

**DEEN DAYAL UPADHYAY KAUSHAL KENDRA
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034
RESTRUCTURED SYLLABUS – 2019**

B.Voc. DIGITAL JOURNALISM -2019							
Sl. No	SECTION	SUBJECT CODE	SUBJECT TITLE	GC/ SC	T/L/ P	CATE GORY	CR
SEMESTER - I							
1	PART-I	UTL 1102 / UFR 1102 / UOL 1102	Tamil (Voc) – I / French For Communication (Voc) –I / General Hindi (Voc) – I	GC	T	RL	3
2	PART-II	UEL 1206 / UEL 1207	General English I (Advanced) (Voc) General English I (Intermediate) (Voc)	GC	T	GE	5
3	PART-III	UTL 1801/ UTL 1802/ UAN 1801	Basic Tamil – I (Voc) (L)/ Advanced Tamil (Voc) – I (L)/ Leadership Skills - I (T)	GC	T/L	NME	2
4	PART-III	UHE 1002	Value Education - I (Voc)	GC	T	VE	2
5	PART-IV	UDJ 1501	Understanding Journalism	SC	T	MC	6
6	PART-IV	UDJ 1502	Understanding Digital Journalism	SC	T	MC	6
7	PART-IV	UAN 1301	Basic Computer Skills	SC	L	AL	6
			Total Credits for Semester - I				30
SEMESTER - II							
8	PART-I	UTL 2102 / UFR 2102 / UOL 2102	Tamil (Voc) – II / French For Communication (Voc) –II / General Hindi (Voc) – II	GC	T	RL	3
9	PART-II	UEL 2206 / UEL 2207	General English II (Advanced) (Voc) General English II (Intermediate) (Voc)	GC	T	GE	5
10	PART-III	UTL 2801/ UTL 2802/ UAN 2801	Basic Tamil (Voc) – II (L)/ Advanced Tamil (Voc) – II (L)/ Leadership Skills - II (T)	GC	T/L	NME	2
11	PART-III	UHE 2002	Value Education - II (Voc)	GC	T	VE	1
12	PART-III	UHE 2003	Extension Activities	GC	L	EA	1
13	PART-IV	UDJ 2501	Reporting & Editing for Digital Media	SC	L	MC	6
14	PART-IV	UDJ 2502	Feature writing for Digital Journalism	SC	T	MC	6
15	PART-IV	UAN 2301	Graphic Design & Multimedia	SC	L	AL	6
			Total Credits for Semester - II				30
SEMESTER – III							
16	PART-II	UEL 3206 / UEL 3207	General English III (Advanced) (Voc) General English III (Intermediate) (Voc)	GC	T	GE	4

17	PART-III	UHE 3002	Environmental Studies (Voc)	GC	L	EVS	2
18	PART-III	UDJ	Media and the Margins	GC	T	SS	6
19	PART-IV	UDJ 3501	Media Analysis Techniques	SC	T	MC	6
20	PART-IV	UDJ 3502	Interactive Media Design	SC	L	MC	6
21	PART-IV	UVC	Photography	SC	L	AL	6
Total Credits for Semester - III							30
SEMESTER – IV							
22	PART-II	UEL 4206 / UEL 4207	General English IV (Advanced) (Voc) General English IV (Intermediate) (Voc)	GC	T	GE	4
23	PART-III	UDJ	ICT and Soft Skills Training	GC	T	SS	4
25	PART-IV	UDJ	Interactive Content & User Experience	SC	L	SS	4
24	PART-III	UDJ 4501	Communication Theories	GC	T	MC	6
26	PART-IV	UDJ 4502	Specialized Reporting	SC	L	MC	6
27	PART-IV	UAN	Scriptwriting	SC	L	AL	6
Total Credits for Semester - IV							30
SEMESTER – V							
28	PART-IV	UDJ 5501	Internet, IT Laws and Ethics	SC	T	MC	6
29	PART-IV	UDJ 5502	Research and Presentation Skills	SC	L	MC	6
30	PART-IV	UDJ 5503	Video Production	SC	L	MC	6
31	PART-IV	UDJ 5504	Convergent Journalism	SC	L	MC	6
32	PART-IV	UDJ	1. Reporting for social Change	SC	L	ES	6
33	PART-III	UDJ	2. Citizen Journalism		L	ES	
Total Credits for Semester - V							30
SEMESTER – VI							
33	PART-IV	UDJ 6501	Media Management & Professional Ethics	SC	L	MC	6
34	PART-IV	UDJ 6502	TV Production	SC	T	MC	6
35	PART-IV	UDJ 6503	1. Radio Journalism	SC	T	MC	6
36			2. Photojournalism				
37	PART-IV		Internship & Project	SC	P	PJ	12
Total Credits for Semester - VI							30

PROGRAMME SPECIFIC OUTCOMES (PSOs) - B.Voc. DIGITAL JOURNALISM - 2019

PSO 1: Define basic concepts, techniques and practices of media, journalism and communication.
PSO 2 – Collect, write, edit and translate news stories for various media publishers and platforms
PSO 3 – Demonstrate communicative, entrepreneurial and leadership abilities and ethical practices in workplace and society.
PSO 4 – Produce news photography, videography, newsreels and documentaries and critically evaluate and interpret media content.
PSO 5 - Design and produce magazines, newspapers for traditional and digital media.

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I	GE		5		5	5
Course Code		Course Title				
UEL 1206		GENERAL ENGLISH I (ADVANCED) VOC				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recall the essentials of grammar & show their vocabulary and pronunciation skills.	L1
CO2	Demonstrate basic skills in oral and written communication.	L3
CO3	Develop the skills and sub skills of listening & reading	L3
CO4	Examine various ethical practices with reporting.	L4
CO5	Analyse and discuss the dissemination of news across the globe.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5

CO1	M	M	M	L	M
CO2	S	S	L	L	S
CO3	M	M	M	L	M
CO4	M	M	S	M	L
CO5	M	L	S	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Basic Grammar, Vocabulary & Pronunciation

HOURS: 12

Parts of speech – Tenses in grammar and grammar concepts – Phrasal verbs, idioms & idiomatic expressions – Features of English pronunciation - Phonemic awareness – Phonics – Word stress - Sentence stress - Intonation – Most common grammatical & pronunciation errors.

UNIT II: Introduction to Reading Skills & Strategies

HOURS: 12

Scanning (Reading for specific information) – Skimming (Reading for gist) - Detailed reading and note taking – Developing reading speed – Understanding text and distinguishing text style.

UNIT III: Listening & Oral Communication Skills

HOURS: 12

Listening Skills - Active listening – Informational listening – Critical listening - Listening to understand the feelings and emotions of the speaker – **Oral communication skills** – small talk – daily conversations – impromptu speech – persuasive speech – Strategies to achieve fluency in English.

UNIT IV: Introduction to writing techniques & strategies

HOURS: 12

Structure & content development for formal & informal writing – mechanics of writing – coherence & cohesion in writing – Letter & email writing – Story writing – Note-making, Summarizing & paraphrasing.

UNIT V: Basic Presentation Skills

HOURS: 12

Self-introduction – Making presentations using PPT – Strategies for developing confidence to address the audience and deliver short speeches – Ways to make effective & powerful presentations.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	English Grammar in Use	Raymond Murphy			Fourth Edition
2	Level English	Helen Toner & John Reynolds	CUP	2008	
3	Face to face – Advanced Student’s Book	Gillie Cunningham & Jan Bell	CUP		
4	Business Communication Today	Courland L. Bovee, John V. Thill, Roshan Lal Raina		2017	

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	The man who knew too much	Alexander Baron	-	-	-
2	Matilda	Hilaire Belloc	-	-	-
3	Toasted English	R K Narayan	-	-	-
4	Refugee Mother and Child	Chinua Achibe	-	-	-
5	The Gypsy Goddess	Meena Kandasamy	-	-	-

Teaching Methodology

Classroom Facilitation; Guided Quiz; Panel Discussion; Debate; Group Activities; Weekly Journal writing; Compulsory Reading; Library Visit; Field Visit; Screening of feature films in English; Video recording and presentation of students’ speeches; In-classroom Presentations; Seminars; Workshops.

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I			5		5	5
Course Code		Course Title				
UEL 1207		GENERAL ENGLISH I (INTERMEDIATE) VOC				

Course Outcomes

COs	Statements	Bloom's Level
CO1	List and explain the parts of speech and importance of tenses in writing.	L1
CO2	Apply the elements of writing and create simple, flawless sentences and paragraphs.	L2
CO3	Classify and experiment with the writing styles for different media.	L2, L3
CO4	Examine idea generation and creative writing.	L4
CO5	Survey scripts of various genre.	L4

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	L	M
CO2	S	S	S	L	M
CO3	M	S	S	L	L
CO4	L	S	S	L	L
CO5	L	S	S	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I

HOURS: 12

Parts of Speech –Sentences-Tenses. Written: How to write simple sentences and how to write paragraphs. Spoken: How to greet people and how to give pep talks.

UNIT II

HOURS: 12

Selected stories of renowned writers like R.K.Narayan, Ambai, Ashokamitran, Anita Desai, etc.

UNIT III

HOURS: 12

Attempting basic sentence in S+V+C; S+V+O; S+V+V A forms, paragraphs and short stories in the 3 basic tenses. Familiarizing power adjectives, adverbs, words as different parts of speech. Fill in the blanks exercises

UNIT IV

HOURS: 12

Introduction to basics of short story writing through Hints development, Exercises with stories, Jumbled sentences.

UNIT V

HOURS: 12

Writing formal and informal letters, loud reading and silent reading and reading comprehension. Reading newspaper articles and writing articles.

