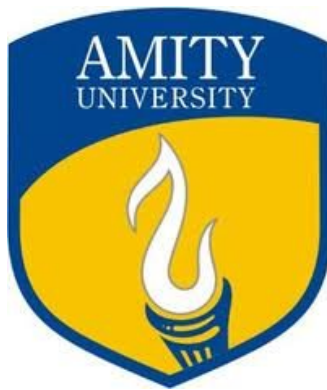


FLEXILEARN
CHOICE BASED CREDIT SYSTEM
Freedom to design your degree

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)	
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	B.Tech (Biotech)	
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	B.Tech (Biotech)	
	B.Tech. (Bioinformatics)	
	B.Sc. (H) Biotechnology	
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	M.Tech.(Biotech)	
	M.Sc. (Bioinformatics)	
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	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)	
	Master of Hospital Administration	
	6.6 Amity School of Economics	
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	B.Sc. (Animation & Visual Graphics)	
	M.Sc- Visual Graphics & Animation	
	MJMC	
	PG Diploma in Journalism & Mass Commn.	
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	B.Sc. (Clinical Psychology)	
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	MA (Counseling Psy)	
	M.Sc. (Clinical Psychology)	
	PG Dip. In Counseling Psy	
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	B.A. (H) History	
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	B.Sc-Home Science(Hons)	
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	M.Sc. (Dietetics & Applied Nutrition)	
	Bachelor of Clinical Optometry	
	B.Sc. (Medical Lab Technology)	
	Bachelor of Clinical Optometry	
	Master of Clinical Optometry	
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	6.15 Amity School of Nursing	
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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

$$SGPA = \frac{U_1G_1 + U_2G_2 + U_3G_3 + \dots}{U_1 + U_2 + U_3 + \dots}$$

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

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

The successful candidates shall be placed in Divisions as below:

<u>CGPA</u>	<u>EQUIVALENT DIVISION</u>
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

Master of Journalism & Mass Communication

Programme Code: MJMC

Duration- 2 years full time

**Programme structure
And
Curriculum & scheme of examination
2013**

**AMITY UNIVERSITY HARYANA
GURGAON (MANESAR)**

PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2010

PROGRAM STRUCTURE

FIRST SEMESTER

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
JRN 4101	Introduction to Mass Communication	3	1	-	4
JRN 4102	Print Journalism - Reporting & Editing	2	1	2	4
JRN 4103	Media Arts - I: Radio & TV	2	-	2	3
JRN 4104	Advertising : Concepts & Principles	2	2	-	4
JRN 4105	Introduction to Photography	2	1	2	4
JRN 4106	Design Software	2	1	2	4
JRN 4107	History, Culture & Society	2	1	-	3
CSS 4151	Communication Skills - I	1	-	-	1
BEH 4151	Self Development & Interpersonal Skills	1	-	-	1
LAN4151 LAN4152 LAN4153 LAN4154 LAN4155 LAN4156	Foreign Language – I French- I German-I Spanish-I Russian-I Chinese-I Portuguese-I	3	-	-	3
	TOTAL				31

SECOND SEMESTER

JRN 4201	Advertising Planning & Strategy	3	1	-	4
JRN 4202	Print Design & Visualization	2	1	2	4
JRN 4203	Specialized Reporting & Feature Writing	2	1	2	4
JRN 4204	Media Arts - II: Radio & TV	2	1	2	4
JRN 4205	Mass Media & Industry	2	1	-	3
JRN 4206	Public Relation & Corporate Communication	2	1	-	3
JRN 4207	Advanced Photography	2	-	2	3
JRN 4208	Research - I	3	1	-	4
CSS 4251	Communication Skills - II	1	-	-	1
BEH 4251	Behavioural Communication & Relationship Management	1	-	-	1
LAN4251 LAN4252 LAN4253 LAN4254 LAN4255 LAN4256	Foreign Language – II French- II German-II Spanish-II Russian-II Chinese-II Portuguese-II	3	-	-	3
	TOTAL				34

SUMMER PROJECT (6 CREDIT UNIT)

Note: Students must submit their summer project immediately on return from summer vacation in August and the same should be evaluated for 6 credit units, which should be included in the Third Semester marks.

THIRD SEMESTER

MJM 301	Media Arts - III: Film	3	-	2	4
MJM 302	Research - II	3	1	-	4
MJM 303	Media Planning & Brand Management	2	1	-	3
MJM 304	Media Laws & Ethics	2	1	-	3
MJM 305	Development Communication	2	1	2	4
MJM 306	Digital Media Production	2	-	4	4
MJM 341	Communication Skills - III	1	-	-	1
MJM 343	Behavioural Science - III	1	-	-	1
MJM 344	Foreign Language - III	2	-	-	2
MJM 345	French				
MJM 346	German				
MJM 347	Spanish				
MJM 348	Russian				
MJM 348	Chinese				
MJM 360	Summer Project (Evaluation)	-	-	-	6
	TOTAL				32

FOURTH SEMESTER

JRN 4601	Professional Project Specialization (Any one) • Radio • Television • Print • Advertising • Public Relations • Photography	-	-	-	9
JRN 4401	Media Arts - IV: Cyber Media	3	1	2	5
JRN 4402	Media Analysis	3	2	-	5
CSS 4451	Communication Skills - IV	1	-	-	1
BEH 4451	Professional Excellence	1	-	-	1
JRN 4437	Internship	-	-	-	9
	TOTAL				30

