

**SYLLABUS**  
*for*  
**Choice Based Credit System**  
(CBCS)

**On the basis of**  
**Outcome Based Education**  
**(OBE)**

**COMMUNICATIVE ENGLISH**  
**AND**  
**MEDIA STUDIES**



**PATNA WOMEN'S COLLEGE**

Autonomous

PATNA UNIVERSITY

3<sup>rd</sup> Cycle NAAC Accredited at 'A' Grade with CGPA 3.58/4  
*"College with Potential for Excellence" (CPE) Status Accorded by UGC*

## **Vision**

Rooted in the life, vision and teachings of Jesus Christ and inspired by Mother Veronica, the foundress of the Apostolic Carmel, Patna Women's College strives to become a centre of academic excellence in higher education, social responsibility, and empowerment of women.

## **Mission Statement**

Patna Women's College, the first college for women in Bihar, is committed to the holistic development of women so as to make an effective contribution to the creation of a better society.

### **To this end, we strive**

- To become a center of excellence in higher education for women in an atmosphere of autonomy.
- To excel in teaching-learning, research, and consultancy.
- To provide education that promotes capacity building and holistic development of a person.
- To offer subjects for competency building and motivate/animate a workforce imbued with human values.
- To promote patriotism, communal harmony and cultural integration to maintain a free and peaceful atmosphere on the campus.
- To train the students in creative arts, social service, critical thinking, and leadership in order to make an effective contribution to the creation of a new and value-based society.
- To create women leaders and to make them agents of social change.
- To develop skill oriented and value-based courses, for the all-round development of individuals.
- To promote academic exchange and academia-industry interface.
- To form young women who are 'always wise' and who will dare to 'go ahead and conquer knowledge' through, competence, commitment, delicate conscience, and compassion.

# **Communicative English and Media Studies**

**Note: 1 credit = 15 hours**

1. Theory paper: 6 credits each (5Theory and 1 Tutorial).
2. Tutorial group of each theory paper should have a group size of 8 students.
3. Practical paper: 6 credits each (4Theory and 2 Practical).
4. Practical paper will not have tutorials.

## **Core Courses (6 credits each)**

**Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

### **Semester I**

1. Communication and social media
2. Remedial grammar

### **Semester II**

3. Language skills and linguistics
4. Creative writing

### **Semester III**

5. Print journalism
6. Radio broadcasting
7. Television

### **Semester IV**

8. Advertising
9. Indian polity and economy
10. Film studies

### **Semester V**

11. Media ethics and law
12. PR & Corporate communication

### **Semester VI**

13. Human rights and media
14. Communication and development

## **Generic Elective Papers (GE) (6 credits each)**

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

**P.S.:** A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

### **Semester I**

1. Functional English

### **Semester II**

2. language skills and lab

### **Semester III**

3. Writing for media

### **Semester IV**

4. Electronic communication

## **Discipline Specific Elective (DSE) (6 credits each)**

**Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

### **Semester V**

#### **DSE-1**

1. On-the-Job Training / Internship

#### **DSE-2**

2. On-the-Job Training / Internship

### **Semester VI**

#### **DSE-3**

3. Photo journalism workshop

#### **DSE-4**

4. Project / Dissertation



## Skill Enhancement Course (SEC)(2Credits)

**Skill Enhancement Courses (SEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

### Semester III

1. Inter Religious Studies(Value based)

### Semester IV

2. Computer skills (practical)

## B.A. Honours Course in Communicative English and Media Studies

Sem	Core Course (14) <u>6 Credits</u> <u>each</u>	Ability Enhancement Compulsory Course AECC (2) <u>2 Credits</u> <u>each</u>	Skill Enhancement Course SEC (2) <u>2 Credits</u> <u>each</u>	Discipline Specific Elective DSE (4) <u>6 Credits</u> <u>each</u>	Generic Elective GE (4) <u>6 Credits</u> <u>each</u>
I	<b>CEMS CC101:</b> Communication and Social media	(English/MIL Communication -n)/ Environmental science (02 credits)			<b>CEMS GE101:</b> Functional English
	<b>CEMS CC102:</b> Remedial Grammar				
II	<b>CEMS CC203:</b> Language skills and Linguistics	Environmental science/ (English/MIL Communication ) (02 Credits)			<b>CEMS GE202:</b> Language skills & lab
	<b>CEMS CC204:</b> Creative Writing in English				
III	<b>CEMS CC305:</b> Print journalism		<b>IRS SEC301:</b> Inter-religious studies (value based)		<b>CEMS GE303:</b> Writing for media
	<b>CEMS CC306:</b> Radio Broadcasting				
	<b>CEMS CC307:</b> Television				

<b>IV</b>	<b>CEMS CC408:</b> Advertising		<b>CEMS SEC402:</b> Computer skills (skill based)		<b>CEMS GE404:</b> Electronic Communication
	<b>CEMS CC409:</b> Indian Polity and Economy				
	<b>CEMS CC410:</b> Film Studies				
<b>V</b>	<b>CEMS CC511:</b> Media Ethics and Law			<b>CEMS DSE501:</b> On-the-Job Training / Internship	
	<b>CEMS CC512:</b> PR& Corporate Communication			<b>CEMS DSE502:</b> On-the-Job Training / Internship	
<b>VI</b>	<b>CEMS CC613:</b> Human Rights & Media			<b>CEMS DSE603:</b> Photo Journalism Workshop	
	<b>CEMS CC614:</b> Communication and Development			<b>CEMS DSE604:</b> Project / Dissertation	

## Course Structure for B.A. Honours Course in Communicative English and Media Studies

Semester – I	Semester – II
<b>CEMS CC101:</b> Communication and Social Media	<b>CEMS CC203:</b> Language skills and Linguistics
<b>CEMS CC102:</b> Remedial Grammar	<b>CEMS CC204:</b> Creative writing Creative Writing in English
<b>ENG AEC101 :</b> English Communication <b>HIN AEC101 :</b> Hindi Vyakaran and Sampreshion	<b>EVS AEC202 :</b> Environmental Science
<b>CEMS GE101:</b> Functional English	<b>CEMS GE202:</b> Language skills & lab

Semester – III	Semester – IV
<b>CEMS CC305:</b> Print Journalism	<b>CEMS CC408:</b> Advertising
<b>CEMS CC306:</b> Radio Broadcasting	<b>CEMS CC409:</b> Indian Polity and Economy
<b>CEMS CC307:</b> Television.	<b>CEMS CC410:</b> Film Studies
<b>IRS SEC301:</b> Inter-religious studies (value based)	<b>CEMS SEC402:</b> Computer Skills
<b>CEMS GE303:</b> Writing for Media	<b>CEMS GE404:</b> Electronic Communication
Semester – V	Semester – VI
<b>CEMS CC511:</b> Media Ethics and Law	<b>CEMS CC613:</b> Human Rights & Media
<b>CEMS CC512:</b> PR& Corporate Communication	<b>CEMS CC614:</b> Communication and Development
<b>CEMS DSE501:</b> On-the-Job Training / Internship	<b>CEMS DSE603:</b> Photo Journalism Workshop
<b>CEMS DSE502:</b> On-the-Job Training / Internship	<b>CEMS DSE604:</b> Project/ Dissertation

## Details of Credits for Courses under B.A., B.Sc., B.Com. Honours

### Communicative English and Media Studies

Semester	Course	Theory	Practical	Tutorial	Total Credits
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#### **I. Core Course (14 Papers) – 06 credits each**

<b>I</b>	1. Communication and Social Media	5	-	1	6
	2. Remedial Grammar	5	-	1	6
<b>II</b>	3. Language Skills and Linguistics	5	-	1	6
	4. Creative writing	5	-	1	6
<b>III</b>	5. Print Journalism	5	-	1	6
	6. Radio Broadcasting	5	1	-	6
	7. Television	5	1		6

<b>IV</b>	8. Advertising	5	-	1	6
	9. Indian Polity and Economy	5		1	6
	10. Film Studies	5	1	-	6
<b>V</b>	11. Media Ethics and law	5		1	6
	12. PR & Corporate Communication	5		1	6
<b>VI</b>	13. Human Rights and law	5	-	1	6
	14. Communication and Development	5	-	1	6

## **II. Elective Course – 06 credits each**

	<b>A. 1. Discipline Specific Elective- DSE (4 Papers)</b>				
<b>V</b>	1. On-the-Job Training / Internship	-	6	-	6
	2. On-the-Job Training / Internship	-	6	-	6
<b>VI</b>	3. Photo Journalism	5	1	-	6
	4. Project / Dissertation		6		6
	<b>B. 1. Generic Elective / Interdisciplinary (4 Papers)</b>				
<b>I</b>	1. Functional English	5	-	1	6
<b>II</b>	2. Language Skills & lab	5	1	-	6
<b>III</b>	3. Writing for Media	5	1	-	6
<b>IV</b>	4. Electronic Communication	5	1	-	6

