B.Sc. VISUAL COMMUNICATION
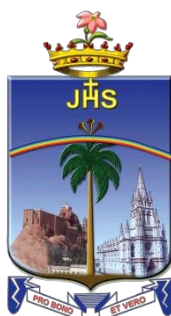# LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE
WITH CHOICE BASED CREDIT SYSTEM (CBCS)

DEPARTMENT OF VISUAL COMMUNICATION
SCHOOL OF MEDIA STUDIES AND VOCATIONAL PROGRAMME
ST. JOSEPH'S COLLEGE (AUTONOMOUS)
Special Heritage Status Awarded by UGC
Accredited at A^{++} Grade (IV Cycle) by NAAC
College with Potential for Excellence by UGC
DBT-STAR & DST-FIST Sponsored College
Tiruchirappalli - 620 002, Tamil Nadu, India

SCHOOLS OF EXCELLENCE WITH CHOICE BASED CREDIT SYSTEM (CBCS)
UNDERGRADUATE COURSES

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to maintain and uphold the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from the academic year 2014 – 15, to meet and excel the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system enhances the optimal utilization of both human and infrastructural resources. It also enhances academic mobility and enriches employability. The School system preserves the identity, autonomy and uniqueness of every department and reinforces Student centric curriculum designing and skill imparting. These five schools adhere to achieve and accomplish the following objectives.

Optimal utilization of resources both human and material for the academic flexibility leading to excellence.

Students experience or enjoy their choice of courses and credits for their horizontal mobility.

The existing curricular structure as specified by TANSCHE and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.

Human excellence in specialized areas

Thrust in internship and / or projects as a lead towards research and

The multi-discipline nature of the School System caters to the needs of stake-holders, especially the employers.

Credit system:

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The credits and hours of each course of a programme is given in the table of Programme Pattern. However, there could be some flexibility because of practical, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 130 credits as mentioned in the programme pattern table. The total number of minimum courses offered by the Department is given in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)
LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

OBE is an educational theory that bases each part of an educational system around goals (outcomes). By the end of the educational experience, each student should have achieved the goal. There is no single specified style of teaching or assessment in OBE; instead, classes, opportunities and assessments should all help the students achieve the specific outcomes

Outcome Based Education, as the name suggests depends on Outcomes and not Inputs. The outcomes in OBE are expected to be measurable. In fact each Educational Institute can state its own outcomes. The ultimate goal is to ensure that there is a correlation between education and employability

Outcome –Based Education (OBE): is a student-centric teaching and learning methodology in which the course delivery, assessment are planned to achieve, stated objectives and outcomes. It focuses on measuring student performance i.e. outcomes at different levels.

Some important aspects of the Outcome Based Education

Course: is defined as a theory, practical or theory cum practical subject studied in a semester.

Course Outcomes (COs): are statements that describe significant and essential learning that learners have achieved, and can reliably demonstrate at the end of a course. Generally three or more course outcomes may be specified for each course based on its weightage.

Programme: is defined as the specialization or discipline of a Degree.

Programme Outcomes (POs): Programme outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation. POs are expected to be aligned closely with Graduate Attributes.

Programme Specific Outcomes (PSOs):
PSOs are what the students should be able to do at the time of graduation with reference to a specific discipline.

Programme Educational Objectives (PEOs): The PEOs of a programme are the statements that describe the expected achievement of graduates in their career, and also in particular, what the graduates are expected to perform and achieve during the first few years after Graduation.

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Some important terminologies repeatedly used in LOCF.

</div>

Core Courses (CC)

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These are the courses which provide basic understanding of their main discipline. In order to maintain a requisite standard certain core courses must be included in an academic program. This helps in providing a universal recognition to the said academic program.

Discipline Specific Elective Courses (DSE)

Elective course may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective (DSE). These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen; these are also more applied in nature.

DSE: Four courses are offered, two courses each in semester V and VI

Note: To offer **one DSE**, a minimum of two courses of equal importance / weightage is a must.

A department with two sections must offer two courses to the students.

One DSE Course may be offered as interdisciplinary course among the departments in a School (Common Core Course) at the PG level.

Generic Elective Courses

An elective course chosen generally from an **unrelated discipline/subject,** with an intention to seek exposure is called a Generic Elective.

Generic Elective courses are designed for the students of **other disciplines**. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.

Two GE Courses are offered one each in semesters V and VI.

(open to the students of other Departments)

The Ability Enhancement Courses (AEC)

"AECC" are the courses based upon the content that leads to Knowledge enhancement; Communicative English, Environmental Science. These are mandatory for all disciplines.

AECC-1: Communicative English: It is a 4 credits compulsory course offered by the Department of English in the first semester of the Degree Programme, Classes are conducted outside the regular class hours.

AECC-2: Environmental Science: is a 2 credit course offered as a compulsory course during the second semester by the Department of Human Excellence.

Skill Enhancement Courses (SECs)

These courses focus on developing skills or proficiencies in the student, and aim at providing hands-on training. Skill enhancement courses can be opted by the students of any other discipline, but are highly suitable for students pursuing their academic programme.

These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge**.**

There are four courses under this category

SEC-1 is offered in semester **III as a course** Within the Department **(WD)** it is More of main discipline related skills.

SEC-2is offered in semester **IV as a course** Between schools **(BS)** Offered to students of other schools (Except the school offering the course)

SEC-3 is offered in semester **V as** a compulsory course on Soft Skills offered by the Department of Human Excellence, common to all the students of UG programme.

SEC-4 is offered in semester **VI** as a course **Within School (WS)** Open to all the students within the same school (including the students of the parent department)

Self–paced Learning: It is a course for two credits. It is offered to promote the habit of independent/self learning of Students. Since it is a two credit course, syllabus is framed to complete within 45 hours. It is not taught in the regular working hours.

Field Study/Industrial Visit/Case Study: It has to be completed during the fifth semester of the degree programme. Credit for this course will be entered in the fifth semester's marks statement.

Internship: Students must complete internship during summer holidays after the fourth semester. They have to submit a report of internship training with the necessary documents and have to appear for a viva-voce examination during fifth semester. Credit for internship will be entered in the fifth semester's mark statement.

Comprehensive Examinations: A detailed syllabus consisting of five units to be chosen from the courses offered over the five semesters which are of immense importance and those portions which could not be accommodated in the regular syllabus.

Extra Credit Courses: In order to facilitate the students, gaining knowledge/skills by attending online courses MOOC, credits are awarded as extra credits, the extra credit are at three semesters after verifying the course completion certificates. According to the guidelines of UGC, the students are encouraged to avail this option of enriching their knowledge by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL and etc.

Undergraduate Programme:

Programme Pattern:

The Under Graduate degree programme consists of **FIVE** vital components. They are as follows:

Part -I : Languages (Tamil / Hindi / French / Sanskrit)

Part-II : General English

Part-III : Core Course (Theory, Practicals, Discipline Specific Electives, Compulsory and Optional Allied courses, Project, Self paced courses, Internship , Comprehensive Examinations and field visit /industrial visit/Case Study)

Part-IV: Value Education, Ability Enhancement Courses, Skill Enhancement Courses/ Soft Skills , Generic Electives/ National Cadet Corps etc.

Part-V: Outreach Programme (SHEPHERD).

Ability Enhancement Courses (AEC): There are two Ability Enhancement courses viz AECC and SEC.

Value Education Courses:

There are four courses offered in the first four semesters for the First & Second UG Programme.

Course Coding

The following code system (11 alphanumeric characters) is adopted for Under Graduate courses:

21	UXX	N	N	XX	NN/NNX
Year of Revision	UG Department Code	Semester number	Part specification	Part Category	Running number/with choice

N:- Numeral   X :- Alphabet

Part   Category

GL - Languages (Tamil / Hindi / French / Sanskrit)

GE - General English

CC - Core Theory; CP- Core Practical

WS- Workshop

SP- Self Paced Learning

IS- Internship

FV- Field visit

CE- Comprehensive Examination

PW- Project Work& viva-voce

Electives Courses

ES – Department Specific Electives

EG- Generic Electives

Allied Courses

AC - Allied Compulsory

AO- Allied Optional

EC - Additional Core Courses for Extra Credits (If any)*

Ability Enhancement Courses

AE – Ability Enhancement Compulsory Courses; Bridge Course and Environment Science

SE – Skill Enhancement (WD), (BS), (WS) and Soft skills

VE - Value Education/ Social Ethics/Religious Doctrine

OR – Outreach SHEPHERD & Gender Studies (Outreach)

 SU - AICUF / Nature Club / Fine Arts / NCC / NSS /etc. (Service Unit)

CIA AND SEMESTER EXAMINATION
Continuous Internal Assessment (CIA):

Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
Total CIA	100

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective and Descriptive elements; with the below mentioned question pattern PART-A; PART-B; PART-C and PART D.

2. One of the CIA Component II/III for UG & PG will be of 15 marks and compulsorily a online objective multiple choice question type.

3. The online CIA Component must be conducted by the Department / faculty concerned at a suitable computer centre.

4. The 7 marks of PART-A of Mid-Sem and End-Sem Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS.

5. The number of hours for the 5 marks allotted for Library Referencing/ work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses (Courses) of the Semester.

6. English Composition once a fortnight will form one of the components for UG general English

Duration of Examination must be rational; proportional to teaching hours 90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No.	Level	Parameter	Description
1	K1	Knowledge/Remembering	It is the ability to remember the previously learned
2	K2	Comprehension/Understanding	The learner explains ideas or concepts
3	K3	Application/Applying	The learner uses information in a new way
4	K4	Analysis/Analysing	The learner distinguishes among different parts
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

WEIGHTAGE of K – LEVELS IN QUESTION PAPER

(Cognitive Level) K- LEVELS	Lower Order Thinking			Higher Order Thinking			Total %
	K1	K2	K3	K4	K5	K6	
SEMESTER EXAMINATIONS	15	20	35	30			**100**
MID / END Semester TESTS	12	20	35	33			**100**

QUESTION PATTERN FOR SEMESTER EXAMINATION		MARKS
SECTION–A (No choice ,One Mark) **THREE** questions from each unit (15x1 =15)		**15**
SECTION-B (No choice ,2-Marks) **TWO** questions from each unit (10x2 =20)		**20**
SECTION-C (Either/or type) (7- Marks) **ONE** question from each unit (5x7 =35)		**35**
SECTION-D (3 out of 5) (10 Marks) **ONE** question from each unit (3x10 =30)		**30**
	Total	**100**

BLUE PRINT OF QUESTION PAPER FOR SEMESTER EXAMINATION							
DURATION: 3. 00 Hours.							**Max Mark : 100**
K- LEVELS **SECTIONS**	**K1**	**K2**	**K3**	**K4**	**K5**	**K6**	**Total Marks**
SECTION–A (One Mark, No choice) (15x1=15)	15						**15**
SECTION-B (2-Marks, No choice) (10x2=20)		10					**20**
SECTION-C (7- Marks) (Either/or type) (5x7=35)			5				**35**
SECTION-D (10 Marks) (3 out of 5) (3x10=30) Courses having only **K4** levels				3			**30**
Courses having **K4** and **K5** levels **One K5 level question is compulsory**				2	1		
(Courses having **all the 6** cognitive levels **One K5 and K6 level questions can be compulsory**				1	1	1	
Total	**15**	**20**	**35**	**30**			**100**

QUESTION PATTERN FOR MID/END TEST			
SECTIONS			**MARKS**
SECTION–A	(No choice, One Mark)	(7x1 =7)	**7**
SECTION-B	(No choice , 2-Marks)	(6x2 =12)	**12**
SECTION-C	(Either/or type) (7- Marks)	(3x7 =21)	**21**
SECTION-D	(2 out of 3) (10 Marks)	(2x10=20)	**20**
		Total	**60**

BLUE PRINT OF QUESTION PAPER FOR MID/END TEST							
DURATION: 2. 00 Hours.							**Max Mark: 60.**
K- LEVELS **SECTIONS**	**K1**	**K2**	**K3**	**K4**	**K5**	**K6**	**Total Marks**
SECTION –A (One Mark, No choice) (7 x 1 = 7)	7						**07**
SECTION-B (2-Marks, No choice) (6 x 2 = 12)		6					**12**
SECTION-C (Either/or type) (7- Marks) (3 x 7 =21)			3				**21**
SECTION-D (2 out of 3) (10 Marks) (2x10=20) Courses having only **K4** levels				2			**20**
Courses having **K4** and **K5** levels **One K5 level question is compulsory**				1	1		
Courses having **all the 6** cognitive levels **One K6 level question is compulsory**					1	1	
Total Marks	**07**	**12**	**21**	**20**			**60**
Weightage for 100 %	**12**	**20**	**35**	**33**			**100**

Assessment pattern for two credit courses.

S. No.	Course Title	CIA	Semester Examination	Total Marks
1	Self Paced Learning Course	25 + 25 = 50	50 Marks (MCQ) (COE)	100
2	Comprehensive Examinations	25 +25 = 50	50 Marks (MCQ) (COE)	100
3	Internship	100	--	100
4	Field Visit	100	--	100
5	Ability Enhancement Course (AEC) for PG	50 (Three Components)	50 (COE) (Specific Question Pattern)	100
Assessment Pattern for Courses in Part - IV				
6	Value Education Courses and Environmental Studies	50	50 Marks (For 2.00 hours) (COE)	100
7	Skill Enhancement Courses(SECs)	50 marks (by Course in-charge) 50 Marks (by an External member from the Department)		100
8	SEC: SOFT SKILLS (For UG and PG)	100 (Fully Internal)		100

EVALUATION

GRADING SYSTEM

Once the marks of the CIA and the end-semester examination for each of the courses are available, they will be added and converted as final mark. The marks thus obtained will then be graded as per the scheme provided in Table-1.

From the second semester onwards, the total performance within a semester and the continuous performance starting from the first semester are indicated by semester Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) respectively. These two are calculated by the following formulae:

$$GPA = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i}$$

$$WAM \text{ (Weighted Average Marks)} = \frac{\sum_{i=1}^{n} C_i M_i}{\sum_{i=1}^{n} C_i}$$

Where,
C_i is the Credit earned for the Course i
G_i is the Grade Point obtained by the student for the Course i
M_i is the marks obtained for the course i and
n is the number of Courses **Passed** in that semester.

CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

CLASSIFICATION OF FINAL RESULTS:

i) For each of the first three parts, there shall be separate classification on the basis of CGPA, as indicated in Table-2.

ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/Excellent/Very Good/Good/Above Average/Average, the marks and the corresponding CGPA earned by the candidate in Part-III alone will be the criterion, provided the candidate has secured the prescribed passing minimum in the all the Five parts of the Prgoramme.

iii) Grade in Part –IV and Part-V shall be shown separately and it shall not be taken into account for classification.

iv) A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.

v) Absence from an examination shall not be taken an attempt.

Table-1: Grading of the Courses

Marks Range	Grade Point	Corresponding Grade
90 and above	**10**	**O**
80 and above and below 90	**9**	A+
70 and above and below 80	**8**	A
60 and above and below 70	**7**	**B+**
50 and above and below 60	**6**	B
40 and above and below 50	**5**	C
Below 40	**0**	**RA**

Table-2: Final Result

CGPA	Corresponding Grade	Classification of Final Result
9.00 and above	**O**	**Outstanding**
8.00 to 8.99	A+	Excellent
7.00 to 7.99	**A**	**Very Good**
6.00 to 6.99	**B+**	**Good**
5.0 0 to 5.99	**B**	**Above Average**
4.00 to 4.99	**C**	**Average**
Below 4.00	**RA**	**Re-appearance**

Credit based weighted Mark System is adopted for the individual semesters and cumulative semesters in the column 'Marks secured' (for 100)

Declaration of Result

Mr./ MS. _____ has successfully completed the Under Graduate in _____programme. The candidate's Cumulative Grade Point Average (CGPA) in Part – III is _____ and the class secured is _____ by completing the minimum of 130 credits. The candidate has acquired _____ (if any) more credits from SHEPHERD / AICUF/ FINE ARTS / SPORTS & GAMES / NCC / NSS / NATURE CLUB, ETC. The candidate has also acquired _____ (if any) extra credits by attending MOOC courses.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

The Programme Outcomes (POs)/Programme Specific Outcomes(PSOs) are the qualities that must be imbibed in the graduates by the time of completion of their programme. At the end of each programme the PO/PSO assessment in done from the CO attainment of all curriculum components. The POs/PSOs are framed based on the guidelines of LOCF. There are five POs UG programme and five POs for PG programme framed by the college. PSOs are framed by the departments and they are five in numbers.

For each Course, there are five Course Outcomes to be achieved at the end of the course. These Course outcomes are framed to achieve the POs/PSOs. All course outcomes shall have linkage to POs/PSOs in such a way that the strongest relation has the weight 3 and the weakest is 1. This relation is defined by using the following table.

Mapping	<40%	$\geq 40\%$ and $< 70\%$	$\geq 70\%$
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs $= \dfrac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$		**Mean Overall Score** $= \dfrac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$	
Result	**Mean Overall Score**	< 1.2	**# Low**
		≥ 1.2 and < 2.2	**# Medium**
		≥ 2.2	**# High**

If the mean overall score is low then the course in charge has to redesign the particular course content so as to achieve high level mean overall score.

VISION

Forming globally competent, committed, compassionate and holistic persons, to be men and women for others, promoting a just society.

MISSION

- Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.
- Nurturing comprehensive learning and best practices through innovative and value-driven pedagogy.
- Contributing significantly to Higher Education through Teaching, Learning, Research and Extension.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- Graduates will be able to accomplish professional standards in the global environment.
- Graduates will be able to uphold integrity and human values.
- Graduates will be able to appreciate and promote pluralism and multiculturalism in working environment.

PROGRAMME OUTCOMES (POs) UG

1. Graduates will be able to comprehend the concepts learnt and apply in real life situations with analytical skills.
2. Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher Education.
3. Graduates with acquired knowledge of modern tools communicative skills and will be able to contribute effectively as team members.
4. Graduates are able to read the signs of the time analyze and provide practical solutions.
5. Graduates imbibed with ethical values and social concern will be able to understand and appreciate social harmony, cultural diversity ensure sustainable environment.

	Programme Specific Outcomes (PSOs) On successful completion of B.Sc. Visual Communication Program, the students would be able to
PSO1	Apply the standard process and strategies in designing and simulating the Critical and Analytical skills
PSO2	Acquaintance with latest trends in sound designing and photography and there by induce innovate ideas in the area of Film Making/Video Production.
PSO3	Gain knowledge on Media presentation and Equipping skills.
PSO4	Follow ethics in the Media industry.
PSO5	Acquire the ability to provide a self analysis in context of entrepreneurial skills and employability abilities.

Part	Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
		B.Sc. Visual Communication				
		PROGRAMME STRUCTURE				
I	I–IV	Languages (Tamil / Hindi / French / Sanskrit)	4	16	12	12
II	I–IV	General English	4	20	12	12
III	I–VI	Core course : Theory	12	52	32	82
	I–VI	Core course : Practical	6	22	13	
	I–IV	Core course- Allied/(Practical)	4	16(8)	16	
	V–VI	Discipline Specific Elective	4	20	12	
	VI	Project Work	1		2	
	V	Self-paced learning	1	--	2	
	V	Field study/ Industrial visit/ Case study	1		1	
	V	Internship	1	-	2	
	VI	Comprehensive Exam	1	--	2	
	II,III,V	Extra Credit courses (MOOC)	(3)	--	(6)	(6)
IV	V,VI	Generic Elective	2	8	6	6
	I	AECC-1 Communicative English	1	--	4	14
	II	AECC-2 Environmental studies	1	2	2	
	III	SEC -1 Within Dept. (WD)	1	2	1	
	IV	SEC -2 Between Schools (BS)	1	2	1	
	V	SEC -3 Soft skill	1	2	1	
	VI	SEC -4 within school (WS)	1	2	1	
	I–IV	Value Education	4	8	4	
V	1-V	Outreach Programme/NCC	-	-	-	4
		Total		180		130(6)

			B.Sc. Visual Communication					
			PROGRAMME STRUCTURE					
			Course Details				Scheme of Exams		
Sem	**Part**	**Course Code**	**Course Title**	**Hrs**	**Cr**	**CIA**	**SE**	**Final**
I	1	21UTA11GL01	General Tamil - I	4	3	100	100	100
		21UFR11GL01	French-I					
		21UHI11GL01	Hindi-I					
		21USA11GL01	Sanskrit-I					
	2	21UEN12GE01	General English -I	5	3	100	100	100
	3	21UVC13CC01	Introduction to Visual Communication	5	3	100	100	100
		21UVC13CC02	Basics of Advertising	4	3	100	100	100
		21UVC13CP01	Media Presentation Skills	4	2	100	100	100
		21UVC13AC01	**Allied:** Graphic Design	4	2	100	100	100
		21UVC13AP01	**Allied Practical:** Graphic Design	2	2	100	100	100
	4	21UHE14VE01	Essentials of Humanity	2	1	50	50	50
		21UEN14AE01	**AECC -1:** Communicative English	(6)	4	100	-	100
			Total	**30**	**23**			
II	1	21UTA21GL02	General Tamil - II	4	3	100	100	100
		21UFR21GL02	French-II					
		21UHI21GL02	Hindi-II					
		21USA21GL02	Sanskrit-II					
	2	21UEN22GE02	General English –II	5	3	100	100	100
	3	21UVC23CC03	Media, Culture & Society	4	3	100	100	100
		21UVC23CC04	Online Journalism	3	2	100	100	100
		21UVC23CP02	Visual Literacy& Drawing	4	2	100	100	100
		21UVC23AC02	**Allied:** Photography	3	2	100	100	100
		21UVC23AP02	**Allied Practical:** Photography	3	2	100	100	100
	4	21UHE24AE02	**AECC -2:** Environmental Studies	2	2	50	50	50
		21UHE24VE02	Techniques of Social Analysis: Fundamentals of Human Rights	2	1	50	50	50
			Extra Credit Course (MOOC) – 1		**(2)**			
			Total	**30**	**20(2)**			
III	1	21UTA31GL03	General Tamil - III	4	3	100	100	100
		21UFR31GL03	French-III					
		21UHI31GL03	Hindi-III					
		21USA31GL03	Sanskrit-III					
	2	21UEN32GE03	General English –III	5	3	100	100	100
	3	21UVC33CC05	Writing For Mass Media	4	3	100	100	100
		21UVC33CC06	Mass Communication Theories	3	2	100	100	100
		21UVC33CP03	Computer Graphics	4	2	100	100	100
		21UVC33AO03A	**Allied Optional :**Documentary Film making	4	2	100	100	100
		21UVC33AO03B	**Allied Optional :**Digital Marketing					

Sem	Part	Course Code	Title	Hours	Credits			
		21UVC33AP03A	**Allied Optional Practical :**Documentary Film making	2	2	100	100	100
		21UVC33AP03B	**Allied Optional Practical:** Digital Marketing					
	4	21UVC34SE01	**SEC-1(WD):** Video Editing	2	1	100	-	100
		21UHE34VE03A	Professional Ethics–I: Social Ethics – I	2	1	50	50	50
		21UHE34VE03B	Professional Ethics I: Religious Doctrine- I					
			Extra Credit Course (MOOC) – 2		(2)			
			Total	30	19(2)			
IV	1	21UTA41GL04B	Scientific Tamil (SBS, SPS,SCS)	4	3	100	100	100
		21UFR41GL04	French – IV					
		21UHI41GL04	Hindi – IV					
		21USA41GL04	Sanskrit – IV					
	2	21UEN42GE04	General English – IV	5	3	100	100	100
	3	21UVC43CC07	News Production	4	3	100	100	100
		21UVC43CC08	Visual Analysis Techniques	4	2	100	100	100
		21UVC43CP04	Elements of Film	3	2	100	100	100
		21UVC43AO04A	**Allied Optional :**Script Writing	4	3	100	100	100
		21UVC43AO04B	**Allied Optional :**Magazine Production					
		21UVC43AP04A	**Allied Practical :** Script Writing	2	1	100	100	100
		21UVC43AP04B	**Allied Practical:** Lab Journal					
	4	21UVC44SE02	**SEC-2 (BS):** Desktop Publishing	2	1	100	-	100
		21UHE44VE04A	Professional Ethics II : Social Ethics – II	2	1	50	50	50
		21UHE44VE04B	Professional Ethics II: Religious Doctrine- II					
			Total	30	19			
V	3	21UVC53CC09	Media Laws and Ethics	5	3	100	100	100
		21UVC53CC10	Media Research Orientation	5	3	100	100	100
		21UVC53CP05	Introduction to 2D	4	2	100	100	100
		21UVC53ES01A	**DSE-1:** Television Production	5	3	100	100	100
		21UVC53ES01B	**DSE-1:** Professional Photography					
		21UVC53ES02A	**DSE-2:** Radio Production	5	3	100	100	100
		21UVC53ES02A	**DSE-2:** Sound Designing					
		21UVC53IS01	Internship (Summer)	-	2	100	-	100
		21UVC53SP01	**Self-Paced Learning:** Jingle Production	-	2	50	50	50
		21UVC53FV01	Field study/ Industrial visit/Case study	-	1	100	-	100
	4	21USS54SE03	**SEC-3:** Soft Skills	2	1	100	-	100
		21UVC54EG01	**GE-1:**Media Education	4	3	100	100	100
			Extra Credit Course (MOOC)- 3		(2)			
			Total	30	23(2)			
	3	21UVC63CC11	Media Industrial Practice	5	3	100	100	100
		21UVC63CC12	Portfolio	4	2	100	100	100
		21UVC63CP06	Web Designing	5	3	100	100	100
		21UVC63ES03A	**DSE-3:**Media Management	4	3	100	100	100
		21UVC63ES03B	**DSE-3:** Women and Media					
		21UVC63ES04A	**DSE-4:**Public Relations	5	3	100	100	100

VI		21UVC63ES04B	**DSE-4:** Development Communication					
		21UVC63PW01	Project Work & Viva-Voce	1	2	100	100	100
		21UVC63CE01	Comprehensive Examination	-	2	50	50	50
	4	21UVC64SE04	**SEC-4(WS):** Event Management	2	1	100	-	100
		21UVC64EG02	**GE-2:** Digital Media Production	4	3	100	100	100
			Total	**30**	**22**			
	V	21UCW65OR01	Outreach programme (SHEPHERD)		4			
			TOTAL	**180**	**130(6)**			

*The courses with a scheme of Exam 50 in CIA and SE will be converted to 100 for grading.