Curriculum & Scheme of Examination

INTRODUCTION TO MASS COMMUNICATION

Course Code: JRN 4101

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 4102

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 4103

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 4104

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 4105

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 4106

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 4107

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 4151

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 4151

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: LAN4151

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: LAN4152

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, Schmøe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – I

Course Code: LAN4153

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: LAN4155

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 4201

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 4202

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 4203

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 4204

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 4205

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 4206

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 4207

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 4208

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 4251

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 4251

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 4251

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 4252

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 4253

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 4255

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

MEDIA ARTS III: FILMS

Course Code: JRN 4301

Credit Units: 04

Course Objective:

This course focuses on the language of filmmaking and its techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, film appreciation will also be a part of the semester. The ability to analyze and put film studies in proper perspective will be intended during the course.

The finer nuances of cinema will be explained. Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

Course Contents:

Module I: Language of cinema

Shots, camera angles, movements

Mise-en-scene

Dimensions of Sound: sync and non-sync, sound effects, and silence, dialogues, ambient sound.

Narrative Composition: 3 plot structure, Characterization & Dramatic Structure

Ideation and Visualization, Screen Play, Storyboarding

Module II: Production Overview

Three stages of Film Production: Pre-production, Production, Post Production

Lighting

Art Direction

Departments and their role

Role and importance of the director

Division of roles between creative and technical personnel

Module III: Aesthetics of film

Sound as a metaphor

Importance of silence

Misc en scene and interpretations

Continuity vs discontinuity

Film space and screen space

Changing dimensions of pace and rhythm

Module IV: Film Genres

Narrative and non narrative

Fiction: romance, comedy, family drama, suspense thriller

Documentary Film and its sub-gneres

The bollywood masala

Module V: Film Studies

Film Genre and Auteur Theory

Feminist Film Theory

New Wave Cinema

Changing trends in Indian cinema

Examination Scheme:

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

Text & References:

- Directing the Documentary; Rabiger, Michael
- Movies and Methods V1; Nichols, Bill
- Movies and Methods V2; Nichols, Bill
- Film Art: An Introduction, D. Bordwell, K. Thomson 1990
- Image and imagination, Geeti Sen
- The Cinematic Society, Norman K. Denzin
- The Image trap, M.S.S. Pandian

- The Camera Age, Michael J. Arlen
- Gurudutt, Nasreen Munni Kabir
- 100 Years of Cinema, Prabodh Maitra

RESEARCH – II

Course Code: JRN 4302

Credit Units: 04

Course Objective:

This course aims are similar to the semester two but the students will be given an overview of different aspects and issues involved in using quantitative methods independently and in conjunction with qualitative methods but without becoming too detailed. The course will teach students the art of research writing and provide detailed insight into undertaking a research project which will be an extension of the earlier semester in terms of its scope, methodologies, and presentation.

Course Contents:

Module I: Research Methods

Type of research design: experimental, non-experimental, and quasi-experimental

Introduction to hypothesis testing

Type of variables: independent, dependent and controlled

Data collection: The process of measurement, measuring techniques, levels and problems of measurement, psychometric features of an instrument (reliability and validity), developing a survey questionnaire, secondary analysis, and basic ideas involved in sampling and concise introduction to various sampling strategies

Data Analysis: simple and multiple correlation and regression

Examples when qualitative & quantitative methods of collection and analysis are combined

Computer Softwares for Quantitative and Qualitative Analysis: SPSS for quantitative data, for qualitative data there are two types: QSR N6 for academic purposes and XSight (QSR, 2004) for market researchers

Module II: Research Writing

Types of writers

Stages of writing: first draft, second draft, final draft and proof-reading

Writing to report vs. writing to learn

Difference between proposal, report and thesis

Writing as a continuous process: defining the idea, methodological framework, pilot project, main findings

Mistakes, Lessons, and Emerging Insights of the Pilot Project

Writing the final findings, insights, questions for future research

Structure and conventions of research writing: Title of the Project, Abstract, Acknowledgements, Table of Contents and Indexing, format of referencing, Difference between footnotes and endnotes, Presenting tables, graphs, diagrams, and appendix

Module III: Main Project

Examination Scheme:

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

Text & References:

- David J. Luck and Ronald S. Rubin (1987) Marketing Research, Prentice-Hall: Englewood Cliffs, NJ
- Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, Bharti Bhawan: Patna.
- Bell, Judith (2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.
- 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.
- K N Krishnaswamy, A.I. Sivakumar and M Mathirajan (2006). Management Research Methodology: Integration of Methods and Techniques. Pearson Education: New Delhi.
- Schroder, Kim; Drotner, Kristen; Kline, Stephen & Murray, Catherine (2003) Researching Audiences, Oxford University Press: Delhi.
- Keith F Punch (2005) (2nd edn.) Introduction to Social Research, Sage Publications: London

MEDIA PLANNING AND BRAND MANAGEMENT

Course Code: JRN 4303

Credit Units: 03

Course Objective:

Media planning is the strategic formulation of activities designed to carry out the objectives of the advertising program. Students are involved in research to become proficient in media analysis and hone their negotiation skills. This course will familiarize students with the most important aspect of all marketing – ‘Brands’. Students will learn the basic concepts associated with brands as well as how marketing and communication revolves around launching, building and sustaining brands. The process by which media selects companies or their agencies is a complex one involving substantial marketing and advertising research. While the process includes numerous steps, it operates in two stages: media planning and media buying.

