AMITY UNIVERSITY
R A J A S T H A N

Syllabus Revision

Amity School of Communication (ASCo)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Programme Structure and Curriculum
Under
Choice Based Credit System

Master of Arts (Journalism & Mass Communication)

Programme Code: MJM
Duration-2 Years Full Time

MA (J&MC)

2021

AMITY SCHOOL OF COMMUNICATION (ASCo)

PREAMBLE

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

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

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

Components	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	50-50

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

Programme Learning Outcome-PLO

1. The students of M.A.J&MC after the completion of the programme would be able to demonstrate knowledge and understanding of the role and functions of various facets of the media industry and its various specialized disciplines and be wise consumers of media, managers of information and responsible producers of global media culture

2. The students after completing their programme would be able to exhibit and apply the theoretical concepts as well as the practical skills required in the various fields of Journalism and Mass Communication in their real life situations.

3. The students would be able to apply the technical writing skills taught in the lectures in relation to different areas of media functioning in their future professional life and would be able to think innovatively and translate those thoughts in to productive actions.

4. Identify and Develop the various media products and demonstrate a thorough understanding of the various strategies and tools employed in the various specialised disciplines of Journalism and Mass Communication

Master of Journalism Mass Communication

MA (J&MC) Credits PG (2 years/ 4 semesters)						
Semester	(CC)	Domain Electives (DE)	VA	Open Electives(OE)	NTCC	Total
I	21	-	4	-	2	27
II	15	4	4	3	2	28
III	12	4	4	3	8	31
IV	3	4	-	-	18	25
Total	51	12	12	6	30	111

* CC - Core Course, VA - Value Added Course, OE - Open Elective, DE - Domain Elective, NTCC-Non Teaching Credit Courses

AMITY SCHOOL OF COMMUNICATION (ASCo)

MA (J&MC)

SEMESTER I

Code	Course	Category	L	T	P/FW	Credit Units
MJM 101	Introduction to Mass Communication	CC	3	-	-	3
MJM 102	Print Journalism - Reporting and Editing	CC	3	-	-	3
MJM 103	Basics of Advertising	CC	3	-	-	3
MJM 104	Foundation of Film Production	CC	1	1	2	3
MJM 105	Basic Photography	CC	1	1	2	3
MJM 106	Indian Political System	CC	3	-	-	3
MJM 107	Development Communication	CC	3	-	-	3
BCS111	Communication Skills – I	VA	1	-	-	1
BSS 111	Behavioural Science I (Self Development and Interpersonal Skills)	VA	1	-	-	1
FLN111 FLG 111 FLS 111 FLC 111	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
AND001	Anandam-I	NTCC	-	-	-	2
Total						**27**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER II

Code	Course	Category	L	T	P/FW	Credit Units
MJM 201	Broadcast Journalism	CC	2	-	2	3
MJM 202	Computer Applications	CC	1	1	2	3
MJM 203	Public Relations	CC	2	-	2	3
MJM 204	Media Research-I	CC	1	2-	-	3
MJM 205	Event Management: Concept and Techniques	CC	2	-	2	3
BCS 211	Communication Skills – II	VA	1	-	-	1
BSS 211	Behavioural Science -II (Behavioural Communication and Relationship Management)	VA	1	-	-	1
FLN 211 FLG 211 FLS 211 FLC 211	Foreign Language – 2 French II German II Spanish II Chinese II	VA	2	-	-	2
	Open Elective II	OE				3
MJM 206	Advance Advertising		3	1	-	
MJM 207	Advance Film Making	DE	2	1	2	4
MJM 208	Advance Photography		2	1	2	
AND002	Anandam-II	NTCC	-	-	-	2
Total						**28**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER III

Code	Course	Category	L	T	P/F W	Credit Units
MJM 301	Corporate Communication	CC	2	-	2	3
MJM 302	Media Research II	CC	2	1	-	3
MJM 303	Social Media	CC	2	-	2	3
MJM 304	Print, Web and Advertising Design	CC	1	1	2	3
MJM 350	Summer Project	NTCC	-	-	12	6
BCS 311	Communication Skills – III	VA	1	-	-	1
BSS 311	Behavioral Science III (Leading Through Teams)	VA	1	-	-	1
FLN 311 FLG 311 FLS 311 FLC 311	Foreign Language French III German III Spanish III Chinese III	VA	2	-	-	2
	Open Elective III	OE				3
MJM 305	Political Journalism		2	2	-	
MJM 306	Television Journalism	DE	2	1	2	4
MJM 307	Documentary Production		2	1	2	
MJM 308	Media Marketing and Sales		3	1	0	
AND003	Anandam-III	NTCC	-	-	-	2
Total						**31**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER IV

Code	Course	Category	L	T	P/FW	Credit Units
MJM 401	Media Laws and Ethics	CC	3	-	-	3
MJM 402	Internship	NTCC	-	-	-	10
	Professional Project (any one) + Research Paper Presentation	NTCC			12	8= 6 for Project +2 for Research Paper Presentation
MJM 403 MJM 404 MJM 405 MJM 406 MJM 407 MJM 408 MJM 409	Professional Project (Radio) Professional Project (Television Journalism) Professional Project (Print) Professional Project (Advertising) Professional Project (Public Relations and Events) Professional Project (Photography) Professional Project (Film and TV Production)					
MJM 410	Final Cut Pro	DE	1	1	4	4
MJM 411	Media Readings and Workshop(Online Journalism)		-	2	4	
MJM 412	Digital Marketing		2	1	2	
Total						**25**

CBCS PG Programme-2021

Minor Track- Mass Communication
List of Open Electives

Semester	Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
II	MJM 205	Event Management: Concept and Techniques	2	-	2	3
III	MJM 301	Corporate Communication	2	-	2	3
		Total Credits				**6**

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTRODUCTION TO MASS COMMUNICATION

Course Code	L	T	P	Credit
MJM 101	3	-	-	3

COURSE OBJECTIVE:

Mass Media, as a practice, has developed immensely. There has been a corresponding change in the way the role of mass communication has been understood. This course aims at introducing students to the basic concepts, tools and role of communication. Communication models and their theories will also be discussed during the course.

COURSE LEARNING OUTCOMES (CLO)

1. The course will develop a familiarity communication and mass communication.
2. Students will be well-informed about what communication is, its elements, how it works in professional world along with concept, models and theories of communication.

Course Contents:

Module I: Introduction to Communication
Process and elements of communication
Types and Tools of communication: Characteristics, Strengths and Limitations
- Traditional Media
- Print Media
- Radio
- Television
- New Media
Levels of communication: individual, group, organizational, mass communication, international and inter-cultural
Functions of communication
7 Cs of effective communication
Barriers to effective communication

Module II: Models of Communication
Aristotle Model
Harold Lasswell Model
Shannon and Weaver model
Charles Osgood Model
Westley Maclean's Model
Newcomb Model
Dance Model
George Gerbner Model

Module III: Theories of Communication
Agenda Setting
Uses and Gratification Theory
Innovation Diffusion Theory
Social Responsibility Theory

AMITY SCHOOL OF COMMUNICATION (ASCo)

Knowledge Gap
Spiral of Silence

Module IV: Visual Communication
Meaning of Visual Communication
Visual Technologies
Definition and types of images
Elements of Design
Principles of design
Role of visuals in communication.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:
1. Kumar Keval J (2007) (3rdedn), Mass Communication in India, Jaico Publications, Delhi.
2. Stone Gerald, Singletray, Michael & Richmond P. Virgina (2003) Clarifying Communication Theories: a Hands-On Approach, Surjeet Publications, Delhi
3. Baran J Stanley & Davis K Dennis(2002) (2ndedn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd, Singapore
4. Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House, Bangalore
5. Denis Mc Quail (2005) (5thedn) Mc Quail's Mass Communication Theory, Vistaar Publications, New Delhi
6. VirBala Aggarwal & V S Gupta (2002) Handbook of Journalism & Mass Communication, Concept Publication Company, New Delhi

PRINT JOURNALISM – REPORTING AND EDITING

Course Code	L	T	P/FW	Credit
MJM 102	3	-	-	3

COURSE OBJECTIVE:

The course will introduce students to the history of the Indian press, and familiarize them with the organization of the newsroom and news flow. During the course, they will learn the basics of news reporting and editing. They will also learn the principles of design and the finer points of newspaper and magazine layout. Besides this, they will be introduced to news agency and magazine journalism. The lectures will be backed by classroom assignments.

COURSE LEARNING OUTCOMES (CLO)
1. Fully aware of the history of press in India from pre-independence times.
2. Familiar with Newsroom structure and personnel.
3. Well-informed about what News is, its elements, how is works and circulates, etc.
4. Demonstrate knowledge of various reporting and editing techniques.
5. Knowledgeable about newspaper production processes.

Course Contents:

Module I: History of Press in India
Press in pre-independent India
Role of English and Vernacular Press during Freedom Struggle
Press in India from Independence to Emergency
Changes in media after Emergency
Growth of Indian news agencies

Module II: Newsroom
Structure and hierarchy
Qualities and responsibility of a reporter
Role and functions of a copy editor
News Flow
News Agencies

Module III: Reporting
What is News, Kinds of News and Sources
System of Beats
Elements of News (5Ws & H)
News Lead and types of Leads
Structure of News Report – Inverted Pyramid
Art of Interview
Covering a press conference
Writing from press releases

Module III: Editing
Basics of Editing
Headline Writing
Clubbing
Caption writing
Rewriting
Style Guides

Module IV: Layout and design
Photo-editing: Choosing a picture, Creative cropping
Principles of design and its objectives
Tools and techniques of layout designing
Front page make-up
Types and typefaces
Use of white space in layout designing
Importance of dummy

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:
1. Rich, C. (2000). Writing and Reporting News: A Coaching Method (3rd ed., instructor's ed.). Belmont, CA: Wadsworth Pub.
2. Melvin Mencher. (1999) Basic News Writing, (3rd ed.,) Universal Book Stall,
3. Rangaswami. P. (1989) Journalism in India: From the Earliest Times to the Present Day, Sterling Pub.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BASICS of ADVERTISING

Course Code	L	T	P/FW	Credit
MJM 103	2	1	-	3

COURSE OBJECTIVE:

This module will help students understand the concepts of advertising. The students will understand the advertising scenario in India, organizational structure, and different types of advertising. . Students will have an opportunity to explore various creative fields involved in making advertisementsThe unit will stress on the core concepts like Digital technologies , Market , Social media , Segmentation, targeting and positioning. Students will learn the strategy that goes behind creation of an ad.

COURSE LEARNING OUTCOMES (CLO)

1. Student will get an insight and awareness about the concept, types and categories of Advertisement.
2. Student will be able to have an overview of the various aspects of advertising along with the functioning of advertising agencies.
3. Student will have an understanding the ethical aspects of Advertising.

Content:

Module 1:
Introduction to advertising
History of advertising
What is advertising
Evolution of advertising
Functions and Types of advertising
Relation between advertising and marketing

Module 2:
Advertising agencies
Role and functions of different departments
Work flow in advertising agencies
How agencies earn revenue

Module 3:
Advertising in current scenario
Role of digital technologies
Online and Social media advertising

Module 4:
Understanding Market
Understanding Target audience
Understanding consumer behaviour
High/Low Involvement Products
Segmenting , Targeting , Positioning (S T P)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	50

Text & References:

1. · Jethwaney, J. (2006). Advertising (6th ed., Vol. 1, p. 716). Oxford University Press.
2. Chunawalla, Sethia, S. (2015). Foundation of Advertising (8th ed., Vol. 1). Himalaya Publications.
3. Mohan, M. (2008). Advertising Management (2008 ed., Vol. 8th, p. 429). McGraw Hill Education (India) Private Limited.
4. Thomas, C., & Guinn, O. (1999). Advertising (1st ed., p. 694). South-Western College Pub.

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

FOUNDATION OF FILM PRODUCTION

Course Code	L	T	P/FW	Credit
MJM 104	1	1	2	3

COURSE OBJECTIVE:

This course focuses on the usage of cinema techniques. Students will be introduced to principles and methodology of filmmaking. An attempt to understand the technical as well as the artistic aspects of film making will be made.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate all types of film genres.
2. Develop the technical knowledge on video camera handling.
3. Apply creativity skills through using natural and artificial lights in video shooting
4. Create own film through three phases of film production.

Course Contents:

Module I: History of Films
Evolution of film
Black and white cinema
Silent films
Spoken film
Colour film

Module II: Components of Camera
Basis parts of a camera
Camera angles and shots
Terminology – shot, scene, sequence
Camera supports

Module III: Nature of Light and Cinematography
Natural and artificial light
Nature of light
Three point lighting

Module IV: Stages of Production
Pre Production
Production
Post Production

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

1. Grammar of the Shot 3rd Edition by Christopher J. Bowen (Author), Roy Thompson (Author)
2. *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age (2013 Edition) by Steven Ascher and Edward Pincus*
3. Thompson K and Bordwell, D, (1994) *Film History – An Introduction*, Mc Graw-Hill
4. Michael J. Arlen, The Camera Age

AMITY SCHOOL OF COMMUNICATION (ASCo)

BASIC PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
MJM 105	1	1	2	3

COURSE OBJECTIVE:

Photographs are an effective communication medium and students will explore this immensely artistic as well as highly technical media in this course. The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them. Among other things, the students will learn about different kinds of cameras, lenses and composition. They will be required to translate this learning into practice through assignments and projects.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic technical aspects related to camera operation and handling as well display familiarity with history and background of photography.
2. Understand the significance and role of photography and the photographer in a society.
3. Demonstrate aperture, depth of field and shutter speed as well lighting techniques.
4. Display familiarity with essential skills and technical to knowhow that a professional photographer must possess to be successful in the profession such as knowledge of camera operation and related software and hardware.

Course Contents:

Module I: Introduction to Photography

Photography – Introduction, Scope, Uses
Human Eye and Camera
Photography in Mass Media
Light in photography – Art and Science
Exposure Triangle – Aperture, Shutter Speed, ISO, Depth of Field
Historical Background, Stages of Development
Working of Film Photography (B/W and Colour), Dark room practices

Module II: Camera & Accessories

Types of Cameras: Pinhole, View Camera, TLR, SLR, Digital
Parts of Camera
Kinds of Lenses
Kinds of Film
Camera Accessories
Studio Accessories
Camera and Lens Care

Module III: Composition and Framing

Composition and its Rules
Types of Photography – Portraits, Wildlife Photography, Nature and Landscape Photography, Night photography, Photo-journalism, Sports Photography, Fashion Photography.
Breaking the rules – Experiment Photography, Long Exposure
Review on photographs

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

1. Bleyen, M. (2012). Minor photography: Connecting Deleuze and Guattari to photography theory. Leuven, Belgium: Leuven University Press.
2. Deshpande, B. (2007). Photojournalism. New Delhi: Sonali Publications.
3. Digital Photography School - Digital Photography Tips and Tutorials. (n.d.). Retrieved July 21, 2015, from http://digital-photography-school.com/
4. Kopelow, G. (1998). The focal handbook of commercial photography. Boston: Focal Press.
5. Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.
6. Langford, M., &Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.
7. Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.
8. McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.
9. Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New York: Museum of Modern Art ;.
10. Stout, H. (2011, April 1). Father of modern photography. Cobblestone.

INDIAN POLITICAL SYSTEM

Course Code	L	T	P/FW	Credit
MJM 106	3	-	-	3

COURSE OBJECTIVE:
Before stepping out into the field of mass communication and journalism, students need to have basic knowledge of Indian polity and economy. This course will familiarize them with important issues related to polity and economy.

COURSE LEARNING OUTCOMES (CLO)
1. Knowledgeable about the Indian political system, including the way political parties function and the political complications arising in India.
2. Fully aware of the features of the Indian Constitution and key amendments.
3. Informed about the bicameral nature of the Supreme legislative body (Parliament) and the differences between both the houses of the Parliament.
4. Familiar about the unicameral and bicameral nature of the State Legislatures.
5. Role and responsibilities of the President, Prime Minister, Chief Minister & Governor.
6. Conversant with the Indian electoral process.
7. Aware of the importance, role and responsibilities of the Indian Judiciary.

Course Contents:

Module I: Overview
Basic understanding of the Indian political system.
Political parties and groups in power at the centre and states
Coalition politics, multiparty and two-party systems
Parliamentary versus presidential form of government, federal and unitary government
Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism, separatism,

Module II: Constitution
Making of Indian Constitution, philosophy, unity in diversity

Main features of Constitution, secularism, socialist, democratic, republican, preamble, directive principles, fundamental rights, citizenship
Key amendments of the Constitution (flexible or rigid?)

Module III: Legislatures
Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences
State legislative assemblies and legislative councils
Election Commission, powers and structure, model code of conduct, election process
General elections, midterm election, constituencies
Electoral reforms

Module IV: Executive
President:, election and powers
Prime minister and council of ministers
Governor-powers, functions, responsibilities, relations with Central govt.
State Governments, chief minister and state council of ministers
Centre-state relations

Module V: Judiciary
Supreme Court, appointment of Chief Justice of India
High Courts and lower courts
Special courts

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:
1. Newspapers, Magazines, Online literature, Journals

AMITY SCHOOL OF COMMUNICATION (ASCo)

DEVELOPMENT COMMUNICATION

Course Code	L	T	P/FW	Credit
MJM 107	3	-	-	3

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

COURSE LEARNING OUTCOMES (CLO)
1. Develop an in depth understanding of communication process, tools, functions and barriers.
2. Become familiar with the concept of visual communication and its importance in the effective communication.
3. Understand the role, importance and limitation of various media platform in the information dissemination.
4. Achieve deeper understanding of various scholarly and scientific views on communication processes.

Course Contents:

Module I: Concept and indicators of development
Definition, meaning and process of development
Characteristics of underdeveloped and developed economies
Ingredients (5Ms) of development and money generation
Indicators of development

Module II: Development Theories
Theories and paradigms of development – unilinear and non-unilinear theories/paradigms.
Dominant Paradigm of development
Trickle down theory
Diffusion of Innovation
Theory of Magic multiplier and localized approach

Module III: Development issues
Health and Family Welfare
Women empowerment
Literacy & Education
Unemployment
Watershed management
Participation in development
Advancement in farming and alternative employment
Urban sanitation, Slum development
Tribal development
Wildlife and forest conservation

Module IV: Media and Development
Role of communication in development process

Role and performance of Print, Radio, TV, Outdoor publicity in Indian perspective,
Mobile communication and development
NGOs and development

Module IV: Field Trip
Two-day field trip to a village to study development issues
Project: How media helps in development issues

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:
1. Narula Uma Development Communication – Theory and Practice, Har Anand, 1999
2. Gupta V.S. Communication and Development Concept, New Delhi 2000
3. Tewari, I P Communication Technology and Development, Publication Division, Govt. of India, 1997
4. Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi 2001

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 111	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setupof Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formalcommunication
CLO 3	Apply their acquired knowledge with the appropriate selection of channel offormal communication.
CLO 4	Develop and empower self with the power ofWords.
CLO 5	Enhance their technical writing capabilities while also learning about do's and don'ts of technical drafting.

B. SYLLABUS

Topic
Self Actualization (Baseline, Self Image Building, SWOT, Goal Setting)
Writing Skills (CV Writing, Email Writing, cover Letter, Application Writing)
GD based on current affairs, contemporary issues, sensitive issues, case study based and social issues
Body Language

EXAMINATION SCHEME:

Components	Selfintroduction	Group Discussion	Email Writing	Attendance
Weightage (%)	25	35	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons

- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- New International Business English, Jones/Alexander, Cambridge

BEHAVIOURAL SCIENCE - I
(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)

Course Code: BSS111   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)
At the successful completion of this course you (the student) should be able to:
1. Develop your understanding of who you are; what your core purpose is, what your values are and what limits your success
2. Manage your emotions and feelings more effectively to have the impact that you need
3. Develop the way that you regulate and control your emotions
4. Learn about your behavioral preferences to become more self-awareness

Develop and build your emotional intelligence.

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

Course Contents:

Module I: Understanding Self
Formation of self concept
Dimension of Self
Components of self
Self Competency

Module II: Self-Esteem: Sense of Worth
Meaning and Nature of Self Esteem
Characteristics of High and Low Self Esteem
Importance & need of Self Esteem
Self Esteem at work
Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power
Introduction to EI
Difference between IQ, EQ and SQ
Relevance of EI at workplace
Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence

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

Module V: Leading Through Positive Attitude
Understanding Attitudes
Formation of Attitudes
Types of Attitudes
Effects of Attitude on
Behavior
Perception
Motivation
Stress
Adjustment
Time Management
Effective Performance
Building Positive Attitude

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme;**JOS-**Journal of Success; **HA-**Home Assignment; **P-** Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-** Attendance

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- ChatterjeeDebashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

FRENCH – I

Course Code	L	T	P/FW	Credit
FLN 111	2	-	-	2

COURSE OBJECTIVE:
To familiarize the students with the French language
- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2
Only grammar of Unité 3: object if 3, 4 and 5
Contenu lexical:Unité 1: Découvrir la langue française : (oral et écrit)
1. se présenter, présenter quelqu'un, faire la connaissance desautres, formules de politesse, rencontres
2. dire/interroger si on comprend
3. Nommer les choses

Unité 2: Faire connaissan
1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences

2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.

Unité 3:Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ceque, où, quand, comment, quel(s), quelle(s)

    Interro-négatif : réponses : oui, si, non

6. pronom tonique/disjoint- pour insister après une préposition
7. futurproche

Examination Scheme

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

- Le livre à suivre : Campus: Tome 1

GERMAN – I

Course Code	L	T	P/FW	Credit
FLG 111	2	-	-	2

COURSE OBJECTIVE:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module I: Introduction
Self introduction: heissen, kommen, wohnwn, lernen, arbeiten, trinken, etc.
All personal pronouns in relation to the verbs taught so far.
Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!), Hallo, wie geht's?:   Danke gut!, sehr gut!, prima!, ausgezeichnet!, Es geht!, nicht so gut!, so la la!, miserabel!
Module II: Interviewspiel
To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview game for self introduction.
Module III: Phonetics
Sound system of the language with special stress on Dipthongs
Module IV: Countries, nationalities and their languages
To make the students acquainted with the most widely used country names, their nationalitie and the language spoken in that country.
Module V: Articles
The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport
Module VI: Professions
To acquaint the students with professions in both the genders with the help of the verb "sein".
Module VII: Pronouns
Simple possessive pronouns, the use of my, your, etc.
The family members, family Tree with the help of the verb "to have"
Module VIII: Colours
All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.
Module IX: Numbers and calculations – verb "kosten"

AMITY SCHOOL OF COMMUNICATION (ASCo)

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

"Wie viel kostet das?"

Module X: Revision list of Question pronouns

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

Examination Scheme
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

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

SPANISH – I

Course Code	L	T	P/FW	Credit
FLS 111	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- To produce global citizens speaking an International language in keeping with the institutional vision .
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad

Course Learning Objective:
- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:
- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal withbasicPhonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:

Subject pronouns

Use of verbs SER/ESTAR/TENER in simple present tense

Use of regular AR /ER/IR ending verbs.

Llamarse y dedicarse

Simple Negativesenteses

Examination Scheme:
Total: 100 marks

ContinuousEvaluation (Total 50 Marks)					EndSemEvaluation (Total 50 Marks)
Quiz	MidTerm Test	Presentation	Viva Voce	Attendance	End-TermExam
10	15	10	10	5	50

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia,

Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A

2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerralozaGilli,

BegoñaLlovetBarquero, EdelsaGroupdidascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE – I

Course Code	L	T	P/FW	Credit
FLC 111	2	-	-	2

Course Objective:
The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of first semester the students will be able to:
- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT
1.   Introduction to Chinese Language
2.   Introduction to the Sound System , Initials and Finals
3.   Table of sounds of Beijing Dialect
4.   Tones
5.   Writing System & Basic Strokes of Chinese Character
6.   Rules of Stroke-Order of Chinese Character,
7.   Expression of Greetings & Good wishes
8.   Farewell

AMITY SCHOOL OF COMMUNICATION (ASCo)

9.   Asking & telling Personal Information : Name & Age
10.   Personal Information : Residence
11.   Personal Information : Family Members
12.   Listening Skill & Practice
13.   Conversation based on dialogues
14.   China; an emerging world power (In English)

VOCABULARY CONTENT

Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你，好，再见。。。

2。Vocab related to personal information; 名字，年纪，家，住，爸爸。。

GRAMMATICAL CONTENT

1. Introduction to the sound system, initials and finals, sound table & tones.
2. Basic strokes of Chinese Character & stroke- order.
3. Conjunction 和.
4. Word order in Chinese sentence.
5. Adjective Predicate sentence.
6. 是sentence type (1).
7. Interrogative sentence with 吗.
8. Attributive & structural particle 的.