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	Essential English Grammar	Raymond Murphy	Cambridge University press	2000	2 nd edition
2	Communicative Grammar of English	Geoffrey Leech and Jan Svartvik.	Routledge	2003	3 rd edition
3	English workbook tailor made for students. "Easy 1,2,3, Spoken Grammar"	Tresa Xavier	-	2000	-

4	Longman English Grammar Practice	L. G. Alexander	Longman	1990	
5	Effective Communication	John Adair	Pan Macmillan Ltd, London	2003	Unabridged edition

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	How To Write Like a Professional	J. L. Barkas	Arco Publishing, Inc.	1985	
2	Essentials of Business Communication	Mary Ellen Guffey and <u>Dana Loewy</u>	CENGAGE Learning Custom Publishing	2012	International edition
3	The Elements of Style	William Strunk Jr, and <u>E. B. White</u>	Pearson Publications	1999	4 th edition
4	Fundamentals of English Grammar	B. S. Azar	Longman White Plains	2003	

Teaching Methodology

Written activities; Class-room lectures; Group activities; Presentations; Basic grammar tests

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I			2		2	2
Course Code		Course Title				
UAN 1801		LEADERSHIP SKILLS (VOC) - I				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Define soft skills, character, and personality concepts and models.	L1
CO2	Demonstrate goal setting and creative visualization methods.	L2
CO3	Apply leadership mastery principles professionally and personally.	L3
CO4	Examine time and stress management techniques and factors impacting it.	L4
CO5	List out life changing habits and explain.	L4, L5

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	L	M
CO2	L	S	S	L	S
CO3	L	S	S	L	M
CO4	L	S	S	L	S
CO5	L	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I	HOURS: 12
Purpose driven pursuit of life, creator-creation alignment, self-discovery and self-esteem, character versus personality traits, power of positivity and the attitude factor. The checklist for life habits.	

UNIT II	HOURS: 12
Subconscious mind programming; universal laws of the mind-research. Dreaming big, action commitment and written goal setting. Comfort zone breaking skill. Creative visualization process and procedure.	

UNIT III**HOURS: 12**

Time management and stress management basics; self-discipline, concentration and concentration. Coping with anger, failure, criticism, conflict and change (change adaptation and failure managing principle).

UNIT IV**HOURS: 12**

Effective communication (art of speaking and listening); the win-win attitude building blocks; problem solving, decision making and idea generation methods and manners.

UNIT V**HOURS: 12**

Having a role-being and becoming one; the journey from ordinary to extraordinary; entrepreneurship and self-mastery design.

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>60 Principles For Success</i>	Dr. A. Peter	Better Yourself Books	2009	
2	<i>The 7 Habits of Highly Effective People</i>	Stephen Covey	Simon & Schuster; India Only edition	2013	Paperback, Special Anniversary Edition
3	<i>Think and Grow Rich</i>	Napoleon Hill	Amazing Reads	2014	
4	<i>Infiniteism – Monthly Growth Magazine</i>	Mahatria Ra	Edited and published by Mahatria		Current Edition on E book

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>You Can Win</i>	Shiv Khera	Bloomsbur	2014	

			y India		
2	<i>The Power of Positive Thinking</i>	Norman Vincent Peale	Touchstone	2003	Reprint edition

Teaching Methodology

Classroom Lectures; Group Discussion; Workshops.

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I			6		6	6
Course Code		Course Title				
UDJ 1501		UNDERSTANDING JOURNALISM				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recall the history, social and cultural roles of media in society.	L1
CO2	Identify and explain the functioning of press.	L2
CO3	Demonstrate the understanding of differences between government and press.	L3
CO4	Examine various ethical practices with reporting.	L4
CO5	Analyse and discuss the dissemination of news across the globe.	L4

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	L	L
CO2	M	L	M	M	L
CO3	L	L	M	L	L
CO4	L	M	S	M	S
CO5	M	M	S	L	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Basics of Journalism

HOURS: 10

Journalism - Definition and Meaning - Purpose of Journalism - Nature and Scope of Journalism, Elements of Journalism - Different Types of Journalism - Key terminologies in Journalism.

UNIT II : History of Journalism

HOURS: 20

History of Journalism in India – Hicky’s Gazette, Indian Language press, Censorship and the mutiny, The Indian press act, Censorship under the emergency - National Movement and Indian Press.

UNIT III : Theories of Press

HOURS: 20

Normative Theories of Press - Authoritarian Theory - Libertarian Theory - Social Responsibility Theory - Totalitarian Theory - **Alternative Theories** - Development Communication Theory - Democratic Participant Theory.

UNIT IV : Media Codes and Ethics

HOURS: 20

Press Council - Journalistic Ethics - Laws and Regulations in India – RNI – ABC; Origin of Print Media - Development and fall of News Agencies - Press and Emergency.

UNIT V : International Newspapers

HOURS: 20

Social, Economic and Political Issues – Global issues – International media - Articles from The guardian, News statesman, China Daily, The Asahi Shimbun (Japan), Al Jazeera (Qatar), The Moscow times.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Mass Communication in India</i>	Keval J Kumar	Jaico Publication	2000	4 th Edition
2	From <i>India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press</i>	Jeffrey, Robin	Oxford University Press	2000	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>The Routledge Companion to News and Journalism</i>	Allan, Stuart	Routledge	2012	-
2	<i>Four Theories of the Press</i>	<u>Fred T. Siebert,</u> <u>Theodore Peterson,</u> <u>Wilbur Schramm</u>	<u>University of Illinois Press</u>	1963	-

Teaching Methodology:

Classroom Lectures; Audio Visual Presentations; Discussion and presentation of Case studies.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I			6		6	6

Course Code	Course Title
UDJ 1502	UNDERSTANDING DIGITAL JOURNALISM

Course Outcomes

COs	Statements	Bloom's Level
CO1	List basic concepts of Digital Journalism	L1
CO2	Understand key aspects of online media.	L2
CO3	Apply digital media skills.	L3
CO4	Analyse various aspects of the web.	L 4
CO5	Infer digital media for new learning's and contributions.	L4

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	M	M
CO2	S	M	L	M	M
CO3	M	S	M	M	M
CO4	L	M	M	S	S
CO5	M	M	M	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Basic Understandings and Impact

HOURS: 20

Defining digital media - Evolution of Digital Media: Arpanet project, Worldwide Web, Artificial Intelligence - Five pillars of digital writing - Analytics, aggregation, curation – Convergence – Mixed journalism – Globalization.

UNIT II : Multiple Arms and Methods of Digital Journalism**HOURS: 18**

Social Media, Gateway for News – Attention Economy- Hybrid news- Niche sites and audience fragmentation – News sources and reporting techniques of the digital era – Graphical story telling.

UNIT III : Digital Practices**HOURS: 12**

Live blogging and real time reporting – Multimedia story telling techniques – e-papers/magazines.

UNIT IV : Niche Domain of Digital Journalism**HOURS: 18**

Citizen Journalism - Internet and Political Mobilization - New Voice for Marginalized Sections and Political Dissent – Immediacy vs accuracy.

UNIT V : Political, Legal and Ethical Considerations**HOURS: 22**

Digital Media ethics and legalities - Obscenity, Pornography and Privacy – Digital manipulation, image, audio, video – socio-political-gender aspects of trolls, paid trolls – Corporatization of digital media – Cross media ventures.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound</i>	Lynda Felder	Peachpit Press		4 th Edition
2	<i>Online Journalism, Principles and Practices of News for the Web</i>	James C. Foust	Holcomb Hathaway Pubs		-
3	<i>Journalism Next: A Practical Guide to Digital Reporting and Publishing</i>	Mark Briggs	Sage Publications		
4	<i>Digital Cultures: Understanding New Media</i>	Creeber, Glen and Martin, Royston	McGraw Hill, United Kingdom	2009	

5	<i>Digital Natives, Digital Immigrants On the Horizon</i>	Prensky, Marc.	University Press, MCB	October 2001, Vol . 9 No. 5	
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Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Citizen Journalism: Global Perspectives</i>	Eds. Throes, Eina and Allan, Stuart	Peter Lang, New York	2009	-
2	<i>Digital Media and Democracy: Tactics in Hard Times</i>	Eds. Bolaer, Megan	MIT Press, Cambridge	2008	-
3	<i>Public Journalism 2.0: The Promise and Reality of a Citizen Engaged Press</i>	Eds. Rosenberry, Jack and John, Breton St.	Routledge, United Kingdom	2010	-

Teaching Methodology:

Classroom Lectures; Guest Lectures; Group Discussions; Interactive activities.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I		6			6	6
Course Code		Course Title				
UAN 1301		BASIC COMPUTER SKILLS				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Define the functions of a computer, its system components and identify types and characteristics of various peripherals.	L1/L3
CO2	Illustrate the impact of social media, social media etiquette and safe computing practices, including threats to computer safety.	L2
CO3	Develop skills in performing fundamental tasks common to most application software.	L3
CO4	Build skills to use word processing software to create documents and MS Excel software.	L6
CO5	Build skills to use presentation software to create a presentation including basic components.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	S	S
CO2	S	M	S	M	M
CO3	M	M	S	M	S
CO4	S	S	M	L	S
CO5	M	M	S	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Introduction to Computer

HOURS: 6

Operating Systems -Basics of Storage Concepts - Cloud Computing – Usage of Social Media – Social networking – Social media etiquette – Sorting & archiving emails – Cyber Security - File extension – Online apps – Plagiarism check online – File conversion – Educational search engines – Keyboard shortcuts.