## **III. Ability Enhancement Courses– 02 credits each**

	<b>I. Ability Enhancement Compulsory (AECC)</b>				
<b>I</b>	1. English / Hindi Communication	2			2
<b>II</b>	2. Environmental Science	2			2
	<b>II. Skill Enhancement Course (SEC)</b>				
<b>III</b>	1. Inter Religious Studies	2	-	-	2
<b>IV</b>	2. Computer skills	-	2	-	2
	<b>TOTAL</b>				<b>140</b>

**Institute should evolve a system/policy about ECA / General Interest / Hobby / Sports / NCC / NSS / related courses on its own.**

**\*wherever there is practical there will be no tutorial and vice-versa.**

## PROGRAMME OUTCOMES

**After the completion of B.A. Honours Degree Programme, the students will be able to achieve the following outcomes:**

- PO1: Professional knowledge:** Acquire profound knowledge of humanities/Arts, its concepts and principles such as literary, philosophical, sociological, political, historical, economic foundations of education etc.
- PO2: Critical and Cognitive skills:** Develop and Demonstrate the ability to insightful response and analysis of a work of art in order to participate in discussions.
- PO3: Environment and sustainability:** Understand the impact of the scientific solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- PO4: Effective Communication:** Demonstrate familiarity with and ability to analyze both verbally and in writing issues and forms of contemporary art with a clear understanding of historical precedents.
- PO5: Research and Analysis:** Demonstrate analytical skill and proficiency in a range of tools and techniques used in research in social science.
- PO6: Employability and higher Education:** Show proficiency in professional, employability and develop soft skills required for higher education and placements.
- PO7: Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the humanitarian practice.
- PO8: Arts and Society:** Apply humanities knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional arts practice.

**PO9: Interdisciplinary Learning:** Integrate academic curriculum with other co- curricular goals, such as career development, life-long learning, develop interdisciplinary learning and opportunity to extend their knowledge across all disciplines.

**PO10: Nation Building:** Introspect and evolve into dynamic and creative individuals capable of socially productive, constructive actions that positively impact our Nation and the World at large.

### **PROGRAMME-SPECIFIC OUTCOMES**

**After the completion of the programme, the student will attain the ability to:**

**PSO1:** Developed required communication skills to market herself in the media job market

**PSO2:** Acquired knowledge to develop creative and correct media content for her employer

**PSO3:** Handle skills to with the various media tools so as to work as a freelancer, a blogger, or start own publication

**PSO4:** Have an understanding of the ethical code and laws within which she has to render her service

**PSO5:** Has seen and is aware about the way newspaper, TV and radio productions take place

**PSO6:** Is well equipped to adapt to the fast-changing tech-driven media landscape and work on multiple platforms

# **Communicative English and Media Studies (Honours)**

## **Details of CBCS Syllabus**

### **SEMESTER – I**

#### **COURSE OUTCOME:**

**After the completion of the course, the student will attain the ability to:**

- CO1.** Has understood the importance of communication in the tech-driven market
- CO2.** Grasps the significance and types of non-verbal communication to become an effective communicator
- CO3.** Has practiced the art of the various modes of verbal communication, both spoken and written
- CO4.** Has understood the role of the social media in managing information, business and providing entertainment

<b>CEMS CC101 : Communication and Social Media PWC (Theory: 5 Credits + Tutorial : 1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Communication – defining communication, important terms: Process of Communication, Types of Communication, Levels of Communication, Tools of Effective Communication, Listening Skills, importance, principles of good listening barriers to effective listening types, functions, process, barriers of communication	20
2	Non- verbal communication-kinesics, proxemics, time language, para language, physical context	15
3	Verbal communication-oral, telephone, interviews, group discussions, meetings, speeches. Written communication-notice, agenda, minutes, business correspondence-mail etiquette, writing resume and job application	20

4	Social Media-Define social media; various types of social media; their basic uses; positive and negative influences on news/views dissemination; the uses of Facebook, WhatsApp, Instagram and Twitter in personal, academic and professional realms; privacy issues associated with them; the uses of LinkedIn, Google+, and Pinterest; evolution of social media 'outcasts' like blogs, podcasts; evolving role of social media in the marketing industry.	20
	Tutorial	15
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. Arvind Singhal & Roger M. Everett, *India's Communication Revolution: From Bullock Carts to Cyber Marts*
2. Christian Fuchs, *Social Media:A Critical Introduction*, SAGE Publications
3. Jennifer Golbeck, *Introduction to social media*
4. J.Keval Kumar, *Mass Communication in India*, Jaico Publications
5. Kelly David, *Social media : Strategies to Mastering Your Brand-Fb, Instagram, Twitter and Snapchat*, Barnes & Noble
6. J.P. Parikh, Anshu Surve, Swarnabharati, Asma Bahrainwala, *Business Communication*, Orient BlackSwan
7. Krishna Mohan, Meera Banerji, *Developing Communication Skills*, MacMillan India Ltd.
8. Om P. Juneja, Aarati Majumdar, *Business Communication*, Orient BlackSwan
9. Uma Narula, *Handbook of Communication*, Atlantic Publishers, New Delhi



## **SEMESTER – I**

**Aims and Objectives:** To ensure all pupils read, write, speak and have basic knowledge of English language. This paper is specifically designed to build a platform for students to write and speak confidently when they take up a role in Media and Film industry.

### **COURSE OUTCOME:**

**After the completion of the course, the student will attain the ability to:**

- CO1.** Apply the correct grammatical rules for writing and speaking better English.
- CO2.** Exercise effective communication in the spoken and written area of communication.
- CO3.** Produces appropriate vocabulary and correct word forms.
- CO4.** Uses targeted grammatical structures meaningfully and appropriately in oral and written production.

<b>CEMS CC102 : Remedial Grammar PWC (Theory: 5 Credits + Tutorial 1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Basic Grammar: Parts of Speech: derived noun and composition: adjective to noun, verb to noun Adjective: types and order of adjective rules. Adverb: types of adverbs, adverbials: types and placements. Noun and noun phrases, Verb: subject verb agreement: finite and non-finite, regular and irregular. Sentence: structure, types and elements of a sentence, difference between phrase, clause and a sentence,	15
2	Common errors in writing, Essay writing, Comprehension or précis Writing, Verb phrases and phrasal verb, Enriching vocabulary, Idioms and proverbs, Synonyms and antonyms, Writing skills, Expansion of ideas, Letter writing, Email writing	20
3	Grammar in Use learning the language, not about the language)	20

	<ul style="list-style-type: none"> <li>Contextualised grammar focus-action-oriented approach</li> <li>Referring to objects in real life situation.</li> <li>Grammar to felicitate interpersonal relations</li> <li>Emotive emphasis in speech : choice of words to elicit emotions</li> </ul>	
4	Speaking: <ul style="list-style-type: none"> <li>Extempore</li> <li>Inform, describe, explain, persuade</li> <li>Pronunciation: speaking English with confidence</li> <li>Listening skills:               <ul style="list-style-type: none"> <li>Grasping the gist</li> <li>Listening to evaluate and analyse</li> <li>Identifying the specific and relevant information</li> <li>Following stress/volume/ tone/pace of speaker.</li> <li>Correcting pronunciation, understanding instructions. Answering oral questions</li> <li>Listening comprehension</li> </ul> </li> </ul>	20
	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. Lindley Murray, *Advance English Grammar*, Cambridge Publications
2. Lindley Murray, *Advance English Grammar*, Forgotten Books Publishers
3. A.J. Thomson, *A Practical English Grammar*, Oxford Publication
4. Marion Field, *Improve your Grammar and Punctuation*, Atlantic Publishers
5. Amrita Kumar, *Kissing the Demon: The Creative Writer's Handbook*, Harper Collins Publishers, India

6. Wren and Martin, *English Grammar and Composition*, English Grammar and Composition, S. Chand Publishing
7. John Herd, *Oxford's learner's pocket verbs and tenses*, Oxford Publication
8. Norman Lewis, *Word power made easy*, Goyal publication
9. Kev Nair, *Thesaurus of Phrasal Verbs*
10. Jacqueline Melvin, *Phrasal verbs: A unique Guide*, Atlantic Publications

### **Ability Enhancement Compulsory Courses (AECC)** **English ( 2 Credits)**

“AECC” courses are the courses based upon the content that leads to Knowledge enhancement; i. English/Hindi communication, ii. Environmental Science

### **SEMESTER- I**

#### **COURSE OUTCOME**

**On completion of the course, the students will be able to:**

- CO1.** Communicate effectively using the techniques in the area of spoken as well as written communication.
- CO2.** Hone their LSRW skills within their communication.
- CO3.** Design and answer job interview questions
- CO4.** Demonstrate the ability to craft professional messages that are clear yet courteous.