SEC-2: BETWEEN SCHOOL 4th Semester							
Between Schools (BS)- Offered to students of other schools (Except the school offering the course)							
Course Details					Scheme of Exams		
Offering Department	**Course Code**	**Course Title**	**Hr**	**Cr**	**CIA**	**SE**	**Final**
SBS							
Botany	21UBO44SE02	Mushroom Technology	2	1	100	-	100
SCS							
Computer Science	21UCS44SE02	Data Analysis Using Spreadsheet	2	1	100	-	100
Mathematics	21UMA44SE02	Numerical Ability	2	1	100	-	100
Statistics	21UST44SE02	Quantitative Methods	2	1	100	-	100
Information Technology	21UBC44SE02	Digital Artwork	2	1	100	-	100
SLAC							
English	21UEN44SE02	English for Competitive Examinations	2	1	100	-	100
History	21UHS44SE02	Historical Monuments in Tiruchirappalli	2	1	100	-	100
Tamil	21UTA44SE02A	மேடைப் பேச்சுக்கலை	2	1	100	-	100
Tamil	21UTA44SE02	திரைப்படத் திறனாய்வும் குறும்படஉருவாக்கம்	2	1	100	-	100
SMS							
Commerce	21UCO44SE02A	Personal Finance Management	2	1	100	-	100
Commerce	21UCO44SE02B	Marketing Skills	2	1	100	-	100
Commerce	21UCO44SE02C	Event Planning and Management	2	1	100	-	100
Economics	21UEC44SE02	Financial Economics	2	1	100	-	100
BBA	21UBU44SE02A	Entrepreneurial Skills Enhancement	2	1	100	-	100
BBA	21UBU44SE02B	Practical Stock Trading	2	1	100	-	100
CommerceCA	21UCC44SE02	Practical Banking in India	2	1	100	-	100
SPS							
Chemistry	21UCH44SE02A	Health Chemistry	2	1	100	-	100
Chemistry	21UCH44SE02B	Industrial Chemistry	2	1	100	-	100
Physics	21UPH44SE02A	Weather Physics	2	1	100	-	100
Physics	21UPH44SE02B	Electrical Wiring	2	1	100	-	100
Electronics	21UEL44SE02	PC Assembling and Servicing	2	1	100	-	100

GENERIC ELECTIVE -1: 5th Semester							
Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments)							
Course Details					Scheme of Exams		
Offering Department	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
SBS							
Botany	21UBO54EG01	Landscape Designing	4	3	100	100	100
SCS							
Computer Science	21UCS54EG01	Ethical Hacking	4	3	100	100	100
Mathematics	21UMA54EG01	Mathematics for Competitive Examinations	4	3	100	100	100
Statistics	21UST54EG01	Actuarial Statistics	4	3	100	100	100
Information Technology	21UBC54EG01	Fundamentals Of Data Science	4	3	100	100	100
SLAC							
English	21UEN54GE01	Film Studies	4	3	100	100	100
History	21UHS54EG01	Tamil Heritage and Culture	4	3	100	100	100
Tamil	21UTA54EG01	தமிழிலயக்கத்தில் மனிதஉரிமைகள்	4	3	100	100	100
SMS							
Commerce	21UCO54EG01A	Computerised Accounting	4	3	100	100	100
Commerce	21UCO54EG01B	Basics of Excel	4	3	100	100	100
Commerce	21UCO54EG01C	Personal Investment Planning	4	3	100	100	100
Economics	21UEC54EG01	Principles of Economics	4	3	100	100	100
Commerce CA	21UCC54EG01	E-commerce and E Business Management	4	3	100	100	100
BBA	21UBU54EG01A	Global Supply Chain Management	4	3	100	100	100
BBA	21UBU54EG01B	Start – Ups and Small Business Management	4	3	100	100	100
SPS							
Chemistry	21UCH54EG01A	Chemistry for Competitive Examinations	4	3	100	100	100
Chemistry	21UCH54EG01B	Everyday Chemistry	4	3	100	100	100
Physics	21UPH54EG01A	Everyday Physics	4	3	100	100	100
Physics	21UPH54EG01B	Renewable Energy Physics	4	3	100	100	100
Electronics	21UEL54EG01A	Everyday Electronics	4	3	100	100	100
Electronics	21UEL54EG01B	Wireless Communication	4	3	100	100	100

GENERIC ELECTIVE -2: 6th Semester

| Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments) |

Offering Department	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
\multicolumn{5}{l}{**Course Details**}	\multicolumn{3}{l}{**Scheme of Exams**}
SBS							
Botany	21UBO64EG02	Solid Waste Management	4	3	100	100	100
SCS							
Computer Science	21UCS64EG02	3D Printing and Design	4	3	100	100	100
Mathematics	21UMA64EG02	Analytical Skill for Competitive Examinations	4	3	100	100	100
Statistics	21UST64EG02	Applied Statistics	4	3	100	100	100
Information Technology	21UBC64EG02	Industry 4.0	4	3	100	100	100
SLAC							
English	21UEN64EG02	English for the Media	4	3	100	100	100
History	21UHS64EG02	Intellectual Revivalism in Tamil Nadu	4	3	100	100	100
Tamil	21UTA64EG02	சித்தமருத்துவம்	4	3	100	100	100
SMS							
Commerce	21UCO64EG02A	Rural Marketing	4	3	100	100	100
Commerce	21UCO64EG02B	Entrepreneurship Development	4	3	100	100	100
Commerce	21UCO64EG02C	Digital Marketing	4	3	100	100	100
Economics	21UEC64EG02	Economics for Competitive Exams	4	3	100	100	100
CommerceCA	21UCC64EG02	Total Quality Management	4	3	100	100	100
BBA	21UBU64EG02A	Personality Development	4	3	100	100	100
BBA	21UBU64EG02B	NGO Management	4	3	100	100	100
SPS							
Chemistry	21UCH64EG02A	Food And Nutrition	4	3	100	100	100
Chemistry	21UCH64EG02B	Waste Management	4	3	100	100	100
Physics	21UPH64EG02A	Laser Technology and its Application	4	3	100	100	100
Physics	21UPH64EG02B	Physics of Earth	4	3	100	100	100
Electronics	21UEL64EG02A	CCTV and Smart Security System	4	3	100	100	100
Electronics	21UEL64EG02B	Entrepreneurial Electronics	4	3	100	100	100

Semester	Course Code	Title of the Course	Hours	Credits
I	21UTA11GL01	**General Tamil - I**	4	3

CO No.	CO–Statements இப்பாடத்தின் நிறைவில் மாணவர்கள்	Cognitive Levels (K –Levels)
CO–1	இக்கால இலக்கிய வகைகளைக் கண்டறிவர்	**K1**
CO–2	எழுத்து,சொல் இலக்கணங்களின் அடிப்படைகளைக் கண்டறிவர்	**K1**
CO–3	அயலகக் கவிதை வடிவங்களை விளங்கிக் கொள்வர்	**K2**
CO–4	மொழிபெயர்ப்புக் கவிதைகளின் வாயிலாக மொழிபெயர்ப்புத் திறனை வளர்த்தெடுப்பர்	**K3**
CO–5	புதுக்கவிதை வாயிலாக வெளிப்படும் சமூக, அரசியல் விழுமியங்களை மதிப்பிடுவர்	**K4**

அலகு - 1 (12 மணிநேரம்)

பாரதியார் கவிதைகள்	- குயில்பாட்டு (குயில் தன் பூர்வ ஜன்மக் கதை உரைத்தல்)
பாரதிதாசன் கவிதைகள்	- சஞ்சீவி பர்வதத்தின் சாரல்
உரைநடை	- முதல் மூன்று கட்டுரைகள்

அலகு - 2 (12 மணிநேரம்)

வெ.இராமலிங்கனார்	- சொல், தமிழன் இதயம்
முடியரசனார்	- உயிர் வெல்லமோ, மனத்தூய்மை
பெருஞ்சித்திரனார்	- அஞ்சாதீர், மொழி இனம் நாடு,
பட்டுக்கோட்டை கல்யாணசுந்தரனார்	- வருங்காலம் உண்டு, உழைக்காமல் சேர்க்கும் பணம்.
இலக்கணம்	- எழுத்து
இலக்கிய வரலாறு	- மூன்றாம் பாகம் - தண்டமிழ்த் தொண்டர்கள்

அலகு - 3 (12 மணிநேரம்)

சுரதா	- நல்ல தீர்ப்பு
கண்ணதாசன்	- ஒரு பானையின் கதை
அப்துல் ரகுமான்	- வீடு
மேத்தா	- ஒரே குரல்
இலக்கிய வரலாறு இலக்கியவளர்ச்சி	- மூன்றாம் பாகம் - இருபதாம் நூற்றாண்டு
சிறுகதை	- முதல் ஐந்து சிறுகதைகள்

அலகு – 4 : அரசியல் கவிதைகள் (12 மணிநேரம்)

ஈரோடு தமிழன்பன்	- அகல் விளக்காக இரு

ஆதவன் தீட்சண்யா   - இன்னும் இருக்கும் சுவர்களின் பொருட்டு
சுகிர்தராணி   - என் கண்மணியே இசைப்பிரியா
சக்தி ஜோதி   - யுகாந்திர உறக்கம்
பழநிபாரதி   - வெள்ளைக்காகிதம்
லிவிங் ஸ்மைல் வித்யா   - நினைவில் பால்யம் அழுத்தம்
இலக்கணம்   - சொல்

அலகு - 5 அயலகக் கவிதைகள்   (12 மணிநேரம்)

ஓசே ரிசால்   - விடைகொடு என் தாய் மண்ணே
ஹைபுன் கவிதைகள்   - அறுவடை நாளின் மழை (மூன்று கவிதைகள்)
சிறுகதை   - ஆறு முதல் பத்து சிறுகதைகள்
உரைநடை   - நான்கு முதல் ஆறு கட்டுரைகள்

பாட நூல்கள்

1. **பொதுத்தமிழ்,** செய்யுள் திரட்டு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021
2. *சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு,* தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பஞ்சாம் பதிப்பு, 2017
3. **நற்றமிழ்க் கோவை** (கட்டுரைத் தொகுப்பு). தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப் 2021
4. *சிறுகதைத் தொகுப்பு* - ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு சிறுகதைத்தொகுப்பு
5. (2021–2022 கல்வியாண்டுக்கு மட்டும்: **நல்லாசிரியர்,** சிறுகதைத் தொகுப்பு, - தமிழாய்வுத்துறை, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னைமுதற்பதிப்பு, 2021

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course code	Title of the Course		Hours	Credits
I	21UTA11GL01	General Tamil - I		4	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	1	2	2	3	3	3	2	3	2	2.3
CO–2	2	1	2	2	2	3	2	2	2	2	2.0
CO–3	2	1	2	2	3	3	3	2	3	2	2.3
CO–4	1	2	1	2	2	3	2	2	3	2	2.0
CO–5	1	1	2	2	3	3	3	2	3	2	2.2
Mean overall Score											**2.16 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
I	21UFR11GL01	FRENCH – I	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall and spell the alphabets, numbers, colours, days of the week and months in French.	K1
CO–2	compare the definite and indefinite articles and its usages.	K2
CO–3	construct simple phrases by using 'er' verbs in present tense.	K3
CO–4	make use of correct terminology and introduce oneself in French.	K3
CO–5	distinguish between affirmative and negative phrases and take part in role play - conversation.	K4

Unit – I   **(12 hours)**
TITRE:BONJOUR CA VA?
GRAMMAIRE : Les pronoms personnels sujets, les articles définis et indéfinis, Etre et avoir (verbes auxiliaires)
LEXIQUE : Saluer, Entrer en contact, demander et dire comment ça va ?, L'alphabet, les couleurs, les pays et les nationalités, les animaux domestiques.
PRODUCTION ORALE : Epeler son nom et son prénom, Comprendre des personnes qui se saluent.
PRODUCTION ECRITE : Les formules de politesse

Unit – II   **(12 hours)**
TITRE:SALUT ! JE M'APPELLE AGNES
GRAMMAIRE : La conjugaison du 1er groupe, les adjectifs possessifs, la formation du féminin, la formation du pluriel.
LEXIQUE : Se présenter, Présenter quelqu'un, Remercier, Les jours de la semaine, les mois de l'année, les nombres de 0 à 69, la famille
PRODUCTION ORALE : Comprendre des informations essentielles
PRODUCTION ECRITE : Présentez –vous

Unit - III   **(12 hours)**
TITRE:QUI EST-CE?
GRAMMAIRE : La phrase interrogative : Qu'est-ce que… ?/Qu'est-ce que c'est ?/Qui est-ce ?, quelques indicateurs du temps, la formation du féminin, les verbes aller et venir
LEXIQUE : Demander et répondre poliment,les professions
PRODUCTION ORALE : Parler de ses projets
PRODUCTION ECRITE : Ecrire de brefs messages

Unit - IV   **(12 hours)**
TITRE:DANS MON SAC, J'AI?
GRAMMAIRE : la phrase négative, c'est/il est, les articles contractes, les pronoms personnels toniques

LEXIQUE : Demander des informations personnelles, Quelques objets, la fiche d'identité, les nombres à partir de 70
PRODUCTION ORALE : Comprendre un message sur un répondeur téléphonique
PRODUCTION ECRITE : Remplir une fiche d'identité

Unit - V (12 hours)
TITRE:IL EST COMMENT? / ALLO?
GRAMMAIRE : les adverbes interrogatifs, les prépositions de lieu, les verbes du deuxième groupe, le verbe faire
LEXIQUE : Parler au téléphone, décrire quelqu'un, l'aspect physique, le caractère
PRODUCTION ORALE : Un jeu de rôle – la conversation téléphonique
PRODUCTION ECRITE : Décrivez votre aspect physique et votre caractère en quelques lignes

Book for Study
P. Dauda, L.Giachino and C.Baracco, *Generation A1*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo A1*, CLE International, 2ᵉedition, 2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A1*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources
1. https://www.wikihow.com/Pronounce-the-Letters-of-the-French-Alphabet
2. https://francais.lingolia.com/en/grammar/tenses/le-present
3. https://www.lawlessfrench.com/grammar/articles/
4. https://www.frenchpod101.com/french-vocabulary-lists/10-lines-you-need-for-introducing-yourself
5. https://www.tolearnfrench.com/exercises/exercise-french-2/exercise-french-3295.php

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course			Hours		Credits
I	21UFR11GL01		FRENCH – I			4		3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	1	2	3	2	3	2	1	2	3	2.2
CO–2	3	3	3	2	2	2	1	2	2	3	2.3
CO–3	3	1	2	3	2	3	2	1	2	2	2.1
CO–4	2	2	3	2	1	3	2	1	2	3	2.1
CO–5	3	2	3	2	2	3	2	2	3	2	2.4
Mean overall Score											**2.22 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
I	**21UHI11GL01**	**HINDI- I**	**4**	**3**

CO No.	**CO–Statements** On successful completion of the course, students will be able to	**Cognitive Levels (K –Levels)**
CO -1	list out the literary works in Hindi during the period of 12th century in India.	**K1**
CO -2	compare the vocabulary & expressions related to day-to-day conversation.	**K2**
CO -3	use simple Phrases from English to Hindi.	**K3**
CO -4	investigate the values of Indian society & summarize the duties of a citizen for his/her country.	**K4**
CO -5	identify the sentences in Hindi using basic grammar.	**K4**

Unit - I (12 Hours)

    Dr. Abdul Kalam
    Ling
    Kabir Ke Dohe
    Baathcheeth - Aspathal mein
    Adhikal - Namakarn

Unit - II (12 Hours)

    Vachan Badaliye
    Thulasi ke Dohe
    Adhikal - Samajik Paristhithiyam
    Moun Hee Mantra Hai

Unit - III (12 Hours)

    Sangya
    Soordas ke Pad
    Baathcheeth - Hotel mein
    Adhikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

    Sarvanam
    Rahim ke Dohe
    Bathcheeth - Kaksha mein
    Adhikal - Salient Features, Main Divisions

Unit - V (12 Hours)

    Anuvad - 1
    Visheshan
    Bihari - Dohe
    Bathcheeth - Kariyalay mein
    Adhikal - Visheshathayem

Books for Study
1. M.kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta,2020.
    Unit-I   *Chapters 2 and 3*
2. Viswanath Tripaty*, Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi,2018.
    Unit-II, III and IV   *Chapters 4 and 5*
3. Dr. Sanjeev Kumar Jain, *Anuwad: Siddhant Evam Vyavhar*, Kailash Pustak
    Sadan, Madhya Pradesh 2019.
    Unit-V   *Chapter 1*

Books for Reference
1**.** Dr.A.P.J.Abdul Kalam, Mere sapnom ka Bharath, Prabath Prakashan, Noida, 2020,
2. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.
3. Aravind Kumar, Sampoorna Hindi Vyakaran our Rachana, Lucent publisher, 2019.
4. Adhunik Hindi Vyakaran our Rachana, bharati bhawan publishers & distributors, 2018.
5. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.

Web Resources
1. https://youtu.be/LrdrcP2oiyU
2. https://youtu.be/Cib2FNv8KyA
3. https://youtu.be/aXARykpYCxA
4. https://youtu.be/RUDFis-tdg4
5. https://youtu.be/upivTmLTPQA

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
I	**21UHI11GL01**	**HINDI - I**								**4**	**3**
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	3	1	3	1	3	3	2	2.3
CO-2	2	2	3	3	1	3	2	3	3	2	2.4
CO-3	3	2	2	1	2	3	2	3	2	3	2.3
CO-4	3	2	1	3	2	3	2	3	3	2	2.4
CO-5	2	3	3	2	3	2	3	3	3	1	2.5
									Mean Overall Score		2.38 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	**21USA11GL01**	**SANSKRIT - I**	**4**	**3**

CO No.	**CO–Statements** On successful completion of the course, the student will be able to	**Cognitive Levels** **(K –Levels)**
CO-1	remember and Recall words relating to objects.	**K1**
CO-2	understand classified vocabulary.	**K2**
CO-3	apply nouns and verbs.	**K3**
CO-4	analyze different forms of names and verbs.	**K4**
CO-5	appreciate the good saying of Sanskrit Improve the self-values.	**K5**

Unit - I   **(12 Hours)**

Samyakthakshatra pada paricaya

Unit - II   **(12 Hours)**

Vartmanakala prayogaha

Unit - III   **(12 Hours)**

Samskruta varathamanakalaha

Unit - IV   **(12 Hours)**

Shadha priyoghaa aakaarnta ikaraantha ukarantha

Unit - V   **(12 Hours)**

Subhashitani manoharani Dasaslokani

Book for Study
Shaptamanjari , K.M.,Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg
Mumbai – 4000 007 2018, 2019

Books for Reference

1. Kulapathy , K.M.,Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg
   Mumbai – 4000 007 2018
2. R.S.Vadhar & Sons , Book – Sellers and publishers , Kalpathi.Palgahat 678003, Kerala
   South India , Shabdha Manjari 2019
3. Balasubramaniam R, Samskrita Akshatra Siksha , Vangals Publications, 14th Main road
   JP Nagar , Bangalore – 78

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credit
I	21USA11GL01	SANSKRIT- I								4	3
Course Outcomes ↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	1	1	3	2	3	2	3	2	2	2.2
CO-2	2	2	3	3	1	2	2	3	3	2	2.3
CO-3	3	2	2	2	2	2	2	3	3	2	2.3
CO-4	3	2	2	3	2	3	3	3	2	2	2.3
CO-5	3	2	3	2	3	2	2	3	3	3	2.6
Mean Overall Score											2.34
Result										#	High

Semester	Course Code	Title of the Course	Hours	Credits
I	21UEN12GE01	**GENERAL ENGLISH - I**	5	3

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	recall what they observe and experience	K1
CO-2	arrange different parts of a text in a coherent manner	K2
CO-3	examine the underlying meaning in a text	K3
CO-4	analyse and evaluate letters regarding the use of appropriate language and format	K4 & K5
CO-5	use conversational English to communicate with friends	K6

Unit-I (15 Hours)
01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition
06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I Doing?
09. What was I Doing?
10. Unscramble the Past Actions
11. What did I Do Yesterday?

Unit-II (15 Hours)
12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Forms of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

Unit-III (15 Hours)
22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles
28. Un/Countable Practice
29. Match the Visual
30. Letter Spell-Check
31. Drafting a Letter

Unit-IV (15 Hours)

32. Friendship Word Grid
33. Friends' Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests
37. Introducing Friends
38. What are We Doing?
39. What is (S)He / are They Doing?
40. Yes / No Question
41. What was S/He Doing?
42. Names and Actions
43. True Friendship
44. Know Your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

Unit-V (15 Hours)

48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy's Request
52. Occasions for Message
53. Words Denoting Place
54. Words Denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The Family Debate
63. Family Today

Book for Study
Joy, J.L., and Peter, F.M. *Let's Communicate 1*. New Delhi, Trinity P, 2014.

Books for Reference
1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: Create Space, 2017.
2. Aspinall, Tricia. *Test Your Listening.* London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004.
4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002.
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources

1. https://learnenglish.britishcouncil.org/
2. https://oneminuteenglish.org/en/best-websites-learn-english/
3. https://www.dailywritingtips.com/best-websites-to-learn-english/

Relationship Matrix for Course Outcomes, Programme Outcomes, and Programmes Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credit
I	21UEN12GE01		GENERAL ENGLISH – I								5	3
Course Outcome (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO -1	2	3	2	2	3	2	3	2	3	2	2.4	
CO -2	2	2	3	2	3	3	2	3	2	2	2.3	
CO -3	2	3	2	3	2	2	3	2	3	2	2.4	
CO -4	2	2	3	2	3	3	2	3	2	3	2.5	
CO -5	2	2	2	3	2	2	2	3	2	2	2.2	
										Mean Overall Score	2.36 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13CC01	**CORE-I: INTRODUCTION TO VISUAL COMMUNICATION**	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	summarize the growth and the history of telecasting media and utilize the ethical laws in telecasting media.	**K1**
CO-2	to illustrate the components of broadcasting media and summarizing ethics.	**K2**
CO-3	to understand the concept of sociological analysis.	**K2**
CO-4	examine the new media and information technology.	**K3**
CO-5	explain the cinema medium and outline the ethical values concerned.	**K4**

Unit-I (15 Hours)

Introduction to human communication- Need for communication- Right to communication - Communication and Language- Communication as social science - Visual Communication – Definition and need - The Visual Process - Visual Communication Theories: Sensual, Perceptual and Cognitive - Psychology - Application of Psychological concepts to Visual Communication.

Unit-II (15 Hours)

Development of Radio – International, National and Regional – Radio as a medium of mass communication – New Developments: Community and Campus radio – Digital audio broadcasting – FM broadcasting – Ethics of broadcasting

Unit-III (15 Hours)

Development of Television – International, National and Regional – the LPG concept in India – Television Genres – SITE programme – Prasar Bharati Act –Cable Act- Broadcasting Regulations act

Unit-IV (15 Hours)

Motion pictures – historical background – The growth of Indian cinema – new developments in film production- documentary films – Film division – CBFC – ethics of cinema

Unit-V   **(15 Hours)**

New media-Definition- The internet in India – issues and challenges –Idea- Information communication Technologies – Development in India – The information Revolution – information super highway –Mobile Telephony – New Media ethics.

Book for Study

1. Kumar, J. Keval. (2003)- Mass communication in India, Himalaya publishers, New Delhi.
   Unit-I   Section –I *(Page:1-20)*
   Unit-II   Section –II*(Page:251-293)*
   Unit-III   Section –I *(Page:294-360)*
2. James D.Kelly (2020)- Handbook of Visual Communication, Taylor publisher,
   Unit-IV   Part –VII*(Page:269)*
   Unit- V   Part –VIII *(Page:327)*

Books for References

1. Keval J Kumar, "Mass Communication in India", Jaico Publishing House, Fourth Edition 2013

2. Dr. Seema Hasan, "Introduction to Mass Communication", CBS Publishers, Second Edition, 2013

3.Denis McQuail: McQuail's Mass Communication Theory, London/New Delhi: Sage, 20

Relationship matrix for Course outcomes, Programme outcomes/ Programmes Specific outcomes

Semester	Course Code	Title of the Course								Hours	Credits
I	**21UVC13CC01**	**CORE-I: INTRODUCTION TO VISUAL COMMUNICATION**								**5**	**3**
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**	
CO-1	3	2	2	2	1	3	3	2	2	3	2.2
CO-2	1	2	2	3	1	2	3	2	2	3	2.1
CO-3	1	2	2	2	3	1	3	2	2	3	2.1
CO-4	2	3	2	1	2	3	3	2	2	3	2.3
CO-5	1	2	3	2	3	2	3	2	3	2	2.3
Mean Overall Score											**2.2 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13CC02	CORE-II: BASICS OF ADVERTISING	4	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	define concepts of advertising: Product, audience, brand.	K1
CO-2	explain the important components, functions, working nature in Advertisements & advertising agencies.	K2
CO-3	develop creative perspectives of advertising.	K3
CO-4	analyze methods of media planning and implement, media strategy, and budgeting.	K4
CO-5	infer advertising practices in digital world.	K4

Unit-I (12 Hours)

Introduction to Advertising – Definition-Need and Scope of Advertising – Functions of Advertising - The AIDA process – Types of Advertising – Advertising agency –Structure and Functioning of an Advertising Agency.

Unit-II (12 Hours)

Product – The lifecycle of a product – Target audience – Audience analysis – Market segmentation – Types of Segmentation – Brand – Brand Positioning – Types of Brands – Appeal – Types of Appeal.

Unit-III (12 Hours)

Creative perspectives of advertising – Copy writing – Types of copy – Elements of copy – Headlines – Classifications of headlines – illustrations – Slogan – Layout – Types of Layout – Process Involved in preparing a Layout.

Unit-IV (12 Hours)

Media planning – Media objectives –How to reach Target audience – Message Distribution - Reach – Frequency – Message weight – Media strategy – Media scheduling – Media Mix – Advertising Ethics.

Unit-V (12 Hours)

Digital Advertising – Evolution of online advertising – Types of online advertising – Digital platforms – Advertising campaign – Steps involved in Advertising campaign planning process.

Books for Study

1. J V Vilanilam, A K Varghese The Advertising Basics(2004)

   Unit – I,II&III   *(Page:1-55)*

2. Patrick Burgoyne, Daniele Fiandaca Digital Advertising (2010)

   Unit - IV&V   *(Page:65-122)*

Books for References

1.Wells, Moriarty Burnett, " Advertising – Principles & Practice", Prentice Hall of India
   Private Limited, 7th Edition, 2007

2.David Ogilvy, " Ogilvy on Advertising Fundamentals of Advertising", Otto Kleppner&
   Prentice Hall, New Jersey, Vintage; 1st Vintage Books edition, 2007

3. Winston Fletcher, " Advertising: A Very Short Introduction Second Edition, Oxford
   University Press, 2013

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
I	**21UVC13CC02**	**Core-II:** **Basics of Advertising**									**4**	**3**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	2	1	3	3	1	2	3	2.2	
CO2	3	3	3	3	1	3	3	1	2	3	2.5	
CO3	3	3	3	1	2	3	3	1	1	3	2.3	
CO4	3	3	3	2	1	3	3	1	3	3	2.5	
CO5	3	3	3	3	2	3	3	2	2	3	2.7	
Mean Overall Score											**2.4 (High)**	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13CP01	**CORE PRACTICAL-I: MEDIA PRESENTATION SKILLS (P)**	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	define the skill elements of effect presentation.	**K1**
CO-2	illustrate verbal and non-verbal communication ability through mass media presentations.	**K2**
CO-3	apply the concepts of agenda making and time management in the various kinds of media organization.	**K3**
CO-4	apply the significant ideas about group communication.	**K3**
CO-5	discover tactics and basic concepts of interview techniques.	**K4**

Unit-I (12 Hours)

Facial expression - Body movements and posture - Gestures - Eye contact - Touch - Space - Voice.

Unit-II (12 Hours)

Presentation Skills Elements of an effective presentation - Structure of presentation - Presentation tools - Voice Modulation - Audience analysis - Body Language - Video Samples.

Unit-III (12 Hours)

Time Management Time Management - Articulateness - Assertiveness - Psychometrics - Innovation and Creativity - Stress Management & Poise - Video Samples.

Unit-IV (12 Hours)

Group Discussion Why is GD part of selection process?-Structure of GD - Moderator led and other GDs - Strategies in GD - Team work - Body Language - Mock GD - Video Samples.

Unit-V (12 Hours)

Interview Skills Kinds of Interviews - Required Key Skills - Corporate culture - Mock Interview - Video Samples.

Besides, students will be taught on the following communication skills:
- Group Discussion
- Public Speaking
- Role Play
- Street Theatre

Book for Study

1. Ronald B. Adler VieorgeRooman (2009). Understanding Human Communication, Oxford Press

2. Anshumansharma (2010) Principles of communication, Random Publication.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
I	21UVC13CP01	CORE PRACTICAL-I: MEDIA PRESENTATION SKILLS (P)								4	2

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	1	3	3	2	2	3	2.2
CO-2	2	3	2	1	2	3	3	2	2	3	2.3
CO-3	1	2	3	2	3	2	3	2	3	2	2.3
CO-4	1	2	2	3	1	2	3	2	2	3	2.1
CO-5	1	2	2	2	3	1	3	2	2	3	2.1
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13AC01	**ALLIED THEORY–I: GRAPHIC DESIGN (T)**	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	relate the elements, principles and Aesthetics of graphic design.	K1
CO-2	knowledge about 2D & 3D animation techniques in the field of visual media.	K2
CO-3	identify the dynamics of composition and colour and the technical issues surrounding print and Web distribution.	K3
CO-4	categorize the forms of typography.	K4
CO-5	simplify the compositions of design and manipulation of layouts in digital forms.	K4

Unit-I (18 Hours)

Introduction to graphics –Principles of graphic design- Types of graphics - Functions of Graphics - Making the print work- Visual Art - Visual Aesthetics -Importance of creativity in art Communication.