UNIT II : Microsoft Word**HOURS: 18**

Creating a document & 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 – **Working with Tables** Creating Tables –Restrict Formatting. **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, Autocorrect, Using Thesaurus and Translation Tools. – **Print Settings.**

UNIT III : Microsoft Excel**HOURS: 12**

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 – Pivot Tables – Data Analysis Tools

UNIT IV : Microsoft Power Point**HOURS: 18**

Introduction: Managing the Presentation - 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 V : Microsoft Publisher**HOURS: 9**

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

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Fundamentals of Computers</i>	E. Balagurusamy	-	-	4 th Edition
2	<i>Learning Computer Fundamentals, MS Office and Internet & Web Technology</i>	Dinesh Maidasani	-	-	-
3	<i>Cloud Computing – Web based Applications that change the way you work and collaborate online</i>	Michael Miller	Pearson	-	-

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	Adobe Creative Team, “Adobe Photoshop CS6 Classroom in a Book	-	Adobe	2014	-
2	Teach Yourself Visually Word 2010 Paperback	Elaine Marmel	-	-	-
3	Teach Yourself Visually Excel 2010	Paul	-	-	-
4	Teach Yourself Visually PowerPoint 2010	Bill	-	-	-

Teaching Methodology:

Extensive Practical Sessions; Guest Lectures; Sessions by Industry Experts; Assignments

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II			5		5	5
Course Code		Course Title				
UEL 2206		GENERAL ENGLISH II (ADVANCED) VOC				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Show proficiency the use of the English language that will help them become effective communicators in real world.	L1
CO2	Demonstrate basic skills and strategies to communicate orally.	L2
CO3	Develop basic strategies & skills in writing and contribute to the print and electronic media.	L3
CO4	Explain basic concepts in academic writing.	L5
CO5	Design basic strategies in the art of influencing people and using basic corporate communication skills.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	M
CO2	M	L	S	M	M
CO3	S	L	M	M	S
CO4	M	M	M	M	S
CO5	M	M	S	M	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Grammar and real world

HOURS: 12

Grammar structures for usage in daily routines and real world. Functional language - Finding the right information and planning how to respond - Expressing Opinion - Making Suggestion - Expressing Preference – Expressing Agreement, Partial Agreement, Slight Disagreement, Strong Disagreement - Invitations - Listening, interrupting politely and moving things on - Asking questions, being clear and persuading people - Using formal or informal language.

UNIT II : English for Oral Communication

HOURS: 18

Longer conversations, Speeches presentation on current and socially relevant topics, persuasive speech, debates, and panel discussions, barriers in oral communication & strategies to overcome the barriers.

UNIT III : English for Written Communication

HOURS: 12

Writing letters, effective formal and informal email writing, writing abstracts, writing for newspapers, magazines and social media, argumentative essay writing, report writing.

UNIT IV : Introduction to Academic Writing

HOURS: 12

Basic concepts and terminologies of academic writing - cohesion & coherence - grammatical accuracy – correct & effective use of linkers - phrases & clauses - plagiarism in writing – Formal language Vs Informal language – Basic rules for referencing.

UNIT V : English for Professional Communication

HOURS: 12

Communicative language for professionals - group discussion language - effective language use, strategies and techniques in corporate interactions - effective online interaction.

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	English Grammar in Use	Raymond Murphy	-	-	4 th Edition
2	Level English	Helen Toner & John	-	2008	-

		Reynolds			
3	Academic Writing: A guide to tertiary level writing	Edited by Dr Natilene Bowker	-	2007	-
4	Business Communication Today	Courland L. Bovee, John V. Thill, Roshan Lal Raina	-	2017	-

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	Speaking and Writing for Effective Business Communication	Francis Soundararaj	-	-	-
2	Foundations of Business Communication: An integrative approach	-	Tata McGraw Hill	2006	-
3	Become Proficient In Speaking and Writing - Good English: Practical Short Cuts To Write and Speak Correct English Effectively.	Archana Mathus	Amazon	-	-

Teaching Methodology:

Classroom Facilitation; Guided Quiz; Panel Discussion; Debate; Group Activities; Weekly Journal writing; Compulsory Reading; Library Visit; Field Visit; Screening of feature films in English; Video recording and presentation of students' speeches; In-classroom Presentations; Seminars; Workshops.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I			5		5	5
Course Code		Course Title				
UEL 2207		GENERAL ENGLISH II (INTERMEDIATE) VOC				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Relate the different texts, their moral, characterization and theme to life.	L1
CO2	Explain the basic ideas from subjective experience.	L2
CO3	Identify the areas of improvement and excellence from the knowledge gained.	L3
CO4	Categorize and distinguish communication mediums, process and barriers.	L4
CO5	Analyze the concepts practically and with conviction.	L4

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	L	M
CO2	S	S	S	L	M
CO3	M	S	S	L	L
CO4	L	S	S	L	L
CO5	L	S	S	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I

HOURS: 12

Enhancing Communication and fine tuning attitude – through appreciation and application of literary texts: Living Amicably from Dr. A.P.J. Abdul Kalam’s Autobiography ‘Wings of Fire’; The way we see the Problem is the Problem– Stephen Covey (An excerpt from Seven Habits of highly effective people); An extract from ‘The test of my life,’ Yuvraj Singh; ‘You can’t be that, no, you can’t be that’ poem by Brian Patten.

UNIT II

HOURS: 12

Introduction - Understanding Communication - Communication Process, Barriers, channels of Communication (Intrapersonal and interpersonal). Importance of Communication in the Workplace. Common expressions for usage in communication.

UNIT III

HOURS: 12

Different forms of communication. Advantages and disadvantages of Oral Communication and written communication - Advantages and Disadvantages of Media Communication.

UNIT IV

HOURS: 12

Resumes and Cover Letters – Introduction - Writing a Resume; Writing Job Application Letters – proof reading process. Other Letters about Employment , g-mail, drafting formal and informal letters.

UNIT V

HOURS: 12

Group Discussion – Interviews skills (self-introduction and FAQs). Common expressions in an interview, resume, and work communication. Describe the organization’s health, safety and security policies and procedures.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Your First Resume</i>	Ron Fry	Delmar Cengage Learning	2001	5 th edition

2	<i>Essentials of Business Communication</i>	Mary Ellen Guffey and <u>Dana Loewy</u>	CENGAGE Learning Custom Publishing	2012	International edition
3	<i>The Elements of Style</i>	William Strunk Jr, and <u>E. B. White</u>	Pearson Publications, United Kingdom	1999	4th edition
4	<i>How to Prepare for Group Discussion and Interview</i>	Hari Mohan Prasad	Tata McGraw-Hill Publishing Company Ltd	2005	
5	<i>Body Language</i>	Allan Pease	Manjul Publishing House	2014	New edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>The Elements of Style</i>	William Strunk Jr, and <u>E. B. White</u>	Pearson Publications, United Kingdom	1999	4th edition
2	<i>How To Write Like a Professional</i>	J. L. Barkas	Arco Publishing, Inc., New York	1985	
3	<i>How to Prepare for Group Discussion and Interview</i>	Hari Mohan Prasad	Tata McGraw-Hill Publishing Company Ltd	2005	

Teaching Methodology

Written activities; Class-room lectures; Group activities; Presentations; Basic grammar tests

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
I			2		2	2
Course Code		Course Title				
UAN 2801		LEADERSHIP SKILLS (VOC) - II				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Define leadership concepts and models.	L1
CO2	Summarize the characteristics of a successful leader.	L2
CO3	Identify the factors which influence attitude.	L3
CO4	Examine the power of human mind through NLP	L4
CO5	List out life changing habits and explain.	L4, L5

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	L	M
CO2	L	S	S	L	S
CO3	L	S	S	L	M
CO4	L	S	S	L	S
CO5	L	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I

HOURS: 6

Principles of growth and change. Habits defined. a. Proactivity b. Begin with the end in mind. c. Prioritization d. Win-win attitude. e. Empathy d. Synergy.

UNIT II

HOURS: 6

Attitude awareness creation. Thoughts to destiny manifestation process. Relationship between attitude and success. Three factors influencing attitude. -environment, education and experience. Benefits of positive attitude. Consequence of negative attitude. Characteristics of an optimist. Winner versus losers.

UNIT III

HOURS: 6

Daily check list for life: time mastery-gaining more invested time, habitual reading, written goal setting, gestures of love and care to all, gratitude meditation, planning and reflection, intrapersonal positive self-talk, being a volunteer.

UNIT IV

HOURS: 6

An introduction to NLP, the principle behind. An approach to communication and personal development through NLP. Stories from the great masters- motivational stories for NLP.

UNIT V

HOURS: 6

The definition and measure of success. The problems or challenges to success (real versus imaginary); the gifts of failure; life of choices or chances; qualities of a successful person. 10 qualities that make you a successful person. 20 qualities that make you a failure.

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>60 Principles For Success</i>	Dr. A. Peter	Better Yourself Books	2009	

2	<i>The 7 Habits of Highly Effective People</i>	Stephen Covey	Simon & Schuster; India Only edition	2013	Paperback, Special Anniversary Edition
3	<i>Infiniteism – Monthly Growth Magazine</i>	Mahatria Ra	Edited and published by Mahatria		Current Edition on E book
4	<i>You Can Win</i>	Shiv Khera	Bloomsbury India	2014	

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Introduction to Psychology</i>	Morgan and King	Tata McGraw-Hill Publishing Company Ltd, New Delhi.	1993	
2	<i>Think and Grow Rich</i>	Napoleon Hill	Amazing Reads	2014	
3	<i>Understanding Life Skills</i>		UNESCO Digital Library		
4	<i>Who Will Cry When You Die</i>	Robin Sharma	Jaico Publishing House	2006	First edition
5	<i>The 8th Habit: From Effectiveness to Greatness</i>	Stephen Covey	Free Press	2005	Reprint edition

Teaching Methodology

Topics brainstormed through reading, paraphrasing and analysing, Classroom Lectures, Group, Discussion, Workshops, Guest Lectures, Ted talks and other relevant videos

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II		6			6	6
Course Code		Course Title				
UDJ 2501		REPORTING AND EDITING FOR DIGITAL MEDIA				

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the concept of news.	L1
CO2	Identify and explain the basic principles of reporting.	L2
CO3	Demonstrate the art of editing a news story.	L3
CO4	Examine various terms associated with reporting.	L4
CO5	Analyse and discuss the reporting for different beats.	L4

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	L	L
CO2	S	S	L	L	L
CO3	L	S	M	S	S
CO4	M	S	M	S	S
CO5	M	S	S	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Understanding News	HOURS: 15
What is news? - Functions of News - News values - elements of Newsworthiness - Types of News - characteristics of news story – Influence of digital platforms.	

