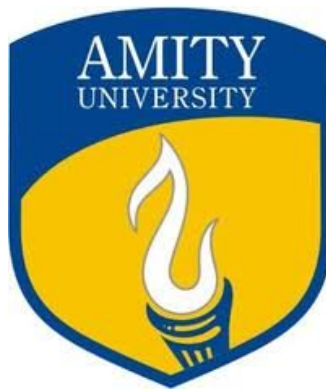


FLEXILEARN
CHOICE BASED CREDIT SYSTEM
Freedom to design your degree

Handbook of Courses
2013



AMITY UNIVERSITY HARYANA

Amity University Haryana: Amity Education Valley, Gurgaon, Haryana
Tel: 0124-2337015/16

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	B.Tech. (Aerospace Engg.)	
	B.Tech.(Biomedical Engineering)	
	M.Tech. (E&C)	
	M.Tech. (CSE)	
	M.Tech. (Civil Engg.)	
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	M.Tech(Production)	
	M.Tech. (Laser Tech. & Optoelectronics)	
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	B.Tech (Biotech)	
	B.Tech. (Bioinformatics)	
	B.Sc. (H) Biotechnology	
	M.Sc. (Biotechnology)	

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	M.Sc. (Bioinformatics)	
	B.Tech+ M.Tech(Biotechnology) Dual	
	6.4 Amity School of Applied Sciences	
	B.Sc- Physics(Hons)	
	B.Sc- Chemistry(Hons)	
	B.Sc- Mathematics(Hons)	
	B.Sc- Statistics(Hons)	
.	M.Tech (Solar and Alternate Energy)	
	M.Sc. Applied Physics	
	M.Sc. Applied Chemistry	
	M.Sc. Applied Mathematics	
	M.Sc- Environmental Sciences & Management	
	M.Sc. Statistics	
	6.5 Amity Business School	
	BBA	
	BBA(Banking & Finance)	
	MBA	
	MBA (Banking & Finance)	
	MBA (IB)	
	MBA (M&S)	
	MBA (HR)	
	MBA (Agri Business)	
	MBA (Executive For Working Professionals)	
	MBA (Executive Full-Time)	
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	MJMC	
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	B.Sc. (Nursing) Post Basic	

1. Amity – A Legacy of Excellence in Quality Education

Amity University Gurgaon is a part of India's leading education group, which has pioneered a global culture in education in India. The Amity Group is home to over 1, 00,000 students, and pursuing 240 Programmes' in 50 diverse disciplines, from pre-school to Ph.D.

1.1 Where Expectations meet Opportunities

Amity University Gurgaon is built on a foundation, which embodies all the qualities that have made Amity institutes world class over the last two decades. Over the years, it has instituted global standards in education, training and research with state-of the-art infrastructure and the latest teaching methodologies. Students can make a career choice from over 100 programmes (Table 1) with the Choice based credit system, combining technical education with liberal arts. Amity University offers UGC (India's apex education body) recognized degree, valid across the world for job opportunities and higher studies in India and abroad. With the mission to train future leaders of the corporate world, the university strives to blend modernity with tradition in each of its students and is situated in the picturesque 110 acre Amity Education Valley.

Table 1. List of Schools with Programmes

PROGRAMMES SESSION 2013-14		
S.No	PROGRAMME	DURATION (YRS)
AMITY SCHOOL OF ENGINEERING AND TECHNOLOGY		
1	B.Tech. (Aerospace Engg.)	4
2	B.Tech. (Civil Engg.)	4

3	B.Tech (CSE)	4
4	B.Tech (ECE)	4
5	B.Tech (IT)	4
6	B.Tech.(Biomedical Engineering)	4
7	B.Tech (MAE)	4
8	B.Tech. (Electrical & Electronics Engg.)	4
9	M.Tech. (CSE)	2
10	M.Tech. (E&C)	2
11	M.Tech. (Laser Tech. & Optoelectronics)	2
12	M.Tech. (Mechanical Engg.)	2
13	M.Tech(Thermal)	2
14	M.Tech(Production)	2
15	M.Tech. (Civil Engg.)	2
AMITY INSTITUTE OF INFORMATION TECHNOLOGY		
16	B.Sc. (IT)	3
17	BCA	3
18	MCA	2
19	M.Sc. (Network Technology & Management)	2
AMITY INSTITUTE OF BIOTECHNOLOGY		
20	B.Tech (Biotech)	4
21	B.Tech. (Bioinformatics)	4
22	B.Tech+ M.Tech(Biotechnology) Dual	5
23	B.Sc. (H) Biotechnology	3
24	M.Sc. (Bioinformatics)	2
25	M.Tech.(Biotech)	2
26	M.Sc. (Biotechnology)	2
27	PG Diploma in Bioinformatics	1
AMITY SCHOOL OF APPLIED SCIENCES		
28	B.Sc- Physics(Hons)	3
29	B.Sc- Chemistry(Hons)	3
30	B.Sc- Mathematics(Hons)	3
31	B.Sc- Statistics(Hons)	3
32	M.Tech (Solar and Alternate Energy)	2
33	M.Sc. Applied Physics	2
34	M.Sc. Applied Chemistry	2
35	M.Sc. Applied Mathematics	2
36	M.Sc. Statistics	2
37	M.Sc- Environmental Sciences & Management	2
AMITY BUSINESS SCHOOL		
38	BBA	3
39	BBA(Banking & Finance)	3
40	MBA	2
41	MBA (Banking & Finance)	2
42	MBA (IB)	2

43	MBA (M&S)	2
44	MBA (HR)	2
45	MBA (Agri Business)	2
46	MBA (Executive For Working Professionals)	2
47	MBA (Executive Full-Time)	2
48	MBA (Hospital and Healthcare Management)	2
49	Master of Hospital Administration	2
AMITY SCHOOL OF ECONOMICS		
50	B.A.(H)-Economics	3
51	M.A. (Economics)	2
AMITY COLLEGE OF COMMERCE		
52	B.Com (H)	3
53	M.Com.	2
AMITY LAW SCHOOL		
54	B.A., LL.B. (H)	5
55	B.Com, LL.B. (H)	5
56	BBA, LL.B. (H)	5
57	LL.M.	1
AMITY SCHOOL OF COMMUNICATION		
58	BJMC	3
59	B.Sc. (Animation & Visual Graphics)	3
60	MJMC	2
61	M.Sc- Graphics & Animation	2
62	PG Diploma in Journalism & Mass Commn.	1
AMITY INSTITUTE OF BEHAVIOURAL AND APPLIED SCIENCES		
63	B.Sc. (Clinical Psychology)	3
64	B.A. (H) Applied Psychology	3
65	PG Dip. In Counseling Psy. (Part Time)	2
66	PG Dip. In Counseling Psy.	2
67	M.Sc. (Clinical Psychology)	2
68	MA (Counseling Psy)	2
AMITY SCHOOL OF LIBERAL ARTS		
69	B.A. (H) History	3
70	B.A. (H) Philosophy	3
71	B.A. (H) Political Science	3
72	B.A. (H) English Litreture	3
73	M.A. (English)	2
AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY		
74	BFA	3
75	B.Sc (FD & T)	3
76	MFA	2
77	M.A. (Fashion Retail Management)	2
AMITY SCHOOL OF ARCHITECTURE AND PLANNING		

78	B.Arch.	4
79	B. Plan	3
80	B.Sc. (ID)	3
81	Master of Architecture	2
82	M. Plan	2
AMITY MEDICAL SCHOOL		
83	B.Sc. (Dietetics & Applied Nutrition)	3
84	B.Sc. (Medical Lab Technology)	3
85	Bachelor of Clinical Optometry	4
86	B.Sc-Home Science(Hons)	3
87	Bachelor of Audiology and Speech Language Pathology(BASLP)	3
88	M.Sc. (Clinical Research)	2
89	M.Sc. (Dietetics & Applied Nutrition)	2
90	M.Sc. (Medical Lab Technology)	2
91	Master of Clinical Optometry	2
92	Master of Clinical Optometry (M.Optom) PT	2
93	M.Sc. (Orthodontics)	2
94	M.Sc. (Prosthodontics)	2
95	Master of Public Health	2
96	Certificate in Clinical Optometry	2
97	PG Diploma in Dietetics and Nutrition	1
98	Master of Health Administration	2
AMITY SCHOOL OF NURSING		
99	B.Sc. (Nursing)	3
100	B.Sc. (Nursing) Post Basic	3

2. Academics

2.1 Definitions

- a. Academic Program-** This refers to a sequence of study i.e. a combination of courses leading to the award of a qualification such as an undergraduate degree or diploma (ex BBA, BJMC) or postgraduate/ doctoral level qualification (MBA. MTech).