Examination Scheme
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books& References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Chinese Reader (HSK Based) book-I (suggested reading)
         3. Elementary Chinese Reader Book-I (suggested reading)

ANANDAM – I

Course Code	L	T	P/FW	Credit
AND001	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

1. Awareness and empathy regarding community issues
2. Interaction with the community and impact on society
3. Interaction with mentor and development of Student teacher relationship
4. Interaction among students, enlarge social network
5. Cooperative and Communication skills and leadership qualities
6. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:
After the completion of this course, students will be able to:
- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:
The project report should be guided by the mentor and shall contain:
- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
   a) Current scenario (Regional, national and international level as applicable)
   b) Future predictions
   c) Duty of the government
   d) Government policies (related to the topic), if any
   e) Duty of public
   f) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.

SEMESTER II

BROADCAST JOURNALISM

Course Code	L	T	P	Total Credit
MJM 201	2	-	2	3

COURSE OBJECTIVE:
The course is the integration of theoretical and practical aspects of broadcast journalism in special reference with radio and television. the course topics leads into the technical, literary and semiotics areas of producing content for said platforms. Since majority of the topics are practical heavy and largely involve hands on learning and training within studio, computer labs and fields.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the nature, characteristics and challenges of broadcast journalism along with the structure of newsroom and roles/responsibility of newsroom personnel.
2. Polish their writing and technical skill set to prepare themselves as broadcast journalists
3. Exhibit their skills in the areas of newsgathering, writing, production, presentation.
4. Plan and execute the production of news programs independently and develop the content of broadcast quality.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module I Evolution, Structure and Role of Broadcast Journalism

> All India Radio- Organizational structure; FM service; News Service Division
>
> Vividh Bharati , External Broadcast Service
>
> Prasar Bharati - Code of ethics for Public Service Broadcast
>
> Private FM Channels & Community Radio
>
> Evolution & Development of TV- Time line

Components	P	V	CT	A	EE
Weightage (%)	20	10	15	5	50

> Doordarshan as Public Service Broadcaster

Module II Nuances of Radio Journalism

> Radio Newsroom : structure, Editorial Roles and responsibilities and functions; Editorial Co-ordination
>
> Radio News Formats; Other programming formats; Elements of news copy for Radio; Audio play- radio news
>
> Planning and structuring the copy for various audio inputs

Module III: News Production for Radio

> Production of different formats of news - 2-minute headline bulletin to one hour news show; preparing news run down
>
> Voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops
>
> Types and function of Micro-phones; Field recording
>
> Audio Editing Software & Techniques

Module IV: Introduction to Television Journalism

> TV Reporters Tools and techniques, Elements of Television News Story ;

Locating andDeveloping TV stories ;

> Narrating through visual. Visual Plan for the story
>
> Writing for TV News, Structuring a TV news report
>
> Various news formats: Package, AV, VOSOT, AVB, AB, AVG
>
> Organizing thoughts and improvisation in the story

Evaluation Scheme:

Text Readings & References:

1. http://handbook.reuters.com/extensions/docs/pdf/handbookofjournalism.pdf

2. www.internews.org/sites/default/files/resources/02.Section%202.%20HRToolkit.pdf

3. http://www.thenewsmanual.net/Manuals%20Volume%201/volume1_02.htm

4. White T. &Bernas F. (2010)Broadcast News: Writing, Reporting and Producing. Focal Press

Oxford

AMITY SCHOOL OF COMMUNICATION (ASCo)

5. Zettle, Herbert (2006) Handbook of Television Production, New Delhi: Cengage Learning India Pvt. Ltd.

COMPUTER APPLICATIONS

Course Code	L	T	P/FW	Credit
MJM 202	1	1	2	3

COURSE OBJECTIVE:
Students wanting to become print journalists must learn to work on DTP. Adobe In-design prepares the students to make print-ready pages and Adobe Photoshop teaches them how to edit photographs for use in print and upload on the web. How to use so design softwares? Students will study the design and layout of pages, taking into consideration the choice of typeface and positioning and choice of colour, images and text setting. Their work will include practical projects as well as investigations into current design and editing practices in a variety of print forms.

COURSE LEARNING OUTCOMES (CLO)
1. Demonstrate the hardware, software & multimedia applications.
2. Describe the concept of design & printing process.
3. Critically analyze the importance of Desktop Publishing in mass communication.

4. Design ads & promotion materials as per the theme & social awareness.
5. Apply knowledge of printing file formats, color modes and picture quality.

Course Contents:
Module I: Basics of Computer
Hardware/Software, Application Softwares, Input devices/ Output devices.
Windows, MSOffice: - Ms Word, Ms Power Point

Module II: Adobe Indesign
Adobe Indesign& Use of Templates
To create Multipage Documents
Use of Master page & inserting graphics in to master page
Use of Ruler, Snap, Guide & Grid &prefrences
Design Magazines, News Papers and Newsletter.

Module III: Adobe Photoshop

Working with scanning images
Types of Graphics (Vector and Raster)
Use of selection tools & their family Features
Working with Color correction & Advance editing techniques,
Lossy & lossless file formats
Digital paintings & brushes
Use of various palettes & Document Setting,
Use of Adobe Photoshop in Web banners

Module IV: CorelDraw

Corel draw User interface
Working with tools & their family features
Use of objects and various palettes in designs
Document Setting and Menus bars
Importing images, manipulation color correction & exporting in high resolution format & their settings
Production techniques and their saving file formats.

Examination Scheme

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:

1. Evening, M. (n.d.). Adobe Photoshop CS4 for Photographers. Focal Press; Pap/Dvdr edition (17 March 2009).

2.   Button, G. (n.d.). CorelDRAW X6 the Official Guide. McGraw-Hill/Osborne Media; 1 edition (July 24, 2012).
3.   R Moen, D. (2000). Newspaper Layout & Design: A Team Approach (4th ed.). Wiley-Blackwell

PUBLIC RELATIONS

Course Code	L	T	P/FW	Credit
MJM 203	2	-	2	3

COURSE OBJECTIVE:
The Course provides an introduction to the principles, concepts, objectives, role and functions of Public Relations. The Course would also explain the professional skills needed to become successful in the field. The contents provide information   on the various

techniques of PR Writing for the purpose of internal and external communications, issue of company statements, press releases and crisis management. The students will also learn about the various tools being used by PR professionals to build company image.

COURSE LEARNING OUTCOMES (CLO)
1. Comprehend and demonstrate critically the facts related with the significance and role and functions of an effective and efficient Public Relations Department in an organization and the various important techniques and practices employed in this field.
2. Identify the Essential Skills that a PR Professional possesses to be successful in the profession and apply them in your real life situations.
3. Develop and Draft various types of PR Writings following all their typical technicalities.
4. Analyse and evaluate the relevance and utility of various PR Tools and Strategies applicable for different job situations and apply them in your real world.

Course Contents:
Module 1: Basic Concepts
Meaning & Definition of Public Relations
Role & Functions of Public Relations
Need for PR in Crisis Management
Crisis Management: Meaning and the various stages

Module 2: Guidelines for Effective PR Writing
Press releases
Press Kits/ Media Kits: Meaning, significance and making a Press Kit
Factsheets
 Backgrounders
 Company Profile
Annual Report

Module 3: PR Tools & Strategies
Press Conference
Press Tours
Press Briefings
PR Campaign: Meaning and Definitions of PR Campaign
Role & Functions of PR Campaign
Multi-media PR Campaigns
Planning a PR Campaign
PR Planning Tools
Budgeting
Media Planning
Implementation of PR Campaign
Evaluation of PR Campaign

Module 4: PR & Media Relations
Changing Media Scenario & its Growth & Expansion
Classification of media
Meaning of Media Relations

AMITY SCHOOL OF COMMUNICATION (ASCo)

Principles of good Media Relations & Understanding the Media
Managing Media Events and Facility Visit

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:
1. Sachdeva, I.S. (2009). Public Relations: Principles and Practices, Oxford University Press, New Delhi
2. Narasimha Reddi , C.V. (2010). Effective Public Relations and Media Strategy, PHI Learning Private Limited, New Delhi
3. Jethwaney, J. & Sarkar, N.N. (2012). Public Relations Management, Sterling Publishers Pvt. Ltd, New Delhi
4. Moore, H. F &Kalupa, F.B.(1985). Public Relations: Principles, Cases & Problems, Surjeet Publications, Delhi
5. Cutli, S. M. & Centre, A. H. (1990). Effective Public Relations, Prentice Hall
6. Mehta, D.S. (1968). Handbook of Public Relation in India , Allied Publishers, New Delhi

MEDIA RESEARCH-I

Course Code	L	T	P/FW	Credit

AMITY SCHOOL OF COMMUNICATION (ASCo)

MJM 204	1	2	-	3

COURSE OBJECTIVES:

This course will focus on to provide knowledge and skills related to media research and will explore broadening an understanding of research approaches through diverse models of research design and methodology. Special emphasis is on the emerging and mixed method approaches to qualitative communication research.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate critically the role and functions of various communication research methods, sampling strategies, tools and important techniques of Media research.
2. Identify various research methods and the Essential Skills that a Media researcher possesses to be successful in the Communication research field and apply them in real life situations.
3. Differentiate and identify various methods and sampling strategies as well as learn about different statistical tools of data interpretation.
4. Execute various research activities and capable to narrate them in the form of a research report.
5. Critically analyze and evaluate the various research designs and methods of communication research and their practical implication in the field.

Course Contents:

Module I: Introduction to Research

Meaning & Importance of Research

5W's of Research: Why, Which, What, Where & Who. Types of Research: Basic & Applied Research Ethical Issues in Research

Research Process
Hypothesis

Module II: Research Process

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

Data recording: primary and secondary data, techniques of collecting
Data analysis and organization: writing choices, forms of writing (report, proposal, dissertation), formats and conventions of writing, technological tools
Presentation of final outcomes

Module III: Research Methods

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

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

Observation: participative and non-participative Content analysis
Focus Group
Case Study

Module IV: Research Report

Abstract
Research Proposal
Summary
Stages of Writing: First draft, second draft, final draft and Proof Reading.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & References:

1. Jensen, K. (2012). A handbook of media and communications research. London: Routledge.
2. Hansen, A. (2010). Mass communication research methods. Los Angeles: SAGE.
3. Berger, A. (2000). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage Publications, Inc.
4. Priest, S. (1996). Doing media research. Thousand Oaks, Calif.: Sage Publications.
5. Demers, D. (2005). Dictionary of mass communication & media research. Spokane, WA: Marquette Books.
6. Kothari, C. (2004). Research methodology. New Delhi: New Age International (P) Ltd., Publishers.

EVENT MANAGEMENT: CONCEPT AND TECHNIQUES

Course Code	L	T	P/FW	Credit
MJM 205	2	-	2	3

COURSE OBJECTIVE:
The key objective of the course is to develop an understanding of the concept of Events and Event Management as a strong below the line marketing tool. The students will learn the basics of event management and the different inputs that go into organizing events. The course would provide information on how to design and conduct various kinds of events. The students will essentially be taken through the fundamentals of Event Management & Planning, Concept and Design, Logistics, Plan Making and Sponsorship Management which are the core areas of Event Management.

COURSE LEARNING OUTCOMES (CLO)
1. Visualize and explain how to create an event that achieves specific objectives for the host/client.
2. Design a Planning Process that incorporates Budgeting, Project Management, Communication and Evaluation Tools.
3. Develop an understanding of the various event elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
4. Understand the role of the Event Planner on site at the event, and the mindset necessary to oversee successful event coordination

Course Contents:

Module 1: Introduction to Event Management
Meaning, Definition & Characteristics of Events
Size & Types of Events
Events as strong Marketing Communication Tools
Key Elements of Events: Event Infrastructure, Target Audience, Clients, Event Organisers, Venue, Media
5 C's of Event Design

Module 2: Event Planning
Develop Mission/ Purpose Statement/ Establish Objectives
Event Planning process
Event Concept: Meaning, Elements, Screening Methods and Analysis
Event Proposal and Event Planning Tools

Module 3: Event Staging & Marketing
Choosing the Event Site/ Venue
 Developing the Theme
Providing Services: Catering, Accommodation & Environment
Meaning of Logistics in Events
Event Marketing Process
Marketing Plan & Marketing Schedule

Module 4: Event Sponsorship & Evaluation

Meaning and Definition of Sponsorship
Types of Sponsorship
Meaning and Elements of Sponsorship Proposal
Critical Evaluation Points from Event Organizer's Point of View
Critical Evaluation Points from Client's Point of View

Examination Scheme:

Components	P & A	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:
1. Sanjaya, G. S. &Saggere, S.V.(2009). Event Marketing & Management. Vikas Publishing House Pvt. Ltd., Noida
2. Wagem, L. V. D. (2005). Event Management. Prentice Hall
3. Shone, A. & Parry, B. (2013) Successful Event Management, Cengage Learning, New Delhi
4. Allen, J. (2007). Event Planning. John, W. & Sons

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVES

ADVANCE ADVERTISING

Course Code	L	T	P/FW	Crédit
MJM 206	3	1	-	4

COURSE OBJECTIVE:
The challenging and very competitive world of advertising will be unveiled in this course.
The modules have been designed to give students in-depth knowledge of the principles and
practices of advertising. The areas included are Advertising Campaigning , Copywriting,
and specialized areas like Media Planned and Buying , Media Research etc. , which will give
an in depth idea about the specialized areas of ad creativity.

COURSE LEARNING OUTCOMES (CLO)
1. Exhibit understanding of Advertising planning process.
2. Design an advertising copy for print and other mediums.
3. Analyse role of Media Planners and Media planning process in campaigns
4. Evaluate various media buy options for a campaign
5. Analyse challenges for advertising industry due to digital and social media platforms.

Module 1 :

Advertising planning
Campaign planning
Defining advertising objectives through Marketing objectives
Communication objectives
Advertising Budgeting

Module 2 :

Copywriting
Creative copywriting techniques
Art and Layout of ads
Copywriting- Print Media, Electronic Media , Digital Media

Module 3 :

Media planning and Buying
Definitions and Objectives
Media Buying
Media Budgeting
Media planning Process
Media Monitoring
New trends in Media Buying

Module 4 :

Media Research-Importance and Methods
Advertising and Society
Advertising and Ethics
Code of Ethics
ASCII Code of Ethics
ASCII- Its role and functions

Examination Scheme

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & references:

1. Batra R.,Myers, John G. Myers &Aaker, David A. (2000), Advertising Management, Prentice Hall of India
2. Lee M.& Carla, J (2007), Principles of Advertising: A Global Perspective Viva Books, New Delhi.
3. Ogilvy, D., (1985) Ogilvy on Advertising, RHUS. 1stVintage Books Edition
4. Chunawalla, S.A. &Sethia K.C. (2011) Foundations of Advertising Theory & Practice, Himalaya Publishing
5. Jethwaey, J.(2012) Advertising Management. (2nd ed.) Oxford University Press. New Delhi

ADVANCE FILM MAKING

Course Code	L	T	P/FW	Credit
MJM 207	2	1	2	4

COURSE OBJECTIVE:
This course focuses on the basics of filmmaking and cinema techniques. Students will be introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity to visualize and make short films. Apart from filmmaking, the students will be given an understanding of film appreciation. Documentary realism will be pitted against mainstream commercial film genres, and an attempt will be made to understand the technical as well as the artistic aspects of film making. Also, classic films will be viewed and discussed.

COURSE LEARNING OUTCOMES (CLO)
1. Understand the basic concepts and fundamental elements of Film Production.
2. Gain a basic understanding of fundamental aesthetic and conceptual approaches to digital video production and non-linear editing, and become able to script and produce short films based on these principles while working both independently and in small groups.
3. Demonstrate an advanced level of proficiency in filmmaking by producing and directing their own films working through the stages of pre-production, production, and postproduction.
4. Have an understanding of specific kinds of films based on: extended close study of one or more of the major individual figures in cinema; a thorough survey of one or more of the major national cinemas; one or more historically important genres in cinema; or intensive study of a motif, topic, or period in film.

Course Contents:
Module I: Writing the Script
Narrative Composition: 3 Plot Structure
Characterization and Dramatic Structure
Scriptwriting formats, Step Outline and Shot Breakdown
Screen Play, Storyboarding & Shooting Script
Script Selection
Writing Proposals
Module II: Production
Key Members of Film Production Unit
Role of Producer and Director
Role of Production Manager
Budgeting and Budgeting Formats
Casting and Source of Casting
Mise-en-scene

Module III: Camera, Light and Sound
Functions & Operations of Camera
Camera Mounts
Shots, Camera Angles and Movements
Lighting Equipment

AMITY SCHOOL OF COMMUNICATION (ASCo)

Three Point lighting
Continuous Lighting
Studio Lighting
Filters & Gel
White Balance &Colour Temperature
 Sound as a Metaphor
Sound Equipment and their uses

Examination Scheme:

Components	P	V	A	CT	EE
Weightage (%)	20	10	5	15	50

Text & References:

1. Rabiger, M. (2015). *Directing the documentary*. Routledge.
2. N. (1992). *Movies and methods* (Vol. 1). Berkeley: Univ. of California Press.
3. N. (1992). *Movies and methods* (Vol. II). Berkeley: Univ. of California Press.
4. Denzin, N. K. (1995). *The Cinematic society: The voyeurs gaze*. London: SAGE.
5. Sen, G. (1996). Image and imagination: Five contemporary artists in India.Grantha Corporation.
6. Pandian, M. S. (2015). The image trap: M.G. Ramachandran in film and politics. New Delhi, India: SAGE Publications India Pvt

AMITY SCHOOL OF COMMUNICATION (ASCo)

ADVANCED PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
MJM 208	2	1	2	4

COURSE OBJECTIVE:
After being exposed to the basics of photography in the first semester, the students will learn the nuances of exposure control in a Professional Camera. They will be able to start maintaining their portfolios and will be required to make digital presentations and undertake practical assignments.

COURSE LEARNING OUTCOMES (CLO)
1. Understand the basic technical aspects related to camera operation and handling as well display familiarity with history and background of photography.
2. Understand the significance and role of photography and the photographer in a society.
3. Demonstrate aperture, depth of field and shutter speed as well lighting techniques.
4. Familiarity with camera parts & Organs and Barriers in Photography.
5. Display familiarity with essential skills and technical to knowhow that a professional photographer must possess to be successful in the profession such as knowledge of camera operation and related software and hardware.

Course Contents:
Module I: Understanding Digital Photography
Digital Image Construction

Image Sensors (CCD and CMOS)

Formats of a Digital Image
Problems of digital photography
Module II: Exposure Control and Lighting
Aperture
Shutter
Depth of Field
One, two & three point lighting
Electronic flash & its synchronization

Module III: Advanced Composition and Image Editing
Working on the Subject (Proximity, Angles, Framing)
Tinting
Toning
Module IV: Advanced Photography Practicals
Practicing Outdoor and Indoor Photography
Projects: Developing Personal Digital Portfolio

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Text & References:

1. Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.
2. Langford, M., &Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.
3. Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.
4. McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.
5. Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New York: Museum of Modern Art ;.
6. Stout, H. (2011, April 1). Father of modern photography. Cobblestone.

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS211	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setupof Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formalcommunication
CLO 3	Recognize the mannerisms and methodology of Interview.

B. SYLLABUS

Topic
Enhancing Speaking Skills (JAM, Extempore, Public Speaking : any one)
Poster Making (Current Affairs)
Dream company-based presentation/ PPT Presentation
Interview Essentials (Mock PI) + CV-2
Internship preparation (SOP, Documentation)

EXAMINATION SCHEME:

Components	Public Speaking	Presentation	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- New International Business English, Jones/Alexander, Cambridge

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - II
(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BSS211   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLOS)
At the successful completion of this course you (the student) should be able to:
1. Demonstrate an understanding of interpersonal skills as part of effective communication processes.
2. Identify the effects of behaviour on interpersonal communication
3. Demonstrate a range of effective interpersonal communication skills
4. Use assertiveness and interpersonal skills in the workplace team
5. Utilise effective communication skills to build strong relationships
6. Develop, implement and promote effective communication techniques

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

Course Contents:

Module I: Behavioral Communication
Scope of Behavioral Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioral Communication in relationship management

Module II: Managing Individual Differences in Relationships
Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

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

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

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

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme;**JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

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

Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers

FRENCH - II

Course Code	L	T	P/FW	Credit
FLN 211	2	-	-	2

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

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:
Module A: pp.38 – 47: Unité 3: Object if 3, 4, 5. 6
Module B: pp. 47 to 75 Unité 4, 5
Contenu lexical:
Unité 3: Organiser son temps
1. donner/demander des informations sur un emploi du temps, un horaire SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour …
    i) prendre un rendez-vous/ accepter et confirmer/ annuler
    ii) inviter/accepter/refuser
3. Faire un programmed'activités
    a) imaginer une conversation téléphonique/un dialogue
    b) Propositions- interroger, répondre

Unité 4:Découvrir son environnement
1. situerun lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité5 :s'informer
1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:
1. Adjectifsdémonstratifs

AMITY SCHOOL OF COMMUNICATION (ASCo)

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

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

C – Project +Presentation
I – Interaction/Conversation Practice
Text & References:
- Le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code	L	T	P/FW	Credit
FLG 211	2	-	-	2

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany
Introduction to Grammar to consolidate the language base learnt in Semester I

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module I: Everything about Time and Time periods
Time and times of the day.
Weekdays, months, seasons.
Adverbs of time and time related prepositions

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

Module III: Separable verbs
To comprehend the change in meaning that the verbs undergo when used as such
Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension
Reading and deciphering railway schedules/school time table
Usage of separable verbs in the above context

Module V: Accusative case
Accusative case with the relevant articles
Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns
Nominative and accusative in comparison
Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative propositions with their use
Both theoretical and figurative use

Module VIII: Dialogues
Dialogue reading: 'In the market place' 'At the Hotel'

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

C – Project +Presentation
I – Interaction/Conversation Practice
Text & References:
- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

SPANISH – II

Course Code	L	T	P/FW	Credit
FLS 211	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:

Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.

Grammar:

Use of SER/ESTAR/TENER/ HAY

Difference between Estar and Hay

Demonstrative pronouns

Interrogatives – what, which, why, how, who, when

Introduction of irregular verbs

Possessive pronouns

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerralozaGilli, BegoñaLlovetBarquero, EdelsaGroupdidascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

![AMITY UNIVERSITY RAJASTHAN]

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE – II

Course Code	L	T	P/FW	Credit
FLC 211	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们， numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT
1. Personal information : hobbies & habits
2. Personal information : abilities
3. Expression of gratitude
4. Expression of apology
5. Numbers & currencies
6. Expression of time
7. Description of weather
8. Description of direction,
9. Listening of dialogues
10. Conversation based on dialogues
11. Chinese CBT package /video clipping
12. Sino-Indian relations (in English)

VOCABULARY CONTENT
Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.
1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)

2. 有sentence

3. Auxiliary verbs:要,会,能, 可以
3. The sentence with a verb as its predicate.
4. 们: a plural suffix
5. Numeration
6. Interrogative pronoun 多少
7. Counting Money
8. A numeral-measure word as the attributive
9. Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11. The adverbial adjunct:
12. Words of location

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books& References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)

ANANDAM – II

Course Code	L	T	P/FW	Credit
AND002	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

7. Awareness and empathy regarding community issues
8. Interaction with the community and impact on society
9. Interaction with mentor and development of Student teacher relationship
10. Interaction among students, enlarge social network
11. Cooperative and Communication skills and leadership qualities
12. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants,phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

AMITY SCHOOL OF COMMUNICATION (ASCo)

7. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
8. The group member shall write his/her name at the end of the blog.
9. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
10. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
11. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
12. For the topic chosen by the group, students are recommended to cover the following points:
    g) Current scenario (Regional, national and international level as applicable)
    h) Future predictions
    i) Duty of the government
    j) Government policies (related to the topic), if any
    k) Duty of public
    l) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
4. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
5. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
6. Conclusion is clearly stated. The underlying logic is explicit.

SEMESTER III
CORPORATE COMMUNICATION

Course code	L	T	P/FW	Credit
MJM 301	2	-	2	3

COURSE OBJECTIVE:

Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and it's management and enhancement which is the core of corporate communication will also be explained. Direct marketing, issue support and crisis management will be learnt. Public affairs and political PR and lobbying as a weapon in the hand of effective communicators will be discussed. Through articles, case studies, analysis and discussion the course introduces the students to the practices that allow organizations to reach customers, stakeholders, media and government agencies.

COURSE LEARNING OUTCOMES (CLO)

1. Explain the meaning and purpose of corporate communication function in an organization namely: what it does and how the department contributes towards the building of brand image and a strong corporate reputation amongst the various stakeholder groups and the public at large.
2. List out the key elements and components of an effective Corporate Communication Strategy
3. Describe the effectiveness of a sound Communication Response Strategy to a Crisis situation.
4. Develop a clear understanding about the role and functions of a Corporate Communication Professional in an organization and the skills and qualities required by them to excel in the field.