UNIT II : Principles and Techniques of Reporting**HOURS: 20**

5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story –lead and kinds of lead – News writing styles – problems and pitfalls in reporting – Attribution – Using online-offline sources – Offline and online verification.

UNIT III : Types of Reporting**HOURS: 20**

Kind of beats – News feature – Investigative reporting – Editorial - Letters to Editor - Role and qualities of a journalist – Issues involved in reporting National, International and regional news – Digital beats.

UNIT IV : Editing**HOURS: 15**

Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance – Editing using digital devices.

UNIT V : Online Journalism**HOURS: 20**

Online Research and Reporting - Development Journalism - Practical Exercises in Online Writing and Editing.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Journalism 2.0</i>	Briggs, Mark	Knight Foundation	2007	-
2	<i>Inside Reporting, A Practical guide to the craft of journalism</i>	Harrower, Tim	McGraw Hill Education	2012	-
3	<i>News Reporting and Writing</i>	Mencher, Melvin	Mc-Graw Hill Book company	2010	-
4	<i>Headlines Writing</i>	Saxena, Sunil	Sage Publications India	2006	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Journalism Online, Oxford</i>	Ward, Mike	Taylor and Francis	2013	-
2	<i>Writing and Reporting News: Coaching Methods</i>	Rich, E	Thomson Learning	2000	
3	<i>News Sub-editing</i>	Hodgson, F.W	Focal Press	1998	-
	<i>News Gathering</i>	Stone, G	Harper Collins	1992	-

Teaching Methodology:

Classroom Lectures; Interaction with Journalists; Industry Visit.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II		6			6	6
Course Code		Course Title				
UDJ 2502		FEATURE WRITING FOR DIGITAL JOURNALISM				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand various feature writing formats	L1
CO2	Understand key aspects of online media.	L2
CO3	Apply digital media skills.	L3
CO4	Analyse various aspects of the web.	L 4

CO5	Infer digital media for new learnings and contributions.	L4
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Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	M
CO2	S	S	L	M	M
CO3	M	S	M	L	M
CO4	L	M	M	S	S
CO5	S	M	M	S	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Essentials of writing

HOURS: 10

Definition of News - Hard News and Soft News - Feature Writing: Interpretive Writing, Investigative Writing – Short form vs long form – immersive writing – Audience interaction – Creativity and feature writing.

UNIT II : Anatomies of Features

HOURS: 20

Difference between news and features, generate ideas, pitching, theme, picking up subject matter, sourcing, finding and cultivation resource, extrapolation, synthesis, localization, projection, viewpoint switching, and Nut graph, Logical and ethical considerations, first drafts, voicing out, getting commissioned. Primary story point, producing research based evidences. Narrative journalism first, second and third person feature writing.

UNIT III : Crafting the story

HOURS: 16

Leads and endings, managing the middle, Six part guide of reporter -History, scope, reasons, impacts, counters moves, futures, altering stories, Story dimension- Time, scope, variety, movement, reporter's role. Word crafts language, style, cadence, pace, rhythm, consistency of tone, person, tense and style. Using sources and feature interviewing techniques.

UNIT IV : Types of features**HOURS: 16**

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 V Editorials**HOURS: 10**

Opinion Piece – Editorial: Importance of Editorials, Who Writes Editorials? The Editorial Board, Editorial Page Editor- Open Editorials – Column - Commentary – Middle, Editorial Cartoons.

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	<i>Feature Writing: A Practical Introduction</i>	Pape, Susan and Featherstone, Sue	Sage Publications, New Delhi,	2006	-
2	<i>The Complete Book of Feature Writing</i>	Witt, Leonard	Writer’s Digest Books, Ohio	1991	-
3	<i>Feature Writing for Journalism and Media Students</i>	Rowe	Oxford University Press, Oxford	2016	-

Books for Reference

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	<i>Professional Feature Writing</i>	Garrison, Bruce	Routledge Publications, United Kingdom	2014	-
2	<i>Handbook of Magazine Article Writing</i>	Eds Ruberg, Michelle.	Writer’s Digest Books, Ohio	2008	-
3	<i>The Art and Craft of Feature Writing: Based on the Wall Street Journal Guild</i>	Blundell, William E	New American Library	1988	-

Teaching Methodology

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

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
II		6			6	6
Course Code		Course Title				
UDJ 2301		GRAPHIC DESIGN & MULTIMEDIA				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Explain the evolution of digital art and multimedia.	L2
CO2	Identify the purpose and scope of design for digital, Print and Web	L3
CO3	Apply the elements and principles of design to draft brand stationaries and understand the print medium better.	L3
CO4	Analyze an existing brand design for a company as an aesthetic practice.	L4
CO5	Compose a digital illustration for different mediums of media.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	M	S
CO2	S	S	S	L	S

CO3	S	S	S	M	S
CO4	S	S	M	L	M
CO5	S	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Introduction to graphic design

HOURS: 8

Introduction to graphic design- role of design in society- visual elements of graphics design- color wheel – color spectrum- shapes – geometric- organic- textures – pattern- space – form – typography- space- contrast – hierarchy- alignment- balance- proximity – repetition- functions.

UNIT II : Mediums and Layouts

HOURS: 12

Types of Printing Medium- Principles of Layout and Designing - Elements of Layout; Adding Images - Typography on Computer Layout - Dummy Make-up.

UNIT III : Branding

HOURS: 20

What is branding- brand identity- design brief – branding methods and techniques- monitoring and rebranding- iconography – typography- using branding style guides- brand story- audience – supporting graphics.

UNIT IV : Introduction to Computer Graphics / Multimedia

HOURS: 20

Computer Graphics, Multimedia – hardware and software- application of computer graphics pixels- co-ordinates- real number co-ordinate system – aspect ratio- color models– multimedia in terms of computing – classification – system impaction – text- graphics-audio- video – multimedia modality- encoding type- storage material – transmission strategy.

UNIT V : Introduction to multimedia

HOURS: 10

Creating poster design using basics tools – selection- magic wand- pen tool – text – clone tool – stamp – colour correction and adjustments.

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol./Edition
1	<i>Newspaper Layout and Design Tracking</i>	Moen, Daryl R	Iowa State Press, Iowa	2008	2nd Edition
2	<i>The Newspaper Designer's Handbook</i>	Harrower, Tim. and Elman, Julie.	McGraw Hill, New York,	2012	1 st edition
3	<i>The Elements of Style</i>	Strunk Jr, William. and White E.	Pearson Publications, United Kingdom,	1999	-

Websites for Reference

S.No.	Link
1	Adobe Resources Photoshop - https://www.adobe.com/in/products/photoshop.html?promoid=PC1PQQ5T&mv=other Illustrator: https://www.adobe.com/in/products/illustrator.html InDesign: https://www.adobe.com/in/products/indesign.html
2	https://faculty.washington.edu/farkas/dfpubs/Farkas-Farkas-Graphic%20Design-Ch11Principles%20of%20Web%20Design.pdf
3	https://d3ui957tjb5bqd.cloudfront.net/ebooks/BeginnersGuidetoBranding.pdf

Teaching Methodology

Classroom Lectures; Project Work; Guest Lectures.

Evaluation Pattern

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	GE		T		4	4

Course Code	Course Title
UEL 3206	GENERAL ENGLISH III (ADVANCED) VOC

Course Outcomes

COs	Statements	Bloom's Level
CO1	Show proficiency in academic writing.	L1
CO2	Demonstrate basic speaking skills.	L3
CO3	Build basic strategies & skills in writing for media.	L3
CO4	Distinguish various terminologies and basic concepts in academic writing.	L4
CO5	Simplify ideas and language for various media consumers.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	L	S
CO2	M	S	S	L	L
CO3	M	S	S	M	M
CO4	M	S	M	L	L
CO5	M	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Understanding texts for essays and Language for writing HOURS: 12 Reading: Understanding texts for essays – Skimming and scanning – Identifying the sequence of ideas – Understanding the implicit meanings – Inferring the meaning of words – Listening and speaking: Introducing your presentation – Clarifying key terms – Writing skills: Understanding how essay types are organized – Drafting introduction to an essay – Language for writing – Grammar and practice: Avoiding repetition: that (of) and those (of) – Word families: linking parts of texts – Verb-noun collocations.

UNIT II: Prioritizing what you read and Preparing slides for presentation HOURS: 12 Reading: Selecting and prioritizing what you read – Thinking about what you already know –
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Inferring the meaning of words – Vocabulary building 1: collocations & cause-effect markers – Retelling what you have read – **Listening and speaking:** Preparing slides for presentations – Choosing the right type of chart for a slide – Presenting charts – Pronunciation: numbers & inserts
Writing skills: Using claims to plan essays – Supporting claims with evidence – **Grammar and practice:** Complex noun phrases – Countable and uncountable nouns – Adjectives meaning large or important – Prefixes.