- b. Course-** A distinct unit of study within a program (also referred to as subject) which is evaluated and credits are earned. Each course is completed in a semester and is identified by a unique code. A course can have one or more of the following components associated with the teaching learning process.
- Lecture – L
 - Tutorial – T- Tutorial sessions will primarily involve participatory discussion, doubt clearing, Presentation by students, desk work and problem solving or any other method which facilitates the student to absorb more effectively the contents delivered in the lecture session.
 - Practical P- Practical session consist of hands on experience/ Laboratory experiments that equip the students to acquire the skill component.
 - Clinicals/ Field Study/ Self Study

Different courses of study can be labeled as follows

- Core course- A course which should compulsorily be studied by every candidate, who is enrolled for a particular academic program is referred to as a core course.
- Concentration Electives- These are courses which can be chosen from a pool of courses in related areas which give the student an in-depth understanding of his core area. These courses can also be referred to as depth courses. These may also include discipline specific workshops, projects or certification courses.
- Open Elective- An elective course chosen generally from an unrelated discipline / area with an intention to give a student exposure and a broader perspective. These courses may also be referred to as breadth courses.

Note: A core course in a program may be an open elective for another program.

- Non credit course- These are courses which a student has to successfully complete to get his degree however such a course does not contribute towards the credits earned by the student. For non-credit courses, evaluation will be done but no credit units will be assigned. They will be reflected in the grade sheet with result as “satisfactory” or “Unsatisfactory”.
 - Self Study courses-These are courses which a student studies on his own with advisory support from a teacher. These courses generally support or supplement the other courses by helping the student acquire special or advanced knowledge. These courses include projects, term paper, readings etc.
- c. Credits-** These are numeric values of individual courses which contribute to the total credit requirement of an academic program. It represents the number of hours a student spends in a class each week over the course of the semester.
- E.g. A student enrolled in MGT 2003 (3 credits) will spend approximately 3 hours in class per week for the semester (approx. 14 weeks)

Credits for a course can be calculated as follows

- One lecture (L) hour per week should be counted as 1credit per semester
- One tutorial (T) hour per week should be counted as 1 credit per semester
- One practical/laboratory/workshop (P)per week should be counted as ½ credit per semester
- For Clinical Practice 30 hours per semester to be counted as 1 credit per semester.

d. Major / Minor-A major is the area in which you choose to concentrate most of yourstudies e.g. Management Studies, Journalism, Civil Engineering.

A minor is a secondary area of concentrated study that relates to the major or is of purely personal interest.

2.2 Credit Requirements

The credit requirement for the various programs is as follows

Table 2 Credit Requirements

Program	Credit requirement
3 year UG programs	150 credits
4 year UG programs	210 credits

5 year UG program	260 credits
5 year integrated program	280 credits
1 year diploma	65 credits
2year postgraduate program	130 credits
3 year post graduate program	170credits

2.3 Course coding system

Each course is identified by a unique alphanumeric code. The following coding system is applicable to all courses being offered by the university

- The course code comprises of 7 characters (3 alphabetical and 4 numeric)
- The 3 alphabetical characters represent the discipline to which the course belongs and are referred to as **discipline descriptors**. Table 1 shows the disciplines and the discipline descriptors along with the name of the school under which the particular discipline falls the end.

Table 3. Discipline Descriptors

S. No	Discipline	Discipline descriptor	School or organisational unit that will be responsible for administration of the course
1	Management	MGT	Amity Business School (General)
2	Marketing and Sales	MMS	Amity Business School
3	International Business	MIB	Amity Business School
4	Banking and Finance	MBF	Amity Business School
5	Human Resource Management	MHR	Amity Business School
6	Hospital and Health Care	MHM	Amity Business School
7	Commerce/ Accounts	COM	Amity College of Commerce
8	Economics	ECO	Amity School of Economics
9	Journalism	JRN	Amity School of Communication
10	Animation	ANI	Amity School of Communication
11	English	ENG	Amity School of Liberal Arts
12	Humanities	HUM	Amity School of Liberal Arts
13	Communication Skills	CSS	Amity School of Liberal Arts
14	Foreign Language	LAN	Amity School of Languages
15	Behavioural Science	BEH	Amity Institute of Behavioural and App.Sciences
16	Psychology	PSY	Amity Institute of Behavioural and App.Sciences
17	Architecture	ARC	Amity School of Architecture and Planning
18	Planning	PLN	Amity School of Architecture and Planning
19	Mathematics	MTH	Amity School of Applied Sciences
20	Physics	PHY	Amity School of Applied Sciences
21	Chemistry	CHY	Amity School of Applied Sciences
22	Environmental Sciences	ENV	Amity School of Applied Sciences
23	Nanotechnology	NAT	Amity School of Applied Sciences
24	Pharmaceutical	CHY	Amity School of Applied Sciences
25	Civil Engineering	CIV	Amity School of Engineering and Technology
26	Mechanical Engineering	MAE	Amity School of Engineering and Technology
27	Electronics & Electrical Engineering	EEE	Amity School of Engineering and Technology

28	Electronics & Communication Engineering	ECE	Amity School of Engineering and Technology
29	Computer Science	CSE	Amity School of Engineering and Technology
30	Aerospace Engineering	ASE	Amity School of Engineering and Technology
31	Biomedical Engineering	BME	Amity School of Engineering and Technology
32	Information Technology (Non engineering)	IFT	Amity Institute of Information Technology
33	Information Technology (Engineering)	ITE	Amity School of Engineering and Technology
34	Laser technology	LOE	Amity Institute of Laser Tech. and Optoelectronics
35	Fashion and Design	FST	Amity School of Fashion and Design Technology
36	Fine Arts	FNA	Amity School of Fashion and Design Technology
37	Law	LAW	Amity School of Law
38	Biotechnology (Engineering)	BTE	Amity Institute of Biotechnology
39	Bioinformatics	BIF	Amity Institute of Biotechnology
40	Biotechnology ((Non engineering)	BTH	Amity Institute of Biotechnology
41	Nursing	NUR	Amity College of Nursing
42	Solar and Alternate Energy	SAE	Amity School of Applied Sciences
43	Audiology, Speech and Language	ASL	Amity Medical School
44	Optometry	OPT	Amity Medical School
45	Public Health	PUH	Amity Medical School
46	Interior Design	IND	Amity School of Architecture and Planning

- i) The 1st numeric character represents the level of the programme in which the course is being offered i.e. whether it is a Diploma /undergraduate /postgraduate or a doctoral level programme. It will be referred to as the **level indicator**

0- Certificate level

1- Undergraduate Diploma Level

2- Undergraduate level

3- Postgraduate Diploma level

4- Postgraduate level

5- MPhil/ doctoral level

6- Both UG and PG level

- ii) The 2nd numeric character represents the semester in which the course is being offered. This is referred to as the **semester indicator**.