Unit-II (18 Hours)

Elements of Design: Line-Shape-Direction-Size-Texture- Colour - Value- Concepts of Layouts- Basic Approaches in Designing- 2D& 3D graphics Design Software.

Unit-III (18 Hours)

Typography- Structure- Design and Functions - Design Style: Grouping of Typefaces- Type Families - Functions of Type Composition- Readabilities Legibility- Type for text- Display and Poster.

Unit-IV (18 Hours)

Significance of Colours-Hue-Saturation-Brightness, Contrast-Colour Vision- Our Responses to Colour - Colour Combination- Colour Schemes - Colour Perspectives - Reproduction of Colour- Fake Colour.

Unit-V (18 Hours)

Fundamentals of Composition –Interpretation-Spatial Organization-Lighter Expression- Montage-Content analysis - Layout – Types of Layout.

Books for Study

1.Gaile Anderson, Steven Heller · (2016) The graphic design: The new basics

Unit- II & IV   *(Page: 12,20)*

2. The late Philip B. Meggs's (2007) A History of Graphic Design and Richard Hollis's.

Graphic Design: A Concise

Unit- I, IV & V   **(***Page: 80, 114, 232)*

Books for Reference

1. David Dabner , Sandra Stewart , Eric Zempol, "A Foundation Course for Graphic

Designers Working in Print, Moving Image and Digital Media", Wiley, 2014.

2. Foley, Vandam, Feiner and Huges, "Computer Graphics: Principles and Practice", 2nd

Edition, Pearson Education, 2003.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course									Hours	Credits
I	21UVC13AC01		ALLIED -I: GRAPHIC DESIGN (T)									4	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)						Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5			
CO-1	3	2	2	2	1	3	3	2	2	3		2.2	
CO-2	2	3	2	1	2	3	3	2	2	3		2.3	
CO-3	1	2	3	2	3	2	3	2	3	2		2.3	
CO-4	1	2	2	3	1	2	3	2	2	3		2.1	
CO-5	1	2	2	2	3	1	3	2	2	3		2.1	
Mean Overall Score												2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
I	21UVC13AP01	ALLIED PRACTICAL-I: GRAPHIC DESIGN (P)	2	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	relate the elements, principles and Aesthetics of graphic design.	K1
CO-2	knowledge about 2D & 3D animation techniques in the field of visual media.	K2
CO-3	identify the dynamics of composition and colour and the technical issues surrounding print and Web distribution.	K3
CO-4	categorize the forms of typography.	K4
CO-5	simplify the compositions of design and manipulation of layouts in digital forms.	K4

LIST OF PRACTICALS:

1) **FREE HANDS AND CLONES**

Free hands painting Gradations

Clones and shades

2) **COLLAGE**

Collage paint

Geocollage with Geometric Shapes shades

Inverted shades

3) **LOGO CREATION**

Logo Creation

Line drawing

Font graphs

Layout Preparation

Calligraphy writing

Design composition.

4) **3DIMENSION**

3D shapes and 3D objects

3D Alphabets Titling

Three dimensional perspectives (Illusions perspective drawings)

5) OPTICAL ILLUSION

Creation of images

Patterns

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course									Hours	Credits
I	21UVC13AP01		ALLIED PRACTICAL-I: GRAPHIC DESIGN (P)									2	2

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	1	3	3	2	3	3	2.3
CO-2	3	2	3	3	2	3	3	1	3	3	2.6
CO-3	3	2	2	3	1	2	3	1	3	1	2.1
CO-4	2	3	3	3	1	3	3	2	3	2	2.5
CO-5	2	3	2	2	1	1	2	2	3	3	2.1
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UHE14VE01	**ESSENTIALS OF HUMANITY**	2	1

CO No	CO – Statements	Cognitive Levels (K Levels)
	On completion of this course, the graduates will be able to	
CO-1	recall the prescribed values and their dimensions	K1
CO-2	examine themselves by learning the developmental changes happening in the course of their life time	K2
CO-3	apply the trained values in their day today life	K3
CO-4	analyze themselves as responsible men and women	K4
CO-5	create a constructive approach to life	K5 & K6

Unit-I Principles of Value Education (6 Hours)

Introduction to values - Characteristics and Roots of Values - Value Education & Value Clarification - Moral Characters - Kinds of Values - Objectives of Values.

Unit-II The Development of Human Personality (6 Hours)

Personality: Introduction, Theories, Integration &Factors influencing the development of personality - SEL Series - Discovering self - Defense Mechanism - Power of positive thinking - Why worry?

Unit-III The Dimensions of Human Development (6 Hours)

Areas of Development: Physical, Intellectual, Emotional, Social Development, Moral & Spiritual development

Unit-IV Responsible Parenthood (6 Hours)

Human sexuality - Marriage and Family - Sex and Love - Characteristics of Responsible parent - Causes of Marriage disharmony - Art of wise parenting.

Unit-V Gender Equality and Empowerment (6 Hours)

Historical perspective - Women in Independence struggle - Women in Independent India - Education & Economic development - Crimes against Women - Women rights - Time-line of Women Achievements in India

Books for Study

Department of Human Excellence. *Essentials of Humanity*, St. Joseph's College, Tiruchirappali-02, 2021.

Books for Reference

1. Alphonse Xavier Dr SJ. *You Shall Overcome,*(6th Ed.) Chennai: ICRDCE Publication, 2012.
2. Alex K. *Soft Skills*, New Delhi: S. Chand, 2009.
3. Kalam Abdul APJ. *You Are Unique*, Bangalore: Punya Publishing, 2012.

Web Sources

http://livingvalues.net. Accessed 05 Mar. 2021.

https://www.apa.org/topics/personality#. Accessed 05 Mar. 2021.

https://www.peacecorps.gov/educators/resources/global-issues-gender-equality-and-womens-empowerment/. Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	**21UTA21GL02**	**General Tamil - II**	**4**	**3**

CO No.	CO- Statement	Cognitive Level (K- level)
இப்பாடத்தின் நிறைவில் மாணவர்கள்		
CO-1	தமிழிலக்கிய வரலாற்றில் சைவ, வைணவ இலக்கியங்கள் பெறும் இடத்தை அறிந்துகொள்வர்	**K 1**
CO-2	அகப்பொருள், புறப்பொருள் இலக்கணங்களின் அடிப்படை அறிவைப் பெறுவர்	**K 1**
CO-3	காப்பியச் சுவையை மாணவங்கள் புரிந்துகொள்வர்	**K 2**
CO-4	இஸ்லாமிய இலக்கியச் சிந்தனைகளைப் பெறுவர்	**K 3**
CO-5	கிறித்தவ மதிப்பீடுகளைச் சிற்றிலக்கிய வகைகளின் வழியாகத் திறனாய்வர்.	**K 4**

அலகு - 1 (12 மணிநேரம்)

சிலப்பதிகாரம் - கனாத்திறம் உரைத்த காதை
மணிமேகலை - ஆபுத்திரன் திறம் அறிவித்த காதை
இலக்கிய வரலாறு - சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.
இலக்கணம் - அகப்பொருள் இலக்கணம்

அலகு - 2 (12 மணிநேரம்)

திருவாசகம் - திருச்சாழல்
சிவவாக்கியார் பாடல்கள் - 25 பாடல்கள் (04, 14, 16, 22, 27, 33, 34, 35, 36,37, 38, 47, 81, 91, 225, 237, 242, 495, 504, 520,522, 533, 534, 536, 548.)

அலகு - 3 (12 மணிநேரம்)

நாலாயிர திவ்வியப் பிரபந்தம்- அமலானாதிபிரான் (10 பாடல்கள்)
- பெருமாள் திருமொழி (11 பாடல்கள்)
கம்பராமாயணம் - கைகேயி சூழ்வினைப்படலம்
உரைடை - 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

அலகு - 4 (12 மணிநேரம்)

சீறாப்புராணம் - உடும்பு பேசிய படலம்
இலக்கணம் - புறப்பொருள் இலக்கணம்
இலக்கிய வரலாறு - தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய

அலகு - 5 (12 மணிநேரம்)

திருக்காவலூர்க் கலம்பகம் - சமூக உல்லாசம்
உரைநடை - 10 முதல் 12 வரையிலான கட்டுரைகள்

பாடநூல்கள்:

33

1. **பொதுத்தமிழ் - செய்யுள் திரட்டு**, தமிழாய் வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி. திருச்சிராப்பள்ளி, முதற்பதிப்பு, *2021*
2. **சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு,** தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, மூ்ரம் பதிப்பு, *2017*
3. **நற்றமிழ்க் கோவை** (கட்டுரைத் தொகுப்). தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளிமுதற்பதிப்பு, *2021*

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course								Hours	Credit
II	**21UTA21GL02**		**General Tamil - II**								**4**	**3**
Course Outcomes (Cos)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**	
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**		
CO-1	2	2	1	2	3	2	2	2	3	2	2.1	
CO-2	2	1	2	2	3	3	2	2	3	2	2.2	
CO-3	2	1	2	2	3	3	2	2	3	2	2.2	
CO-4	1	1	2	2	3	3	2	2	3	2	2.1	
CO-5	1	1	2	2	3	2	2	3	3	2	2.1	
Mean Overall Score											**2.14 (High)**	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UFR21GL02	FRENCH – II	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	relate pronominal verbs in expressing one's day today activity.	K1
CO–2	compare the different types of articles.	K2
CO–3	construct texts using pronouns – passages and dialogues.	K3
CO–4	discover the food habits of the French culture.	K4
CO–5	appraise the French fashion.	K5

Unit - I   **(12 hours)**
TITRE:LES LOISIRS
GRAMMAIRE : les adjectifs interrogatifs, les nombres ordinaux, les verbes pronominaux
LEXIQUE : les différentes activités quotidiennes,les loisirs, les activités quotidiennes, les matières
PRODUCTION ORALE : parler sur votre passe-temps
PRODUCTION ECRITE : décrire sa journée

Unit -II   **(12 hours)**
TITRE:LA ROUTINE
GRAMMAIRE : les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre
LEXIQUE : exprimer ses gouts et ses préférences, le temps, l'heure, la fréquence
PRODUCTION ORALE : savoir comment dire l'heure
 PRODUCTION ECRITE : écrire vos préférences en quelques lignes

Unit - III   **(12 hours)**
TITRE:OU FAIRE SES COURSES?
GRAMMAIRE : les articles partitifs, le pronom en (la quantité), très ou beaucoup
LEXIQUE : inviter et répondre à une invitation, les commerces et les commerçants, demander et dire le prix, les quantités
PRODUCTION ORALE : faire des courses pour une soirée
PRODUCTION ECRITE : écrire un message en acceptant l'invitation

Unit - IV   **(12 hours)**
TITRE:DECOUVREZ ET DEGUSTEZ
GRAMMAIRE : l'impératif, il faut, les verbes devoir, pouvoir, savoir,vouloir
LEXIQUE : Commander et commenter sur un plat de la carte,les aliments, les services, les moyens depaiement
PRODUCTION ORALE : Jeu de rôle – au restaurant (entre vous et le garçon)
PRODUCTION ECRITE : faire une comparaison avec la carte française et indienne

Unit - V   **(12 hours)**
TITRE:TOUT LE MONDE S'AMUSE/ LES ADOS AU QUOTIDIEN
GRAMMAIRE : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé
composé, les verbes en –yer, voir et sortir
LEXIQUE : connaitre les marques connues sur les vêtements, les sorties, situer dans le temps,
les vêtements et les accessoires
PRODUCTION ORALE : décrire une tenue
PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

Book for Study
P. Dauda, L. Giachino and C. Baracco, *Generation A1*, Didier, Paris 2016.

Books for Reference
1. J.Girardet and J.Pecheur, *Echo A1*, CLE International, 2ᵉedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A1*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. https://www.frenchtoday.com/blog/french-verb-conjugation/french-reflexive-verbs-list-
   exercises/
2. https://www.fluentu.com/blog/french/french-subject-pronouns/
3. https://grammarist.com/french/french-partitive-article/
4. https://www.talkinfrench.com/guide-french-food-habits/
5. https://www.fluentu.com/blog/french/talking-about-clothes-in-french/

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours		Credits
II	**21UFR21GL02**		**FRENCH – II**					**4**		**3**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of Cos**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	3	3	3	1	3	1	2	2	2	2.2
CO–2	2	1	2	3	2	3	1	2	2	2	2.0
CO–3	3	2	3	2	2	3	3	1	3	2	2.4
CO–4	3	2	2	1	3	3	3	1	1	3	2.2
CO–5	2	1	2	2	3	3	3	2	2	2	2.2
Mean overall Score											**2.2 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHI21GL02	HINDI - II	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO -1	Find out the Terms & Expressions related to letter writing	K1
CO -2	Explain the works of Hindi writers	K2
CO -3	Complete the sentences in Hindi using basic grammar	K3
CO -4	Analyze the social & political conditions of Devotional period in Hindi Literature	K4
CO -5	Justify the human values stressed on the works of the following authors "Premchand, Nirala, etc."	K5

Unit - I (12 Hours)

Kafan
Letter Writing - Chutti Patra
Bakthikal - Namakarn
Sarkari kariyalayom ka naam

Unit - II (12 Hours)

Baathcheeth - Dookan mein
kriya
Letter Writing - Rishthedarom ko patra
Bakthikal - Samajik Paristhithiyam

Unit - III (12 Hours)

Vah Thodthi patthar
Adverb
Letter Writing - Naukari keliye Avedan Patra
Bakthikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

Mukthi
Samas
Letter Writing - Kitab Maangne Keliye Patra
Bakthikal -   Salient Features, Main Divisions

Unit - V   **(12 Hours)**
    Anuvad - 2
    Sandhi
    Letter writing - Nagarpalika ko Patra
    Bakthikal - Visheshathayem

Books for Study

1. Viswanath Tripaty*, Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi, 2018.
    Unit-I   *Chapter 1*
2. M.kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.
    Unit-II, III and IV   *Chapter 2*
3. Dr.Sadananth Bosalae*, kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
    Unit-V   *Chapter 4*

Books for Reference

1. Adhunik Hindi Vyakaran our Rachana, bharati bhawan publishers & distributors, 2018.
2. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.
3. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.
4. Aravind Kumar, Sampoorna Hindi Vyakaran our Rachana, Lucent publisher, 2019.
5. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.

Web Resources

1. https://youtu.be/tE2RHQcqlbI
2. https://youtu.be/Xxvco3qa284
3. https://youtu.be/1z8x95IFGi4
4. https://youtu.be/CBMYf8NRLW4
5. https://youtu.be/h31tMLeFtHs

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
II	21UHI21GL02	HINDI - II								4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	3	2	2	3	3	3	2	2	2.5
CO-2	1	3	1	2	2	3	3	3	2	3	2.3
CO-3	3	2	3	2	2	3	2	3	2	2	2.4
CO-4	2	3	3	1	3	2	3	2	1	2	2.2
CO-5	3	2	2	2	3	2	3	2	3	2	2.4
									Mean Overall Score		2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21USA21GL02	SANSKRIT - II	4	3

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remembering names of different objects , remembering different verbal forms and sandhi.	K1
CO-2	contrast different verbal forms Explain good sayings , Relate good saying to life.	K2
CO-3	apply and build small sentences.	K3
CO-4	analyze different forms of Verbs and nouns.	K4
CO-5	appreciate subhashitas and Sanskrit poetry Expand Sanskrit vocabulary.	K5

Unit - I (12 Hours)
Asmath usmath tat kim (MFN)

Unit - II (12 Hours)
Sandhi Niyamaaha Abuyaasha (Guna , Visarga , Dirgha , Vrddhi)

Unit - III (12 Hours)
Lang lakaaraha Kriyapadaani

Unit - IV (12 Hours)
Raguvamsaha Pratama sargaha (1 –15)

Unit - V (12 Hours)
Suvachana Prayogha

Book for Study
SARALASAMKRITHAM SIKSHA, 2020 , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

Books for Reference
1. Paindrapuram Ashram , Srirangam – 620006 Gopalavimshanthi 2019

2. R.S.Vadhyar & Sons book Kulapthy , K.M Saral sankrit Balabodh , Bharathiys Vidya Bhavan , Munshimarg Mumbai – 400007, 2018

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
II	21USA21GL02	SANSKRIT -II									4	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	1	3	2	2	2	3	3	2	1	2.1	
CO-2	3	2	3	2	2	3	2	3	3	2	2.5	
CO-3	2	2	3	2	2	2	2	3	3	1	2.1	
CO-4	3	2	3	3	1	2	3	3	3	1	2.4	
CO-5	3	2	2	2	3	2	2	3	3	1	2.3	
Mean Overall Score											2.28	
Result											# High	

Semester	Course Code	Title of the Course	Hours	Credits
II	**21UEN22GE02**	**GENERAL ENGLISH - II**	**5**	**3**

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	remember the use of suitable punctuation marks in appropriate places	**K1**
CO-2	describe their pictures with appropriate expressions	**K2**
CO-3	infer meaning from the given context	**K3**
CO-4	analyse real-life situations and ask open-ended questions	**K4 & K5**
CO-5	use polite expressions in appropriate ways	**K6**

Unit-I   (15 Hours)
01. Education Word Grid
02. Reading Problems and Solutions
03. Syllabification
04. Forms for Expressing Quality
05. Expressing Comparison
06. Monosyllabic Comparison
07. Di/polysyllabic Comparison
08. The Best Monosyllabic Comparison
09. The Best Di/Polysyllabic Comparison
10. Practising Quality Words

Unit –II   (15 Hours)
11. Wh Words
12. Yes/No Recollection
13. Unscramble Wh Questions
14. Wh Practice
15. Education and the Poor
16. Controlled Role Play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter
22. Proverb-Visual Description
23. Supply Wh Words
24. Rearrange Questions
25. Information Gap Questions

Unit-III   (15 Hours)
26. Asking Questions
27. More about Actions
28. More about Actions and Uses

29. Crime Puzzle
30. Possessive Quiz
31. Humourous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

Unit-IV   **(15 Hours)**
34. Career Word Grid
35. Job-Related Wordlist
36. Who's Who?
37. People at Work
38. Humour at Workplace
39. Profession in Context
40. Functions and Expressions
41. Transition Fill-in
42. Transition Word Selection
43. Professional Qualities
44. Job Procedures
45. Preparing a Resume
46. Interview Questions
47. Job Cover Letter Format
48. Emailing an Application
49. Mock Interview

Unit-V   **(15 Hours)**
50. Society Word Grid
51. Classify Society Wordlist
52. Rearrange the Story
53. Storytelling
54. Story Cluster
55. Words Denoting Time
56. Expressing Time
57. What Can You Buy?
58. Noise Pollution
59. Positive News Headlines
60. Negative News Headlines
61. Matching Conditions
62. What Would You Do?
63. If I were Elected
64. My Dream Country

Book for Study
Joy, J.L. & Peter, F.M. *Let's Communicate 2*, New Delhi: Trinity Press, 2014.

Books for Reference
1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: CreateSpace, 2017.
2. Aspinall, Tricia. *Test Your Listening.* London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004'

4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources
1. https://learnenglish.britishcouncil.org/
2. https://oneminuteenglish.org/en/best-websites-learn-english/
3. https://www.dailywritingtips.com/best-websites-to-learn-english/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Course		Hours	Credits
II	**21UEN22GE02**	**GENERAL ENGLISH - II**		**5**	**3**
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**
	PO 1	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**	**PSO 5**	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
								Mean Overall Score			2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23CC03	**CORE-III: MEDIA, CULTURE AND SOCIETY**	4	3

CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K- levels)**
CO-1	acquire knowledge on various concepts such as media, education and democracy.	**K1**
CO-2	comprehend the importance of mass media.	**K2**
CO-3	relate the importance of media and economic determinants.	**K2**
CO-4	identify the impact of media in constructing popular culture.	**K3**
CO-5	analyse the nature and characteristics of media audience.	**K4**

Unit - I (9 Hours)

How to study media and how not to study media - Understanding mass media- Characteristics of mass media - Power of mass media - Function of mass media - Effects of mass media - Media in Indian society.

Unit - II (9 Hours)

Culture &Society – Definition, Characteristics, functions & Types – Media Hype, Media Circus - Media saturation – Reconstruction of Reality -Privatizations of information - Media Education & Democracy.

Unit - III (9 Hours)

Media Determinants- Ownership and control –Self regulation by the Media – Economic determinants –Advertisers –Media Personnel- Media Sources.

Unit- IV (9 Hours)

Media Audience analysis (mass, segmentation, product etc., social uses) - Audience making- Active Vs Passive audience -Media Effect theories: Uses and Gratification and mass media.

Unit - V (9 Hours)

Media and Popular culture - Commodities, Culture and Sub-culture, Cyber Culture and youth - Media Culture Vs People's Culture, Culture Shock - Stardom - Personality as Brand Name, Fandom etc.

Books for Study

1. David Oswell,Culture and Society: An Introduction to Cultural Studies, Sage Publications(2006).
   Unit-I&II *(Page:1-35)*
2. K. Moti Gokulsing, Wimal Dissanayake Popular Culture in a Globalised India(2009)
   Unit-III,IV&V *(Page:48-112, 145-200)*

Books for References

1. Srivastava K M (1991). Media Issues, Sterling Publication, New Delhi (1991)

2. Blackwell Media Culture and Society.(2008)

3. Tim O'Sullivan and Brian Duttar, Studying the media- An introduction, Arnold, London,2003.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
II	**21UVC23CC03**	**Core– III: Media, Culture and Society**									**4**	**3**
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**	
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**		
CO-1	2	3	1	3	2	2	3	2	2	2	2.2	
CO-2	3	3	2	3	3	2	3	3	2	1	2.5	
CO-3	3	3	2	3	1	3	3	3	2	2	2.5	
CO-4	2	3	3	2	2	2	3	2	1	2	2.2	
CO-5	2	2	1	2	1	2	3	3	2	2	2.0	
Mean Overall Score											**2.2 (High)**	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23CC04	**CORE-IV: ONLINE JOURNALISM**	3	2

CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels** **(K- levels)**
CO-1	understand the medium of internet as an effective way for industry	**K1**
CO-2	acquire knowledge on the E- Newspaper	**K2**
CO-3	ability to analyze the changing trends in professional journalism as a result of online communication technology	**K3**
CO-4	analyze techniques and rules of creative writing	**K4**
CO-5	demonstrate the cyber laws related to online journalism	**K4**

Unit- I **(9 Hours)**

Meaning and definition of Online Journalism- History and development of Web Journalism- Characteristics of Online Journalism: Multimediality- Hypertextuality and Interactivity- Crowdsourcing-RSS-Mashups- Widgets.

Unit- II **(9 Hours)**

Online Journalism News Value: Immediacy, interactivity and universality - Language and style of online journalism - News determinants in cyberspace - Dos and don'ts of internet reporting- A look at online sites of leading media organizations

Unit- III **(9 Hours)**

Components of a website - Different types of websites -Web layout: Design- layout-Colour- Graphics- Visual information - Writing for online medium: Interactivity of form and content in new media, Linear writing versus interactive writing.

Unit- IV **(9 Hours)**

Mobile journalism: Using the mobile for stories; apps and tools for reporting - Smartphone photography - Facebook and social media: The newsfeed of tomorrow? - Twitter as a means of disseminating news- Creating handles and using Twitter to generate traffic to stories - News writing for apps.

Unit- V **(9 Hours)**

Ethical issues in online journalism: Obscenity and privacy-Copyright-Cyber laws- IT Act - Cyber Crimes & Security: Types and case studies – WikiLeaks - Internet censorship in India

Books for Study
1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.
   Unit –I&II   *(Page:1-57)*
2. Mio Consalvo& Charles Ess (2012) The handbook of internet studies, Wiley& Blackwell
   Unit –III,IV&V   *(Page:45-97)*

Books for References

1. Stuart Allan (2006) - Online News: Journalism and the Internet, McGraw Hill Education.
2. Stephen Quinn (2005) Convergent Journalism, Peter Lang Publication p 85&105 - 2006, Citizen Journalism: Global perspective, EinarThorsen p 75&84.
3. Sunil Saxena (2004), Breaking News: The craft & Technology of Online Journalism, Tata McGraw Hill Education p. 19&80.
4. Keval. J Kumar(2014), Mass Communication In India

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
II	21UVC23CC04	CORE – IV: ONLINE JOURNALISM									3	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	1	2	2	3	1	2	3	2	2	3	2.1	
CO-3	2	3	2	1	2	3	3	2	2	3	2.3	
CO-4	1	2	3	2	3	2	3	2	3	2	2.3	
CO-5	1	2	2	2	3	1	3	2	2	3	2.1	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23CP02	**CORE PRACTICAL-II: VISUAL LITERACY & DRAWING (P)**	4	2

CO No.	CO- Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	gain knowledge on visual perspectives in drawing.	K1
CO-2	understand the concepts of visual literacy.	K2
CO-3	identify the use of colour theory and psychology in drawing.	K3
CO-4	develop well balanced knowledge on human anatomy in drawing.	K3
CO-5	understand and categorize the different medium of painting.	K2 & K4

Unit- I (12 Hours)

Understand visual Image-Visual reading – Elements of Visual- Dot-lines- Shapes, Forms, Contour, Texture, Size, Perspective -Visual Balance, Rhythm- Proportion.

Unit-II (12 Hours)

Picture reading - Figurative level - Relationship of elements – perception , Constancies - Perceptual grouping, Symbolic level – Verbalization - Creativity-Design, Association andContext, Shape, Angles /Direction, placement.

Unit- III (12 Hours)

Vocabulary of color- Hue- Saturation- Shapes- Contrast- Brightness- Tilt- Colour wheel: Primary- Secondary-Tertiary- Colour psychology- Color mixing- Painting in water colour-Technique with brushes and Paints - Brush strokes.

Unit- IV (12 Hours)

Landscape painting- Nature drawing- cloud shapes- Shadows and reflected light- Tree study-study of sky- Study of buildings- Different climates with landscape.

Unit – V (12 Hours)

Face feature head- hands- Feet- Structure- Poster- Facial expression- Movement in drawing-Eyes- Nose- Ear- Lip- Contemporary portrait- Tribal portrait- Black and white portraits-Dry brush colouring- Mono tone painting.

LAB WORKS

1. Curve and Circle

2. Shapes

3. Line study in different thickness

4. Anatomy study

5. Still Life

6. Composition with Light and Shadow

7. Patterns and Distraction

8. Landscapes and Composition

9. Perspective Drawing

10. Live Models (Portraits)

11. Fonts – Alphabets and Numbers

Books for References

1. Philip Rawson ,Design, Prentice Hall, London.1987.
2. Paul Rand, Forms and Chaos, Yale University press.1993.
3. Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada1987.
4. Jerry Palmer &MacDodson, Design and Aesthetics, Rutledge, London1995.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
II	**21UVC23CP02**	**CORE PRACTICAL-II: VISUAL LITERACY & DRAWING (P)**									**4**	**2**
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**	
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**		
CO-1	3	3	2	3	3	2	3	1	3	2	2.5	
CO-2	2	3	2	3	3	2	3	2	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	2	2	3	3	1	1	2	2	3	3	2.2	
CO-5	3	3	2	3	1	1	3	2	3	2	2.3	
									Mean Overall Score		**2.3 (High)**	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23AC02	**ALLIED THEORY-II: PHOTOGRAPHY (T)**	3	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	remember the historical development of photography.	**K1**
CO-2	match the different types of light in photography.	**K1**
CO-3	illustrate the importance of photojournalism.	**K2**
CO-4	apply the various operations of digital camera in daily life.	**K3**
CO-5	classify the usages of types of photography in different arena.	**K4**

Unit –I (12 Hours)

Photography- Definition and concept- Historical development of photography; Camera: Different types of Camera- Box, TLR, SLR and Mirrorless lens camera.

Unit –II (12 Hours)

Exposure triangle- Aperture- Shutter speed- ISO- Focus- Types of Focus- Depth of field, Lens and Filters and its types- Other camera Accessories.

Unit -III (12 Hours)

Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light-Lighting Accessories- Umbrella-Flash- Functions of Flash; Light Meter- Functions of Light Meter.

Unit -IV (12 Hours)

Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame - Types of Photography(Advertisement Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography).

Unit -V (12 Hours)

Basics of photojournalism - News values for pictures- Photo features -Photo essays - Essential of photojournalism- Qualities for a photojournalist.

Books for Study

1. Hands Geoffrey, "The Handbook of Digital Photography", 1ˢᵗ Edition, Silver Dale Book, 2004.(Unit- I, Unit- II and Unit- III).

   Unit I: Chapter 1, 2 and 5*(Pages 7-29, 53-65, 91-100).*

   Unit II: chapter 8 *(Pages- 149-164).*

   Unit III: Chapter 7 *(Pages- 127-141).*

2. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen, "Hand Book of Photography", 6th Edition, Thompson Delmar Learning;, 2005

   Unit IV: Chapter 1 and 2 *(Pages 5-50, 70- 100).*

Unit V: Chapter 5 *(Pages 350-425).*

Books for References

1. Langford Michael, Fox Anna & Smith SawdonRichard , "Basic Photography", 8th Edition, Focal Press, 2007.

2. Ralph E Jacobson, Geoffrey G Attridge and Sidney F Ray, "The Manual of Photography", Focal Press, 9 th Edition (2000).

3. Ben Long, "Complete Digital Photography", 7th Edition, Cengage Learning PTR, 2010.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
II	**21UVC23AC02**	**ALLIED THEORY – I: PHOTOGRAPHY (T)**									**3**	**2**
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**	
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**		
CO-1	3	2	2	2	1	3	3	2	2	3	2.2	
CO-2	1	2	3	2	3	2	3	2	3	2	2.3	
CO-3	1	2	2	2	3	1	3	2	2	3	2.1	
CO-4	2	3	2	1	2	3	3	2	2	3	2.3	
CO-5	1	2	2	3	1	2	3	2	2	3	2.1	
Mean Overall Score											**2.2 (High)**	

Semester	Course Code	Title of the Course	Hours	Credits
II	21UVC23AP02	**ALLIED PRACTICAL – I: PHOTOGRAPHY (P)**	3	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	gain fundamental knowledge on basics of photography.	**K1**
CO-2	knowledge on different types of lighting in photography .	**K1**
CO-3	comprehend the technicality of photographs in shooting.	**K2**
CO-4	apply various functions of DSLR camera in work space.	**K3**
CO-5	apply and identify the different rules of photography.	**K3**

1. Styles of Photography

a. Landscape

b. Portrait

c. Documentary

2. Perspective

a. Linear

b. Forced

3. PhotoLanguage

a. Working

b. Action

c. Silhouette

4. AdvertisingPhotography

a. Productads

b. Food

c. Jewellery

5. Social Photography

a. Street photography

b. PSA

6. IndoorPhotography

7. PhotoStory/Essay

8. Freezing movement

Books for References

1. Linda Good, "Teaching and Learning With Digital Photography", Sage Publications, New Delhi, 2009

2.Chris Gatcum, "The Complete Book of Photography: The Essential Guide to Taking Better Photos" - AE Publications, UK, 2015

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course					Hours	Credits
II	21UVC23AP02	ALLIED PRACTICAL - I: PHOTOGRAPHY (P)					3	2

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	1	2	3	2	2	3	2	2.1
CO-2	3	3	2	3	2	2	2	3	3	3	2.6
CO-3	3	3	2	2	1	2	2	1	3	3	2.0
CO-4	3	1	2	3	1	3	3	2	3	3	2.4
CO-5	3	3	2	3	1	2	3	2	2	1	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHE24AE02	**ENVIRONMENTAL STUDIES**	2	2

CO No.	CO - Statements	Cognitive Levels (K- levels)
	On Completion of this course, the graduates will be able to:	
CO-1	identify the concepts related to the environmental global scenario	K1
CO-2	comprehend the natural resources and environmental organizations	K2
CO-3	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	K3
CO-4	analyze the causes and changes in the structure of biodiversity	K4
CO-5	enhance their skills in the society by solving the environmental problems and preserving nature by the acquired knowledge	K5

Unit I Introduction to Environmental Studies (6 Hours)
Introduction – Scope and Importance – Subsystems of Earth – Various recycling Methods – Environmental Movements in India – Eco- Feminism – Public awareness – Suggestions to conserve environment

Unit II Natural Resources (6 Hours)
Food Resources – Land Resources – Forest resources – Mineral Resources – Water Resources – Energy Resources

Unit III Ecosystems, Biodiversity and Conservation (6 Hours)
General structure of ecosystem - Functions of Ecosystem - Energy flow and Ecological pyramids – Levels of Biodiversity - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

Unit IV Environmental Pollution (6 Hours)
Air Pollution – Water Pollution – Oil Pollution – Soil Pollution – Marine Pollution – Noise Pollution - Thermal Pollution – Radiation Pollution

Unit VEnvironmental Organizations and Treatise (6 Hours)
United Nations Environment Program (UNEP) - International treaties on Environmental protection - Ministry of Environment, Forest and Climate Change - Important National Environmental Acts and rules– Environmental Impact Assessment.

Books for Study
Department of Human Excellence, *Environmental Studies*, St. Joseph's College, Tiruchirappali-02, 2021.

Books for Reference
1. Rathor, V.S. and Rathor B. S. *Management of Natural Resources for Sustainable Development*. New Delhi: Daya Publishing House, 2013.
2. Sharma P.D,*Ecology and Environment*, 8 ed., Meerut: Rastogi Publications, 2010.
3. Agrawal, A and C.C. Gibson. *Introduction: The Role of Community in Natural Resource*
4. *Conservation.* NJ: Rutgers University Press, 2001.
Web Sources

https://www.unep.org/. Accessed 05 Mar. 2021.
http://moef.gov.in/en/ Accessed 05 Mar. 2021.
https://www.ipcc.ch/reports/. Accessed 05 Mar.2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHE24VE02	**TECHNIQUES OF SOCIAL ANALYSIS: FUNDAMENTALS OF HUMAN RIGHTS**	2	1

CO No.	CO - Statements	Cognitive Levels (K- levels)
	On completion of this course, the graduates will be able to	
CO-1	identify the importance and the values of human rights	**K1**
CO-2	understand the historical background and the development of Human Rights and the related organizations	**K2**
CO-3	apply the provisions of National and International human rights to themselves and the society	**K3**
CO-4	analyse the violations of human rights to the marginalized section in the society	**K4**
CO-5	animate the people to involve in the struggles and activities of the human rights organizations	**K5**

Unit-I Human Rights - An Introduction (6-Hours)
Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights-NHRC-SHRC- Challenges for Human Rights in the 21stCentury.

Unit-II Historical Development of Human Rights (6-Hours)
Human Rights in Pre-World War Era- Human Rights in Post-World War Era- Evolution of International Human Rights Law - the General Assembly Proclamation- Institution Building, Implementation and the Post- Cold War Period. The ICC.

Unit-III India and Human Rights (6-Hours)
Introduction-Classification of Fundamental Rights-Salient Features of Fundamental Rights-and Fundamental Duties.

Unit-IV Human Rights of Women and Children (6-Hours)
Women's Human Rights- Issues related to women's rights - and Rights of Women's and Children

Unit-V Human Rights Violations and Organizations (6-Hours)
Human Rights Violations - Human Rights Violations in India - the Human Rights Watch Report, January 2012- Human Rights Organizations.

Books for Study
The Department of Human Excellence, *Techniques of Social Analysis: Fundamentals of Human Rights*, St. Joseph's college, Tiruchirappalli -02, 2021.

Books for Reference
1. Venkatachalem. Dr.*The Constitution of India,Salem:Giri Law House,* 2005.
2. NaikVarunand Mukesh Shany. *Human rights education and training*, New Delhi:crescent Publishing Corporation, 2011.

3. BhathokeNeera. *Human Rights content and extent,*New Delhi: swastika publications, 2011.

Web Sources

https://www.un.org/en/universal-declaration-human-rights/. Accessed 05 Mar. 2021.
https://www.ilo.org/global/lang--en/index.htm. Accessed 05 Mar. 2021.
https://www.amnesty.org/en/. Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
III	21UTA31GL03	**General Tamil - III**	4	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	சங்க இலக்கிய வகைகளை நினைவுகூருவர்	**K 1**
CO-2	இலக்கியத்தினை நுட்பமாக அறிதலின் வழியாக ஆற்றுப்படுத்தும் திறன் பெறுவர்	**K 2**
CO-3	இலக்கிய அறநெறிகளைத் தற்கால வாழ்வியலில் பயன்படுத்தும் திறன் பெறுவர்	**K 3**
CO-4	அகம் மற்றும் புற இலக்கியத் திணை, துறைகளைப் பகுத்தாராய்வர்	**K 4**
CO-5	யாப்பு, அணி இலக்கண நுட்பங்களை இலக்கியங்களில் மதிப்பிடுவர்	**K 5**

அலகு - 1 (12 மணிநேரம்)

பொருநராற்றுப்படை (முழுமையும்)

அலகு - 2 (12 மணிநேரம்)

நற்றிணை - 5 பாடல்கள் - (1, 19, 21, 70, 148)
ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து.
யாப்பிலக்கணம் - வெண்பா, ஆசிரியப்பா

அலகு - 3 (12 மணிநேரம்)

கலித்தொகை - (குறிஞ்சிக்கலி- 62, பாலைக்கலி -22, மருதக்கலி- 87,
        நெய்தற்கலி-149, முல்லைக்கலி - 116)
இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்' முதல்
        'சங்க தொகை நூல்கள்' முடிய),
புதினம் - குடும்ப அட்டை (2022-2023)

அலகு - 4 (12 மணிநேரம்)

பதிற்றுப்பத்து - 3 பாடல்கள் (14, 32, 61)
புறநானூறு - 5 பாடல்கள் (95, 121, 130, 204, 279)
அணியிலக்கணம்

அலகு - 5 (12 மணிநேரம்)

திருக்குறள் - புறங்கூறாமை, பழமை, புலவி நுணுக்கம் ஆகிய அதிகாரங்கள்
திரிகடுகம் - 5 பாடல்கள் (2, 6, 12, 15, 42)

இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

பாடநூல்கள் :

1. **பொதுத்தமிழ்** செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021

2. *சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு,* தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, **ஷ்ரம்** பதிப்பு, 2017

3. **புதினம்** (ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு புதினம்)

2022 – 2023 கல்வியாண்டுக்கு மட்டும் : வீ.செந்தில் குமார், **குடும்ப அட்டை,** தாமரை பப்ளிகேஷன்ஸ் பிரைவேட் லிமிடெட், சென்னை, முதற்பதிப்பு, 2009

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
III	21UTA31GL03	General Tamil - III									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	3	2	3	2	3	3	2	2.5	
CO-2	2	2	2	3	3	2	2	3	3	2	2.4	
CO-3	3	3	2	3	3	2	2	3	3	3	2.7	
CO-4	3	2	2	3	2	3	2	3	2	3	2.5	
CO-5	2	3	2	3	2	3	2	3	2	3	2.5	
Mean Overall Score											2.52 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UFR31GL03	FRENCH – III	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	relate colours, materials and shapes to the french clothing.	K1
CO–2	select appropriate prepositions in giving directions.	K2
CO–3	construct a text in present tense using different verbs.	K3
CO–4	examine the travel manners and celebrations of the French.	K4
CO–5	justify the usage of past tense in a biography.	K5

Unit – I (12 hours)
TITRE:VIVRE LAVILLE
GRAMMAIRE : la comparaison, les prépositions avec les noms géographiques, les pronoms personnels COI, le pronom y (le lieu)
LEXIQUE : se repérer sur un plan de ville, la ville, les lieux de la ville
PRODUCTION ORALE : demander et indiquer une direction dans un dialogue
PRODUCTION ECRITE : décrire votre ville natale, créez les affiches en appréciant votre ville

Unit - II (12 hours)
TITRE:VISITER UNE VILLE
GRAMMAIRE : la position des pronoms compléments, les verbes du premier groupe en – ger et – cer, les verbes ouvrir et accueillir
LEXIQUE : dire les informations sur une ville de votre choix, les transports, les points cardinaux, les prépositions de lieu
PRODUCTION ORALE : Indiquer le chemin
PRODUCTION ECRITE : Demander des renseignements touristiques

Unit - III (12 hours)
TITRE:ON VEND OU ON GARDE
GRAMMAIRE : la formation du pluriel, les adjectifs de couleurs, l'adjectif beau, nouveau,vieux
LEXIQUE : savoir comment s'habiller des grandes occasions, les couleurs, les formes, les matériaux
PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France
PRODUCTION ECRITE : adresser des souhaits à quelqu'un

Unit - IV (12 hours)
TITRE:VENTES D'AUTREFOIS, VENTES D'AUJOURD'HUI
GRAMMAIRE : les pronoms relatifs qui et que, l'imparfait, les verbes connaitre, écrire, mettre et vendre, la question avec inversion
LEXIQUE : comprendre la description de personnes dans un extrait de roman, les mesures, l'informatique

PRODUCTION ORALE : imaginez un dialogue avec un personnage célèbre. Utilisez l'inversion.
PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

Unit- V (12 hours)
TITRE:FELICITATIONS ! / ON VOYAGE!
GRAMMAIRE : les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : lequel, les adverbes de manières, les verbes recevoir et conduire
LEXIQUE : les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel
PRODUCTION ORALE : Présenter ses vœux
PRODUCTION ECRITE : Faire une réservation

Book for Study
P.Dauda,L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.

Books for Reference
1. J.Girardet and J.Pecheur, *EchoA2*, CLE International, 2ᵉedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. https://francais.lingolia.com/en/grammar/prepositions
2. https://www.lawlessfrench.com/grammar/present-tense/
3. https://www.thoughtco.com/textures-french-adjectives-and-expressions-1368980
4. https://study.com/academy/lesson/past-tense-in-french.html
5. https://absolutely-french.eu/french-celebrations/?lang=en

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credits
III	**21UFR31GL03**		**FRENCH – III**				**4**	**3**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	2	1	2	2	3	2	3	1	2	3	2.1
CO–2	3	2	3	3	1	2	1	2	2	3	2.2
CO–3	2	1	3	2	2	3	1	3	2	2	2.1
CO–4	3	1	3	2	3	3	3	1	2	3	2.4
CO–5	3	2	3	2	2	3	3	2	2	1	2.3
Mean overall Score											**2.22 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHI31GL03	HINDI - III	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO-1	find out the dialects of Hindi language.	K1
CO-2	compare the poems of Sumithra Nandanpanth, Prasad & Bachan in Context with their experience of life.	K2
CO-3	illustrate the importance given to family ethics by the youth in the modern period according to "Bahoo Ki vidha" One Act play.	K3
CO-4	categorize the poetics in some selective poems.	K4
CO-5	justify the social & political conditions of Devotional period in Hindi Literature.	K5

Unit - I   **(12 Hours)**
          Tera sneh na khooon
          Samband Bodak
          Reethikal - Namakarn
          Tense

Unit - II   **(12 Hours)**
          Himadri Thung Sring Se
          Paribakshik shabdavali
          Samuchaya Bodak
          Reethikal - Samajik Paristhithiyam

Unit - III   **(12 Hours)**
           Insan our Kuthae
          Vismayadi Bodak
          Reethikal - Sahithyik Paristhithiyam
          Reethikal - Salient Features

Unit - IV   **(12 Hours)**
          Shokgeeth
          Avikary shabdh
          Reethikal -   Main Divisions
          Social media and modern world

Unit - V   **(12 Hours)**
          Reethikal - Visheshathayem
          Anuvad – 3
           Bahoo ki vidha (one act play)

Books for Study
1. Dr. Sanjeev Kumar Jain, Anuwad: Siddhant Evam Vyavhar, Kailash Pustak
   Sadan, Madhya Pradesh, 2019.
   Unit-I   *Chapter 1*
2. M. Kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.

Unit-II, III and IV   *Chapter 2*
3. Dr. Sadananth Bosalae*, kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
   Unit-V   *Chapter 4*

Books for Reference

1. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 2016.
2. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.
3. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.
4. Hindi Niband Sangrah,V&S Publishers, 2015.
5. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.

Web Resources

1.   https://youtu.be/Xxvco3qa284
2.   https://youtu.be/e9wK-pYfVPc
3.   https://youtu.be/75tHr53f5_o
4.   https://youtu.be/eFNM6y_cpjY
5.   https://youtu.be/jHWXWLMxJtw

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credits
III	**21UHI31GL03**		**HINDI - III**				**4**	**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	3	2	3	3	2	3	2	1	3	2	2.4
CO-2	3	2	3	2	2	3	2	3	2	3	2.5
CO-3	3	2	2	3	1	3	2	3	2	3	2.4
CO-4	2	3	3	2	3	2	3	3	2	1	2.4
CO-5	3	2	2	3	3	2	1	3	2	3	2.4
								Mean Overall Score			**2.42 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
III	21USA31GL03	SANSKRIT - III	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
CO-1	remember Characters and events of Ramayana.	K1
CO-2	understand social ethics and moral duties.	K2
CO-3	apply the values learnt , in day to day life.	K3
CO-4	analyzing the Vedic Philosophy.	K4
CO-5	evaluate and create new words with upasargas.	K5

Unit - I (12 Hours)
Romodantam , Balakandam (1-15)

Unit - II (12 Hours)
Romodantam , Balakandam (15-30)

Unit - III (12 Hours)
Vedas – Vedangas vivaranam

Unit - IV (12 Hours)
Puranas .Upanishands

Unit - V (12 Hours)
Upasargas , Bhavishyat Kaalah

Book for Study
VEDIC LITERATURE, 2019

Books for Reference

1. Parameshwara, Ramodantam, LIFCO Chennai 2018

2. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019

3. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course				Hours	Credit
III	21USA31GL03	SANSKRIT-III				4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	1	2	2	3	3	3	3	3	2	1	2.3
CO-2	3	3	2	3	3	2	2	3	3	3	2.7
CO-3	3	3	1	3	3	1	1	3	3	3	2.4
CO-4	2	2	1	2	3	2	2	3	2	1	2.0
CO-5	3	3	2	3	2	2	3	3	3	2	2.6
Mean Overall Score											2.4
Result										#	High

Semester	Course Code	Title of the Course	Hours	Credits
III	21UEN32GE03	**GENERAL ENGLISH - III**	5	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO -1	recall the meaning of familiar words in different contexts	K1
CO-2	comprehend the complex written texts by guessing meaning of unfamiliar words using contextual clues	K2
CO-3	use tenses and punctuations appropriately in sentences	K3
CO-4	analyse formal and informal letters to rewrite them meaningfully	K4
CO-5	compare different genres of writing and construct paragraphs	K5 & K6

Unit-I (15 Hours)
1. Suggestions to Develop Your Reading Habit
2. General Writing Skill: Letter Writing – Informal
3. Grammar: Simple Present Tense

Unit-II (15 Hours)
4. The Secret of Success: An Anecdote
5. General Writing Skill: Letter Writing – Formal
6. Grammar: Present Continuous Tense

Unit-III (15 Hours)
7. The Impact of Liquor Consumption on the Society
8. General Writing Skill: Letter to Newspaper
9. Grammar: Simple Past Tense

Unit-IV (15 Hours)
10. Dr. A.P.J. Abdul Kalam: A Short Biography
11. General Writing Skill: Job Application Letter
12. Grammar: Past Continuous Tense

Unit-V (15 Hours)
13. Golden Rule: A Poem
14. General Writing Skill: Circular-Writing
15. Grammar: Simple Future Tense and Future Continuous Tense

Book for Study
Jayraj, S. Joseph Arul et al. *Trend-Setter*: *An Interactive General English Textbook for Undergraduate Students*. Trinity, 2016.

Books for Reference
1. Malkani, Neelam. *A comprehensive Guide on General English for Competitive Exams*. Agra: Oswal Publications, 2020.
2. Jain, B. B. *Compendium General English*. Agra: Upkar Prakashan, 2010.
3. Aggarwal, R.S. *Quick Learning Objective General English*. India: S Chand, 2006.

4. T. Ferrari, Bernard. *Power Listening: Mastering the Most Critical Business Skill of All.* USA: Penguin Publishers, 2012.
5. Barry, Marian. *Steps to Academic Writing*. USA: Cambridge University Press, 2011.

Web Resources
1. https://www.nypl.org/events/classes/english
2. https://www.waywordradio.org/listen/podcast-itunes/?gclid=EAIaIQobChMIrbeRtbP12AIVCYZpCh0-XwnvEAAYAiAAEgLcjvD_BwE
3. https://eltlearningjourneys.com/2015/05/19/websites-for-learning-english/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Course							Hours	Credits
III	21UEN32GE03	GENERAL ENGLISH - III							5	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
									Mean Overall Score		2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33CC05	CORE –V: WRITING FOR MASS MEDIA	4	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	gain about the nuances of writing for media.	K1
CO-2	understand the principles and elements of news writing.	K2
CO-3	apply various styles of writing for print.	K3
CO-4	analyze techniques and rules of creative writing.	K4
CO-5	assume the basic principles of writing for electronic media.	K4

Unit- I (12 Hours)

Art of Writing- Kinds of Media Writing- Inform-Describe & Persuade-The ABCD of Media Writing (Accuracy- Brevity-Clarity & Discernment) - Style book.

Unit - II (12 Hours)

Article- guidelines of article writing-Writing the feature Story -Feature leads –Developing feature- Feature techniques - feature endings- News features - - Human interest features- cover story- leads- types of leads- sources of information- beats- observation- interview- Narratives.

Unit- III (12 Hours)

Writing and editing news- the elements of news style – The language of journalism- inverted pyramid- concrete-specific- active- clear- democratic- citizen journalism- Grammar – Engaging the reader– Analyzing the lead-effective and ineffective transitions- and use of quotes - Headline writing.

Unit-IV (12 Hours)

Basic principles of writing for print- nut graph- Elements of news writing- Steps of writing - editorial, features &review- clarity- content- photo story- layout- writing for picture.

Unit - V (12 Hours)

Basic principles of writing for electronic media: Radio & TV- Elements and Importance of News writing for Radio &TV- Steps & elements of writing for Radio & TV: editorial- features & review news story- human interest- styles of reporting.

Books for Study

1.Editing Today: Ron F. Smith & Loraine M. O'Connell, Blackwell, reprinted in India by Surjeet, 2004.

Unit-I,II&III *(Page: 35-115)*

2. Inside the Writer's Mind(2009)– Writing Narrative Journalism: Stephen G. Bloom, Blackwell, reprinted in India by Surjeet.

Unit-IV&V *(Page: 254-300)*

Books for References

1. Carole Fleming, et al., Vistaar, (2006)An Introduction to Journalism.

2. E. R. Ram Kumar, Jaico, (2004) Handbook of English Usage:

3. Sunil Saxena, Sage, (2006) Headline Writing:

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
III	21UVC33CC05	Core- V: WRITING FOR MASS MEDIA									4	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	2	3	3	2	3	2	3	2	2.5
CO-2	3	3	2	3	3	2	3	1	3	2	2.5
CO-3	3	3	2	3	1	1	2	1	3	3	2.2
CO-4	3	3	2	3	1	1	3	2	3	2	2.3
CO-5	2	2	3	3	1	1	2	2	3	3	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33CC06	**CORE – VI:** **MASS COMMUNICATION** **THEORIES**	3	2

CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels** **(K- levels)**
CO-1	recall the fundamentals of the communication theories.	K1
CO-2	find the theories related to mass media.	K1
CO-3	classify the elements in the various communication process	K2
CO-4	identify the new media theories.	K3
CO-5	examine the various effects of mass media	K4

Unit - I   **(12 Hours)**

Communication- Definition and Process- Types of Communication- Functions and characteristics of   Barriers of Communication- 7C's of Communication - Communication models and theories- Early   models of communication, Aristotle model of communication - S-M-C-R model -Hypodermic needle   model – Laswell Model of communication - Wilbur Schramm model of communication - George   Gerbner's model   Theodore M. Newcomb's model - Dance's Helical Model

Unit- II   **(12 Hours)**

Sociological Theories- Social learning theory- Agenda setting theory-Uses and gratification theory- Dependency theory- play theory - Theories of persuasion -Hypodermic/ bullet theory- Individual difference theory- Personal influence theory- Diffusion of Innovations.

Unit- III   **(12 Hours)**

Normative theories— Authoritarian theory (Gulf) — Libertarian theory (America, U.K.) — Social responsibility theory (India) — Soviet media theory (Russia) — Democratic participant media theory (Third World Countries). Cultivation theory.

Unit- IV   **(12 Hours)**

Information theory - New media theory- Network theory- Mediatization theory - Socialization theory and Consumer socialization theory.

Unit- V   **(12 Hours)**

Mass media audiences-Children and Media- Media Violence- Media and Women -Media and Indian Society – Media and Family.

Books for Study

   1. Hand Book of Journalism and Mass Communication – VirBala Aggarwal, V.S.Gupta

        Unit 1 – Section 1*(page 42, 71)*

        Unit II – Section 1*(page 71-89)*

Unit III –Section 1*(page 92, 101)*

Unit IV – Section 1*(page 122)*

2. Mass Communication in India – Keval J. Kumar (Fourth Edition)

Unit V – Section 4 *(page 135-145)*

Books for References

1. The mass media Ed, by Arvindkumar, New Delhi, Anmol pub,1999.

2. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London. 1987.

3. 2. Theories of the Information Society' by Webster, Frank. Routledge, London.1995.

4. Theories of Mass Communication' byMattelart et al., Sage, London.1998.

5. Mass Communication Theory (2nd ed.) by McQuail, Denis. Sage, London.1987.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
III	21UVC33CC06	CORE – VI: Mass Communication Theories									3	2

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	3	2	1	3	3	3	1	2	2.3
CO-2	3	2	3	2	1	3	3	3	1	2	2.3
CO-3	3	3	3	1	1	3	3	3	1	2	2.3
CO-4	2	3	3	2	1	3	3	3	1	2	2.3
CO-5	3	3	2	3	2	3	3	3	1	2	2.5
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33CP03	**CORE PRACTICAL-III: COMPUTER GRAPHICS (P)**	4	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	knowledge on the principles of composition.	**K1**
CO-2	utilize graphics software as a best visual communication tool.	**K1**
CO-3	understand the principles of design.	**K2**
CO-4	analyse the application of various graphics software.	**K3**
CO-5	apply the layout principles of graphic design.	**K3**

Design in Photoshop

1. Logos(5)
2. Visiting Card(4)
3. Danglers(5)
4. Flyers(5)
5. Magazine Cover Page (1)
6. Product Wrapper(2)
7. Brochure(2)
8. Newspaper(Front Page)
9. Calendar monthly(12months)
10. Print Advertisement (2)
11. Album Template (1)
12. Standee(1)
13. Banner(1)
14. Title design for your own video project
15. Cartoon Character Design
16. Create isometric design

METHODOLOGY:

The students will be given complete practical exposure to Photoshop and other DTPsoftware's and will be asked to design on various themes.

Books for References:

1. David Dabner , Sandra Stewart , Eric Zempol, "A Foundation Course for Graphic Designers Working in Print, Moving Image and Digital Media", Wiley, 2014.

2. Foley, Vandam, Feiner and Huges, "Computer Graphics: Principles and Practice", 2nd Edition, Pearson Education, 2003.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific

Semester	Course Code	Title of the Course		Hours	Credits
III	21UVC33CP03	CORE PRACTICAL-III: COMPUTER GRAPHICS (P)		4	2
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	1	3	3	2	2	3	2.2
CO-2	2	3	2	1	2	3	3	2	2	3	2.3
CO-3	1	2	3	2	3	2	3	2	3	2	2.3
CO-4	1	2	2	3	1	2	3	2	2	3	2.1
CO-5	1	2	2	2	3	1	3	2	2	3	2.1
Mean Overall Score											2.2 (High)

Outcomes

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33AO03A	**ALLIED OPTIONAL – I:** **DOCUMENTARY FILM MAKING** **(T)**	4	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	gain knowledge of history and growth of film making.	K1
CO-2	understand in depth knowledge of various elements and features of documentary filmmaking.	K2
CO-3	understand the concept of reality associated with documentary and apply the ethics on making process.	K3
CO-4	develop a scripting knowledge on the area of documentary making	K3
CO-5	analysis the complete grasp of documentary filmmaking with special focus on the themes and its presentation.	K4

Unit- I (9 Hours)

Documentary an over view - History of documentary filmmaking - Growth of documentary filmmaking during world war II- Ethics and steps involved in producing documentary - Issues and challenges in documentary film making.

Unit -II (9 Hours)

Genres of documentary- Characteristics of documentary- Proposing and pitching a short documentary - Importance of Research in Documentary - Point of view and story teller- Modes of representation used in documentary: expository, observational- interactive and reflexive modes of representation.

Unit -III (9 Hours)

Technicality of production: Shot-Scene and Sequence, Camera Movements- Camera accessories- Sound and Camera control- Post Production – Editing – Transcript editing-Preparing film logs- Script editing- Rough cut- Preparing film logs and fine cutting.

Unit -IV (9 Hours)

Scripting formats for media – Finalizing Treatment – Preproduction activities such as film schedule location, characters- Interview and interview analysis- Shooting an interview.

Unit-V   **(9 Hours)**

Documentary Realism- Realism in documentary film, types of realism- Neorealism- Realism in post-structural perspective - Social issues and documentary film making- Contemporary documentary and film makers.

Books for Study
1. Giulia Battaglia (2017) Documentary Film in India: An Anthropological History
   Unit- I, II & IV   chapter- 1,5,6 *(Page:25-98)*
2. Gene A. Brucker, Renaissance Society of America (1998) The Society of Renaissance Florence: A Documentary Study.
   Unit- III & V   Section-4,6 *(Page: 34-70)*

Books for References
1. Paul Rand(1993) Forms and Chaos, Yale University press
2. Srivastava K M (1991). Media Issues, Sterling Publication, New Delhi
3. Foley, Vandam, Feiner and Huges, Principles and Practice", 2nd Edition,
4. Larson, Charles U; "Persuasion-Reception and Responsibility", Wadsworth, 2001.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
III	21UVC33AO03A	ALLIED OPTIONAL THEORY –I: DOCUMENTARY FILM MAKING (T)								4	2

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	2	1	3	3	2	2	3	2.2
CO-2	2	3	2	1	2	3	3	2	2	3	2.3
CO-3	1	2	3	2	3	2	3	2	3	2	2.3
CO-4	1	2	2	3	1	2	3	2	2	3	2.1
CO-5	1	2	2	2	3	1	3	2	2	3	2.1
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33AO03B	**ALLIED OPTIONAL THEORY -I DIGITAL MARKETING (T)**	4	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	gain knowledge about the types of digital market .	K1
CO-2	understand the characteristics, techniques and benefits of digital marketing.	K2
CO-3	ability to understand the legal and ethical issues in digital marketing.	K2
CO-4	comprehend the recent digital marketing trends.	K2
CO-5	ability to analyze digital marketing tools and its influences in the market.	K3

Unit - I (12 Hours)

Digital Marketing– Definition of Digital Marketing- Characteristics of Digital Marketing- Digital Marketing Techniques- Benefits of Digital Marketing- Issues and challenges in Digital Marketing.

Unit - II (12 Hours)

Introduction, Objectives- Types of Digital Market- Digital Malls- Digital Store front- Digital Market Place.

Unit-III (12 Hours)

Digital Marketing Tools - Introduction, Objectives- Create a Website- Types of Digital Marketing, Social Media Marketing- Pay-Per-Click Advertising, Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising- Digital Media Platforms (OTT- Over the Top) - Changing Scenario in Media Productions and distribution

Unit- IV (12 Hours)

Digital Marketing Plan – Scope of Digital Marketing Plan- Situational Analysis- Setting Objectives- Marketing Mix Decision- Budget Allocation- Action Plan- Measuring Success.

Unit-V (12 Hours)

Legal and Ethical Issues in Digital Marketing – Legal Protection- Privacy- Digital Property, Online Expression- Emerging Issues.

Books for Study

1. Ryan Deiss& Russ Henneberry, "Digital Marketing For Dummies", John Wiley & Sons, Inc., USA, 2017.

    Unit I: Chapter 1 and 2*(Pages 1-37, 59-103)*.

    Unit II: Chapter 4 *(Pages- 245-267)*.

    Unit III: Chapter 5 *(Pages- 281-301)*.

2. Simon Kingsnorth, "Digital Marketing Strategy: An Integrated Approach to Online Marketing", Kogan Page Publishers, 2016.

    Unit IV: Chapter 7*(Pages 83- 94, 95-118)*.

    Unit V: Chapter 12 and 17 *(Pages 196- 210, 278-294)*.

Books for References

1. Vandhana Ahuja, "Digital Marketing", Oxford University Press; Illustrated edition, 2015.

2. Ian Dodso, "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns", Wiley, 1st edition, 2017.

3. Puneet Bhatia, "Fundamentals of Digital Marketing", Pearson Education; 2nd edition, 2019.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course		Hours	Credits
III	21UVC33AO03B	ALLIED OPTIONAL THEORY –I: DIGITAL MARKETING (T)		4	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	2	1	3	2.6
CO2	3	3	3	2	3	3	3	2	1	3	2.5
CO3	3	3	3	2	2	3	2	2	1	3	2.4
CO4	3	3	3	2	3	3	2	1	1	3	2.4
CO5	3	3	3	3	3	2	3	3	1	3	2.7
Mean Overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33AP03A	ALLIED OPTIONAL PRACTICAL – I: DOCUMENTARY FILM MAKING (P)	2	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	gain in depth knowledge on the process of production in documentary film making.	K1
CO-2	understand the importance of scripting in documentary making.	K2
CO-3	make use of interview skills in documentary making.	K3
CO-4	evaluate the essential requirements for documentary film making.	K4
CO-5	analyze the effects of cinematographic properties in documentaries.	K4

List of Practical

1. **Documentary on social themes**
2. **Interview**
3. **Docudrama**

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course							Hours	Credits
III	21UVC33AP03A		ALLIED OPTIONAL PRACTICAL – II: DOCUMENTARY FILM MAKING (P)							2	2

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	2	1	2	3	3	2	2	3	2.3
CO-2	3	2	2	2	1	3	3	2	2	3	2.2
CO-3	1	2	3	2	3	2	3	2	3	2	2.3
CO-4	1	2	2	3	1	2	3	2	2	3	2.1
CO-5	1	2	2	2	3	1	3	2	2	3	2.1
								Mean Overall Score			2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC33AP03B	**ALLIED OPTIONAL PRACTICAL-I: DIGITAL MARKETING (P)**	2	2

CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K- levels)**
CO-1	acquire knowledge on the production of PSA.	**K1**
CO-2	ability to create their own social media pages and channels.	**K2**
CO-3	understand the concept of digital marketing technically and aesthetically.	**K2**
CO-4	understand the various applications of digital marketing and its business advantages.	**K3**
CO-5	analyze the importance of brand awareness.	**K4**

List of Practical's:
- Prepare a promo for a product in terms of getting publicity in the market
- Prepare a webpage for launching a new outlet of your client in a semi urban area
- Prepare a PSA for Non-Profit organization
- Prepare a campaign in terms of enhancing brand awareness of your product in digital media platform.
- Prepare different social media pages and channels for the client and submit a report of client access to it.

(The Students have to submit all exercises for Practical exam, which will be evaluated by the External Examiner).

Books for Study

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.

2. Ryan Deiss& Russ Henneberry(2017), Digital Marketing For Dummies, John Wiley & Sons, Inc., USA.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code			Title of the Course						Hours	Credits
III	**21UVC33AP03B**			**ALLIED OPTIONAL PRACTICAL-I: DIGITAL MARKETING (P)**						**2**	**2**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of COs**
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	1	3	3	1	2	3	2.5
CO2	3	2	2	2	1	3	3	1	2	3	2.2
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											**2.4 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
III	21UVC34SE01	SEC-I: VIDEO EDITING	2	1

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	relate linear and non-linear visual editing.	K1
CO-2	interpret the video codecs and camcorder formats.	K2
CO-3	utilize the software knowledge on work process of video editing	K3
CO-4	identify the importance of video effects and transition.	K3
CO-5	take part in video editing by using relevant software's	K3

Unit: I   **(6 Hours)**

Video Editing introduction, types of video editing (Linear and Non-Linear) - Video Streaming and Editing-Video standard formats and basic editing Transitions - Color system - Video Broadcast -Streaming Video Technology.

Unit-II   **(6 Hours)**

Starting with Adobe Premier Pro- Uses of Premiere Pro- Features of Premiere- Installing Premiere Pro- Basics of digital video and movie editing-Comparing camcorder formats- Understanding video codecs - Shooting better video - Adobe Premier Pro Workspace - Working with a Project - Overview of Video Editing

Unit - III   **(6 Hours)**

Timeline - Concept of Bin and Folders- The Metadata Panel- Analyzing Content - Working with Sequence- Rough Cut and Final Cut- Effects and Integration- Working with Transitions.

Unit - IV   **(6 Hours)**

Working with Effects- Working with Audio- Timeline Audio Tracks- Editing Audio Recording Audio Gaining- Fading and Balancing- Using Audio Effects and Transitions- Video Transitions Overview - Applying transitions -Adjusting Transitions - Customizing Transitions Various -Transitions Effects.

Unit- V   **(6 Hours)**

Key Frames - Opacity and Superimposing- Chroma Key Options- RGB Difference Key Options, Using Matte Keys- Color Management and Correction- Render and Exporting Video- Exporting Video- Export Formats- Quality Compression.

List of practical.

1. Editing Basics.
2. Workspace and workflow
3. Creating a Premiere Pro Project.
4. Workspace and workflow
5. Importing Media and Creating a New Sequence.
6. Effects and transitions
7. Contents.
8. Color correction.
9. Three-way color correction.
10. Compositing in premier pro
11. Blending mode.
12. Alpha channels, and adjusting clip opacity.
13. Editing sequence on clip
14. Change duration and speed clips
15. Graphics, titles, and motion graphics
16. Animation and keyframe
17. Moving and copying keyframe.
18. Editing audio in premier pro
19. Panning and balancing.
20. Exporting media from premier pro

Books for Study

1.Digital video-(2004)Nickvandome

      Unit I-Chapter-1*(Page 1-35)*

      Unit II-Chapter 3*(Page 71-135)*

      Unit III-Chapter 8*(Page 154-168)*

      Unit IV-Chapter 6*(Page 171-235)*

      2.Animation on the WEB- (1999)-Sean Wagstaff

      Unit V-Chapter 5*(Page 56-88)*

Books for References

1**.** Ken Dancyger, (2000) The Technique of Film and Video Editing

2**.** Alexis Van Hurkman, (2014) Professional techniques for video editing

3.Jack James (2016)Film and Video Production in the Cloud: Concepts, Workflows, and Best Practices

4. JagoMaxim(2019) Adobe Premiere Pro CC

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course						Hours	Credits
III	21UVC34SE01	SEC-I: VIDEO EDITING						2	1

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	3	3	2	3	3	2	1	2.5
CO-2	2	3	1	3	2	2	3	2	2	2	2.2
CO-3	3	3	2	3	1	3	3	3	2	2	2.5
CO-4	2	2	1	2	1	2	3	3	2	2	2.0
CO-5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE34VE03A	**PROFESSIONAL ETHICS–I: SOCIAL ETHICS - I**	2	1

CO No.	Co- Statements	Cognitive Levels (K- Levels)
	On completion of this course the graduates will be able to	
CO-1	know the responsibility of the educated youth.	**K1**
CO-2	understand the values prescribed under social ethics.	**K2**
CO-3	apply their minds critically to the various types of cyber crime.	**K3**
CO-4	analyse the various kinds of political systems.	**K4**
CO-5	analyse the behaviour of the elected representatives.	**K4**

Unit-I   Introduction to Social Ethics   (6-Hours)
Introduction to social ethics and social responsibility, important role of Social ethics on the various areas, religion influences social changes - secularism. Social ethics and corporate dynamics, forms of social ethics.

Unit-II   The Economic and Political System of Today   (6-Hours)
Planned economy and communism – market economy and capitalism- socialism - mixed economy -the emerging market economy - political system- totalitarian system- oligarchic system.

Unit-III   Integrity in Public Life National Integration   (6-Hours)
What is Integrity, Public Life, Integrity and Public Life, Integrity in a Democratic State, India as Democratic State, Behavior of a elected representative of India , Noticeable degradation acts of elected Representatives, Suggestions to stem this rot, Types of integrity, Transparency can be a guarantee for integrity.

Unit-IV   Cyber Crime   (6-Hours)
Business Ethics, Business ethics permeates the whole organization, Measuring business ethics , The Vital factors highlighting the importance of business ethics , Cyber crime, Strategies in committing Cyber Crimes, Factors aiding Cyber Crime, computer Hacking, Cyber Bullying, Telecommunications piracy, Counter Measures to Cyber Crime, Ethical Hacking.

Unit-V   Social Integration   (6-Hours)
Global challenges, The future is with the Educational Youth, Cost of the Sacrifice, Crusaders against corruption, Responsibility of the Educated Youth, Positive Global Scenario, Right to Education, Eradicating gender inequality, Sustainable Human Development , Social Integration, Elimination Crime, Integration with Global Market

Books for Study
Department of Human Excellence, *Formation of Youth*, St Joseph's College(Autonomous), Tiruchirappali -02, 2021

Books for Reference
1. Ramesh K. Arora, *Ethics, Integrity and Values* by Public Service Paperback ,– 1 January 2014
2. Cunningham, D. *There's something happening here: The new left, the Klan, and FBI counterintelligence*. Berkeley: University of California Press, 2004.
3. Adv. Prashant Mali, *Cyber law & Cyber Crimes simplified* by Cyber Info media Paperback – 1 January 2017.
4. Matthew Richardson, *Cyber Crime: Law and Practice Hardcover – Import*, Wildy publications, 29 November 2019

Web Sources
https://cybercrime.gov.in/
https://open.lib.umn.edu/sociology/chapter/14-2-types-of-political-systems/
https://www.esv.org/resources/esv-global-study-bible/social-ethics/
https://en.wikipedia.org/wiki/Political_system

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE34VE03B	**PROFESSIONAL ETHICS I: RELIGIOUS DOCTRINE- I**	2	1

CO.No.	Co – Statements	Cognitive Levels (K- Levels)
	On completion of this course, the graduates will be able to	
CO-1	understand the history of the Catholic Church	**K1**
CO-2	examine and grasp the Sacraments of the Catholic Church	**K2**
CO-3	apply the Christian Prayer to their everyday life	**K3**
CO-4	analyze themselves in the light of Sacraments & Christian Prayer	**K4**
CO-5	create a harmonious society learning values from all religions	**K5 & K6**

Unit-I	**God of salvation**	**(6 Hours)**
Unit-II	**Life & Mission of Jesus Christ**	**(6 Hours)**
Unit-III	**The Holy Spirit**	**(6 Hours)**
Unit-IV	**Biblical Values**	**(6 Hours)**
Unit-V	**Mother Mary**	**(6 Hours)**

Books for Study

Department of Human Excellence, *Life in the Lord: Religious Doctrine.* St. Joseph's College, Trichirappalli-02, 2021.

Books for Reference

1. *Compendium: Catechism of the Catholic Church.* Bengaluru: Theological Publications in India, 1994.

2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UTA41GL04B	**Scientific Tamil (SBS, SPS,SCS)**	4	3

CO No.	CO- Statement	Cognitive Level (K- level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	பண்டைத் தமிழர்களின் அறிவியலறிவை அறிந்துகொள்வர்.	K 1
CO-2	பண்டைத் தமிழிலக்கியங்களுள் காணலாகும் அறிவியல் சிந்தனைகளைப் புரிந்துகொள்வர்.	K 2
CO-3	தமிழரின் அறிவியல் மருத்துவத்தையும், நீர் மேலாண்மை அறிவையும் அறிந்துகொள்வர்.	K 3
CO-4	இக்கால இலக்கியங்களுள் அறிவியல்துறை பெற்றுள்ள செல்வாக்கை அறிந்துகொள்வர்.	K 4
CO-5	அறிவியல் கலைச்சொற்களைத் தமிழில் கற்றுக் கொண்டு அறிவியல் தமிழ் வளரத் துணைபுரிவர்.	K 5

அலகு – 1 (12 மணிநேரம்)

தொல்காப்பியம் :

நிலம் தீ நீர் வளி விசும்போடு (தொல்.பொருள் 635)

ஒன்றறிவதுவே (தொல்.பொருள் 571)

புறநானூறு

மண் திணிந்த நிலனும் (புறம்.2)

செஞ்ஞா யிற்றுச் செலவும் (புறம். 30)

அகநானூறு

அம்ம வாழி, தோழி (அகம்.141)

பதிற்றுப்பத்து

நிலம் நீர் வளி விசும்பு என்ற நான்கின் (பதிற்று.14)

நெடுவயின் ஒளிறு மின்னுப் பரந்தாங்கு (பதிற்று.24)

உரைநடைக்கட்டுரை : வியக்க வைக்கும் தமிழரின் அறிவியல்

அலகு- 2 (12 மணிநேரம்)

சித்தர் பாடல்கள்

பதார்த்த குண சிந்தாமணி

குளத்து சலந்தானே கொடிதான (27)

ஏரிசலம் வாதமிகு மதுவே (31)

அருவிநீர் மேக மகற்றுங் (39)

மேவிய சீவன் வடிவது சொல்லிடில் *(திருமூலர்)*

அணுவில் அணுவினை ஆதிபிரானை *(திருமூலர்)*

நட்டகல்லைத் தெய்வமென்று *(சிவவாக்கியர்)*

உரைநடைக்கட்டுரை: தமிழர்களின் மருத்துவ அறிவியல்

அலகு - 3   *(12 மணிநேரம்)*

திருக்குறள் (2 அதிகாரங்கள்)

வான் சிறப்பு, மருந்து

வலைப்பூக்கள் உருவாக்கல், பராமரித்தல்

புதிய அறிவியல் கலைச்சொல்லாக்கங்களை உருவாக்குதல்

உரைநடைக்கட்டுரை: தமிழ் இலக்கியங்களில் நீர் மேலாண்மையியல்

அலகு- 4   *(12 மணிநேரம்)*

புதினம்: சொர்க்கத்தீவு – சுஜாதா

நூல் - திறனாய்வு

அறிவியல் புனைவு ஆவணப்படம், திரைப்படம் - திறனாய்வு

உரைநடைக்கட்டுரை: தமிழில் அறிவியல் புனைவுகள்

அலகு - 5   *(12 மணிநேரம்)*

அறிவியல் கலைச்சொற்கள்

அன்றாட வாழ்வில் அறிவியல் பழமொழிகளைத் தொகுத்தல்

மூலிகைகள், கீரைகள் ஆகியவற்றின் முக்கியத்துவத்தைக் காட்சிப்படுத்துதல்.

தமிழர் அறிவியல் கண்காட்சி நடத்துதல்

உரைநடைக்கட்டுரை: அறிவியல் தமிழின் வளர்ச்சி நிலைகள்

பாட நூல்கள்

1. **அறிவியல் தமிழ்**, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2022

2. சுஜாதா, **சொர்க்கத்தீவு**, விசா பப்ளிகேஷன்ஸ், சென்னை-17, ஒன்பதாம் பதிப்பு, 2009

3. மூர்த்தி அ.கி., **அறிவியல் அகராதி**, மணிவாசகர் பதிப்பகம், சென்னை, 2001

பார்வை நூல்கள்

1. குழந்தைசாமி.வா.செ., **அறிவியல்தமிழ்**, பாரதி பதிப்பகம், சென்னை-17, 6ஆம்பதிப்பு, 2001

2. நெடுஞ்செழியன், **இன்னும் மீதமிருக்கிறது நம்பிக்கை**, பூவுலகின் நண்பர்கள் வெளியீடு, சென்னை, முதற்பதிப்பு, 2017

3. பரிமேலழகர்(உரை.), **திருக்குறள்,** பாரதி பதிப்பகம், சென்னை-17, ஏழாவது பதிப்பு, 2000.

4. வையாபுரிப்பிள்ளை, **பாட்டும் தொகையும்,** பாரி நிலையம், சென்னை, இரண்டாம் பதிப்பு, 1967.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credit
IV	21UTA41GL04B	Scientific Tamil (SBS, SPS,SCS)								4	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	1	2	3	2	2	3	3	2	2	2	2.2
CO-2	2	2	3	2	2	2	3	2	3	2	2.3
CO-3	1	2	2	3	2	2	2	3	3	3	2.3
CO-4	2	2	3	2	2	3	2	3	3	2	2.4
CO-5	3	1	2	2	2	2	3	2	3	3	2.3
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UFR41GL04	FRENCH – IV	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall the vocabulary pertaining to dwelling place.	K1
CO–2	outline crisis management in France.	K2
CO–3	develop a travel diary of your own.	K3
CO–4	simplify the French education system.	K4
CO–5	interpret past tenses in a text.	K5

Unit- I (12 hours)

TITRE:ON FAIT LE MELANGE!

GRAMMAIRE : le présent progressif, les pronoms possessifs, la phrase négative

LEXIQUE : décrire les étapes d'une action, la maison, les taches ménagères

PRODUCTION ORALE : comprendre le récit d'un voyage

PRODUCTION ECRITE : raconter ses actions quotidiennes

Unit - II (12 hours)

TITRE:A PROPOS DE LOGEMENT

GRAMMAIRE : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre

LEXIQUE : la localisation et le logement, les pièces, meubles et équipement

PRODUCTION ORALE : jeu de rôle –votre ami et vous s'installe dans un nouveau meuble

PRODUCTION ECRITE : décrire votre maison/appartement

Unit- III (12 hours)

TITRE:TOUS EN FORME!

GRAMMAIRE : le passé composé et l'imparfait, le passé récent, l'expression de la durée

LEXIQUE : un souvenir et les évènements du passées, le corps humain : extérieur, le corps humain : intérieur

PRODUCTION ORALE : échanger sur ses projets de vacances

PRODUCTION ECRITE : raconter un souvenir

Unit - IV (12 hours)

TITRE:ACCIDENTS ET CATASTROPHES

GRAMMAIRE : les adjectifs et les pronoms indéfinis : rien/ personne/aucun, les verbes dire, courir et mourir

LEXIQUE : savoir les mots et les expressions des catastrophes naturelles, les maladies et les remédies, les accidents, les catastrophes naturelles

PRODUCTION ORALE : comprendre des personnes qui expriment leur accord ou leur désaccord selon un thème donné

PRODUCTION ECRITE : écrivez sur une catastrophe naturelle en articulant la cause et la conséquence

Unit -V (12 hours)

TITRE:FAIRE SES ETUDES A L'ETRANGER/ BON VOYAGE/ LA METEO

GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir

LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger.

PRODUCTION ORALE : exprimer son opinion sur la météo/parler del'avenir

PRODUCTION ECRITE: comparer le système scolaire français et indien

Book for Study

P.Dauda,L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo A2*, CLE International, 2ᵉedition,2013
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources

1. https://www.frenchcourses-paris.com/french-travel-journal/
2. http://www.saberfrances.com.ar/vocabulary/house.html
3. https://www.thoughtco.com/different-past-tenses-in-french-1368902
4. https://www.youtube.com/watch?v=JZdwJM7sEY8
5. https://www.scholaro.com/pro/Countries/France/Education-System

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credits
IV	**21UFR41GL04**		**FRENCH – IV**				**4**	**3**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	1	3	2	2	3	2	1	2	2	2.1
CO–2	3	1	2	3	3	3	2	1	3	1	2.2
CO–3	3	2	3	2	2	3	2	1	3	2	2.3
CO–4	3	1	2	2	3	3	3	1	3	3	2.4
CO–5	2	2	3	3	1	3	1	2	3	2	2.2
Mean overall Score											**2.24 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHI41GL04	HINDI - IV	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO-1	list out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	K1
CO-2	discuss the dialects of Hindi language.	K2
CO-3	illustrate the works of some eminent Hindi Writers related to society.	K3
CO-4	analyze the human values expressed in life and literature of Hindi Novelist "Mamatha Kaliyah".	K4
CO-5	evaluate the film & Literary works in Hindi.	K5

Unit - I   (12 Hours)
    Computer ka yug
    Prathyay
    Adhunik Kal - Namakarn
    Namakaran

Unit - II   (12 Hours)
    Vigyan hani/labh
    Paryayvachy Shabdh
    Adhunik Kal - Samajik Paristhithiyam
    Samanarthy Shabdh

Unit - III   (12 Hours)
    Nari shiksha
    Upasarg
    Adhunik Kal – Sahithyik Paristhithiyam
    Adhunik kal – Salient Features

Unit - IV   (12 Hours)
     Review- Book/Film
     Paryavaran Pradookshan
     Adhunik Kal -   Main Divisions
     Adhunik Kal - Visheshathayem

 Unit - V   (12 Hours)
    Sapnom Kee Home Delivery (Novel)
    Anuvad - 4

Books for Study
1. Dr. Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
    Unit-I   *Chapters 4*
2. M. Kamathaprasad Gupth*, Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.
    Unit-II, III and IV   *Chapter 2*

3. Dr. Sanjeev Kumar Jain, *Anuwad: Siddhant Evam Vyavhar,* Kailash Pustak Sadan, MadhyaPradesh,2019   **Unit-V**   *Chapter 2*

Books for Reference
1. Hindi Niband Sangrah,V&S Publishers, 2015.
2. Rajeswar Prasad Chaturvedi, Hindi vyakarana, Upakar prakashan,2015.
3. Ramdev,Vyakaran Pradeep, Hindi Bhavan, 2016.
4. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.
5. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.

Web Resources
1. https://youtu.be/xmr-DaQ3LhA
2. https://youtu.be/xIm-VEmgEg0
3. https://youtu.be/ZHuqxWbMtas
4. https://youtu.be/HGS63OJuHto
5. https://youtu.be/r-i3autqPug

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
IV	21UHI41GL04	HINDI - IV									4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	3	2	3	3	2	3	2	3	1	2.4	
CO-2	3	2	3	3	2	3	2	3	1	2	2.4	
CO-3	3	2	2	3	2	2	1	3	2	3	2.3	
CO-4	3	2	3	1	3	3	2	3	3	2	2.5	
CO-5	3	2	2	3	3	2	3	2	3	3	2.6	
									Mean Overall Score		2.44 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21USA41GL04	SANSKRIT - IV	4	3

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remember and identifying Mahabharatha characters and events.	K1
CO-2	understand human behaviors by studying dramas.	K2
CO-3	apply the morals learnt in day to day life.	K3
CO-4	create new conversational sentences and to Improve self-character (Personality Development).	K4
CO-5	appreciate ancient Sanskrit dramas.	K5

Unit - I (12 Hours)
   Samskrita Vyavahara sahasri vakiya Prayogaha

Unit - II (12 Hours)
   Lot Lakaarah , Prqayaogh Kartari Vaakyaani

Unit - III (12 Hours)
   Naatakasya Itihaasah Vivaranam, Thuva and Tum Prathiyaha

Unit - IV (12 Hours)
   Karnabhaaram , Naatakasya Visistyam

Unit - V (12 Hours)
   Samskrita Rachanani priyogaha

Book for Study
Karnabhavam & Literature Language, 2019 , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007

Books for Reference
1. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019

2. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

3. Samskrita Bharathi , Aksharam 8 th cross , 2nd phase Giri nagar Bangalore Vadatu sanskritam – Samaskara Binduhu 2019

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course						Hours	Credit
IV	21USA41GL04	SANSKRIT-IV						4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	2	3	2	3	2	3	3	2	2.5
CO-2	2	2	3	2	3	3	3	3	3	2	2.4
CO-3	3	3	2	3	2	1	1	3	3	3	2.4
CO-4	2	3	3	3	2	1	3	3	3	2	2.5
CO-5	2	2	3	2	3	3	3	3	2	3	2.6
Mean Overall Score											2.48
Result										#	High

Semester	Course Code	Title of the Course	Hours	Credits
IV	**21UEN42GE04**	**GENERAL ENGLISH - IV**	**5**	**3**

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	identify different local and global issues in given passages	**K1**
CO-2	understand explicit and implicit information given in written texts	**K2**
CO-3	use appropriate words and punctuations in writing	**K3**
CO-4	analyse written texts and modify them for better clarity	**K4**
CO-5	assess the coherence and cohesion of written texts and rewrite them	**K5 & K6**

Unit-I (15 Hours)
1. Women through the Eyes of Media
2. General Writing Skill: Writing Minutes of a Meeting
3. Grammar: Present Perfect Tense

Unit-II (15 Hours)
4. Effects of Tobacco Smoking
5. General Writing Skill: Note-Taking
6. Grammar: Present Perfect Continuous Tense

Unit-III (15 Hours)
7. Short Message Service (SMS)
8. General Writing Skill: Note-Making
9. Grammar: Past Perfect Tense

Unit-IV (15 Hours)
10. An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report
11. General Writing Skill: Précis Writing
12. Grammar: Past Perfect Continuous Tense

Unit-V (15 Hours)
13. Traffic Rules
14. General Writing Skill: Paragraph Writing
15. Grammar: Future Perfect Tense and Future Perfect Continuous Tense

Book for Study
Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. Trinity, 2016.

Books for Reference
1. Clark Peter, Roy. *Writing Tools: 50 Essential Strategies for Every writer*. USA: Little, Brown Spark Publishers, 2008.

2. Carnegie, Dale. *The Quick and Easy Way to Effective Speaking*. India: Fingerprint Publishers, 2018.
3. Vaughn, Steck. *Reading Comprehension*. USA: Steck-Vaughn Co, 2014.
4. Birkett, Julian. *Word Power: A Guide to Creative writing*. India: Bloomsburry Acdemic, 2016.
5. Knight, Dudley. *Speaking with Skill: An Introduction to Knight-Thompson Speechwork*. USA: Methuen Drama, 2016.

Web Resources

1. https://blog.lingoda.com/en/10-news-sites-to-practice-your-english-reading-skills/
2. https://www.espressoenglish.net/how-to-learn-english-for-free-50-websites-for-free-english-lessons/
3. https://www.ef.com/wwen/english-resources/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
IV	21UEN42GE04	GENERAL ENGLISH - IV								5	3
Course Outcome (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
										Mean Overall Score	2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43CC07	CORE –VII: NEWS PRODUCTION	4	3

CO No.	CO- Statements	Cognitive Levels
	On successful completion of this course, students will be able to	(K- levels)
CO-1	recall the basic concepts of television news production.	K1
CO-2	classify and report on television news reporting, news room terms and operational concepts.	K2
CO-3	apply the Television news writing style.	K3
CO-4	make use of news writing skills to produce a news and interview.	K3
CO-5	categories the various types of news reporting.	K4

Unit- I (12 Hours)

Broadcasting Journalism Definition. Organizational structure of TV news channels-Modern TV newsroom: Input/output and Assignment Desks -TV news production desk and its functions Visual sources: servers, graphics, archives, MSR and OB - TV Reporters Tools and techniques. Production of TV news program.

Unit - II (12 Hours)

News – Definition-TV News Reporting – Definition, Types-News Stories – Definition, Types Gathering the news – 5W's and 1 H-News Values – Making an Event News- National and International TV news agencies- Locating TV stories - Developing TV stories - Structuring a TV news report- News Room Terms and Operational Concepts – PTC - News Sources.

Unit- III (12 Hours)

Voice over's and sound bites - Complementing the Picture -Writing to Archival Footage Linking into Sound Bites -Scripting Sports News-Puns and Cliché's Breathing Space - Visual Continuity- Transitions Writing to Stills-Composites and Split Screens-Sound only Reports.

Unit- IV (12 Hours)

Planning a News Event -Shots for News Event - Shooting a News Event -Logging and Transcribing -Interviewing – Techniques, Forms and Shots, Ethics.

Unit - V (12 Hours)

Political reporting business -Reporting life style -Reporting sports-Reporting conflict – Reporting Environment & Disasters - Crime reporting - Guide lines and Responsibilities of TV news Reporter.

Books for Study

1. Broadcasting journalism techniques of radio and tv news (third edition)-ANDREW BOYD-1994

   Unit I – Chapter 17,32*(Page 7-36)*

   Unit II-Chapter 3,26*(Page 45-75)*

   UnitIII- Chapter 11,15*(Page 88-135)*

   Unit IV - Chapter 7,8,27*(Page 133-145)*

2. Covering the environmental Beat an overview for radio and TV journalists.
   Unit V- Chapter 1*(Page 10-85)*

Books for References

1. Christopher Scanlan (2000)– Reporting and Writing, Sage, London
2. Television news (2009)- A handbook for reporting, writing, shooting ,editing and producing-Teresa keller.
3. Television news(2008)-Writing and producing television news-Alan scroeder.
4. Niblock, Sarah , (2004) News Production: Theory and Practice, Vista,Boston

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester IV	Course Code 21UVC43CC07	Title of the Course									Hours 4	Credits 3
		CORE-VII: NEWS PRODUCTION										

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	1	1	2	3	2	2	3	2	2.1
CO-2	3	1	2	3	1	3	3	2	3	3	2.4
CO-3	3	3	2	2	1	2	2	1	3	3	2.0
CO-4	3	3	2	3	2	2	2	3	3	3	2.6
CO-5	3	3	2	3	1	2	3	2	2	1	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43CC08	CORE – VIII: VISUAL ANALYSIS TECHNIQUES	4	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	understand Semiotics and define the media text.	K1
CO-2	interpret the media text in the feminist approach.	K2
CO-3	relate psychoanalytical approach in media text.	K2
CO-4	make use of sociological analysis techniques in visual Text.	K3
CO-5	criticize media text interpretations by using various visual analysis tools.	K4

Unit - I (15 Hours)

Signs-Signs and truth- Media as text - Codes Language and speaking -Connotation and denotation-Syntagmatic analysis Paradigmatic Analysis-Metaphor and metonymy.

Unit- II (15 Hours)

Feminism: An Overview - Stereotyping - Portrayal of Women in Media –Portrayal of women in News Media - Male gaze – Male domination – Women Marginalization in the Media – false consciousness - the consumer society.

Unit- III (15 Hours)

Psychoanalytical Studies of Media – Phallocentrism - Apparatus Theory --The unconscious - The Oedipus complex-Symbols-Defense Mechanisms-Dreams-Aggression and guilt-Psychoanalytic analysis of media-Marxist Analysis- Base and Superstructure - Marxist perspective of media text

Unit- IV (15 Hours)

Basic concepts of sociological analysing-Uses and Gratifications-Content analysis-Cultivation Analysis- Agenda-Setting.

Unit- V (15 Hours)

Application of Visual Analysis Tools to Media Texts - Films – Advertisements – Television Serials - Print Media.

Books for Study

1. Berger, Arthur Asa - Media Analysis Techniques, Sage publisher's, (2002)

   Unit I- Chapter 1(*Pages 1-11*)

   Unit-III- Chapter 3(*Pages 34-55*)

2. Gillian Rose (2016) Visual Methodologies: An Introduction to Researching with Visual

Materials.

Unit-II - Chapter 12(*Pages 4-14*)

Unit-IV- Chapter 8(*Pages 15-65*)

Unit- V- Chapter 13,15(*Pages 85-112*)

Books for References

1. Bignell, Jonathan (2002), Media Semiotics, Routledge, London
2. Leewen and Jewitt Carey(2001) – Handbook of Visual Analysis, Sage Publication, New Delhi,
3. Carey, Jewitt(1999)- The Handbook of Visual Analysis, Himalaya publishers.
4. Leewen , Thompson (2001),- Introducing Social Semiotics, Routledge, London.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
IV	21UVC43CC08	CORE – VIII: VISUAL ANALYSIS TECHNIQUES									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	2	2.5	
CO-2	3	3	2	3	3	2	3	1	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	3	3	2	3	1	1	3	2	3	2	2.3	
CO-5	2	2	3	3	1	1	2	2	3	3	2.2	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43CP04	CORE PRACTICAL-IV: ELEMENTS OF FILM (P)	3	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	relate cinema and forms of film movements.	K1
CO-2	outline the Film Making Process.	K2
CO-3	identify the elements of Mise-en- scene.	K3
CO-4	take part in the Film appreciation work.	K3
CO-5	classify the various Film genres.	K4

Unit - I   `   **(9 Hours)**

Early Cinema (1893-1903) - Major Film Movements : Development of Classical Hollywood cinema (1903-1927), German expressionism (1919-1924) - Soviet Montage (1924-1930) - Italian neo-realism (1942-1951) – French impressionism-The French New wave (1959- 1964) - Evolution and growth of Indian cinema.

Unit- II   **(9 Hours)**

Planning, Pre-production: Concept, Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing - Production: Shooting, Direction & Cinematography- Post production: Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing, Distribution & Exhibition.

Unit-III   **(9 Hours)**

Camera & its functioning - The Shot: characteristics, types, meanings; scene and sequence - Camera angles and movements- Mise-en-scene (Performance, settings, props, costume, lighting**,** Production, Design, Action, visual Composition, Make-Up).

Unit- IV   **(9 Hours)**

Film Genres: Basic genre conventions and their variations- Documentary genres -Film as an experience, entertainment, commodity- Film and cultural identity: Criticism and Film Review Writing - Dividing a feature film into parts and Genres (language, style, grammar, syntax.)

Unit:V   **(9 Hours)**

Study of Great Indian and International filmmakers like: D. W. Griffith, Charlie Chaplin, Alfred Hitchcock, Akira Kurusowa, Ingmar Bergman, Satyajit Ray, Adoor Gopalakrishnan and Legendry Tamil Directors: S.P. Muthuraman, Sridhar, Balachander, Mahendran, Balumahendra, Bharathiraja, Mani Ratnam, Shankar, Bala,Vetrimaran, Pa.Ranjith.

Books for Study

1. Film and Television handbook (1994) Nichloson graham & jones.
   Unit I-Chapter *(page32,102)*
2. Playwriting for theatre film and Television(1991) Laura shamas.
   Unit II-Chapter 2,7,10,11,12,13*(page 42, 71)*
   Unit III-Chapter 5,6*(page 46-91)*
   Unit IV-Chapter 4*(page 88-110)*
   Unit V-Chapter 9*(page 112, 131)*

Books for Reference

1. Bordwell David (1979) Thompson Kristin – Film Art an Introduction, Mc GramHill.
2. Hayward Susan (2000) Key Concept in Cinema Studies, Routledge, London.
3. Jones Chris, Jolliffe Genevieve (2000) The Guerilla Film Makers Handbook, Continuum Wellington house, London.
4. Walter Murch (2004) In the Blink of an Eye: A Perspective on Film Editing.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
IV	21UVC43CP04	CORE PRACTICAL -IV: ELEMENTS OF FILM (P)								3	2

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	2	2	2	1	3	3	2	3	3	2.3
CO-2	3	2	3	3	2	3	3	1	3	3	2.6
CO-3	3	2	2	3	1	2	3	1	3	1	2.1
CO-4	2	3	3	3	1	3	3	2	3	2	2.5
CO-5	2	3	2	2	1	1	2	2	3	3	2.1
Mean Overall Score											2.32 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43AO04A	ALLIED OPTIONAL – II: SCRIPT WRITING (T)	4	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	recall the basic concepts and elements of script writing.	K1
CO-2	outline the structure of script writing.	K2
CO-3	construct effective character archetypes in script writing.	K3
CO-4	distinguish the various script formats.	K4
CO-5	categorize the various genres of Television and Radio programme scripts.	K4

Unit - I (12 Hours)

Definitions - Fundamental Principles – Guidelines –Techniques - Script Writing Elements: Story, Screen play and Dialogue and Lyric writing - Script Formats and Style: Parenthesis, Description, Scene Transition.

Unit -II (12 Hours)

Narrative structure: Beginning, Middle, End- Syd Field's Paradigm: conflict, development, climax and denouement – story, storyline, plot, and treatment – Principles of suspense and surprise - Three point and Two point structures.

Unit- III (12 Hours)

Characterization – Character Archetypes – Character Arc - Character Biography – Tags – Stereotyping – Two-Dimensional versus Three-Dimensional characters – Guiding principles for evolving effective and credible characters.

Unit -IV (12 Hours)

Script Formats – Single column, Double column, Rundown - Speculative Script –Storyboards - Writing versus Directing

Unit -V (12 Hours)

Writing Scripts for various genres - Scripts for Television and Radio Programmes – PSA – Scripting for science/development program - Scripting for Educational Program - Scripting for Women's program - Scripting for commercials.

Books for Study

1. J. Michael Straczynski, "The Complete Book of Script writing" Writers Digest Books (1982), Reprint 2014.
Unit-II	Chapter 1 (*Pages 15 - 36*)
Unit-III	Chapter 3 (*Pages 156 - 166*)
Unit –V	Chapter 1 (*Pages 35 - 54*) & Chapter 2 (*Pages 101 -108*)

2. Barry Hampe, Video script writing: how to write for the $4 billion commercial video market, New York, N.Y., U.S.A. : Plume, Reprinted 2010.

   Unit – I   Chapter 2 (*Pages 14-20*), Chapter 6 (*Pages 73-76*), Chapter 9 (*Pages 132-140*)

& Chapter 10 (*Pages 146 - 150*)

Unit – IV Chapter 7 (*Pages 93-98*) & Chapter 11 (*Pages 156-160*)

Books for Reference

1. Usha Raman, Writing for Media, Oxford Publication, 2016
2. Mercurio,Jim, The Craft of Screen Writing, Quill Driver Books,2019
3. Mencher Melvin, Basics of Media Writing, Jaico Publication, New Delhi, 2002
4. William Smethurst, How to Write for Television, First Edition, How To Books, UK, 2009

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours	Credits
IV	21UVC43AO04A		ALLIED OPTIONAL - II: SCRIPT WRITING (T)					4	2
Course Outcomes (Cos)	Programme Outcomes (Pos)					Programme Specific Outcomes (PSOs)				Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	1	3	3	1	2	3	2.2
CO2	3	3	3	3	1	3	3	1	2	3	2.5
CO3	3	3	3	3	2	3	3	2	2	3	2.7
CO4	3	3	3	2	1	3	3	1	3	3	2.5
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hour	Credit
IV	21UVC43AO04B	**ALLIED OPTIONAL THEORY - II MAGAZINE PRODUCTION (T)**	4	2

CO No.	CO- Statements	Cognitive Levels
	On successful completion of this course, students will be able to	(K- levels)
CO-1	define the concepts related to Magazine and its types.	**K1**
CO-2	extend the magazine writing process.	**K2**
CO-3	make use of the techniques of magazine designing.	**K3**
CO-4	discover the magazine production process.	**K4**
CO-5	interpret the papers used to print and also the binding process.	**K4**

Unit -I (12 Hours)

Evolution & Growth of magazines – Types of magazines: General and Special magazines – Characteristics of Magazines – Magazine Readers – Readership – Circulation- Challenges & issues in magazine industry.

Unit -II (12 Hours)

Content Variety – Space Availability – Size – Editorial Policy – Supplementing News and Articles of Other Media – Exclusive Coverage – Typography – Pictures and Illustrations.

Unit- III (12 Hours)

Magazine Layout and Design Objectives – Competition – Use of Graphic Elements – Spacing Techniques – Cover Page Designing – Layout and Design For Special Magazines - Layout Comparison Between Magazines.

Unit -IV (12 Hours)

Production Process: Dummy – Pre Press Requirements – Technical Considerations – Volume of Print – Printing Process – Quality in Reproduction of Text, Pictures And Illustrations – Advertisements – Paper Quality And Cost - Other Input Costs Considerations.

Unit- V (12 Hours)

Paper – Types of Paper–Specifying Papers–Potential Problems in Paper - Different Methods of Finishing – Cutting, Scoring and Folding – Paper Back Binding - Other Methods of Finishing

Books for Study

1. David, Bann, The Print production Handbook, McDonald publication, London, 2011

   Unit IV Chapter 3 (*Pages 70-81*)

   Unit V Chapter 4 (*Pages 88 - 99*) & Chapter 5 (*Pages 100-108*)

2. McKay, Jenny, The Magazines Handbook, Routledge, London ; New York, 1953, Reprinted 2013

   Unit I Chapter 1(*Pages 1-11*) ,Chapter 2 (*Pages 12 & 18*)

   Unit II Chapter 11 *(Pages 119-130)*& Chapter 14 (*Pages 170-172*)

   Unit III Chapter 13 (*Pages 158 - 168*)

Books for References

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, SurjeethPublications(2006)

2. The Art of Feature Writing – Humed Contractor, Icon Publications Pvt. Ltd.(2004)

3. Inside the Writer's Mind – Stephan G. Bloom, Surjeeth Publications(2004)

4. Writing for Magazines – Jill Dick, UnistarBooks(2004)

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credits
IV	21UVC43AO04B		Allied Optional – II: Magazine Production (T)				4	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	3	2	2	1	1	3	3	1	1	3	2.0	
CO2	3	3	3	2	2	3	3	2	1	3	2.5	
CO3	3	3	3	3	2	3	3	3	1	3	2.7	
CO4	3	3	3	2	3	3	3	2	1	3	2.6	
CO5	3	2	2	1	1	3	3	1	1	3	2.0	
Mean Overall Score											2.4 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43AP04A	ALLIED OPTIONAL PRACTICAL-II: SCRIPT WRITING (P)	2	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	outline the structure of script writing.	K1
CO-2	relate the basic components of Script Writing.	K2
CO-3	identify the script writing techniques.	K3
CO-4	categorize the Genres of Scripts.	K4
CO-5	create Scripts for different television programmes.	K6

List of Practical's

1. Script for PSA (10-45 sec) (3)
   • Synopsis
   • Script
   • Storyboard
2. Script for Commercial Ad film (10-20-30 secs) (3)
   • Synopsis
   • Script
   • Storyboard
3. Reality shows/ Interview (3)
   • Project Proposal
4. Documentary film (3)
   • Script
5. Script for Short film (3)
   • Synopsis
   • Master-Scene script
6. Script for Women Programme (3)
7. Script for educational Programme (3)
8. Script for Children Programme (3)
9. Script for Science Programme (3)
10. Script for Situational Comedy (3)

Text book

1. J. Michael Straczynski, "The Complete Book of Script writing" Writers Digest Books (1982), Reprint 2014.
2. Robert McKee "Story: Substance, Structure, Style and the Principles of Screenwriting Hardcover" Harper Collins November 25 1997, 6th Edition 2014.

Books for References

1. Clifford Thurlow (2008). The Complete Guide from Script to Screen, First Edition, Oxford University Press, UK
2. J. Michael Straczynski, "The Complete Book of Script writing" Writers Digest Books (1982), Reprint 2014.

3. Mercurio,Jim, The Craft of Screen Writing, Quill Driver Books,2019
4. Zettle, Herbert, "Television Production Handbook", USA: Wordsworth, 10th Edition, 2010.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credits
IV	21UVC43AP04A		ALLIED OPTIONAL PRACTICAL- II: SCRIPT WRITING (P)				2	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	1	3	3	2	2	3	2.7
CO2	3	2	2	2	1	3	3	2	3	3	2.4
CO3	3	3	3	3	2	3	3	2	2	3	2.8
CO4	3	3	3	2	1	3	3	2	3	3	2.6
CO5	3	3	3	1	2	3	3	1	1	3	2.3
Mean Overall Score											**2.6 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC43AP04B	**ALLIED OPTIONAL PRACTICAL – II:** **LAB JOURNAL (P)**	2	2

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall News Article writing techniques.	K1
CO-2	show the techniques of layout Designing.	K2
CO-3	identify the methods of News Selection and placement process.	K3
CO-4	inspect the different Genres of News writing.	K4
CO-5	produce Magazines and Journals.	K6

List of Practical's

1. Preparing of news article
2. Feature writing
3. Cover story
4. Interviews
5. Headlines writing
6. Layout Designing using the software
7. News selection and placement
8. Photojournalism (still photography, editing, captions)

Lab Journal:

Students should produce a Lab Journal in Bilingual for the final examination.

Books for Study

1. David, Bann, The Print production Handbook, McDonald publication London,2000
2. Mencher, Melvin. "News Reporting and Writing". New York. McGraw Hill Pub. 2003.

Books for References

1. Chris Frost (2001), Reporting for Journalists, Routledge, London
2. KM Shrivastava (2007) News Agencies: From Pigeon to Internet, , New Dawn Press, New Delhi,
3. Diwakar Sharma , Modern Journalism: Reporting and Writing, Deep and Deep Publications, New Delhi.
4. Sharon Wheeler (2009), Feature Writing for Journalists, Routledge, New York

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course		Hours	Credits
IV	21UVC43AP04B	ALLIED OPTIONAL PRACTICAL- II: LAB JOURNAL (P)		2	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	2	1	3	2.6
CO2	3	3	3	2	3	3	3	2	1	3	2.5
CO3	3	3	3	2	2	3	2	2	1	3	2.4
CO4	3	3	3	2	3	3	2	1	1	3	2.4
CO5	3	3	3	3	3	2	3	3	1	3	2.7
Mean Overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UVC44SE02	SEC – 2: DESKTOP PUBLISHING	2	1

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	familiarize the basics of desktop publishing.	K1
CO-2	illustrate the Presentation Software.	K1
CO-3	understand pagemaker designing software .	K2
CO-4	examine the different layout types.	K4
CO-5	make use of the knowledge of presentation software's to prepare their projects.	K3 & K6

Unit - I (6 Hours)

Desk Top Publishing in Publications -Importance of D.T.P in publication - Advantage of D.T.P in publication - Mixing of graphics & Image in a single page production - Laser printers - Use and Types, Advantage of lager printer in publication

Unit- II (6 Hours)

Features and various versions- Creating presentation using Slide master and templates in various colour scheme - Working with different views and menus of power point - Working with slides - Make new slide, move copy, delete, duplicate, lay outing of slide, zoom in or out of a slide - Editing and formatting text : Alignment editing, inserting, deleting, selecting, formatting of text find and replace text - Bullets, footer, paragraph formatting, spell checking - Printing presentation-print slides, notes, handouts and outlines.

Unit-III (6 Hours)

Page Maker Icon– Tool Box Styles- Menus – Different screen Views – Importing text/Picture – Auto Flow- Columns- Master Pages and Stories – Story Editor –Menu Commands and short–cut commands – Spell check- Find & Replace– Fonts- Points Sizes- Spacing etc– Installing Printers, Scaling(Percentages)– Printer setup

Unit - IV (6 Hours)

Different page format/Layouts -Newspaper page format -Page orientations -Columns & Gutters - Printing in reduced sizes.

Unit - V (6 Hours)

Advertising – Brochures, Posters, Direct Marketing - Postcards- Collateral, Packaging Publication -Financial Reports-Magazines-Newspapers/ tabloid.

Books for Study

1. Vishnu Priya Singh & Meenakshi Singh, (2008) DTP Coursebook: A Complete Text-Book of Desktop Publishing for Everyone, Computech Publications, New Delhi.

   Unit I Chapter 3 *(Pages 26-29)*& Chapter 4 *(Pages 30-38)*

Unit II   Chapter 5 *(Pages 39-51)*

Unit III   Chapter 6 *(Pages 53-96)*

2. Tony Bove and Cheryl Rhodes, Desktop publishing with PageMaker, John Wiley & Sons, Inc. New York, 2000

Unit IV   Chapter 2 (*Pages 52-102*)

Unit V   Chapter 4 (*Pages 221-228*)

Books for References

1. P.H. Collin -Dictionary of printing and publishing complication; A Guide to young printers.

2. Peter Stubley Desktop publishing for librarians on the Apple Macintosh illustrated Gower, 1989 the University of Michigan.

3. Peter Domanski& Philip Irvine, A Practical Guide to Publishing Books Using Your PC Diaxon Ltd Jul 20, 2007

4. RapidexDtp Course (2003), Unicorn Publication

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours	Credits
IV	21UVC44SE02		SEC-2: DESKTOP PUBLISHING					2	1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	2	2	1	3	1	1	1	3	1.3
CO2	3	3	3	2	1	3	2	2	1	3	2.3
CO3	3	3	3	3	3	3	1	1	1	3	2.4
CO4	3	3	3	3	3	3	3	2	1	3	2.7
CO5	3	3	3	3	3	3	3	3	2	3	2.9
Mean Overall Score											**2.3 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHE44VE04A	PROFESSIONAL ETHICS–II: SOCIAL ETHICS - II	2	1

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On completion of this course the graduates will be able to:	
CO-1	know the value of natural recourses and to live in a harmony with nature.	K1
CO-2	comprehend the importance of a healthy life.	K2
CO-3	apply the plans of disaster management in the society.	K3
CO-4	analyse the importance and differences of science and religion.	K3
CO-5	apply counseling skills and solve their problems.	K4

Unit-I   Harmony with Nature   (6-Hours)
What is environment, Why should we think of harmony, Principles to conserve environmental resources, Causes of disharmony, The fruits of harmony with nature, Natural Resources, Fruits of disharmony, Economic values and growth, Environmental Ethics, Guidelines to live in harmony with nature, Towards life-centered system for better quality of life. Harmony with animal kingdom.

Unit-II   Issues Dealing with Science and Religion   (6-Hours)
What is Science, Science and Religion, Social Relevance of Science and Technology, Science and technology for social justice, Difference caused by Science and Technology, Need for indigenous technology, Science and Technology Innovation Policy of India.

Unit-III   Public Health   (6-Hours)
Health related issues, Health Care in India vs Developed Countries, Health and Heredity, Public Health - Objectives of public health in India, Public Health System in India, Failure on the public health front, Role of the central government, Hospitals Services in India, Health and Abortion,   Drug Addiction and Drug abuse

Unit-IV   Disaster Management   (6-Hours)
Disaster Management, Types of disaster, Plans of disaster management, Technology to manage natural disasters and catastrophes, Rehabilitation and Reconstruction, Human-induced disaster, First Aid, The importance of First-aid.

Unit-V   Counselling for Adolescents   (6-Hours)
High Risk Behaviours, Developmental Changes in Adolescents, Key Issues of the Adolescents, Need for Counselling, Nature of Counselling, Counselling Goals, Does helping help? The Good and the Bad news.Importance of Career Guidance Counselling.

Books for Study
Department of Human Excellence, *Formation of Youth*, St Joseph's College (Autonomous), Tiruchirappali 02, 2021.

Books for Reference
1. Albert, D. and Steinberg, L, *Judgment and decision making in adolescence*: Journal of Research on Adolescence, page no: 211-224. 2011

2. Larry R. Collins, *Disaster Management and Preparedness,* Lewis Publications, 22 November 2000.
3. Elizabeth B. Hurlock, *Developmental Psychology: A: Life-Span Approach*, New Delhi: Tata McGraw-Hill, 1981, 5th Edition, August 18, 2001.
4. Sangha, Kamaljit. *Ways to Live in Harmony with Nature: Living Sustainably and Working with Passion.* Australia, Woodslane Pty Limited, 2015.