<b>ENG AEC101 : English Communication</b> <b>PWC (Theory :2 credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Communication (a) Definition of Communication (b) Stages of Communication (c) Barriers of Communication (d) Verbal and Non-verbal Communication (e) Skills of Communication – Listening, Reading, Writing, Speaking	5
2	Listening Skill (a) Meaning and Importance of Listening (b) Principles of Good listening	5
3	Writing Skills (a) Notice, Agenda, Minutes of the meeting (b) Report writing, Circulars (c) Writing Resume (d) Building vocabulary	15
4	Speaking Skill (a) Interview (b) Meeting (c) Situational Conversation	5
	<b>TOTAL</b>	<b>30</b>

### **Suggested Readings:**

1. Scot, O.; Contemporary *Business Communication*. Biztantra, New Delhi.
2. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Ludlow, R. & Panton, F.; *The Essence of Effective Communications*, Prentice Hall Of India Pvt. Ltd., New Delhi.
4. R. C. Bhatia, *Business Communication*, Ane Books Pvt Ltd, New Delhi

## SEMESTER – I

### **HINAECC101 – हिन्दी-व्याकरण और सम्प्रेषण**

#### परिणाम:

1. विभिन्न प्रतियोगी परीक्षाओं के लिए तैयार करना।
2. सम्प्रेषण-क्षमता की वृद्धि करना।
3. कार्यालयी-पत्र लेखन की क्षमता विकसित करना।
4. हिन्दी के व्याकरणिक एवं सैद्धांतिक स्वरूप की जानकारी हासिल करना।

<b>HINAECC101</b> <b>हिन्दी व्याकरण और सम्प्रेषण</b> <b>PWC</b> <b>(Theory: 2 credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	हिन्दी व्याकरण और रचना : संज्ञा, सर्वनाम, विशेषण, क्रिया, अव्यय, उपसर्ग, प्रत्यय, समास, सन्धि, पर्यायवाची शब्द, विलोम शब्द, अनेक शब्दों के लिए एक शब्द, मुहावरे एवं लोकोक्तियाँ, पल्लवन, संक्षेपण, शब्द शुद्धि, वाक्य शुद्धि, विविध प्रकार के पत्र-लेखन	18
2	सम्प्रेषण: भाषिक सम्प्रेषण : स्वरूप और सिद्धांत, सम्प्रेषण की अवधारणा और महत्व, सम्प्रेषण की प्रक्रिया, सम्प्रेषण के विभिन्न मॉडल, सम्प्रेषण की चुनौतियाँ	18
3	सम्प्रेषण के प्रकार : मौखिक और लिखित, वैयक्तिक और सामाजिक, व्यावसायिक, भ्रामक सम्प्रेषण, सम्प्रेषण बाधाएँ और रणनीति	18
4	सम्प्रेषण के माध्यम : एकालाप, संवाद, सामूहिक चर्चा, प्रभावी संप्रेक्षण	18
	<b>TOTAL</b>	90

## **SEMESTER – II**

**Aims and Objectives:** The aim is to enable students to enhance linguistic competence and communicative ability. All four skills (listening, speaking, reading and writing) are developed.

### **COURSE OUTCOME**

**After the completion of the course, the student will attain the ability to:**

- CO1.** Grasps the complexity of language as a communication system shaped by cognitive, social and cultural factors.
- CO2.** Demonstrates knowledge of language structure.
- CO3.** Distinguish between varieties of English and improves her communication skills.
- CO4.** Effectively communicate findings of linguistic analysis in writing and speaking

<b>CEMS CC203 : Language Skills and Linguistics PWC (Theory: 5 Credits + Tutorial : 1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Language and its features: Design features of language, communicative functions of language, Linguistics and its levels: Phonetics, phonology, morphology, syntax, semantics	30
2	Conversational skills: role plays, narration etc., Getting gist of the text etc.	15
3	BRP & GIE: British received pronunciation & General India English (vowels and consonants), Suprasegmental features: stress, pitch, intonation. Syllable	15
4	Varieties of Language: register, diglossia, idiolect, dialect and stylistics. Hetroglossia, Monologic, Dialogic, Analyse narratives	15
	Practical	15
	<b>TOTAL</b>	<b>90</b>

### **Reading List :**

1. Mikhail Bakhtin
2. Jean-Francois Lyotard
3. *Language through Literature*, Oxford University Press
4. R.L. Trask & Bill Mayblin, *Linguistics –a graphic guide*, Penguin India
5. Peter Roach, *Phonetics*, Oxford English
6. Danial Jones, *An outline of English Phonetics*, Kalyani Publishers
7. Rajkumar Sharma, *Fundamentals of Linguistics*, Atlantic Publishers

## **SEMESTER – II**

**Aims and Objectives:** To enable students to use the English Language to indulge in the various forms of creative writing by exposure to literary works and figures of speech.

**Outcome:** Students become writers in their own right depending on their natural inclination towards one of the literary genres.

### **COURSE OUTCOME:**

**After the completion of the course, the student will attain the ability to:**

- CO1.** Differentiates between scientific and academic writing on one hand and creative writing on the other
- CO2.** Understand the tropes of language and their use for an effective story-telling
- CO3.** Understand drama, its plot, structure, atmosphere, characters, narration and dialogue writing
- CO4.** Critically appreciates poetry in terms of imagery, symbolism, rhyme scheme, etc

CEMS CC204 : Creative Writing in English PWC (Theory: 5 Credits + Tutorial:1 Credit)		
Unit	Topics to be covered	No. of Hours
1	General principles of writing: The essentials of the art of creative writing	15
2	Feature writing: Reviews(books, films, music), travel writing, interviews, and profile obituaries, miscellaneous(fashion, cuisine etc.)	15
3	(a) Short story: plot/ structure/atmosphere, characters, narration, writing for children (b) What is Drama ? Plot / structure/atmosphere, characters, narration, Dialogue writing	30
4	Writing poetry: theme, structure, imagery and symbols, language and rhythm	15
	Practical	15
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. John Boland , *Short Story Techniques*, The Red House, Mardens Hill
2. S.K.Kaul, *A Handbook for Writers*, Publisher India International Centre
3. Barry Maybury, *Writers Workshop : Techniques in Creative Writing*, Batsford
4. Anjana Neira Dev and others, *Creative Writing : A Beginner's Manual*, Published by Pearson, Delhi
5. Whitney, *Guide to fiction writing*, London: Popular Press
6. J.A. Cuddon, *A Dictionary of Literary Terms*



## SEMESTER – II

### COURSE OUTCOME:

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

- CO1.** Understand multi disciplinary nature of environmental studies.
- CO2.** Understand the concept and types of natural resources and environmental pollution.
- CO3.** Evaluate the anomalies created due to haphazard population growth and its impact on environment.
- CO4.** Understand about the organizations, conventions and legislations working on mitigation of environmental issues.

<b>EVS AEC 202 : Environmental Science ( 2 Credits)</b> <b>PWC</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	<b>(a) Multidisciplinary Nature of Environmental Studies:</b> Definition, Scope and Importance. <b>(b) Concept of Ecosystem:-</b> Components, Elementary Idea of Major Ecosystem:	07
2	<b>(a) Natural Resources :</b> Land, Water, Forest And Mineral Resources : Introduction; Earth's Resources and Man; Renewable and Non-Renewable Resources ; Natural Resources and Associated Problems ; Non-Renewable Resources ; Renewable Resources ; Non-Renewable Energy; Renewable Energy, Conservation of Natural Resources <b>(b) Biodiversity and its conservation:</b> Hotspots and threats to Biodiversity : Biodiversity ; Definition ; Keystone Species ; Conservation of Biodiversity ; Methods For The Conservation of Wildlife ; Hot Spots ; Types of Biodiversity ; Genetic, Species and Ecosystem Diversity, Threats to Biodiversity ; Endangered And Endemic Species ; Conservation of Biodiversity: In Situ And Ex-	10

	Situ ; Wildlife Sanctuaries and National Parks of India ; The Need for An Integrated Protected Area System (IPAS) ;; Beej Bachao Andolan ; List of Biosphere Reserves in India ; Tiger Reserves in India.	
3	<b>Environmental Pollution:</b> (a) <b>Causes, Effects, and Control Measures ;</b> Types and sources of Pollution. (i) <b>Air Pollution ;</b> Sources of air pollution and its impact on human health. (ii) <b>Water Pollution and contamination:</b> Introduction, Types and sources; Classification of Water Pollutants. Impact on human health (iii) <b>Soil Pollution :</b> Introduction: Contaminants and Degradation; Impact on human health. (iv) <b>Noise Pollution:</b> Effects of Noise Pollution on Physical Health; Permitted Noise Levels; Noise-Control Techniques. Impact on human health. (b) <b>Public Awareness about</b> Greenhouse Effects; Acid Rain; Effects; Ozone Layer Depletion, Ganga Action Plan (GAP); Chipko Movement; Chernobyl disaster; Bhopal Gas Tragedy. (c) <b>Environment and Human Health:</b> Outcome of Unhygienic Environmental Conditions	05
4	<b>Human Population and Environment and Important Organizations:</b> (a) <b>Population Growth, Variation Among Nations:</b> Global Population Growth ; Population Explosion – Family Welfare Program ; Urban Poverty and The Environment ; Environment and Human Health ; Environmental Health ; Examples of	08