Course Contents:

Module I: Corporate Communication
Introduction
Importance and functions, difference lecture PR & corporate communication
Elements of corporate communication: corporate governance & its theories, corporate philosophy, culture
Corporate identity, citizenship and philanthropy
Corporate reputation

Module II
Image management, corporate branding & corporate adverting
Direct marketing, network marketing
Crisis management, disaster management, issue management
Media management
Event management& sponsorship

Module III
Celebrity management
Public affairs, political PR
Lobbying
Desktop publishing (DTP)
Group communication

Module IV
Talent of a corporate communicator, Making Presentation, Preparing for Meetings, Writing Speeches, Selection of   Media for Corporate Communication
Major issues facing corporate PR professional
Corporate communication strategies in the context of globalization

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Paul, A..&& Jain, F.(2007). The Power of Corporate Communication (4TH Edition). McGraw-Hill/Irwin
2. Cornelissen, J. (2013). Corporate Communication: A Guide to Theory & Practice (3RD Edition). Sage Publication
3. Venkataraman.(2008). Corporate communication (3rd Edition). Sterling Publisher
4. Newman, G..Corporate communication. State University, of New York

MEDIA RESEARCH II

Course code	L	T	P/FW	Credit
MJM 302	2	1	-	3

COURSE OBJECTIVE:

This course focuses on descriptive and inferential statistical methods across the disciplines. The material presented will include conceptual understanding and practical application of data entry, analysis and interpretation. The student will critique descriptive research studies. Upon completion of this course students will be able to Produce a final project that will include application, analysis & Interpretation of a data set.

COURSE LEARNING OUTCOMES (CLO)

1. Develop the research attitude in both qualitative and quantitative spheres.
2. Comprehend and demonstrate critically the role and functions of various media research methods, sampling strategies, tools, and important techniques of Media research.
3. Identify various research methods and statistical tools of Research.
4. Differentiate and identify various methods and sampling strategies as well as learn about different statistical parameters of data interpretation.
5. Execute various research activities and capable to delineate them in the form of a research reports.
6. Critically analyze and evaluate the various research designs and methods of communication research and their practical implication in the field.

Course Contents:

Module I: Research Basics

Introduction to hypothesis testing
Types of Data: Primary and Secondary
Type of variables: independent, dependent and controlled
Data collection: The process of measurement, measuring techniques, levels and problems of tool design and measurement, psychometric features of an instrument (reliability and validity), developing a survey questionnaire, secondary analysis, and basic ideas involved in sampling and concise introduction to various sampling strategies

Module II: Methodology and Data Analysis

Popular research methods of communication
Data Analysis: simple and multiple correlation and regression
Mathematical Tools: mean, median, mode, standard deviation(measures of central tendency) and measures of dispersion.
Quantitative Analysis: SPSS for quantitative data

.
Module III: Research Writing

Writing to report vs. writing to learn
Difference between proposal, report and thesis
Writing as a continuous process: defining the idea, methodological framework, pilot project, main findings
Writing the final findings, insights, questions for future research
Structure and conventions of research writing: Tile of the Project, Abstract, Acknowledgements, Contents and Indexing, Referencing format, Difference between footnotes and end notes, Presenting tables, graphs, diagrams, and appendix

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	25	5	20	50

Text & References:

1. David J. Luck and Ronald S. Rubin (1987) Marketing Research, Prentice-Hall:Englewood Cliffs, NJ
2. Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, Bharti Bhawan: Patna.
3. Bell, Judith **(**2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.
4. Kothari, C. R (1990) Research Methodology: Methods and Techniques: WishwaPrakashan: New Delhi.
5. Berger, Arthur Asa (2000) Media and Communication Research Methods an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.
6. K N Krishnaswamy, A.I. Sivakumar and M Mathirajan (2006). Management Research Methodology: Integration of Methods and Techniques. Pearson Education: New Delhi.
7. Schroder, Kim; Drotner, Kristen; Kline, Stephen & Murray, Catherine (2003) Researching Audiences, Oxford University Press: Delhi.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SOCIAL MEDIA

Course code	L	T	P/FW	Credit
MJM 303	2	-	2	3

COURSE OBJECTIVE:
Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology. After the successful completion of this course students will be able to use social media productively, and have a framework for understanding and evaluating new tools and platforms. The course provides students with an introduction to the history, theory, technology, and uses of social media.

COURSE LEARNING OUTCOMES (CLO)

1. Understand what Social Media is and how it is changing the media landscape.
2. Understand how the blogs and microblogs work and how traditional media is using them.
3. Learn the different aspects of Social Networking and the way it is changing behavioural patterns.
4. Understand the concept of Citizen Journalism and the tools that are used by Citizen Journalists to communicate information.

Course Contents:

Module I: Social Media
Social Media: Definition, Features, Elements, Uses and Functions.
Contemporary global sterns of SM propels
Dynamics of Social media
Social Media – Personal and Professional Medium
Language of Social media
Digital Citizenship and communities

Module II: Social Media Marketing
Planning for social media marketing
Social media marketing segments
Digital consumers
Diffusion of innovation in a wired world
Safety and Security in Social Media
Types of Cyber crimes
Laws for mebiy social media safe and secure
Social media and privacy/ethics

Module III: Zones of Social Media
Fours zones of Social Media: Social Community, Social Publishing, Social Entertainment, Social Commerce
Social media measurement and metrics

AMITY SCHOOL OF COMMUNICATION (ASCo)

Theories and approaches of Social Media: Amplification Hypothesis, Information Manipulation Theory, Sleeper Effect, Yale Attitude Change Approach

Module IV: Economics of Social Media
New Media Economy
Social Media in Indian context
Social media for development

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	50

Text & References:

1. Articles by Jay Baer. (n.d.). Retrieved March 01, 2016, from http://www.jaybaer.com/press-room/
2. Harries, D. (2002). *The new media book*. London: BFI Pub.
3. S., N. A., & Hendricks, J. A. (2012). *Social media: Usage and impact*. Lanham, MD: Lexington Books.
4. Schell, B. H. (2007). *The Internet and society: A reference handbook*. Santa Barbara, CA: ABC-CLIO.
5. Tuten, T. L., & Solomon, M. R. (2013). *Social media marketing*. Boston: Pearson.

PRINT, WEB AND ADVERTISING DESIGN

Course code	L	T	P/FW	Credit
MJM 304	1	1	2	3

Course Objective

No text or web-based communication can be complete without understanding the principles and objectives of design. In this course, the students will get an insight into different forms of design used for print, web and advertising.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate the font, Typography, promotional marerial, advertisments (Digital & Print) & types of layout formats.
2. Stationary material, Principles of design, design elements, file formats & their use in designing.
3. Describe the concept and characteristics of advertising design & their printing process.
4. Demonstrate the dummy layout, web page designing, news paper & magazine advertisement & their elements.

Course Contents:

Module I: Print Design
Principles of Design
Objectives of Design
Types of Graphics

Module II: Page Layout
Kinds of Layout: Modular, Non-modular
Characteristics of well-designed pages
Master pages and templates
Page dummying
Designing feature/art pages
Differences between magazine and newspaper pages
Fonts and their use
Text wrap
Layout formats
Master Page & Content

Module IIIWebsite design
Objectives of Web Design
Basics of Website Designing
Differences between Print & Web Advertisments

Module IV: Advertising Design
Types of Ads:Print ad, Magazine ad,Kiosks, Hoardings, Banners, etc.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Corporate Stationary, business card, envelope, brochures, catalogs etc.
Use of Typography in Advertising

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	10	5	15	20	50

Text & References

1. Edward Denison, Roger Fawcett-tang, Jessica Glaser , Print Formats and Finishes: The Designer's Illustrated Guide to Brochures, Catalogs, Bags, Labels, Packaging, and Promotion, Rotovision
2. Wendy Jedlicka , Sustainable Graphic Design: Tools, Systems, and Strategies for Innovative Print Design, John wiley& Sons
3. Daniel Mason , Materials, Process, Print: Creative Ideas for Graphic Design, Laurence King
   Robyn Blakeman, The Bare Bones of Advertising Print Design, Rowman & Littlefield Publishers
4. John Dimarco, Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques, John Wiley & Son.

SUMMER PROJECT

Course code	L	T	P/FW	Credit
MJM 350	-	-	12	6

COURSE LEARNING OUTCOMES (CLO)

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

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student. Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

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

GUIDELINES FOR SUMMER PROJECT

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

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

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

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

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

In general, the Project should be comprehensive and include:
- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals and objectives.

AMITY SCHOOL OF COMMUNICATION (ASCo)

- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Report Layout
The report should contain the following components:

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

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

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

➢ **Certificate (Project Guide)**
A certificate from the project guide to be enclosed

➢ **Table of Contents**
Titles and subtitles are to correspond exactly with those in the text.

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

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

➢ **Literature Review**
This section should contain a detail list of related literature reviewed by the project investigator while preparing

the project report.

➢ **Results and Discussion**
Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

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

➢ **Summary of Findings, conclusion and Recommendations**
A conclusion should be the final section in which the outcome of the work is mentioned briefly supported by some suggestive recommendations.

➢ **Future prospects**

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

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

Examples
Foot notes to be given.

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

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

ASSESSMENT OF THE PROJECT FILE

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.
Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.
Project execution is concerned with assessing how much work has been put in.
The File should fulfill the following *assessment objectives:*

Range of Research Methods used to obtain information (Including the statistical devices).
Execution of Research
Data Analysis
Analyse Quantitative/ Qualitative information
Conclusions

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

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

Project Report: 50
Viva Voce: 50
Total: 100

DOMAIN ELECTIVE

POLITICAL JOURNALISM

Course code	L	T	P/FW	Credit
MJM 305	2	2	-	4

COURSE OBJECTIVE:
The course opens a window for students to the nuances of political and parliamentary reporting and writing for various media. Besides learning about India's political structure and the political process, the student should be able to comment without bias. They should be able to report political issues with fairness, confidence and knowledge.

COURSE LEARNING OUTCOMES (CLO)
The course focuses on imparting in-depth understanding about national and international political system; specifically training them from the political journalism perspective

Course Contents:

Module I: Political Reporting:
Overview of Indian Political System
Basic outline of India's Constitution, its nature and characteristics
Types of Political Stories: Interpretative, Analytical, Investigative
Developing a Story Idea, Planning and Gathering Content
Visual plan and byte collection

Module II: Parliament Reporting:
Parliament Structure & Procedure
Covering Sessions and Proceedings
Rules & Information Center for journalists
Technical terminologies
Developing Story Idea, Planning and Gathering Content
Visual plan and byte collection
Covering the Government & Ministries

Module III: On the political trail
Covering political parties (Analysing manifestoes, understanding ideologies)
Covering events/rallies
Covering Elections –National, state and panchayats

Module IV: Issues and Concerns
Ethics & laws of Political and Parliamentary Reporting
Political bias and how to avoid it
Project: Two half-an-hour special programme/documentary/news feature to be prepared by the students. The story/programme idea, detailed visual and content needs the approval by course instructor in advance.

Examination Scheme:

Components	P	CT	A	EE

AMITY SCHOOL OF COMMUNICATION (ASCo)

Weightage (%)	10	15	5	50

Text & References:

1. Raymond Kuhn, Raymond Kuhn , Political Journalism, Routledge
2. Raymond Kuhn, Erik Neveu, Political Journalism: New Challenges, New Practices, Routledge
3. Bisht M S, Political Journalism New Challenges, Cyber Tech Publications

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

TELEVISION JOURNALISM

Course Code	L	T	P/FW	Credit
MJM 306	2	-	2	3

COURSE OBJECTIVE:

As the extension of Broadcast Journalism courses taught in the previous semester; this course will further enhance the skills of the students in developing specialized content for television. The course aims to offer a deeper understanding of various specialized reporting genre and techniques to produce area focused stories using investigative and interpretative skills set.

COURSE LEARNING OUTCOMES (CLO)
1. Understand the nature, characteristics and challenges of broadcast journalism along with the structure of newsroom and roles/responsibility of newsroom personnel.
2. Polish their writing and technical skill-set to prepare themselves as broadcast journalists
3. Exhibit their skills in the areas of newsgathering, writing, production, presentation .
4. Plan and execute the production of news programs independently and develop the content of broadcast quality.

Course Contents:

Module I: Contemporary Trends and Tools of Specialized Reporting
Growing significance of specialization in media
Journalistic skills and tools in the digital age
Conducting Research for the story: Finding the correct Information
Interpreting and Analyzing the Data for the story
MOJO, Data Journalism, Digital Story Telling

Module II: Working on the Beat
Politics
Crime
Sports
Business
Social Development etc.
Investigative and Interpretative Approaches
Major stories from various beats
The Art of Conducting Interviews

Module III: Technical and Creative aspects of News Programming
Drafting the story for visuals
Creative Use of PTC
 Facing the camera and voice training
Studio anchoring and Use of Teleprompter
Voice over, sound track for features.
Moderating studio news programmes: Debates, Discussions

Examination Scheme:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. White T, &Bernas F. (2010).Broadcast News: Writing, Reporting and Producing. Focal Press, Oxford
2. Cushion S. and Lewis J. (2010) The Rise of 24-Hour News Television: Global Perspective. Peter Lang, New York
3. Roberts B. M (2007) An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres; Focal Press, Oxford
4. N. Sunetra Sen. (2013) Globalization and television: A study of the Indian Experience, Oxford University Press
5. Sengpta A. (2006) Electronic Journalism: Principles and Practices. Authors Press, New Delhi
6. Herber J. (2000) Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media. Focal Press, Oxford

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOCUMENTARY PRODUCTION

Course code	L	T	P/FW	Credit
MJM307	2	1	2	4

COURSE OBJECTIVE:

This module is designed to familiarize student to the essentials of documentary filmmaking. Student will learn the art of storytelling through documentary films. The module introduces the student with the filmmaking process stating from research, conducting interviews, and showcasing the film at various platforms.

COURSE LEARNING OUTCOMES (CLO)
1. Investigate all types of documentaries.
2. Develop the technical knowledge of script writing for documentary film, treatment writing , budget making
3. Develop the technical knowledge on video camera for indoor and out-door shooting of a documentary film as well conducting an interview with an expert
4. Apply creativity skills through using natural and artificial lights in video shooting
Create own documentary through three phases of documentary production

Course Contents:

Module I: Documentary Films
Documentary Films Vs Fiction
Different Between News, Documentary and Infotainment shows
Hstory of Doucmentary films in India
Types of Documentary films
Documentary film treatment
Narration and Anchor Based Documentary FIlms
Cinema Verite
Indian Documentary Films
International Documentary Films

Module II: Production Process and Challenges
Selecting a Topic and Idea development
Research for Documentaries
Writing Script for documentaries
Identification of target audience and participants
Developing a theme and Visualization of Material
Constraints in documentary filmmaking.
Scheduling and Budgeting for documentary films
Contingencies in Documentary Film Shoot

Module III: Ethics and Methodologies
Using Archival Material
Shooting Equpment
Identifying reliable and non-reliable source of Information

Writing Proposals
Pitching
Sponsored and Commissioned Films
Film Festivals
Funding for documentary

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Sturken,M. & Cartwright, L. (2001).Practices of Looking: An Introduction to Visual Culture. London: Oxford UniversityPress
2. Alan Rosenthal.(2007). Writing, Directing, and Producing Documentary Films and Videos.Illinois: Southern Illinois University Press.
3. Michael Rabiger.(2004). Directing the Documentary.London:Focal Press.
4. Jacob Bricca(2017). Documentary editing: Priciples& Practice routedge

AMITY SCHOOL OF COMMUNICATION (ASCo)

MEDIA MARKETING & SALES

Course code	L	T	P/FW	Credit
MJM 308	3	0	0	3

COURSE OBJECTIVES:
To introduce learners to all the concepts, skills and means to market and sell the various media platforms such as Television, Radio, Dotcom, Outdoor and Cinema. To develop understanding of media planning and buying so that the sales can be customized accordingly.To develop the skills to manage the end to end media sales for all media platforms.

COURSE LEARNING OUTCOMES (CLO)
1. Student will get an insight and awareness about the concept and types of Media marketing.
2. Student will be able to have an overview of the various aspects of Media planning and buying.
3. Student will have an understanding how to develop skills to mane the media sales.

Module I: Introduction to Media Marketing and Sales
Communication Sales: Introduction to all types of Media Sales, Indian Media And Entertainment Industry- Origin, Size, Growth rateThe factors contributing to the growth/ de-growth Media and Entertainment industry, Indianadvertising industry – Origin,size and growth rate, Study the factors contributing to the growth/ de-growth Indian advertising industry, Sector wise (FMCG/Auto/BFSI) contribution to the overall advertising revenue in past 5 years, Introduction to all kinds of media Vehicle sales. Print, TV, Radio, Digital, Outdoor, Cinema, Client servicing and consumer behaviour

Module II: Detailed Study of all kinds of media vehicle sales
Understanding or sales process. Who is a sales person?
Relationship and Needs-Based Selling. Identifying the ideal customer.
Understanding the sales process. Networking and professional Basics. What to say and how to say it.
Introduction to print media/TV/Radio/Events/Cinema sales.Discuss the factors affecting the growth-de-growth of various media platform.
Discuss category wise (Auto/telecom/ BFSI/ FMCG) ad spends in media. Analyse the categories where advertising in print is dominant.
Media sales in detail right from origin. Introduction to space selling, advertorial sales, integrated sales.
Learning proposal making for media sales. Understanding of Cubic cms, full page spreads, mastheads, jackets.

Module III: Branded Content Sales
Introduction to Branded content. Study of co creation of content
The concept of branded content in Print media. Various formats of branded content in print.
The concept of branded content in Television. Various formats of branded content in Television.
The concept of branded content in Radio. Various formats of branded content in Radio media.

The concept of branded content in Digital Media. Various formats of branded content in Digital media.
Introduction to the concept of in show product placement. Discuss how brands can benefit out of this.

Module IV: Media Investments – Media Planning and Buying
Introduction to media investments. Early 80 s and 90 s and study of how media agencies have evolved overtime.
Study the satellite boom and how media buying came in to picture
Introduction to Media Basics.Basic Metrics, Television metrics, Benchmarking metrics, Plan metrics, Print and Radio metrics
Discuss Media Strategy. The need for a media strategy/Building Blocks of media strategy. Situation analysis
TG Definition. Study of Data sources, SEC old vs New (as per BARC), Segmentation Studies.
Study ofMarket prioritization based on growth, competition and category size. Allocating budgets as per market.
Studying ways of setting efficient media weights. Setting media weights basis competition, setting task based media weights.
Various types of Media Mix Decisions based on product/service, competition and market.

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Kotler, P. (2009) *Marketing Management.*, U.S. Pearson Prentice Hall
2. Verma. H (2006) *Brand Management*, New Delhi, Excel Books
3. Gaur, S (2009). *Event Marketing & Management*, New Delhi, Vikas Publishing House

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS311	1:0:0	1	1

C. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop an idea of professional work place
CLO 2	**Learn about the importance of interviews, etiquette.**
CLO 3	Learn the basic steps and techniques for preparing and for having a successful interview
CLO 4	Demonstrate Workplace Speaking Skills.

B. SYLLABUS

Topic
Group Discussion-2
PI-2 (Mock Sessions)
CV-3 + Profile Mapping
Video Resume
Social Media Profiling

EXAMINATION SCHEME:

Components	Group Discussion	Video Resume	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford

- Working in English, Jones, Cambridge

- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons

- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- New International Business English, Jones/Alexander, Cambridge

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - III
(LEADING THROUGH TEAMS)

Course Code: BSS 311   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLOS)
At the successful completion of this course you (the student) should be able to:
1. Describe team design features and the difference between team and group, and components of the concept.
2. Identify the patterns of interaction in a team, method of studying attractions and repulsions in groupssociometry and construction of socio-gram for studying interpersonal relations in a Team.
3. Analyze various stages of team growth, team performance curve profiling a team: Role of leadership in managing team.
4. Differentiate between management values, pragmatic spirituality in life and organization building global teams through universal human values.
5. Demonstrate the leaning of teams, leadership and values, pragmatic spirituality in life and organization building global teams.

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

Course Contents:

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

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

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

Module IV: Team Leadership & Conflict Management
Leadership styles in organizations

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

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

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme;**JOS-**Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

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

Foreign Language-III
FRENCH

Course Code: FLN 301   **Credit Units: 02**
COURSE OBJECTIVE:

- To understand and present the time schedule and to tell the time
- To understand and draft a short biography and to present a scientist
- To understand an online conversation and read a program and the timings.
- To propose an outing and to accept an outing.
- To leave a message on the answering machine

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:

Unité 3 La science au quotidien Page : 40-61 Leçons 7, 8 & 9

Contenu Lexical:

1. L'heure
2. Les jours de la semaine
3. Les mois de l'année
4. Les matières et types de cours
5. Les spécialitésscientifiques.
6. L'annéeuniversitaire
7. Les nationalités
8. Les noms de pays
9. Les métiers scientifiques
10. Les chiffres de 69 à l'infini
11. Quelquesunités de mesure
12. Quelquestermesscientifques
13. Les termes de l'exposition
14. Les expression familières pour accepter une invitation.

Contenu Grammatical:

1. Finir, commencer au présent
2. Les prepositions de temps
3. Féminins et masculine des noms de métiers scientifiques
4. Les adjectifs de nationalité.
5. Le future proche

AMITY SCHOOL OF COMMUNICATION (ASCo)

6. Les adjectifs demonstratives
7. Le but: pour + infinitive
8. **Le register familier**

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

- Supplementary Materials are given in form of photocopies

GERMAN

Course Code: FLG 301   **Credit Units: 02**

Course Objectives:

After successful completion of this semester, students will be able to:

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.
- Use of adjective in sentences.
- Introduction and use of separable verbs

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	**Mid Term Test**	**Presentation**	**Viva Voce**	**Attendance**	**End-Term Exam**
10	**15**	**10**	**10**	**5**	**50**

AMITY SCHOOL OF COMMUNICATION (ASCo)

Prescribed Text-Book: First 10 Lessons from Deutsch alsFremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch – Englisch, Cornelsen, 2013

 http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH

Course Code: FLS 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
    - To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
    - To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
    - Time and date
    - Speaking about prices/currency/ market and quantity.
    - Counting above 100,
    - To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:

Introduction of stem changing irregular verbs

Introductionofprepositions (Cerca de/ lejos de/ encima de etc.)

Present continuous tense **(Estar+ gerundio)**

Introduction of third person verbs Gustar/Parecer/Encantar/ Doleretc

Interrogatives – How much/ How many

Introduction of irregular verbs.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Immediate uture plans (Ir a + verbo)

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerralozaGilli, BegoñaLlovetBarquero, EdelsaGroupdidascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE

Course Code: FLC- 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Students will be able to communicate in small sentences in oral, self introduction, family description etc

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在，是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS
1. Description of   size
2. Description of   quantity
3. Asking and replying questions on shopping
4. Asking and replying questions on Communication
5. Conversation Related to Study
6. Conversation Related to Work
7. Expression of Simple Feelings
8. Listening of dialogues
9. Conversation based on dialogues
10. Programme Specific Vocabulary & Expressions
11. Chinese CBT Package
12. Chinese Festivals (In English)

VOCABULARY CONTENTS
1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.
2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.

3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

AMITY SCHOOL OF COMMUNICATION (ASCo)

GRAMMATICAL CONTENTS

1. Antonyms
2. Prepositional phrases
3. The object of 在，从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References

- Learn Chinese with me book-I (Major Text book), People's Education Press

- Elementary Chinese Reader Book-I

- Chinese reader (HSK Based) book-I

- Module on Programme specific vocab.

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – III

Course Code	L	T	P/FW	Credit
AND003	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

13. Awareness and empathy regarding community issues
14. Interaction with the community and impact on society
15. Interaction with mentor and development of Student teacher relationship
16. Interaction among students, enlarge social network
17. Cooperative and Communication skills and leadership qualities
18. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:
After the completion of this course, students will be able to:
- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:
The project report should be guided by the mentor and shall contain:
- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants,phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

13. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
14. The group member shall write his/her name at the end of the blog.
15. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
16. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
17. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
18. For the topic chosen by the group, students are recommended to cover the following points:
    m) Current scenario (Regional, national and international level as applicable)
    n) Future predictions
    o) Duty of the government
    p) Government policies (related to the topic), if any
    q) Duty of public
    r) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
7. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
8. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
9. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER IV
MEDIA LAWS & ETHICS

Course code	L	T	P/FW	Credit
MJM 401	3	-	-	3

COURSE OBJECTIVE:
The explosion of media in India has brought into focus several ethical and legal issues. These issues relate to privacy, methods of gathering information, packaging of advertisements as news etc. Through lectures, case studies and panel discussions students will be explained the importance of ethics in news operations. They will learn about media laws, and guidelines on ethics laid down by regulatory bodies.