UNIT III: Predicting the content of a text and Referencing

HOURS: 12

Reading: Predicting the content of a text – Reading for details – Scanning for information – Understanding implicit meanings – Vocabulary building: adjectives – Thinking about ways of taking notes– **Listening and speaking:** Making suggestions in group work – Pronunciation: stress in adjectives ending in –ic and –ical **Writing skills:** Referring to other people’s work- Using in-text references – Language for writing: reporting verbs – **Grammar and practice:** Impersonal it-clauses: saying that something is important, interesting, etc. Word families Nouns with related adjectives ending –ic and –ical – Reporting verbs.

UNIT IV: Reading in detail and Generating ideas

HOURS: 12

Reading: Thinking about what you already know – Reading in detail – Taking notes – **Vocabulary building:** word families, adjective-noun collocations – Collecting information for an essay – Taking notes for essay writing - **Listening and speaking:** Working with colleagues: generating ideas and reporting – **Pronunciation:** dividing speech into units **Writing skills:** Language for writing: the grammar of reporting verbs, comparing and reporting what you need **Grammar and practice:** Linking parts of a text: conjunctions and sentence connectors, Single-word verbs – Word families.

UNIT V: Recognizing plagiarism and Reaching a consensus in group work

HOURS: 12

Reading: Recognizing plagiarism – Getting started – Identifying the main ideas in a text – Summarizing what you have read – **Vocabulary building:** single-word verbs and multi-word verbs – Vocabulary in context: hedging adverbs - **Listening and speaking:** Reaching a consensus in group work – Pronunciation: contrasts - **Writing skills:** Using paraphrases – Including quotations in your writing – **Grammar and practice:** Articles: zero article and the Complex prepositions – Person, people, peoples.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Cambridge Academic English – An integrated skills course for EAP – Upper Intermediate –				

	Student's Book				
2.	GEMS OF IMAGINATION	Siby James and Febu George	Cambridge University Press	2018	
3.	English newspapers and magazines				

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Speaking and Writing for Effective Business Communication	Francis Soundararaj			
2.	Foundations of Business Communication: An integrative approach		Tatal McGraw Hill	2006	
3.	Become Proficient In Speaking and Writing - Good English: Practical Short Cuts To Write and Speak Correct English Effectively	Archana Mathur			

Online Resources:

1. BBC Learn English (app)
2. 6 Mins English (app)
3. English Conversation (app)
4. TALK English Speaking Practices (app)
5. <https://www.ted.com/>
6. <https://www.bbc.com/>

Teaching Methodology

Classroom Facilitation, Guided Quiz, Panel Discussion, Debate, Group Activities, Weekly Journal writing, Compulsory Reading, Library Visit, Field Visit, Screening of feature films in English, Video recording and presentation of students' speeches, Presentations, Seminars & Workshops

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III	GE		T		4	4
Course Code		Course Title				
UEL 3207		GENERAL ENGLISH III (INTERMEDIATE) VOC				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recall the basic concepts of grammar and communication.	L1
CO2	Demonstrate appropriate use of English for academic writing.	L2
CO3	Apply LSRW approach to language and literature.	L3
CO4	Compare and interpret different texts in various contexts	L4
CO5	Classify and describe different genres of literature	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	L	M
CO2	S	S	S	L	M
CO3	M	S	S	L	L
CO4	L	S	S	L	L
CO5	L	S	S	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Rhetorical devices of traditional and contemporary English

HOURS: 12

The five canons of rhetoric. the good and bad rhetoric. ancient and modern rhetoric (new rhetoric). components of persuasion. English for personal and social skill enhancement: extracurricular skills (public speaking, group discussion and debates), learning contextual meaning of words through newspaper and magazine reading and comprehension. practical grammar for effective communication (prepositions)

UNIT II: Stylistic devices for creative writing**HOURS: 12**

Genres of literature. connotations, collocations and register. effective use of words and expression- an analytical study of newspaper articles (horoscopes, problems pages, fashion world, sports columns, etc.) and magazines. various literary devices: definition, allusion, diction, epigraph, euphemism, foreshadowing, imagery, metaphor, personification, point of view, structure. Writing for mass media: understanding mass media characteristics, issues, nature, effects and scope in the Indian society.

UNIT III: Art of storytelling and narratology**HOURS: 12**

Various narrative techniques. first, second and third person narratives. Writing for newspapers, magazines, internet, appreciating art, etc. vocabulary from politics, law, economy, finance, environment, etc. Identification of formal and informal words, descriptive adjectives, adverbs. practical grammar for effective communication (direct and indirect speech, active and passive voice)

UNIT IV: Business reports, digital etiquettes and professionalism**HOURS: 12**

Characteristics of a good report. Types and classification of reports. Culture specific business etiquettes and intercultural communication. Global contact and language enrichment. Intercultural communication training with films. Practical grammar-modal auxiliaries and its multiple usages.

UNIT V: Job/career specific language skills**HOURS: 12**

Gonzo journalism. Read and understand the script and character descriptions. communicate clearly and collaborate effectively with colleagues on professional grounds. movie reviews. Practical grammar revisited-(prepositions, active passive, reported speech, and modal auxiliaries).

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Intermediate English grammar	Raymond Murphy	Cambridge University Press.	1994	1 st Edition
2.	English vocabulary in use (advanced)	Michael McCarthy felicity o' dell	Cambridge University Press.	2003	1 st Edition
3.	Active grammar	Fiona Davis and Wayne Rimmer	Cambridge University Press.	2011	1 st Edition
4.	Our Country Our Literature (An Anthology of Indian Writings in English)	S.Haneefa, N.P.Rajendran	Cambridge University Press.	2015	1 st Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The elements of style, 3rd ed.	Strunk, William, J R and White, e.b.	Macmillan	1979	1 st Edition
2.	How to write like a professional	Barkas J.L	Arco	1984	1 st Edition
3.	Effective communication	Adair John	Pan Macmillan ltd, London	2003	1 st Edition
4.	How to prepare for group discussion and interview	Prasad H M	Tata McGraw-Hill publishing company limited, New Delhi	2001	1 st Edition

Teaching Methodology

Classroom lectures, group discussion, workshops, guest lectures, reading texts in class made a mandatory activity and basic grammar test regularly.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III			6		6	6
Course Code		Course Title				
UDJ 3501		MEDIA AND THE MARGINS				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Remember the contributions of research/researchers and personalities in reducing marginalisation in the media.	L1
CO2	Understand representation of various sections of the society in media	L2

CO3	Experiment with various internet based communication in reducing marginalisation in media.	L3
CO4	Analyse Critically the role and functions of media.	L4
CO5	Take part in reporting/editing news with sensitivity to the subjects covered.	L4

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	L	L	L
CO2	L	L	L	L	L
CO3	M	S	S	S	S
CO4	L	L	M	L	M
CO5	M	S	S	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Functioning of media and needs of marginalised

HOURS: 12

Defining media, its role and deviations - Subaltern view on marginalisation based on gender, economy, religion, caste, geography and access - Role of communication in helping the marginalised.

UNIT II : Representation, ownership and marginalisation

HOURS: 18

Role of representation, ownership of media on the lives of marginalised - Political economy of media: Ownership pattern, cross media ownership, vertical integration leading to marginalisation - Differences in the role of English media and media of Indian languages leading to marginalisation.

UNIT III : Major voices and protests of the marginalised

HOURS: 18

BR Ambedkar - Jyotiba Phule - Savitribai Phule - 'Periyar' EV Ramasamy - MC Rajah - Ayothidas - Narayana Guru - Dr Muthulakshmi Reddy - Role of journalists pioneering in reporting the unrepresented voices: P Sainath, Sevanti Ninan.

UNIT IV : Role of digital media in reducing marginalisation**HOURS: 18**

Internet: the anarchic yet egalitarian structure - Social media avenues for the less represented in media - Watch groups, news sharing groups of marginal sections - Content curation as a form of alternate media dissemination technique - Role of Alternate Media setups.

UNIT V : Marginalisation in the era of mobile and convergence**HOURS: 18**

Mobile as a tool of access and discrimination: Tiktok - Instagram, Facebook - Discrimination and misrepresenting marginal groups in movies, web series - Representation of women and marginalised sections in memes and videos - Convergence and gamification of media - Its impact on serious forms of journalism.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Women, Gender Equality And The State</i>	Sadhna (A)	Deep & Deep Publications	-	-
2	<i>Media Culture And Society (An Introduction)</i>	Hodkinson (Paul)	University of Surrey	-	-
3	<i>Encyclopaedia Of Mass Media(Media And Race Problems)</i>	Mehta (Malti); Sharma (S.R)	Sarup Book Pub. Pvt. Ltd	-	-
4	<i>Caste Question (Dalits And The Politics Of Modern India.)</i>	Anupama Rao	University of California Press	-	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Manufacturing Consent: The Political Economy of the Mass Media</i>	Edward S. Herman, Noam Chomsky	Pantheon Books	-	-
2	<i>Political Economy of Communications in India: The Good, the Bad and the Ugly</i>	Ninan Thomas Pradip	Sage Publications	-	-
3	<i>I Am a Troll: Inside the Secret World of BJP's Digital Army</i>	Swati Chaturvedi	Juggernaut Publication	2018	-

4	<i>The New Digital Age</i>	Schmidt , E. & Cohen, J.	John Murray Publication	2013	-
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Teaching Methodology:

Class Lectures and tasks, Lab Sessions, PowerPoint Presentation, Field tasks

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III			6		6	6
Course Code		Course Title				
UDJ 3502		MEDIA ANALYSIS TECHNIQUES				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Identify the concepts of semiotics.	L1
CO2	Interpret narratives.	L2
CO3	Examine media texts.	L3
CO4	Distinguish various techniques of media analysis.	L4
CO5	Hypothesize issues in media representation.	L5

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	L	L	L

CO2	L	L	L	L	L
CO3	M	S	S	S	S
CO4	L	L	M	L	M
CO5	M	S	S	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Semiotics

HOURS: 15

Saussure - Sign – Referent – Signifier – Signified – System of Difference – Synchronic -Diachronic; Pierce-Icon – Index – Symbol; Barthes – Two Level Signification – Denotation, Connotation; Metaphor, Metonymy; Biosemiotics; Semiotics of Culture.