Course Contents:

PART I: MEDIA PLANNING

Module I: Media Planning

Planning is the strategic formulation of activities design to carry out the goals or objectives of the advertising program. The planner decisions are directed by a series of questions:

Whom is the campaign directed to

Where will the campaigns run

How long will the campaign run

When will the campaign run

What degree of target coverage and repetition of exposure are necessary

Integrating science with creatively in advertising.

Role of media in the Marketing Framework.

Media Planning framework

Developing Media Strategy-the media mix, Factors influencing media strategy decision.

Media availability & economics.

Module II: Overview

Media types characteristic of major media forms.

Electronic media-The global goose

Outdoor Advertising-They do not circulate market circulates around them

Transit advertising

Internet-news born medium for the millennium.

Module III: Matching media & market

Geographical selectivity, reach & frequency.

Maximizing advertising exposure.

Media briefing

Media scheduling

What patterns of exposure works best

Timing the effective exposure and finding time opportunities to communicate

Media budget

Module IV: Selecting and buying acceptable media

Media Buying functions

New trends

Increasing complexity in Media Buying

PART II: BRAND MANAGEMENT

Module V: Brand Concepts

Evolution of Brands

Brands & Products

Brand Perspectives

Brand Differentiation

Brand Positioning

Brand Image

Brand Equity

Brand Extension

Module VI: Branding Strategies

Closing Branding Strategies

Products Branding

Line Branding

Range Branding

Umbrella Branding

Source/Double Branding

Endorsement Branding

Examination Scheme:

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

Text & References:

- William B. Goodrich, Jack Z. Sissors, Media Planning Workbook (2 Photocopies), NTC Business Books
- Jack Z. Sissors, Lincoln Bumba, Advertising Media Planning, NTC Business Books
- Larry D. Kelley, Donald W. Jugenheimer, Advertising Media Planning, Prentice Hall of India

MEDIA LAWS AND ETHICS

Course Code: JRN 4304

Credit Units: 03

Course Objective:

Today's media is increasingly market driven, and the students in this section will learn the regulation and practices of various ownership patterns. Legal implications of news, and other legal issues and laws, which rule the everyday lives of newsmen, will be discussed. Students will learn in detail about the contempt of court, defamation legislation, copyright and issues of privacy, Debates and discussions on the ethical issues related to the media will take place in class. Newspaper management will also be explained.

Course Contents:

Module I: Introduction

Defining Ethics
Truth, Fairness & Objectivity
Sources of Information
Case Studies: Aarushi & the Indian media

Module II: Constitutional Framework

Constitutional Provisions on freedom of speech and expression
Constitutional Restrictions on freedom of speech and expression
Law on Morality, Obscenity and Censorship

Module III: Media Laws

Contempt of court (Reporting on the judiciary)
Defamation
Right to Privacy
Intellectual Property Rights
Right to Information (Official Secrets Act, 1923, The Evidence Act, 1872)
Cinematograph Act

Module IV: Media Ethics

Editorial content & integrity
Editorial & advertorial
Meeting Advertisers' Needs
Press Council Guidelines
Broadcast Regulation
Sting Journalism
CoCA and trial by the media
Case Studies: Uma Khurana sting operation, other relevant case studies

Examination Scheme:

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

Text & References:

- Facets of media Law; Divan, Madhavi Goradia
- Media Ethics; Cristians, G. Clifford
- Media ethics; Shrivastava
- Media Ethics and Laws; Hakemulder, R. Jan
- Media and Society; Ravindran, R.K

DEVELOPMENT COMMUNICATION

Course Code: JRN 4305

Credit Units: 04

Course Objective:

This course will develop an understanding of developmental issues in the mind of students and will make them understand the importance of the subject as via this they can contribute to the development of the country as future mass communicators.

Course Contents:

Module I: Concept and indicators of development

Definition, meaning and process of development

Theories and paradigms of development – unilinear and non-unilinear theories/paradigms

Characteristics of underdeveloped economics

Ingredients (5Ms) of development and money generation

MNCs and foreign aid

Basic needs model

Indicators of development

Communication, Democracy, Human Rights as an indicator, Sustainable development, Social Relations [inequality]

Module II: Development theories and issues

Diffusion of Innovation, Empathy, theory of Magic multiplier, localized approach

Development support communication - Extension Approach:- Health and FW, Women empowerment, Literacy & Education, Unemployment, Watershed management, Harvesting, Participation in development

Module III: Media and Development

Role of communication in development process

Development message design and communication

Role and performance of Print, Radio, TV, Outdoor publicity in Indian perspective, Cyber media and development

Traditional media - music, drama, dance, puppetry, street play, fairs, festivals and their role in Development Communication

NGOs and development – preparing projects, Communication for rural development (INDIAN

PERSPECTIVE): Panchayati Raj, Advancement in farming and alternative employment, Urban sanitation, Slum development, sanitation, Communication for Tribal development, Wild life and forest conservation etc.