COURSE LEARNING OUTCOMES (CLO)
1. Demonstrate knowledge of media laws and the ethical considerations in following them
2. To be able to apply their learning and knowledgr in various ethical questions faced by the media.so as to do your work properly
3. Understand the relation between media laws, ethics and morality and their need for building a just society

Course Contents:

Module I:
Definition of Ethics
Truth, Fairness & Objectivity
Difference between Media Ethics and Media Laws

Module III: Ethical Issues
Editorial & Advertorial
Meeting Advertisers' Needs
Obscenity and Morality debate
Morality, Obscenity and Censorship
Editorial integrity
Media trial
Fake News & Paid News
Sting operations
Latest Case Studies

Module II: Guidelines on Ethics
Press Council Guidelines
Advertising Council of India Guidelines
Broadcast Guidelines
Latest Case Studies

Module IV: Media Laws
Constitutional Restrictions on freedom of speech and expression

Defamation
Right to Privacy
Privacy of news source
Copyright act in media industry
Right to Information Act (RTI)
Cable TV Regulation Act
Contempt of Court
Cinematograph Act
Information Technology Act and Article 66A of IT Act

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:

1. Guha Thakurta, (2014). Media Ethics: Truth, Fairness, and   Objectivity. New Delhi: Oxford University Press
2. Basu, D.D.; (2013) Constitution of India.Lexis Nexis, New Delhi
3. Noorani, A.G. (2012) Constitutional Questions in India. Oxford Publication. New Delhi
4. Basu D.D., (1980) **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
5. B. N. Ahuja,(1988) **History to Press, Press Laws & Communications** , Surjeet Publications, 1988

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTERNSHIP

Course code	L	T	P/FW	Credit
MJM 402	-	-	-	12

COURSE LEARNING OUTCOMES (CLO)
At the time of internship students will gain enough knowledge on how industry works, they will be knowing the work flow over there and they also gain some awarness on client servising. With this enough knowledge they can set up their own production houses which inturn will increase the employability.

Guidelines on Internship File and Presentation

Students preparing to present the internship report are required to adhere to the following guidelines:

- **Format of the file and its content:**

  - Cover page
  - Declaration from the student
  - Acknowledgement
  - Certificate from the organization
  - Index

Chapter 1: Introduction to the Organization

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Employee Profile
- Major projects and Clients (in case of Advertising Agency, PR agency, Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

Chapter 2: Internship Work
- Initial days in the organization
- My Industry Mentor
- Major Assignments allotted to me
- Accomplishments

AMITY SCHOOL OF COMMUNICATION (ASCo)

Chapter 3: Internship Experience

- Challenges and Problems
- Learning Outcome
- Overall Experience

Chapter 4: Conclusion
Appendix (Copies of the work done by the student during internship)

Format of the Report

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)
                                      12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)
                                      1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6th edition.
- Bibliography: In alphabetical order following APA style 6th edition.

Examination Scheme:

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.
Project Report: 50
Viva Voce: 50
Total: 100

PROFESSIONAL PROJECT/DISSERTATION (ANY ONE)

Course code	L	T	P/FW	Credit
MJM 403-MJM409	-	-	16	8

COURSE LEARNING OUTCOMES (CLO)

The professional project allows students to opt for a specific area of specialization. Students opting for Radio as specialization are expected to submit an original Production/ Research based project that is directly/indirectly relates to the requirement/trends/challanges of the industry. The project is expected to be ideated, planned, and executed by the student. During the process they are expected to implement the core concept, skill sets, tools, techniques and software learned during the program.

Guidelines on Professional Project/Dissertation File

Final year students of MJMC and BJMC program are required to undertake professional project/dissertation for the successful completion of their respective degree programs. These projects/dissertation can be of two types:

1. Research based theoretical dissertation

2. Practical work/field work based electronic production

Keeping into consideration the specifications of the work; following are the broad guidelines on the development of professional project/dissertation:

Research based theoretical dissertation:

1. Theoretical projects should compulsorily be based on scientific qualitative and/or quantitative research methods.

2. Students are required to discuss the idea (theme) of the project with their faculty supervisor/s. After the approval if the idea the students will develop a research proposal, which would be submitted for the approval of the Internal Research Committee for Dissertation and Projects. Research proposal should include the following details:

   - Research Problem

   - Background

   - Brief review of literature

   - Theoretical Framework, Objectives and Hypothesis

   - Research Methodology

   - Conclusion

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Bibliography

3. The students will be notified about the status of the acceptance within a week of submission. Students may also be called for a personal interview for further clarification/updation on the topic.

4. Researcher has to maintain a research diary, which will have the details of meetings, comments and signature of the supervisor. It is compulsory to produce the diary as and when asked for (before and during the evaluation.)

5. A spiral bind summary of finished work will be submitted for the review and approval of the committee one month prior to the final submission.

6. Approved by the committee, student may submit their work for final evaluation.

Field/Practice based Dissertation/Specialization Project:
1. The process of submitting a proposal and approval stands same for field/practice based dissertation/specialization project.

2. Student has to clearly mention the area for which he/she wants to be evaluated for.

3. As an additional document, student has to submit a detailed date wise plan of production/field work.

4. The process of the approval of the project proposal would be similar as it is for dissertation.

Basic contents of the file:
- Cover page

- Declaration from the student

- Certificate from the Guide

- Acknowledgement

- Index

- Introduction to the Research Problem, Review of Literature, Theoretical Framework & Research Objectives; Research Methodology should be written in single chapter under different sub-heads.

- *(Further chapters can be decided by the researcher under the guidance of faculty supervisor.*

Format of the Report:
- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Font Size: 14 (Heading)
                                 12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)
                                 1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6th edition.
- Bibliography: In alphabetical order following APA style 6th edition.

Examination Scheme:

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

Project Report: 50
Viva Voce: 50
Total: **100**

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVE

FINAL CUT PRO

Course code	L	T	P/FW	Credit
MJM 410	1	-	4	3

COURSE OBJECTIVE:
The Course will introduce and familiarize the students with the software. The students will become familiar with the Final Cut Pro workspace, basic editing, capturing footage, using tools, exporting to tape, or QuickTime. The students will also learn effective workflow and file management strategies.

Course Contents:

Module I: Understanding Final Cut Pro
Final Cut Pro Workspace – Viewer, Canvas, Timeline, Browser, Tool Palette
Customizing the Screen Layout
Using Menus, Shortcuts, and Controls
Setting General Preferences
Setting Scratch Disk Preferences
Log and Capture

Module II: Creating and Organizing Projects
Creating a new Project
Importing Media
Importing Still Images and Audio Files
Using Bins to Organize Clips
Renaming Clips and Bins
Changing the Properties of a Project
Saving a Project

Module III: Creating Sequences and Editing
Creating a New Sequence
Changing the Settings for an Existing Sequence – Using Sequence Presets
Opening Clips in the Viewer
Marking In and Out Points
Moving Clips into the Timeline
Working with Tracks in the Timeline
Trimming clips in the timeline
Working with Audio Clips and Tracks
Adding Transition and Effects - Using the Viewer Effects Tabs
Keyboard Shortcuts

Module IV: Rendering and Creating Final Output
Rendering Versus Real-Time Playback
How Sequences Are Rendered - Video and Audio Rendering

AMITY SCHOOL OF COMMUNICATION (ASCo)

Exporting Sequences and Clips
Setting Export Options
Output Formats
Common Errors Codes and Troubleshooting

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	15	5	5	5	50

Text & References:

1. Final Cut Pro User's Manual
2. Bordwell, & Thompson. (2003). Film Art: An Introduction and Film Viewers Guide. McGraw-Hill Higher Education.
3. Huda. (2004). The Art and Science of Cinema. Delhi: Atlantic Publishers and Distributors.
4. Phillips. (2009). Film: An introduction. New York: Bedford/St. Martin's.
5. Rice, & McKernan. (2003). Editing Digital Video: The Complete Creative and Technical Guide. New York: MacAllister.

AMITY SCHOOL OF COMMUNICATION (ASCo)

MEDIA READINGS & WORKSHOP (Online Journalism)

Course code	L	T	P/FW	Credit
MJM 411	-	1	4	3

COURSE OBJECTIVE:

This course will familiarize students with online journalism by a practical approach. It will be a series of assignments which will be graded and assessed. The idea is to help students who later opt for online journalism as a profession to learn through exercises and practice in preparation for online jobs at the end of the post-graduate degree course. Also at a convenient date a workshop will be conducted on topics selected. Activities based on learning from the workshop will be assessed by the faculty and the person conducting the workshop. It may contain viva, group discussion and individual assignments.

Course Contents:
The faculty in-charge will decide on the number of assignments to be spread throughout the course. However, the number of assignments will be confined between two and five. Strict deadlines will be maintained. Students will be penalized for any delay in submission. They must also appear for viva and the midterm exam to be eligible for end term exam.
Assignments will cover at least two of the topics. Students will be using their personal computers and the media lab for this purpose.
The assignment will cover the following and also other topics the faculty-in charge may decide:

1.   Editing style and publishing
2.   Digital consumers
3.   Blogs and publishing tools, Vlogs
4.   Social media communication through youtube channels, facebook pages.

Guidelines for Workshop:
The procedure for earning credits from workshop consists of the following steps:

a)   Relevant study material and references will be provided by the trainer in advance.

b)   The participants are expected to explore the topic in advance and take active part in the discussions held

c)   Attending and Participating in all activities of the workshop
d)   Group Activities have to be undertaken by students as guided by the trainer.

e)   Evaluation of workshop activities would be done through test and quiz at the end of the workshop.

f)   Submitting a write up of at least 500 words about the learning outcome from the workshop.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

Case Study
Practicals
Assignment
Group Activity
Role Play

Examination Scheme:

Components	H	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. Chauhan, S., & Pant, N. C. (2010). Handbook of online journalism. New Delhi: Kanishka , Distributors.
2. Craig, D. A. (2011). Excellence in online journalism: Exploring current practices in an evolving environment. Thousand Oaks, CA: SAGE.
3. Joshi, V. K. (2011). Online journalism. New Delhi: Enkay Pub. House.
4. Livingstone, S. M., &Lievrouw, L. A. (2009). New media. London: SAGE.

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

DIGITAL MARKETING

Course code	L	T	P/FW	Credit
MJM 412	3	0	0	3

COURSE OBJECTIVE:

The main objective of the course is to provide a fundamental understanding of the underlying dimensions of creating, measuring, analyzing and managing the marketing function of Competitive events. The course will help the students to become familiar with the concept of an entrepreneurial firm working from a marketing perspective.

COURSE LEARNING OUTCOMES (CLO)
1. To provide practical scenarios related to digital marketing which enable them to work as digital media practitioners in the future.
2. To improve the verbal and non verbal communication skills of the students through direct participation in various assignments.
3. To give the real time experience as a media practitioner through assignments which resemble the everyday work that is engaged by an online journalist.
4. To enable the students to improve their social skills, especially the ability to work in a team, through variety of group assignments.

Module I: Introduction to digital marketing

What is digital marketing
Benefit of Digital Marketing
Digital Marketing platform and Strategies
Comparing digital with traditional marketing
New Venture opportunity and defining digital marketing goals
Latest digital marketing trends
Case study of digital campaigns

Module II: Search Engine Optimization

Introduction to search Engine Optimization
How the search engine work?
Component of search engines
Google Results Page
Latest update on Google
Online Resources
Keyword research and competition
Types of keyword
Google keyword planner
Market Research Analysis
New Keyword Ideas

Module III: Social Media Marketing

AMITY SCHOOL OF COMMUNICATION (ASCo)

Introduction to the Social Media
Concept of Social Media Marketing
Social Media Marketing Strategy
Impact of Social Media Marketing
Email Marketing
Importance of Email Marketing
Popular Email Marketing Software's

Module V: Traditional Vs Digital Marketing

Introduction and comparison of Traditional Vs Digital Marketing
Introduction to Pay per click
Growth of Pay Per Click
Definition and Concept of Ad Words
Content Marketing
Content Marketing Strategies

Examination Scheme:

Components	P	CS	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Event Management, Lynn Van Der Wagem (2008) Pearson Education
2. Event Marketing and Management; Gaur, Sanjaya S. &Saggere, S.V. (2007) Vikas Publication
3. Event Marketing, Hoyle Jr. Leonaed H. (2004) John Walter and Sons
4. Histrich D Robert and Peters P Michal Shepard A Dean (2007) Entrepreneurship, McGraw Hill
5. Holt H David, Entrepreneurship (2005) New Venture Creation, Patience –Hall
6. Managing Presentations, Wakhlu, Savita Bhan (2002) Sage Publications
7. Planning, performing and controlling, Angus, Robert B. (2005) Pearson Education
8. Scene Design and Stage Lighting; Parker, W. Oren and Wolf, R. Craig(2005) Scholastic Library Publishing
9. Stage Lighting Step-by-Step; Walters, Graham (2002) Betterway Books

**Programme Structure and Curriculum
Under
Choice Based Credit System**

M.Sc. (Graphic & Animation)

2021

Programme Learning Outcome-PLO

1. The student of MSc (G & A) after the completion of the programme would able to demonstrate knowledge and understanding of the Technique of stop motion animation and its techniques.

2. The students would be able to apply the techniques as well as the **practical skills required** in the various concepts and ideas through the stop animation process.

3. bIdentify and Develop the various clay-motion and demonstrate a spacious understanding of the various techniques in building a clay characters and animation.

4. **Identify and Develop a demo reel for the career perspective**.

PROGRAMME SUMMARY

Semester	(CC)	Domain Electives (DE)	VA	Open Electives(OE)	NTCC	Total
I	21	-	4	-	2	27
II	12	3	4	3	2	24
III	12	3	4	3	8	30
IV	3	4	-	-	18	25
Total	**48**	**10**	**12**	**6**	**30**	**106**

M.Sc.-G&A
(2 years/ 4 semesters)

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-I

Code	Course	Category	L	T	P/FW	Total Credits
MAV 108	Introduction to 2D-Animation	CC	2	-	2	3
MAV 102	Digital Art and Editing	CC	2	-	2	3
MAV 103	Scripting for Animation and Film	CC	2	-	2	3
MAV 104	Introduction to 3D - Modeling, Shading, Lighting	CC	2		2	3
MAV 105	Stop Motion	CC	2	-	2	3
MAV 109	Sound Editing	CC	2	-	2	3
MAV 107	Print Design & Typography	cc	2	-	2	3
BCS 111	Communication Skills – I	VA	1	-	-	1
BSS 111	Behavioural Science -I (Self Development and Interpersonal Skills)	VA	1	-	-	1
FLTN111 FLG 111 FLS 111 FLC 111	Foreign Language I French II German II Spanish II Chinese II	VA	2	-	-	2
AND001	Anandam-I	NTCC	-	-	-	2
	TOTAL					**27**

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-II

Code	Course	Category	L	T	P/FW	Total Credits
MAV 208	Rigging and Animation	CC	2	-	2	3
MAV 209	Digital Video Production	CC	2	-	2	3
MAV 210	Camera Skills	CC	2	-	2	3
MAV 204	Visual Effects-I	CC	2	-	2	3
MAV 205	Motion Graphics	DE	2	-	2	3
MAV 206	Corporate Communication					
BSS 211	Behavioral Science -II (Behavioral Communication and Relationship Management)	VA	1	-	-	1
BCS 211	Communication Skills – II	VA	1			1
FLN 211 FLG 211 FLS 211 FLC 211	Foreign Language II French II German II Spanish II Chinese II	VA	2	-	-	2
	Open Elective II	OE				3
AND002	Anandam-II	NTCC	-	-	-	2
TOTAL						**24**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-III

Code	Course	Category	L	T	P/FW	Total Credits
MAV 301	Advanced 3D (Particles, Dynamics)	CC	2	-	2	3
MAV 302	3D Match Moving	CC	2	-	2	3
MAV 303	Visual Effects-II	CC	2	-	2	3
MAV 304	Production Pipeline	CC	2	-	2	3
MAV 350	Summer Project	NTCC	-	-	-	6
BCS 311	Communication Skills - III	VA	1	-	-	1
BSS 311	Behavioral Science -III (Leading Through Teams)	VA	1	-	-	1
FLN 311	Foreign Language -III French II	VA	2	-	-	2
FLG 311	German II					
FLS 311	Spanish II					
FLC 311	Chinese II					
	Open Elective-III	OE				3
MAV 306	Advance Film Making	DE	2	-	2	3
MAV 307	Final Cut Pro					
MAV 309	Advanced Screen Design					
AND003	Anandam-III	NTCC	-	-	-	2
	TOTAL					**30**

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-IV

Code	Course	Category	L	T	P/FW	Total Credits
MAV 401	Advance Film making and Editing	CC	2	-	2	3
MAV 402	Internship	NTCC	-	-	-	10
MAV403 MAV 404 MAV 405 MAV 406 MAV 407	Professional Project & Showreel & Paper Presentation 2D Animation 3D Animation Motion Graphics VFX Compositing & Video Editing Lighting & Rendering	NTCC	-	-	-	8= 6 for Project+2 for Paper + Showreel Presentati on
MAV 408	Brand Designing	DE	3	-	2	4
MAV 409	Individual Showreel	DE	-	-	8	
	TOTAL					25

SEMESTER-I

INTRODUCTION TO 2D-ANIMATION

Course code	L	T	P/FW	Credit
MAV 108	2	-	2	3

COURSE OBJECTIVE:

This unit is aimed at introducing the students to traditional techniques of animation. In this unit we will be covering, Ink and paint rendering, stop frame animation Multi-plane and original flipbook animation.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate themselves in any organization or individually with animation skills.
2. Identify the Essential Skills that an independent 2d animator should have.
3. Possesses the Skills of a professional 2d animator and able to cope with any animation industry.
4. Develop a project that is best for job opportunities

Course Content:

Module 1

o Basics of Sketching & Drawing, Frame by frame animation
o Using Light boxes to create animations
o Principles of Dope sheet Motion
o Perspective designing
o Shading techniques

Module 2

- Principles of animation,
- Flip book animation
- Tween Animation
- Symbols
- Masking, layer masking
- Guide, Layer guide

Module 3

o Stop Frame Animation
o Multi-plane Animation
o Animatics and Photomatics
o Bone tool
o Animation through scripting

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Williams, Richard, "The Animator's Survival Kit", USA, 2001, Faber and Faber
Gasek, Tom, "Frame-By-Frame Stop Motion: The Guide to Non-Traditional Animation Techniques", Oxford, Focal Press

AMITY SCHOOL OF COMMUNICATION (ASCo)

DIGITAL ART AND EDITING

Course code	L	T	P/FW	Credit
MAV102	2	-	2	3

COURSE OBJECTIVE:

This unit will give students a broad knowledge of the basics of image editing and creating digital art works. Students will learn the importance of photography, Photoshop tools as well as basic digital artwork technique.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative editing and manipulation.
2. Create the importance of tools and techniques for digital editing.
3. Apply basic color theories for the color correction in digital editing of the images for the creative industry.
4. Develop the best creative portfolio through the techniques of digital painting and matte painting.

Course Content:

Module 1

- Introduction to Photography
- History and types of
- Camera Principal of Photography
- Parts of Still Camera: Aperture, Shutter Speed, Lens, filters and Camera Films

Module 2

- Photoshop's Environment
- Application & Features
- Layers
- Editing Tools
- Photograph Manipulation

Module 3

- Digital Art
- Digital Painting
- Matte painting
- Basic animation using photoshop

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Adobe Photoshop CS6 Classroom in a Book (Adobe);
"Photoshop Restoration and Retouching", Katrin Eismann, New Riders.

SCRIPTING FOR ANIMATION AND FILM

Course code	L	T	P/FW	Credit
MAV103	**2**	**-**	**2**	**3**

COURSE OBJECTIVE:

The aim and objective of the course is to provide to students a comprehensive understanding about the nature and process of script writing. The course would help to students to learn how to write a story screenplay of an animation film or shorts film. Students would be learn about the story elements, plot structure and character development.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative script writing.
2. Create the impart in depth knowledge regarding various stage of script writing.
3. Apply basic writing techniques and theories for story writing.
4. Develop the best creative story through the writing tools and implement it in the film.

Course Content:

Module 1 Story Structure
- o Elements of the story
- o The Plot
- o Plot structure
- o Aristotle's Story structure
- o Three Act Structure: Set up, Confrontation, Resolution
- o Hero Journey
- o Exposition
- o Conflict: types of conflicts
- o Elements of the conflict
- o Climax: Resolution
- o Epilogue
- o **Case studies of: The lion king, Avtar**

Module 2 Story Elements
- o Premise,
- o Theme,
- o Emotion
- o Setting
- o **Story Mechanics:**
- o Scene: Scene purpose, scene component
- o Sequence
- o Narrative: Narrative questions
- o Surprise
- o Suspense
- o subplot
- o subtext
- o Dialogue

- **Module Character Developments**
  - o Character: Quality of character
  - o Character Elements: Goal, Needs, conflict
  - o Character motivation
  - o Creating interesting characters

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

1. Caldwell Craig ,Story structure and development: a guide for animators, VFX artist's game designers, and virtual reality, CRC Press Taylor & Francis Group

2. Hart, John, "The Art of the Storyboard: A Filmmaker's Introduction", Second Edition, Paperback Byrne, Mark, "Animation - The Art of Layout and Storyboarding"

3. Field, Syed Screenplay: The Foundations of Screenwriting, RHUS 2005

4. Campbell Joseph, The Hero With A Thousand Faces, Yogi Impressions; 2008

5. Campbell Joseph, The Power of Myth, RHUS; Anchor Books ed edition, 1991

6. Mckeey Robert, Story, Methuen Publishing Ltd ,1999

AMITY UNIVERSITY
— R A J A S T H A N —

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTRODUCTION TO 3D (MODELING, SHADING, LIGHTING)

Course code	L	T	P/FW	Credit
MAV104	2	-	2	3

COURSE OBJECTIVE:

This unit covers the basics of rendering and lighting tools. Students learn how lighting and rendering skills that are in many ways common between television and animation fields all come into play to produce a complete animation. They learn about different kind of lights, lighting setups and the differences between lighting for video, film and in 3D. They also delve into the intricacies of Rendering, the hardware and software issue that crop in complex renders, and how to resolve them.

COURSE LEARNING OUTCOMES (CLO)
1. Investigate the Idea of creative 3D virtual scene through 3D modelling techniques.
2. Create design of complete 3D background and character for an 3D animation.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the 3D modelling and texturing tools and techniques.

Course Content:

Module 1
- o Lighting principles in TV and in animation compared
- o Different Types of Lights and their Influence on Objects
- o Omni, Spotlight, Infinite Lights and Sunlight
- o Lighting set ups – Using Gobos and Soft boxes

Module 2
- o Reflection, Refraction and Global Illumination
- o Shadows and Highlights – where to use area maps and ray traced
- o Enabling Caustics
- o Lighting and Rendering Issues
- o Default scan line renderer

Module 3
- o Rendering and Video post
- o Node based Rendering; Bucket Renders
- o Multiple Computer Rendering
- o Time and Disk Space issues when Rendering
- o Advanced Rendering with Mental Ray, POV-Ray

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Birn , Jeremy, "Digital Lighting & Rendering"
Pennington, Adrian ,Giardina, Carolyn, "Exploring 3D-The New Grammar of Stereoscopic Filmmaking"
Gallardo, Arnold, "3D Lighting: History, Concepts, and Techniques"
Parrish,David, "Inspired 3D Lighting & Compositing"

STOP MOTION

Course code	L	T	P/FW	Credit
MAV105	2	-	2	3

COURSE OBJECTIVE:

Stop Motion was part of the early steps of animation. It allowed the artist to manipulate an object while taking a frame-by -frame shot to create a sequence of images that would turn in to a video. Student will learn how to use all these technics.

COURSE LEARNING OUTCOMES (CLO)
1. Investigate the Idea of any creative topics.
2. Create the creative animation as per need.
3. Apply the motion, speed, Gravity etc. on animated objects.
4. Develop the showreel for best job.

Course Content:

Module1:

- Introduction of Stop-Motion
- History of Stop-Motion
- Stop-motion basic technique
- Making concept, story and storyboard.
- Creating virtual stages.

Module 2

- Introduction to many ways to go about shooting.
- Introduction of using equipment for shooting.
- Creating Cut-Out Animation/Pixilation Animation.
- Editing and finalizing a stop-motion short film.
- Making models and casting heads, casting multiples; Discuss body material, clothes

Module 3

- Digital camera techniques
- Depth of field, white balance, camera movement.
- Split-screen and mask
- Introduction of puppets & clay models and their use in stop motion animation.
- Using audio/Music/Voice-over
- Final rendering.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

End Term Examination (Total: 50 marks)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Part-A:Theory: 50 marks
Part-B: Practical: 20 marks

Text and References:
"The Art of Stop-Motion Animation", by Ken A Priebe,
"The Animator's Survival Kit, Expanded Edition: A Manual of Methods, Principles and Formulas

for Classical, Computer, Games, Stop Motion and Internet Animators", Richard Williams

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SOUND EDITING

Course code	L	T	P/FW	Credit
MAV 109	2	-	2	3

COURSE OBJECTIVE:
This will teach students the aesthetics of sound and its use in graphics and animation. With the help of Sound Forge and Abode Audition softwares.

COURSE LEARNING OUTCOMES (CLO)
This course will generate employability for the students in entertainment and education sectors and also in Radio medium. It will also help them to take over freelance jobs as a audio editor.