1-Semester 1

2- Semester 2

3 - Semester 3

4-Semester 4 and so on

For a five year programme the tenth semester is represented by the digit 0

- iii) The 3rd and 4th numeric character represents the course.

-The series from 50 onwards is reserved for courses being offered as open elective

-The following numeric's are reserved for the given courses

Readings- *****30

Term paper - *****31
 Project *****32
 Workshop *****33
 Study Abroad *****34
 Summer Project/ Summer Internship/ Training - *****35
 Article Writing/Portfolio *****36
 Internship/ Dissertation *****37

- iv) No course code should be repeated
- v) The same course being taught in different programmes of the same level should have the same code
- vi) In case a course appears in two different semesters of two programmes within a discipline then the code of the course in the programme to which it primarily and logically belongs will be considered.

Illustration

MGT2101- Management Foundations

The course is a management course being offered by Amity Business School at UG level in the 1ST Semester

ANI2301- 3D Software

The course is an animation course being offered by Amity School of Communication at UG level in the 3rd Semester

2.4 Introducing new discipline descriptors

Whenever a school needs to introduce a new discipline descriptor approval has to be sought from Dean Academics. The following information must be included in the submission:

- proposed alpha code;
- statement of justification;
- academic organization (school or organizational unit that will be responsible for administration of the courses under this discipline.

2.5 Grading System

The level of student's academic performance as the aggregate of continuous evaluation and end term examination shall be reflected by letter grades on a ten point scale according to connotation as given below

Table 4. Connotation

Grade	Qualitative meaning	Grade Point Attached
A+	Outstanding	10
A	Excellent	9
A-	Very Good	8
B+	Good	7
B	Above Average	6
B-	Average	5
C+	Satisfactory	4
C	Border Line	3
F	Fail	0

The semester performance of a student will be indicated as "Semester Grade Point Average (SGPA). The SGPA will be weighed average of Grade Points of all letter grades

received by a student for all the course units in the semester. The formula for computing SGPA is given below

$$SGPA = \frac{U_1 G_1 + U_2 G_2 + U_3 G_3 + \dots}{U_1 + U_2 + U_3 + \dots}$$

Where U_1, U_2, U_3 denote credits associated with courses taken by the student and G_1, G_2, G_3 are the Grade Point of the letter grades awarded in the respective Course.

CGPA is not applicable in first semester. CGPA is calculated on the basis of SGPA.

For example in II Semester the formula for CGPA is

$$CGPA = \frac{\text{Cumulative points secured in all passed course in I \& II Sem}}{\text{Cumulative Associated Credit Units in I \& II semesters}}$$

The successful candidates shall be placed in Divisions as below:

CGPA	EQUIVALENT DIVISION
8.5 & above	First class with Distinction
6.5 but less than 8.5	First Division
5.5 but less than 6.5 for UG programmes	Second Division
6.00 but less than 6.5 for PG programmes	Second Division

Post Graduate Diploma in Journalism & Mass Communication

Programme Code: PGDJMC

Duration- 1 year full time

Programme structure

**And
Curriculum & scheme of examination
2013**

**AMITY UNIVERSITY HARYANA
GURGAON (MANESAR)**

Post Graduate Diploma in Journalism & Mass Communication

Total Credit:65

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN3101	Introduction to Mass Communication	3	1	-	4
JRN3102	Print Journalism - Reporting & Editing	2	1	2	4
JRN3103	Media Arts - I: Radio & TV	2	-	2	3
JRN3104	Advertising : Concepts & Principles	2	2	-	4
JRN3105	Introduction to Photography	2	1	2	4
JRN3106	Design Software	2	1	2	4
JRN3107	History, Culture & Society	2	1	-	3
CSS3151	Communication Skills - I	1	-	-	1
BEH3151	Self Development & Interpersonal Skills	1	-	-	1
LAN3151 LAN3152 LAN3153 LAN3154 LAN3155 LAN3156	Foreign Language – I French- I German-I Spanish-I Russian-I Chinese-I Portuguese-I	3	-	-	3
	TOTAL				31

SECOND SEMESTER

JRN3201	Advertising Planning & Strategy	3	1	-	4
JRN3202	Print Design & Visualization	2	1	2	4
JRN3203	Specialized Reporting & Feature Writing	2	1	2	4
JRN3204	Media Arts - II: Radio & TV	2	1	2	4
JRN3205	Mass Media & Industry	2	1	-	3
JRN3206	Public Relation & Corporate Communication	2	1	-	3
JRN3207	Advanced Photography	2	-	2	3
JRN3208	Research - I	3	1	-	4
CSS3251	Communication Skills - II	1	-	-	1
BEH3251	Behavioural Communication & Relationship Management	1	-	-	1
LAN3251 LAN3252 LAN3253 LAN3254 LAN3255 LAN3256	Foreign Language – II French- II German-II Spanish-II Russian-II Chinese-II Portuguese-II	3	-	-	3
	TOTAL				34

Curriculum & Scheme of Examination

INTRODUCTION TO MASS COMMUNICATION

Course Code: JRN 3101

Credit Units: 04

Course Objective:

Students will be introduced to the basic aspects of human communication and especially mass communication. Mass Media industries have developed in unprecedented ways due to changes in the society, economy, and technologies. There has been a corresponding change in the way the role of mass communication has been understood. Theories have mostly responded to developments in the Western society but they help us to interpret how these industries interact with the society in the past, present, and future. While in other subjects, students will learn about contemporary forms, in this course they will be introduced to the traditional modes of communication and expression in India which have worked closely with local communities. With this basic grounding in place, students will be able to evaluate mass media within a wider context. Students will be introduced to new ideas through case studies, practical exercises, class presentations, screenings, and reading groups.

Course Contents:

Module I: Introduction to Communication

Process and elements of communications

Levels of communication: individual, group, organizational, mass communication, international and intercultural

Barriers to effective communication

Future of communication studies

Brief introduction to main communication models: wartime to postwar period

Three traditions in communication research: Users and gratification, lifestyle, and reception analysis

Forms and Functions of communication

Module II: Traditional Media

Introduction to traditional media

Oral Tradition of story-telling since early civilization

Influence of TM on all forms of mass communication in India

Types: street theatre, puppetry, music, dance, folk and tribal art, local fairs

Elements and case studies of each form

Strengths and limitations

Relationship with the society

Present Scenario

Tool for political, social, economic, and health awareness

Module III: Introduction to Mass Communication

Definition and forms of mass communication

History of Western mass media

Four eras in mass communication theories

Era of mass society theory (1850-1940)

Era of scientific perspective on mass media (1940-1950)

Era of limited effects (1950-60s)

Era of cultural criticism (1960s-1980s)

Ongoing Debates

Growth of mass media in India

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

(Note: CT has been marked less and compensated with higher weightage for S as students will need to demonstrate their understanding through practical exercises and discussions)

Text & References:

- Rosengren Erik Karl (2000) Communication: An Introduction, Sage Publications: London.
- Kumar Keval J (2007) (3rd edn), Mass Communication in India, Jaico Publications: Delhi.

- Stone Gerald, Singletray, Michael & Richmond P. Virginia (2003) Clarifying Communication Theories: a Hands-On Approach, Surjeet Publications: Delhi
- Baran J Stanley & Davis K Dennis(2002) (2nd edn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd: Singapore
- Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House: Bangalore
- Denis Mc Quail (2005) (5th edn) Mc Quail's Mass Communication Theory, Vistaar Publications: New Delhi
- Vir Bala Aggarwal & V S Gupta (2002) Handbook of Journalism & Mass Communication, Concept Publication Company: New Delhi

PRINT JOURNALISM – REPORTING AND EDITING

Course Code: JRN 3102

Credit Units: 04

Course Objective:

This unit will make students familiar with the history of the Indian press. The unit will also teach the basics of journalism and news reporting. News structure, interview skills and news values will be made clear and they will learn the process of editing also. Agency and magazine journalism will also be taught.