UNIT II : Syntagmatic and Paradigmatic Analysis

HOURS: 15

Vladimir Propp – Syntagmatic Analysis – Narrative Analysis – Structural Units – Functions – Characters; Todorov’s Narrative Theory, Levi Strauss - Paradigmatic Analysis – Binary Oppositions- Mytheme.

UNIT III : Psychoanalysis

HOURS: 15

Freud - Id – Ego - Super Ego; Interpretation of Dreams, Lacan - Mirror Stage - Symbolic; Jung - Archetype; Collective Unconscious – Myth - Anima and Animus (sign creation and decoding).

UNIT IV : Marxism

HOURS: 15

Marx – Production – Surplus - Capital; False Consciousness, Alienation, Historical Analysis; Ethnomethodology; Participant Observation.

UNIT V : Feminism and Postmodernism

HOURS: 15

Feminism: Gender - Patriarchy; Elaine Showalter, Luce Irigaray; Sexual Objectification; Stereotyping; Empowerment; Gynocriticism; **Postmodernism:** Bricolage; Pastiche; Simulacra; Intertextuality; Hyperreality (application of media techniques in media production).

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Media Analysis Techniques</i>	Berger, Arthur Asa.	Sage Publication, New Delhi,	2017	-
2	<i>Media and Communication Research Methods</i>	Berger, Arthur Asa.	Sage Publication, New Delhi	2000	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>An Introduction to Cultural Studies</i>	Nayar, Pramod.	Viva Books, New Delhi	2008	
2	<i>Critical Media Analysis</i>	Stocchetti, Matteo & Kukkonen, Karin	Peterlang Publication, Oxford	2011	

Teaching Methodology:

Chalk and Talk Lectures; ICT based presentations; Video Lectures; Group Discussions; Interactive activities; Mini project.

Evaluation Pattern:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks
External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III		6			6	6
Course Code		Course Title				
UDJ 3001		INTERACTIVE MEDIA DESIGN				

Course Outcomes

COs	Statements	Bloom's Level
CO1	List the Methods and Techniques of Developing a Simple Website.	L1
CO2	Identify the Standard Web Page Language.	L3
CO3	Apply CSS, Tables, loops, popups in web page development.	L4
CO4	Explain about web templates.	L5
CO5	Create and Maintain Web Page.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	L
CO2	M	S	L	M	L
CO3	M	L	L	M	M
CO4	M	M	M	S	L
CO5	L	M	M	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Fundamentals of Web Design

HOURS: 18

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

UNIT II : Image Compositing for Web

HOURS: 18

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 III : Developing of interactive webpage**HOURS: 18**

Introduction to Dreamweaver - Creative Cloud, CSS - Developing Dynamic Cross - Interactive Web Pages – Buttons – Hyperlink – Tables- Loops-Interactivity - Pop Ups.

UNIT IV : Create Web Templates**HOURS: 18**

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

UNIT V : Creating Webpage**HOURS: 18**

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

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Professional Computer Graphics: Principles and Practice</i>	Hughes, John F	Wesley Publications Boston Addison	2013	-
2	<i>The Principles of Beautiful Web Design,</i>	Beard, Jason	Site Point Books, Melbourne	2010	-
3	<i>Computer Graphics Software Construction</i>	Rankin, John R	Prentice Hall Publications, Australia	1989	-
4	<i>Principle of Interactive Computer Graphics</i>	Newman, William M. and Sproull, Robert F	McGraw Hill Publications, New York	1989	-
5	<i>Computer Graphics: Systems and Concepts</i>	Salman, Rod and Slater, Mel	Wesley Publications, Boston Addison	1987	-

Teaching Methodology:

Classroom Lectures; Lab Sessions; Presentations.

Evaluation Pattern:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
III		6			6	6
Course Code		Course Title				
UVC 3301		PHOTOGRAPHY				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Relate the grammar and compositions of photography.	L1
CO2	Understand the elements and concepts of photography	L2
CO3	Classify the styles of photography & legends	L2, L4
CO4	Demonstrate camera usage with lightings	L2
CO5	Apply the technique of editing the photographs	L3

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	L
CO2	M	S	L	M	L
CO3	M	L	L	M	M
CO4	M	M	M	S	L
CO5	L	M	M	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Fundamentals of Photography

HOURS: 18

History of Photography. History and evolution of Camera. Definition -Key concepts in Photography. Working of a D/SLR camera.

UNIT II : Types of camera, Structure, Features of the camera

HOURS: 18

Understanding of Exposure. Golden Triangle; Aperture, Shutter & ISO Correlation. Depth of Field, point of view, shallow depth, rack focus.

UNIT III : Study on Lighting

HOURS: 18

Indoor Lighting Techniques. Equipment, Light Measuring Devices. Props and Elements to support lighting. Outdoor Lighting. Understanding Kelvin values. Colour and Lighting. Colour theory.

UNIT IV : Aesthetics: Composition and styles of photography

HOURS: 18

Genres of photography, Various Framing and composition Techniques- colour balance, colour and contrast, usage of lenses, camera angles, A Study on Works of eminent photographers – James Nachwey, Raghu Rai, Annie Leibovitz, etc.

UNIT V : Editing

HOURS: 18

Light room editing, Photo corrections, Colour management & Post-Production. Compile all the photos into an album.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Photography</i>	Barbara London Jim Stone John Upton	Pearson, New York	2010	10th Edition
2	<i>Criticizing Photographs: An Introduction to Understanding Images</i>	Terry Barrett	McGraw-Hill, New York	2005	-
3	<i>Seizing the Light: A Social History of Photography</i>	Robert Hirsch,	McGraw-Hill.	2008	-

4	<i>DSLR Book: How to Create Stunning Digital Photography</i>	Tony Northrup	Mason Press	2012	-
5	<i>Complete Digital Photography</i>	Ben Long	Delmar Cengage Learning, U.S.	2012	6 th edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	Learning Photography	George Haines	Hamlyn publishing Group, London	1992	-
2	Basic Photography	Michael Langford	Focal Press, London	1986	-
3	Complete Photography Course	John Hedgeco	Fireside Book, New York	1979	-
4	<i>Understanding Exposure: How to Shoot Great Photographs with Any Camera</i>	Peterson, Bryan	Amphoto Books, New York	2010	-
5	<i>The Camera</i>	Adams, Ansal	Little Brown Publishers	1995	-
6	<i>The Digital Photography</i>	Kelby, Scott	Peachpit Press Book	2013	-

Teaching Methodology:

Practical Sessions coupled with group works, and indoor exercises and photo-exhibitions.

Evaluation Pattern:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	GE		T		4	4
Course Code					Course Title	
UAN 4206					GENERAL ENGLISH IV (ADVANCED) VOC	

Course Outcomes

Cos	Statements	Bloom's Level
CO1	Demonstrate the use of the English language that will help them become proficient in academic writing.	L2
CO2	Demonstrate the art of influencing people and learn basic corporate communication skills.	L2
CO3	Make use of the basic skills and strategies to communicate in writing and speaking.	L3
CO4	Develop strategies & skills in writing and contribute to the print and electronic media.	L3
CO5	List various terminologies and basic concepts in academic writing.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	L	M
CO2	M	S	M	L	L
CO3	L	M	S	L	L
CO4	M	M	M	M	S
CO5	M	M	M	M	M

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Organizing information for an essay and Referencing

HOURS: 12

Reading: Organizing information for an essay – Skimming and scanning texts – Taking notes and explaining what you have read – Vocabulary: collocations – **Listening and speaking:** Referring backwards and forwards in presentations **Writing skills:** Writing conclusions in essays – Language for writing: hedging – Giving references – **Grammar and practice:** Avoiding repetition: expressions with so Wh- noun clauses – Using viewpoint adverbs to restrict what is said – Verb/adjective + preposition combinations

UNIT II: Reading critically and Language for presentation

HOURS: 12

Reading: Reading critically – Finding information and taking notes – Vocabulary: inferring the meaning of words, hedges – **Listening and speaking:** Concluding your presentation – Presentation – Pronunciation: linking words in speech units **Writing skills:** Using an academic style – Grammar

and practice: Adding information about nouns: relative clauses, It-clauses: expressing personal opinions impersonally

UNIT III: Understanding figures and tables and Report writing

HOURS: 12

Reading: Understanding figures and tables – Scanning for information – Taking notes – Understanding the significance of references – **Vocabulary :** avoiding repetition **Listening and speaking:** Taking part in tutorials and joining in discussions – **Pronunciation :** stress in compound nouns **Writing skills:** Looking at the structure and content of reports – Language: Looking at the structure and content of reports – Language : describing events in a time sequence Grammar and practice: Passive voice – Past perfect –ing nouns

UNIT IV: Understanding the writer’s opinion and Describing information

HOURS: 12

Reading: Understanding the writer’s opinion – Identifying main ideas and supporting information – Recognising general nouns – Understanding hedges – Vocabulary: formal and informal verbs – opposites – **Listening and speaking:** Tutorials: asking for and giving more information – Pronunciation: intonation in wh-clefts **Writing skills:** Describing information in figures and tables – Language for writing: referring to figures and tables – referring backwards and towards – **Grammar and practice:** Verbs followed by a noun phrase or that-clause – Non-finite relative clauses – Adverbials used to comment