	<p>Linkages ; Definition of Health Impact Assessment (HIA) by WHO ; Climate and Health ; Infectious Diseases; Water borne and water related diseases, Mitigation Strategies to control adverse health impact, Role of Information Technology in Environment and Human Health.</p> <p><b>(b) Important Organizations :</b> IUCN ; WWF ; BNHS ; PETA; Important Dates and Years; Some Important Environmental Conventions ; Atmospheric conventions ; Biodiversity conventions ; Land conventions ; Hazardous wastes ; Some important Acts and Notifications in India ; Environment Action Programme – India (EAP) ; Environment Protection Act ; Penalties ; Air (Prevention and Control of Pollution) Act 1981 ; Penalties ; Water (Prevention and control of Pollution) Act ; Penalties ; Wildlife Protection Act ; Penalties ; Forest Conservation Act ; Penalties ; Issues involved in enforcement of environmental legislation.</p>	
	<b>TOTAL</b>	<b>30</b>

### Reading List :

1. Chandna R. C., 2002: *Environmental Geography*, Kalyani Publications, Ludhiana.
2. UNEP, 2007: *Global Environment Outlook: GEO4: Environment for Development*, United Nations Environment Programme
3. Odum, E. P. et al, 2005: *Fundamentals of Ecology*, Cengage Learning India.
4. Singh S., 1997: *Environmental Geography*, Prayag Pustak Bhawan. Allahabad.
5. Baskar Sushmita and Baskar R. 2007 : *Environmental studies for Undergraduate Courses*, Unicorn Books, Bangalore

# **Communicative English and Media Studies (Honours)**

## **Details of CBCS Syllabus**

**Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

**Aims and Objectives:** An understanding of the evolution of print journalism in India and the world and how it has managed to withstand competition from broadcast and digital. Also to make students aware of print's role and its unique strength in an emerging information ecosystem.

**Outcome:** Students understand today's requirements of print journalism and are well equipped to become good reporters and news desk professionals

### **SEMESTER – III**

#### **COURSE OUTCOME**

**After the completion of the course, the student will attain the ability to:**

- CO1.** Understands how newspapers evolved and the role they played in pre- and post-independent India
- CO2.** Analysis the reportage of landmark events which shaped and defined the Indian democracy
- CO3.** Understands news sourcing, news selection, editing, page-making, proof-reading and printing processes
- CO4.** Grasps the rigour of reporting on beats like politics, economy, crime, courts, health, conflict zones

<b>CEMS CC305 : Print Journalism</b> <b>PWC (Theory: 5 Credits + Tutorial:1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	History of journalism and coverage of major events in the country	15
2	News, features and reporting	15
3	Advanced reporting: development, investigative & conflict zone reporting	15

4	Editing ;headlines; page-making, Opinion and the New Media	30
	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

### **Reading List :**

1. Daily reading of a newspaper (choose from The Times of India, The Telegraph, Hindustan Times, The Hindu, The Indian Express, India Today, Outlook, Frontline, The Caravan)
2. Barun Roy, *Beginner's Guide to Journalistic & Mass Communication*
3. M.V. Kamath, *Professional Journalism*, Vikas Publishing House
4. Bill Kovach and Tom Rosenstiel, *The Elements of Journalism*
5. G.N.S. Raghavan, *The Press in India- A New History*, Gyan Publishing House
6. Keval J.Kumar, *Mass Communication in India*, Jaico Publication

## **SEMESTER – III**

**Aims and Objectives:** Understanding of Radio as a tool of communication, education and social development

**Outcome: Students should have the following competencies-**

- a. knowledge of radio history and it's role in development
- b. knowledge of radio format and career in radio
- c. ability to produce i) radio talk ii)radio interviews iii)plays or advertisement

### **COURSE OUTCOME**

**After the completion of the course, the student will attain the ability to:**

- CO1.** Has traced the history of AIR and FM revolution
- CO2.** Understands the role of radio as a tool of communication, education and social development

**CO3.** Is capable of producing scripts for news bulletin, documentary, plays, talk shows and advertising

**CO4.** Has learnt to handle audio editing software

<b>CEMS CC306 : Radio Broadcasting</b> <b>PWC (Theory : 5 Credits+ Practical : 1 Credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Background of Radio: history and growth of radio in India Radio as a medium of mass communication Public broadcasting: All India Radio (AIR) as an institution Role of BBC Radio in India	20
2	The radio revolution in India- private players Present scenario-role of Prasar Bharti corporation	15
3	Radio formats and genres, voice modulation, news, bulletins, live talk shows and interviews. Radio features and radio documentaries. Jingles and radio plays, commentaries and magazines, countdowns	20
4	Sound: Basics of sounds, frequencies, amplitude, wavelength. Radio frequencies: AM & FM transmission. Elements of sound: volume, tone, intensity, pitch. Sound effects and its functions	20
	Practical	15
	<b>TOTAL</b>	<b>90</b>

**Reading List :**

1. D.E. Reese& S.Lynne Gross, *Radio production worktext: studio& equipment*
2. W.Stuart Hyde, *Television and radio announcing*
3. H.R. Luthra, *Indian broadcasting, publications division*

## **SEMESTER – III**

**Aims and Objectives:** Imparting the basic knowledge and competencies to the students as per the syllabus

**Outcome: Students should gain the following competencies-**

- a. knowledge of production process and technique
- b. knowledge of camera and composition
- c. ability to plan and execute simple TV projects i) news feed ii) interview iii) short documentary

### **COURSE OUTCOME**

**After the completion of the course, the student will attain the ability to:**

- CO1.** Handle camera, angle shots and has basic knowledge of production process and technique
- CO2.** Plan and execute TV projects, news feed, interviews and short documentary talk
- CO3.** Apply knowledge to do audio and video editing
- CO4.** Create TV scripts for news, stories and interviews and has the skill to host a programme

<b>CEMS CC307 : Television PWC (Theory: 5 Credits + Practical: 1 Credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Introduction to Television: television production process- production elements- camera, lighting, switching, video recording and special effects- television studio- studio control room	15
2	Television camera introduction: how camera works- types of camera: analogue vs digital camera, studio cameras- ENG & EFP camera, consumer camcorders- electronic characteristics- aspect ratio-white balance- resolution-operating light level and gain-operational characteristics	15

3	Lenses: optical characteristics of lenses-focal length-focus-iris-depth of field-operation lenses-zoom control- digital zoom control-focus control-mounting equipment- basics camera mounts-mounting head-special mounting devices-camera operation and picture composition-framing effective shots	15
4	Studio lighting Instruments: spotlight, floodlights-field lighting instruments: portable spotlights-portable floodlight, techniques of television lights-three point lighting: key lighting, fill light and back light- introduction video editing-linear and non linear editing-offline and online editing- editing procedures and transition devices	15
	Practical	30
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. Herbert Zettl, *Television production Handbook*, Wadsworth publishing company, Belmont , California (ninth edition)
2. Herbert Zettl, *'Video Lab 3.0' 2006( A DVD for television production)*
3. Jonathan Bignell, *An Introduction to television studies*

## **SEMESTER – IV**

**Aims and Objective:** The students are to be made well versed with the every dynamics advertising world. They would be exposed to the issues that are required to be addressed regarding the preparation and execution of the advertising campaign.

**Outcome:** The students would be able to appreciate the nuances of advertising in a far more systematic manner. They would thereby be able to analyse the undercurrents that play far reaching a role to cut the ad clutter.



## **COURSE OUTCOME**

**After the completion of the course, the student will be able to:**

- CO1.** Understands the objectives and functions of advertising as a mode of applied media
- CO2.** Grasps the role and position of advertising as a component of Integrated Marketing Communication
- CO3.** Introduced to the intricacies of copy writing and design aspects of print and AV ads
- CO4.** Understands ad budget planning and factors which have a bearing on the budget size

<b>CEMS CC408 : Advertising PWC (Theory: 5 Credits+ Tutorial: 1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Concept of Advertising-meaning, nature, classification, social, economical& ethical issues, Careers, Ad Agency-nature, types, structure, compensation, client-agency relationship.	20
2	Planning Ad Campaign-7 step model, DAGMAR, AIDA, Hierarchy of Effect Model. Preparation of Ad-Visualization, layout & design, elements of ad copy, copy writing, script writing, preparation of storyboard.	20
3	Media planning-process, media objectives, types & vehicles selection, media mix, scheduling, budget, evaluation.	20
4	Research in Ad-copy Research-pre & post Testing, Media research for different categories of media.	15
	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

**Reading List :**

1. Belch and Belch, *Advertising and sales promotion*
2. Sethia and Chunawala, *Advertising management*
3. Zeigler, Wright and Winter, *Advertising*
4. Batra and Kazmi, *Advertising management*

**SEMESTER – IV**

**Aims and Objectives:** to impart knowledge of basic political and economic structures to the aspiring media persons who will be better equipped to understand and report the political and economic decisions of the government of the day

**Outcome:** the students understand the political and economic ecosystems and as professionals acquire a critical insights into political and economic course of the country