Examination Scheme:

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

Text & References:

- Narula Uma Development Communication – Theory and Practice, Har Anand, 1999
- Gupta V.S. Communication and Development Concept, New Delhi 2000
- Tewari, I P Communication Technology and Development, Publication Division, Govt. of India, 1997
- Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi 2001
- Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi 2001
- Lerner Daniel and Schramm Wilbur ed. Communication and changes in Developing Countries, East West Communication Centre, Hanolulu
- Rogers Ereerett M Communication and Development, Critical perspective, Sage, New Delhi, 2000
- Todaro, Michael P Economic Development in the Third World, Longman, New Yort, 1981

DIGITAL MEDIA PRODUCTION

Course Code: JRN 4306

Credit Units: 04

Course Objective:

The limitless potential in the field of digital media will be revealed in this unit. The processes and practices of graphics and animation that help to translate creative imaginations into digital realities will be taught. Acoustics and Sound editing will also be learnt. The primary goal is to help students use the power of the Internet as a tool in multimedia presentations.

Course Contents:

Module I: Concept of Graphics & Animation

Understanding graphics, Types of graphics, Understanding animation, Difference between graphics and animation, Conventional aspects of graphics and animation, new form of animation /recent trends.

Module II: Formats

Stop motion and Go motion animation, Different Forms of animation, 2D, 3D, Cell, Clay (Making stets) etc, Concept, Definition and Uses.

Module III: Applications of Macromedia Flash –5

Key-frame
Onion Key-frame
Importing BMP and JPG images
Multi-layering
Importing sound

Module IV: Fundamentals of Sound Editing

Types of sound formats- WAVE, MP3
Mixing of Stereo, Mono, and Multi-track sound
Mixing the composed sound with the animation

Examination Scheme:

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

Text & References:

- Computer Dictionary, Ian Simmons
- Mastering PageMaker 6 for Windows 95, Rebecca Bridges Altman, Rick Altman
- Teach Yourself HTML 4, Dick Oliver
- Desktop Publishing on PC, M.C. Sharma
- Teach Yourself Page Maker 6.5 for Macintosh & Windows, David D. Busch
- The Big Basic Book of Windows 98, Kraynak
- Using CorelDraw 9, Steve Bain
- Photoshop (Photocopy)

COMMUNICATION SKILLS - III

Course Code: CSS 4351

Credit Units: 01

Course Objective:

To initiate the learners with the basic mechanics of writing skills and facilitate them with the core skills required for communication in the professional world.

Course Contents:

Module I: Mechanics and Semantics of Sentences

Writing effective sentences

Style and Structure

Module II: Developing writing skills

Inter - office communication: Business Letter; E mails; Netiquette

Intra – office communication: Memos, Notices, Circulars, Minutes

Report Writing

Module III: Business Presentations

Planning, design and layout of presentation

Information Packaging

Audience analysis

Audio visual aids

Speaking with confidence

Case Studies

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:

- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.

BEHAVIOURAL SCIENCE - III (LEADING THROUGH TEAMS)

Course Code: BEH 4351

Credit Units: 01

Course Objective:

This course aims to enable students to:
Understand the concept and building of teams
Manage conflict and stress within team
Facilitate better team management and organizational effectiveness through universal human values.

Course Contents:

Module I: Teams: An Overview

Team Design Features: team vs. group
Effective Team Mission and Vision
Life Cycle of a Project Team
Rationale of a Team, Goal Analysis and Team Roles

Module II: Team & Sociometry

Patterns of Interaction in a Team
Sociometry: Method of studying attractions and repulsions in groups
Construction of sociogram for studying interpersonal relations in a Team

Module III: Team Building

Types and Development of Team Building
Stages of team growth
Team performance curve
Profiling your Team: Internal & External Dynamics
Team Strategies for organizational vision
Team communication

Module IV: Team Leadership & Conflict Management

Leadership styles in organizations
Self Authorized team leadership
Causes of team conflict
Conflict management strategies
Stress and Coping in teams

Module V: Global Teams and Universal Values

Management by values
Pragmatic spirituality in life and organization
Building global teams through universal human values
Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

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:

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

FRENCH - III

Course Code: LAN 4351

Credit Units: 02

Course Objective:

To provide the students with the know-how

- To master the current social communication skills in oral and in written.
- To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

Course Contents:

Module B: pp. 76 – 88 Unité 6

Module C: pp. 89 to 103 Unité 7

Contenu lexical: Unité 6: se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

Unité 7: Cultiver ses relations

1. maîtriser les actes de la communication sociale courante (Salutations, présentations, invitations, remerciements)
2. annoncer un événement, exprimer un souhait, remercier, s'excuser par écrit.
3. caractériser une personne (aspect physique et caractère)

Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

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 - III

Course Code: LAN 4352

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: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or “Referat”– neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

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 – III

Course Code: LAN 4353

Credit Units: 02

Course Objective:

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb *Tener, Poner, Ir...*

Weather

Module II

Introduction to *Gustar*...and all its forms. Revision of *Gustar* and usage of it

Module III

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using *estar*)

Introduction to IR + A + INFINITIVE FORM OF A VERB

Module IV

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

Module V

Reflexives

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 -Nivel Elemental

CHINESE – III

Course Code: LAN 4355

Credit Units: 02

Course Objective:

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. 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
Dialogue practice
Observe picture and answer the question.
Introduction of written characters.
Practice reading aloud
Practice using the language both by speaking and by taking notes.
Character writing and stroke order

Module II

Measure words
Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight.
Directional words – beibian, xibian, nanbian, dongbian, zhongjian.
Our school and its different building locations.
What game do you like?
Difference between “hui” and “neng”, “keyi”.