UNIT V: Reading for evidence and Expressing disagreement

HOURS: 12

Reading: Reading for evidence – Thinking about what you already know – Preparing for essay writing – Vocabulary in context: inferring the meanings of words – Understanding connections in texts: this / these – Developing hedging skills **Listening and speaking:** Summarising what has been said – Evaluating visual aids – **Pronunciation:** stress in compound words **Writing skills:** Contrasting information – Taking a stance – expressing disagreement – **Grammar and practice:** Referring to quantities – Evaluative adjectives and adverbs – Phrases connecting sentences: this / these – Non-finite relative clauses

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
4.	Cambridge Academic English – An integrated skills course for EAP – Upper Intermediate – Student’s Book				
5.	GEMS OF IMAGINATION	Siby James and Febu George	Cambridge University Press	2018	

6.	English newspapers and magazines				
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Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
4.	Speaking and Writing for Effective Business Communication	Francis Soundararaj			
5.	Foundations of Business Communication: An integrative approach		Tatal McGraw Hill	2006	
6.	Become Proficient In Speaking and Writing - Good English: Practical Short Cuts To Write and Speak Correct English Effectively	Archana Mathur			

Online Resources:

1. BBC Learn English (app)
2. 6 Mins English (app)
3. English Conversation (app)
4. TALK English Speaking Practices (app)
5. <https://www.ted.com/>
6. <https://www.bbc.com/>

Teaching Methodology

Classroom Facilitation, Guided Quiz, Panel Discussion, Debate, Group Activities, Weekly Journal writing, Compulsory Reading, Library Visit, Field Visit, Screening of feature films in English, Video recording and presentation of students' speeches, Presentations, Seminars & Workshops

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	GE		T		4	4
Course Code					Course Title	
UAN 4207					General English IV (Intermediate) Voc	

Course Outcomes

Cos	Statements	Bloom's Level
CO1	Explain various writing style, format and structuring the text.	L2
CO2	Demonstrate oral and written skills.	L2
CO3	Translate ideas, opinions, beliefs into written and oral forms.	L2
CO4	Build the skills required in writing for digital and social media.	L3
CO5	Analyze various ideas and perceptions of writers.	L4

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	L	L	L
CO2	M	S	S	L	L
CO3	M	S	S	L	M
CO4	M	S	M	L	S
CO5	S	S	M	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: INTRODUCTION TO ACADEMIC WRITING SKILLS:

HOURS: 12

Descriptive, narrative, persuasive, expository writing styles. Explaining, reinforcing and exemplifying approaches to writing. Structuring the text. Writing style and format. Lexical strategies, style and articulation for speaking. Vague language expression and types of idioms. Practical grammar (phrasal verb, descriptive adjectives and adverbs).

UNIT II: INTRODUCTION TO NEW TECHNOLOGIES AND LANGUAGE HOURS: 12

Web 2.0 revolution. Different forms of technology enabled communication tools in the digital age. The impact of social media on language usage and comprehension. Language oriented career choices. Practical grammar (noun types, clauses, and articles)

UNIT III: THE MEDIA: INTERNET AND E-MAIL: HOURS: 12

E-mail and internet communication. The advertisers' language and some new vocabulary. The news: gathering and delivering terms. Vocabulary for sports, health and fitness, diet, industrialization, technology and future visions. Practical grammar(possessive case and types of pronouns)

UNIT IV: WRITING SKILLS FOR SOCIAL MEDIA: HOURS: 12

Writing for Twitter, Facebook, LinkedIn, Flickr, Whatsapp and Instagram. Video: Podcasting, Screen casting & Videoconferencing. Digital storytelling using photo story - writing for online audio & video programs. Hands on experience with emerging technologies such as blogs, social network websites, messengers etc.

UNIT V: PRACTICAL TIPS FOR WRITING AND PRESENTATION HOURS: 12

Case study of existing pieces such as blogs, twitter, emails, sms etc. Powerpoint presentation a.compressing information in slides b. developing explication skills for elaboration of concise points. C. Effective communication through PPTs. using powerpoint as a supplement for effective communication by preparation of visuals, audio clips etc. Practical grammar: (Conjunctions and Prepositions)

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Intermediate English grammar	Raymond Murphy	Cambridge University Press.	1994	1 st Edition
2.	English vocabulary in use (advanced)	Michael McCarthy felicity o' dell	Cambridge University Press.	2003	1 st Edition
3.	Active grammar	Fiona Davis and Wayne Rimmer	Cambridge University Press.	2011	1 st Edition
4.	Our Country Our Literature (An Anthology of Indian Writings in English)	S.Haneeefa, N.P.Rajendran	Cambridge University Press.	2015	1 st Edition

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	The elements of style, 3rd ed.	Strunk, William, J R and White, e.b.	Macmillan	1979	1 st Edition
2.	How to write like a professional	Barkas J.L	Arco	1984	1 st Edition
3.	Effective communication	Adair John	Pan Macmillan ltd, London	2003	1 st Edition
4.	How to prepare for group discussion and interview	Prasad H M	Tata McGraw-Hill publishing company limited, New Delhi	2001	1 st Edition

Teaching Methodology

Classroom lectures, group discussion, workshops, guest lectures, reading texts in class made a mandatory activity and basic grammar test regularly.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	GE		T		4	4
Course Code					Course Title	
UAN 4601					ICT & SOFT SKILLS TRAINING	

Course Outcomes

COs	Statements	Bloom's Level
CO1	Show self-awareness and self-esteem.	L1
CO2	Demonstrate time management and team handling skills.	L2

CO3	Develop Intrapersonal and Interpersonal skills.	L3
CO4	Take part in business presentations and interviews.	L4
CO5	Value the importance of effective goal setting.	L5

Mapping of COs-PSOs

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	L	M
CO2	L	S	S	L	S
CO3	L	S	S	L	M
CO4	L	S	S	L	S
CO5	L	S	S	L	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I: Goal setting and managing time:

HOURS: 12

The basis of effective goals – steps to be followed to obtain optimum results from goal setting – identifying the reasons for procrastination – guidelines to overcome procrastination – priority management at home and college.

UNIT II: Team work and participating in group discussions:

HOURS: 12

Team building and team work, team briefing, role of team leader, conflict resolution, Methodology of group discussions, role functions in group discussion, types of non – functional behaviour, improving group performance. Participating in mock group discussions.

UNIT III: Business Presentations:

HOURS: 12

Preparing successful presentations, thinking about audience, making effective use of visual aid, delivering presentation, using prompts, dealing with questions and interruptions, mock presentations.

UNIT IV: Interviews:

HOURS: 12

Types of interviews, preparing for interviews, facing interviews, reviewing performance, participating in mock interviews. Internet and soft skills - internet for job seekers

UNIT V: Interpersonal Effectiveness:**HOURS: 12**

Soft skills training to handle interpersonal relations, to take appropriate decisions, to communicate effectively, to manage anxiety, fear and stress, to gain professional development, overcoming shyness, building one's self-esteem, avoiding self-blame, taking risks, tolerating failure, persisting and celebrating success, self-talk.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	60 success principles for your success	Dr. A. Peter.			
2.	Seven habits of highly effective people	Stephen Covey			
3.	Life Skills Resource Manual, Schools Total Health Program			2006	
4.	Health Education and Promotion International Inc. Oxford Journals.				
5.	Infiniteism-Monthly magazine	Rangarajan (Mahathria)			
6.	You can win	Shiv Khera			

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol./Edition
1.	Introduction to Psychology	Morgan and King	Tata McGraw-Hill Publishing Company Ltd, New Delhi.	1993	
2.	Think and grow rich	Napoleon Hill			
3.	Understanding Life Skills		UNESCO Digital Library		
4.	Who will cry when you die	Robin Sharma			
5.	The 8th habit	Stephen Covey		1989	

Teaching Methodology

Classroom sessions, group discussion, workshops, guest lectures.

Evaluation Pattern

Internal: 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External: 50% - Semester Examination – Theory = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV	SS	4			4	4
Course Code		Course Title				
UDJ 4XXX		INTERACTIVE CONTENT AND USER EXPERIENCE				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Define interactive media for better understanding.	L1
CO2	Understand key aspects of gamification of media.	L2
CO3	Apply the learnings for trying with different types of interactive content.	L3
CO4	Take part in online based learning activities.	L4
CO5	Build aptitude towards creating interactive, user friendly content.	L4

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	L	L	L
CO2	M	L	L	L	L
CO3	M	S	S	S	S
CO4	L	S	S	S	S

CO5	L	S	S	M	S
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* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Definition, uses and purposes

HOURS: 12

Defining Interactive content and gamification of media - Interactive nature of digital era - Needs for easy access for content - F shaped and Z shaped scanning of pages - Use of colours, placing and shapes of buttons for better access to the content.

UNIT II : Artificial Intelligence and Web 3.0 enabled content access

HOURS: 12

Transformation created by web 3.0 - Role of Artificial Intelligence in creating better access and reach of content - Role of natural language processing and voice recognition in easy and quick access of content - Role of touch screens in gamification of media.

UNIT III : E learning methods and interactive content

HOURS: 12

MOODLE, MOOCs and other e learning methods - Learning Management Systems (LMS) - Levels of engagement in online mediums; Khan academy - Role of design in creating engagement and interactivity.

UNIT IV : Impact of Graphical games on traditional and digital media

HOURS: 12

Role and impact of graphical games on the attention span of traditional and digital media audience - Convergence of Entertainment and Media domain; Telecom companies taking a pie out of the news media basket - Audience usage and experience deciding the type and duration of content.