**COURSE OUTCOME**

**After the completion of the course, the student will be able to:**

- CO1.** Understand constitutional framework within which the polity and the economy function
- CO2.** Identify national and regional political parties and understands their ideologies and electorates
- CO3.** Analysis the powers and functions of key constitutional bodies like the Election Commission, CAG, etc
- CO4.** Differentiate between fiscal and monetary policies and identifies MoF and RBI work areas
- CO5.** Comprehend the functioning of stock exchanges, their indices like Sensex and Nifty and the role of SEBI

<b>CEMS CC409 : Indian Polity &amp; Economy</b> <b>PWC (Theory: 5 Credits + Tutorial:1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Indian Constitution: historical underpinnings, evolution, features, amendments, significant provisions and basic structure; Functions and responsibilities of the Union and the states, issues and challenges pertaining to the federal structure, powers and finances up to local level and challenges therein, parliament & state legislature; political parties, role of EC	20
2	International Relations: India's relations with its neighbours ;bilateral ,regional and global groupings and agreements involving India and/or affecting India's interests.  Important International institutions, agencies and their structure, mandate.	20
3	Indian economy and issues relating to growth, development and employment: primary secondary and tertiary sectors; GDP and GNP  Inclusive growth and issues arising from it; welfare schemes for vulnerable sections of the population by the Centre and states and the performance of these schemes; Issues relating to health, education, poverty and hunger	20
4	Government budgeting; Union budget and state budgets;  Fiscal deficit; taxation(direct and indirect);inflation Monetary policy: role and functions of the Reserve Bank of India  Major commercial banks and corporate houses Stock markets and their indices	15
	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

### **Reading List :**

1. P.M.Bakshi, *The constitution of India*, Universal law Publishing
2. MadhavKhosla, *The Indian Constitution: Oxford India short introductions*
3. Mishra and Puri, *Indian Econony*, Himalayan Publishing House
4. Amiya Kumar Bagchi, *Colonialism and Indian Economy* (Oxford collected Essays)
5. Jitendra Gala, *Guide to Indian Stock Market*, Buzzing stock publishing House

## **SEMESTER – IV**

**Aims and Objectives:** the basic knowledge of film construction , analysis and production

**Outcome: Students should gain the following competencies-**

- a. Understanding of the purpose of film as a means of communication of ideas and values
- b. Knowledge of film history and techniques
- c. Understanding of political and cultural aspects of cinema

### **COURSE OUTCOME**

**After the completion of the course, the student will be able to:**

- CO1.** Demonstrate broad knowledge of the history of national and international cinema
- CO2.** Understand the jargon, the construction, the meaning and the ideology of film language
- CO3.** Analyze the cinematic visual styles, the narrative convention and generic trends
- CO4.** Create short films, conduct film research and compose persuasive essays about cinema

CEMS CC410 : Film Studies PWC (Theory:5 Credits+ Practical:1 Credits)		
Unit	Topics to be covered	No. of Hours
1	Brief overview and historical developments in Cinema-The evolution of narrative: Griffith, Melies, Sennet, Chaplin- development of animation	15
2	Elements of film theory-film language-film as means of expression-genre-macrostructure-microstructure	15
3	History of International Cinema- German expressionism- Russian school-Italian neo-realism-golden era of cinema; Indian Cinema: beginnings and silent period-genre and form in Indian cinema-parallel cinema - women in cinema	15
4	Film makers-Orson Welles (Citizen Kane)-Alfred Hitchcock(Psycho)-Akira Kurosowa (Rashomon )- Jean Luc Godard(Breathless)- Vittorio De Sica ( Bicycle Thief) Satyajit Ray(Apu Sansar trilogy)- Raj Kapoor(Awaara)- Aparna Sen(36 Chowringee Lane)	15
	Practical	30
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. Ashish Rajadhyaksha, *India cinema: a very short introduction*, Oxford
2. Renu Sharan, *History of Indian cinema*
3. Herbert Zettl, *Television Production Handbook*, Cengage learning
4. Vasuki Belavadi, *Video production (second edition)*, Oxford
5. Keval J. Kumar, *Mass communication in India*
6. Robert Mcleish, *Radio production(sixth edition)*, focal press

## **SEMESTER – V**

**Aims and Objectives:** to make the students aware of the laws and ethics of the country and also to promote high legal and ethical standards in the field of journalism

**Outcome: Students will become responsible and accountable journalists**

### **COURSE OUTCOME**

**After the completion of the programme, the student will be able to:**

- CO1.** Understand the various laws relevant for an empowered media professional
- CO2.** Analysis constitutional laws and media-specific laws like defamation, broadcasting code, cyber laws
- CO3.** Conduct work according to media ethics and laws
- CO4.** Adapt to the emerging challenges and paradigm of media work ethics

<b>CEMS CC511 : Media Ethics And Law</b> <b>PWC (Theory:5 Credits+ Tutorial: 1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Indian Constitution & Media laws-Introduction, Definition of media ethics and law; Professional ethics ; Fundamental Rights, Directive Principles of State Policy.  Media laws - Right to Privacy, Copyright Act, Official Secrets Act, Contempt of Court, Defamation	10
2	Broadcasting and Advertising – The Prasar Bharti (Broadcasting Corporation of India Act 1990,Salient Features of the Act, The Cable Television Network (Regulation) Advertising – Code for Commercial, Advertising, Over All India Radio. The Code Procedure for the enforcement of Advertising-Introduction Advertising, Advertising standard Comment of India.	10

3	Cyber Crime –Types of Cyber Crimes ,Cyber Crimes against Women ,Information Technology Act 2000,Adjudicative and Penalties ,Salient features of the Act offences ; Media law and Women-Introduction ,Indecent representation of Women (Prohibition Act 1986,Media Law and Children , The Children Act 1966,The Young Person (Harmful Publications Act 1956 other Regulations .Guidelines ASCI (Advertising Standards Latest Comment Affairs .	25
4	Media Ethics-UN Declaraion of Human Rights 1948,Development of Code of Ethics –Code of Athens ,IPRA ethics(International public Relations associations) PRSI(Public Relations society of India) and its role .Stages of evolution of Code of Ethics for Journalists in India ,Status ,Role of Press Council of India ,Role of EGI and NBA( Editors guild of India, National Board Casters Association) .	20
	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. M. Neelambar, Media Law and Ethics, PHI Learning Private Limited, Delhi, 2017
2. R.K. Ravindran, *Handbook of Mass Media*, Anmol Publications Pvt. Ltd., New Delhi – 110002, India
3. Pranjoy Guha, *Media Ethics*, Second expanded Edition Truth Fairness and Objectivity, Making and Breaking News, Oxford University, Oxford Publications, 28<sup>th</sup> November 2011, Language - English
4. Juhi P. Pathak, *Media Laws and Ethics*, Shipra Publications, 1<sup>st</sup> January 2014, Language – English.
5. Durga Das Basu, *Law of the Press*, 5th Edition, Lexis Nexis Publication, 1<sup>st</sup> January 2010.

## **SEMESTER – V**

**Aims and Objectives :** to make students aware of the expanding role of public relations across sectors- business, government, education, health, civil society among others

**Outcome:** students seeking jobs in an expanding PR industry become expert communicators to the benefit of their clients

### **COURSE OUTCOME**

**After the completion of the course, the student will be able to:**

- CO1.** Understands the evolution of PR in India and its expanding role as a management tool
- CO2.** Understands the significance of PR vis-à-vis Advertising in the Integrated Marketing Communication
- CO3.** Analysis the different type of case studies and nature of modern crises
- CO4.** Understands the importance of media relationship and how to develop one as a PR professional
- CO5.** Create media contents like press releases, house journals, newsletters, influencer's piece, etc.

<b>CEMS CC512 : PR/Corporate Communication PWC (Theory: 5 Credits + Tutorial :1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Basics of Public Relations: definitions and concept, role and objectives of PR, Public relations in India, changing trends in PR, internal and external PR, globalisation and PR, event and crisis management	15
2	Public Relations and Media Affairs: planning publicity campaign, media relations and media planning, making press kit, organising press conference, advertising and publicity campaign	15
3	PR Writing: writing for press, press release, writing company profile, contents for the newsletter ; PR	30



	for social development: public relations, NGOs and socio-economic development, public relations in journalism and advertising	
4	Corporate Communication :Introduction, importance and functions, elements of corporate communication, corporate philosophy, culture, corporate identity, citizenship and brand building –corporate social responsibility, media management, event management, public affairs and political PR	15
	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. Sailesh Sengupta, *Management of Public Relations communication*, Vikash publishing
2. Sam Black, *Practical Public Relations*, Pitman publication
3. Jaishri N. Jethwaney, Adarsh Kr. Varma, NarendraNath Sarkar, *Public realtions-concepts,strategies and tools*, Sterling Publishers private limited
4. Thomas H.Bivins, *Public Relations Writing*, Tata Mccgraw Hill Education Pvt limited
5. Fraser P. Seitel, *The practice of public relations*, Pearson publication

## **SEMESTER – VI**

**Aims and Objectives:** To make students aware of the human rights as laid down by the United Nations and their emerging facts

**Outcome:** The students become discerning media professionals and become agents of change towards building a welfare society

## **COURSE OUTCOME**

**After the completion of the course, the student will be able to:**

- CO1.** Understand the historical origin of human rights through the Magna Carta and the Universal Declaration of Human Rights
- CO2.** Recognize the agencies working in the field of human rights and the latter's emerging dimensions
- CO3.** Identify human rights issues in India in the context of minorities and the multi- cultural milieu
- CO4.** Assess UN Convention on child rights and the global gender agenda

<b>CEMS CC613 : Human Rights And Media</b> <b>PWC (Theory: 5 Credits + Tutorial:1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Introduction to Human Rights-perspectives, concept, nature, types, Magna Carta 1215, French Declaration of rights of man 1789, Approaches to Human Rights, UN Charter-international bill of Rights, State responsibilities, emerging dimensions in Human rights.	20
2	Organization & State of HR- a) UN & its specialized Agencies-General Assembly-Security Council, UN Commission on HR. b) State of HR in India-Right to equality & freedom of expression, relevant articles in Indian constitution relating to HR. National Commission for minorities, rights of minorities, weaker section.	20
3	HR & Children: Rights of Children-UN Convention, domestic violence, sexual assaults, child labour, child prostitution, beggary, Naxalism in India	15
4	HR & Women: UN Convention on State of Women, CEDAW, Crimes against women-dowry, violence,	20

	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

### **Reading List :**

1. Tristan Anne Borer(editor), *Media, mobilization and Human Rights:mediating suffering*
2. Andrew Clapham, *Human Rights: A very short introduction*
3. Neil Stammers, *Human Rights and social movements*
4. Benjamin Greeg, *Human Rights as Social Construction*

## **SEMESTER – VI**

**Aims and Objectives :** To impart to students knowledge about the various models and forms of Communication; also to create an understanding among them about the various social media platforms and their growing use in modern day inter-personal and professional conversation.

**Outcome:** Students become agents of social change through the use of conventional as well as the new media; they are also ready to gel with the tech-driven media industry.

### **COURSE OUTCOME**

**After the completion of the course, the student will be able to:**

- CO1.** Has an understanding of what development means and how it is measured through life indices
- CO2.** Understands the participatory role of the mass media in governance in developing economies
- CO3.** Grasps how communication can play a role in behavior change through case studies

**CO4.** Is capable of designing and developing communication messages and materials for desirable changes

<b>CEMS CC614 : Communication And Development PWC (Theory: 5 Credits + Tutorial:1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Growth and development; reference to classical theorists and contrarian views from the underdeveloped and developing countries; thoughts of Andre Gunder Frank, Gunnar Myrdal, Mahatma Gandhi, Amartya Sen and Jean Dreze; concept and definitions of Development Communication.	15
2	Dominant Paradigm of Development Communication – Bretton Woods and Marshall Plan; Modernization theory of Daniel Lerner; Wilbur Schramm's communication model; and Everett Rogers' Diffusion of Innovation; Dependency (Opposing) paradigm; and Participatory (Emerging) paradigm; UNDP and Human Development Report; gender-related and poverty indices; Sustainable Development Goals (SDGs).	25
3	Traditional and folk media for development-information and communication technologies for rural development-behavioural change for health, education, sanitation	17
4	Developing and designing communication messages and materials- research in development- campaign implementation and evaluation-PSAs and case studies in development communication	18
	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

**Reading List :**

1. Narula, *Development Communication: Theory and practice*
2. Vilanliam, *Science, communication and development*
3. Mathur, *Communication for development and social change*

**Generic Elective Papers (GE) (6 credits each)****SEMESTER – I**

Generic Elective (GE) Course: An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

Aims and Objectives: To develop communicative skills of the learners in listening, speaking, writing and a bit of reading. Learners re expected to be fluent in conversing. Syllabus is designed as a foundation subject keeping in mind various level of students.

<b>CEMS GE101 : Functional English</b> <b>PWC (Theory:5 Credits+ Tutorial:1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Communicative Functions - Categories of functions; Personal- Expressing one's thoughts or feelings. Interpersonal- arguments and debates. Directive- persuading to change someone's view, requesting information, issuing commands. Referential- creating questions, comparing and contrasting. Imaginative- story telling narrating events, expanding ideas suggested by others.	20
2	Communicative Grammar- Functional-Notional Approach; describing places, people and past events, predicting and suggesting	15

	(noun, verb, tense, adverb, preposition, adjective and active passive) Making Requests (modals)	
3	Development of Soft- skills- Importance, typology and development of soft skills Business English- writing business letters (vocabulary, format and punctuation marks)	20
4	Listening skills- <ul style="list-style-type: none"> <li>• Listening for effective communication</li> <li>• Types of listening</li> <li>• Principles of listening</li> <li>• Listening comprehension</li> </ul>	20
	Tutorials	15
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. Martin Hewings, *Advance English Grammar*, Cambridge Publication
2. K.P. Thakur, *A practical Guide to English Grammar*, Kailash Publication
3. John Herd, *Oxford's learner's pocket verbs and tenses*, Oxford Publication
4. Norman Lewis, *Word power made easy*, Goyal publication
5. Marion Field, *Improve your Grammar and Punctuation*, Atlantic Publication
6. Jacqueline Melvin, *Spoken English: Pronunciation*, International edition, Atlantic Publication

## SEMESTER – II

**Aims and Objectives:** To equip the students with the functional skills of communication and soft skills. Working through the three levels progressively it helps in enhancing the proficiency of English in all the

spheres of life. It enables the students to be proficient and fluent in the correct usage of English.

<b>CEMS GE202 : Language Skills and Lab</b> <b>PWC (Theory: 5Credits + Practical: 1 Credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1.	Language and its features-Define language. Communicative functions of language. Design features of language	10
2	Conversational skills: (a) Verbal and non verbal skills (b) Ways to enhance conversational skills	15
3	Writing Skills-business communication, paragraph writing, comprehension, expansion of ideas, summary writing	20
4	Reading skills: taking the gist of the paragraph, pronunciation, tone, intonation, narration	15
	Practical : Language lab	30
	<b>TOTAL</b>	<b>90</b>

### **Reading List :**

1. *Language through Literature*, Central Institute of English and Foreign Language, Oxford University Press (Book – 1)
2. J.K.Gangal, *A practical course in Effective speaking skills*
3. Laura Brown, *How to write anything-a complete guide*
4. J.K.Gangal, *A practical course in Spoken English*

## **SEMESTER – III**

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

**P.S.:** A core course offered in a discipline/subject may be treated as an elective by other discipline/ subject and vice versa and such electives may also be referred to as Generic Elective.

**Aims and Objectives:** inculcate communication skills in students so that they understand the requirements of different media platforms.

**Outcome:** students are equipped to become receivers as well as disseminators of information in the 'Age of Communication'

<b>CEMS GE303 : Writing For Media</b> <b>PWC (Theory: 5 Credits+Practical:1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1.	(a) Introduction ; stages of Writing; decide your audience; deciding the content and draft; accessing information; revision; basic differences between the mass media and its application (PR, Advertising, Propaganda)  (b) Writing for Radio: Radio as a medium of mass communication, broadcasting demands on the writer, good and bad writing, radio scripting- an art of the imagination, limitations of radio medium	30
2	Writing for TV: the language of television, tv scripting vis-a-vis radio script, tv scripting formats	15
3	News writing: Introduction, features, interviews, profiles, human interest stories, reviews(book, movies,music, plays)	15
4	Writing for new media: content creation for new media platforms, avenues for online writing, writing for social media, writing blogs	15
	Practical	15
	<b>TOTAL</b>	<b>90</b>



**Reading List :**

1. James G. Stovall, *Writing for mass media*
2. Brian Carroll, *Writing and editing for digital media*
3. Sutton Shaun , *The largest theatre in the world*, London, BBC
4. Gopal Saxena, *Soap operas in India*
5. Laura Brown, *How to write anything*, Viva Books Pvt. Limited
6. Rick Thompson, *Writing for broadcast Journalists*, Atlantic Publishers
7. Anthony Friedmann, *Writing for Mass Media* (4<sup>th</sup> Edition)

**SEMESTER – IV**

**Aims and Objectives:** To develop an understanding of the ecosystem in which the broadcast journalism works.

**Outcome :** Students become skilled to corner jobs in radio and TV, the two media platforms with the maximum reach among the audience in the country.

<b>CEMS GE404 : Electronic Communication</b> <b>PWC (Theory: 5 Credits + Practical: 1 Credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Background of radio: history and growth of radio in India, radio as a medium of mass communication, public broadcasting: All India Radio(AIR) as an institution , role of BBC radio in India, the radio revolution in India: private players, present scenario: role of Prasar Bharti Corporation	15
2	Radio formats and genres, voice modulation, news bulletins, live talk shows and interviews, radio features, and radio documentaries, jingles and radio plays, commentaries and magazines, countdowns	15
3	Television: growth and reach of TV in India, cable TV and introducing the world to India, Doordarshan	15

	and Prasar Bharti Corporation, post-liberalization entry of private channels	
4	TV as infotainment, TV as a medium of glamour, immediacy, democratizing, drawing room, television's social impact, TV genres-fiction and non-fiction,fiction:TV commercials,soaps and serials, TV movies,tele-films Non-fiction:news, news bulletins, current affairs, documentaries, features, interviews, quizzes, music and dance programs, children's programs, operas, reality programs like Big Brother Specialized TV channels	15
	Practical	30
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. David Howard and Jamie Angus, *Acoustics and psychoacoustics*
2. D. E. Resse and S. Lynne Gross, *Radio Production worktext: studio and equipment*
3. W. Stuart Hyde, *Television and radio announcing*
4. Mellor David, *A sound persons guide to video*
5. H.R. Luthra, *Indian Broadcasting*, Publications Division
6. James R. Alburger, *The Art of Voice Acting*, Focal Press
7. Andrew Boyd, *Techniques of Radio and Television*, News Publisher : Focal Press, India
8. Stephen Cushion, *Television Journalism*, Sage Publication
9. BSS Rao, *Television of Rural Development*, Concept Publishing

## **Discipline Specific Elective (DSE) (four)**

### **SEMESTER – V**

**Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer

discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).

### **COURSE OUTCOME:**

**After the completion of the programme, the student will be able to:**

- CO1.** Conduct oneself to the daily office schedule and timings
- CO2.** Experience the daily work flow in a professional set-up
- CO3.** Work according to daily assignment with a result-oriented approach
- CO4.** Inculcate inter-personal skills and team spirit

<b>CEMS DSE501 : On-the-Job Training (06 credits)</b> <b>PWC</b> <b>CEMS DSE502 : On-the-Job Training (06 credits)</b> <b>PWC</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1.	On-the-Job Training / Internship	90 + 90 = 180

### **(Specialization (Any One))**

- Print Journalism
- Advertising
- Public Relations
- Photography
- Films
- Radio Production

## **GUIDELINES FOR INTERNSHIP**

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

### **CEMS DSE501**

#### **Writing For Media**

#### **COURSE OUTCOME :**

**After the completion of the programme, the student will be able to:**

- CO1.** Develops sense and sensibility towards writing skills in media.
- CO2.** Hone up bounded creativity to deliver despite constraints
- CO3.** Develop acumen regarding how to write media script to the target audience in the most effective and efficient manner
- CO4.** Develop knack for being creative in writing.

<b>Writing For Media</b> <b>DSE501 (Theory: 5 Credits+ Tutorial:1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	(a) Introduction ; stages of Writing; decide your audience; deciding the content and draft; accessing information; revision; basic differences between the mass media and its application (PR, Advertising, Propaganda)	30

	(b) Writing for Radio: Radio as a medium of mass communication, broadcasting demands on the writer, good and bad writing, radio scripting- an art of the imagination, limitations of radio medium	
2	Writing for TV: the language of television, tv scripting vis-a-vis radio script, tv scripting formats	15
3	News writing: Introduction, features, interviews, profiles, human interest stories, reviews(book, movies,music, plays)	15
4	Writing for new media: content creation for new media platforms, avenues for online writing, writing for social media, writing blogs	15
	Practical	15
	<b>TOTAL</b>	<b>90</b>

### Reading List :

1. James G. Stovall, *Writing for mass media*
2. Brian Carroll, *Writing and editing for digital media*
3. Sutton Shaun , *The largest theatre in the world*, London, BBC
4. Gopal Saxena, *Soap operas in India*
5. Laura Brown, *How to write anything*, Viva Books Pvt. Limited
6. Rick Thompson, *Writing for broadcast Journalists*, Atlantic Publishers
7. Anthony Friedmann, *Writing for Mass Media* (4<sup>th</sup> Edition)

**DSE 502**  
**Magazine Design, Production and Marketing**  
**Hours: 90 Credits: 06**

**COURSE OUTCOME**

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

- CO1.** acquires enhanced reporting skills beyond the basics to file a copy worthy of being carried in a magazine
- CO2.** differentiates between newspaper and magazine formats in terms of story-telling/issues/topics and adds shelf value to her reports
- CO3.** edits a typical long-form narrative story for a magazine, making it publication ready and designs attractive magazine pages
- CO4.** sells her hybrid magazine (print+digital) to advertisers for a sustainable business venture

<b>MAGAZINE DESIGN, PRODUCTION AND MARKETING DSE502 (Theory: 5 Credits+ Tutorial:1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Fundamentals of magazine writing:	15
2	Editing and value addition to reports	15
3	Designing pages in QuarkXpress/InDesign	30
4	Magazine Marketing: create a brand; mailing list; social media use	15
	Practical	15
	<b>TOTAL</b>	<b>90</b>

## **SEMESTER – VI**

### **COURSE OUTCOME :**

**After the completion of the course, the student will be able to:**

- CO1.** Remember different tools and technologies of the camera medium and list the aspects of light
- CO2.** Describes basic elements of visual composition and undertakes photo composition assignments
- CO3.** Examines the journalism impacts on society and how photography can be applied to make more effective
- CO4.** Practices photo journalism with responsibility sticking to the ethics of the profession

<b>CEMS DSE603 : Photo Journalism Workshop</b>		
<b>PWC (Theory: 5 Credits + Practical : 1s Credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1.	Introduction to Photography <ul style="list-style-type: none"><li>• History of Photography and Camera Technique / Technology</li><li>• Camera as a Tool, Film –Recording Medium</li><li>• Elements &amp; Principles of Photography</li><li>• Types of Photography</li></ul>	15
2.	Photographic Equipment <ul style="list-style-type: none"><li>• Types of Camera– (Analog to digital and modern practices)</li><li>• Exposure Value and The Elements of Exposure Value</li><li>• Aperture- Definition, Effects and Affects of Aperture in Photography, Creative Use of Aperture in Photography, Depth of Field (DoF)</li><li>• Types of Film, Types of Censor in Digital Format, Digital Camera Formats (DX/FX/Medium Format), ISO- Definition and Importance, Grains/Noise in Photo</li><li>• Shutter- Definition, Types and Importance in photography. Role in Creative Photography</li><li>• Photography Lens – Design, Types &amp; their uses.</li></ul>	15

	<ul style="list-style-type: none"> <li>• White Balance</li> <li>• Metering -Definition, Settings and use different modes, Bracketing, HDR, Exposure Compensation.</li> <li>• Camera Shooting modes, Settings and other features</li> <li>• Smartphone as a new photography tool – Settings and Accessories</li> <li>• Composition</li> </ul>	
3.	<p>Understanding Light and its creative use in Photography</p> <ul style="list-style-type: none"> <li>• Light- Visible spectrum, Colour Temperature, Units and Significance in Photography</li> <li>• Light Source – Natural and Artificial, Golden Hour</li> <li>• Types of Light – Hard and Soft (Direct and Diffused)</li> <li>• Lighting Equipment- Flash light &amp; Studio Light – Their uses and Limitation. Lighting Accessories- flash and Studio &amp; their uses. Use of Different Light source for different genre of photography.</li> <li>• Use of artificial Light (Flash and Studio) in Indoor and Outdoor Photography. Use of Natural Light source in Indoor and Outdoor Photography</li> <li>• Types of Lighting - Single, Spot, Key (main), Three Point Lighting. Use of lighting accessories- Barn door, Honeycomb, Beauty dish etc.</li> </ul>	15
4.	<p>Editing Software, Introduction to Adobe Photoshop/Lightroom- Cropping, Use of tools, Use of Layer, Cloning, Adding text- Making a Print Advertisement</p>	15
	<p>Practical Portfolio and Presentation – (Unit 2,3,4)</p> <p><b>Continuous Assessment – Assignment after each unit/Subtopic, Workshop/Webinar</b></p> <p><b>Project – Portfolio</b></p>	30



	<b>TOTAL</b>	<b>90</b>
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### **Reading List :**

1. Langford, Michael (Focal Press), *Basic Photography*
2. Terence Wright, *Photography, Handbook*
3. S.F. Spira, *Photography, History*
4. Bill Corbett, *A simple guide to 35mm Photography*
5. G. Stephen Anchell, *The Darkroom Cookbook*
6. Henri Cartier- Bresson, *The Man, The Image and The World: A Retrospective*
7. Roland Barthes, *Camera Lucida : Reflections on Photography*
8. Susan Sontag, *On Photography*
9. Ashok Dilwali, *All about Photography*, National Book Trust, Year of Publication: 2010, New Delhi.
10. O.P. Sharma, *Practical Photography*, HPB/FC(14 March, 2003)
11. Freeman John Collins & Brown, *The Photography guide*, 2005

## **DSE603**

### **BASIC PHOTOGRAPHY : Theory and Practice**

#### **COURSE OBJECTIVE :**

To understand the process of making pictures more effectively by understanding the elements of camera and techniques. Students will have the orientation over taking different types of photographs with the understanding of internal elements, and external elements. They will learn about photojournalism as well.

#### **COURSE OUTCOME :**

**At the end of the course, learners will be able to:**

- CO1.** Understand the key role of photography for Communication and also about the Characteristics of Light.
- CO2.** Acquire the significant knowledge about the internal elements and various functions of Different types of camera.

- CO3.** Assess the external elements that support for taking better photographs.
- CO4.** Acquire an in-depth knowledge about the exposure, depth-of-field and composition. Know the importance of Photo Journalism and about its various fields.

<b>CEMS DSE603 : BASIC PHOTOGRAPHY: Theory and Practice PWC (Theory: 5 Credits + Practical : 1s Credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	<p>Introduction</p> <p>This unit describes Photography as communication. It also gives knowledge about the characteristics of light. From this unit students will be able to study various definitions of Photography derived from the traditional to this contemporary era. This unit states the lens of a camera. It also gives knowledge about the types of camera and lens as well as the structure. This entity presents the major features such as focal length, aperture, White Balance and angle of view (Composition).</p>	10
2	<p>External Elements &amp; Types of Photography</p> <p>This topic explains the external elements that support for taking photograph. It gives the Chemistry of photography through its light sensitivity function. It gives the knowledge about analog / Film Era of Photography and modern practices i.e. digital Photography/Camera.</p> <p>Landscape /Nature - This unit provides the students to explore various (i) Landscape (ii) Monumental Photography.</p> <p>Photo journalism - This unit makes the students to take photo based on (iii) Photo journalism. (iv) Photo Feature / Any social Issues like Environmental, National Integration, Road Safety Etc...</p>	20

	<p>Commercial Photography - This unit allows the students to perform (v) Fashion photography (vi) Product Photography and (vii) Industrial Photography (viii) Event Photography.</p> <p>Portrait - This unit encourages the student to (ix) portray humans and monuments etc. effectively.</p>	
3	<p>Techniques</p> <p>This entity provides basic techniques of photography such as exposure, depth of field, action, etc. Students will get knowledge about darkroom techniques as well as developing and printing. Digital Editing (Photoshop basics and Digital Image processing). .Adobe Photoshop/ Lightroom for basic Photo editing and Digitization of analog media.</p>	15
4	<p>Photo Journalism</p> <p>This topic will give wider knowledge about Photo Journalism. It also state about Journalism subjects, Photo Essay and Photo Feature. From this unit students can understand the roles and functions of Photo Journalist.</p>	15
	Practical : Portfolio and Presentation	30
	<b>TOTAL</b>	<b>90</b>

### TEXT BOOKS:

1. James Folts, Ronald P. Lovell, Jr. Fred Zwahlen "Hand Book of Photography" Thompson Delmar Learning; 6 edition, 2005.
2. Tom Aung, "Fundamentals of Photography: The Essential Handbook for Both Digital and Film Cameras", Knopf (November 25, 2008)

### REFERENCE BOOKS:

1. Richard Zakia, Leatie Stroebe, "The encyclopedia of photography", Focal Press – London, 3rd edition -1993).
2. Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, "The Manual of Photography", Focal Press, 9<sup>th</sup> Edition (2000).

## **SEMESTER – VI**

### **COURSE OUTCOME:**

**After the completion of the course, the student will be able to:**

- CO1.** Identify an issue and does such research-related tasks as hypothesis testing and data review
- CO2.** Develop skills of data gathering and analysis and presenting their findings with clarity
- CO3.** Learn to organize different chapters of a project work and present them in a cogent report
- CO4.** Cultivate the art of interviewing governments staff, NGO functionaries and experts

<b>CEMS DSE604 : Project / Dissertation (06 credits)</b>		
<b>PWC</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1.	Project / Dissertation	90

Every student will have to prepare a Project Report in any area of Journalism and Mass Communication detailed in the curriculum under the guidance of faculty member. The objective of the exercise is to enable a student to have in-depth knowledge of the subject of his/her choice in the field of Journalism and Mass Communication. The guide(s) should certify that the Project Report is based on the work carried out by the candidate. Three copies of the Dissertation should be submitted to the Head of the Department. The Students at their own cost should carryout preparation of the Project Report. The Project will be evaluated both by the internal and external examiners

### **DSE604 Advertisement Production for different media**

#### **COURSE OUTCOME**

**After the completion of the programme, the student will be able to:**

- CO1.** Develops sense and sensibility towards advertisement campaigns
- CO2.** Hone up bounded creativity to deliver despite constraints

- CO3.** Develop acumen regarding how to reach out to the target audience in the most effective and efficient manner
- CO4.** Develop knack for being objective and not swayed away by own pre conceived notions

<b>CEMS DSE604 : Advertisement Production for different media PWC (Theory: 5 Credits + Tutorial : 1 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	The contemporary landscapes in advertising: legal & ethical considerations, case studies of successful and unsuccessful advertisements, analysis of landmark advertisements in India, Planning an ad campaign	15
2	Creativity in advertising: developing creative brief, copy platform, visualization, layout preparation, design principles, storyboard, portfolio preparation, pitching	30
3	Media Planning: deciding on media compatibility, media objectives, analysing media types & media vehicle, developing the media mix with a due consideration to media cost and the provision for budgetary provisions	30
4	Advertising Research: copy research, field survey for practical exposure, pre & post test techniques, The students in groups will prepare the project reports for the client and pitch in favour of their proposed campaign plan.	15
<b>TOTAL</b>		<b>90</b>

### **Skill Enhancement Course (SEC) (2Credits)**

#### **SEMESTER- III**

**Skill Enhancement Courses (SEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge.

<b>IRS SEC301 : Inter-Religious Studies (Value Based) (02credits) PWC</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Nature and Need of Inter-Religious study, Scope of Comparative Religion.	05
2	Salient Features of Hinduism, Jainism and Buddhism, Salient Features of Christianity, Islam and Sikhism.	10
3	Similarities and Differences among Religions, Conflicting Truth claims of different religions and inter-religious Harmony.	10
4	Religious Tolerance, Secularism.	05
	<b>TOTAL</b>	<b>30</b>

### **Reading List :**

1. Chaudhary, C. Neeraj (1979). "Hinduism", B.I. Publication, New Delhi.
2. Devraj, N.K., (1917) - "Hinduism and Christianity" Asian Publishing House.
3. Gordh, George, - "Christian Faith and its Cultural Expression", Printed in USA.
4. Hick, John, - "Philosophy of Religion", Prentice Hall of India.
5. Hopfe, M. Lewis (1983) - "Religion of the World", Macmillan Publishing Co. Inc, New York
6. Masih, Y. (1990) - "Comparative study of Religion", Motilal Banarasi Dass.
7. Sethi, S. Arijit, Pummer, Reinhard, (1979) - "Comparative Religion", Vikas Publishing House Pvt. Ltd, Delhi.
8. Singh, B.N., (1994) - "Vishwa Dharma Darshan ki Samasyain", Ratna Printing Works.
9. Tiwari, Nath Kedar, (1983) - "Comparative Religion", Motilal Banarasi Dass.
10. Ward, C.H.S (1998) - "Early Buddhism", Caxton Publication, Delhi.

## **SEMESTER – IV**

<b>CEMS SEC402 : Computer Skills</b>		
<b>PWC (Theory : 01 Credit + Practical : 01 Credit)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Hours</b>
1	Basics of Computer Hardware/software, Input devices/Output device Windows, MS Office, MS Word, PowerPoint, Networking-Lan, Wan concept	15
2	Desktop publishing What is DTP (Desktop Publishing)? How it is linked with Computers. Newspaper, magazine, Book publishing is a part of DTP. Software, Page design packages (e.g. Adobe page makers, Adobe on design. Quarkxpress in design is a newer version of Page makers to be used for design and layout purposes, text: Generation and preparation for use, display, digital typesetting, editing, Creating of deadlines using appropriate font, creation of pages, Important and movement of copy and images, selection and cropping of photographs and graphics, use of text wrap, anchored graphics, and rules, various palettes, master pages, templates etc.	15
3	Adobe Photoshop Introduction, Interfaces and various palettes, Document setting about Menus. Photoshop delivers a comprehensive environment for Professional designers and graphics producers to create sophisticated Images for print, the web, wireless devices, and other media. With its Comprehensive set of retouching, painting, drawing and web tools, Photoshop helps you complete any image-editing task efficiently.	

4	<p>Corel Draw</p> <p>Introduction, interfaces and various Palettes, Document setting, About Menus. Corel draw accomplish all of its magic through objects, so your command of object functions determines much of your skills with this program. In this first of two parts devoted to working with objects, you will learn how to manipulate, move, share properties and many more powerful production techniques.</p>	
	Practical	15
	<b>TOTAL</b>	<b>30</b>

#### Reading List :

1. Scott Kelby, *Photoshop 7 Killer Tips*
2. Laurie Ann Ulrich, *Photoshop 7 The Ultimate Reference*
3. Stacy Cates, *Photoshop CSB Bible*
4. Gary David Bouton, *Corel Draw: The official Guide*



## Notes

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