Module III

Changing affirmative sentences to negative ones and vice versa
Human body parts.
Not feeling well words e.g. ; fever, cold, stomach ache, head ache.
Use of the modal particle “le”
Making a telephone call
Use of “jiu” and “cal” (Grammar portion)
Automobiles e.g. Bus, train, boat, car, bike etc.
Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

Module IV

The ordinal number “di”
“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.
use of to enter to exit
Structural particle “de” (Compliment of degree).
Going to the Park.
Description about class schedule during a week in school.
Grammar use of “li” and “cong”.
Comprehension reading followed by questions.

Module V

Persuasion-Please don't smoke.
Please speak slowly
Praise – This pictorial is very beautiful
Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc.
Talking about studies and classmates
Use of “it doesn't matter”
Enquiring about a student, description about study method.
Grammar: Negation of a sentence with a verbal predicate.

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, Part-2” Lesson 21-30

SUMMER PROJECT

Course Code: JRN 4335

Credit Units: 06

GUIDELINES FOR SUMMER PROJECT

Research is an endless quest for knowledge. Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

Types of Summer Project

1. Comprehensive Case Study covering formulation, analysis and recommendations.
2. Inter organizational study if any and comparison, surveys.
3. Field study.
4. Preparation of daily report in case of summer training work.

In general, the Project should be comprehensive and include

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals and objectives.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Report Layout

The report should contain the following components:

Title or Cover Page

The title page should contain the following information: University Logo at the top, Project Title; Student's Name; **Roll No.**; Course; Year; Supervisor's Name. Name of the university and the dept. at the bottom.

➤ Preface

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➤ Acknowledgement

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➤ Certificate (Project Guide)

A certificate from the project guide to be enclosed.

➤ Table of Contents

Titles and subtitles are to correspond exactly with those in the text.

➤ Introduction

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. Project objective is a must where as hypotheses is to be included if necessary. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ Research Design

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➤ Literature Review

This section should contain a detail list of related literature reviewed by the project investigator while preparing the project report.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in “point” form.

➤ **Summary of Findings, conclusion and Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➤ **Future prospects**

➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Examples

Foot notes to be given.

For research article

Padhy, M. K., (2005) Development communication campaign in developing countries, Journal of Communication studies, Vol.1, PP.116–117.

For book

Padhy, M.K.,(2006) Advertising and Marketing Communication, Gyan Jyothi Publication, Kathmandu, ISBN No.99946-645-1-4, Edn.I, PP. 63-67.

Assessment of the Project File

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.

Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.

Project execution is concerned with assessing how much work has been put in.

The File should fulfill the following **assessment objectives**:

Range of Research Methods used to obtain information (Including the statistical devices).

Execution of Research

Data Analysis

Analyse Quantitative/ Qualitative information

Control Quality

Draw Conclusions

Examination Scheme:

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.

Project Report:	50
Viva Voce:	50
Total:	100

PROFESSIONAL PROJECT

After learning the intricacies of mass media and its various mediums, it is hoped that the students will now be competent to decide the particular arena of mass communication in which they would like to find a place. With the objective of helping them to focus on a specific stream of mass media, they will be required to pursue specialization in the field of their choice. They can choose amongst the broad categories of Television, Radio, Print, Public Relations and Photography. They will devote special time and attention to these specific areas and attempt to comprehensively as well as minutely understand them through making projects, presentations, reports and assignments on these. This will be immensely helpful once they step into the job market, as they will have definite ideas of the kind of work they want to do instead of wasting time and energy in discovering this on the job.

SPECIALIZATION (ANY ONE)

RADIO

Course Code: JRN 4601

Credit Units: 09

Course Objective:

Students can do specialization in the different areas of Radio production Viz. Various Formats, News, Talk shows,

Spots and commentaries, Radio documentary, Radio features, various music formats- classical, countdown shows, contemporary hit radio, music on demand, oldies, artist spotlights, request and dedication shows etc. Commercials/Jingles/ PSAs

TELEVISION

Course Code: JRN 4601

Credit Units: 09

Course Objective:

The students can choose a specific area of TV production in which they want to specialize, viz. TV Journalism, Reporting, Anchoring, Editing, Camera, Documentary Film making, Feature Films, Short Film, Ad Film making,

Entertainment Based programming etc.

PRINT

Course Code: JRN 4601

Credit Units: 09

Course Objective:

Students can jointly bring out a journal with each one attending to a specific function of its production like reporting, editing, sub-editing, design and layout, photography and graphics.

ADVERTISING

Course Code: JRN 4601

Credit Units: 09

Course Objective:

The students will use their understanding of all advertising concepts learnt in the previous semesters to do a practical exercise. Students will act as brand managers of a new brand being launched. They will be required to study the following elements for the product category assigned to them:

Market Research to determine the situation analysis

Segmenting the market and selecting a segment for their new brand

Identifying target audience

Positioning their brand. This will involve a detailed study of the positioning of the competitive brands

Developing the media strategy, including the communication mix

Developing the creative strategy

Creative strategy to follow a complete campaign creative presentation. This will include development of TV Commercials, print ads, radio ads and POP material.