UNIT V : Case studies and practice

HOURS: 12

Case Studies of media using gamification - Times of India Happy Times initiative, BuzzFeed quizzes, Reddit - Mobile learning through Apps like Kahoot, Byjus - Creation of better access for content using UX templates.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Game Changer: Game-Based</i>	Growth Engineering	http://www.iitd.ie/Portals/0/Knowledge%20Centre/GEWP-Game-Changer-19-10-16.pdf?ver=2016-11-01-135219-		

	<i>Learning And The Future Of L&D From The Engagement Experts</i>	Ltd.	350
2	<i>Game-Based Learning For Increased Learner Engagement</i>	Comm Lab India	https://elearningindustry.com/free-ebooks/game-based-learning-for-increased-learner-engagement
3	<i>How Gamification Reshapes Learning</i>	eLearning Industry	https://elearningindustry.com/free-ebooks/gamification-reshapes-learning

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Hooked: How to build habit-forming products</i>	<i>Nir Eyal and published</i>	Kindle Edition	2014	-

Teaching Methodology:

Lectures; Seminars; PPT presentations; Video Lectures; Group Discussions; Interactive activities; Lab sessions etc.

Evaluation Pattern:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV			6		6	6
Course Code		Course Title				
UDJ 4501		COMMUNICATION THEORIES				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Understand various conceptual frameworks to study communication.	L1
CO2	Provide insights into theoretical, critical, and analytical approaches	L5
CO3	Understand key concepts of leading media theorists	L5
CO4	Identify the applications of theories in the modern context	L6
CO5	Reflect and critically evaluate theory tied to Media and Communications	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	L	L	L
CO2	M	L	L	L	M
CO3	M	S	L	M	M
CO4	L	M	M	L	L
CO5	S	M	M	L	L

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Basic Elements

HOURS: 18

Definition of Communication ; Types and Elements of Communication ; Forms of Communication; Human Communication – Haptics, Chronemics, Kinesics, Proxemics, ; Barriers to Communication.

UNIT II : Theories models

HOURS: 18

Models of Communication: Lasswell's Model, SMCR Model, Shannon-Weaver Model, Osgood and Schramm Circular Model, Westley Maclean Model, Gerbner's Model, Comb's model, Neumann's model.

UNIT III : Theories ...	HOURS: 18
Normative theories: Authoritarian, Libertarian, social responsibility theory, soviet media theory.	

UNIT IV : Impact of Media	HOURS: 18
Mass Media Effects & Uses: Limited-Effects Perspectives, Critical and Cultural Approaches; Hypodermic Needle Theory; Two Step Flow Theory; Gate Keeping; Cultivation Theory; Agenda Setting; Uses and Gratification Approach.	

UNIT V : Various Schools of Thoughts	HOURS: 18
Toronto School of Thought – Harold Innis and McLuhan, Cultural Studies Theory of Birmingham School – Stuart Hall, Critical theory of Frankfurt School – Theodor Adorno, Max Horkheimer and Walter Benjamin.	

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	<i>Essentials of Mass Communication Theory</i>	Asa Berger, Arthur	SAGE Publications	1995	
2	<i>Mass Communication Theory (Wadsworth Series in Mass Communication and Journalism)</i>	Dennis Davis and Stanley J Baran	Wadsworth Publishing Co Inc	2005	26 (1): 59–83
3	<i>The Uses of Mass Communication</i>	Blunder, J. and E. Katz	Thousand Oaks, CA: Sage	1974	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	Communication Theory- Media, Technology and Society	David Holmer	Sage Publication, London	2005	-
2	An Introduction to Communication Theories	Denis McQuail	Sage Publication, New Delhi	1994	-
3	Theories of Mass Communication	Melvin C.Defleur	Longman, New York	1992	-
4	Communication Theory – The Asian Perspective	Wimal Dissanayake	Sage Publications	2013	-

5	<i>McQuail's Reader in Mass Communication Theory</i>	Denis McQuail	-	-	-
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Teaching Methodology:

Classroom Lectures, Audio Visual Presentations. Group Discussion

Evaluation Pattern:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV			6		6	6
Course Code		Course Title				
UDJ 4502		SPECIALIZED REPORTING				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Students will recall the objective to write specialized beat.	L1
CO2	Students will extend a confidential network of sources with first-hand experience.	L2
CO3	Students will be familiar with the list basic technical writing concepts and terms, such as audience analysis, jargon, format, visuals, and presentation.	L4
CO4	To choose, evaluate, transfer and link appropriately to files in a variety of formats, including photos, audio and video	L5
CO5	Take an active role in planning, discussing, learning the nuances of writing.	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	S
CO2	S	L	M	M	S
CO3	L	S	S	M	L
CO4	S	M	L	S	M
CO5	S	M	L	M	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Fundamentals of Specialized Reporting

HOURS: 18

What/who is specialized reporting/writer, Principles on reporting a beat, rules of cultivating sources by International Journalists' Network (IJNET), Five tips by Poynter.org: Beth Wine garner cultivating sources.

UNIT II : Types of Specialized writing

HOURS: 18

Ethics and qualities of online of online journalism, Types of beat reporting, Opinion, Op-ed, Editorials, weekend-pull out, supplements and special articles, specialized interviews types and techniques (opened – closed ended), Reviews and backgrounders – types.

UNIT III : Specialized Reporting

HOURS: 18

Crime reporting – Sports reporting- Political reporting- economy and business reporting- religion; arts and entertainment roles/responsibilities, challenges, sources. Disseminating the famous columns.

UNIT IV : Advanced reporting

HOURS: 18

Enterprise reporting- Military reporting – Parliament reporting- lifestyle media reporting – crime court laws- international and diplomatic relations – disaster- war and Science and scientific reporting roles/responsibilities, challenges, sources. Reading popular stories reporting studies.

UNIT V : Modern Trends, blogs and social media Curation

HOURS: 18

Modern trend, spotting/analysing/ following and fact checking, Follows- The Second-Cycle Story,

updating, developing stories, DOT technique, (Documents, observation and Talk). Limits of reporting.

Books for Study

S.No	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	Reporting for the Mass Media (8th ed.).	Bedford, St. Martin's,	Oxford University Press 2007		
2	Reporting Diverse Areas: A Concise Text	1. . Akure, Nigeria:	2. SMC. Stovall, J. G. (2006).		

Websites for Reference

S.No.	Websites
1	https://mcom201newsreporting.files.wordpress.com/2014/11/specialized-reporting-chap.pdf
2	https://www.thenewsmanual.net/Manuals%20Volume%202/volume2_00intro.htm
3	https://www.academia.edu/30038107/Advanced_Reporting?auto=download
4	http://osou.ac.in/eresources/DJMC-02-Block-03.pdf

Teaching Methodology:

Lectures; Seminar; ICT based presentations; Video Lectures; Guest Lectures; Group Discussions; Interactive activities; Mini project.

Evaluation Pattern:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Semester	Category	Hours/Week			Total Hours	Credits
		L	T	P		
IV			6		6	6
Course Code		Course Title				
UAN 4401		SCRIPTWRITING				

Course Outcomes

COs	Statements	Bloom's Level
CO1	Recognize ideas and write story for the target audience	L2
CO2	Interpret the story into screenplay with reference hero's journey	L3
CO3	Organize the scene to several shots and distinguish the composition	L4
CO4	Construct the Script in its workflow and present it	L6
CO5	Creating Scripts for various Fiction and Non-fiction programs	L6

Mapping of COs-PSOs

COs	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	L	L
CO2	M	S	S	M	L
CO3	M	M	S	M	L
CO4	L	L	S	S	M
CO5	L	L	M	S	S

* S- Strong; M-Medium; L-Low

Syllabus

UNIT I : Essentials of Story Writing

HOURS: 18

Story – Purpose and its importance; Characters - Protagonist, Family & Friends and Antagonist; Setting - Events & Location; Era & Time; Genre and Genre combinations; Target audience; Archetypes and its various types – Character, Hero, Situational, Symbol and Color; Idea Generation with character introduction, rise and fall and Conclusion.

UNIT II : Elements of Screen Writing

HOURS:

18

Script - Non Linear Structure – Flashback – Future Dream; Story to Scene and Shot; Event Effect – Day

or Night; Place of the event – Interior or Exterior; Dialogue or mute; Foreshadowing; Three Dimension of a Character; Three Act Structure; Syd Field Screenwriting; Plots; Twists and Turns; Conflicts; Cliché; Climax; Hero's Journey.

UNIT III : Storyboard with Shot breakdown

HOURS: 18

Visualizing the Script – Character, Setting and Time; Character & Casting; Character appearance – Makeup, Costume, Hair style and Attitude; Location and Art & Props; Shot & Framing; Camera blocking; Scene & Sequence; Working with Scriptwriting software.

UNIT IV : Workflow of Scriptwriting

HOURS: 18

Presentation of the Script; Log Line; Characters; Synopsis; Story; Step Outline; Shot Breakdown for Scenes; Storyboard; Animatics; Scene Video for Treatment; Fifteen breakups of screenwriting as per Blake Snyder.

UNIT V : Scriptwriting for various Projects

HOURS: 18

Script for Projects; Advertisement; PSA; Short Film; Documentary Video; Corporate Video; Tele Film; Tele Series; Web Series; Feature Film; Radio Program; Broadcast News.

Books for Study

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	Story	Robert Mckee	Kindle	-	-
2	Screenplay	Syd Field	Kindle	1979	-

Books for Reference

S.No.	Title of the Book	Author	Publisher	Year	Vol. / Edition
1	Save the Cat	Blake Snyder	Google	2005	-
2	Making a Good Script Great	Linda Seger	Kindle	2010	-

Teaching Methodology:

ICT based presentations with Images and Videos; Video Lectures; Group Discussions; Interactive activities; Industry expert Guest Lectures; Mini project etc.

Evaluation Pattern:

Internal 50% - CIA-I + CIA-II + III Component - 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks