



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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**SCHOOL OF SCIENCE AND HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
BOARD OF STUDIES**

MINUTES OF THE VIRTUAL MEETING

AGENDA

- Revision of Syllabus for 2020 B.Sc & M.Sc curriculum.
- Discussion for updating Syllabi

Minutes of the Meeting – Dated on 03rd June (Thursday)2021 at 6.30 PM

- Our Head of the Department welcomed the Board of studies dignitaries
 - Dr.Uma Vangal (Visiting Professor,Kenyon College, Ohio University and also Adjunct Faculty,Asian College of Journalism, Chennai.
 - Dr.V.Vijaya kumar (Media Consultant & Academician – Asst.Professor ,Xavier University) and
 - Dr.S.Arul Selvam.(Associate Professor, Dept of Electronic Media and Mass Communication, Pondicherry University)
- Ms. Nazini, the HOD, shared the ppt of curricula 2020 of UG and PG to the board members for suggestion.
- Dr.Vijay pointed out that the subject “Basics of Photography” should be introduced to students prior to “Elements of Film”.
- The members recommended the title of the paper as Anchoring and News presentation instead of Anchoring and News Casting and approved this new subject.
- Dr.Vijay emphasized to change the nomenclature of the subjects as 3D modelling and Visual Effects, Final project for UG and Capstone Project for PG.
- Dr.Uma suggested to remove comprehensive from the title of the paper “Comprehensive Study paper”.
- BOS members accepted to offer the subject Film Appreciation as theory paper and CBCS elective subject for other department students of this institution.
- Then, the content of the newly proposed subjects of UG was discussed in detail.
- The members accepted for introducing Life skill enhancement courses (as per UGC Jeevan Kaushal) like Soft skills, Communication Skills, Universal Human Values, Leadership & Management skills and Professional Sills.
- Dr.Arul shared his insights on the transformation of everything to Digital Platforms. He appreciated the effort taken by the department for updating syllabus to digital level. He also advised to consider the reference materials for the latest subjects. He suggested to classify the subjects level wise in each semester to avoid the confusion of ordering the subjects.
- Dr.Vijay insisted to include the latest software, for instance, InDesign software in the syllabus to meet the industry standards. He further modified the project topic from social media into social media creatives. He recommended to update the project works to the current trending topics.



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- He also stressed to remove certain topics to avoid repetitions in the subject Documentary Film Making.
- Dr.Uma suggested to change the title as Introduction to Documentary film making. Meanwhile, she recommended the project outline as submission of script, possible visuals, research materials on any topics and PSA.
- BOS members approved the new subjects Documentary Film Making, Digital Journalism and Digital Media Productions with few suggestions
- She also advised to tone down the subject Theatre Arts to meet the requirement at UG level.
- BOS members accepted to offer skill elective in each semester
- Dr.Vijay asserted to reduce the time duration of the project work of the subject Anchoring and News Casting
- Dr.Uma hinted to offer options to project work in the subject Anchoring and News Casting.
- BOS members examined the subject sound design and instructed to focus more on dubbing techniques than RJ Skill.
- Dr.Vijay put forward the idea of creating trailers, memes or trolls as project works to break the convention of creating or editing commercial videos in the subject Video Editing.
- BOS members suggested to update the subject Digital Journalism by including MoJo(Mobile Journalism).
- While sharing the PG syllabus, Dr.Uma insisted to add topics such as war film documentary and citizen journalism in the subject Smartphone and digital Media Productions.
- Then, Dr.Vijay suggested to increase the topics for project because of availability of cell phones among students and also to introduce the app based editing in the subject.
- The members recommended to modify the title of Youtube and Digital Media production into Streaming Media Platforms.
- The members modified the flow of topics and removed certain topics in terms of redundancy in the subject OTT and Digital Media Production.
- BOS members approved the new elective subjects in semester wise - Smartphone and digital media productions, Video Streaming and digital media productions and OTT and digital media productions.
- Ms. Nazini, explained the evaluation pattern for theory and practical subjects. She added that the online exam for theory subjects were conducted through the platform called **AMCAT**. She further explained that the pattern for theory subjects were framed for 50 marks external exam in the format of 20MCQs, 10 FIBs and 2 Descriptive questions with options.
- She also added that the practical classes were also conducted via online and the project works from each unit were collected from the students through online for the internal valuation. The external exams for the practical subjects were conducted in online through ZOOM platform in which viva-voce was conducted with the external examiners and experts from media industries or academics. The external evaluation pattern was based on the viva-voce, written examination and the project submitted by the students.
- The meeting was ended with vote of thanks.