PUBLIC RELATIONS

Course Code: JRN 4601

Credit Units: 09

Course Objective:

PR specialization can be undertaken in these different areas

Crisis case studies

PR in Non- Governmental organizations

Cross- cultural PR

Internal PR department in corporate situation

PHOTOGRAPHY

Course Code: JRN 4601

Credit Units: 09

Course Objective:

Student can choose any two subjects for Specialization:

Photojournalism

Travel Photography

Portrait Photography

Product & Table-top Photography

Glamour Photography

Wild life Photography

Students have to get themselves registered with the faculty concerned and take up project work in a systematic manner, planning, exposing in colour as well as in B & W, processing, contact sheet, enlargements and presentation in a portfolio.

These projects have a direct bearing on the career prospects of students as well as the image of the Photography Department of ASCO, therefore, the decision of faculty in every stage of assignment would be considered final and binding.

Examination Scheme:

- | | |
|-------------------------------------|-----------|
| a) Duration of summer Project - | 8 weeks |
| b) Total marks for summer project - | 100 marks |

Break-up of marks

- | | |
|-----------------------|----------|
| I) Timely Submission | 5 marks |
| II) Content | |
| i) Clarity | 25 marks |
| ii) Comprehensiveness | 20 marks |
| iii) Originality | 5 marks |

- | | |
|-------------------------|----------|
| c) Project Presentation | 45 marks |
|-------------------------|----------|

MEDIA ARTS – IV: CYBER MEDIA

Course Code: JRN 4401

Credit Units: 05

Course Objective:

No aspect of today's world has been able to escape the influence of the World Wide Web. Journalism has also been revolutionized with the inclusion of the Internet for newsgathering and news dissemination. The students will be made familiar with online organization, process and strategies as well as Internet tool kits, servers and other aspects of the virtual world.

Course Contents:

Module I: Introduction to Internet

Internet-history and development, WWW, W3C, revenue generation Internet tool kits - server, IP address, URL, ISP, networking, browsers, Search Engine, Domain, Domain name, home page, hyperlinks, etc

Module II: Cyber Journalism

Comparison of Cyber Media with Print, TV, Radio mediums, Online as a publishing medium (main features), Basic rules of online writing, content writing, blog writing, advertising on net, Print & Electronic Media networks are going on the Net, Impact of Web Journalism and reading habits, Web Journalism as a career, Cyber Laws.

Module III: Web Designing

Web Design Guidelines
Planning your Website
Design Patterns
Basic HTML
Dream weaver

Examination Scheme:

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

Text & References:

- Macromedia Dreamweaver Mx advanced; Towers, J. Tarin
- Journalism Online; Ward, Mike
- The Internet Complete Reference; Hahn, Harley
- The Web Writer's Guide; Koppel
- Cultures of Internet
- Frontiers of Electronic Commerce

MEDIA ANALYSIS

Course Code: JRM 4402

Credit Units: 05

Course Objective:

The objective of this course is to provide a clear understanding of the Growth of print media in India, trends, movements and principles of journalism, problems and issues in news gathering. It emphasizes on various theories of media, culture and society while encouraging students to become critical consumers of the media and engaged citizens in the society. It also offers directions for surveying the cultural landscape and tools for critiquing the media's influences on democratic life and consumer culture.

Course Contents:

Module I: Culture & the evolution of mass communication

Oral & written communication
Printed Communication
Electronic & Digital Communication
Defining culture and media culture
Cultural turn in Media research

Module II: Theories of Media, Culture & Society

Overview
Marshall McLuhan: The medium is the message
Harold Innis: The bias of communication
McLuhan: Understanding media
Social Marketing Theories
Knowledge Gap
Agenda Setting
Spiral of Silence
Media Systems Dependency theory
Cultivation Analysis
Case Studies: The commodification of culture; Advertising: The ultimate cultural commodity

Module III: Media Industries & Culture

Newspapers & the rise of modern journalism
Sound recording & popular music
Popular radio & broadcasting
Television / Cable and the power of visual culture
Movies & the impact of images

Module IV: Democratic Expression vs Commercial Culture

Advertising & Commercial culture
Public Relations & framing the message
Media Economics & the global marketplace
The culture of journalism: Values, Ethics & Democracy
Trends in newsgathering (Activism, Citizen Journalism, Pressures on Media)

Examination Scheme:

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

Text & References:

- Durga Das Basu, Law of the press, Printing hall of India
- E. S. Venkatramaya, Freedom of press, B. R. Publication Pvt. Ltd.
- Keval J kumar, Mass Communication in India.
- Arvind Singhal and Everett M. Rogers, India's Communication Revolution: From Bullock carts to Cyber marts, Sage, 2001.
- Media and Society; R.K. Ravindran.
- India's Communication revolution: From Bullock Carts to Cyber Marts; Singhal and Rogers
- The Media Effect: Dr Navneet Anand
- Making News: Handbook of media in contemporary India; Oxford University press

COMMUNICATION SKILLS - IV

Course Code: CSS 4451

Credit Units: 01

Course Objective:

To facilitate the learner with Academic Language Proficiency and make them effective users of functional language to excel in their profession.