Course Content:
Module1
- Introduction to Sound
- Introduction to Beat mapping
- Digital sound files
- Working with different sound formats
- Recording digital audio files
- Sound producing
- Sound extracting
- Advantages and disadvantages of midi & digital audio
- Difference between midi and digital audio
- Sound for the World Wide Web
- Editing of sound in multimedia project
- Sound production tips
- Keeping track of sound
- Testing and evaluation of sound

Module 2
- Sound recording
- Introduction to Pitch Editing
- Editing digital recording
- Trimming
- Splicing and assembly
- Volume adjustments
- Sound format conversion
- Re-sampling or downloading
- Fade-in and fade –out
- Equalization
- Time stretching
- Digital signal processing
- Reverting sound
- Making midi audio
- Other audio file formats

Module 3
Removing excess ambience with deverb
- Adding effect automation enveloping
- Introduction of envelop (volume, panning, adding & flipping points)
- Previewing effect automation

- Applying effect automation
- Setting fade & cross-fade properties
- Cutting, copying and pasting sound
- Adding mirror and wave hammer
- Dry out & wet out
- Converting sound mono to stereo
- Looping of sound
- Burning the audio CD
- Making the remix sound track with using all the special FX from the software
- Exporting the files in different formats
- Save in wav, mp3 etc

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
- Apple Pro Training Series: Sound Editing in Final Cut Studio by Jeff Sobel
- The Book of Audacity: Record, Edit, Mix, and Master with the Free Audio Editor by Carla Schroder

AMITY SCHOOL OF COMMUNICATION (ASCo)

PRINT DESIGN AND TYPOGRAPHY

Course code	L	T	P/FW	Credit
MAV107	2	-	2	3

COURSE OBJECTIVE:

This unit takes a look at a much neglected and often overlooked vital component of design aesthetics - Typography. In this module, they learn about different fonts, font families, printer fonts, differences between true type and ATM fonts and many other mysteries that emerge when we go deep into logo design. In this unit the students are exposed heavily to different kinds of industrial design logos and why some work, appeal to our sense of aesthetic and why some don't.

COURSE LEARNING OUTCOMES (CLO)
1. Comprehend and demonstrate themselves in any organization or individually with designing skills.
2. Identify the Essential Skills that an independent graphic designer should have.
3. Possesses the Skills of a professional graphic designer and able to cope with any designs.
4. Develop a project that is best for job opportunities

Course Content:

Module 1
- o What is Design?
- o Basic Elements of Design – Concept of Negative and Positive Space
- o Principles of Composition – Rule of Thirds, Grid System etc.
- o Gestalt Principles of Design – Foreground Relationships, Unity etc

Module 2
- o What is Typography? Historical Evolution of Typography
- o Early Typographic Processes; Typesetting, Foundries; The printing Press
- o Typography Today – Examination of Various Fonts
- o Serif and Sans Serif, Formal and Non Formal Fonts

Module 3
- Calligraphy designs
- Numerical font study & design
- Font Designing for computers
- Abstract font designing

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Lupton, Ellen, "Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students"
Garfield, Simon, "Just my Type",UK, 2010
Gill, Eric, "Essay on Typography", UK

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 111	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setupof Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formalcommunication
CLO 3	Apply their acquired knowledge with the appropriate selection of channel offormal communication.
CLO 4	Develop and empower self with the power ofWords.
CLO 5	Enhance their technical writing capabilities while also learning about do's and don'ts of technical drafting.

B. SYLLABUS

Topic
Self Actualization (Baseline, Self Image Building, SWOT, Goal Setting)
Writing Skills (CV Writing, Email Writing, cover Letter, Application Writing)
GD based on current affairs, contemporary issues, sensitive issues, case study based and social issues
Body Language

EXAMINATION SCHEME:

Components	Selfintroduction	Group Discussion	Email Writing	Attendance
Weightage (%)	25	35	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge

AMITY UNIVERSITY
R A J A S T H A N

AMITY SCHOOL OF COMMUNICATION (ASCo)
BEHAVIOURAL SCIENCE - I
(SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)

Course Code: BSS111   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)
At the successful completion of this course you (the student) should be able to:
1. Develop your understanding of who you are; what your core purpose is, what your values are and what limits your success
2. Manage your emotions and feelings more effectively to have the impact that you need
3. Develop the way that you regulate and control your emotions
4. Learn about your behavioral preferences to become more self-awareness

Develop and build your emotional intelligence.

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

Course Contents:

Module I: Understanding Self
Formation of self concept
Dimension of Self
Components of self
Self Competency

Module II: Self-Esteem: Sense of Worth
Meaning and Nature of Self Esteem
Characteristics of High and Low Self Esteem
Importance & need of Self Esteem
Self Esteem at work
Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power
Introduction to EI
Difference between IQ, EQ and SQ
Relevance of EI at workplace
Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence
Need and importance of Emotions
Healthy and Unhealthy expression of emotions
Anger: Conceptualization and Cycle
Developing emotional and interpersonal competence
Self assessment, analysis and action plan

Module V: Leading Through Positive Attitude
Understanding Attitudes
Formation of Attitudes
Types of Attitudes
Effects of Attitude on
Behavior

AMITY SCHOOL OF COMMUNICATION (ASCo)

Perception
Motivation
Stress
Adjustment
Time Management
Effective Performance
Building Positive Attitude

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme;**JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- ChatterjeeDebashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

FRENCH – I

Course Code	L	T	P/FW	Credit
FLN 111	2	-	-	2

COURSE OBJECTIVE:

To familiarize the students with the French language

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

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:

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

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

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

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

Unité 2: Faire connaissan

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

Unité 3:Organiser son temps

   1. dire la date et l'heure

Contenu grammatical:

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

- Le livre à suivre : Campus: Tome 1

AMITY SCHOOL OF COMMUNICATION (ASCo)
GERMAN – I

Course Code	L	T	P/FW	Credit
FLG 111	2	-	-	2

COURSE OBJECTIVE:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:

Module I: Introduction
Self introduction: heissen, kommen, wohnwn, lernen, arbeiten, trinken, etc.
All personal pronouns in relation to the verbs taught so far.
Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!), Hallo, wie geht's?:   Danke gut!, sehr gut!, prima!, ausgezeichnet!, Es geht!, nicht so gut!, so la la!, miserabel!

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

Module III: Phonetics
Sound system of the language with special stress on Dipthongs

Module IV: Countries, nationalities and their languages
To make the students acquainted with the most widely used country names, their nationalitie and the language spoken in that country.

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

Module VI: Professions
To acquaint the students with professions in both the genders with the help of the verb "sein".

Module VII: Pronouns
Simple possessive pronouns, the use of my, your, etc.
The family members, family Tree with the help of the verb "to have"

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

Module IX: Numbers and calculations – verb "kosten"
The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.
"Wie viel kostet das?"

Module X: Revision list of Question pronouns
W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme
Total: 100 marks

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

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

AMITY SCHOOL OF COMMUNICATION (ASCo)
SPANISH – I

Course Code	L	T	P/FW	Credit
FLS 111	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- To produce global citizens speaking an International language in keeping with the institutional vision .
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad

Course Learning Objective:

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:

- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal withbasicPhonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:

Subject pronouns
Use of verbs SER/ESTAR/TENER in simple present tense
Use of regular AR /ER/IR ending verbs.
Llamarse y dedicarse
Simple Negativesenteses

Examination Scheme:
Total: 100 marks

ContinuousEvaluation (Total 50 Marks)					EndSemEvaluation (Total 50 Marks)
Quiz	MidTerm Test	Presentation	Viva Voce	Attendance	End-TermExam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerralozaGilli, BegoñaLlovetBarquero, EdelsaGroupdidascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE – I

Course Code	L	T	P/FW	Credit
FLC 111	2	-	-	2

Course Objective:

The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of first semester the students will be able to:
- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT
1. Introduction to Chinese Language
2. Introduction to the Sound System , Initials and Finals
3. Table of sounds of Beijing Dialect
4. Tones
5. Writing System & Basic Strokes of Chinese Character
6. Rules of Stroke-Order of Chinese Character,
7. Expression of Greetings & Good wishes
8. Farewell
9. Asking & telling Personal Information : Name & Age
10. Personal Information : Residence
11. Personal Information : Family Members
12. Listening Skill & Practice
13. Conversation based on dialogues
14. China; an emerging world power (In English)

VOCABULARY CONTENT
Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你，好，再见。。。

2。Vocab related to personal informaton; 名字，年纪，家，住，爸爸。。

GRAMMATICAL CONTENT
1. Introduction to the sound system, initials and finals, sound table & tones.

2. Basic strokes of Chinese Character & stroke- order.
3. Conjunction 和.
4. Word order in Chinese sentence.
5. Adjective Predicate sentence.
6. 是sentence type (1).
7. Interrogative sentence with 吗.
8. Attributive & structural particle 的.

Examination Scheme
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books& References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Elementary Chinese Reader Book-I (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – I

Course Code	L	T	P/FW	Credit
AND001	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

1. Awareness and empathy regarding community issues
2. Interaction with the community and impact on society
3. Interaction with mentor and development of Student teacher relationship
4. Interaction among students, enlarge social network
5. Cooperative and Communication skills and leadership qualities
6. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:
After the completion of this course, students will be able to:
- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:
The project report should be guided by the mentor and shall contain:
- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants,phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.

3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
    a) Current scenario (Regional, national and international level as applicable)
    b) Future predictions
    c) Duty of the government
    d) Government policies (related to the topic), if any
    e) Duty of public
    f) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
*   **C grade =32 hrs (Below 20 marks)**
*   **B grade >32 hrs to <=44hrs (20-30 marks)**
*   **A grade >44 hrs to<=54hrs (30-40 marks)**
*   **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-II

RIGGING AND ANIMATION

Course code	L	T	P/FW	Credit
MAV 208	2	-	2	3

COURSE OBJECTIVE:

Once students have learnt the basics, we move onto more complex modeling, rigging and animation. This part of the course will focus more on particle animation, dynamics and physics systems like reactor. They will learn techniques of character animation, lip synching, combining video with animation as well as exploring different kinds of renderers and rendering set ups. Exposure to various kinds of plug-ins that greatly extend functionality and enhance animation will be imparted.

COURSE LEARNING OUTCOMES (CLO)

This cours will offer the employeement as 3D animator and 3D rigger as well as they are able to grab the career as a 3D sumilation artist, animation cleanup, and animation graph editor.

Course Content:

- Introduction of Animation for Rigging.
- Introduction of 3Ds Max and Maya for Rigging.
- Basics Rigging tools and techniques in Maya,
- IK handle tools in Maya
- IK rigging with model
- Working with Node Editor

Module 2

- Creating Animation for Human character.
- Skin weighting techniques
- Advance Animation tools of Maya.
- Set up of animation preferences & use of key frames
- Creating key frame for Smooth animation.
- Object path animation

Module 3

- Timeline and Graph Editor in Maya.
- Trax Editor and animation layers.
- Tips & techniques of animation in Maya
- Final Rendering in Maya
- Final Rendering with Audio in any Video Editing Software.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

((CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Avgerakis, George, "Creating Professional Animation with 3ds.Max", New York, McGraw-Hill Beane, Andy, "3D Animation Essentials", John Wiley & Sons, Inc

DIGITAL VIDEO PRUDUTION

Course Code	L	T	P/FW	Credit
MAV 209	2	-	2	3

COURSE OBJECTIVE:

The basic concepts and fundamental elements of TV production will be introduced to the students in this unit. The working mechanism of Video camera, principles of composition, need and role of lighting will be discussed and practically demonstrated. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them. This unit will also focus on enhancing the writing skills of the student. Writing being an integral part of journalism, the students will get an opportunity to write for various mediums and genres. The students will be expected to create a radio program of their choice as a showcase of their knowledge gained during this semester.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate themselves in any organization or individually with shoot and edit various films, videos, webseries, tv productions.
2. Identify the Essential Skills that an independent Film maker and a video editor should have and utilize the knowledge of camera skills and editing skills.
3. Possesses the Skills of a professional independent Film maker and a video editor and able to cope with any basic requirement of the client.
4. Develop a showreel that is best for Film maker and a video editor.

Course Contents:

Module I: Basics of Video camera
- Basic parts of camera
- Working of the camera
- Types of camera
- Camera Mounts, Accessories and Care
- Videotape Formats – S-VHS, VHS, U-matic, Betacam&Betacam-SP, MINI-DV, DVCAM, DVC PRO, HD
- Camera movements, shots & angles
- Principles of composition and visual grammar

Module II:Lighting
- Difference between natural and artificial lighting
- Use of natural light and reflectors
- Factors that influence lighting needs
- Bouncing light

- Studio lighting instruments: Types of lights
- Basic lighting set up: Three point lighting
- Technical: - Color Temperature, Light intensity, Filters
- Lighting tips
- Taking Care of Lights and Yourself

Module III:Planning the Production and Scripting
- Stages of Production
  Research: location, budget, people, access, permission, insurance, resources, and time
- Basics of Writing for TV
- Scripting Practice

Module IV: Shooting and Editing
- Singlecam and Multicam shoot
- Shooting Practices: Indoor and Outdoor
- Editing Practice: Adobe Premier

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

Texts & References:

- Donald, R., & Spann, T. (2000). Fundamentals of television production. Ames, Iowa: Iowa State University Press.
- Belavedi, V. (2013). Video production. Corby: Oxford University Press.
- Zettl, H. (2010). Television production handbook (Eleventh ed.). Wadsworth Publishing Company.
- Collie, C. (2007). The business of TV production. Port Melbourne, Vic., Australia: Cambridge University Press.
- Utterback, A. (2007). Studio television production and directing. Amsterdam: Focal Press.
- Harris, P. (2006). Television production. Tinley Park, Ill.: Goodheart-Willcox.

AMITY UNIVERSITY

RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

CAMERA SKILLS

Course code	L	T	P/FW	Credit
MAV 210	2	-	2	3

COURSE OBJECTIVE:

No animation course can be complete without development of shooting post production skills. In this unit, students will gain an overview of basic camera shooting practices and learn how edit and produce videos effectively. The course is not intended to turn the students into camerapersons or editors, but equip them with industry practices so that they can turn out good quality broadcast or film quality animation.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate the skills, theoretical knowledge, of digital cameras, particularly DSLRs and digital audio recorders.
2. Develop reasonable understanding of editing software and relevant AV formats.
3. Create and maintain a professional portfolio of creative experiments with camera and sound.
4. Demonstrate the capacity to render emotive ideas through simple juxtaposition of different frames and sound layers: a skill that shall continue to aid students in their projects in graphics and animation projects.
5. Being able to learn from discussion and review of presentations by peers.

Course Content:

Module 1

- o Fundamentals of good audio. What is frequency and amplitude modulation
- o Replication and propagation of sound
- o Measurement of sound
- o Sound recording and reproduction
- o Introduction to audio acoustics

Module 2

- o Post Treatment of Sound:
- o Equalization, compression and mixing of sound
- o Different types of Formats – explanation of film resolution
- o Standard, HDV and HDTV Resolution and Requirements
- o Different Types of Cameras

Module 3

- o Camera Controls and Menus
- o Aesthetics of Shooting – Principles of Composition
- o ENG, Documentary and Fiction Shooting – the Differences
- o New Developments in Camera Technologies

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Katz,Bob, "Mastering Audio - The Art and the Science", Focal Press, 2nd Edition
Lancaster, Kurt, "DSLR Cinema - Crafting the Film Look with Large Sensor Video Cameras", Focal Press
Tim Grierson, Mike Goodridge, "FilmCraft: Cinematography", Focal Press, Nov 2011

VISUAL EFFECTS – I

Course code	L	T	P/FW	Credit
MAV204	3	-	2	4

COURSE OBJECTIVE:

Visual effects is at the core of this course. All module of this particular subject are geared to make the student industry ready and give them razor sharp skills to survive in this high impact and highly competitive field. In this module we will cover visual effects from its conception to final execution, not restricting ourselves to the 2nd or 3rd dimension, but focusing more on the final impact of the effect. The motivational model for this module will be Bollywood/Hollywood style effects and they will be used as reference guides for the students.

COURSE LEARNING OUTCOMES (CLO)
1. Understand the visualization of storyboard, Visual Effects.
2. Understand the significance and role of combining live Action with Animation.
3. Demonstrate the Morphing – Still and Dynamic, Deformation Effects.
4. Display familiarity with essential skills and technical to knowhow that a professional VFX designer must Fire and Smoke Effects Liquid Animation and Effects.

Course Content:

Module 1
- o The birth of an effect – visualizing at the storyboard
- o level Working through the production pipeline
- o Chroma keying
- o Compositing and Rotoscoping – Tools of the trade
- o Hidden wire removal

Module 2
- o Problems Faced in Realistic
- o Masks and Mattes
- o Track Matte
- o Matte Painting
- o Combining live Action with Animation

Module 3
- o Morphing – Still and Dynamic
- o Deformation Effects
- o Explosion Effects
- o Fire and Smoke Effects
- o Liquid Animation and Effects

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Mark, Christiansen, "After Effects CS5 Visual Effects & Compositing", Adobe
Press Rickitt, Richard, "Special Effects: The History and Technique", 2000

AMITY SCHOOL OF COMMUNICATION (ASCo)

AMITY SCHOOL OF COMMUNICATION (ASCo)

MOTION GRAPHICS

Course code	L	T	P/FW	Credit
MAV205	3	-	2	4

COURSE OBJECTIVE:

In this module we introduce students to Broadcast animation and Motion Graphics, using After Effects as our principal platform. Students are introduced to Logo Animation, Channel ID creation, Lower Thirds, Film Titles, Video Design in After Effects.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the visualization of storyboard, Visual Effects.
2. Understand the significance and role of combining live Action with Animation.
3. Demonstrate the Morphing – Still and Dynamic, Deformation Effects.
4. Display familiarity with essential skills and technical to knowhow that a professional VFX designer must Fire and Smoke Effects Liquid Animation and Effects.

Course Content:

Module 1
- Introduction to Shape layes
- Introduction to 3D Layers
- Using camera layers
- Using Cameras in After Effects
- Creation of Null Objects, Linking Cameras to Null Objects
- Parenting
- Using Expressions to Automate Tasks

Module 2
- Working with Particles.
- After Effects and Integration with Photoshop
- Introduction to 3rd party Plug ins for After Effects
- Sapphire Learning the unique features of Trapcode and Red Giant plug ins

Module 3
- Color grading through After Effects
- Channel ID creation in After Effects
- Using Element 3D
- Final Rendering

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Foster, Jeff, "After Effects & Photoshop Animation & Production Effects", Sybex, 2004
Chris Meyer, Trish Meyer, "Creating Motion Graphics with After Effects - Essential and Advanced Techniques", Focal Press, 5th Edition

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)
CORPORATE COMMUNICATION

Course code	L	T	P/FW	Credit
MAV206	2	-	2	3

COURSE OBJECTIVE:

Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and it's management and enhancement which is the core of corporate communication will also be explained. Direct marketing, issue support and crisis management will be learnt. Public affairs and political PR and lobbying as a weapon in the hand of effective communicators will be discussed. Through articles, case studies, analysis and discussion the course introduces the students to the practices that allow organizations to reach customers, stakeholders, media and government agencies.

COURSE LEARNING OUTCOMES (CLO)
1. Student will get an insight and awareness about the concept, principles and practices of Corporate Communication.
2. Student will be able to have an overview of the various practical aspects of corporate communication along with the functioning and various avenues of agencies.
3. Student will have an understanding the ethical aspects of corporate communication

Course Contents:

Module I: Corporate Communication
- Introduction
- Importance and functions
- Elements of corporate communication: corporate philosophy, culture
- Corporate identity, citizenship and philanthropy
- Image management
- Direct marketing, network marketing

Module II
- Crisis management, disaster management
- Media management
- Event management
- Celebrity management
- Public affairs, political PR
- Lobbying

Module III
- Desktop publishing (DTP)
- Group communication
- Talent of a corporate communicator, Making Presentation, Preparing for Meetings, Writing Speeches, Selection of Media for Corporate Communication
- Major issues facing corporate PR professional
- Corporate communication strategies in the context of globalization

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

Text & References:

- Corporate communication, Venkatraman,, Sterling Publisher
- The power of corporate communication; Argenti, Paul A.& Forman, Janis
- Development communication & Media Debate; Menon, Mridula
- Corporate communication, Goodwin Newman, State University, of New York

AMITY UNIVERSITY
R A J A S T H A N
AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS211	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setupof Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formalcommunication
CLO 3	Recognize the mannerisms and methodology of Interview.

B. SYLLABUS

Topic
Enhancing Speaking Skills (JAM, Extempore, Public Speaking : any one)
Poster Making (Current Affairs)
Dream company-based presentation/ PPT Presentation
Interview Essentials (Mock PI) + CV-2
Internship preparation (SOP, Documentation)

EXAMINATION SCHEME:

Components	Public Speaking	Presentation	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- New International Business English, Jones/Alexander, Cambridge

AMITY UNIVERSITY
R A J A S T H A N

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - II
(BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BSS211   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLOS)
At the successful completion of this course you (the student) should be able to:
1. Demonstrate an understanding of interpersonal skills as part of effective communication processes.
2. Identify the effects of behaviour on interpersonal communication
3. Demonstrate a range of effective interpersonal communication skills
4. Use assertiveness and interpersonal skills in the workplace team
5. Utilise effective communication skills to build strong relationships
6. Develop, implement and promote effective communication techniques

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

Course Contents:

Module I: Behavioral Communication
Scope of Behavioral Communication
Process – Personal, Impersonal and Interpersonal Communication
Guidelines for developing Human Communication skills
Relevance of Behavioral Communication in relationship management

Module II: Managing Individual Differences in Relationships
Principles
Types of issues
Approaches
Understanding and importance of self disclosure
Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

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

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

Module V: Interpersonal Relationship Development
Relationship circle – Peer/ Colleague, Superior and Subordinate
Initiating and establishing IPR
Escalating, maintaining and terminating IPR
Direct and indirect strategies of terminating relationship

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Model of ending relationship

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme;**JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

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

Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers

AMITY SCHOOL OF COMMUNICATION (ASCo)

FRENCH - II

Course Code	L	T	P/FW	Credit
FLN 211	2	-	-	2

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

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:
Module A: pp.38 – 47: Unité 3: Object if 3, 4, 5. 6
Module B: pp. 47 to 75 Unité 4, 5
Contenu lexical:
Unité 3: Organiser son temps
1. donner/demander des informations sur un emploi du temps, un horaire SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour …
    i)   prendre un rendez-vous/ accepter et confirmer/ annuler
    ii)   inviter/accepter/refuser
3. Faire un programmed'activités
    a) imaginer une conversation téléphonique/un dialogue
    b) Propositions- interroger, répondre

Unité 4:Découvrir son environnement
1. situerun lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité5 :s'informer
1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Le livre à suivre : Campus: Tome 1

AMITY SCHOOL OF COMMUNICATION (ASCo)
GERMAN – II

Course Code	L	T	P/FW	Credit
FLG 211	2	-	-	2

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany
Introduction to Grammar to consolidate the language base learnt in Semester I

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module I: Everything about Time and Time periods
Time and times of the day.
Weekdays, months, seasons.
Adverbs of time and time related prepositions

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

Module III: Separable verbs
To comprehend the change in meaning that the verbs undergo when used as such
Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension
Reading and deciphering railway schedules/school time table
Usage of separable verbs in the above context

Module V: Accusative case
Accusative case with the relevant articles
Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns
Nominative and accusative in comparison
Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions
Accusative propositions with their use
Both theoretical and figurative use

Module VIII: Dialogues

AMITY SCHOOL OF COMMUNICATION (ASCo)

Dialogue reading: 'In the market place' 'At the Hotel'

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

C – Project +Presentation
I – Interaction/Conversation Practice

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH – II

Course Code	L	T	P/FW	Credit
FLS 211	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:
Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.

Grammar:

Use of SER/ESTAR/TENER/ HAY
Difference between Estar and Hay
Demonstrative pronouns
Interrogatives – what, which, why, how, who, when
Introduction of irregular verbs
Possessive pronouns

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary
Text &References:
Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerralozaGilli, BegoñaLlovetBarquero, EdelsaGroupdidascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE – II

Course Code	L	T	P/FW	Credit
FLC 211	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们, numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT

1. Personal information : hobbies & habits
2. Personal information : abilities
3. Expression of gratitude
4. Expression of apology
5. Numbers & currencies
6. Expression of time
7. Description of weather
8. Description of direction,
9. Listening of dialogues
10. Conversation based on dialogues
11. Chinese CBT package /video clipping
12. Sino-Indian relations (in English)

VOCABULARY CONTENT

Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.
1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)
2. 有 sentence
3. Auxiliary verbs:要,会,能, 可以
3. The sentence with a verb as its predicate.
4. 们: a plural suffix

5. Numeration

6. Interrogative pronoun 多少

7. Counting Money
8. A numeral-measure word as the attributive
9. Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11. The adverbial adjunct:
12. Words of location

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books& References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – II

Course Code	L	T	P/FW	Credit
AND002	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

7. Awareness and empathy regarding community issues
8. Interaction with the community and impact on society
9. Interaction with mentor and development of Student teacher relationship
10. Interaction among students, enlarge social network
11. Cooperative and Communication skills and leadership qualities
12. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:
After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:
The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants,phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

7. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
8. The group member shall write his/her name at the end of the blog.

9. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
10. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
11. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
12. For the topic chosen by the group, students are recommended to cover the following points:
    g) Current scenario (Regional, national and international level as applicable)
    h) Future predictions
    i) Duty of the government
    j) Government policies (related to the topic), if any
    k) Duty of public
    l) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

4. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
5. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
6. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER- III

ADVANCED 3D – PARTICLES AND DYNAMICS

Course code	L	T	P/FW	Credit
MAV301	**2**	**-**	**2**	**3**

COURSE OBJECTIVE:
This unit covers the basics of particles and Dynamics tools. Students learn how particles and dynamics can change complete look and feel of film while compositing.

COURSE LEARNING OUTCOMES (CLO)
1. Investigate the Idea of creative virtual light scenes through 3D Particles and dynamics techniques.
2. Create design of complete 3D background and characters with photorealistic Particles and dynamics.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the 3D Particles and dynamics and texturing tools and techniques.

Course Content:

Module 1
- Introduction of Particles and Dynamics.
- What is particles & understand particle system
- Working with soft bodies, and rigid bodies
- Introduction of simulation.
- Generating simulations effects.
- Creating Rain/Fire/Explosion effects
- Overview of Dynamic Fields

Module 2
- Setting up Simulations
- Particle Instancing
- Demonstration of Active and passive rigid body.
- Demonstration of nCloth
- Creating Building fracture using plugin.
- Rendering Particles with Maya Hardware;
- Software and Hardware Render Buffer.

Module 3
- Fluid effects; Attaching
- Colliding Particles with Surfaces
- Rigid Body Simulations with Weighted Objects
- Particles Interaction with Rigid Bodies
  Final Rendering

Examination Scheme:

AMITY UNIVERSITY

RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Particles and Dynamics guide by Autodesk, Help file, etc

"Classical Dynamics of Particles and Systems", Thornton & Jerry B. Marion, 5th Edition

AMITY SCHOOL OF COMMUNICATION (ASCo)

3D MATCH MOVING

Course code	L	T	P/FW	Credit
MAV302	2	-	2	3

COURSE OBJECTIVE:

This course carries the basic VFX course to the next level. Students shoot the live footage and then they match the camera movement using Fusion/Nuke/Maya. They make the 3D elements and composite them with the live footage using Match Moving.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D Match moving and tracking techniques.
2. Create realistic composition of 3D character/scene through industry specific tools.
3. Apply basic 3D/2D tracking to real scene and creating full composition of virtual scene.
4. Develop a creative portfolio through the 3D match moving and tracking tools and techniques.

Course Content:

Module 1

- Introduction to Match move
- Match moving Process
- Define the Camera
- Match moving in the Production Pipeline
- Creating a Camera Rig
- Moving Toward Moving Pictures
- Photogrammetry
- Camera Projection

Module 2

- 2D Tracking Process
- Getting Tracks to Stick
- Plate Issues
- 3D Calibration
- Dolly/Crane/Moving Camera
- Slight Dollies/Translation, Pan Shots
- Automatic Tracking
- Tracking on Autopilot
- Noise Reduction, Using Masks
- Set Fitting, Fitting the Camera

Module 3

- Checking the Match move
- Proxy Geometry, Moving the Camera
- Getting Camera Information
- Before the Shoot
- During the Shoot
- After the Shoot
- Matchamation: Basic Technique
- Establish the Distance to the Camera
- Troubleshooting and Advanced Techniques
- Modeling from Match moves and Image-Based Modeling

Examination Scheme:

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- "Matchmoving: The Invisible Art of Camera Tracking" by Tim Dobbert
- The Art and Techniques of Matchmoving by Erica Hornung

VISUAL EFFECTS - II

Course code	L	T	P/FW	Credit
MAV303	2	-	2	3

COURSE OBJECTIVE:

Fusion is node based compositing software which is used for films. The students have learned After Effects and now they will learn Fusion which is heavily used in the film industry. At this level, some elements of advanced post-production will be overlapped as well.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative visual effects and compositions techniques.
2. Create realistic composition of 3D character/scene with real shots through industry specific tools.
3. Apply basic visual effects to real scene and creating full composition of virtual scene.
4. Develop a creative portfolio through the visual effects and tracking tools and techniques.

Course Content:

Module 1
- o   Fusion Basics
- o   Working with images and
- o   channels The Visual effects

Module 2
- o   workflow Rotoscopy
- o   3D workflow
- o   Advanced Roto-scopy using Tracking

Module 3
- o   Video restoration – restoring archival footage
- o   Set Extension
- o   Particles

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Digital Compositing with Blackmagic Fusion: Essential Techniques by Lee Lanier
- Advanced Visual Effects Compositing: Techniques for Vfx by Lee Lanier

AMITY SCHOOL OF COMMUNICATION (ASCo)

PRODUCTION PIPELINE

Course code	L	T	P/FW	Credit
MAV304	2	-	2	3

COURSE OBJECTIVE:

This course explores the production pipeline used to create a short or feature film in animation studios.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creating a production plan for the films.
2. Create design of complete production stages for the story of a movie.
3. Apply basics of production process to create a final proposal for animated short.
4. Develop a creative portfolio for their own story/idea to create the animation movie.

Course Content:

Module 1

- Directing and analyzing an animated film
- Animation film techniques
- Film language in action
- Adaptation of film language in animation
- Student project-Character Designs
- Working with a script/ screenplay
- Camera angles and camera shots

Module 2

- Production crews, Departments and teems of Film production
- Working with storyboard
- Design and rendering the scenes layout and composition,
- Pans, Trucks and Multiple Pans of camera
- Scene planning, Location decision and selection
- Realistic touches; character interaction with the scene and the backgrounds
- Analyze film layouts

Module 3

- Set design and evaluation of theme
- Concept of BG painting
- Sound concepts and effects for the film
- The sound tracks
- Sound equipment and theory
- Dialogue and Voice-over
- Exposure-sheet Dope sheet and character sheet
- Editing- Image and voice
- Sound FX and Music

Examination Scheme:

Components	CE	CT	A	P	EE

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Computer Animation, Third Edition: Algorithms and Techniques by Rick Parent
- Inspired 3D Short Film Production by Jeremy Cantor and Pepe Valencia

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)
SUMMER PROJECT

Course code	L	T	P/FW	Credit
MAV305	-	-	-	6

COURSE OBJECTIVE:

Students have to prepare a Dissertation on their final VFX project. In this module they have to breakdown their project into various stages (Pipeline) and put all the skills that they have acquired upto now to put this project together. All the different elements of Modeling, Animation, special effects and Editing will be synthesized into developing one comprehensive project. The entire project will be in the form of a Research project complete with Abstract, Chapter outlines and Final Results and outcomes

Course Content:

This is a professional project that the students have to make. Although the final output is a digital product and not a printed publication, the approach will be that of a research project. So students have to prepare an abstract of the project, breakdown of the project into various stages (similar to chapterization) and discuss what the final outcome will be and whether the intended result was in fact achieved. This will be like a showreel/profile that the student will carry with them out of the institute as a landmark achievement which synthesizes all the skills learnt throughout the year(s)

Examination Scheme:

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

Project Report:	50
Viva Voce:	50
Total:	**100**

Text and References:

Shaw, Susannah, "Stop Motion: Craft Skills for Model Animation", Focal Press
Bernstein, Charles , "Claymation, a Reader's Guide"
Murray, Rowena, "How to write a Thesis", Amazon, paperback

AMITY SCHOOL OF COMMUNICATION (ASCo)

Domain Elective

ADVANCE FILM MAKING

Course code	L	T	P/FW	Credit
MAV306	2	-	2	3

COURSE OBJECTIVE:
The objective of the course is to make students understand the editing language and encourage them to see editing as a creative tool to enhance their production quality.

COURSE LEARNING OUTCOMES (CLO)
This course will generate employability for the students in visual medium as a cinematographer, and video & sound editor. Also, students will get the freelance or contract opportunity as video editor frequently and also as an sound effects artist.

Course Content

Module I – Understanding Editing Language
- Aesthetics of editing – analyseposition of shots, pace and rhythm in shot placement and cutting, creating narratives through editing
- Linear V/S Non-Linear editing
- Introduction to different editing styles – Montage, Continuity, Cross-cutting, Dissolve, Wipe, Fade, L and J Cut
- Introduction to Video editing software – Premiere Pro/Final cut Pro
- Explaining the film production workflow
- Importing, capturing and managing assets

Module 2 – Video editing
- Trimming and adjusting clips
- Working with video effects
- Using text for Title and Subtitling in editing software
- Working with archival/existing footage
- Working with Chroma and chroma keying
- Performing color correction
- Preparing rough cut
- Preparing Final cut and export

Module 3 – Audio Editing
- Brief introduction to sound and its terminology – frequency, wavelength, amplitude, decibel, pitch
- Introduction to Adobe Audition - Waveform and Multitrack editor, manipulating pitch and frequencies – Pitch display and spectral frequency display
- Working with different types of sound such as dialogues, music, sound effects
- Audio editing concepts – Tracks, Channels, Sampling and sample rate, Bit Depth, Bit rate, Signal to noise ratio, Mono & Stereo recording
- Performing audio editing functions – Levelling, noise removal, equalisation
- Sound mixing and final export

Examination Scheme

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References

- *Film Sound: Theory And Practice by Elisabeth Weis and John Belton*
- *In the Blink of an Eye: A Perspective on Film Editing by Walter Murch*
- *Digital Nonlinear Editing: New Approaches to Editing Film and Video by Thomas A Ohanian*
- *Producing Great Sound for Film and Video: Expert Tips from Preproduction to Final Mix by Jay Rose*
- *Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio Series) by Robert M Goodman and Patrick Mcgrath*

Domain Elective

FINAL CUT PRO

Course code	L	T	P/FW	Credit
MAV 307	2	-	2	3

COURSE OBJECTIVE:

The Course will introduce and familiarize the students with the software. The students will become familiar with the Final Cut Pro workspace, basic editing, capturing footage, using tools, exporting to tape, or QuickTime. The students will also learn effective workflow and file management strategies.

COURSE LEARNING OUTCOMES (CLO)

This course will generate employability for the students in video editing under various organizations. Also, it helps them to take over freelance video editing jobs.

Course Contents:

Module I: Understanding Final Cut Pro
- Final Cut Pro Workspace – Viewer, Canvas, Timeline, Browser, Tool Palette
- Customizing the Screen Layout
- Using Menus, Shortcuts, and Controls
- Setting General Preferences
- Setting Scratch Disk Preferences
- Log and Capture
- Creating a new Project
- Importing Media
- Importing Still Images and Audio Files

Module II: Creating and Organizing Projects
- Using Bins to Organize Clips
- Renaming Clips and Bins
- Changing the Properties of a Project
- Saving a Project
- Creating a New Sequence
- Changing the Settings for an Existing Sequence – Using Sequence Presets
- Opening Clips in the Viewer
- Marking In and Out Points
- Moving Clips into the Timeline

Module III: Creating Sequences and Editing
- Working with Tracks in the Timeline
- Trimming clips in the timeline
- Working with Audio Clips and Tracks
- Adding Transition and Effects - Using the Viewer Effects Tabs
- Keyboard Shortcuts
- Rendering Versus Real-Time Playback
- How Sequences Are Rendered - Video and Audio Rendering
- Exporting Sequences and Clips
- Setting Export Options

- Output Formats
- Common Errors Codes and Troubleshooting

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text & References:

- Final Cut Pro User's Manual
- Bordwell, & Thompson. (2003). Film Art: An Introduction and Film Viewers Guide. McGraw-Hill Higher Education.
- Huda. (2004). The Art and Science of Cinema. Delhi: Atlantic Publishers and Distributors.
- Phillips. (2009). Film: An introduction. New York: Bedford/St. Martin's.
- Rice, & McKernan. (2003). Editing Digital Video: The Complete Creative and Technical Guide. New York: MacAllister.

ADVANCED SCREEN DESIGN

Course Code	L	T	P/FW	Credit
MAV 309	2	-	2	3

COURSE OBJECTIVE:
Screen design is fundamental to animation communication. In this course, students expand upon traditional media skills and animation craft by adding the element of screen design.

COURSE LEARNING OUTCOMES (CLO)
Students will get lot of opportunities based on the portfolio they have made using the acquired knowledge and they might get an opportunity to take part in design sprint too. Apart from this students will also get a part of works from a big project and they can work on contract or project basis.

Course Content:
Module 1:

- Concept of UX
- Trends in UX
- Emerging Technologies in UX
- Elements used in User Experience Design.
- Introduction and Definition on 6 Stages of Design Process
- Information Design and Data Visualization
- Wire framing & Storyboarding

- Through individual approach and expression in traditional and digital media
- Students communicate by juxtaposing and sequencing imagery to develop a sense of artist-audience construct and consequence.
- Basic of screen design
- User interface design
- Application for UID
- A brief history of screen design

Module 2:
- Direct manipulation of UID
- Graphic system characteristics of graphical user interface
- Online or web user interface
- Process of screen design or user interface
- Usability assessment in UI design

Module 3:
- Design standard and style guide
- UI elements
- Navigation and flow
- Color scheme for UID
- Selection of color
- Depth of levels and three dimensional appearance

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Text
The Essential Guide to User Interface by Wilbert O. Galitz
References
Exploring Adobe Illustrator CS6 (Adobe CS6) by Toni Toland and Annesa Hartman
Adobe Creative Suite 6 Design and Web Premium Digital Classroom by Jennifer Smith, Jeremy Osborn and AGI Creative Team
.

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS311	1:0:0	1	1

C. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop an idea of professional work place
CLO 2	**Learn about the importance of interviews, etiquette.**
CLO 3	Learn the basic steps and techniques for preparing and for having a successful interview
CLO 4	Demonstrate Workplace Speaking Skills.

B. SYLLABUS

Topic
Group Discussion-2
PI-2 (Mock Sessions)
CV-3 + Profile Mapping
Video Resume
Social Media Profiling

EXAMINATION SCHEME:

Components	Group Discussion	Video Resume	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford

- Working in English, Jones, Cambridge

- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons

- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- New International Business English, Jones/Alexander, Cambridge

BEHAVIOURAL SCIENCE - III
(LEADING THROUGH TEAMS)

Course Code: BSS 311   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLOS)
At the successful completion of this course you (the student) should be able to:
1. Describe team design features and the difference between team and group, and components of the concept.
2. Identify the patterns of interaction in a team, method of studying attractions and repulsions in groupssociometry and construction of socio-gram for studying interpersonal relations in a Team.
3. Analyze various stages of team growth, team performance curve profiling a team: Role of leadership in managing team.
4. Differentiate between management values, pragmatic spirituality in life and organization building global teams through universal human values.
5. Demonstrate the leaning of teams, leadership and values, pragmatic spirituality in life and organization building global teams.

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

Course Contents:

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

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

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

Module IV: Team Leadership & Conflict Management
Leadership styles in organizations

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

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

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme;**JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance
Text & References:

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

Foreign Language-III
FRENCH

Course Code: FLN 301   **Credit Units: 02**

COURSE OBJECTIVE:

- To understand and present the time schedule and to tell the time
- To understand and draft a short biography and to present a scientist
- To understand an online conversation and read a program and the timings.
- To propose an outing and to accept an outing.
- To leave a message on the answering machine

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:

Unité 3 La science au quotidien Page : 40-61 Leçons 7, 8 & 9

Contenu Lexical:

1. L'heure
2. Les jours de la semaine
3. Les mois de l'année
4. Les matières et types de cours
5. Les spécialitésscientifiques.
6. L'annéeuniversitaire
7. Les nationalités
8. Les noms de pays
9. Les métiers scientifiques
10. Les chiffres de 69 à l'infini
11. Quelquesunités de mesure
12. Quelquestermesscientifques
13. Les termes de l'exposition
14. Les expression familières pour accepter une invitation.

Contenu Grammatical:

1. Finir, commencer au présent
2. Les prepositions de temps
3. Féminins et masculine des noms de métiers scientifiques
4. Les adjectifs de nationalité.

5. Le future proche
6. Les adjectifs demonstratives
7. Le but: pour + infinitive
8. Le register familier

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:
- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

- Supplementary Materials are given in form of photocopies

AMITY SCHOOL OF COMMUNICATION (ASCo)

GERMAN

Course Code: FLG 301   **Credit Units: 02**

Course Objectives:

After successful completion of this semester, students will be able to:

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.
- Use of adjective in sentences.
- Introduction and use of separable verbs

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY UNIVERSITY
— R A J A S T H A N —

AMITY SCHOOL OF COMMUNICATION (ASCo)

Prescribed Text-Book: First 10 Lessons from Deutsch alsFremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch – Englisch, Cornelsen, 2013

http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH

Course Code: FLS 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
    - To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
    - To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
    - Time and date
    - Speaking about prices/currency/ market and quantity.
    - Counting above 100,
    - To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:
Introduction of stem changing irregular verbs
Introductionofprepositions (Cerca de/ lejos de/ encima de etc.)
Present continuous tense **(Estar+ gerundio)**
Introduction of third person verbs Gustar/Parecer/Encantar/ Doleretc
Interrogatives – How much/ How many
Introduction of irregular verbs.
Immediate uture plans (Ir a + verbo)

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerralozaGilli, BegoñaLlovetBarquero, EdelsaGroupdidascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

CHINESE

Course Code: FLC- 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Students will be able to communicate in small sentences in oral, self introduction, family description etc

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在，是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS

1.   Description of   size
2.   Description of   quantity
3.   Asking and replying questions on shopping
4.   Asking and replying questions on Communication
5.   Conversation Related to Study
6.   Conversation Related to Work
7.   Expression of Simple Feelings
8.   Listening of dialogues
9.   Conversation based on dialogues
10.   Programme Specific Vocabulary & Expressions
11.   Chinese CBT Package
12.   Chinese Festivals (In English)

VOCABULARY CONTENTS

1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.
2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.

AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF COMMUNICATION (ASCo)

3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS

1. Antonyms
2. Prepositional phrases
3. The object of 在，从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References

- Learn Chinese with me book-I (Major Text book), People's Education Press
- Elementary Chinese Reader Book-I
- Chinese reader (HSK Based) book-I
- Module on Programme specific vocab.

ANANDAM – III

Course Code	L	T	P/FW	Credit
AND003	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

13. Awareness and empathy regarding community issues
14. Interaction with the community and impact on society
15. Interaction with mentor and development of Student teacher relationship
16. Interaction among students, enlarge social network
17. Cooperative and Communication skills and leadership qualities
18. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

13. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
14. The group member shall write his/her name at the end of the blog.
15. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
16. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
17. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
18. For the topic chosen by the group, students are recommended to cover the following points:
    m) Current scenario (Regional, national and international level as applicable)
    n) Future predictions
    o) Duty of the government
    p) Government policies (related to the topic), if any
    q) Duty of public
    r) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
7. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
8. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
9. Conclusion is clearly stated. The underlying logic is explicit.

SEMESTER-IV

ADVANCED FILMMAKING AND EDITING

Course code	L	T	P/FW	Credit
MAV 401	**2**	**-**	**2**	**3**

COURSE OBJECTIVE:

This course pushes the envelope of Filmmaking. In this module, we take the student's skills in filmmaking to the next logical level, imparting them invaluable techniques in film grammer, composition and digital filmmaking. They are taught advanced methods of film and television editing and how to combine animation with post-production to produce a complete state-of -the -art product. In this course we also examine filmmaking techniques from the specific viewpoint of Film studios like Bollywood and Hollywood.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate themselves in any organization or individually with Advance Film Making skills.
2. Identify the Essential Skills that an independent Advance Film Making should have.
3. Possesses the Skills of a professional Advance Film Making and able to cope with any basic Advance Film Making.
4. Develop a project that is best for job opportunities

Course Content:
Module 1
- o Scripting for different formats – Documentary, fiction and Reality TV
- o Scripting for special assignments
- o Advanced Camera Techniques – Dolly, Crane and jib shots – where to use
- o The digital camera's menu – exploring advanced menu's
- o Shooting HD on a DSLR – The New

Module 2
- o Medium Planning a Complex Shoot
- o Advanced Lighting Techniques – Using Cutters, Scrims & Pattern Generators
- o Changes in Editing Technology and in Editing Aesthetics
- o Broadcast edit systems – FCP, Avid and Quantel
- o Special Effects in Editing – Keyframing while editing

Module 3

- o Round Tripping between After Effects and FCP
- o Audio Post – Sweetening and Mixing Audio
- o Compression and DVD Creation
- o The Final Edited Master

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Katz,Bob, "Mastering Audio - The Art and the Science", Focal Press, 2nd Edition
Lancaster, Kurt, "DSLR Cinema - Crafting the Film Look with Large Sensor Video Cameras", Focal Press
Tim Grierson, Mike Goodridge, "FilmCraft: Cinematography", Focal Press, Nov 2011

INTERNSHIP

Course code	L	T	P/FW	Credit
MAV 402	-	-	-	10

COURSE LEARNING OUTCOMES (CLO)

At the time of internship students will gain enough knowledge on how industry works, they will be knowing the work flow over there and they also gain some awarness on client servising. With this enough knowledge they can set up their own production houses which inturn will increase the employability.

Students preparing to present the internship report are required to adhere to the following guidelines:

Format of the file and its content:

➢ Cover page
➢ Declaration from the student
➢ Acknowledgement
➢ Certificate from the organization
➢ Introduction of organisation
➢ Index

Chapter 1: Introduction to the Organization

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Key Employee Profile
- Major projects and Clients (in case of Advertising, Graphics Design, 3d Modeling VFX Company,Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

Chapter 2: Internship Work

- Initial days in the organization
- My Industry Mentor
- Major Assignments allotted to me
- Accomplishments

Chapter 3: Internship Experience

- Challenges and Problems
- Learning Outcome
- Overall Experience

Chapter 4: Conclusion Appendix (Copies of the work done by the student during internship)

Format of the Report

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading) 12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom) 1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.

Examination Scheme:

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

Project Report: 50
Viva Voce: 50
Total: 100

AMITY SCHOOL OF COMMUNICATION (ASCo)

PROFESSIONAL PROJECT

Course code	L	T	P/FW	Credit
MAV 403-407	-	-	-	8

COURSE OBJECTIVE: To give an in-depth exposure to the area of specialization, in order to make thestudents "industry ready" immediately after the programme.

Professional Project (Specialization on any one)
- Creating Animation (2D animation)
- 3D Animation
- Motion Graphics
- VFX compositing & Editing
- Lighting and Rendering

2D Animation (MAV 403)

COURSE OBJECTIVE: It introduces students to various production techniques of 2D animation.
- Story concept
- Story board
- Illustration work
- Character design-sheet
- Animation workflow
- Software raw file
- Final Render

COURSE LEARNING OUTCOMES (CLO)
This course will generate employability for the students in 2D Animation industry under various organizations as an animator, 2d illustrator, background artist and sketching characters. Also, it helps them to take over animation jobs as a freelancer.

3D Animation (MAV 404)

Course Objective :
This course is the first level of 3D animation and focuses on introducing 3D software and practicing each students existing motion skills.
- Story concept
- Story board
- Character Model-sheet
- Modelling, texturing and light work raw file

- Animation work flow
- Final Render

COURSE LEARNING OUTCOMES (CLO)

This cours will offer the employeement as 3D animator and 3D rigger as well as they are able to grab the career as a 3D sumilation artist, animation cleanup, and animation graph editor.

Motion Graphics (MAV 405)

COURSE OBJECTIVE:

The objective is to teach students about different concepts involved in Motion Graphics, which will help them to apply these entire concepts practically.

- Concept note
- Reference file
- Sketch/Illustration work (if Any)
- Animation work flow
- Software raw file
- Final render

COURSE LEARNING OUTCOMES (CLO)

This course will generate employability for the students in education & entertainment sectors where visual graphics/effects are required. It will also help them to take over freelance jobs as a motionl graphics artist/editor.

VFX Compositing & Video Editing (MAV 406)

COURSE OBJECTIVE:

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation/project.

COURSE LEARNING OUTCOMES (CLO)

This course will generate employability for the students in entertainment and education sectors where visual effects are required. It will also help them to take over freelance jobs as a visual effects artist.

Lighting and Rendering (MAV 407)

COURSE OBJECTIVE:

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation/project.

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Concept note
- model sketch / Model-sheet
- 3D model raw file
- Texture UV and 3D lighting
- Final render

COURSE LEARNING OUTCOMES (CLO)

This course will lead the employeement in to the 3D animation industry as a lighting TD and Rendering techniquecian. Professional project in the specialization area of Lighting and rendering will enhance the professional crareer for them.

Examination Scheme:

a) Total marks for professional project -	**100 marks**
Break-up of marks	
Timely Submission	5 marks
Content Clarity	25 marks
Comprehensiveness	20 marks
Originality	5 marks
b) Project Presentation	**45 marks**

Domain Elective

BRAND DESIGNING

Course Code	L	T	P/FW	Credit
MAV408	3	-	2	4

COURSE LEARNING OUTCOMES (CLO)
Students will get job offers from various corporate sectors as event coordinator, and production managers in advertisng companies.

Course Contents:

Module I:
- Introduction to Product and Brand
- Competition & Product Strategy, product in theory & in practice, Product life cycle, product portfolio.
- Difference between Product and Brand, Brand Framework, Brand laddering, Brand designing: Meaning, concept and importance,

Module II:
- Branding & Brand Management: The concept of Brand Equity
- creating brands in a competitive market, Brand Positioning and Brand Associations
- Types of Branding, Using Brand Elements to create brand equity

Module III:
- The Internationalization of brands
- The importance of consumer perception and behaviour in branding
- Tools for marketing and branding strategy

Module IV:
- Branding architecture, Building Iconic Brand
- Finding the right brand ambassadors
- Celebrity endorsement, Logo Design, Design character, Background & Concept, Color, pictures and videos, Digital publishing, visual communication, sound principles.

Examination Scheme:

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

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Domain Elective

INDIVIDUAL SHOWREEL

Course Code	L	T	P/FW	Credit
BAV405	-	-	8	4

COURSE LEARNING OUTCOMES (CLO)
1. Investigate the Idea of creative visual effects and compositions techniques.
2. Create realistic composition of 3D character/scene with real shots through industry specific tools.
3. Apply basic visual effects to real scene and creating full composition of virtual scene.
4. Develop a creative portfolio through the visual effects and tracking tools and techniques.

COURSE OBJECTIVE:

These are projects that are completely INDEPENDENTLY handled by the students with no supervision or coaching from the teachers or teaching assistants. They do these projects in conjunction with industry professionals and have to be of a certain standard to be accepted or qualify. These projects, along with the final film project will be part of the showreel/portfolio that the student will carry with him or her on leaving the University. The broad headings under which they will do their professional projects on any one of the topics:

(1) **3D Animation project (Modelling/ rigging/ texturing/ Lighting/ Object or character Animation)**
(2) **VFX/ Compositing/ Rotoscopy/ Match Moving**
(3) **Motion Graphics project**
(4) **Demo reel on video editing**

Examination Scheme:

I.   Level of the work (Professional/semi-professional)   20

II.   Organization & Presentation substance of Contents and Comprehensiveness including showcasing the work done   60

II.   Presentation & Viva (At the end)   20

                                                    TOTAL 100 Marks

AMITY SCHOOL OF COMMUNICATION (ASCo)

Programme Structure and Curriculum
Under
Choice Based Credit System

Bachelor of Arts (Journalism & Mass Communication)

Programme Code: BJM
Duration- 3 Years Full Time

BA (J&MC)

2021

PREAMBLE

AMITY SCHOOL OF COMMUNICATION (ASCo)

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

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

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

Components	Codes	Weightage (%)
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	50-50

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

Programme Learning Outcome-PLO

1. Understand the theoretical aspects of functions, roles,
    requirements and opportunities in various areas under the broad umbrella of media
    and communication field;

2. Identify the professional skill sets required in various discipline of mass
    communication along with comprehensive insight into the concepts, strategies,
    tools and techniques engaged into the development of media products ;

3. Demonstrate specialized knowledge and skill set in creating and developing content
    for mass dissemination through various traditional and new age media platforms;

4. Exhibit expertise in multiple sub-fields of mass communication catering the
    professional requirements of media industry across the globe;

5. Employ the theoretical knowledge set; advanced tools and techniques to research,
    evaluate, analyze and improve the contemporary techniques and trends in media
    practices.

PROGRAMME SUMMARY

Bachelor of Arts (Journalism & Mass Communication)

BJMC (3 years/ 6 semesters)						
Semester	(CC)	Domain Electives (DE)	VA	Open Electives(OE)	NTCC	Total
I	21	-	4	-	2	27
II	15	3	4	3	2	27
III	16	3	4	3	5	31
IV	15	3	4	3	2	27
V	9	3	4	3	8	27
VI	3	3	-	-	16	22
Total	79	15	20	12	35	161

*** CC - Core Course, VA - Value Added Course, OE - Open Elective, DE - Domain Elective,
NTCC-Non Teaching Credit Courses**

AMITY SCHOOL OF COMMUNICATION (ASCo)

BA (J&MC)

SEMESTER I

Code	Course	Category	L	T	P/FW	Credit Units
BJM 101	Print Journalism	CC	2	-	2	3
BJM 102	Fundamentals of Advertising	CC	2	1	-	3
BJM 103	Introduction to Visual Communication	CC	2	1		3
BJM 104	Computer Applications - I	CC	2	-	2	3
BJM 105	Understanding Mass Communication	CC	2	1	-	3
BJM 106	Indian Political System	CC	3	-	-	3
BJM 107	News & Contemporary Issues	CC	1	2	-	3
BCS 101	English	VA	1	-	-	1
BSS 103	Behavioral Science I (Understanding Self for Effectiveness)	VA	1	-	-	1
FLN 101 FLG101 FLS 101 FLC101	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
AND001	Anandam-I	NTCC	-	-	-	2
Total						**27**

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER II

Code	Course	Category	L	T	P/FW	Credit Units
BJM 201	Advertising Principles & Practices	CC	3	-	-	3
BJM 202	Basic Photography	CC	2		2	3
BJM 203	Television Production	CC	2	-	2	3
BJM 204	Radio Journalism	CC	2	-	2	3
BJM 205	Computer Applications – II	CC	1	1	2	3
BCS 201	English	VA	1	-	-	1
BSS 203	Behavioural Science -II (Problem Solving and Creative thinking)	VA	1	-	-	1
FLN 201 FLG201 FLS 201 FLC201	Foreign Language - II French German Spanish Chinese	VA	2	-	-	2
	Open Elective II	OE				3
BJM 206	Portfolio Development- Print	DE	3	-	-	3
BJM 207	Writing for Media		3	-	-	
AND002	Anandam-II	NTCC	-	-	-	2
Total						**27**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER III

Code	Course	Category	L	T	P/FW	Credit Units
BJM 301	Television Journalism	CC	2	-	2	3
BJM 302	Computer Graphics, Animation & Sound	CC	1	1	2	3
BJM 303	Public Relations	CC	2	1	-	3
BJM 304	Digital Photography	CC	2	-	2	3
EVS 001	Environment Studies	CC	4	-	-	4
BJM 305	Term Paper (Evaluation)	NTCC	-	-	-	3
BCS 301	Communication Skills – I	VA	1	-	-	1
BSS 303	Behavioral Science III (Interpersonal Communication & Relationship Management)	VA	1	-	-	1
FLN 301 FLG301 FLS 301 FLC301	Foreign Language - III French German Spanish Chinese	VA	2	-	-	2
	Open Elective III	OE				3
BJM 306	Media Planning and Buying	DE	2	1	-	3
BJM 307	Media Management	DE	2	-	2	3
AND003	Anandam-III	NTCC	-	-	-	2
Total						**31**

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER IV

Code	Course	Category	L	T	P/FW	Credit Units	Remarks
Code	**Course**	**Category**	**L**	**T**	**P/FW**	**Credit Units**	
BJM 401	Film Theory & Practice – I	CC	2	-	2	3	
BJM 402	Basics of Research	CC	2	1		3	
BJM 403	Online Journalism	CC	2	1	-	3	Brought forward from Semester Vth
BJM 404	Advertising Design	CC	1	1	2	3	
BJM 405	Corporate Communication	CC	2	-	2	3	
BCS 401	Communication Skills – II	VA	1	-	-	1	
BSS 403	Behavioural Science -IV (Group Dynamics & Team Building)	VA	1	-	-	1	
FLN 401 FLG401 FLS 401 FLC401	Foreign Language - IV French German Spanish Chinese	VA	2	-	-	2	
	Open Elective IV	OE				3	
BJM 406	Multimedia	DE	2	1	-	3	
BJM 407	Specialized Television Journalism		2	-	2		
AND004	Anandam-IV	NTCC	-	-	-	2	
Total						**27**	

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER V

Code	Course	Category	L	T	P/FW	Credit Units	Remarks
BJM 501	Advanced Research	CC	2	1	-	3	
BJM 502	Film Theory and Practice-II	CC	2	-	2	3	
BJM 503	Event Management	CC	2	-	2	3	
BCS 501	Communication Skills – III	VA	1	-	-	1	
BSS 503	Behavioral Science-V (Individual, Society and Nation)	VA	1	-	-	1	
FLN 501 FLG 501 FLS 501 FLC501	Foreign Language - V French German Spanish Chinese	VA	2	-	-	2	
	Open Elective V	OE				3	
BJM 504	Brand Management		3	-	-		
BJM 505	Portfolio Development (Online Journalism)	DE	-	-	-	3	
BJM 506	Digital Marketing		3	0	0		
BJM 550	Summer Project (Evaluation)	NTCC	-	-	-	6	
AND005	Anandam-V	NTCC	-	-	-	2	
Total						**27**	

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER VI

Code	Course	Category	L	T	P/FW	Credit Units
BJM 601	Internship	NTTC	-	-	-	10
BJM 602	Media Laws and Ethics	CC	3	-	-	3
BJM 603 BJM 604 BJM 605 BJM 606 BJM 607 BJM 608 BJM 609	• Professional Project (Specialization: (Any one) Professional Project (Print) Professional Project (Advertising) Professional Project (Public Relations & Events) Professional Project (Photography) Professional Project (Television Journalism) Professional Project (Film and Television Production) Professional Project (Social Media)	CC/FW	-	-	12	6
BJM 610	Development Communication	DE	2	1	-	3
BJM 611	News & Current Affairs		2	1	-	
Total						**22**

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Minor Track- Journalism
LIST OF OPEN ELECTIVES

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
BJM 201	Advertising Principles and Practice	3	-	-	3
BJM 303	Public Relations	2	1	-	3
BJM 405	Corporate Communication	2	-	2	3
BJM 503	Event Management	2	-	2	3
BJM 611	News & Current Affairs	2	1	-	3
	Total Credits				**15**

AMITY SCHOOL OF COMMUNICATION (ASCo)

PRINT JOURNALISM

Course Code	L	T	P/FW	Credit
BJM 101	2	-	2	3

COURSE OBJECTIVE:

The course will introduce students to the history of the Indian press, and familiarize them with the organization of the newsroom and news flow. During the course, they will learn the basics of news reporting and editing. They will also learn the principles of design and the finer points of newspaper and magazine layout. Besides this, they will be introduced to news agency and magazine journalism. The lectures will be backed by classroom assignments.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate and understand the various news and current affairs to understand what is not often immediately apparent or known and learn the truth about them
2. Create rudimentary magazines or newspapers to communicate and illustrate your own ideas about events
3. Apply the knowledge and skills of reporting and editing to judge events or happenings around you

Course Contents:

Module I: History of Press in India
Press in pre-independent India
Role of English and Vernacular Press during Freedom Struggle
Press in India from Independence to Emergency
Changes in media after Emergency
Growth of Indian news agencies

Module II: Newsroom
Structure and hierarchy
Qualities and responsibility of a reporter
Role and functions of a copy editor
News Flow
News Agencies

Module III: Reporting
What is News, Kinds of News and Sources
System of Beats
Elements of News (5Ws & H)
News Lead and types of Leads
Structure of News Report – Inverted Pyramid
Art of Interview
Covering a press conference
Writing from press releases

Module III: Editing
Basics of Editing
Headline Writing
Clubbing
Caption writing
Rewriting
Style Guides

Module IV: Layout and design
Photo-editing: Choosing a picture, Creative cropping
Principles of design and its objectives
Tools and techniques of layout designing
Front page make-up
Types and typefaces
Use of white space in layout designing
Importance of dummy

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:

1. Rich, C. (2000). Writing and Reporting News: A Coaching Method (3rd ed., instructor's ed.). Belmont, CA: Wadsworth Pub.
2. Melvin Mencher. (1999) Basic News Writing, (3rd ed.,) Universal Book Stall,
3. Rangaswami. P. (1989) Journalism in India: From the Earliest Times to the Present Day, Sterling Pub.

AMITY SCHOOL OF COMMUNICATION (ASCo)
FUNDAMENTALS OF ADVERTISING

Course Code	L	T	P/FW	Credit
BJM 102	2	1	-	3

COURSE OBJECTIVE:
This module will help students understand the concepts of advertising. The students will understand the advertising scenario in India, organizational structure, and brand-management. Students will have an opportunity to explore various creative fields involved in making advertisements.

COURSE LEARNING OUTCOMES (CLO)

1. Student will get an insight and awareness about the concept, types and categories of Advertisement.
2. Student will be able to have an overview of the various aspects of advertising along with the functioning of advertising agencies.
3. Student will have an understanding the ethical aspects of Advertising.

Course Contents:
Module I: Fundamentals of Advertising
What is Advertising?
Definition & Concepts of Advertisement
Types of Advertising
Classified
Corporate
Financial
Education/ NGO/Public Service /Institutional
Advertorial
Souvenirs/ Promotional Ads.

Module II: Aspects of Advertising
Concepts of Advertising
Advertising Campaign
Celebrity Endorsement
Embedded Advertisements

Module: III Structure of Advertising Agencies
Types of advertising agencies
Advertising agency structure
Functions of various departments
How agencies earn revenue

Module IV: Ethics in Advertising
ASCII's code of Advertising Practice
Ethics in Advertising.

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Text & References:

1. Chunawalla, Sethia, S. (2015). Foundation of Advertising (8th ed., Vol. 1). Himalaya Publications.
2. Mohan, M. (2008). Advertising Management (2008 ed., Vol. 8th, p. 429). McGraw Hill Education (India) Private Limited.
3. Jethwaney, J. (2006). Advertising (6th ed., Vol. 1, p. 716). Oxford University Press.
4. Thomas, C., & Guinn, O. (1999). Advertising (1st ed., p. 694). South-Western College Pub.

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTRODUCTION TO VISUAL COMMUNICATION

Course Code	L	T	P/FW	Credit
BJM 103	2	1	-	3

COURSE OBJECTIVE:

Visual communication applies the fundamentals of major art forms for professional problem-solving. This unit will introduce students to the history, forms, elements, theories, meaning, and principles of visual communication. Students will be given basic grounding through conventional classes and practical exercises in the form of scrapbooks so as to prepare them for undertaking the remaining courses in BJMC.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic characteristics, strength and scope related to visual communication.
2. Understand that visual communication is a carrier of information.
3. To understand the historical trends and developments of visual communication.
4. Understand the concept of gaze, experience of images and elements of visual communication.

Course Contents:

Module I: Introduction to Visual Communication

VC as integral part of human communication
Human Vision and 2 dimensional images
How human body receives information?: senses, brain, stimuli, heart.
Visual communication as carrier of Information
Historical trends and developments: from painting to installation art, Naturalism, Impressionism Neo-Realism, high-art and low-art, role of visual technologies.

Module II: Basics of Visual Communication

Fields, scopes and applications of Visual Communication
Medium: digital, paper, electronic, electrical, web
Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc
Principles and of design: contrast, harmony, proportion, balance, and movement

Module III: Power, Visual Representation & Society

Major Theories and Concepts: Gestalt and constructivism
Consumer culture (from 19th-21st century) & growth of VC: changes in ways of seeing, ways of being seen & ways of telling
Concept of gaze: desire, voyeurism, critique of male gaze, and interactive gaze, masculine and feminine identities
Experience of images (signs: indexical, symbolic, and iconic), context in which images are interpreted (medium, form, socio-economic dimensions) and ways in which they are interpreted (cliché, stereotype, convention)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Lester, P. (2013). Visual Communication: Images with messages (6th ed.,P.480 page). Belmont, Calif: Wadsworth Publishers
2. Smith, K. (2004). Handbook of Visual Communication-Theory methods and media (1st ed., p.624 pages) Routledge
3. Barry, A. (1997). Visual Intelligence Perception, image, and manipulation in visual communication (3rd ed.,p. 476 pages). Albany: state University of New York Press.
4. Sturken, M. & Cartwright, L. (2001), Practices of Looking : An introduction to visual culture (2nd ed., p.675 Pages) Oxford: Oxford university Press.

COMPUTER APPLICATIONS - I

Course Code	L	T	P/FW	Credit
BJM 104	1		4	3

COURSE OBJECTIVE:

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

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate thehardware, software& multimedia applications.
2. Describe the concept of design & printing process.
3. Critically analyzetheimportance of Desktop Publishing in mass communication.
4. Design ads & promotion materials as per the theme& social awareness.
5. Apply knowledge of printing file formats, color modes and their picture quality.

Course Contents:

Module I: Basics of Computer
Hardware/Software, Input devices/ Output devices.
Windows, MSOffice: - Ms Word, Ms Power Point,
DTP (Desk Top Publishing): Newspaper, Magazine, Book publishing is part of DTP.

Module II: Adobe In-design
Overview of Software- Adobe In-design and Templates
Working on Text: Importing text from other sources
Generation and Preparation of Text for Designing
Designing headlines, Use of appropriate fonts
Converting fonts into graphic; Display Designs
Digital Typesetting, Editing Text, Layout, Working with Layers,
Preparing master pages

Module III: Adobe Photoshop
Overview of Software; Type of Graphics
Image Resolution and working with DPI, PPI and LPI
Editing Tools and Palettes and Preferences Settings
Image Manipulation and Color Correction
Re-sampling and Effects
Saving file in various formats

Module III: Adobe Illustrator

AMITY SCHOOL OF COMMUNICATION (ASCo)

Overview of Software Adobe, Vector Art and Tracing Images,
Working Layers and Sub-Layers
Color Modes
Saving Files in various formats for high quality print

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	20	5	20	5	50

Text & References:

1. Sinha, P. (2016) Computer Fundamentals (6th ed.). Himalaya Publications.
2. Sarkar, N. (2014) Art and Print Production (2nd ed.). Sage Publication
3. Team, A. (2012). Adobe Illustrator CS6 Classroom in a Book (1st ed). Adobe Press
4. R Moen, D. (2000). Newspaper Layout & Design: A Team Approach (4th ed.). Wiley-Blackwell.

AMITY SCHOOL OF COMMUNICATION (ASCo)

UNDERSTANDING MASS COMMUNICATION

Course Code	L	T	P/FW	Credit
BJM 105	2	1	-	3

COURSE OBJECTIVE:

This course introduces the students to the basic aspects of human communication and especially mass communication. They will be also be taught to the traditional modes of communication in India. With this basic grounding in place, students will be able to evaluate mass media within a wider context. They will be taught by using various teaching aids such as case studies, practical exercises, class presentations, screenings, and reading groups.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic aspects of mass communication.
2. Understand the traditional modes of communication.
3. To understand the strength and limitation of mass communication. Barriers to effective communication. And also understand the different theories of mass communication.

Course Contents:

Module I: Introduction to Communication
Process and elements of communications
Levels of communication
Barriers to effective communication
Forms and Functions of communication

Module II: Traditional Media
Introduction to traditional media
Oral Tradition of story-telling since early civilization
Types: street theatre, puppetry, music, dance/ballads, folk and tribal art, local fairs
Case studies of each form
Strengths and limitations

Module III: Communication Theories

Aristotle's theory
Berlo's theory
Magic bullet theory
Two step flow theory
Multi step flow theory
Cultivation theory
Play theory

Module IV: Understanding Mass Communication

Definition and forms of mass communication
Growth of mass media in India

AMITY SCHOOL OF COMMUNICATION (ASCo)

Four eras in mass communication theories
Era of mass society theory (1850-1940)
Era of scientific perspective on mass media (1940-1950)
Era of limited effects (1950-60s)
Era of cultural criticism (1960s-19980s)

Examination Scheme:

Components	H	CT	A	EE
Weightage (%)	10	15	5	50

Text & References:
1. Kumar Keval J (2007) (3rd edn), Mass Communication in India, Jaico Publications: Delhi.
2. Dr. Andal N. (2005) Communication Theories and Models, Himalaya Publishing House: Bangalore
3. Denis Mc Quail (2005) (5th edn) Mc Quail's Mass Communication Theory, Vistaar Publications: New Delhi
4. Stone Gerald, Singletray, Michael & Richmond P. Virgina (2003) Clarifying Communication
   Theories: a Hands-On Approach, Surjeet Publications: Delhi
5. Baran J Stanley & Davis K Dennis(2002) (2nd edn) Mass Communication Theory: Foundations, Ferment, and Future, Thomason Asia Pte Ltd: Singapore
6. Vir Bala Aggarwal & V S Gupta (2002) Handbook of Journalism & Mass Communication,
   Concept Publication Company: New Delhi.
7. Rosengren Erik Karl (2000) Communication: An Introduction, Sage Publications: London.

AMITY SCHOOL OF COMMUNICATION (ASCo)

INDIAN POLITICAL SYSTEM

Course Code	L	T	P/FW	Credit
BJM 106	3	-	-	3

COURSE OBJECTIVE:
Working knowledge of the Indian Political system is mandatory for any aspiring journalist. The course content has been designed to fulfill this requirement without burdening the students. Knowledge about the government, legislatures, judiciary and political parties is vital for those wishing to enter the media . Students are introduced to the Indian Constitution and electoral system all of which form the foundation of a working democracy like India.

COURSE LEARNING OUTCOMES (CLO)

1. Fully aware of the features of the Indian Constitution and key amendments.
2. Aware of the importance, role and responsibilities of the Indian Judiciary.
3. Informed about the bicameral nature of the Supreme legislative body (Parliament) and the differences between both the houses of the Parliament.
4. Familiar about the unicameral and bicameral nature of the State Legislatures.
5. Role and responsibilities of the President, Prime Minister, Chief Minister & Governor.
6. Conversant with the Indian electoral process.
7. Knowledgeable about the Indian political system, including the way political parties function and the political complications arising in India.

Course Contents:

Module I: Constitution
Making of Indian Constitution, philosophy, unity in diversity
Main features of Constitution, secularism, socialist, democratic, republican, preamble, directive principles, fundamental rights, citizenship
Key amendments of the Constitution (flexible or rigid?)

Module II: Judiciary
Structure of Courts in India and their Jurisdictions
Powers of Court
Judicial review of Laws
Public Interest Litigation & Writ petitions

Module III: Legislatures
Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences
State legislative assemblies and legislative councils
Election Commission, powers and structure, model code of conduct, election process
General elections, midterm election, constituencies
Electoral reforms

Module IV: Executive
President, election, powers, advice of council of ministers binding (figurehead), circumstances in which President actually uses his powers

AMITY SCHOOL OF COMMUNICATION (ASCo)

Prime minister and council of ministers, their appointment after elections, powers of the prime minister, collective responsibility of the council of ministers
Governor-powers, functions, responsibilities, relations with Central govt.
State Governments, chief minister and state council of minister
Centre-state relations

Module V: Political Parties
Political parties, Alliances and groups in power at the centre and states
Coalition politics, multiparty and two-party systems
Parliamentary versus presidential form of government, federal and unitary government
Political problems and issues in India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism, separatism,

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Laxmikant, M. (2016) Indian Polity. (5th ed) McGraw Hill Publications, New Delhi
2. Sanghavi, L.M. (2016) Evolution of Indian Judiciary . Prabhat Publication, New Delhi.
3. Basu, D.D.; (2013) Constitution of India.Lexis Nexis, New Delhi
4. Noorani, A.G. (2012) Constitutional Questions in India. Oxford Publication. New Delhi
5. Johari, J.C. (2012) Indian Political System. Anmol Publications, New Delhi

AMITY SCHOOL OF COMMUNICATION (ASCo)

NEWS & CONTEMPORARY ISSUES

Course Code	L	T	P/FW	Credit
BJM 107	1	2	-	3

COURSE OBJECTIVE:

This course will focus on to provide knowledge and skills related to news and contemporary issues and will explore broadening an understanding of contemporary approaches through diverse discourses on current affairs.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the different aspects of news and contemporary issues,
2. Identify the various discourses based on news and contemporary issues along with comprehensive insight into the concepts and strategies.
3. Demonstrate specialized knowledge and skill set in creating and developing content for the various national issue discourses and its application in journalistic profession,
4. Exhibit expertise in multiple sub-fields of news and contemporary issues,
5. Employ and interpret various discourse based on news and contemporary issues,

Course Contents:

Module I: Current Affairs

Newspaper reading and discussion on important national stories
Top ten Indian personalities in news

Module II: Political Issues

Naxalism and Marxism
Reservation & Positive Affirmation
Criminalization of Politics
Religion, communalism and politics
Contemporary Political Issues

Module III: Indian Economy

Profile of the Indian economy: An overview Industry Agriculture

IT and Telecom Money and inflation

Module IV: National Organizations

Central Bureau of Investigation Election Commission Central Vigilance Commission National Human Rights Commission

Examination Scheme:

AMITY SCHOOL OF COMMUNICATION (ASCo)

S. N.	Evaluation Component	Mark %	Remarks
1	Continuous Evaluation	45	As per the requirement
2	Attendance	05	
3	Final Examination	50	

Text & References:
1. Journals: Reputed National Journals & Newspapers:
2. Year Books: Competition Success Review, Manorama, Times Year Book, Internet Resources.
3. Periodicals: India Today, Frontline, Outlook, The Week, Mainstream, Economic and Political Weekly.
4. India 2019: Publication Division.
5. The Making of India's Foreign Policy: J. Bandyopadhyay
6. Introduction to the Constitution of India: Justice Durgadas Basu
7. Indian Administration: S. Maheswari
8. Indian Economics: K. Sundaram
9. Chakrabarty, Bidyut & Pandey, Rajendra Kumar. (2009). Modern Indian political thought: Text and context. New Delhi: Sage.
10. Chandhoke, Neera & Priyadarshi, Praveen. (2009). Contemporary India: Economy, Society, Politics. New Delhi: Dorling Kindersley (India).
11. Rangarajan, Mahesh. (2007). Environmental issues in India. New Delhi: Dorling Kindersley.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
General English	BCS 101	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	**Identify** the basic elements of grammar required for good and effective communication.
CLO 2	**Interpret and discuss** key ideas of grammar, diction and communication.
CLO 3	**Develop** Creative & Literary Sensitivity in all communication.
CLO 4	**Design** and create texts for a variety of purposes and audiences, evaluating and assessing the effectiveness of grammatical aspects.