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SCHOOL OF SCIENCE AND HUMANITIES			
DEPARTMENT OF VISUAL COMMUNICATION			
Virtual BOS Meeting held on 26 June 2020 through zoom App.			
EXTERNAL MEMBERS			
<u>S.No</u>	Name	Designation & Organization / Institution	Signature
1	Dr.Uma Vangal	Visiting Professor,Kenyon College,OhioUniversity and also Adjunct facult, Asian College of Journalism Chennai	
2	Dr. V. Vijay Kumar	Media Consultant & Academician - Assistant Professor, Xavier University, Bhubaneswar.	
3	Dr.S. Arul Selvam	Associate Professor, dept of Electronic Media and Mass Communcation,Pondicherry University	
INTERNAL MEMBERS			
<u>S.No</u>	Name	Designation	Signature
1	Ms.Nazini	HOD	
2	Mr.R.Pugalendhi	Asst. Professor	
3	Mr.A.R.Vimal Raj	Asst. Professor	





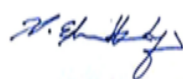



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4	Mr.N.Raja	Asst. Professor	
5	Ms.Samandha Smit	Asst. Professor	
6	Mr.A.Edward Kenne	Asst. Professor	
7	Mr.E.Sentthil Kumar	Asst. Professor	
8	Ms.K.Jayachandrika	Asst. Professor	
9	Mr.J.Yuvaraj	Asst. Professor	



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SVCA2501	FILM APPRECIATION	L	T	P	Credits	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE

- The idea of the course is to give students insight into both the technical aspects of film production and the creative and artistic application of those techniques.
- The course also examines film criticism, the international film scene, film genre studies, and the concept of media literacy

UNIT 1: FILM: STORY TELLING & MISE-EN-SCENE 9 Hrs.

Language of cinema– Identify settings, props and costumes, actors- Evaluating Films: Time and space, Narrative, shot - Story Time vs. Plot Time -Conflict and Character -Themes and Symbolism -Metaphor and Allegory - Irony

UNIT 2: FILM: CINEMATOGRAPHY 9 Hrs.

Film Text - Framing - Film Lighting Techniques - Colour - Saturation and Desaturation - The Camera, Lens and Their Uses - Special Effects

UNIT 3: FILM: SOUND 9 Hrs.

Critical Approaches to film — Sound Contribute to Movies - The History of Sound in Film - Sound Technology and Equipment - Three Basic Categories of Film Sound - Sound Effects - Music - Sound Production Techniques - Live Recording - Post-Dubbing

UNIT 4: FILM: EDITING 9 Hrs.

World cinema & National Film Movements –Alternative cinema & other Film Styles – Rearranging the Story into a Plot - From Frames to Acts - Manipulating the Audience - Classical Editing Style - Rhythm and Pacing

UNIT 5: FILM: DIRECTING & WRITING 9 Hrs.

The Director as Facilitator - Auteur Theory - How Directors Do It - Subject Matter, Working with Actors, Alternatives to Traditional Hollywood Style - Some Pacesetters - Film Criticism- Levels of Meaning, Analysis and Interpretation

Max. 45 Hours

PROJECT OUTLINE:

- Student project consists of an analysis/observation of an individual film.
- Project analysis of two of the film production “areas of study” which the course focuses on. (The production-oriented areas of study include: mise-en-scene, cinematography, film audio, editing, writing, and directing.)



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COURSE OUTCOMES:

CO1: To understand the Primary technological aspects of audio operation and camera operation as related to film production.

CO2: To understand works of film as expressions of individual and human values within a historical and social context;

CO3: To engage in the creative process of interpretive performance and comprehend the physical and intellectual demands required of filmmakers;

CO4: To develop an appreciation for the aesthetic principles that guide or govern the art of film;

CO5: To define the roles of, and describe the artistic contributions of film writers, directors, cinematographers, editors, actors, and set designers;

CO6: To demonstrate an awareness of the field of film criticism and their roles as active viewers of cinema;

TEXT / REFERENCE BOOKS

1. Nathan Abram, Ian bell, Jan udris, Studying film ,Oxford university Press, USA,2001
2. Jill Nelmes, An Introduction to Film Studies, Routledge, 2003
3. Goodykoontz ,Bill & Jacobs, Christopher P.,Film: From Watching to Seeing (2nd Edition), Bridgeport Education, Inc., 2014.



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S27AS1	SOFT SKILLS	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- The purpose of this course is to make students to understand effective communication skills.
- To acquire essential skills to enhance interpersonal communication

UNIT 1: CONCEPTS OF SOFT SKILLS

6 Hrs.

Definition of Soft Skills-Types of skills- Listening and monitoring soft skills- Soft Skills in workplace- Behavioural Skills-Attitude and Altitude-Lateral Thinking

UNIT 2: COMMUNICATION SKILLS

6 Hrs.

Communication Process- Components of effective communication- Communication Barriers- Non-Verbal Communication- Written Communication Skills- Formal and Informal Letters

UNIT 3: PRESENTATION SKILL

6 Hrs.

Planning and Preparation-Presentation Design-Delivery of Presentation-Concept of Methods- Informative Presentations-Persuasive Presentations-Leadership and Team Building in presentation

UNIT 4: SELF MANAGEMENT SKILLS

6 Hrs

SWOT analysis-self Discipline-self-awareness-planning & goal setting- managing self-emotions- Office Management-Importance of self-confidence-Self Esteem

UNIT 5: PROFESSIONAL ETIQUETTES

6 Hrs.

Importance of professional etiquette-Basic Tips-Introduction and Greeting Etiquettes- Conversation Etiquettes-Handshake Etiquettes- Professional Etiquette in workplace

Project: Submitting CV, Business letter, Personal Letter, SWOT analysis, PPT presentation on any topic

Max. 30 Hours

COURSE OUTCOMES:

- CO1: Understand the concept of soft skills and its importance in career.
- CO2: Identify the significance of writing skill in communication process
- CO3: Explore the techniques of presentation skill
- CO4: Ability to analyse oneself
- CO5: Ability to understand the importance of self-management skills
- CO6: Gain knowledge about work etiquette

TEXT / REFERENCE BOOKS

1. Butterfield, Jeff. Soft Skills for Everyone. New Delhi: Cengage Learning. 2010
2. Peter, Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill. 2012.
3. Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for managing people at work. 5th ed. New Delhi: PHI Learning.
4. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz
5. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
6. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie



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SVCA1203	BODY LANGUAGE AND COMMUNICATION	L	T	P	Credits	Total Marks
		0	0	0		

COURSE OBJECTIVE

- Learn How to engineer a confident body language.
- The ability to interpret other people body language.
- To use body language online and improve online presence

UNIT 1: INTRODUCTION TO BODY LANGUAGE

9 Hrs.

Defining Body Language, Scope and relevance. Proxemics, Four different Zones of Intimacy. Proxemics: High context and low context cultures, Behavioural Connotations.

UNIT 2: HAPTICS, KINESICS AND FACIAL EXPRESSION

9 Hrs.

Oculesics – the language of eyes, Haptics – The language of Touch, kinesics and facial expressions. Macro and micro facial expressions

UNIT 3: UNDERSTANDING BODY MOVEMENTS

9 Hrs.

Cultural differences in Smiles, Major role of mouth in communication, Head tilts and inclines, Body language and Hand movements. Understanding finger movements, Movements of feet and legs.

UNIT 4: PARALANGUAGE AND CHRONEMICS

9 Hrs.

Paralanguage – Periphery of language, chronemics, Chromatics, Cultural Interpretation, olfactics, physical appearances and artifacts.

UNIT 5: DIGITAL BODY LANGUAGE

9 Hrs.

Gustorics and silence, Computer mediated communication, Social Presence Theory, Apprehensions about digital language for learning and development. Panoptic Studio, Online foot prints.

Max. 45 Hours

COURSE OUTCOME:

- CO1:** To understand body language for effective communication
- CO2:** Able to use positive body language for better communication
- CO3:** To increase confidence level
- CO4:** To recognize signs of deceit, stalling and lies in your interlocutors
- CO5:** To understand importance of social presence and digital foot prints.

CO6: To read and decipher body language, non-verbal messages and deceit signals

TEXT / REFERENCE BOOKS

1. Pease, Allan. Body Language: How to Read Others Thoughts by Their Gestures (1997)
2. Pease, Allan and Pease, Barbara. The Definitive Book of Body Language (2004)
3. Calero, Nierenberg. How to Read a Person Like a Book: Observing Body Language to Know What People Are Thinking (2012)
4. Navarro, Joe and Karlins, Marvin. What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People (2008)



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END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 100

Exam Duration: 3 Hrs.

PART A: 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

PART B: 2 Questions from each unit of internal choice, each carrying 16 marks

80 Marks



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S27AS2	Communication Skill	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- To Improve the Listening Skill.
- To enable students to understand the Reading writing techniques
- To Learn about the Effectiveness of social media and non verbal communication
-

UNIT 1: Listening & Speaking

9

hrs

Listening: Techniques of Effective Listening, Listening and Comprehension, Probing Questions, Barriers to Listening, Speaking : Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

UNIT 2: Reading and Writing

9 hrs

Reading: Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating these Ideas, Information, Interpreting the Text, Writing and different modes of writing: The Writing Process, Effective Writing Strategies, Different Modes of Writing

UNIT 3: Digital Literacy

9 hrs

Digital Literacy: Role of Digital Literacy in Professional Life, Trends and Opportunities in Using Digital Technology in Workplace, Internet Basics, Introduction to MS Office Tools

UNIT 4: Social Media

9 hrs

Effective use of social media: Introduction to Social Media Websites, Advantages of Social Media, Ethics and Etiquettes of Social Media 6.4 How to Use Google Search Better 6.5 Effective Ways of Using Social Media, Introduction to Digital Marketing

UNIT 5: Non-Verbal Communication

9 hrs

Non-Verbal Communication: Meaning of Non-Verbal Communication (NVC), Advantages of Using Non-Verbal Communication, Introduction to Modes of Non-Verbal Communication, Do's and Don'ts in NVC, Learning From Experts, Activities-Based Learning

Max.45 Hours

COURSE OUTCOMES:

- CO1:** Understand and Utilize active listening in the communication.
- CO2:** Ability to Make them confident speakers, able to communicate well
- CO3:** Explore Reading and make use of texts more effectively
- CO4:** Interpret and Improve their writing skills
- CO5:** Understand the Digital Literacy in their professional life for communication
- CO6:** Produce the different techniques in Using social media to communicate effectively



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SVCA2305	DOCUMENTARY FILM MAKING	L	T	P	Credits	Total Marks
		0	2	6	4	100

Unit I Documentary History

9 Hrs

The history of documentary film making, Growth of documentary filmmaking, Concept making ideas, Types of shots.

Unit II Documentary as a Genre

9 Hrs

Documentary, Characteristics of a documentary, documentaries the image and ideology. documentary production in its social and historical context.

Unit III Documentary types & Modes

9 Hrs

Documentary types, Modes of representation used in documentary: expository, observational, interactive and reflexive modes of representation. Documentary production strategy, Analyzing the documentary.

Unit IV Documentary Concept

9 Hrs

Concept of documentary realism, Realism in documentary film, types of realism, neorealism, Surrealism and the unconscious, documentary Research, Collecting data.

Unit V Documentary Narration

9 Hrs

The reality in documentary film, Numerous social issues, Presentation style to viewers, Rhetoric, and Narrative technique, Voice over, transcript editing, preparing filmlogs, script editing, rough cutting, fine cutting.

Max. 45 Hours

PROJECT OUTLINE:

1. Analysis of a Documentary film
2. Research work of Documentary
3. Documentary Script
4. Short Documentary Film

Course Objective:

- Students will gain an understanding of the skills necessary to produce interesting and creative documentary films.
- Students will become skilled in executing all aspects of documentary production.
- Students will experience how to critically analyze contemporary documentary
- Students will produce a quality and creative documentary film.



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TEXT BOOKS:

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
3. Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press

REFERENCE BOOKS:

1. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
2. Rabiger, Michael, Directing the Documentary (4 th Edition). United kingdom: Focal Press, (2004).



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SVCA2306	ANCHORING AND NEWS PRESENTATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

Course Objectives:

- Define various on-air skills for broadcast media
- Associate the various programme formats and job roles in radio and TV
- Articulate the art of anchoring, news reading and reporting
- Attribute the students with camera, microphone and other recording devices
- Editorialise the art of anchoring/news reading/reporting

Unit 1: Anchoring Skills for Radio and TV

9 Hrs

Comfort with camera, microphone and other equipment, Skills of on air presence: Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Solid knowledge base, Understanding of ethical issues, Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation, command over language,

Unit 2: Art of Interviewing, Reporting and Anchoring

9 Hrs

Learning Interviewing skills, Discussing prominent anchors: Case studies from Radio and TV, Anchors role in debates and panel discussions inside Studio and outside, On location anchoring/ Reporting facilitator, Relevance of research and keeping updated with current affairs, Knowing personalities and their background Understanding ground realities and issues.- how to handle interviews.

Unit 3: News reading & Voice Over (VO)

9 Hrs

News reading and presentation, Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

Unit 4: Anchoring and News Presenting styles

9 Hrs

Anchoring skills for various types of shows in radio and television, diction (dos and don'ts), Sensitivity while handling event, religious venues and conflict. Anchor styling (Costume, make up etc).Body Movements- Emotions & facial gestures - Dialogue delivery and character study - Performance skills analysis Voice and body language - Colourful words painting in radio - Understanding the concept of the medium.

Unit -5 - Presentation Skill

9 Hrs

Understanding Live Programme -TV Show hosting - Talk show host and moderating an event for TV channels.-corporate events and studying the current VJ's and their style - different kind of live shows

Max: 45 Hours

Project: Based on Assignments: Each Assignments – 1 -2 mins

1. Anchoring a Recorded Radio Programme and art of sound bite.
2. News Presenter and art of Interview with celebrities or Single camera live show



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Student Learning Outcomes:

- Quote the nuances of broadcast media
- Interpret the characteristics of various programmes on Radio and TV and required on-air skills for the same
- Execute the industry patterns for broadcast media
- Illustrate anchoring, news reading, interviewing and other skills
- Understand the unique styles of prominent Radio and TV personalities
- Experiment a comfort level with camera, microphones and recording devices

Text & References:

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.
4. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
5. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.
6. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal



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SAIC4003	UNIVERSAL HUMAN VALUES	L	T	P	Credits	Total Marks
		2	1	0	3	100

COURSE OBJECTIVES

- To develop a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence
- To understand (or developing clarity) the harmony in the human being, family, society and nature/existence
- To strengthen self-reflection
- To develop commitment and courage to act

MODULE 1 COURSE INTRODUCTION - NEED, BASIC GUIDELINES, CONTENT AND PROCESS FOR VALUE EDUCATION

1. Purpose and motivation for the course, recapitulation from Universal Human Values-I
2. Self-Exploration—what is it? - Its content and process; 'Natural Acceptance' and Experiential Validation- as the process for self- exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facility- the basic requirements for fulfilment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfil the above human aspirations: understanding and living in harmony at various levels.

Practice sessions to discuss natural acceptance in human being as the innate acceptance for living with responsibility (living in relationship, harmony and co-existence) rather than as arbitrariness in choice based on liking-disliking.

MODULE 2 UNDERSTANDING HARMONY IN THE HUMAN BEING - HARMONY IN MYSELF!

7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
8. Understanding the needs of Self ('I') and 'Body' - happiness and physical facility
9. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
10. Understanding the characteristics and activities of 'I' and harmony in 'I'
11. Understanding the harmony of I with the Body: Sanyam and Health; correct appraisal of Physical needs, meaning of Prosperity in detail
12. Programs to ensure Sanyam and Health.

Practice sessions to discuss the role others have played in making material goods available to me. Identifying from one's own life. Differentiate between prosperity and accumulation. Discuss program for ensuring health vs dealing with disease.

MODULE 3 UNDERSTANDING HARMONY IN THE FAMILY AND SOCIETY- HARMONY IN HUMAN-HUMAN RELATIONSHIP

13. Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship
14. Understanding the meaning of Trust; Difference between intention and competence
15. Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship
16. Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals
17. Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.



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Practice sessions to reflect on relationships in family, hostel and institute as extended family, real life examples, teacher-student relationship, goal of education etc. Gratitude as a universal value in relationships. Discuss with scenarios. Elicit examples from students' lives.

MODULE 4 UNDERSTANDING HARMONY IN THE NATURE AND EXISTENCE - WHOLE EXISTENCE AS COEXISTENCE

18. Understanding the harmony in the Nature

19. Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self regulation in nature

20. Understanding Existence as Co-existence of mutually interacting units in all-pervasive space

21. Holistic perception of harmony at all levels of existence.

Practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.

MODULE 5 IMPLICATIONS OF THE ABOVE HOLISTIC UNDERSTANDING OF HARMONY ON PROFESSIONAL ETHICS

22. Natural acceptance of human values

23. Definitiveness of Ethical Human Conduct

24. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order

25. Competence in professional ethics: a. Ability to utilize the professional competence for augmenting universal human order b. Ability to identify the scope and characteristics of people friendly and eco-friendly production systems, c. Ability to identify and develop appropriate technologies and management patterns for above production systems.

26. Case studies of typical holistic technologies, management models and production systems

27. Strategy for transition from the present state to Universal Human Order: a. At the level of individual: as socially and ecologically responsible engineers, technologists and managers b. At the level of society: as mutually enriching institutions and organizations

28. Sum up.

Practice Exercises and Case Studies will be taken up in Practice (tutorial) Sessions eg. To discuss the conduct as an engineer or scientist etc.

Total: 28 Lectures And 14 Practice Sessions

COURSE OUTCOMES

On completion of the course, the student are expected

CO1: To become more aware of themselves, and their surroundings (family, society, nature)

CO2: They would become more responsible in life, and in handling problems with sustainable solutions, while keeping human relationships and human nature in mind

CO3: To have better critical ability

CO4: To become sensitive to their commitment towards what they have understood (human values, human relationship and human society)

CO5: To apply what they have learnt to their own self in different day-to-day settings in real life, at least a beginning would be made in this direction

TEXT /REFERENCE BOOKS



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1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010
2. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
3. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
4. The Story of Stuff (Book).
5. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi
6. Small is Beautiful - E. F Schumacher.
7. Slow is Beautiful - Cecile Andrews
8. Economy of Permanence - J C Kumarappa
9. Bharat Mein Angreji Raj – PanditSunderlal
10. Rediscovering India - by Dharampal
11. Hind Swaraj or Indian Home Rule - by Mohandas K. Gandhi
12. India Wins Freedom - Maulana Abdul Kalam Azad
13. Vivekananda - Romain Rolland (English)
14. Gandhi - Romain Rolland (English)

ASSESSMENT:

Assessment by faculty mentor:

10 marks Self-assessment:: 10

marks Assessment by peers:

10 marks

Socially relevant project/Group

Activities/Assignments: 20 marks Semester End

Examination: 50 marks



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SVCA240 4	DIGITAL JOURNALISM	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVES:

- To get introduced to the concepts of digital journalism
- To enable students to understand the nuances of writing news for digital media and thus to cope with the modern journalistic skills.

UNIT 1: UNDERSTANDING DIGITAL JOURNALISM

9 hrs

Definition and Meaning of Journalism - Nature and Scope of Journalism- Elements of Journalism-Different Types of Journalism-Defining digital media - Influence of digital platforms

UNIT 2: ESSENTIALS OF WRITING WEB NEWS

9

hrs

Definition of News - Functions of News - News values - Types of News -5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story –lead and kinds of lead –Attribution

Assignment: Writing any hard news story

UNIT 3: ONLINE FEATURE STORIES

9hrs

Personality Profiles – Interviews - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute Specialized Writing - Issue-based Features - Travel, Food and Fun – Lifestyle-Blog Writing

Assignment: Writing any feature stories, Interviews and Reviews

UNIT 4: MOBILE JOURNALISM

9

hrs

Mobile Journalism - Introduction and overview-Origins of the Mojo-Different Forums- Workflow-Skills Required- Tools & Apps for Mojo-conceiving a news story in 30 seconds -Challenges to Mojo work.

Assignment: Capture, Process and Publish a news/ programme through mobile using applications.

UNIT 5: PHOTO ESSAY

9

hrs

Types of News Photography -Captions – Descriptions – Photo Feature, Photo Essay – Keywords- Role of Photojournalist in Newsroom- Code of Ethics

**Assignment: Capture any theme-based photo or photos and write caption
Max.45 Hours**

Project: Creating web version of lab journals including all the articles-hard news, feature news, interviews, reviews, Photo Feature and News stories for mobile

COURSE OUTCOMES:

CO1: Understand the basic concepts and scope of digital journalism.



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CO2: Identify the principles and techniques of writing news.

CO3: Explore the various aspects of feature stories

CO4: Interpret the concept of news photography.

CO5: Ability to make news stories by using smart phones

CO6: Produce the different types of articles for online platform

TEXT / REFERENCE BOOKS:

1. Pape, Susan and Featherstone, Sue, Feature Writing: A Practical Introduction, Sage Publications, New Delhi, 2006
2. Mencher, Melvin, News Reporting and Writing, Mc-Graw Hill Book company, 2010
3. Ward, Mike, Journalism Online, Oxford, Ward, Taylor and Francis, 2013
4. Parrish, Fred S, Photojournalism : An Introduction, Wadsworth Publishers, Belmonte-California, 2002
5. Stephen Quinn, MOJO-Mobile Journalism in the Asian Region, 2012
6. Burum, Ivo and Quinn, Stephen, MOJO: The mobile Journalism Handbook, Taylor and Francis,



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SVCA3507	DIGITAL MEDIA PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To Know current trends in the OTT medium.
- To create and display different types of digital Media outputs

UNIT 1: INTRODUCTION TO DIGITAL MEDIA PRODUCTIONS

9 Hrs.

Introduction to Digital media –History of Digital Media - Principles of Digital Media - Digital technologies - Interactive multimedia development for Digital Media - web development for Digital Media –Virtual Reality – Augmented Reality–Digital Media Laws

UNIT 2: DIGITAL MEDIA MANAGEMENT

9 Hrs.

Social and web network analysis - Web technologies for Digital Media –Digital Media management - Communication Technologies –Various communication Tools for Digital media - Search Engine Optimization –Web Analytics - Digital Media marketing

UNIT 3: DIGITAL MEDIA MARKETING

9 Hrs.

Internet Marketing - digital marketing strategy - social media marketing –Digital Content Marketing - Search engine marketing - Search analytics - social media influencer - Facebook marketing –YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing

UNIT 4: OTT PLATFORM

9 Hrs.

Introduction to OTT Platform –OTT requirements - Media Optimization – Channel Optimization - Target audience Media – Video streaming technology – OTT Communication Services – Video Encoding and Decoding– OTT Business models, strategies and main players

UNIT 5: VIDEO UPLOAD TO ONLINE MEDIA

9 Hrs.

Publishing Digital Video in Online Platform - YouTube - YouTube Revolution in Popular Culture - Telegenic + YouTube = Cybergenic - YouTube Undeniability and Democracy –Paid video on-demand services - Ad Policy

PROJECT OUTLINE

1. Shorts Video
2. Social Media Marketing
3. Product Promotions
4. Create YouTube Channel and upload video

COURSE OUTCOME:



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C01: Describe the steps of the OTT media

C02: To Identify different OTT Tools

C03: Communicate in the digital age

C04: Apply skills and techniques using Digital Film Making

C05: Apply post-production skills and techniques in Digital Film Making

C06: To evaluate and utilize of different online media



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S27AS4	Leadership and Management skills	L	T	P	Credits	Total Marks
		0	0	2	2	100

Course Objective:

- Students will understand the need for effective internal communication
- Develop the essential skills to influence and motivate others
- To enhance the innovative leadership and design thinking
- To nurture a creative and entrepreneurial mindset

Unit 1 Internal Communication

9 Hrs

Internal Communication: Meaning and Need – Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical

Unit 2 Leadership Skills

9 Hrs

Understanding Leadership and its Importance, Traits and Models of Leadership: Characteristics of an Effective Leader, Leadership Styles, Perspectives of different Leaders, Basic Leadership Skill- Motivation, Team work, Negotiation, Net working

Unit 3 Management Skills

9 Hrs

Basic Managerial Skills- Planning for effective Management, How to organize team?, Recruiting and Retaining Talent, Delegation of task, Learn to Coordinate, Conflict Management .Self Management Skills, Understanding Self Concept, Developing Self-Awareness, Self-Examination ,Self-Regulation

Unit 4 Entrepreneurship

9 Hrs

Entrepreneurial Skills- basics of entrepreneurship, Creating business Plan, Innovative Leadership and Design Thinking- innovative leadership, design Thinking

Unit 5 Innovative Leadership and Design Thinking

9 Hrs

Innovative leadership – Concept of emotional and social intelligence, Synthesis of human and artificial intelligence, Why does culture matter for today's global Leader, Design Thinking- Key elements of design thinking, How to transform challenges into opportunities

Max.45 Hours

Course Outcome

CO1: Students can have the control to informal communication during an online/offline team session

CO2: Students can apply the design thinking approach for leadership

CO3: Students can inculcate ethics and moral values for developing a balanced personality

CO4: Students can able to understand the basics of entrepreneurship and develop business plan



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S27AS5	Professional Skills	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

To identify essential components of a good resume while preparing his/her resume.

To identify common errors people make in preparing resume, Interview

To gain knowledge about the important questions generally asked in a job interview.

Unit 1 Resume & Interview Skills

9 Hrs

Introduction of resume and related terms: resume, Curriculum vitae (Cv), Bio data, Resume and bio data, Essential Components of a good resume, Guidelines for resume Preparation, Meaning of interview, types of interview, STAR Approach for Facing an interview, The Interview Procedure, Common errors, interview Questions for Assessing Your Strengths and weaknesses, Simulation, Demonstrate an Ideal Interview.

Unit 2 Group discussion & Carrier Opportunities

9 Hrs

Importance of group discussion, types of group discussion, Procedure for Group Discussion, Common Errors, Process of Career Exploration, Knowing Yourself – Personal Characteristics, Process of Career Exploration, Sources of Career Information, Preparing for a Career based on Potentials of Students and Availability of Opportunities

Unit 3 Presentation Skill & Trust

9 Hrs

Presentation: Meaning and Types, Presentation Strategies, Ways to Improve Presentation Skills Over Time, Meaning and Role of Trust in Creating a Collaborative Team, Strategies to Build Trust with Employees, Criteria for Evaluation of Trust and Collaboration in Teams, Agree to Disagree and Disagree to Agree – Spirit of Team Work, Understanding Fear of Being Judged and Strategies to Overcome Fear.

Unit 4 Listening as Team Skill and Brainstorming

9 Hrs

Listening as a Team Skill, Listening as a Team Member and Team Leader, Uses of Active Listening Strategies to Encourage Sharing of Ideas -The Importance of Active Listening in the Workplace, Strategies for Improving Active Listening Skills to Encourage Sharing of Ideas, Brainstorming as a Technique to Promote Idea Generation, Learning and Showcasing the Principles of Documentation of Team Session Outcomes

Unit 5 Social and cultural Etiquettes

9 Hrs

Etiquette: Meaning and Need, Aspects of Social and Cultural/Corporate Etiquette in Promoting Team Work - Social Etiquette, Cultural Etiquette, Corporate/Professional Etiquette, Internal Communication: Meaning and Need- Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical

Max.45 Hours

COURSE OUTCOMES:

CO1: Students can identify career opportunities in consideration of their own potential and aspirations.

CO2: Students can work with effective listening skill as team leader and also as good functioning team member.

CO3: Students can able to generate, Share and Minimize new ideas with the concept of brainstorming.

CO4: Students can use social and Cultural etiquettes in an organisation.



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SVCA710	SMARTPHONE AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
4		0	2	6	4	100

COURSE OBJECTIVE:

- Understand the principle of Smartphone.
- Create concept, ideas and production by using Smartphone

UNIT 1: Introduction to Smart Phone

9 Hrs.

Introduction to Smart Phone – History of Cellular Systems - Evolution of Cell Phones - Smart Devices and Smart Space - Convergence of Mobile Access - Multimedia on Mobile Devices - Password Protection - Copyright issues

UNIT 2: Smart Phone Productions

9 Hrs.

First-Generation Smart Phone Applications - Second-Generation Smart Phone Applications - Different stages of digital production techniques - Basics of digital video editing – Video-editing applications – Encoding and compressing video

UNIT 3: Wireless Technologies

9 Hrs.

Satellite Communication - Cellular Communication - Wireless Data Communication - Mobile Wireless Communications – 4G and 5G Communication - Multiple Access Concept - Public Media Broadcasting

UNIT 4: Video Podcast

9 Hrs.

Registering and creating own domain - Securing video domain Creating video podcast's website - Uploading video files – Encoding software - Web 2.0 - Web 3.0 - Myspace –Facebook - Flickr – YouTube – Twitter - Vimeo

UNIT 5: Mobile Live Streaming

9 Hrs.

Wireless Transmissions – Adaptive Bitrate Streaming - Mobile Live Streaming - Integrated Mobile Broadcast – Live Streaming Apps – Key Features of Live Streaming Apps

PROJECT OUTLINE

1. Creating Educational Ads
2. Promotion through social media

COURSE OUTCOMES:

- CO1: Understand process of Smartphone
- CO2: Recognize various smartphone applications
- CO3: Classify the various Smartphone tools
- CO4: Create Digital Media Productions by using smartphone
- CO5: Apply smartphone applications in video creations
- CO6: Analyze with video outputs



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TEXT BOOKS /REFERENCE

1. Michael W. Geoghegan and Dan Klass, 2007. Podcast Solutions: The Complete Guide to Audio and Video Podcasting, Second Edition
2. Pei Zheng, Lionel Ni, 2006. Smart Phone and Next-Generation Mobile Computing, Elsevier



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SVCA7204	VIDEO STREAMING AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To acquire knowledge about YouTube
- To develop YouTube Channel using the features of Digital Media

UNIT 1: Digital Technologies

9 Hrs.

History of Digital Revolution–The Role of Information Technology- Digital Divide– Media Convergence - Cloud Technology–Big Data–Mobile Technology–Smart Phone–Internet of Things– Vlog – Types of Vlogs – Vimeo - Video Streaming

UNIT 2:VIDEO STREAMING

9 Hrs.

History of YouTube - YouTube: The Early Days - YouTube Today - Creating Digital Videos –Creating Informative Videos - Creating Entertainment Videos– Webcam Videos-Tips for Producing More Effective YouTube Videos –Editing and Enhancing Your Video

UNIT 3: Managing your live video streaming

9 Hrs.

Uploading Your Videos to YouTube – Annotating and Linking Your Videos – Managing Comments– Leveraging the YouTube Community- Incorporating YouTube Videos on Your Own Website - Tracking Performance - Marketing Your YouTube Videos- Optimizing Your Videos for Search

UNIT 4:Video streamingand Product Promotion

9 Hrs.

Advertising Your YouTube Videos -Generating Revenues from Your YouTube Videos - Using YouTube for B2B Marketing - YouTube for Brand Awareness - YouTube for Product Advertising - YouTube for Product Support

UNIT 5: Marketing Strategy

9 Hrs.

YouTube Preplanning Goals - YouTube Fun and Profit – YouTube Views and Revenues – Sponsorships – YouTube and Entrepreneurship - YouTube Multiplatform Strategy – YouTube Making money – Viewers Comments and Testimonials

PROJECT OUTLINE

- 1.Creating video streaming Channel
- 2.Inshortsvideo productions
- 3.Producing a Video Newscast
- 4.Video Product Tour

COURSE OUTCOME:

- CO1:Understand video streaming as an effective medium
- CO2:Explain the fundamentals of YouTube Channel Creation
- CO3:Analyze the Video Streaming technology used in YouTube
- CO4:Inference of Video Uploading in YouTube
- CO5:Apply technical skills in video streaming
- CO6: To evaluate feedbacks from live video streaming



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TEXT BOOKS /REFERENCE

1. BRAD AND DEBRA SCHEPP, 2009, HOW TO MAKE MONEY WITH YouTube, Mc Grew Hill
2. Michael Miller, 2011, YouTube for Business, Second Edition, Que Publishing
3. Sanne de Boer, Jen Neal & Hannah Westlake, 2015. YouTube Vlogging



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SVCA7304	OTT AND DIGITAL MEDIA PRODUCTIONS	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To Know current trends in the OTT.
- To Identify, create and display different types of Video Projects.
- To Create an online digital media exposure by using OTT and Social Media tools.

UNIT 1: INTRODUCTION TO SOCIAL MEDIA

9 Hrs.

Introduction to the social media–History of social media- social media platforms - Content management - Target Media - Target group analysis - social media influencer - AdWords - Digital Marketing Channels - Hypertext LinksInternet Marketing

UNIT 2: DIGITAL TECHNOLOGIES

9 Hrs.

Internet - Web – WWW - Web Browsers - Web Servers – URLs – HTTP – Security -Keyword Research - Business Analysis - Types of Keywords - Keyword ResearchMethodology – KeywordsAnalysis Tools - Competition Analysis - Localized Keywords Research - Live vs. On-Demand

UNIT 3: SOCIAL MEDIA MARKETING

9 Hrs.

Social Media marketing plan - Social Media marketing strategy – Digital Content Marketing - Search engine marketing - social media marketing - Facebook marketing – YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing

UNIT 4: SOCIAL MEDIA OPTIMIZATION

9 Hrs.

Basics of Internet and Search Engine - Internet Marketing - Importance of Internet Marketing – SMO - Importance of Search Engines - Understanding the SERP - Using Search Operators - Page RankTechnology – GoogleWeb Masters Tools

UNIT 5: OTT

9 Hrs.

OTT (Over-the-top) –History of OTT Platforms - Video Streaming - Video Streaming Protocols - OTT technologies – OTT broadcasters –Disney Hot star – Netflix – Amazon Prime Video – YouTube - Google Ad sense policy–OTT Ad insertion - OTT in the Movie Business

PROJECT OUTLINE

1. Creating Ads
2. Promo Video making
3. Documentary

COURSE OUTCOME:



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CO4: Apply skills and techniques using Digital Film Making

CO5: Apply post-production skills and techniques in Digital Film Making

CO6: To evaluate and utilize of different online media

TEXT BOOKS /REFERENCE

1. David Austerberry. 2005. The Technology of Video and Audio Streaming, Second Edition, Focal Press
2. Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,
3. Joe Follansbee. 2004. Get Streaming! Quick Steps to Delivering Audio and Video Online, Focal Press
4. Jon Rognerud, 2010, How To Nail Social Media Marketing