Course Contents:

Module I: History of Press in India

Press in pre-independent India
Growth of press post-independence
Role of English and Vernacular Press during freedom struggle
Emergence of newspapers, magazines and publication houses
Growth of Indian news agencies

Module II: Reporting

What is Journalism?
What is News, News Value and Sources of News
Basic elements of News
Qualities and responsibilities of a reporter
Interviewing skills required for reporting
Types of Reporting
Structure of News Report
Lead and types of leads
Body text
Newsroom Set up
News Agencies

Module III: Editing

Copy Editing
Role and functions of copyeditor
Newsroom
Desk management
Tools of editing
Editing marks and symbols
Editing on line
Rewriting
Headlines and captions
Style Guides and importance

Module IV: Mechanics of newspaper layout and design

Photo-editing: Choosing a picture, Creative cropping, Giving captions
Relationship between newspaper content and design
Tools and techniques of layout designing, front page make-up, types and type faces, use of white space in layout designing, importance of dummy

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M. V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd.
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973
- Julian Harriss, Kelly Leiter & Stanley Johnson (eds.) The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing, Allyn/Bacon, Boston, 1992
- N. N. Sarkar, Art and production, Sagar Publication, New Delhi
- Gulab Kothari, Media management in India, Rawat Publication
- Charles J. Felton, Layout, printing, design and typography, St. Paul West Publishing Company 1990

- Melvin Menchor, Basic news variety, universal book
- David Dary, How to write News for Broadcast and Print Media, Tabb Books, , 1973
- Alder Elizabeth, Print that work, Bull Publication California, 1991
- Bruce T. Pabcock, Graphics for desktop publisher, National Text Book. USA
- Ray Paul Nelson, Publication design, Brown Publishers, USA
- Rangaswami Parthasarthy, Basic Journalism, McMillan India Ltd.
- M V. Kamath, The Journalist's Handbook, Vikas Publishing house Pvt. Ltd

MEDIA ARTS - I: RADIO AND TV

Course Code: JRN 3103

Credit Units: 04

Course Objective:

The basic concepts and fundamental elements of Radio and TV production will be introduced to the students in this unit. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them.

Course Contents:

Module I: Characteristics and nature of sound

The basic attributes: Loudness, Frequency, Intensity, Pitch, Amplitude, and Timbre
Sound Aesthetics- Spatial Hearing, Sound Isolation, Sound perspective (mono and stereo)
Importance of speech in broadcast media
Sound and its functions
Functions of sound in relation to picture.
Acoustics and psychoacoustics

Module II: Technique of Capturing Sound

Types of microphones
Directionality and pick-up patterns
Cardioid, Omnidirectional, supercardioid and hypercardioid
Quadraphonic and surround sound
Construction of mikes- dynamic mics and condenser mics
Positioning of mics- floor stand, hidden mics, camera mics, wireless mics

Module III: Lighting

Nature, quality, lighting for TV
Colour temperature
Lighting instruments
Three point lighting
Creative additions to lighting for different genres

Module IV: Editing techniques

Editing; principles and techniques
Continuity and non continuity editing
Linear and non-linear editing

Module V: Basic Structure of Video

The basic structure of a Video Camera
Working mechanism and basic parts of camera
Types of camera
Camera Mounts

Module VI: Aesthetics for broadcast

Camera movements & angles, shots
Composition principles
TV as a Medium of close ups
Role of sound / voice over in TV programs
TV as a medium of glamour, immediacy, democratizing, Infotainment

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Radio Production, Robert McLeish
- P.C. Joshi, Broadcasting in India, concept Publication

ADVERTISING: CONCEPTS AND PRINCIPLES

Course Code: JRN 3104

Credit Units: 04

Course Objective:

The challenging and very competitive world of Advertising will be unveiled in this module. This fascinating subject will be explored with the specific objective of enabling interested students to eventually carve out a viable career in this field. The modules have been designed to give students in-depth knowledge of the principles and practices of advertising. The mysteries of marketing will also be dwelt upon. Agency structures and advanced advertising practices like positioning, market segmentation and targeting will be explained.

Course Contents:

Module I: What is Advertising

Definition

Concepts of Advertisement and Advertising Campaign

Target audience and audiences for advertising

Classification of advertising

Module II: Advertising as a tool of marketing

The Marketing Plan

Situation Analysis to the Marketing Mix

Introduction to the concepts

Market Share

Target Segment

Positioning

Relationship of advertising to the marketing process

Module III: Understanding advertising agencies

Types of advertising agencies

Advertising agency structure

Functions of various departments

Module IV: Segmenting, Targeting and Positioning (STP) strategy

Market Segmentation

Markets, market segments and niches

Basis for segmenting consumer markets

Targeting strategies

Undifferentiated targeting

Differentiating targeting

Niche targeting

Various positioning strategies

Benefit approach

Price –Quality approach

User approach

Product category approach

Competitor approach

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India
- David Ogilvy, Ogilvy on Advertising, Vintage Books
- S.A. Chunawalla, K.C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing

INTRODUCTION TO PHOTOGRAPHY

Course Code: JRN 3105

Credit Units: 04

Course Objective:

Photographs are an effective communication medium and students will explore this immensely artistic as well as highly technical media in this unit. The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them. The unit will expose them to the intricacies of developing, printing and enlarging photographs. Functioning of Photo agencies and publicity units will be made clear to them lighting and equipment handling will be learnt by the students through practical work and assignments undertaken as a part of their course.

Course Contents:

Module I: Introduction and applications

Historical background, stages of development
Requirement and utility of photographs
Principles of light
Working of Photography

Module II: Camera & Accessories

Various still photography cameras & its types (Including pinhole, view camera, compact camera, T.L.R., S.L.R., digital camera, D-SLRs)
Lenses, its type
Exposure Control in SLRs

- Aperture
- Shutter

Films, its types and sizes

Module III: Aesthetics of Photography

Depth-of-field
Composition & its Rules
Outdoor & indoor lighting

Module IV: Photography Practicals

Handling of camera, studio lights
Practicing outdoor, indoor in B. & W. and Colour
Developing, Printing and Enlarging (B. & W.)
Assignments / Portfolio /Presentations

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Basic Photography; Langford, Michael (Focal Press)
- Photography, Handbook, Wright, Terence
- Photography, History; Spira, s f
- A simple guide to 35mm photography; Corbett, Bill
- The Darkroom Cookbook; Anchell, Stephen G.

DESIGN SOFTWARE

Course Code: JRN 3106

Credit Units: 04

Course Objective:

This unit will give students a broad knowledge of the basics of computer usage in Advertising. How to work with computers, what are the design software's? Students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

Course Contents:

Module I: Basics of Computer

What is a computer, the Hardware/Software required, Input devices/ Output devices.
Windows, MSOffice: - Ms Word, Ms Power Point, Ms Access,
Networking: - LAN, WAN concept.

Module II: What is Design?

Design Elements, Design Principles. How elements and principles help in design. Where and how these elements and principles are applicable. Showing how design elements combine to create an overall 'look' to the publication (Magazine, newspaper, leaflet, poster, pamphlet etc).

Module III: Typography

History of fonts, Sizes of fonts, Classification of fonts, Text: generation and preparation for use, display, digital typesetting, editing, creation of headlines using appropriate font.

Module IV: Processes and equipments.

Images: choice of appropriate pictures/graphics, electronic scanning and manipulation using proper resolutions.

Module V: Software

Page design packages (e.g. **Adobe PageMaker**, **QuarkXpress**, **Adobe Illustrator**, **CorelDraw**), picture management packages (e.g. **Adobe Photoshop**); creation of pages, importation and movement of copy and images, selection and cropping of photographs and graphics, use of text wrap, anchored graphics and rules, various palettes, master pages, templates etc. Adobe Illustrator is used for creating vector graphic images and typography. Also file formats. After creating graphic files, which format you are supposed to save and why? Colour Modes, File Formats, Image resolution etc.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Adobe Page Maker 7.0 Classroom in a book; BPB Publication
- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen

HISTORY, CULTURE AND SOCIETY

Course Code: JRN 3107

Credit Units: 03

Course Objective:

Before stepping out into the field of mass communication and journalism, students need to have basic knowledge, curiosity, and awareness of politics, history, economics, and society. Various teaching methods and streams will be introduced (such as quizzes and debates) to make the students aware of contemporary issues so that they not only have opinions but also can intelligently analyze them in a broad perspective. Classes will be conducted in interesting and interactive ways where examples will be drawn from real life situations and from media texts so that students enjoy learning.

Course Contents:

Module I: (History)

What do you know of Indian history?
Main periods in Indian history
Stories of some main events & personalities
Colonial Rule
Struggle for Independence
Modern Independent India
Division of States and the ongoing debates on autonomies of state
Post-Liberalization India
Screening of Chanakya & Bharat Ek Khoj

Module II: (Politics)

Parliamentary, Presidential, and Monarchy
Single party, two party and Coalition Governments
Federal and Centralized System
3 wings of the Government: Judiciary, Legislation, and Executive
Chief national personalities figuring in current news
Important bills, Parliamentary Acts and Constitutional amendments passed by Indian Parliament over past 5 years
Important Supreme Court rulings over past five years
Bi-polar and uni-polar world after fall of communism
Chief international personalities figuring in current news
Regions of conflict in the world
Role of UN umbrella over past 10 years

Module III: (Economics)

India a mixed economy –feudalism, socialism, and capitalism
Industrial and agricultural economies
Developing, Developed, and Under-Developed economies
Role of Private and Public Enterprise in the economy
Role of Banks: RBI, World Bank, Asian Development Bank
Regional economic groupings and their functioning
The European Union and its expansion
World Economic Forum
Indian Economy: Growth Patterns

Module IV: (Society)

Globalization and its cultural impact
Global warming and environment
Naxalism and Marxism
Family, marriage, and gender relationships
Cultural shifts in Indian society
Urbanization & migration
Growth of Entertainment Industry
Shifts in the Indian Sports Scenario
Criminalization of politics
Reservation & Positive Affirmation
New Age Spiritualism/ Health

Module V: (Science and Scientific Temper)

Modern day debates on War and warfare

Debates on Nuclear Non-Proliferation
Nanotechnology
Latest developments in bio-technology
Nobel Prizes in Science
Debates on Cloning

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Newspapers
- Magazines
- Online literature
- Journals

COMMUNICATION SKILLS – I

Course Code: CSS 3151

Credit Units: 01

Course Objective:

The Course is designed to give an overview of the four broad categories of English Communication thereby enhance the learners' communicative competence.

Course Contents:

Module I: Listening Skills

Effective Listening: Principles and Barriers

Listening Comprehension on International Standards

Module II: Speaking Skills

Pronunciation and Accent

Reading excerpts from news dailies & magazines

Narrating Incident; Story telling.

Extempore & Role Plays

Module III: Reading Skills

Vocabulary: Synonyms, antonyms, diminutives, homonyms, homophones

Idioms & phrases

Foreign words in English

Module IV: Writing Skills

Writing Paragraphs

Précis Writing

Letter writing

Coherence and structure

Essay writing

Module V: Activities

News reading

Picture reading

Movie magic

Announcements

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge

BEHAVIOURAL SCIENCE - I

(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)

Course Code: BEH 3151

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and their effect on work behaviour
Effective management of emotions and building interpersonal competence.

Course Contents:

Module I: Understanding Self

Formation of self concept
Dimension of Self
Components of self
Self Competency

Module II: Self-Esteem: Sense of Worth

Meaning and Nature of Self Esteem
Characteristics of High and Low Self Esteem
Importance & need of Self Esteem
Self Esteem at work
Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power

Introduction to EI
Difference between IQ, EQ and SQ
Relevance of EI at workplace
Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence

Need and importance of Emotions
Healthy and Unhealthy expression of emotions
Anger: Conceptualization and Cycle
Developing emotional and interpersonal competence
Self assessment, analysis and action plan

Module V: Leading Through Positive Attitude

Understanding Attitudes
Formation of Attitudes
Types of Attitudes
Effects of Attitude on
Behaviour
Perception
Motivation
Stress
Adjustment
Time Management
Effective Performance
Building Positive Attitude

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book Company.

- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

FRENCH - I

Course Code: LAN3151

Credit Units: 02

Course Objective:

To familiarize the students with the French language

- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

Course Contents:

Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2

Only grammar of Unité 3: object if 3, 4 and 5

Contenu lexical: Unité 1: Découvrir la langue française: (oral et écrit)

1. se présenter, présenter quelqu'un, faire la connaissance des autres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissance

1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Unité 3: Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ce que, où, quand, comment, quel(s), quelle(s)
Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futur proche

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN - I

Course Code: LAN3152

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Course Contents:

Module I: Introduction

Self introduction: heissen, kommen, wohnen, lernen, arbeiten, trinken, etc.

All personal pronouns in relation to the verbs taught so far.

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!),

Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!,

Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel

To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview – game for self introduction.

Module III: Phonetics

Sound system of the language with special stress on Diphthongs

Module IV: Countries, nationalities and their languages

To make the students acquainted with the most widely used country names, their nationalities and the language spoken in that country.

Module V: Articles

The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport

Module VI: Professions

To acquaint the students with professions in both the genders with the help of the verb “sein”.

Module VII: Pronouns

Simple possessive pronouns, the use of my, your, etc.

The family members, family Tree with the help of the verb “to have”

Module VIII: Colours

All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

Module IX: Numbers and calculations – verb “kosten”

The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.

“Wie viel kostet das?”

Module X: Revision list of Question pronouns

W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1, 2
- Braun, Nieder, Schmölle, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – I

Course Code: LAN3153

Credit Units: 02

Course Objective:

To enable students acquire the relevance of the Spanish language in today's global context, how to greet each other. How to present / introduce each other using basic verbs and vocabulary

Course Contents:

Module I

A brief history of Spain, Latin America, the language, the culture...and the relevance of Spanish language in today's global context.
Introduction to alphabets

Module II

Introduction to 'Saludos' (How to greet each other. How to present / introduce each other).
Goodbyes (despedidas)
The verb *llamarse* and practice of it.

Module III

Concept of Gender and Number
Months of the years, days of the week, seasons. Introduction to numbers 1-100, Colors, Revision of numbers and introduction to ordinal numbers.

Module IV

Introduction to *SER* and *ESTAR* (both of which mean To Be).Revision of 'Saludos' and 'Llamarse'. Some adjectives, nationalities, professions, physical/geographical location, the fact that spanish adjectives have to agree with gender and number of their nouns. Exercises highlighting usage of *Ser* and *Estar*.

Module V

Time, demonstrative pronoun (Este/esta, Aquel/aquella etc)

Module VI

Introduction to some key AR /ER/IR ending regular verbs.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

CHINESE – I

Course Code: LAN3155

Credit Units: 02

Course Objective:

There are many dialects spoken in China, but the language which will help you through wherever you go is Mandarin, or Putonghua, as it is called in Chinese. The most widely spoken forms of Chinese are Mandarin, Cantonese, Gan, Hakka, Min, Wu and Xiang. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Show pictures, dialogue and retell.

Getting to know each other.

Practicing chart with Initials and Finals. (CHART – The Chinese Phonetic Alphabet Called “Hanyu Pinyin” in Mandarin Chinese.)

Practicing of Tones as it is a tonal language.

Changes in 3rd tone and Neutral Tone.

Module II

Greetings

Let me Introduce

The modal particle “ne”.

Use of Please ‘qing’ – sit, have tea etc.

A brief self introduction – Ni hao ma? Zaijian!

Use of “bu” negative.

Module III

Attributives showing possession

How is your Health? Thank you

Where are you from?

A few Professions like – Engineer, Businessman, Doctor, Teacher, Worker.

Are you busy with your work?

May I know your name?

Module IV

Use of “How many” – People in your family?

Use of “zhe” and “na”.

Use of interrogative particle “shenme”, “shui”, “ma” and “nar”.

How to make interrogative sentences ending with “ma”.

Structural particle “de”.

Use of “Nin” when and where to use and with whom. Use of guixing.

Use of verb “zuo” and how to make sentences with it.

Module V

Family structure and Relations.

Use of “you” – “mei you”.

Measure words

Days and Weekdays.

Numbers.

Maps, different languages and Countries.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I” Lesson 1-10

ADVERTISING PLANNING AND STRATEGY

Course Code: JRN 3201

Credit Units: 04

Course Objective:

The students will now be ready to understand the nitty gritty of advertising. Brands will be introduced and brand management, positioning and loyalty will be discussed. The steps involved in developing an advertising plan will be taught. The consumers, who are the ultimate targets of the advertisers, will also be examined in this section. Students will undertake studies to evaluate and understand their behavior, preferences and compulsions. The all- important decision making process will find adequate mention in the classroom. An understanding of the media which is so vital for the completion of the advertising process will also be examined in detail.

Course Contents:

Module I: The Advertising Plan

Steps involved in developing an advertising plan
Situation analysis
Identify target audience
Determine communication objective
The creative plan
Copywriting
The Media Plan: selecting the communication channel
Determining the advertising budget
Deciding on the communication mix
Evaluation

Module II: Advertising and Consumer Behavior

The Decision process
Low-Involvement Decision Process
High-Involvement Decision process
Stages in the decision process

Module III: Advertising and Ethics

ASCI's code of Advertising Practice
Truth in advertising
Advertising to children
Advertising controversial products

Module IV: How advertising works

Rational to emotional approaches
Advertising strategies
Generic
Preemptive
USP
Positioning
Brand Image Approach
Resonance
Affective
Concept of an advertising brief
Study of various elements of a brief and how advertising evolves out of a brief

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Rajeev Batra, John G. Myers & David A. Aaker, 2000, Advertising Management, Prentice Hall of India
- David Ogilvy, Ogilvy on Advertising, Vintage Books
- S.A. Chunawalla, K.C. Sethia, Foundations of Advertising Theory & Practice, Himalaya Publishing
- Frank Jefkins, Advertising, Macmillan India Limited
- J. Thomas Russell, Advertising Procedure, Prentice Hall
- Dr. Jaishri N. Jethwaney, Advertising, Phoenix Publishing House
- Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik, Advertising, South Western College Publishing
- Herschell Gordon Lewis, Nelson, Handbook of Advertising, NTC Business Books
- Roderick White, Advertising, McGraw-Hill
- Sean Brierley, The Advertising Handbook, Routledge

PRINT DESIGN AND VISUALIZATION

Course Code: JRN 3202

Credit Units: 04

Course Objective:

The course provides students a broad knowledge of designing of layouts of various mediums. They will learn the terminology used in layouts and designs in indoor medium (newspapers, periodicals, leaflets etc.) as well as outdoor medium (hoardings, posters, banners etc). The students will study the design for advertising layouts, graphics, taking into the consideration the choice of typeface and positioning and choice of colors, images and text. They will also learn the terminology used in page layout and design and the importance of house styles. Their work will include practical project as well as investigations into current advertising design and editing practices in a variety of print forms.

Course Contents:

Module I: House styles

What is style sheet? How to create style sheet? Style guide: examples from newspapers, magazines; own guide produced for new publication.

Styles: choice of typeface and masthead, choice and use of images and color, positioning of articles and images on the page, use of headlines in an appropriate font, point size, number of lines etc, text manipulation, juxtaposition of text/images/advertising, Typography.

Module II: Comparison in newspapers and magazines

What is the difference between Newspaper & Magazine layouts? What needs to take care when creating layouts for Fashion feature or Business articles or News pages. Which software is to be used for making layouts, creating vector graphics and raster images? Proper utilization of design elements and principles in layouts.

Module III: Advertising concepts

Corporate Identity: Usage of Types & Fonts, Color schemes, Punch line, Orientation.

Corporate Stationary: Logo, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, Calendar Design.

Communicating through multiple media: Digital and print produces integrated design solutions. Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Dangers, and Banners etc. Choice and usage of images and colors in advertisements.

Module IV: Relevant Softwares to design Advertisements

Advertising Campaign: Developing advertising campaigns, from concept to creation, from creative to presentation.

Photoshop, PageMaker, CorelDraw, Illustrator, and their relevant usage in creating different forms of design for advertisements and campaigns.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen

SPECIALIZED REPORTING AND FEATURE WRITING

Course Code: JRN 3203

Credit Units: 04

Course Objective:

After learning the basics of newspaper reporting in the first semester, the students will now be required to delve into the issues of specialization in news. The concepts of beats will be introduced and they will learn the subtle differences between reporting on politics, business, sports and crime. The student will be given focus on the principles of editing, mechanics of newspaper layout and design and acquiring skills for feature writing.

Course Contents:

Module I: Beat Reporting

Covering a news beat

Coverage of various beats: crime, education, health, civic affairs and local government.

Political Reporting (Political structure in India, Covering political parties/events/rallies/ elections)

Parliament Reporting (Parliament Structure, reporting on legislature)

Covering the Government (PIB, Ministries)

Legal Reporting (structure & jurisdiction of courts, reporting court hearings, precautions)

Module II: Business & Sports Reporting

Basic Business Knowledge & Business Bodies

Corporate Reporting

Covering Economic policy (ministries of commerce, finance, industry, company affairs and other infrastructure ministries)

Stock market coverage

How to develop good sports writing skills

Covering local, national and international level events

Entertainment and Lifestyle Reporting

Module III: Investigative Reporting

Definition and elements

Tools of investigative reporting

Importance of Sources

Sting Operations and latest trends

Relevant Case studies: Indian and International

Module IV: Feature Writing

How to write a feature

Different types of features

Book reviews and film reviews

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Journalism Reporting; Sharma, Seema
- Writing the New's; Fox, Walter
- The newswriter's Handbook; Stein, M.L. & Paterno, Susan F.
- Basic News writing; Mencher, Melvin
- News Writing; Hough, George A.
- Sports Writing: The Lively Game; Fink Conrad C.
- 21st Century Journalism in India; Rajan, Nalini
- The Newspapers Handbook; Keeble, Richard

MEDIA ARTS - II: RADIO AND TV

Course Code: JRN 3204

Credit Units: 04

Course Objective:

This unit will give students the opportunity to study the contemporary conventions and practices in Television and Radio Journalism. Students will be taught to identify and examine key principles involved and required in news broadcasting, and TV and radio programming. This unit will train the student in basics of news and feature reporting, writing and programming.