Web Sources
https://en.wikipedia.org/wiki/Disaster_management_in_India
https://ndma.gov.in/
https://talkitover.in/services/child-adolescent-counselling/
https://www.nipccd.nic.in/schemes/adolescent-guidance-centre-19#gsc.tab=0

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHE44VE04B	**PROFESSIONAL ETHICS II: RELIGIOUS DOCTRINE - II**	2	1

CO.No.	CO- Statements	Cognitive Levels (K- levels)
	On completion of this course, the graduates will be able to	
CO-1	Understand the history of the Catholic Church	**K1**
CO-2	Examine and grasp the Sacraments of the Catholic Church	**K2**
CO-3	Apply the Christian Prayer to their everyday life	**K3**
CO-4	Analyze themselves in the light of Sacraments & Christian Prayer	**K4**
CO-5	Create a harmonious society learning values from all religions	**K5 & K6**

Unit-I	**The Catholic Church**	**(6 Hours)**
Unit-II	**Sacraments of Initiation**	**(6 Hours)**
Unit-III	**Sacraments of Healing & at the Service of Community**	**(6 Hours)**
Unit-IV	**Christian Prayer**	**(6 Hours)**
Unit-V	**Harmony of Religions**	**(6 Hours)**

Books for Study

Department of Human Excellence, *Life in the Lord: Religious Doctrine.* St. Joseph's College, Trichirappalli 02, 2021.

Books for Reference

1. *Compendium: Catechism of the Catholic Church.* Bengaluru: Theological Publications in India, 1994.

2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53CC09	CORE – IX: MEDIA LAWS AND ETHICS	5	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	recall on the Concept of Constitution and Citizenship.	K1
CO-2	illustrate On Freedom of press in various setups.	K2
CO-3	identify the Laws related to Media.	K3
CO-4	choose and construct the laws related to press functioning.	K3
CO-5	analyse the cyber laws and government information services.	K4

Unit- I (15 Hours)

Indian Constitution: Preamble - Salient features - Fundamental rights - fundamental duties - Directive principles of state policy - Citizenship.

Unit-II (15 Hours)

The Union and State Government - The Executive - The President, Governor -Powers - The Judiciary - Parliament- privileges, Function - The Emergency powers - Amendments to the Indian Constitution.

Unit-III (15 Hours)

Media Laws: Freedom of the Media - Freedom of the Media in India- TRAI- Broadcasting and Telecasting ethics - Cable Act.

Unit-IV (15 Hours)

Journalistic Codes of Ethics - Press Commissions - The Law of Copyrights - TRIPS and TRIMS -International Intellectual Property of Rights -The Contempt of Courts Act, 1971- The Indian Telegraph Act

Unit-V (15 Hours)

Right to Information (Information Bill) - Information Technology Bill- Media Law and Women Media Law and Children - Cyber Laws.

Books for Study

1. Neelamalar, Media Laws and Ethics, PHI Learning Pvt, Ltd., New Delhi, 2010

    Unit I – Chapter 1,5 *(Pages 1-14)*
    Unit II – Chapter 3 *(Pages -15- 29)*
    Unit IV – Chapter 6,7 *(Pages 49-63)*
    Unit V - Chapter 12,13*(Pages 139-149)*

3. Durga Das Basu,The Law of the Press in India, Hall of the Indian Private Limited, New Delhi 2002
    Unit III – Chapter 8(*Pages 221-228*)

Books for References

1. Durga Das Basu: The Constitutional Law of India, Prentice Hall of India, New Delhi 2002
2. Arun Bhattcharee: Indian Press Profession to Industry, Vikas Publication, Delhi 1999
3. Constitutional law of India (updated every year) - J. N. Pandey
4.Jan R. Hakemulder, Fay AcdeJonge, P.P. Singh, Media Ethics and Laws, sage publishers, London 2002

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course						Hours	Credits
V	21UVC53CC09	CORE-IX: Media Laws and Ethics						5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	3	3	2	3	3	2	1	2.5
CO-2	2	3	1	3	2	2	3	2	2	2	2.2
CO-3	3	3	2	3	1	3	3	3	2	2	2.5
CO-4	2	2	1	2	1	2	3	3	2	2	2.0
CO-5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53CC10	**CORE -10: MEDIA RESEARCH ORIENTATION**	5	3

CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K- levels)**
CO-1	recall on the Concept of Research and its Methods.	**K1**
CO-2	illustrate On types of Research design.	**K2**
CO-3	identify theData collection methods in Research.	**K3**
CO-4	choose and construct the Sample design procedure.	**K3**
CO-5	analyse the Data processing Methods and discover the methodology of writing research paper.	**K4**

Unit- I   **(15-Hours)**

The need and relevance of media research- Media Research Aims and objectives-Criteria of good media research- Research problem- Types of research methods –Censes, Case study, Content analysis, Focus Group Study, Interviews and Survey- Research Hypothesis.

Unit- II   **(15-Hours)**

Types of media research design-Exploratory, Descriptive and Experimentation- Merits and demerits of these methods- Opinion polls, Audience research and viewer ship ratings.

Unit - III   **(15-Hours)**

Data collection methods- Types of Data: Primary data and secondary data – Types of Primary data and secondary data- Sources of Secondary data- Media Research Tool- Structured and non structured. Telephone and personal interviews- Questionnaire construction methods.

Unit - IV   **(15-Hours)**

Sampling meaning – definition, Essentials of good sampling- Principles of sampling- Types of sample : Random, Cluster, Stratified Systematic - Probability and nonprobability- Convenience, Judgment, Quota etc.,- Sampling problems- Sampling errors- Choosing a sample design.

Unit - V   **(15-Hours)**

Steps in Data processing- Coding, Classification, and tabulation- Identifying interdependencies- Grounded theory- Steps involved in writing a research paper/report.

Books for Study

1. C.R.Kothari -Research Methodology – Methods &Techniques (2nd Revised Edition) New Age International (P) Limited Publishers – Delhi

   Unit I – Chapter 1,9*(Pages 1-14)*

Unit II – Chapter 1*(Pages 26-29)*

Unit III – Chapter 4*(Pages 53-96)*

2. Geoffrey Marczyk, David DeMatteo, David Festinger – Research Methodology – Essentials ofResearch Design and Methodology – John Wiley &Sons, Inc.,Publications - New Jersy.

Unit IV – Chapter 8(*Pages 221-228*)

Unit V – Chapter 7(*Pages 235-241*)

Books for References

1. Understanding the research problem - Paul Oliver
2. Research Methodology - V V.Khanzode
3. Research an Introduction - Robert Ross
4. Research Methods - Agrawal & Rao

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
V	21UVC53CC10	CORE-10: MEDIA RESEARCH ORIENTATION								5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	3	3	2	3	3	2	1	2.5
CO-2	2	3	1	3	2	2	3	2	2	2	2.2
CO-3	3	3	2	3	1	3	3	3	2	2	2.5
CO-4	2	2	1	2	1	2	3	3	2	2	2.0
CO-5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53CP05	CORE PRACTICAL-V: INTRODUCTION TO 2D	4	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	label the Basics of 2D Animation and its Principles.	K1
CO-2	demonstrate on Adobe animate CC (flash)Software.	K2
CO-3	construct Animation using 2d Animation Software.	K3
CO-4	ability to Prioritize the pipeline of 2d animation.	K4
CO-5	create a short 2D animated scene using Adobe Animate cc.	K5

Unit - I (12 Hours)

Introduction to 2d animation : Types of 2D animation: Vector Animation, Frame By frame animation Principles of 2D Animation, (Squash, stretch, Anticipation, Staging, pose to pose, Straight ahead action, Slow in and slow out, Follow through, Secondary action ,Frames, Exaggeration),Flip Book Drawing

Unit -II (12 Hours)

Introduction to Animate CC Software: Tools – Layout – Menu – Layer - Frames - Keying – Strokes & Rigging.

Unit - III (12 Hours)

Tracing a character in flash- Bouncing ball Animation - Vector Animation : Creating a Character in Photoshop – Importing in Animate CC and Rigging.

Unit - IV (12 Hours)

Learning 2D Animation Pipeline : Story Board, Background Designing- Character Animation-Animating a Scene

Unit - V (12 Hours)

Make Own 2D animation Scene for a Project

Practical :

Student will do a project using animate cc software for 1 min duration the concept emphasising the social issue.

Books for Study

1. The Animator's Survival Kit - Richard Williams

   Unit I – Chapter 1 (Lesson 1), Chapter 3 (Walks), Chapter 5,6,7 & 8(*Pages 1-22*)

   Unit IV – Chapter 10 & 11(*Pages 25-42*)

2. Adobe Animate CC Classroom in a Book – Russell Chun (2018)

Unit II – Chapter 1,2(*Pages 8-29*)

Unit III – Chapter 3,4(*Pages 35-72*)

Unit V– Chapter8,9,10,11(*Pages 110-212*)

Books for References

1. The Art and Flair of Mary Blair (Updated edition). DisneyEditions - John Canemaker,. (2014).

2. Animations from pencils to pixel - Tony White

3. FORCE: Dynamic Life Drawing: 10th Anniversary Edition -Michael D. Mattesi

4. Advanced Animation - Preston Blair

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	**21UVC53CP05**	**CORE PRACTICAL-V: INTRODUCTION TO 2D**									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	2	3	2	1	1	3	2	3	3	2.2	
CO-2	2	3	2	3	2	1	2	1	2	3	2.1	
CO-3	1	3	1	3	1	2	2	1	2	3	1.9	
CO-4	2	3	3	3	1	2	3	2	3	3	2.5	
CO-5	1	3	3	3	3	3	3	3	2	3	2.7	
									Mean Overall Score		**2.28 (High)**	

Semester	Course Code	Title of the Course	Hour	Credits
V	21UVC53ES01A	**DEPARTMENT SPECIFIC ELECTIVE - I TELEVISION PRODUCTION (P)**	5	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	recall the history and evolution of television.	K1
CO-2	demonstrate the Concepts of Visual language.	K2
CO-3	apply lighting techniques in Video Production.	K3
CO-4	examine concepts of Editing and Illustrate the Chroma Keying.	K3
CO-5	importance of Control rooms in Television Production.	K4

Unit - I (15 Hours)

History and Evolution of Television ,Cathode Ray Tube(CRT), Video Tape Recorder (VTR),NTSC – PAL – SECAM - Aspect Ratio- TVP Process- Video Formats (VHS – SVHS - U-Matic – Beta – Hi 8 – Digital)

Unit - II (15 Hours)

Television Basic: Types of Shots-Movements- Angles- 5 C's of cinematography- 360 degree rule, 180 degree rule- Point of view Shot.

Unit-III (15 Hours)

Purpose of Lighting- Indoor/ Outdoor Lighting- Types of Light- Light Coherence- Three Point Lighting- Light meter - Colour Temperature.

Unit -IV (15 Hours)

Master Control Room (MCR) & Production Control Room (PCR) - Activities in PCR : Minor Editing – Direction to Production Crew - Components of PCR : Vision Mixer - Camera Control Unit(CCU) , Central Apparatus Room- Electronic Field production- Electronic News Gathering,

Unit -V (15 Hours)

Evolution of Editing- Principles, Functions- Linear and Non-linear Editing- On-Line and Off-Line Editing and Concept of Continuity Editing- Live Editing- Chroma keying- Quality Compressions- Concepts of Bins and Folders.

Books for Study

1. Video Production Hand Book - Gerald Millerson& Jim Owens (Fourth Edition) 2008- Elsevier,USA

   Unit I – Chapter 1,Chapter 14 (Analog and Digital , Tape Formats &Video Tape)(*Pages 5-15*)

   Unit II - Chapter 2,3(*Pages 15-22*)

   Unit III – Chapter 5,11(*Pages 26-44*)

   Unit V- Chapter 15 (*Pages -55-80*)

2. Television Production Hand Books – Herbert Zettle, San Francisco State University,USA (Ninth Edition

   Unit IV– Chapter 1 - Section (1.2), 11 & 19(*Pages 10-35*)

Books for References

1. Joseph V.Mascelli **-** The Five C's of Cinematography,

2. Gerald Millerson and Jim Owen - Studio Television Production and Directing: Concepts, Equipment, and Procedures, Television Production

3. Studio Television production and directing (Second Editing) – Andrew Hicks Utterback

4. Television Production (16th Edition) – Jim Owens.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
V	21UVC53ES01	DEPARTMENT SPECIFIC ELECTIVE- I: TELEVISION PRODUCTION (P)									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	2	3	2	3	3	2	3	2	3	2	2.5	
CO-2	3	3	2	3	3	2	3	1	3	2	2.5	
CO-3	3	3	2	3	1	1	2	1	3	3	2.2	
CO-4	3	3	2	3	1	1	3	2	3	2	2.3	
CO-5	2	2	3	3	1	1	2	2	3	3	2.2	
										Mean Overall Score	2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53ES01B	DSE – I: PROFESSIONAL PHOTOGRAPHY (P)	5	3

CO No.	CO- Statements	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	recall the history and evolution of television.	K1
CO-2	demonstrate the Concepts of Visual language.	K2
CO-3	apply lighting techniques in Video Production.	K3
CO-4	examine concepts of Editing and Illustrate the Chroma Keying.	K3
CO-5	importance of Control rooms in Television Production.	K4

Unit –I   **(15 Hours)**

Photography - Equipment & Techniques- Camera lenses-Exposure Triangle : ISO, Aperture, Shutter speed- working of camera- Lighting Techniques & Composition.

Unit – II   **(15 Hours)**

Introduction to Genres of Photography : Fashion, Advertising,Food, Product & Special effects photography – Basics on Advertising & fashion. Setting up, Theme, Background, Model styling, costumes, Accessories, Set Design & Art Work- Lighting for various elements and Retouching.

Unit – III   **(15 Hours)**

Branches of professional photography –Industrial Photography, Fashion Photography, Wildlife Photography, Photography in Travel & Tourism.

Unit – IV   **(15 Hours)**

Journalistic Photography- Wedding Photography- Sports Photography- Still photography in Cinema & Other Branches.

Unit- V   **(15 Hours)**

Business of Photography - Selling Photos on galleries. Online marketing – Stock images. Creating Brand value – Selling at the right market & Pricing of Photography – Social Media as a business Platform

Books for Study

1. The crafter's guide to taking great photos - Adnum, Heidi, (2011),Loveland, CO : Interweave Press

   Unit I – Chapter 1*(Pages 10-34)*
   Unit II – Chapter 3,4,5,6,7*(Pages 54-98)*

2. Professional photography for profit - Abel, Charles, (1946) ,New York : Greenberg
   Unit III - Chapter 3,4,5 (Pages 13-34)
   Unit IV - Chapter 8& 10 (*Pages 52-74*)

   Unit V – Chapter 34(*Pages 291-303)*

Books for References

1. John Constantine and Julia Valice, (1983) The Thames- Hudson Manuel of Professional Photography, Thames- Hudson, London.
2. Jack Newbart,(1989) Industrial Photography, Am Photo, Watson Guptill Publications, New York.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course							Hours	Credits
V	21UVC53ES01B	DSE-I: PROFESSIONAL PHOTOGRAPHY (P)							5	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	2	3	3	2	3	2	3	2	2.5
CO-2	3	3	2	3	3	2	3	1	3	2	2.5
CO-3	3	3	2	3	1	1	2	1	3	3	2.2
CO-4	3	3	2	3	1	1	3	2	3	2	2.3
CO-5	2	2	3	3	1	1	2	2	3	3	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53ES02A	DSE – 2: RADIO PRODUCTION (P)	5	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	recall on History and growth of Radio.	K1
CO-2	classifythe Mic pattern and Demonstrate the Consoles.	K2
CO-3	ability to organise programs for Broadcast Media.	K3
CO-4	categories the various Radio Programmes and Examine the listener Participation.	K4
CO-5	apply Audio Editing Techniques for Broadcasting.	K4

Unit -I (15 Hours)

History of radio - Formats of radio - Role of producer -Non commercial radio - History, Functioning and Types - Commercial Radio – History, Functioning and Types- Organizational Structure- Internet radio platforms- Satellite radio- Mobile Radio,

Unit- II (15 Hours)

Amplification and Patching - Mixing and Sub Mixing - Basics of Sound- Monophony, Stereophony & Surround- Microphones Types and Pick up patterns- Acoustic and Physics of sound,

Unit-III (15 Hours)

Recorded Programme - Recorded Voice and Music -Sound Effects -Live On – Air Productions - Duties of On – Air Producer – Cue Sheets and Log Books- Station Formats- FCC regulations/Legal and Ethical Production TROI

Unit -IV (15 Hours)

Drama Production - News Production - Commercial Production - Sports Production- Listeners Participation.

Unit -V (15 Hours)

Splicing and Editing a Sound File - Marking the Edit Points - Looking at Wave Forms -Non Destructive Editing - Copying, Pasting and Looping - Sound Filter (Reverb,Delay, Pitch,High Pass and Low pass filter)

Books for Study

1. Radio Production (6thEdition) 2005 – Robert MCLeish, Jeff Link
   Unit I – Chapter 1(*Pages 1-52*)
   Unit II – Chapter 2 &18(*Pages 22-45*)
   Unit III – Chapter 5,6,7, 8 & 15(*Pages 65-82*)
2. Radio Production Art and Science – Michael C.Keith

Unit IV – Chapter 8,19 (*Pages 5-32*)

Unit V – Chapter 13(*Pages 35-42*)

Books for References

1. Housman, Carl (2004) Modern Radio Production. Canada : Wadsworth publication.

2. McLeish, James , (1999) Radio production. Burlington : Focal Press

3. Bhatt, S.C , (1993) Broadcast Journalism- Basic Principle . New Delhi :Haranand Publications

4. Crisell, Andrew (1994) - Understanding Radio

5. Shrivatsava, K.M. (1989) Radio and T.V. Journalism, New Delhi Sterling Publishers Ltd.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course		Hours	Credits
V	21UVC53ES 02	DSE-2: RADIO PRODUCTION (P)		5	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	3	3	2	2	2	1	2	3	2.4
CO-2	2	2	1	3	1	3	2	2	3	3	2.2
CO-3	2	3	3	3	2	2	2	2	3	3	2.5
CO-4	2	3	2	3	3	2	3	1	3	3	2.5
CO-5	2	2	1	3	3	3	2	2	3	3	2.4
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53ES02B	DSE – 2: SOUND DESIGNING (P)	5	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	find the basic requirements of sound designing.	K1
CO-2	classify digital and analogue recording.	K2
CO-3	experiment with the acoustic studio and organize filters.	K3
CO-4	distinguish DAW and studio equipment's.	K4
CO-5	examine the mixing techniques and playback system.	K4

Unit-I (15 Hours)

Architectural plan of room- Specification- Analyzing acoustic level of room –Hydrography (echo sounding)- Echo Cancellation techniques- Selection: microphones, amplifiers, speakers – Positioning the speakers- Sound System Installation – Electrification: Power stabilization, Earthing, Cooling - Multi Amplifier System Arrangement.

Unit-II (15 Hours)

Digital Recording - Differences between analog and Digital Recording - The clock - Digital audio signal formats: Dither, Jitter, Digital Transfers and copies - Track Digital Recorders: Multitrack Digital Recorders, Backup, Basic Operations, Audio Interface, DSP Card, Analog summing Amplifier, Recording Software, Optimizing computer for Multitrack Recording, Audio for video- Sound meets the computer Signal Processing - Introduction to DAW: Signal flow, I/O routing, troubleshooting, Understanding virtual tracks, Inserts/Plug-ins, Send and Return, Auto-switching

Unit-III (15 Hours)

Recording rooms and Control Rooms- Isolation, Room ambience, Control room acoustics, Studio monitors, Microphones and Mic Placement, Mixing boards and Control Surface- 2.2 FX -EQ: General Information - Filters: HPF, LPF, BPF, BELL, and Shelving Filter- Dynamics: Compressor, Limiter, Gate, Expander-3 Delay, Reverb -beyond traditional DSP

Unit-IV (15 Hours)

Basic terms in DAW: Activate or Enable, Deactivate or Disable, Delay Compensation, Edit List, Project/ Session - Types of Sessions: Master Sessions (MST), Slave Sessions (SLV), Render, Segment, Timeline Marker, and Source-MIDI Studio Equipment and Recording procedures-MIDI-Studio Components, Recording Music made by Soft Synths, recording a hardware Synth, "NO SOUND" MIDI troubleshooting, recording with a keyboard Workstation, Recording with a drum Machine and Synth, Loop-Based Recording.

Unit-V (15 Hours)

Mixing Requirements: Mixing and remixing - The Mixing environment: The room and playback system, Relating to Composing, arranging, and performing - Mixing tools: mixing in and out of the box - Processing gear (Plug-ins) – Tracks - Grouping and routing: Submixes, subgroups, Master Fader-Building a Mix- Mixing: Creating ambience and dimension, Using delays in Mixing, Using reverbs in Mixing, Panning reverb returns, Advanced techniques with delays and reverbs.

Books for Study

1. Lord, P.Peter (1986), The architecture of sound : designing places of assembly, London : Architectural Press

   Unit I – Chapter 1, 2 *(Pages 19-50)*
   Unit V- Chapter 5 *(Pages 186 – 207)*

2. Sound Design for Film and Television - Vesna Dakic, 2009, GRIN Verlag

   Unit II - Chapter 2 *(Pages 54-78)*, Chapter 5 *(Pages 207-218)*
   Unit III - Chapter 4 *(Pages 174-196),* Chapter 6 *(Pages 247-261)*
   Unit IV - Chapter 5 *(Pages 221-246)*

Books for References

1. Glen Ballou,"Handbook for Sound Engineers", Fourth edition, Taylor & Francis, 2013
2. Mike senior, "Mixing secrets for the small studio",Routledge Press, 2018.
3. Bruce Bartlett, "Practical Recording Techniques: The Step- by- Step Approach to Professional Audio Recording", Taylor & Francis, 2013.
4. Steve Savage,"The Art of Digital Audio Recording: A Practical Guide for Home and Studio", Oxford University Press, 2011.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course					Hours		Credits
V	21UVC53ES02	DSE-2: SOUND DESIGNING (P)					5		3
Course Outcomes COs	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	3	3	2	2	2	1	2	3	2.4
CO-2	2	2	1	3	1	3	2	2	3	3	2.2
CO-3	2	3	3	3	2	2	2	2	3	3	2.5
CO-4	2	3	2	3	3	2	3	1	3	3	2.5
CO-5	2	2	1	3	3	3	2	2	3	3	2.4
Mean Overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53SP01	**SELF PACED LEARNING: JINGLE PRODUCTION**	0	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	recall the basics of radio production.	**K1**
CO-2	identify the Audio Mixing Software.	**K1**
CO-3	classify the Mic pattern and Demonstrate the consoles.	**K2**
CO-4	ability to Organize Programs for Broadcast media.	**K3**
CO-5	apply Audio Editing Techniques for Broadcasting.	**K4**

Unit- I

Basics of communication. Characteristics, strengths & limits of audio; The physics of sound; History of broadcast, AM, FM, All India Radio, Prasar Bharati, Podcasting and internet radio, community radio, pirate radio, satellite radio, Radio Free Europe.

Unit- II

Studio layout, recording equipment, microphones, mixers and transmitters. Personnel in the production process – Role and Responsibilities.

Unit- III

Introduction to various radio formats - news and entertainment. Public service advertisements, jingles, radio magazine, interview, talk show, vox- pop, discussion, feature, radio play, and documentary. Elements of a radio news story: Newsgathering, writing, elements of a radio news bulletin. Style Book. Spontaneous genres.

Unit- IV

Voice modulation, presentation skills, vocal dynamics and live compering. Podcasting styles.

Unit- V

Recording /production techniques. Editing principles. Creating sound effects. Sound concerning visuals. The function of sound, silence and music on the radio. Technology and software used.

Books for Study

1. Alexander, R. & Stewart, P. (2016). *Broadcast journalism: techniques of radio and television.* Focal Press.

Unit I – Chapter 1*(Pages 26-29)*

Unit II – Chapter 4*(Pages 53-96)*

2. Fleming, C. (2009) *The radio handbook*. Routledge.

Unit III – Chapter 5*(Pages 52-85)*

3. Ford, M. (2013). *Radio production. digital broadcast art*. Create Space.
    Unit IV – Chapter 8(*Pages 221-228*)
    Unit V – Chapter 7(*Pages 235-241*)

Books for Reference

1. Kaempfer, R. - *The radio producer's handbook.* Allworth Press.
2. Keith, C. M. - *The radio station: broadcast satellite and internet.* Focal Press.
3. Mc Leish, R & Link, J. - *Radio production*. Focal Press.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course										Hours	Credits
V	21UVC53SP01	SELF PACED LEARNING: JINGLE PRODUCTION										0	2

Course Outcomes Cos	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	3	3	2	3	3	2	1	2.5
CO-2	2	3	1	3	2	2	3	2	2	2	2.2
CO-3	3	3	2	3	1	3	3	3	2	2	2.5
CO-4	2	2	1	2	1	2	3	3	2	2	2.0
CO-5	2	3	3	2	2	2	3	2	1	2	2.2
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21USS54SE03	**SEC-3: SOFT SKILLS**	2	1

PSOs (Programme Specific Outcomes)
After the successful completion of the course, students will learn:
- the various concepts of communication skills as job seekers
- to write a Professional resume as required by the employers
- to demonstrate interview skills and actively participate in GD preparations and presentations in peer groups
- to discover various aspects of self and set short tem and long term goals for successful career and creates a congenial atmosphere
- to have access to solve simple and day to day Arithmetic problems and Verbal and Non- verbal reasoning formulas

Cos (Course Outcomes)
Upon completion of the course, Students will:
- be keen on developing and sustaining Soft Skills required of an educated youth
- be trained to present the best of themselves as job seekers to deal with any problem and conflict situations
- be able to transfer the skills learnt for concrete outcomes and increased productivity of companies
- be able to develop people skills, life skills that are required to be a good human in the long run and set a living standard
- be embedded with Employability skills such as "communication", "teamwork" , "initiative , "enterprise" , the attributes of "reliability", "balance between work -life", "commitment" and continuous learning

Module 1**: Effective Communication**
Definition of communication, Barriers of Communication, Verbal and Non-verbal Communication; Self introduction matrix, Conversation Techniques, Good manners and Etiquettes, Introduction to Professional Communication, Professional Grooming and Presentation Skills and exercises

Module II: **Resume Writing & Interview skills**
Resume Writing: Basic Resume Formats. Types of Resume - Chronological, Functional and Mixed Resume**,** Steps in preparation of Resume, Sample objectives, Model Resumes.
Interview Skills: Preparation for interview, Common interview questions, Attitude, Body Language, Mock interviews and Practicum, Figuring out common interview questions and answers

Module III: **Group Discussion:** Definition of GD. The salient features of GD,Factors that influence GD, Outcome of GD, Tips for success in GD, Parameters of GD, Essential Points for GD preparation, GD Topics, Model GD and Practicum.

Module IV: **Personal Effectiveness:** Self Discovery: Personality, Traits of Personality; Personality Tests; Intelligence and Skill Assessment Form. **Goal Setting**: Goal setting Process, Questioneers & Presentations

Module V: **Numerical Ability:** Average, Percentage; Profit and Loss**,** Area, Volume and Surface Area. (Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance**,** Problems on Trains**,** Illustrations, Boats and Streams; Illustrations-Optional)

Module VI: **Test of Reasoning - Verbal Reasoning:** Series Completion, Analogy. **Non-Verbal Reasoning**

Books for Study
Melchias G, Balaiah John, John Love Joy (Eds), 2018. Straight from the Traits: Securing Soft Skills, SJC, Trichy.

Books for References
Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning*. S.Chand, New Delhi. Covey, Stephen. 2004. *7 Habits of Highly effective people,* Free Press. Egan, Gerard. (1994).
The Skilled Helper (5th Ed). Pacific Grove, Brooks/Cole.
Khera ,Shiv 2003. *You Can Win.* Macmillan Books , Revised Edition.
Melchias G, Balaiah John, John Love Joy (Eds), 2018. Winners in the Making: A primer on soft skills. SJC, Trichy.

