Skills Lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC101	Certification Course 1***	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET101	Environmental Studies	AECC	2	0	0	2	100	0	100
I Semester Total Credits/Marks							24	475	425	900

SEMESTER – II										
Sl No	Course Code	Course Title	Category	Periods			Credits	Max. Marks		
				L	T	P		CAM	ESM	Total
Theory										
1	A20TAT202	Language – II	MIL	3	0	0	3	25	75	100
2	A20GET202	General English – II	ENG	3	0	0	3	25	75	100
3	A20JMT204	Theory of Communication	DSC	3	1	0	4	25	75	100
4	A20JMT205	Application of computer in media	DSC	3	1	0	4	25	75	100
5	A20JMD202	State politics & constitution	IDC	3	1	0	4	25	75	100
Practical										
6	A20JML206	Photography lab	DSC	0	0	4	2	50	50	100
Skill Enhancement Course										
7	A20JMS202	Soft Skills lab	SEC	0	0	4	2	100	0	100
Employability Enhancement Course										
8	A20JMC202	Certification Course 2***	EEC	0	0	2	-	100	0	100
Ability Enhancement Compulsory Course										
9	A20AET202	Public Administration	AECC	2	0	0	2	100	0	100
Extension Activity										
10	A20EAL201	National Service Scheme	EA	0	0	2	1	100	0	100
II Semester Total Credits/Marks							25	575	425	1000

மொழித்தாள்**தமிழ் - I****(B.A., B.Sc., B.Com., B.B.A., & B.C.A., பாடப்பிரிவுகளுக்கும்மான பொதுத்தாள்)****L T P C Hrs**
3 0 0 3 45**A20TAT101****பாடத்திட்டத்தின் நோக்கம்**

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்று மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பை புரிந்துகொள்வதற்கு ஏதுவாக பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1** - இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
CO2 - நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
CO3 - தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
CO4 - தாய்மொழியின் சிறப்பை அறிதல்.
CO5 - இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1**(9 Hrs)****இக்காலக் கவிதைகள்-1**

- | | | |
|--------------------|---|----------------------------------|
| 1. பாரதியார் | - | கண்ணன் என் சேவகன் |
| 2. பாரதிதாசன் | - | தமிழ்ப்பேறு |
| 3. அப்துல் ரகுமான் | - | அவதாரம் |
| 4. மீரா | - | கனவுகள் + கற்பனைகள் = காகிதங்கள் |
| 5. து.நரசிம்மன் | - | மன்னித்துவிடு மகனே |

அலகு-2**(9 Hrs)****இக்காலக் கவிதைகள்-2**

- | | | |
|----------------------|---|--------------------------------|
| 1.ராஜா சந்திரசேகர் | - | கைவிடப்பட்ட குழந்தை |
| 2. அனார் | - | மேலும் சில இரத்தக் குறிப்புகள் |
| 3. சுகிர்தராணி | - | அம்மா |
| 4. நா.முத்துக்குமார் | - | துர் |

அலகு-3**(9 Hrs)****சிறுநிலக்கியங்கள்**

- | | | |
|-------------------------|---|---------------------------------------|
| 1. கலிங்கத்துப் பரணி | - | பொருதடக்கை வாள் எங்கே... (பாடல்-485) |
| 2. அழகர்கிள்ளைவிடு தூது | - | இதமாய் மனிதருடனே... (பாடல்-45) |
| 3. நந்திக் கலம்பகம் | - | அம்பொன்று வில்லொடிதெல்... (பாடல்-77) |
| 4. முக்சுபு பள்ளு | - | பாயும் மருதஞ் செழிக்கவே... (பாடல்-47) |
| 5. குற்றாலக் குறவஞ்சி | - | ஓடக் காண்பதுமே... (பாடல்-9) |

காப்பியங்கள்

மணிமேகலை-உலகறவி புக்க காதை- 'மாசுஇல் வால்ஒளி! - இந்நாள் போலும் இளங்கொடி கெடுத்தனை'.(28-அடிகள்)

அலகு-4**(9 Hrs)****தமிழ் இலக்கிய வரலாறு**

1. சிற்றிலக்கியம்- தோற்றமும் வளர்ச்சியும்
2. புதுக்கவிதை- தோற்றமும் வளர்ச்சியும்
3. சிறுகதை -தோற்றமும் வளர்ச்சியும்
4. புதினம் -தோற்றமும் வளர்ச்சியும்
5. உரைநடை - தோற்றமும் வளர்ச்சியும்

அலகு 5**(9 Hrs)****மொழிப்பயிற்சி**

1. கலைச்சொல்லாக்கம்
2. அகரவரிசைப்படுத்துதல்
3. மரபுத்தொடர்/பழமொழி
4. கலை விமர்சனம்
5. நேர்காணல்

உரைநடைப் பகுதி

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு.
2. தஞ்சாவூர் - சவ்வானின் கோபம்.
3. இரா. பச்சியப்பன் - மாடல்ல மற்றையவை.

பார்வை நூல்கள்

1. கைலாசபதி, க., தமிழ் நாவல் இலக்கியம், குமரன் பதிப்பகம், வடபாழனி, 1968.
2. சுந்தரராஜன், பே.கோ. சிவபாதசுந்தரம். சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், க்ரியா, சென்னை, 1989.
3. பரந்தாமனார், அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.எச். பதிப்பகம், சென்னை, 2011.
5. வல்லிக்கண்ணன், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

உரைநடை நூல்கள் :

1. சக்திவேல், சு., தமிழ் மொழி வரலாறு, மாணிக்கவாசகர் பதிப்பகம், சிதம்பரம், 1988.
2. சிற்றி பாலசுப்ரமணியம் மற்றும் நீலபத்மநாபன், புதிய தமிழ் இலக்கிய வரலாறு, தொகுதி-1, 2, 3, சாகித்திய அகாதமி, புதுவடல், 2013.
3. பாரதியார், பாரதியார் கவிதைகள், குமரன் பதிப்பகம், சென்னை, 2011.

இணையத்தளங்கள் :

1. <http://www.tamilkodal.com>
2. <http://www.languageelab.com>
3. <http://www.tamilweb.com>

A20GET101	GENERAL ENGLISH I	L	T	P	C	Hrs
	(Common to B.A., B.Sc., and BCA)	3	0	0	3	45

Course Objectives

- To recognize the rhythms, metrics and other musical aspects of poetry
- To read a variety of texts critically and proficiently
- To enable the students to enjoy the flair of literature through the work of great writer
- To make the students to know the functions of basic grammar and frame sentences without grammatical error.
- To enable them understanding the intrinsic nuances of writing in English language

Course Outcomes

After the completion of this course, the students will be able to

- CO1** - Comprehend and discuss the various facets of selected poems
CO2 - Analyze and interpret texts written in English
CO3 - Read drama with graduate-level interpretive and analytical proficiency
CO4 - Improve the fluency and formation of grammatically correct sentence
CO5 - Enhance the writing skills for specific purposes

UNIT I POETRY**(9 Hrs)**

1. John Milton: On His Blindness
2. William Wordsworth: Daffodils
3. Percy Bysshe Shelly: Ozymandias
4. Emily Dickinson: Because I could not stop for Death
5. Sarojini Naidu: The Queen's Rival

UNIT II PROSE**(9 Hrs)**

1. Francis Bacon: Of Love
2. Charles Lamb: A Dissertation upon Roast Pig

UNIT III DRAMA**(9 Hrs)**

1. Oscar Wilde: Lady Windermere's Fan

UNIT IV GRAMMAR**(9 Hrs)**

1. Parts of Speech
2. Tenses
3. Subject-Verb Agreement

UNIT V COMPOSITION**(9 Hrs)**

1. Essay Writing
2. Email

Text Books

1. James Barrett, "Brookside Musings: A Selection of Poems and Short Stories: Board of Editors", Orient Longman Limited, 2009
2. Wilde Oscar, "Lady Windermere's Fan. Published in The Importance of Being Earnest and Other Plays" London: Penguin, 1940.
3. Wren & Martin, "High School English Grammar & Composition". Blackie ELT Books. 2017

Reference Books

1. Lalitha Natarajan and Sasikala Natesan, "English for Excellence: Poetry", Anuradha Publications. 2015
2. Charles Lamb, "Selected Prose", Penguin Classics. United Kingdom. 2013
3. Usha Mahadevan, "Sunbeams: Empower with English", Emerald Publishers. Chennai. 2016

Web References

1. <https://www.englishcharity.com/of-love-by-francis-bacon-explanation/>
2. https://www.poetry-archive.com/n/the_queens_rival.html
3. <https://www.gradesaver.com/lady-windermere-fan/study-guide/summary-act-i>

A20JMT101 INTRODUCTION TO COMMUNICATION & MEDIA

L	T	P	C	Hrs
4	0	0	4	60

Course Objectives

- To understand the importance, functions & scope of communication
- To apply the techniques in Media
- The growth and development of communication and media.
- To understand the periodic changes in the media
- To understand how technology influences communication and the major characteristics of media.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the scope and process of communication system.

CO2 - Gain knowledge about the history of mass media.

CO3 - Understand the mass media vs media culture

CO4 - Know private and public Media, media market and Technology.

CO5 - Analyse and interpret characteristics of mass communication.

UNIT I COMMUNICATION AND MEDIA**(12 Hrs)**

1. Communication & Media: Definition, meaning & concept.
2. Different types of communication: Verbal and written
3. Scope and Process of Communication
4. Mass Communication: Concept & Characteristics

UNIT II HISTORY OF MASS MEDIA**(12 Hrs)**

1. Mass Media: Meaning & Concept
2. Introduction to Indian Press
3. Brief account of the origin and development of newspaper and magazine in India
4. History of the development of electronic media in India: Radio & TV

UNIT III MASS MEDIA AND MASS CULTURE**(12 Hrs)**

1. Role, objectives functions & achievements of Mass Media
2. Relation between Mass Media and Mass Culture and their development.
3. Media as fourth pillar of democracy
4. Mass Media in Rural-Urban divide.

UNIT IV MEDIA, MARKET AND TECHNOLOGY**(12 Hrs)**

1. Changing trends of Mass Communication under the process of globalization
2. Private and Public Media
3. Technology in the development of Media
4. Media and Market: Nature, Relation & Expansion

UNIT V Mass Communication and Society**(12 Hrs)**

1. The mass media and the Indian Family
2. Children and the Media
3. Representation of women in the Mass Media
4. Violence in the media and Violence in society

Text Books

1. J.S. Yadava & Pradeep Mathur', "Issues in Mass Communication: The Basic Concepts", Kanishka Publishers, Delhi, 1st edition, 2008
2. Shymali Bhattacharjee. "Media and Mass Communication: An Introduction", Kanishka Publishers, Delhi, 1st edition, 2005
3. Kumar, KewalJ, "Mass Communication in India", Jaico Books, 5th edition, 1998

Reference Books

1. Seema Hassan , "Mass Communication: Principles and Concepts", CBS Publishers & Distributors, 2nd edition, 2010.
2. Denis McQuail, "Mass Communication Theory", SAGE Publication, 6th edition, 2010
3. Jagdish Vachani, "Principles and Practices of Mass Communication", Kanishka Publishers, 1st edition, 2007.

Web References

1. <https://journals.sagepub.com/home/jmq>
2. <https://www.tandfonline.com/toc/hmcs20/current>
3. <https://www.hilarispublisher.com/mass-communication-journalism.html>

A20JMT102	INTRODUCTION TO JOURNALISM (REPORTING, WRITING, EDITING)	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To understand the art of writing, report and editing.
- To develop skills of writing, report and editing.
- To apply the latest techniques in reporting and editing.
- To understand the periodic changes in the media
- To deeply interpret on the major characteristics of media.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the Characteristics of news, different style of news writing.

CO2 - Memorising the concept of principle of news reporting & types of reporting

CO3 - Understand the principle of editing in print media.

CO4 - Understand the basic concepts of DTP software's.

CO5 - Summarising the role and responsibilities of editor and copy writer in print media.

UNIT I INTRODUCTION TO NEWS**(12 Hrs)**

1. News: Meaning and definition
2. Sources and elements of news
3. Characteristics of news
4. Different styles of newswriting.
5. Headline: Importance & types

UNIT II DIFFERENT TYPES OF WRITING**(12 Hrs)**

1. Writing for newspaper and magazines: Nature and Difference
2. Feature writing: Meaning, definition & nature.
3. Editorial: Importance & art of writing
4. Writing column, Reportage, analysis etc.

UNIT III REPORTING FOR PRINT MEDIA**(12 Hrs)**

1. Definition, scope, concept & principles of news reporting
2. Types & techniques of news reporting
3. Functions of reporting: Interview, collection of data, research
4. Qualities & Responsibilities of a reporter.
5. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

UNIT IV EDITING FOR PRINT MEDIA**(12 Hrs)**

1. Theories and Principles of Editing
2. Preparing good copies for Newspaper, Magazine & others
3. Introduction to editing symbol, proof reading symbols & Copydesk
4. Role, functions and responsibilities of Copyeditor

UNIT V FREEDOM OF PRESS**(12 Hrs)**

1. The right to publish and the right to privacy
2. Press code and Ethics
3. Press council's guide to Journalistic Ethics
4. Censorship and control in the press

Text Books

1. Aruna Zachariah, "Print Media, Communication and Management : Elements, Dimensions and Images", Kanishka Publishers, Delhi, 2nd edition, 2007
2. Natrajan J, "History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting", Govt. of India, 1997
3. Parthasarthy, Rangaswami., "Journalism in India", Sterling Publishers Pvt. Ltd., New Delhi, 1st edition, 1995

Reference Books

1. Nalini Rajan, "21st Century Journalism in India", SAGE Publication, 1st edition, 2002
2. Vir Bala Agarwal & V.S.Gupta, "Handbook of Journalism and Mass Communication", Concept Publishing Company, New Delhi, 1st edition, 2001
3. Suhas Chakravarty., "News Reporting & Editing : An Overview", Kanishka Publishers, Delhi, 1st edition, 2000

Web References

1. <https://journals.sagepub.com/home/jmq>
2. <https://www.tandfonline.com/toc/hmcs20/current>
3. <https://www.hilarispublisher.com/mass-communication-journalism.html>

A20JMD101	BASIC PHOTOGRAPHY	L	T	P	C	Hrs
		4	0	0	4	60

Course Objectives

- To understand the basics of Photography
- To apply the techniques in Photo Industry
- To provide a wide knowledge on various camera and lenses.
- To understand the usage of different angles and shots.
- To develop skills of photography in a professional method.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the photography and its camera function.