Course Contents:

Module I: Introduction to Speaking Skills

Business Conversation
Effective Public Speaking
Art of Persuasion

Module II: Speaking for Employment

Types of Interview
Styles of Interview
Facing Interviews-Fundamentals and Practice Session
Conducting Interviews- Fundamentals and Practice Session
Question Answer on Various Dimensions

Module III: Basic Telephony Skills

Guidelines for Making a Call
Guidelines for Answering a Call
Telephone Word Groups
Answering Systems and Voice-Mail

Module IV: Work Place Speaking

Team Briefing
Conflict Management
Negotiations
Participation in Meetings
Keynote Speeches

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:

- Jermy Comfort, Speaking Effectively, et.al, Cambridge
- Krishnaswamy, N, Creative English for Communication, Macmillan
- Raman Prakash, Business Communication, Oxford.
- Taylor, Conversation in Practice.

BEHAVIOURAL SCIENCE - IV (PERSONAL AND PROFESSIONAL EXCELLENCE)

Course Code: BEH 4451

Credit Units: 01

Course Objective:

This course aims at imparting an understanding of:
Build and leverage your professional reputation
Maintain focus in pressure situations
Make a balanced choice between professional and personal commitments

Course Contents:

Module I: Individual, Society and Nation

Individual Differences and Dimensions of Personality
Socialization Process
Relating to the Nation: Values, Culture, Religion
Sense of pride and Patriotism
Managing Diversity

Module II: Components of Excellence

Personal Excellence:
Identifying long-term choices and goals
Uncovering the talent, strength & style
Analyzing choke points in your personal processes by analysis in area of placements, events, seminars, conference, extracurricular activities, projects etc.
Developing professional power: Goal-setting, time management, handling criticism, interruptions and time wasters

Module III: Career Planning

Knowing one's Interest and Aptitude
Identifying available Resources
Setting goals to maintain focus:
Developing Positive attributes in personality
Self-reliance and Employability skills

Module IV: Stress Management for Healthy Living

Meaning and Nature of Stress
Stages of stress
Causes and Consequences of stress: Personal, Organizational and Environmental
Personal Styles and strategies of coping

Module V: Professional Success

Building independence & interdependence
Reducing resistance to change
Continued reflection (Placements, events, seminars, conferences, projects extracurricular Activities etc.)

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:

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smith Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers
- Raman, A.T. (2003) Knowledge Management: A Resource Book. Excel Books, Delhi.
- Kamalavijayan, D. (2005). Information and Knowledge Management. Macmillan India Ltd. Delhi

FRENCH - IV

Course Code: MJM 444

Credit Units: 02

Course Objective:

To enable students:

- To develop strategies of comprehension of texts of different origin
- To present facts, projects, plans with precision

Course Contents:

Module C: pp. 104 – 139: Unités 8, 9

Contenu lexical: Unité 8: Découvrir le passé

1. parler du passé, des habitudes et des changements.
2. parler de la famille, raconter une suite d'événements/préciser leur date et leur durée.
3. connaître quelques moments de l'histoire

Unité 9: Entreprendre

1. faire un projet de la réalisation: (exprimer un besoin, préciser les étapes d'une réalisation)
2. parler d'une entreprise
3. parler du futur

Contenu grammatical:

1. Imparfait
2. Pronom « en »
3. Futur
4. Discours rapporté au présent
5. Passé récent
6. Présent progressif

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 - IV

Course Code: MJM 445

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 Advanced Grammar Language and Professional Jargon

Course Contents:

Module I: Present perfect tense

Present perfect tense, usage and applicability

Usage of this tense to indicate near past

Universal applicability of this tense in German

Module II: Letter writing

To acquaint the students with the form of writing informal letters.

Module III: Interchanging prepositions

Usage of prepositions with both accusative and dative cases

Usage of verbs fixed with prepositions

Emphasizing on the action and position factor

Module IV: Past tense

Introduction to simple past tense

Learning the verb forms in past tense

Making a list of all verbs in the past tense and the participle forms

Module V: Reading a Fairy Tale

Comprehension and narration

Rotkäppchen

Froschprinzessin

Die Fremdsprache

Module VI: Genitive case

Genitive case – Explain the concept of possession in genitive

Mentioning the structure of weak nouns

Module VII: Genitive prepositions

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

Module VIII: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

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 - IV

Course Code: MJM 446

Credit Units: 02

Course Objective:

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

Course Contents:

Module I

Revision of earlier semester modules

Introduction to Present Continuous Tense (Gerunds)

Module II

Translation with Present Continuous Tense

Introduction to Gustar, Parecer, Apetecer, doler

Module III

Imperatives (positive and negative commands of regular verbs)

Module IV

Commercial/business vocabulary

Module V

Simple conversation with help of texts and vocabulary

En la recepcion del hotel

En el restaurante

En la agencia de viajes

En la tienda/supermercado

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 Sin Fronteras (Nivel – Elemental)

JAPANESE - IV

Course Code: MJM 447

Credit Units: 02

Course Objective:

To enable the students to comfortably interact using basic Japanese.

Note: Teaching is done in roman as well as Japanese script, students will be taught katankana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese.