Course Contents:

Module I: Writing For Media

Writing styles for Broadcast Medium
TV - Writing for visuals, Conversational Writing
Terminology
Script, screen play, story board, script formats
Writing for different formats
Radio- Writing for ear
Style, Radio scripts for different formats, Jargon and terminology

Module II: Lighting

Nature, quality, lighting for TV
Colour temperature
Lighting instruments
Three point lighting
Creative additions to lighting for different genres

Module III: Editing techniques

Editing; principles and techniques
Continuity and non-continuity editing
Linear and non-linear editing

Module IV: Introduction to TV journalism

Basic contours and characteristics of TV news journalism.
TV news room- hierarchy, role of each element in hierarchy
The news process from field reporting to packaging and going on Air
Various technical departments
Functioning of each department
Designations of technical staff
Equipments or hardwares for a news channel
Utility of each
Importance of technical functioning in a news channel
Coordinating with the newsroom
Professional terminologies
Functioning while working on a live bulletin and recorded programme
TV news bulletin; rundown, stacking, blocking

Module V: Television Reporting: the human angle

Qualities and attributes of a broadcast reporter.
Essentials during reporting
Live reporting and working on a story
Different functioning for different beats
Interviewing skills
The news Anchor- qualities, role and responsibilities.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- William Crawley & David Page (Eds.), Satellites over South Asia, Sage, India, 2000
- Geeta Sen, Image and imagination, Mopin Publishing
- Gopal Sexena, Television in India, Vikas Publishing House
- E. Moris, Broadcasting reforms in India, Oxford University Press

MASS MEDIA INDUSTRY

Course Code: JRN 3205

Credit Units: 03

Course Objective:

A knowledge of mass media as a corporate enterprise is essential for a complete understanding of mass communication. Today's media is increasingly market driven, and the students will learn about the various branches in the mass media industry and various aspects of the industry such as ownership patterns, legal issues and laws, and organizational structure.

Course Contents:

Module I: Media as an industry

Journalists becoming managers
Ownership patterns in Print Media
Ownership patterns in Broadcast Media
Organizational structure
Fieldtrip to media industries

Module II: Contemporary Practices

Overview of Indian Media Market
Growth of the Indian Print Business: Problems and Prospects
Growth of the Television Industry: Problems and Prospects
Radio Industry: Growth, Problems and Opportunities
Indian Film Industry: Growth and success story, problems and prospects
Overview of the Indian Music Industry

Module III: Media and Globalization

Foreign equity in Indian media
The concept of global media
Global Media Giants
Critical analysis of media globalization

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Media management in the age of Giants; Herrick, Dennis.H.
- The Indian Media Business; Kohli, Vanita
- Mass Communication in India; Aggarwal, Veerbala

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Code: JRN 3206

Credit Units: 03

Course Objective:

This unit provides an introduction to the principles, concepts and objectives of Public Relations & Corporate Communication. Media handling and planning which are integral parts of successful Public Relations in today's world will be explained. The students will also be taught the techniques of effective press release writing, how to issue releases, statements.

Course Contents:

Module I: Public Relations

Basics of Public Relations: Evolution and History of PR
Definitions and Concepts: PR definition and PR w.r.t allied disciplines
Political and financial PR, PR as management function.
Role and Objectives of PR (need of PR for effective employee & community relations)
Publics in public relations: Internal and External PR, targeting the correct public.
Public Relations in India and other developing countries.
Globalisation & PR: Changing trends in PR

Module II: Public Relations and Media Affairs

Planning Process in PR: Research –Brief Intro of qualitative and Quantitative research methods and Media Planning,
Implementation and Evaluation of Campaign and techniques, program budget & assessing results
Event and Crisis management
Media Relations (Understanding the Media, Media events and facility visit, principles of good media relations)

Module III: PR tools

Press releases, Backgrounders, catalogues, Brochures, Journals, annual reports, writing company profile, Newsletter (types & contents)
Making press kit, organizing press conference (Role & importance, press reception and conference organization)
Public Relations & Socio –Economic development
Public Relations in Journalism and Advertising
Public Relations Laws and Ethics
PRSI, origin, Objectives and Achievements

Module IV: Corporate Communication

PR vs Corporate Communication
Introduction, its need, importance and functions
Elements of corporate communication: corporate philosophy, culture, corporate identity, citizenship and philanthropy
Important concepts in corporate communication: Image management, direct marketing, network marketing, Issue management, Celebrity endorsement

Module V: Tools of Corporate Communication

Desktop Publishing (DTP)
Corporate Communication through websites, designing of website
Annual Reports: Budget, timing and general concepts of the annual report, essentials of designing a report
Types of leaflets, formal and informal invitations, Designing of leaflets, invitations
Blogs, Pod casting, chat rooms, social networking sites and current TV: Impact of citizen journalism and "Transparency" on Corporate communications practice

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Anne Gregory, Planning and Managing a Public Relations campaign: A step by Step guide, The institute of Public Relations, London, Kogan Page 1999
- Corporate Communication: Principle, Techniques and Strategies, Kogan Page. 1997
- Scott M Cutli and Allen H Centre, Effective Public Relations, Prentice Hall, 1990
- Baldev Sahai, Public Relations a Scientific Approach, Scope Publication, New Delhi
- D.S. Mehta, Handbook of Public Relation in India, Allied Publishers, New Delhi
- J.N. Kaul, Public Relations in India, Nyay Prakashan, Calcutta
- Frank Jefkins, Public Relations, Pitman Publishing, London
- Media Management; Kundra. S

- The power of Corporate Communication: Argenti, Paul, A & Forman , Janis
- Event Management :Lynn Van Der Wagem
- Corporate Communication: Joseph Fernandez
- Corporate :Paul A. Argenti
- Corporate Communication Concepts and Cases: Nagendra V Chowdhary

ADVANCED PHOTOGRAPHY

Course Code: JRN 3207

Credit Units: 03

Course Objective:

After being exposed to the basics of photography in the first semester, the students will be eager to try their hands in the comparatively new area of digital photography and imaging. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

Course Contents:

Module I: Advanced Lighting & Composition

Lighting & its control (Source, Contrast & Direction of light)

Electronic flash & its synchronization

One, two & three point lighting

Working on the Subject (Changing proximity, Varying angles, tightly framing subjects)

Module II: Aesthetic Variations for various beats

Portrait

Wildlife,

Nature & landscapes,

Night photography,

Journalism (photography for newspapers & magazines)

Module III: Understanding Digital Photography

Digital Image Construction (Size & Resolution of Digital Images)

Uses, Advantages and Limitations of Digital over Conventional Photography Image Sensors (CCD and CMOS)

Formats of a Digital Image

Types of Digital Cameras

Module IV: Digital Image Manipulation

Problems with Digital Photographs

Commonly used image editors

Editing images with Adobe Photoshop and Photoshop Elements

Printing and Sharing Digital Images

Module V: Advanced Photography Practicals

Practicing Outdoor Photography

Photography Assignments and Projects

Developing Personal Digital Portfolio

Digital Image Manipulation using various computer software

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Advanced Photography; Langford, Michael (Focal Press)
- Photography, Handbook, Wright, Terence
- The Darkroom Cookbook; Anchell, Stephen G.
- Practical photography; Freeman, John
- Special Effect; Hicks, Roger & Schultz, Frances
- The art of colour photography; Hedgecoe's, John
- Photography Foundations for art & design; Galer, Mark
- Digital Art Photography by Matthew Bamberg, MA
- Digital Photography by David D. Busch

RESEARCH - I

Course Code: JRN 3208

Credit Units: 04

Course Objective:

This course aims to ensure that the students have a comprehensive understanding of the issues and different approaches that are involved in undertaking research. In semester two the emphasis will be on qualitative approaches to research. This includes being well-versed in the theory and practice of research. Students will be able to conduct research individually and as a group in a clear and imaginative manner and in oral and written mediums. Students will learn how to access, analyze and use information by using a range of research tools for their projects in different subjects.

Course Contents:

Module I: Introduction to Research

Meaning and importance of research

Historical Overview of Mass Communication Research Theories

5 W's of Research: why, what, where, who, and which

Two types of research: basic and applied research

Ethical issues of informed and voluntary consent

Framing the right research questions

Different ways of starting a research process: a question or a hypothesis

Module II: Research Process

Four Stages of Research

Preliminary research: location, people, allocation of resources, deadlines, requirements, literature review, planning the research design, and understanding the variables, and timeline

Data recording: primary and secondary data, techniques of collecting data, recording instruments, and coding devices.