CO2 - Understand the lens and exposure setting.

CO3 - Get knowledge in Film –Digital process.

CO4 - Understand the lighting Technique

CO5 - Summarising the Aesthetics of Photography

UNIT I INTRODUCTION TO PHOTOGRAPHY**(12 Hrs)**

1. Photography- Definition and concept Nature
2. Functions of photography and scope
3. Early development of photography
4. Human eye vs camera
5. Types of camera function of camera and camera components.

UNIT II LENS**(12 Hrs)**

1. Lens- Definition and Concept
2. Characteristics of lens and Types of lens
3. Focus- definition & concept, Focal Length concept, Types of Focal Length
4. Exposure- basics, Filter- definition & concept, Characteristics and types of filters.

UNIT III FILM TO DIGITAL**(12 Hrs)**

1. Digital Storage process
2. Types of Digital Storage
3. Film Developing Process, Film Printing Process& Digital Printing Process.
4. Photo editing & manipulation

UNIT IV LIGHTING**(12 Hrs)**

1. Definition & concept; Nature and Characteristics of Light
2. Types of Light- Natural and Artificial, Lighting Equipment.
3. Functions of Flash and Light Meter.

UNIT V AESTHETICS OF PHOTOGRAPHY**(12 Hrs)**

1. Characteristics of Framing& Compositions
2. Types of Composition- Rule of Third
3. Types of Photography

Text Books

1. James Curran, "The Photography Handbook", Routledge, USA, 1st edition, 2013.
2. Ben Long , "Complete Digital Photography", Course Technology PTR, USA, 7th edition, 2010.
3. Linda Good, "Teaching and Learning with Digital Photography", Sage Publications, New Delhi, 1st edition, 2009.

Reference Books

1. Bryan Peterson "Understanding Exposure, How to Shoot Great Photographs with Any Camera", Amphoto Books, Amphoto Books, 4th edition, 2016
2. Bruce Barnbaum,"The Art of Photography", Rockynook Publishers,US, 1st edition, 2010.
3. Tom Grimm and Michele Grimm, "The Basics of Photography", Penguin Putnam Inc, 1st edition, 2003.

Web References

1. <https://photographylife.com/photography-basics>
2. <https://photographylife.com/photography-basics>
3. <http://www.betterphotography.in/>

A20JML103**NEWS REPORTING & EDITING**

L	T	P	C	Hrs
0	0	4	2	30

Course Objectives

- To train students in professional news coverage.
- Guide them in writing news reports and editing the copies.
- To motivate the students to learn printing technology.
- Give training in creating their own lab journals.
- Make students understand the art of writing report in various genres.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Get the knowledge in print media, news collecting, news designing etc.

CO2 - Acquire report for mock press conference.

CO3 - Understand the function of agency copies, usage of editing symbols.

CO4 - Handle the news editing in local issue.

CO5 - Rewrite the news stories from newspaper.

Exercises/Assignments

1. Reading of newspapers in the class particularly the front page and the local news pages
2. Writing reports on crime related incidents
3. Writing reports on civic problems after collecting information from civic bodies
4. Editing five agency copies using editing symbols
5. Editing news reports filed by fellow students who would have covered some local issue
6. Rewriting news stories from newspapers, converting them for use in magazines
7. Filing report on the basis of mock press conferences
8. Filing report after attending one press conference held in the city

Productions

1. Production of lab journals as individual activity
2. Content generation by students in the form of news reports and other small write ups
3. Preferably to take computer print outs, to be photocopied for getting multiple copies
4. In-house distribution of limited number of copies produced

Refer all the news journals as international or local like as, Indian express, Times of India etc...

Text Books

1. Aruna Zachariah, "Print Media, Communication and Management : Elements, Dimensions and Images", Kanishka Publishers, Delhi, 1st edition, 2007
2. Natrajan J, "History of Indian Journalism", Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
3. Parthasarthy, Rangaswami., "Journalism in India", Sterling Publishers Pvt. Ltd., New Delhi, 1st edition, 1995

Reference Books

1. Suhas Chakravarty., "News Reporting & Editing : An Overview", Kanishka Publishers, Delhi, revised edition, 2000
2. WynfordHicks., "Writing for Journalist", Routledge, London, 2nd edition, 2000.
3. D.S.Mehta, "Mass Communication and Journalism in India", Allied Publishers Private Limited, 2nd edition, 1979.

Web References

1. <https://journals.sagepub.com/home/jmq>
2. <https://www.tandfonline.com/toc/hmcs20/current>
3. <https://www.hilarispublisher.com/mass-communication-journalism.html>

A20JMS101**COMMUNICATION SKILLS LAB****(Common to all branches)****L T P C Hrs**
0 0 4 2 30**Course Objectives**

- To improve the skill of rapid reading and comprehending efficiently
- To decode the correspondence between sound and spelling in English
- To train students to organize, revise and edit ideas to write clearly and commendably
- To enhance the sense of social responsibility and accountability of the students
- To expound the significance of time and stress management

Course Outcomes*After the completion of the course, the students will be able to***CO1** - Understand the pattern to communicate effectively**CO2** - Impart Speaking skills with self-confidence**CO3** - Use writing strategies to improve their drafting skills and comprehending of articles**CO4** - Demonstrate leadership qualities to Participate in Group Discussion and Interview efficiently**CO5** - Expertise in Managerial skills**UNIT I COMMUNICATION SKILLS -SPEAKING****(6 Hrs)**

1. Aspects of speaking
2. Process and techniques of effective speech
3. Presentations
4. Topic to be given to students for short speech
5. Self-Introduction

UNIT II SELF-MANAGEMENT SKILLS**(6 Hrs)**

1. Time Management
2. Stress management
3. Perseverance
4. Resilience
5. Mind mapping
6. Self- confidence

UNIT III COMMUNICATION SKILLS - READING**(6 Hrs)**

1. Phonics
2. Vocabulary
3. Comprehension
4. Skimming and Scanning

UNIT IV SOCIAL SKILLS**(6 Hrs)**

1. Negotiation and Persuasion
2. Leadership
3. Teamwork
4. Problem solving
5. Empathy
6. Decision making

UNIT V COMMUNICATION SKILLS - WRITING

(6 Hrs)