Course Contents:

Module I

Comparison using adjectives, making requests

Module II

Seeking permission

Module III

Practice of conversations on:

Visiting people, Party, Meetings, after work, at a ticket vending machine etc

Module IV

Essays, writing formal letters

Learning Outcome

- Students can speak the language describing above-mentioned topics.

Methods of Private study /Self help

- Handouts, audio-aids, and self-do assignments, role-plays.
- Students are also encouraged to attend Japanese film festival and other such fairs and workshops organized in the capital from time to time.

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:

Text:

- Teach yourself Japanese

References:

- Shin Nihongo no kiso 1

CHINESE – IV

Course Code: MJM 448

Credit Units: 02

Course Objective:

How many characters are there? The early Qing dynasty dictionary included nearly 50,000 characters the vast majority of which were rare accumulated characters over the centuries. An educated person in China can probably recognize around 6000 characters. 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

Dialogue Practice
Observe picture and answer the question
Pronunciation and intonation
Character writing and stroke order.
Electronic items

Module II

Traveling – The Scenery is very beautiful
Weather and climate
Grammar question with – “bu shi Ma?”
The construction “yao ... le” (Used to indicate that an action is going to take place)
Time words “yiqian”, “yiwai” (Before and after).
The adverb “geng”.

Module III

Going to a friend house for a visit meeting his family and talking about their customs.
Fallen sick and going to the Doctor, the doctor examines, takes temperature and writes prescription.
Aspect particle “guo” shows that an action has happened some time in the past.
Progressive aspect of an action “zhengzai” Also the use of “zhe” with it.
To welcome someone and to see off someone I can't go to the airport to see you off... etc.

Module IV

Shipment. Is this the place to check luggage?
Basic dialogue on – Where do you work?
Basic dialogue on – This is my address
Basic dialogue on – I understand Chinese
Basic dialogue on – What job do you do?
Basic dialogue on – What time is it now?

Module V

Basic dialogue on – What day (date) is it today?
Basic dialogue on – What is the weather like here.
Basic dialogue on – Do you like Chinese food?
Basic dialogue on – I am planning to go to China.

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-2” Lesson 31-38

INTERNSHIP

Course Code: JRN 4437

Credit Units: 09

Course Objective:

By the final semester, the students have learnt about all the aspects of mass communication. It is now time to put this knowledge to use in a professional environment. Students also have to be eased into the professional world from the field of pure academics. In order to ease this transition from student to professional, they are required to undergo a period of training or internship in a professional organization. They have to finally zero in on the media of their choice and have to intern in an organization related to that media. The students have to submit a fortnightly progress report to the teacher concerned, updating him/her on all the activities they have done, and new things learnt on the job. This period is one of hardcore learning and putting whatever was learnt in class into practice in the studio, dark room, computer, public relations office. The advantages accrue when the student is absorbed into the organization where he/she has interned. In any case, this period of summer training forms an important feature of their resume'.

Duration of Internship – 10 to 12 weeks

GUIDELINES FOR INTERNSHIP

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

- To provide an out-of-the classroom training environment for the students and provide opportunities for them to apply the knowledge and skills that they have learnt in real life working environment.
- To enable our students to be exposed to more real life work situations and prepare them for their career /working life.
- ASCO would always remain in loop of a students placement and training assignments.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The Internship report will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File:

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: Preferably double space.
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

The File will include **five sections** in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.

5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.
3. The **research report** that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

ASSESSMENT OF THE INTERNSHIP FILE

The student will be provided with the Student Assessment Record (SAR) to be placed in front of the Internship File. Each item in the SAR is ticked off when it is completed successfully. The faculty will also assess each item as it is completed. The SAR will be signed by the student and by the faculty to indicate that the File is the student's own work. It will also ensure regularity and meeting the deadlines.

STUDENT ASSESSMENT RECORD (SAR)

Management File Item	Criteria for successful completion of the item
1. Analysis of organization (1500-2000 words)	• Clear presentation of ideas and analysis • Provides an organizational diagram, following organization presentation conventions • Analysis covers the organization's: ➤ Business strategy and mission ➤ Structure ➤ Resources and assets ➤ Current financial performance ➤ Leadership/decision-making style ➤ Staffing and skill base ➤ Products/services and customers
2. Personal review of Management skills development (1000-1500 words)	• Clear presentation of ideas and analysis • Demonstrate awareness of own management skills • Presents critical analysis of own management effectiveness, supported with examples • Provides evidence of development of specific management skills e.g. strategic, financial, leadership • Explains how new skills and learning have benefited the organization and self
3. Design of Research Project (1500- 2000 words)	• Clear presentation of ideas and analysis • Justifies the choice of subject for the research project and why this might be beneficial to the organization • Selects and justifies appropriate research methods for the project • Demonstrate understanding of the key stages in undertaking a research project • Indicates which analytical/statistical tools would be most appropriate and why • The design plan takes account of the resourcing implications of carrying out the research e.g. staffing and other costs

Examination Scheme:

Report by Student (Internship File)

- | | |
|--|-----|
| a. Organization & Presentation/Language and clarity /substance of Contents covered and Comprehensiveness | 20% |
| b. Research Report | 30% |

Industry Feedback (continuous)	20%
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Presentation & Viva (At the end)	30%
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Total	100%
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