Data analysis and organization: writing choices, forms of writing (report, proposal, dissertation), formats and conventions of writing, technological tools

Presentation of final outcomes: knowing the conventional formats

Theoretical approaches to data collection and analysis: Positivism, Feminism, and Postmodernism

Action Research: a feminist concept (observation, intervention, participation, observation)

Module III: Research Methods

Brief historical background of central debates

Main models of research: deductive & inductive, qualitative & quantitative approach

Understanding Ethnography and how it utilizes the following research methods

Focusing on Qualitative Methods: its uses, features, advantages and disadvantages

Interview: Different types (individual, couple, and group), forms (structured, semi-structured, and unstructured), mediums (TV, Radio, and Print)

Observation: direct observation, auto-observation, and participant-observation

Content analysis

Discourse analysis

Comparative analysis

Focus Group

Case Study

Longitudinal Study

Module IV: Research Project

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	70

Text & References:

- Thomas R. Lindlof & Bryan C. Taylor (2002) (2nd edn.) Qualitative Communication research methods, Sage Publications: London.
- Kimberly A. Neuendorf (2005) (1st edn.) The Content Analysis Guidebook, Sage Publications: London.
- Roger D. Wimmer and Joseph R. Dominick (2005) (8 edn.) Mass Media Research, Wadsworth Publishing: London.

- White, Patrick (2009) Developing research questions: a guide for social scientists, Palgrave Macmillian: Basingstoke.
- Alasuutari, Pertti and Bickman, Leonard (2008) The SAGE handbook of social research methods, edited by Julia Brannen, Sage: London.
- Kothari, C. R (1990) Research Methodology: Methods and Techniques: Wishwa Prakashan: New Delhi.
- Berger, Arthur Asa (2000) Media and Communication Research Methods an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.

COMMUNICATION SKILLS - II

Course Code: CSS 3251

Credit Units: 01

Course Objective:

To enrich the understanding of English language and communication, structure, style, usage, and vocabulary for global business purposes.

Course Contents:

Module I: Fundamentals of Communication

Role and purpose of communication: *7 C's of communication*

Barriers to effective communication

Enhancing listening

Forms of Communication: one-to-one, informal and formal

Module II: Verbal Communication (Written)

Business Letter

Social correspondence

Writing resume and Job applications

Module III: Speaking skills

Conversational English

Guidelines to give an effective presentation

Activities to include:

Presentations by students

Just a minute

Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

Text & References:

- Business Communication, Raman – Prakash, Oxford
- Textbook of Business Communication, Ramaswami S, Macmillan
- Speaking Personally, Porter-Ladousse, Cambridge

BEHAVIOURAL SCIENCE - II

(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BEH 3251

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Process of Behavioural communication
Aspects of interpersonal communication and relationship
Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioural Communication

Scope of Behavioural Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioural Communication in relationship management

Module II: Managing Individual Differences in Relationships

Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships
Conforming and Disconfirming Communication
Culturally Relevant Communication
Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication

Imperatives for Interpersonal Communication
Models – Linear, Interaction and Transaction
Patterns – Complementary, Symmetrical and Parallel
Types – Self and Other Oriented
Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship
Model of ending relationship

Module VI: End-of-Semester Appraisal

Viva based on personal journal
Assessment of Behavioural change as a result of training
Exit Level Rating by Self and Observer

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
- Harvard Business School, Effective Communication: United States of America
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.

FRENCH - II

Course Code: LAN 3251

Credit Units: 02

Course Objective:

- To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.
- To make them learn the basic rules of French Grammar.

Course Contents:

Module A: pp.38 – 47: Unité 3: Objectif 3, 4, 5, 6

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical:

Unité 3: Organiser son temps

1. donner/demander des informations sur un emploi du temps, un horaire
SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour ...
 - i) prendre un rendez-vous/ accepter et confirmer/ annuler
 - ii) inviter/accepter/refuser
3. Faire un programme d'activités
imaginer une conversation téléphonique/un dialogue
Propositions- interroger, répondre

Unité 4: Découvrir son environnement

1. situer un lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité 5: s'informer

1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:

1. Adjectifs démonstratifs
2. Adjectifs possessifs/exprimer la possession à l'aide de :
 - i. « de » ii. A+nom/pronom disjoint
3. Conjugaison pronominale – négative, interrogative -
construction à l'infinitif
4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il
faut... »/ «il ne faut pas... »
5. passé composé
6. Questions directes/indirectes

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code: LAN 3252

Credit Units: 02

Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Grammar to consolidate the language base learnt in Semester I

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

Module II: Irregular verbs

Introduction to irregular verbs like to be, and others, to learn the conjugations of the same, (fahren, essen, lessen, schlafen, sprechen und ähnliche).

Module III: Separable verbs

To comprehend the change in meaning that the verbs undergo when used as such

Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison

Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative prepositions with their use

Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: 'In the market place'

'At the Hotel'

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – II

Course Code: LAN 3253

Credit Units: 02

Course Objective:

To enable students acquire more vocabulary, grammar, Verbal Phrases to understand simple texts and start describing any person or object in Simple Present Tense.

Course Contents:

Module I

Revision of earlier modules.

Module II

Some more AR/ER/IR verbs. Introduction to root changing and irregular AR/ER/IR ending verbs

Module III

More verbal phrases (eg, Dios Mio, Que lastima etc), adverbs (*bueno/malo, muy, mucho, bastante, poco*). Simple texts based on grammar and vocabulary done in earlier modules.

Module IV

Possessive pronouns

Module V

Writing/speaking essays like my friend, my house, my school/institution, myself....descriptions of people, objects etc, computer/internet related vocabulary

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Español, En Directo I A
- Español Sin Fronteras

CHINESE – II

Course Code: LAN 3255

Credit Units: 02

Course Objective:

Chinese is a tonal language where each syllable in isolation has its definite tone (flat, falling, rising and rising/falling), and same syllables with different tones mean different things. When you say, “ma” with a third tone, it mean horse and “ma” with the first tone is Mother. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

Course Contents:

Module I

Drills
Practice reading aloud
Observe Picture and answer the question.
Tone practice.
Practice using the language both by speaking and by taking notes.
Introduction of basic sentence patterns.
Measure words.
Glad to meet you.

Module II

Where do you live?
Learning different colors.
Tones of “bu”
Buying things and how much it costs?
Dialogue on change of Money.
More sentence patterns on Days and Weekdays.
How to tell time. Saying the units of time in Chinese. Learning to say useful phrases like – 8:00, 11:25, 10:30 P.M. everyday, afternoon, evening, night, morning 3:58, one hour, to begin, to end etc.
Morning, Afternoon, Evening, Night.

Module III

Use of words of location like-li, wai, hang, xia
Furniture – table, chair, bed, bookshelf,.. etc.
Description of room, house or hostel room.. eg what is placed where and how many things are there in it?
Review Lessons – Preview Lessons.
Expression ‘yao’, “xiang” and “yaoshi” (if).
Days of week, months in a year etc.
I am learning Chinese. Is Chinese difficult?

Module IV

Counting from 1-1000
Use of “chang-chang”.
Making an Inquiry – What time is it now? Where is the Post Office?
Days of the week. Months in a year.
Use of Preposition – “zai”, “gen”.
Use of interrogative pronoun – “duoshao” and “ji”.
“Whose”??? Sweater etc is it?
Different Games and going out for exercise in the morning.

Module V

The verb “qu”

Going to the library issuing a book from the library
 Going to the cinema hall, buying tickets
 Going to the post office, buying stamps
 Going to the market to buy things.. etc
 Going to the buy clothes Etc.
 Hobby. I also like swimming.
 Comprehension and answer questions based on it.

Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- “Elementary Chinese Reader Part I” Lesson 11-20