1. Descriptive
2. Narrative
3. Persuasive
4. Expository
5. Picture composition

Text Books

1. Syamala, V, " Effective English Communication for you", Chennai: Emerald Publishers, 2002
2. Balasubramanian, T, " A Textbook of English Phonetics for Indian Students", New Delhi: Trinity Press 1981
3. Sardana, C.K., " The Challenge of Public Relations", New Delhi: Har- Anand Publications, 1995

Reference Books

1. Murphy, John J, "Pulling Together: 10 Rules for High-Performance Teamwork", Simple Truths, 2016
2. Sanjay Kumar, Pusp Lata. "Communication Skills". Oxford University Press. 2015
3. Barun K. Mitra, " Personality Development and Soft skills", Oxford University Press. 2016

Web References

1. <https://blog.dce.harvard.edu/professional-development/10-tips-improving-your-public-speaking-skills>
2. <https://corporatefinanceinstitute.com/resources/careers/soft-skills/management-skills/>
3. <https://zety.com/blog/how-to-introduce-yourself>

A20AET101	ENVIRONMENTAL STUDIES	L	T	P	C	Hrs
	(Common to B.A., B.Com, BBA, B.C.A. and B.SC.)	2	0	0	2	30

Course Objectives

- To gain knowledge on the importance of natural resources and energy
- To understand the structure and function of an ecosystem
- To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence
- To understand the causes of types of pollution and disaster management
- To observe and discover the surrounding environment through field work

Course Outcomes

After the Completion of the course the student will be able to

CO1 - Identify the importance of natural resources and energy

CO2 - Outline the important Language varieties

CO3 - Understand the basic definition of Linguistics

CO4 - Describe the classification of speech sounds

CO5 - Analyze and understand interactions between social and environmental processes

UNIT I INTRODUCTION TO NATURAL RESOURCES/ENERGY**(6 Hrs)**

1. Natural Resources – Definition – Scope and Importance – Need for Public Awareness
2. Renewable and Non-renewable Resources: Natural resources and associated problems.
3. Forest resources and over-exploitation
4. Water resources and over- utilization
5. Mineral resource extraction and its effects
6. Food resources - food problems
7. Modern agriculture - Energy resources and its future.

UNIT II ECOSYSTEMS**(6 Hrs)**

1. Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers
2. Ecological succession- food chains (any 2 Examples)- food webs(any 2 Examples)
3. Ecological pyramids.

UNIT III ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT**(6 Hrs)**

1. Definition-causes, effects and control measures of : Air, Water and Soil pollution
2. e- Waste management
3. Disaster management: Natural and manmade- food/earthquake/cyclone, tsunami and landslides.

UNIT IV SOCIAL ISSUES AND THE ENVIRONMENT SUSTAINABLE DEVELOPMENT (6 Hrs)

1. Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation
2. Environment Protection Act (any 2) air, water, wildlife and forest.

UNIT V HUMAN POPULATION AND THE ENVIRONMENT**(6 Hrs)**

1. Population explosion—Family Welfare Programme
2. Environment and human health
3. Human rights
4. Value education - HIV/AIDS
5. Women and Child Welfare
6. Role of Information Technology in environment and human health.

Text Books

1. K. De, "Environmental chemistry" 9th Ed; New age international (P) Ltd, New Delhi, 2010.
2. K. Raghavan Nambiar, "Text Book of Environmental Studies" 2nd Ed, Scitech Publications (India) Pvt Ltd, India, 2010.
3. G. S. Sodhi, "Fundamental concepts of environmental chemistry", I Ed, Alpha Science International Ltd, India, 2000.

Reference Books

1. B.K. Sharma, "Environmental chemistry", Krishna Prakashan Media (P) Ltd, Meerut, 11th Ed, 2009.
2. S.S.Dara, and D.D. Mishra "A text book of environmental chemistry and pollution control", S. Chand and Company Ltd, New Delhi, 5th Edition, 2012.
3. Richard T. Wright, "Environmental Science: Toward a Sustainable Future", 10th edition, Prentice Hall, 2008

Web References

1. www.ifpri.org/topic/environment-and-natural-resources
2. <https://www.iucn.org/content/biodiversity>
3. <http://www.world.org/weo/pollution>

மொழித்தான்

தமிழ் - II

(B.A., B.Sc., B.Com., B.B.A., & B.C.A., பாடப்பிரிவுகளுக்கும்மான வொதுத்தான்)

A20TAT202

L	T	P	C	Hrs
3	0	0	3	45

பாடத்திட்டத்தின் நோக்கம்

- இரண்டாயிரம் ஆண்டுகால தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதற்கு இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.
- மொழியின் கட்டமைப்பைப் புரிந்துகொள்வதற்கு ஏதுவாக பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.
- வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.
- சிந்தனை ஆற்றலைப் பெருக்குவதற்குத் தாய்மொழியின் பாங்களிப்பினை உணர்த்த இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.

பாடத்திட்டத்தின் வெளிப்பாடுகள்

- CO1 - இலக்கியங்கள் காட்டும் வாழ்வியல் நெறிமுறைகளைப் பேணிநடத்தல்.
 CO2 - நமது எண்ணத்தை வெளிப்படுத்தும் கருவியாகத் தாய்மொழியைப் பயன்படுத்துதல்.
 CO3 - தகவல் தொடர்புக்குத் தாய்மொழியின் முக்கியத்துவத்தை உணர்தல்.
 CO4 - தாய்மொழியின் சிறப்பை அறிதல்.
 CO5 - இலக்கிய இன்பங்களை நுகரும் திறன்களை வளர்த்தல்.

அலகு-1

(9 Hrs)

1. எட்டுத்தொகை: 1. குறுந்தொகை (படல்-130) 2. நற்றிணை (பாடல்-27) 3. அகநானூறு (பாடல்-86).
2. பத்துப்பாட்டு: சிறுபாணாற்றுப்படை (அடிகள்-126-143).
3. பதினெண் கீழ்க்கணக்கு: திருக்குறள்- வெகுளாமை (அதிகாரம்-31), காதல் சிறப்புரைத்தல் (அதிகாரம்-113).

அலகு-2

(9 Hrs)

1. எட்டுத்தொகை: 1. ஐங்குறுநூறு (பாடல்-203), 2. கலித்தொகை- பாலைத்திணை (பாடல்-9), 3. முறநானூறு (பாடல்-235).
2. பத்துப்பாட்டு- முல்லைப்பாட்டு (6-21).
3. பதினெண் கீழ்க்கணக்கு :
 1. நாலடியார் - நல்லார் எனத்தான் (221) .
 2. திரிகடுகம்- கோலஞ்சி வாழும் குடியும் (33).
 3. இனியவை நாற்பது- குழவி தளர்நடை (14).
 4. கார் நாற்பது- நலமிகு கார்த்திகை (26).
 5. களவழி நாற்பது-கவளங்கொள் யானை (14).