Other books
Murphy, Raymond. 1998. *Essential English Grammar*. 2 nd ed., Cambridge University Press.
Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra*,*th5 ed., Adams, Media.
Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
Yate, Martin. 2005. H*iring the Best: A Manager's Guide to Effective Interviewing and Recruiting**

Semester	Course Code	Title of the Course	Hours	Credits
V	21UVC53EG01	GE– 1: MEDIA EDUCATION	4	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	recall the Concepts of Media Education.	K1
CO-2	rephrase on the Factors in the development of Media literacy.	K2
CO-3	experiment with the dominant themes of Media Education.	K3
CO-4	examine the relationship of media with culture and society.	K4
CO-5	analyse the influence of Media Text on Contemporary society.	K5

Unit -I   **(12 Hours)**

Media Education – Definition, Role of Media Education Objectives of Media Education
Objectives of Media Education - Different perspectives for Media Education- Key concepts
of Media Education - Need for Media Education.

Unit -II   **(12 Hours)**

Factors in the development of Media Education- Parental Mediation of Media Literacy -
Positive Youth Development- Media in the academic system

Unit -III   **(12 Hours)**

First Dominant theme – Second Dominant theme – Third Dominant theme – Fourth
Dominant   theme – Fifth Dominant theme – Analysis of themes – Factors influencing –
Case Studies.

Unit - IV   **(12 Hours)**

Media Education and humanization- Indian society- Culture and media- Press law and ethics-
Understanding media- Media Education in schools- Cultural revolution by media.

Unit -V   **(12 Hours)**

Present trends in media- Radio in the TV age - Cyber Bullying- Impact of Misleading
Information's in media- Influence of Advertisements- Privacy issues in media- Challenges in
Media Education-Evolving channels in media- Web series –Mobisodes and Branded
entertainment- Global Media Studies.

Books for Study

1.Media Education and the Liberal Arts – Rober O. Blanchard, William G.Christ – Trinity
University

Unit III – Chapter 41 & 42(*Pages 23-52*)

Unit IV- Chapter 13 & 14(*Pages 65-82*)

Unit V- Chapter 21,22 &39(*Pages 112-122*)

3. Media Education For Digital Generation – Julie Frechette and Rob Williams

Unit I – Chapter 2 (Part 1)(*Pages 10-35*)

Unit II – Chapter 5 (Part II) (*Pages 56-82*)

Books for References

1. D'Abreo Desmond, The Mass Media and Youth, Better Yourself Books, Mumbai, 1994

2. Media centre, Having fun with the Media, Bangalore, 1994

3. Roberge, Gaston, Mediation, Chitrabani, 1978

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course						Hours	Credits
V	21UVC53EG01	GE– 1: MEDIA EDUCATION						4	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	2	1	3	3	3	2	3	2.5
CO-2	2	3	2	3	2	2	3	3	2	3	2.5
CO-3	3	2	1	3	3	2	3	3	2	3	2.5
CO-4	3	3	2	3	3	2	3	2	2	3	2.6
CO-5	3	3	3	2	3	3	3	3	2	3	2.8
Mean Overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hour	Credit
VI	21UVC63CC11	CORE – 11: MEDIA INDUSTRIAL PRACTICE (P)	5	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K-levels)
CO-1	choose and explore various career possibilities in media.	K1
CO-2	make use of the skills and attitudes which can best to be learned on the job, especially self-discipline, team work, responsibility, and initiative.	K2
CO-3	apply and develop practical skills in a real-world context.	K3
CO-4	develop the techniques in Professional industry.	K3
CO-5	discover the opportunity to strengthen the portfolio with practical experience and projects.	K4

The aim of this course is to use the internship experience to enable students to develop their industrial skills and practice.

Contents:

- For period of one month, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course							Hours	Credits
VI	21UVC63CC11	CORE – 11: Media Industrial Practice (P)							5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	1	2	3	2	3	2	2	2.2
CO-2	3	2	1	2	3	3	3	1	2	3	2.3
CO-3	2	3	3	1	3	2	3	2	2	2	2.4
CO-4	3	2	2	3	2	2	3	2	1	3	2.3
CO-5	3	2	1	2	3	2	2	3	3	2	2.3
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63CC12	**CORE- 12:** **PORTFOLIO**	4	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	show the role of media professionals through the production.	**K1**
CO-2	infer their quality through examination of their production work.	**K2**
CO-3	strengthen their portfolio.	**K3**
CO-4	explore their hidden talents.	**K4**
CO-5	choose their best productions for their career opportunities.	**K6**

Contents:

Students will be expected to:

• Demonstrate an understanding and mastery of multiple art mediums, skills, and techniques

• Develop art related concepts and skills that are meaningful in terms of personal, societal, and cultural importance

• Solve formal and technical problems in studio art practice

• Produce works of art that exhibit their creativity and sensitivity through individual exploration

• Express ideas in visual (art production), oral (group & individual critique sessions) and written (artist's statements, journal entries, and reaction papers) forms of how art–making is an ongoing process. Research Work – Students will be expected to understand and interpret the meaning and significance of art as a form of cultural and personal expression

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC63CC12	CORE- 12: Portfolio									4	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	2	3	2	3	3	2	3	2	3	2	2.5
CO-2	3	3	2	3	3	2	3	1	3	2	2.5
CO-3	3	3	2	3	1	1	2	1	3	3	2.2
CO-4	3	3	2	3	1	1	3	2	3	2	2.3
CO-5	2	2	3	3	1	1	2	2	3	3	2.2
Mean Overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63CP06	CORE PRACTICAL-VI: WEB DESIGNING (P)	5	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	define the aesthetics behind the style of web media, and scripting language like HTML.	K1
CO-2	explain about webpage designing, slicing and exporting.	K2
CO-3	develop Knowledge about Dreamweaver.	K3
CO-4	construct the concept in creating web page.	K3
CO-5	discover an in-depth knowledge about exporting and publishing Web Pages.	K4

Unit - I **(15 Hours)**

Introduction to web page design – Fundamentals - HTML - Basic layout of HTML scripts-HEAD and BODY section: Title, Base HREF. Link, Meta tags-BODY section: Text formatting and alignment, fonts, colours, ordered and unordered list.

Unit -II **(15 Hours)**

Designing for screen-Layout-Creating design mockups-Building the pages-Web file formats-Slicing designs-Exporting designs

Unit - III **(15 Hours)**

The Dreamweaver Interface and Workspace - Creating a Homepage -Adding Text and Images, Changing Font styles- Using Colors - Web safe colours and Hexadecimal colour values. Working with Tables - Formatting Tables - Creating and Modifying Tables - Table Headers and Captions -Spanning Rows and Columns.

Unit - IV **(15 Hours)**

Adding web animation and web video to a page - Inserting Special Media - Creating an interactive menu –Creating radio buttons - Adding hyperlinks - Modifying hyperlink behavior- Creating an image based link -Creating an external link - Setting up email links.

Unit - V **(15 Hours)**

Debug and test a Web page - Publish and update a Web site - Identify techniques for publishing sites and increasing Web site traffic.

Books for Study

1. David A. Crowder and Andrew Bailey, (2004) Creating website bible, Wiley PublishingInc.

   Unit-I *Chapter 4 and 5(Pages 3-26)*
   Unit-II *Chapter 7 and 9 (Pages 54-76)*
2. Arguin, Michael, (2013), Adobe Dreamweaver CC : digital classroom,

Unit-III_Lesson 1, chapter 2. Lesson 3, chapter 3, 4, 10, 11 and 12(Pages 5-36)_
Unit-IV_Lesson 11, chapter 3, 4, 5 and 6(Pages 53-116)_
Unit V _Lesson 17, chapter 12, 13, 14 and 15 (Pages 153-196)_

Books for References

1. Adobe Dreamweaver tutorials, Adobe SystemsIncorporated.

2. Craig Grannell, The Essential Guide to CSS

3. Jason Beaird, The principles of beautiful web design, Site Point Pvt. Ltd.

4. Curits Nathan, Modular web design, Pearson Education, New Delhi, 2011.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC63CP06	CORE PRACTICAL-VI: WEB DESIGNING (P)									5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	1	2	3	2	3	2	2	2.2	
CO-2	3	2	2	1	3	3	3	1	2	3	2.3	
CO-3	2	3	3	1	3	2	3	1	3	2	2.3	
CO-4	3	1	2	3	2	2	3	2	1	3	2.2	
CO-5	3	2	1	2	3	2	1	3	2	3	2.2	
Mean Overall Score											2.2 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63ES03A	DSE-3: MEDIA MANAGEMENT	4	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	define the basics of Media Management.	K1
CO-2	explain the management theories in Media industry.	K2
CO-3	classify the Media economic polices.	K2
CO-4	apply the advertising management strategies.	K3
CO-5	analyze Functions of Marketing Management.	K4

Unit - I (15 Hours)

Media Management: Concept, Meaning and Definition - Principles of management - Level of Management -Media Ownership – Individual, Partnership, Corporation Chain, Employee- Joint venture ship - Structure of media organization – Editorial, advertising, Circulation and Production.

Unit - II (15 Hours)

Classical management theory - Concepts of the ideal work place, Human relationships theory, Three modern approaches to management – System theory – Contagious theory

Unit -III (15 Hours)

Entrepreneurship – Monopoly, oligopoly - Financial management– Media convergence economics- Future of media business –Employment opportunities and status of media industry.

Unit - IV (15 Hours)

Advertising management - Setting the advertising budget- Profit, Sales and Market share objectives- Media planning - Media scheduling- Media Mix.

Unit - V (15 Hours)

Marketing- Evaluation marketing –Marketing management – Creativity and innovation – Internal communication and external communication-Understanding Market and Factors - Audiences – Research and analysis.

Books for Study

1. John R Rossiter& Larry Percy, Advertising and Promotion Management, McGraw Hill, New York, 1987.

   Unit-I *Chapter 2 (Part 2)(Pages 26-29)*
   Unit-II *Chapter 2 (Part 3)(Pages 30-38)*
   Unit-III *Chapter 3 (Part 1)(Pages 39-51)*

2. Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010

   Unit – IV Chapter *9 (Part 2) (Pages 25-50)*
   Unit – V *Chapter 11 (Part 1)(Pages 53-96)*

Books for References

1. Block et al. Managing in the Media. Focal Press2001.

2. George Sylvie, Media Management: A Casebook Approach, Lawrence Erlbaum Associates, USA, 2009 (Unit I) 2.

3. Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008 (Unit IV & V) 3.

4. Peter Pringle, Electronic Media Management, Focal Press, UK, 2006 (Unit II & III)

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course					Hours	Credits
VI	**21UVC63ES03A**	**DSE-3: MEDIA MANAGEMENT**					**4**	**3**
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**	
CO-1	3	2	2	1	2	3	2	3	2	2	2.2
CO-2	3	2	2	1	3	3	3	1	2	3	2.3
CO-3	2	3	3	1	3	2	3	1	3	2	2.3
CO-4	3	1	2	3	2	2	3	2	1	3	2.2
CO-5	3	2	1	2	3	2	1	3	2	3	2.2
Mean Overall Score											**2.2 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63ES03B	DSE-3: WOMEN AND MEDIA	4	3

	CO- Statements	Cognitive Levels
CO No.	On successful completion of this course, students will be able to	(K- levels)
CO-1	define the basics of Media Management.	K1
CO-2	explain the management theories in Media industry.	K2
CO-3	classify the Media economic policies.	K2
CO-4	apply the advertising management strategies.	K3
CO-5	analyze Functions of Marketing Management.	K4

Unit - I   **(15 Hours)**

Women in Vedic era -Women in Colonial period -Women in Mughal Era - Status of women in emerging India case studies

Unit – II   **(15 Hours)**

Gender gap and gender bias -Patriarchy and patriarchal society- Male and female migration - Different types of Violence against women- Difficulties faced by Women in labor force- Problems of career women -Domestic Violence

Unit –III   **(15 Hours)**

Feminism: History, Types of Feminism - Eco Feminism and Eco feminists move - Contemporary Feminists in India - Radical Feminist Activist in India - Working Women's day History

Unit –IV   **(15 Hours)**

The progress of women in Journalistic workforce - Women's Employment and status in the Print Media - Place of women in the broadcast industry -Women in public relations: feminist perspectives

Unit –V   **(15 Hours)**

Women in Television- Women in Journalism -Women in Radio- Women in Films -Women in Advertisements - Women in Alternative media

Books for Study

1. Arun R. Kumbhare(2009), "Women of India:Their Status Since the Vedic Times, Universe.
   Unit I- Chapters 1 – 4 *(Pages: 2-140)*
   Unit II – Chapters 5, 6,7*(Pages: 146-178)*
2. Sue Thornham, (2007), "Women, Feminism and Media", Edinburgh University Press
   Unit III – Part 1 *(Pages 28-22)*
   Unit IV - Part 4 (*Pages 84- 112)*
   Unit V – Part 2 & 3 *(Pages 22-83)*

Books for References

1. Ramā Jha (1992), Women and the Indian Print Media, Chanakya Publications
2. Anne O'Brien (2019), Women, Inequality and Media Work, Taylor & Francis Publications.
3. Carolyn M. Byerly, Karen Ross (2008), Women and Media: A Critical Introduction, Wiley Publishers.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
VI	21UVC63ES03B	DSE– 3:WOMEN AND MEDIA								4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	2	2	1	2	3	2	3	2	2	2.2
CO-2	3	2	2	1	3	3	3	1	2	3	2.3
CO-3	2	3	3	1	3	2	3	1	3	2	2.3
CO-4	3	1	2	3	2	2	3	2	1	3	2.2
CO-5	3	2	1	2	3	2	1	3	2	3	2.2
Mean Overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63ES04A	DSE– 4: PUBLIC RELATIONS	5	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	understand the field of public relations and its applications.	K1
CO-2	classify the skills in strategic public relations management.	K2
CO-3	developing the program and implementing it to public.	K3
CO-4	construct the tools of Public Relation.	K4
CO-5	discover the various functions of public relations and the normative process of public.	K4

Unit - I (12 Hours)

Public relations; Define- PR as a communication function- History of PR- Growth of PR in India- Event Leadership- PRO and Essential of public relation,- Guidelines to be an effective PRO- Stages of PR

Unit -II (12 Hours)

Newsletter, House Journal – Brochure – Leaflets - Pamphlets – Booklets – Manuals - Annual Reports – Handbills - Sticker and posters. Writing for PR: Press Release- Press note- Hand-out- Feature – Articles - Speech writing- Special speech - Scheduling and handling of press Conference - Press get-together - Press Meet- Checklist of Press kit.

Unit - III (12 Hours)

Communication with the public - Internal and external, Employer - employee relations, Community relations; PR in India – Public and private sectors- PR counseling- PR agencies- PR and advertising- PR for media institutions- Crisis Management and PR.

Unit - IV (12 Hours)

Definition of PR Campaign - Audience – Demographics and Medium-Budget-Plan-Implement-Effectiveness

Unit-V (12 Hours)

Writing news releases-Brochures, Pamphlets – Letters-Handouts-Oral presentations - Company publications.

Books for Study

1. Lesly , Philip(2002) Handbook of Public Relations and communications, Jaico publication NewDelhi.

   UnitI-*Chapter 1 and 2(Pages 3-16)*
   Unit II -*Chapter 4 and 5(Pages 25-46)*
   Unit III- *Chapter 6 and 8(Pages 53-96)*

2. C.S.Rayudu, K.R.Balan, Principles of Public Relations, Himalaya Publishing 2005

Unit IV - *Chapter 8 and 9(Pages 15-26)*
UnitV -*Chapter 11(Pages 32-56)*

Books for References

1. Y. K. D'souza, (1977)Mass Media Tomorrow, Indian Publishers Distributors, NewDelhi.
2. S. Ganesh(1995) Lectures on Mass Communication, Indian Publishers Distributors, NewDelhi.
3. Clarke Caywood (2012). The Handbook of Strategic Public Relations and IMC, First Edition, McGraw- Hill Companies, USA
4. Qubal S. Sachdeva, Public relations Principles and practice, Oxford Publication 2000

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	**21UVC63ES04A**	**DSE – 4: PUBLIC RELATIONS**									**5**	**3**
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**						**Mean Scores of COs**
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**		
CO-1	3	3	2	3	2	3	3	2	2	3		2.6
CO-2	2	3	3	2	1	3	3	2	2	3		2.4
CO-3	2	3	1	2	2	2	3	2	3	2		2.3
CO-4	3	2	2	3	3	2	3	2	2	3		2.2
CO-5	3	2	1	2	3	1	3	2	2	3		2.2
Mean Overall Score												**2.3 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63ES04B	DSE– 4: DEVELOPMENT COMMUNICATION	5	3

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	understand the potential of communication for holistic social development.	K1
CO-2	classify the role of development communication.	K2
CO-3	develop thefundamentals of Campaign planning and strategies.	K3
CO-4	construct the skills to use development communication for social change.	K4
CO-5	discover the ethical perspective of Online Media and Acquire knowledge on the Social advertising.	K4

Unit – I (12 Hours)

The nature of Development. Defining development as a Goal, as a Process; Key Concepts in development: Self-reliance, Dependence, Cultural Identity, decentralization, Participation, Modernization, Industrialization, First-Second-Third-Fourth Worlds, Basic Needs etc. - Alternate paths to Development; Development and Colonialism; Development and Tradition bound Society.

Unit-II (12 Hours)

Concept of Development Communication: Definitions of Development Communication, Roles of Development Communication, and Philosophy of Development Communication - Differences from General Communication, Goals of Development Communication. Differences between Communication for Development and Development Communication; Models of Daniel Lerner, Everett Rogers and Wilbur Schramm.

Unit-III (12 Hours)

Communication for social change- Social Behavioral change communication. Using Folk Forms for Social Change; Taking Theatre into the Streets; Empowerment through Silver Screen; Role of a communicator in the process of social change- Folk forms and `alternative silver screen' for social change - Social networks to propagate social messages.

Unit-IV (12 Hours)

Social advertising and social marketing - Taxonomy of social ads. Social advertising in India - areas covered- agencies involved. Designing and producing IEC materials. The DVAP and other media units, organized sector and voluntary organizations, international agencies.

Unit- V (12 Hours)

Campaign Strategies - the why and how of a campaign; audience analysis, fixing target audience, focusing message, determining media choice, execution of a campaign.

Books for Study

1. Melkote, Srinivas R., Steeves, H.Leslie, (2001) "Communication for Development in the Third World- Theory and Practice for Empowerment",'(2nd Edition).Sage Publications. New Delhi
    Unit I–Part 1 *(Pages 19-39)*
    Unit II – Part 2 *(Pages 103-123*)
    Unit III – Part 3 *(Pages 151- 180)*
2. VirBala Aggarwal, V. S. Gupta (2001), "Handbook of Journalism and Mass Communication", Concept publications.
    Unit IV & V – Section 5 *(Pages 265-390)*

Books for References

1. Clayton Vollan and Jim Simmons (Ed) (1985) Development Communication- A Resource Manual for Teaching,' Asian Mass Communication Research and Information Center, Singapore.
2. D'Abreo Desmond A.(1990) Voice to the People- Communication for Social Change, Culture and Communication. Madras.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
VI	21UVC63ES04B	DSE- 4: DEVELOPMENT COMMUNICATION								5	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	3	3	2	3	2	3	3	2	2	3	2.6
CO-2	2	3	3	2	1	3	3	2	2	3	2.4
CO-3	2	3	1	2	2	2	3	2	3	2	2.3
CO-4	3	2	2	3	3	2	3	2	2	3	2.2
CO-5	3	2	1	2	3	1	3	2	2	3	2.2
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63PW01	**PROJECT WORK & VIVA VOCE (P)**	1	2

CO No.	CO- Statements On successful completion of this course, students will be able to	Cognitive Levels (K- levels)
CO-1	demonstrate the students competence in a chosen area of specialization.	**K2**
CO-2	further develops practical skills in a real-world context.	**K3**
CO-3	strengthen their portfolio or resume tape with practical experience and projects.	**K3**
CO-4	discover their research talents.	**K4**
CO-5	improve practical skills in television, radio and print media.	**K6**

Content

• Criteria for selecting the topic will be based on area of specialization already chosen by the student.

• Emphasis will be given to producing work that can be made use of in the industry.

• Plan and implement her project

• Conduct research related to her topic

• Present her project for evaluation by media professionals.

• Viva voce will complete the process of evaluation. Outcome: Produce an innovative work in his/her area of specialization under the mentorship of a faculty member.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credits
VI	21UVC63PW01		PROJECT WORK & VIVA VOCE (P)				1	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	3	3	2	2	1	3	2.6
CO2	3	3	3	2	3	3	3	2	1	3	2.5
CO3	3	3	3	2	2	3	2	2	1	3	2.4
CO4	3	3	3	2	3	3	2	1	1	3	2.4
CO5	3	3	3	3	3	2	3	3	1	3	2.7
Mean Overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC63CE01	COMPREHENSIVE EXAMINATION	0	2

Unit -I

COMMUNICATION

Visual Communication – Definition and need - The Visual Process - Visual Communication Theories: Sensual, Perceptual and Cognitive - Psychology - Communication and Language- Functions and characteristics of Barriers of Communication.

Unit - II

ADVERTISING AND DIGITAL MARKETING

Digital Advertising – Evolution of online advertising – Types of online advertising – Digital platforms – Advertising campaign – Steps involved in Advertising campaign planning process.

Unit -III

PHOTOGRAPHY AND TELEVISION PRODUCTION

Photography- Types of photography-Lighting- White balance- Shutter speed- ISO-Aperture- TLR camera- BOX camera- DSLR camera- SLR camera- Mirrorless camera- Basic camera- Rule of third- Golden ratio- Phy grid- Types of lenses.

Unit - IV

MARKETING

Need and scope of marketing- Marketing mix- understanding the consumer marketing- Market segmentation- concept of target market- Market positioning- Marketing plan- Marketing channels- Marketing environment.

Unit - V

SCRIPT WRITING

Spec Script Writing- Feature Assignment Writing- Television writing- Three Act structure- Eight-Sequence Structure- Action Line or Big Print- Dialogue- Transitions- Copyright Infringement- Rewriting & Script Doctoring.

Semester	Course Code	Title of the Course	Hour	Credit
VI	21UVC64SE04	SEC – 4 (WS): EVENT MANAGEMENT	2	1

CO No.	CO- Statement	Cognitive Levels (K- levels)
	On successful completion of this course, students will be able to	
CO-1	Relate the event management elements.	K1
CO-2	Demonstrate the planning, scheduling and the requirements to organize a program.	K2
CO-3	Identify the essentials to organize the events.	K3
CO-4	Plan different types of events.	K3
CO-5	Examine the technicality involved in event planning.	K4

Unit - I (6 Hours)

Why Event Management- Requirement of Event Manager- Analyzing the events- Scope of the Event- Decision-makers- Technical Staff- Developing Record-Keeping Systems- Establishing Policies & Procedures

Unit- II (6 Hours)

Preparing a Planning Schedule- Organizing Tasks- Assigning Responsibility- and Communicating- Using the Schedule Properly- The Budget- Overall Planning tips- Checklists- Expert Resources- Computer Software Required.

Unit - III (6 Hours)

Who are the people on the Event- Locating People- Clarifying Roles-Developing content Guidelines- Participant Tips- Books for References Checks- Requirement Forms- Introduction- Fees & Honorariums-Expense Reimbursement- Travel Arrangements- Worksheets

Unit- IV (6 Hours)

Types of Events- Roles & Responsibilities of Event Management in Different Events- Scope of the Work, Approach towards Events

Unit - V (6 Hours)

Framing- Composition- Types of Composition- Rule of Third, Frame within Frame & Etc.;
Types of Photography- Advertisement Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Books for Study

1. Laura Capell, "Event Management For Dummies", John Wiley & Sons Publications, 2013
   Unit I ,II&III   Chapter 1 (Pages20-85)
2. Alex Genadinik, "Event Planning - Management & Marketing for Successful", CreateSpace Independent Publishing Platform, 2015
   UNIT- IV: Chapter 1, 2 and 5(Pages 7-29, 53-65, 91-100).
   UNIT- V: Chapter 8 (Pages- 149-164).

Books for References

1. Buhalis& E. Laws (Eds) (2001) Tourism Distribution Channels: Practices, Issues and Transformations, London: Continuum.
2. Lawson, F. (2000). Congress, Convention & Exhibition Facilities: Planning, Design and Management. Oxford: Architectural Press.
3. Rogers, T. (1998). (2003). Conferences and Conventions: A Global Industry. Oxford: Butterworth-Heinemann.
4. Swarbrooke, J., & Horner, S. (2001). Business Travel and Tourism. Oxford: Butterworth-Heinemann.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC64SE04	SEC- 4 (WS): Event Management									2	1
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	1	2	3	2	3	2	2	2.2	
CO-2	3	2	1	2	3	3	3	1	2	3	2.3	
CO-3	2	3	3	1	3	2	3	2	2	2	2.4	
CO-4	3	2	2	3	2	2	3	2	1	3	2.3	
CO-5	3	2	1	2	3	2	2	3	3	2	2.3	
Mean Overall Score											2.3 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UVC64EG02	**GE –2:** **DIGITAL MEDIA AND** **PRODUCTION**	4	3

CO No.	**CO- Statements** On successful completion of this course, students will be able to	**Cognitive Levels** **(K- levels)**
CO-1	define Digital Media and recall the various digital media platforms.	**K1**
CO-2	relate the digital media marketing techniques.	**K2**
CO-3	identify the online Audio and Video Channels.	**K3**
CO-4	discover about Youtube channels and Web Radio.	**K4**
CO-5	examine the ethics of digital media.	**K4**

Unit- I   **(12 Hours)**
Digital Media: Definition and Characteristics of Digital Media- Digital Media Platforms - Facebook, Twitter, YouTube, Instagram, WhatsApp, WordPress, Social Bookmarking, Skype and the 'Blogosphere' - Internet as a Convergent Media Platform

Unit - II   **(12 Hours)**
Digital Media Marketing – Introduction- Social Media Management – Strategies, Tools and Technologies - Social Media Audience Measurement - Case studies of successful social media marketing campaigns

Unit - III   **(12 Hours)**
Streaming of Video and Audio - Comparison of digital media with Print, TV & Radio - Writing for Web Media –Creating own youtube news channel -Impact of You tube channels video for social development citizen Journalism , on reading habits of people and media industry - Analysis of important Indian news-based websites.

Unit - IV   **(12 Hours)**
Introduction to Online Radio Journalism – The growth of internet radio –Genre of internet radio programme-Preparing own radio program - Digital editing using free and open source audacity - Saving and exporting file.

Unit -V   **(12 Hours)**
Digital culture and digital identity, User Generated Communication- Participatory culture and Social Media, Citizen Journalism - Digital media & Public sphere, Network theory- Information Rights and Intellectual Property Rights – Copyright and Copy Left, Plagiarism,- Cryptocurrency, Digital Signature - Internet Governance and Regulatory Frameworks

Books for Study
1. Robert B. Musburger, PhD, Gorham Kindem - "Introduction to Media Production - The Path to Digital Media Production", Taylor & Francis Publications, 2012
   Unit –I&II   (Page:1-57)
2. James Cohen, Thomas Kenny, "Producing New and Digital Media - Your Guide to Savvy Use of the Web", Taylor & Francis Publications, 2015
   Unit –III,IV&V   (Page:97-200)

Books for References

1. Bignell, Jonathn (2002), Media Semiotics, Routledge, London.
2. Leewen and JewittCarey(2001) – Handbook of Visual Analysis, Sage Publication, New Delhi,
3. Carey ,Jewitt(1999)- The Handbook of Visual Analysis, Himalaya publishers.
4. Leewen , Thompson (2001),- Introducing Social Semiotics, Routledge, London.

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credits
VI	21UVC64EG02	GE –2: DIGITAL MEDIA AND PRODUCTION									4	3
Course Outcomes (COs)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**	
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**		
CO-1	2	2	2	2	1	3	3	2	3	3	2.3	
CO-2	3	2	3	3	2	3	3	1	3	3	2.6	
CO-3	3	2	2	3	1	2	3	1	3	1	2.1	
CO-4	2	3	3	3	1	3	3	2	3	2	2.5	
CO-5	2	3	2	2	1	1	2	2	3	3	2.1	
Mean Overall Score											2.3 (High)	