அலகு-3

(9 Hrs)

சைவம்- பன்னிரு திருமுறைகள்

- | | | |
|---------------------|---|---|
| 1. திருஞானசம்பந்தர் | - | வேயுறு தோளிபங்கன் (இரண்டாம் திருமுறை). |
| 2. திருநாவுக்கரசர் | - | மனமெனும் தோணி (நான்காம் திருமுறை). |
| 3. சுந்தரர் | - | ஏழிசையாய் இசைப்பயனாய் (ஏழாம் திருமுறை). |
| 4. மாணிக்கவாசகர் | - | ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை). |
| 5. திருமூலர் | - | அன்பு சிவம் இரண்டு (திருமந்திரம்). |

வைணவம் – நூலாயிரத் திவ்வியப் பிரபந்தம்

- | | | |
|--------------------------|---|--------------------------------|
| 1. பேயாழ்வார் | - | திருக்கண்டேன் பொன்மேனி.... |
| 2. பெரியாழ்வார் | - | கருங்கண் தோகை மயிற் பீலி.... |
| 3. தொண்டரடிப்பொடிஆழ்வார் | - | பச்சைமாமலை போல்.... |
| 4. ஆண்டார் | - | கருப்பூரம் நூறுமோ? கமலப்பு.... |
| 5. திருமங்கையாழ்வார் | - | வாடினேன் வாடி வருந்தினேன்.... |

இஸ்லாமியம்

சீறாப்புராணம்- பாடல் நின்ற பிணை மானுக்குப்...5 பாடல்கள் (பாடல் எண்கள் 61-65).

கிருத்துவம்

இரட்சணிய யாத்ரீகம்- கடைதிறப்புப் படலம் -5 பாடல்கள் (பாடல் எண்கள்: 3,9,10,15,16).

அலகு - 4**(9 Hrs)****தமிழ் இலக்கிய வரலாறு**

1. சங்க இலக்கியங்கள் 2. நீதி இலக்கியங்கள் 3. பக்தி இலக்கியங்கள் 4. காப்பியங்கள்.

அலகு-5**(9 Hrs)****சிறுகதைகள்**

- | | | |
|-------------------------|---|------------------------------|
| 1. புதுமைபித்தன் | - | அகலிகை |
| 2. நா. பிச்சமூர்த்தி | - | வேப்பமரம் |
| 3. அகிலன் | - | ஒரு வேளைச்சோறு |
| 4. ஜி.நாகராஜன் | - | பச்சக் குதிரை |
| 5. கி.ராஜநாராயணன் | - | கதவு |
| 6. சா.கந்தசாமி | - | தக்கையின் மீது நான்கு கண்கள் |
| 7. ஆண்டார் பிரியதர்ஷினி | - | மாத்திரை |
| 8. வண்ணதாசன் | - | ஒரு உல்லாசப் பயணம் |
| 9. சு. தமிழ்ச்செல்வன் | - | வெயிலோடு போய் |
| 10. பாரததேவி | - | மாப்பிள்ளை விருந்து |

பார்வை நூல்கள் :

1. அரக, வீ., இருபதாம் நூற்றாண்டு சிறுகதைகள் நூறு, அடையாளம் பதிப்பகம், திருச்சி, 2013.
2. அருணாச்சலம், பா., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000.
4. பாக்கியமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி.எச். பதிப்பகம், சென்னை, 2011.
5. பசுபதி, மா. வே., செம்மொழித் தமிழ் இலக்கண இலக்கியங்கள், தமிழ்ப் பல்கலைக்கழகம், 2010 .

உரைநடை நூல்கள் :

1. அன்பு, பா., மா.பொ.சி யின் ஒரு இலக்கிய நூல்கள் ஒரு மதிப்பீடு, உலக தமிழ் ஆராய்ச்சி நிறுவனம், சென்னை,1983.
2. பிள்ளை, கே.கே., தமிழக வரலாறும் மக்களும் பண்பாடும், உலக தமிழ் ஆராய்ச்சி நிறுவனம், சென்னை, 2000.
3. ஜெயமோகன், நவீன இலக்கிய அறிமுகம், உயிர்மொய் பதிப்பகம், சென்னை, 1995.

இணையத்தளங்கள் :

1. <http://www.tamilkodal.com>
2. <http://www.languagelab.com>
3. <http://www.tamilweb.com>

A20GET202	GENERAL ENGLISH- II (Common to B.A, B.Sc. and BCA)	L	T	P	C	Hrs
		3	0	0	3	45

Course Objectives

- To recognize poetry from a variety of cultures, languages and historic periods
- To develop the intensive study of language by critical reading
- To identify the various genres and analyze the works of writers in English
- To expand the basic understanding of targeted grammatical structures
- To understand the conventions of writing in English

Course Outcomes

After the completion of this course, the students will be able to

CO1 - Understand and appreciate poetry as a literary art form

CO2 - Comprehend and recognize relationship between ideas, events and facts

CO3 - Learn to explore characters and their conflicts, dilemmas and extend their response to stories

CO4 - Apply grammatical structures meaningfully and appropriately in oral and written form

CO5 - Write effectively and coherently

UNIT I POETRY**(9 Hrs)**

1. Lord Byron: She Walks in Beauty
2. Robert Frost: Stopping by Woods on a Snowy Evening
3. Nissim Ezekiel: Night of the Scorpion
4. Rabindranath Tagore: Where the Mind is Without Fear

UNIT II PROSE**(9 Hrs)**

1. Ernest Hemingway : A Day's Wait
2. Anton Chekhov : The Lottery Ticket

UNIT III FICTION**(9 Hrs)**

1. Jane Austen : Pride and Prejudice

UNIT IV GRAMMAR**(9 Hrs)**

1. Voice – Conditionals - Coherence

UNIT V COMPOSITION**(9 Hrs)**

1. Letter Writing
2. Report Writing

Text Books

1. Sharma, O.C "The Approach to Life: A Selection of English Prose", Orient Longman Limited, 2009
2. DipankarPurkayastha, DipenduDas,JaydeepChakrabarty, "Brookside Musings: A Selection of Poems and Short Stories: Board of Editors", Orient, Longman Limited, 2009
3. Wisdom and Experience: An Anthology for Degree Classes. Board of Editors", Orient Longman Limited, 2007

Reference Books

1. Lalitha Natarajan and Sasikala Natesan, "English for Excellence: Poetry", Anuradha Publications Literary Pursuits: Board of Editors, Orient Longman Limited, 2015
2. Ernest Hemingway. "The Complete Short Stories of Earnest Hemingway". Scribner Publication. 2003
3. Rabindranath Tagore, "Where the mind is without fear", London: The India Society, 1912.

Web References

1. <https://www.litcharts.com/poetry/lord-byron/she-walks-in-beauty>
2. <https://americanliterature.com/author/anton-chekhov/short-story/the-lottery-ticket>
3. <https://www.cliffsnotes.com/literature/p/pride-and-prejudice/book-summary>

A20JMT204	THEORY OF COMMUNICATION	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- To understand the Meaning, importance, functions & scope of communication.
- To study Different forms of communication.
- To understand Different types of communication.
- To analyse Important theories of communication
- To understand Various models of communication

Course Outcomes

After completion of the course, the students will be able to

- CO1** - Understand the role, scope, function of communication, communication characteristics.
CO2 - Acquire the significant knowledge about the communication theory & communication model.
CO3 - Acquire an in-depth knowledge about the normative theory and seibert theory of communication.
CO4 - Interpret on how these theories can be utilised.
CO5 - Understand on how the models of communication can be used for further research process.

UNIT I DEFINING COMMUNICATION (12 Hrs)

1. Communication: Definition, meaning, concept, elements, process.
2. Functions and scope of communication
3. Types and forms of communication
4. Barriers to communication
5. 7 C's of communication

UNIT II INTRODUCTION TO COMMUNICATION THEORIES (12 Hrs)

1. Communication theory
2. Need and importance of communication theory
3. Two Step and Multi Step Theory
4. Hypodermic needle theory
5. Agenda setting theory

UNIT III INTRODUCTION TO COMMUNICATION MODELS (12 Hrs)

1. Communication model
2. Need and importance of Communication model
3. SMCR Model
4. Shannon and Weaver Model
5. Harold D. Lasswell Model

UNIT IV NORMATIVE THEORY AND SEIBERT THEORY OF COMMUNICATION (12 Hrs)

1. Authoritarian Theory
2. Libertarian Theory
3. Social Responsibility Theory
4. Developmental Theory
5. Democratic Participant Theory

UNIT V INDIAN COMMUNICATION THEORIES**(12 Hrs)**

1. The concept of sadharanikaran
2. Yadava's two implications
3. Dissanayake's Buddhist theory of communication
4. Virat Purush view
5. Islamic communitarian view

Text Books

1. Keval J. Kumar , "Mass Communication in India", Jaico Publishing House, 5th edition, 2020.
2. John Fiske & Henry Jenkins," Introduction to Communication studies", Routledge, Oxon , 3rd edition,2011
3. Seema Hasan, "Mass Communication- Principles & Concepts", CBS Publishers, New Delhi, 2nd edition, 2010.

Reference Books

1. Lester, E "Visual Communications: Images with Messages". Thomson Learning 8th edition 2000
2. Schildgen, T "Pocket Guide to color with digital applications". Thomson Learning 2nd edition 1998.
3. Philip Hayward, Arts Council of England, "Picture this: Media Representation of Visual Arts and artists" University of Luton Press, 2nd edition,1998

Web References

1. <https://www.cleverism.com/skills-and-tools/visual-communication/>
2. <https://businessjargons.com/visual-communication.html>
3. <https://visme.co/blog/visual-communication/>

A20JMT205	APPLICATION OF COMPUTER IN MEDIA	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- Understand the meaning, importance and concept of information communication technology(ICT)
- Major applications of ICT in media.
- Get acquainted with computer and its operations.
- Understand the application of DTP software's in print media industry
- Provide good knowledge on graphic designing applications.

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the information and communication Technology.

CO2 - Acquire the significant knowledge about components of computer system.

CO3 - Understand Ms Office and uses of printer & scanner.

CO4 - Understand the production process in detail.

CO5 - Acquire an in-depth knowledge about the techniques involved in generating concepts, developing it as stories and writing effective screenplay.

UNIT I INTRODUCTION TO COMPUTER**(12 Hrs)**

1. Information and Communication Technology: Meaning importance and Concept
2. Introduction to computer: History & Classification of computer
3. Computer: Characteristics & application

UNIT II COMPONENTS OF COMPUTER SYSTEM**(12 Hrs)**

1. Central Processing Unit(CPU)
2. VDU (Visual Display Unit) Keyboard and Mouse
3. Other input/output Devices
4. Computer Memory
5. Storage device.

UNIT III MS OFFICE, USE OF PRINTER & SCANNER**(12 Hrs)**

1. Microsoft Office: Word, Power Point, excel
2. Using printers & scanners

UNIT IV DTP SOFTWARE**(12 Hrs)**

Features and their basic application:

1. Corel draw
2. Indesign
3. Photoshop

UNIT V CHARACTERISTICS OF INTERNET**(12 Hrs)**

1. Brief idea about ISP and browsers
2. Websites and its types
3. Email: Need and Importance
4. Web tools: Bolgs, Social Media and Search Engine

Text Books

1. Peter Shirley, Michael Ashikhmin & Steve Marschner ,”Fundamentals of Computer Graphics” CRC Press, US, 3rd edition, 2015.
2. Ramesh Bangia, “Computer Fundamentals and Information Technology”, Firewall Media, New Delhi, 2nd edition 2008.
3. Erika Kendra “Adobe Photoshop CS3: The Professional Portfolio”, Against The Clock, London, 2nd edition, 2008

Reference Books

1. Ze-Nian Li, Mark S. Drew, Jiangchuan Liu, “Fundamentals of Multimedia” Springer Nature; 2nd edition, 2014
2. Anita Goel, “Computer Fundamentals”, Pearson, 2nd edition, 2010.
3. Jeff Johnson, “Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules”, Morgan Kaufmann Publishers, USA, 2010.

Web References

1. http://saintangelos.com/studentdesk/Download/Introduction_to_visual_communication.pdf
2. <https://issuu.com/ademing/docs/typographybook>
3. https://users.dimi.uniud.it/~antonio.dangelo/MMS/materials/Fundamentals_of_Multimedia.pdf

A20JMD202	STATE POLITICS AND CONSTITUTION	L	T	P	C	Hrs
		3	1	0	4	60

Course Objectives

- Understand the Indian political system.
- The role, rights and duties of a citizen.
- The power and functioning of democratic Institutions
- Widen the knowledge on various laws that are in accordance with the media.
- Apprise students of our electoral system.

Course Outcomes

After completion of the course, the students will be able to

- CO1** - Understand about Indian constitution, fundamental rights& duties, state policy, state and central relationship.
- CO2** - Understand the power and function of Indian democracy parliament.
- CO3** - Understand the judicial system
- CO4** - Understand the Electoral system, power &functioning.
- CO5** - Understand the power and functioning of judicial system.

UNIT I INDIAN CONSTITUTION**(12 Hrs)**

1. Indian Constitution: Salient Features &preamble
2. Fundamental Rights and Fundamental duties.
3. Directive Principles of state policy.
4. States and Union Territories & Centre-State Relations

UNIT II POWER AND FUNCTIONING OF DEMOCRATIC INSTITUTIONS**(12 Hrs)**

1. President and Vice President: Election and power
2. Prime Minister and the cabinet
3. Governor: Power & functions
4. Chief Minister and the cabinet
5. Parliament – Functions and powers

UNIT III JUDICIAL SYSTEM**(12 Hrs)**

1. State legislature – Functions and powers
2. Superior Judiciary - Supreme Court, High Courts
3. Subordinate Judiciary

UNIT IV ELECTORAL SYSTEM**(12 Hrs)**

1. Election Commission – Functions and powers
2. General Elections, Mid-Term Elections, By Elections
3. Elections of upper and lower houses
4. Election of President and Vice President
5. Multi-Party System - National and Regional Parties

UNIT V PARLIAMENT AND MAKING OF LAWS**(12 Hrs)**

1. Why do we need a Parliament?
2. Understanding Laws
3. Media Laws

Text Books

1. Shukla,V.N, “Constitution of India”, Eastern Book Company, Lucknow, 1st edition, 2001
2. Bakshi,P.M, “The Constitution of India”, Universal Law Publishing Co. Pvt. Ltd, 2nd edition, 2001
3. D.D.Basu, “An introduction to the Constitution of India”, J.C.Johri Indian Political System, 1st edition, 2000

Reference Books

1. Praveen Tiwari, “The Great Indian Conspiracy”, Bloomsbury India, 2nd edition, 2019
2. Sudha Pai, “Handbook of Politics in Indian States: Regions, Parties, and Economic Reforms” Oxford India Handbooks, 1st edition, 2018.
3. Himanshu Roy,M.P.Singh,A.P.S.Chouhan, State Politics in India,Primus Books, 1st edition, 2017.

Web References

1. <https://www.futuredirections.org.au/publication/the-politics-of-border-regions-in-the-formulation-of-indias-foreign-policy/>
2. <https://www.theindiaforum.in/category/politics>
3. <https://www.youth4work.com/Talent/Indian-Politics/Forum>

A20JML206**PHOTOGRAPHY LAB**

L	T	P	C	Hrs
0	0	4	2	30

Course Objectives

- To enhance knowledge about photography, still camera and lighting
- To strengthen their sense of visualization
- To impart creativity in photography work
- To apprise the students with techniques involved in various beats of photography
- To fortify their knowledge in various genres of photography

Course Outcomes

After completion of the course, the students will be able to

CO1 - Handle the camera Equipment in production

CO2 – Acquire knowledge in camera angle and shots, lens and camera exposure & camera setting

CO3 - Handle the Framing and composition in photography.

CO4 - Become a professional photographer.

CO5 - Have a better understanding in lighting techniques

Exercises/Assignments:

1. Familiarization with photography equipments
2. Study and Practice in various photographic cameras angles and shots
3. Study and Practice of DSLR Camera with various lenses
4. Study and Practice of varying exposure in DSLR Camera
5. Study and practice of Composition of rule of third
6. Shooting exercises in natural light
7. Shooting exercises in artificial light
8. Study and practice of montage
9. Making a photo feature on a specific topic by using own photographs
10. Making a photo feature after collecting photographs from newspapers/magazines
11. Making a photo journalism on a specific incident by using own photographs
12. Making a photo language on a specific incident by using own photographs

(The Students have to submit all the exercises as Record Work for Practical exam, which will be evaluated in viva)

Text Books

1. Ben Long, "Complete Digital Photography", Course Technology PTR, USA, 1st edition, 2010
2. Bruce Goldstein E, "Encyclopedia of Perception", SAGE Publications, New Delhi, 2nd edition, 2010
3. Linda Good, "Teaching and Learning with Digital Photography", Sage Publications, New Delhi, 1st edition, 2009

Reference Books

1. Peterson, Bryan, "Understanding Exposure", Watson-Guption Publications, 4th Edition, 2016.
2. Duchemin, David, "Within the Frame", New Riders Publication, 1st edition, 2016.
3. Szarkowski, John, "The Photographer's Eye, The Museum of Modern Art", New York Publisher, 2nd edition, 2007

Web References

1. <https://photographylife.com/photography-basics>
2. <https://photographylife.com/photography-basics>
3. <http://www.betterphotography.in/>

A20JMS202**SOFT SKILLS LAB****L T P C Hrs****0 0 4 2 30****(Common to B.A. English and B.Sc Visual Communication)****Course Objectives**

- To train students in soft skills in order to enable them to be professionally competent
- To facilitate the students for oral communication with confidence
- To enrich the sense of social responsibility and accountability of the students
- To help the students to train them for writing different types of resumes in keeping with the demands of the corporate world
- To train the students to work with team environment

Course Outcomes

After the completion of the course, the students will be able to

CO1 - Enhance the soft skills and compete professionally

CO2 - Speak and present the ideas with confidence

CO3 - Establish Interpersonal and leadership qualities

CO4 - Draft different types of effective and impressive resume that highlight their potential and expectation

CO5 - Demonstrate the quality of a team player to execute and manage things in professional and personal life

UNIT I SOFT SKILLS AND PERSONALITY DEVELOPMENT**(6 Hrs)**

1. Soft Skills: Meaning and Importance
2. Hard Skills versus Soft Skills
3. Power of Positive Attitude – Etiquette and Manners

UNIT II COMMUNICATION SKILLS**(6 Hrs)**

1. Oral Communication: Forms, Types of Speeches and Public Speaking
2. Presentation: Elements of Effective Presentation and Use of Visual Aids in Presentation
3. Non-verbal Communication: Body Language and Proxemics

UNIT III INTERPERSONAL SKILLS**(6 Hrs)**

1. Interpersonal Skills - Relationship Development and Maintenance and Transactional Analysis.
2. Negotiation- Types, Stages and Skills
3. Counseling Skills

UNIT IV EMPLOYABILITY SKILLS**(6 Hrs)**

1. Goal Setting
2. Career Planning
3. Corporate Skills
4. Group Discussion
5. Interview Skills - Types of Interview
6. Job Application – Cover Letter
7. Resume Preparation

UNIT V PROFESSIONAL SKILLS**(6 Hrs)**

1. Decision Making Skills
2. Problem Solving
3. Team Building Skills
4. Team Spirit – Time Management

Text Books

1. Sharma Prashant, "Soft Skills Personality Development for Life Success", BPB Publications, June 2018
2. Robbins / Hunsaker, "Training in Interpersonal Skills", New Delhi, 2015
3. Vishnu P. Singh, C.Subhas, Kapil Dev."Employability Skills", Asian Publication, 2014

Reference Books

1. Ghosh, B.N," Managing Soft Skills for Personality Development", New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.
2. Neera Jain and ShomaMukherji., " Effective Business Communication" New Delhi:Tata McGraw Hill Education Pvt. Ltd., 2012.
3. Ashraf Rizwi.M," Effective Technical Communication", New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2010.

Web References

1. https://www.mindtools.com/pages/main/newMN_LDR.htm
2. <https://www.skillsyouneed.com/ips/negotiation.html>
3. <https://www.investopedia.com/terms/i/interpersonal-skills.asp>

A20AET202	PUBLIC ADMINISTRATION	L	T	P	C	Hrs
		2	0	0	2	30

**(Compulsory Course designed as per the directions issued by Government of India, MHRD,
Department of Higher Education (Central University Bureau)
F.No.19-6.2014-Desk U Dated 19-05-2014)**

Course Objectives

- To introduce the elements of public administration
- To help the students obtain a suitable conceptual perspective of public administration
- To introduce them the growth of institution devices to meet the need of changing times
- To instill and emphasize the need of ethical seriousness in contemporary Indian Public Administration

Course Outcomes

After completion of the course, the students will be able to

CO1 - Understand the concepts and evolution of Public Administration.

CO2 - Be aware of what is happening in the Public Administration in the country

CO3 - Explain the Territory Administration in the State and the Centre

CO4 - Appreciate emerging issues in Indian Public Administration

UNIT I INTRODUCTION TO PUBLIC ADMINISTRATION (7 Hrs)

Meaning, nature and Scope of Public Administration and its relationship with other disciplines- Evolution of Public Administration as a discipline – Woodrow Wilson, Henry Fayol , Max Weber and others - Evolution of Public Administration in India – Arthashastra – Colonial Administration upto 1947

UNIT II PUBLIC ADMINISTRATION IN INDIA (8 Hrs)

Enactment of Indian Constitution - Union Government – The Cabinet – Central Secretariat – All India Services – Training of Civil Servants – UPSC – Niti Ayog – Statutory Bodies: The Central Vigilance Commission – CBI - National Human Rights Commission – National Women’s Commission –CAG

UNIT III STATE AND UNION TERRITORY ADMINISTRATION (8 Hrs)

Differential Administrative systems in Union Territories compared to States Organization of Secretariat: - Position of Chief Secretary, Functions and Structure of Departments, Directorates – Ministry of Home Affairs supervision of Union Territory Administration – Position of Lt. Governor in UT – Government of Union Territories Act 1963 – Changing trend in UT Administration in Puducherry and Andaman and Nicobar Island

UNIT IV EMERGING ISSUES IN INDIAN PUBLIC ADMINISTRATION (7 Hrs)

Changing Role of District Collector – Civil Servants – Politicians relationship – Citizens Charter - Public Grievance Redressal mechanisms — The RTI Act 2005 – Social Auditing and Decentralization – Public Private partnership.

Text Books

1. Avasthi and Maheswari, “Public Administration”, Lakshmi Narain Agarwal, 1st Edition, 2016.
2. Ramesh K.Arora, “Indian Public Administration: Institutions and Issues”, New Age International Publishers, 3rd Edition, 2012.
3. Rumki Basu, “Public Administration: Concept and Theories”, Sterling, 1st Edition, 2013.

Reference Books

1. Siuli Sarkar, "Public Administration in India", Prentice Hall of India, 2nd Edition, 2018.
2. M. Laxmikanth, "Public Administration", McGraw Hill Education, 1st Edition, 2011.
3. R.B.Jain, "Public Administration in India, 21st Century Challenges for Good Governance", Deep and Deep Publications, 2002.

Web References

1. <http://cic.gov.in/>
2. <http://www.mha.nic.in/>
3. <http://rti.gov.in/>
4. <http://www.cvc.nic.in/>

A20EAL201	NATIONAL SERVICE SCHEME	L	T	P	C	Hrs
		0	0	2	1	30

Course Objectives

- To introduce about various activities carried out by national service scheme
- To gain life skills through community service
- To gain awareness about various service activities performed in higher educational institutions.
- To give exposure about the use of technology to uplift the living standards of rural community.
- To induce the feeling of oneness through harmony of self and society

Course Outcomes

After completion of the course, the students will be able to

CO1 – recognize the importance of national service in community development.

CO2 – convert existing skills into socially relevant life skills.

CO3 – differentiate various schemes provided by the government for the social development

CO4 – identify the relevant technology to solve the problems of rural community.

CO5 – associate the importance harmony of nation with long term development

UNIT I INTRODUCTION TO NATIONAL SERVICE SCHEME (6 Hrs)

History and objectives, NSS symbol, Regular activities, Special camping activities, Village adaptation programme, Days of National and International Importance, Hierarchy of NSS unit in college. Social survey method and Data Analysis. NSS awards and recognition. Importance of Awareness about Environment, Health, Safety, Gender issues, Government schemes for social development and inclusion policy etc.,

UNIT II LIFE SKILLS AND SERVICE LEARNING OF VOLUNTEER (6 Hrs)

Communication and rapport building, problem solving, critical thinking, effective communication skills, decision making, creative thinking, interpersonal relationship skills, self- awareness building skills, empathy, coping with stress and coping with emotions. Understanding the concept and application of core skills in social work practice, Team work, Leadership, Event organizing, resource planning and management, time management, gender equality, understanding rural community and channelizing the power of youth.

UNIT III EXTENSION ACTIVITIES FOR HIGHER EDUCATIONAL INSTITUTIONS (6 Hrs)

Objective and functions of Red Ribbon Club, Swatchh Bharath Abhiyan, Unnat Bharat Abhiyan, Jal Shakthi Abhiyan, Road Safety Club, Environmental club and Electoral literacy club.

UNIT IV USE OF TECHNOLOGY IN SOLVING ISSUES OF RURAL INDIA (6 Hrs)

Understanding community issues, economic development through technological development. Selection of appropriate technology, Understanding issues in agriculture, fishing, artisans, domestic animals, health and environment.

UNIT V NATIONAL INTEGRATION AND COMMUNAL HARMONY**(6 Hrs)**

The role of Youth organizations in national integration, NGOs, Diversity of Indian Nation, Importance of National integration communal harmony for the development of nation , Indian Constitution, Building Ethical human Relationships, Universal Human Values, Harmony of self and Harmony of nation.

Reference Books

1. Joseph, Siby K and Mahodaya Bharat (Ed.), "Essays on Conflict Resolution", Institute of Gandhian Studies, Wardha, 2007.
2. Barman Prateeti and Goswami Triveni (Ed.), "Document on Peace Education", Akansha Publishing House, New Delhi 2009.
3. Sharma Anand, Gandhian Way, "Academic Foundation", New Delhi Myers G.Davi. "Social Psychology". New Delhi: Tata Mc.Graw Hill, 2007
4. Taylor E.Shelly et.al, "Social Psychology" 12th edition, New Delhi, Pearson Prentice Hall Singh, 2006
5. Madhu, "Understanding Life Skills, background paper prepared for education for all: The leap to equality", Government of India report, New Delhi, 2003.
6. Sandhan, "Life Skills Education, Training Module, Society for education and development", Jaipur. Radakrishnan Nair and Sunitha Rajan (2012), "Life Skill Education: Evidences form the field", RGNIYD publication, Sriperumbudur, 2005.
7. Government of India, "National Service Scheme Manual (Revised)", Ministry of Youth Affairs and Sports, New Delhi.
8. M. B. Dishad, "National Service Scheme in India: A Case study of Karnataka", Trust Publications, 2001

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1. <http://www.thebetterindia.com/140/national-service-scheme-nss/>
2. <http://en.wikipedia.org/wiki/national-service-scheme> 19=<http://nss.nic.in/adminstruct>
3. <http://nss.nic.in/propexpan>
4. <http://nss.nic.in>
5. <http://socialworknss.org/about.html>