B. SYLLABUS

Topic
Vocabulary development- Root Words, Affixes, Synonyms, Antonyms, One Word Substitution
Grammar: Fluency and Expression
Tenses
Voices
Tag Questions
Sentence Formation
Communication Essentials, Basics of Communication, Communication Circle

EXAMINATION SCHEME:

Components	CT/Mid-term	Project/ Presentation	Assignment 1	Quiz	Attendance	EE
Weightage (%)	15	10	10	10	5	50

SUGGESTED READINGS

- Martin Hewings, *Advance English Grammar*. Cambridge University Press
- J.V.Vilanilam. *More Effective Communication*. Response Books:NewDelhi
- Wren and Martin, *English Grammar & Comosition*. S.Chand & Co. Ltd.
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons
- Kavita Sharma, *New Upgraded Encyclopedia of English Grammar & Composition.* English Edition Publishers

- Raman, Meenakshi and Sangeeta Sharma, *Technical Communication: Principles and Practice.* OUP: New Delhi, 2004.Print.

- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- Krishnaswamy N, *Creative English for Communication*. Delh**i:** Macmillan Publishers India Ltd. Print. 2007.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - I
(UNDERSTANDING SELF FOR EFFECTIVENESS)

Course Code: BSS103   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate awareness of self and the process of self-exploration.
2. Demonstrate knowledge of strategies for developing a healthy self-esteem.
3. Recognize the importance of attitudes and its effect on personality.
4. Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for personal and professional life.

Course Objective:
This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and its effect on personality
Building emotional competence

Course Contents:

Module I: Self: Core Competency
Understanding of Self
Components of Self – Self identity
Self concept
Self confidence
Self image

Module II: Techniques of Self Awareness
Exploration through Johari Window
Mapping the key characteristics of self
Framing a charter for self
Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness
Meaning & Importance
Components of self esteem
High and low self esteem
Measuring your self esteem

Module IV: Building Positive Attitude
Meaning and Nature of Attitude
Components and Types of Attitudes
Relevance and Importance of Attitudes

Module V: Building Emotional Competence
Emotional Intelligence – Meaning, Components, Importance and Relevance
Positive and Negative Emotions
Healthy and Unhealthy expression of Emotions

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company

FRENCH – I

Course Code	L	T	P/FW	Credit
FLN 101	2	-	-	2

COURSE OBJECTIVE:

To familiarize the students with the French language

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

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:

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

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

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

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

Unité 2: Faire connaissan

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

Unité 3:Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire
2. article indéfini, défini, contracté
3. nom, adjectif, masculin, féminin, singulier et pluriel
4. négation avec « de », "moi aussi", "moi non plus"
5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ceque, où, quand, comment, quel(s), quelle(s)

   Interro-négatif : réponses : oui, si, non
6. pronom tonique/disjoint- pour insister après une préposition
7. futurproche

Examination Scheme

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

- Le livre à suivre : Campus: Tome 1

GERMAN – I

Course Code	L	T	P/FW	Credit
FLG 101	2	-	-	2

COURSE OBJECTIVE:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module I: Introduction
Self introduction: heissen, kommen, wohnwn, lernen, arbeiten, trinken, etc.
All personal pronouns in relation to the verbs taught so far.
Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!), Hallo, wie geht's?:   Danke gut!, sehr gut!, prima!, ausgezeichnet!, Es geht!, nicht so gut!, so la la!, miserabel!
Module II: Interviewspiel
To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview game for self introduction.
Module III: Phonetics
Sound system of the language with special stress on Dipthongs
Module IV: Countries, nationalities and their languages
To make the students acquainted with the most widely used country names, their nationalitie and the language spoken in that country.
Module V: Articles
The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport
Module VI: Professions
To acquaint the students with professions in both the genders with the help of the verb "sein".
Module VII: Pronouns
Simple possessive pronouns, the use of my, your, etc.
The family members, family Tree with the help of the verb "to have"
Module VIII: Colours
All the color and color related vocabulary – colored, colorful, colorless, pale, light, dark, etc.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module IX: Numbers and calculations – verb "kosten"
The counting, plural structures and simple calculation like addition, subtraction, multiplication and division to test the knowledge of numbers.
"Wie viel kostet das?"
Module X: Revision list of Question pronouns
W – Questions like who, what, where, when, which, how, how many, how much, etc.

Examination Scheme
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH – I

Course Code	L	T	P/FW	Credit
FLS 101	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- To produce global citizens speaking an International language in keeping with the institutional vision .
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad

Course Learning Objective:

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:

- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal withbasicPhonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:
Subject pronouns
Use of verbs SER/ESTAR/TENER in simple present tense
Use of regular AR /ER/IR ending verbs.
Llamarse y dedicarse

AMITY SCHOOL OF COMMUNICATION (ASCo)

Simple Negativesenteses

Examination Scheme:
Total: 100 marks

ContinuousEvaluation (Total 50 Marks)					EndSemEvaluation (Total 50 Marks)
Quiz	MidTerm Test	Presentation	Viva Voce	Attendance	End-TermExam
10	15	10	10	5	50

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia,

Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A

2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet

Barquero, EdelsaGroup didascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE – I

Course Code	L	T	P/FW	Credit
FLC 101	2	-	-	2

Course Objective:
The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of first semester the students will be able to:
- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT
1. Introduction to Chinese Language
2. Introduction to the Sound System , Initials and Finals
3. Table of sounds of Beijing Dialect
4. Tones
5. Writing System & Basic Strokes of Chinese Character
6. Rules of Stroke-Order of Chinese Character,
7. Expression of Greetings & Good wishes
8. Farewell
9. Asking & telling Personal Information : Name & Age
10. Personal Information : Residence
11. Personal Information : Family Members
12. Listening Skill & Practice
13. Conversation based on dialogues

14.　　　　China; an emerging world power (In English)

VOCABULARY CONTENT

Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你， 好， 再见。。。

2。Vocab related to personal information; 名字，年纪， 家， 住，爸爸。。

GRAMMATICAL CONTENT

1. Introduction to the sound system, initials and finals, sound table & tones.
2. Basic strokes of Chinese Character & stroke- order.
3. Conjunction 和.
4. Word order in Chinese sentence.
5. Adjective Predicate sentence.
6. 是 sentence type (1).
7. Interrogative sentence with 吗.
8. Attributive & structural particle 的.

Examination Scheme
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Chinese Reader (HSK Based) book-I (suggested reading)
　　　　　3. Elementary Chinese Reader Book-I (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – I

Course Code	L	T	P/FW	Credit
AND001	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

1. Awareness and empathy regarding community issues
2. Interaction with the community and impact on society
3. Interaction with mentor and development of Student teacher relationship
4. Interaction among students, enlarge social network
5. Cooperative and Communication skills and leadership qualities
6. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.

AMITY SCHOOL OF COMMUNICATION (ASCo)

- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
   a) Current scenario (Regional, national and international level as applicable)
   b) Future predictions
   c) Duty of the government
   d) Government policies (related to the topic), if any
   e) Duty of public
   f) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-II
ADVERTISING PRINCIPLES & PRACTICES

Course Code	L	T	P/FW	Credit
BJM 201	3	-	-	3

COURSE OBJECTIVE:

The unit will stress on the core concepts like segmentation, targeting and positioning. Students will learn the strategy that goes behind creation of an advertisement.

COURSE LEARNING OUTCOMES (CLO)

1. Student will get an insight and awareness about the concept, principles and practices of Advertisement.
2. Student will be able to have an overview of the various practical aspects of advertising along with the functioning and various avenues of advertising agencies.
3. Student will have an understanding the ethical aspects of Advertising and Media plan.

Course Contents:

Module I:

Understanding Market
Understanding Target audience
Understanding consumer behaviour
High/Low Involvement Products
Segmenting , Targeting , Positioning (S T P)

Module II:
Advertising planning
Campaign planning
Defining advertising objectives through marketing objectives
Communication objectives
Advertising Budgeting

Module III:
Copywriting- meaning, definition and objectives
Copywriting- Print Media
Copywriting- Electronic Media

AMITY SCHOOL OF COMMUNICATION (ASCo)

Guidelines for creative copywriting

Module IV: The Media Plan
Selecting communication channel
Determining the advertising budget
Deciding on communication mix
Evaluation

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Chunawalla, Sethia, S. (2015). Foundation of Advertising (8th ed., Vol. 1). Himalaya Publications.
2. Mohan, M. (2008). Advertising Management (2008 ed., Vol. 8th, p. 429). McGraw Hill Education (India) Private Limited.
3. Jethwaney, J. (2006). Advertising (6th ed., Vol. 1, p. 716). Oxford University Press.
4. Thomas, C., & Guinn, O. (1999). Advertising (1st ed., p. 694). South-Western College Pub.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BASIC PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
BJM 202	2	-	2	3

COURSE OBJECTIVE:
Photographs are an effective communication medium and students will explore this immensely artistic as well as highly technical media in this course. The importance of photographs, techniques and utility of photography and its applications in mass media will be made clear to them. Among other things, the students will learn about different kinds of cameras, lenses and composition. They will be required to translate this learning into practice through assignments and projects.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic technical aspects related to camera operation and handling as well display familiarity with history and background of photography.
2. Understand the significance and role of photography and the photographer in a society.
3. Demonstrate aperture, depth of field and shutter speed as well lighting techniques.
4. Display familiarity with essential skills and technical to knowhow that a professional photographer must possess to be successful in the profession such as knowledge of camera operation and related software and hardware.

Course Contents:

Module I: Introduction to Photography
Photography – Introduction, Scope, Uses
Human and Camera
Photography in Mass Media
Light in photography – Art and Science
Exposure Triangle – Aperture, Shutter Speed, ISO, Depth of Field
Historical Background, Stages of Development
Working of Film Photography (B/W and Colour), Dark room practices

Module II: Camera & Accessories
Types of Cameras: Pinhole, View Camera, TLR, SLR, Digital
Parts of Camera
Kinds of Lenses
Kinds of Film
Camera Accessories
Studio Accessories
Camera and Lens Care

Module III: Composition and Framing

Composition and its Rules

Types of Photography – Portraits, Wildlife Photography, Nature and Landscape Photography, Night photography, Photo-journalism, Sports Photography, Fashion Photography.

Breaking the rules – Experiment Photography, Long Exposure

Review on photographs

.

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. Bleyen, M. (2012). Minor photography: Connecting Deleuze and Guattari to photography theory. Leuven, Belgium: Leuven University Press.
2. Stout, H. (2011, April 1). Father of modern photography. Cobblestone.
3. Langford, M., & Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.
4. Deshpande, B. (2007). Photojournalism. New Delhi: Sonali Publications.
5. Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.
6. McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.
7. Kopelow, G. (1998). The focal handbook of commercial photography. Boston: Focal Press.

AMITY SCHOOL OF COMMUNICATION (ASCo)

TELEVISION PRODUCTION

Course Code	L	T	P/FW	Credit
BJM 203	2	-	2	3

COURSE OBJECTIVE:

The basic concepts and fundamental elements of TV production will be introduced to the students in this unit. The working mechanism of Video camera, principles of composition, need and role of lighting will be discussed and practically demonstrated. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them. This unit will also focus on enhancing the writing skills of the student. Writing being an integral part of journalism, the students will get an opportunity to write for various mediums and genres. The students will be expected to create a radio program of their choice as a showcase of their knowledge gained during this semester.

COURSE LEARNING OUTCOMES (CLO)

1.The course aims to develop the following skill set among students 1.Camera handling and shot composition for the studio setup.
2. Setting light for different ambience and desires.
3. Script writing and production plan for television medium.
4. Pre and post produce a program of their own choice.

Course Contents:

Module I: Basics of Video camera
Basic parts of camera
Working of the camera
Types of camera
Camera Mounts, Accessories and Care
Videotape Formats – S-VHS, VHS, U-matic, Betacam & Betacam-SP, MINI-DV, DVCAM, DVC PRO, HD
Camera movements, shots & angles
Principles of composition and visual grammar

Module II: Lighting
Difference between natural and artificial lighting
Use of natural light and reflectors
Factors that influence lighting needs
Bouncing light
Studio lighting instruments: Types of lights
Basic lighting set up: Three point lighting
Technical: - Color Temperature, Light intensity, Filters
Lighting tips
Taking Care of Lights and Yourself

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module III: Planning the Production and Scripting
Stages of Production
Research: location, budget, people, access, permission, insurance, resources, and time
Basics of Writing for TV
Scripting Practice

Module IV: Shooting and Editing
Singlecam and Multicam shoot
Shooting Practices: Indoor and Outdoor
Editing Practice: Adobe Premier

Examination Scheme:

Components	P	V	CT	A	EE
Weightage (%)	20	10	15	5	50

Texts & References:
1. Belavedi, V. (2013). Video production. Corby: Oxford University Press.
2. Zettl, H. (2010). Television production handbook (Eleventh ed.). Wadsworth Publishing Company.
3. Collie, C. (2007). The business of TV production. Port Melbourne, Vic., Australia: Cambridge University Press.
4. Utterback, A. (2007). Studio television production and directing. Amsterdam: Focal Press.
5. Harris, P. (2006). Television production. Tinley Park, Ill.: Goodheart-Willcox.

AMITY SCHOOL OF COMMUNICATION (ASCo)

RADIO JOURNALISM

Course Code	L	T	P/FW	Credit
BJM 204	2	-	2	3

COURSE OBJECTIVE:
This paper is structured for the students to learn the basic of audio technology and learn the nuances of radio production including phases of pre production, production and post production. At the end of this learning, the student will be able to produce radio programs independently.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic characteristics, strength and limitations related to Radio.
2. Understand the evolution and growth pre-independence and post-independence of Radio.
3. To understand the present-day broadcasting: Private Radio, Public Radio, Community Radio and also be able to differentiate between AM and FM and their frequencies. To understand and be familiar with the station structure.

Course Contents:

Module I- Basics of Radio Broadcasting
Characteristics of Radio: strength and limitations
Evolution and Growth of Radio: Pre- Independent & Post independent
Contemporary Broadcasting : Private Radio, Public Radio, community Radio
Difference between AM and FM
Radio Stations Structure

Module II- Introduction of Radio Program
News Program: 15-minute bulletin, 5 minute, news-on-phone, headlines
Radio News Magazine, New Format News
Non- News Program: Radio features, radio documentaries,
Drama, radio serials and music shows

Module III- Writing and Editing for Radio
Characteristics of spoken word
Planning and structuring the copy for various audio inputs
Radio News program: Types, Structure, headline and style book
Scripting of radio programs: Radio features/documentaries, Radio Drama, Jingles etc

Module IV- Radio Production
Introduction: Audio studio and its equipment
Different types of microphones and mixers
Editing: Types and software's,
Different types of Sound Effects

AMITY SCHOOL OF COMMUNICATION (ASCo)

Different audio file formats and uses

Examination Scheme:

Components	P	V	CT	A	EE
Weightage (%)	20	10	15	5	50

Text & References:

1. Hyde, S. (1991). Instructor's resource manual (6th ed.). Boston: Houghton Mifflin.
2. Mellor, D. (2000). A Sound Person's Guide to Video. Oxford: Focal Press.
3. McLeish, R. (2005). Radio production (5th ed.). Amsterdam: Focal Press.

AMITY SCHOOL OF COMMUNICATION (ASCo)

COMPUTER APPLICATIONS – II

Course Code	L	T	P/FW	Credit
BJM 205	1	1	2	3

COURSE OBJECTIVE:
This unit will give students a broad knowledge of print industr and below mentioned softwares which they can create, logo stationary, poster and manipulate images as per their requirements.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate various concepts of layout designing & advance image editing tools & their special features.
2. To design magazine & Stationery series.
3. To learn the importance of printing file formats, and print quality.
4. To learn color modes & bit-depth as per the print requirement.
5. Design Ads & logos in vector softwares.

Course Contents:

Module I: Adobe Indesign

Overview of Software- Adobe Indesign & Use of Templates
To create Multipage Documents
Use of Master page and single page
Use of Ruler, Snap, Guide & Grid
Design Magazines, News Papers and Newsletter.

Module II: Adobe Photoshop

Overview of Software- Working with scanning images
Use of pen tool in selection
Lossy & lossless file formats
Working with Color correction & Advance editing techniques,
Digital paintings & brushes
Use of various palettes Document Setting,
Use of Adobe Photoshop in Web Designing

Module III: CorelDraw

Overview of Software-Corel draw & Types of Graphics (Vector and Raster)
Working with tools & family features
Use of objects and various palettes in designs

AMITY SCHOOL OF COMMUNICATION (ASCo)

Document Setting and Menus bars
Importing images, manipulation color correction

Production techniques and their saving file formats.

Examination Scheme:

Components	P	V	CT	A	EE
Weightage (%)	20	10	15	5	50

Text & References:
1. Evening, M. (2009). Adobe Photoshop CS4 for Photographers. Focal Press; Pap/Dvdr edition
2. Button, G. (2012). CorelDRAW X6 the Official Guide. McGraw-Hill/Osborne Media;
3. R Moen, D. (2000). Newspaper Layout & Design: A Team Approach (4th ed.). Wiley-Blackwell

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVES
PORTFOLIO DEVELOPMENT-PRINT

Course Code	L	T	P/FW	Credit
BJM 206	-	2	2	3

COURSE OBJECTIVE:
This subject is an attempt to inculcate professional skills and knowledge among budding media professionals aiming to opt for Print media. The subject will help student earn hands on experience on different aspects writing and production of a campus newspaper or magazine.

COURSE LEARNING OUTCOMES (CLO)

1. List and understand all the steps that are a must in actual production of a newspaper or magazine
2. Create rudimentary magazines or newspapers to communicate and illustrate your own ideas about events
3. Apply the knowledge and skills of reporting and editing to judge events or happenings around you

Guidelines for Print Media Production Portfolio:

The following procedure should be followed for the credits:
1. Student will prepare one production in a campus newspaper or magazine.
2. Student will keep a track of various production stages for each item.
3. The stages for programs will be prepared after the consultation and approval of subject faculty.
4. At the end of the semester students will submit a project, Faculty Consultation Diary, and articles with a PPT for final production

Examination Scheme:
The production portfolio will carry 100 marks. The marks break up is as follows:
a) Overall Project   20
   Conten
b) t
                            15
   • Creativity
   • Technical
     Application   15

                            15
   • Comprehensiveness

   • Originality   15
                            20
   • Viva

AMITY SCHOOL OF COMMUNICATION (ASCo)

WRITING FOR MEDIA

Course Code	L	T	P/FW	Credit
BJM 207	2	1	-	3

COURSE OBJECTIVES:
This paper is an extension of Print Journalism taught in the first semester of this program.
This paper focuses on polishing the writing skills for various forms of print media.
Translation techniques and practice is another important element of the course.

Contents:

Module I: Grammar of Writing:
Language and Vocabulary Skills
Sentence making, Paragraph, Punctuations
Creative Use of Language
Qualities of effective Writing
Precision & Brevity, Logical Sequencing of thoughts

Module II: Writing for Various Media
 Kinds and Purpose of Media Writing
Fact Verification and Research for Writing
Specialized writing
Basic principles and elements of writing for print: News, Articles, Editorials, Features, Reviews
 Writing for Electronic Media: TV News writing in various formats, Features, Documentary

Module III: Translation
Concept & Definition of Translation
Nature, Norms and Important of Translation
Word to Word Translation ii. Literal Translation iii. Summarised Translation
The need and importance of Translation in Journalism.
Guidelines for Translation

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:
.
1. Bennett, G. (2011). The knowledge translation toolkit bridging the know-do gap : A resource for researchers. New Delhi, India: Sage Publications
2. Steven, P. (2012). The news. Toronto: Groundwood Books.

AMITY SCHOOL OF COMMUNICATION (ASCo)

3. Rich, C. (2000). Writing and reporting news: A coaching method (3rd ed., instructor's ed.). Belmont, CA: Wadsworth Pub.
4. Melvin Mencher, (1999) Basic News Writing, 3rd ed., Universal Book Stall
5. Rangaswami. Parthaswarathy, (1989) Journalism in India: from the earliest times to the present day, Sterling Publishers

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
General English	BCS 201	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Participate in conversation and in small- and whole-group discussion
CLO 2	Explore and use English as medium of communication in real life situation
CLO 3	Discuss topics and themes of a reading, using the vocabulary and grammar of the lesson
CLO 4	Identify features of a reading textbook and utilize them as needed
CLO 5	Prepare and deliver organized presentations in small groups and to whole class
CLO 6	Apply sentence mechanics and master spelling of high frequency words

B. SYLLABUS

Developing Listening Skills
Developing Speaking Skills
Developing Reading Skills
Developing Writing Skills
Principles of Good Writing - L Hill
Toasted English -R. K. Narayan
On Saying Please- A G Gardiner
All the World's a Stage : Shakespeare
Where the Mind is without Fear: R N Tagore
O Captain, My Captain: W. Whitman
Psalm of Life: H. Longfellow
Go Kiss the World by Subroto Bagchi; Steve Jobs By Walter Isaacson; Rich Dad, Poor Dad by Robert Kiyosaki; The Road Ahead by Bill Gates; What You See, Is What You Get By Alan Sugar (Non detailed study; any of books)

AMITY SCHOOL OF COMMUNICATION (ASCo)

EXAMINATION SCHEME:

Components	CT/Mid-term	Project/Presentation/ Assignment/Viva	Book Review	Quiz	Attendance	EE
Weightage (%)	15	10	10	10	5	50

SUGGESTED READINGS

Bhardwaj, Ashu. *A Course Book of English & Communication Skills*. Paragon: New Delhi,2011.

Farhanthullah, T M. *Communication Skills for Technical Students*. Orient Black PVT: 2008.

Jha, Madhulika. *Echoes.* Orient Blackswan: New Delhi, 2007.

Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008.

Prasad, Dr P. *The Functional Aspects of Communication Skills*.SK & Sons: New Delhi, 2003.

Raman, Meenakshi and Sangeeta Sharma, *Technical Communication: Principles and Practice.* OUP: New Delhi, 2004.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - II
(PROBLEM SOLVING AND CREATIVE THINKING)

Course Code: BSS203   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)
At the successful completion of this course you (the student) would be able to:
1. Recognize the relation critical thinking with various mental processes.
2. Identify hindrance to problem solving processes.
3. Analyze the steps in problem-solving process.
4. Create plan of action applying creative thinking.

Course Objective:
To enable the students:
Understand the process of problem solving and creative thinking.
Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

What is thinking: The Mind/Brain/Behaviour
Thinking skills
Critical Thinking and Learning:
Making Predictions and Reasoning
Memory and Critical Thinking
Emotions and Critical Thinking

Module II: Hindrances to Problem Solving
Perception
Expression
Emotion
Intellect
Work environment

Module III: Problem Solving Process
Recognizing and Defining a problem
Analyzing the problem (potential causes)
Developing possible alternatives
Evaluating Solutions
Resolution of problem
Implementation

Module IV: Plan of Action
Construction of POA
Monitoring
Reviewing and analyzing the outcome

Module V: Creative Thinking
Definition and meaning of creativity
The nature of creative thinking

AMITY SCHOOL OF COMMUNICATION (ASCo)

Convergent and Divergent thinking
Idea generation and evaluation (Brain Storming)
Image generation and evaluation
Debating
The six-phase model of Creative Thinking: ICEDIP model

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996

Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.

FRENCH - II

Course Code	L	T	P/FW	Credit
FLN 201	2	-	-	2

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

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:
Module A: pp.38 – 47: Unité 3: Object if 3, 4, 5. 6
Module B: pp. 47 to 75 Unité 4, 5
Contenu lexical:
Unité 3: Organiser son temps
1. donner/demander des informations sur un emploi du temps, un horaire SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour …
    i) prendre un rendez-vous/ accepter et confirmer/ annuler
    ii) inviter/accepter/refuser
3. Faire un programmed'activités
    a) imaginer une conversation téléphonique/un dialogue
    b) Propositions- interroger, répondre

Unité 4:Découvrir son environnement
1. situerun lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité5 :s'informer
1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:
1. Adjectifsdémonstratifs
2. Adjectifs possessifs/exprimer la possession à l'aide de : i. « de » ii. A+nom/pronom disjoint

AMITY SCHOOL OF COMMUNICATION (ASCo)

3. Conjugaison pronominale – négative, interrogative - construction à l'infinitif
4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il faut…. »/ «il ne faut pas… »
5. passé composé
6. Questions directes/indirectes

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

C – Project +Presentation
I – Interaction/Conversation Practice
Text & References:
- Le livre à suivre : Campus: Tome 1

GERMAN – II

Course Code	L	T	P/FW	Credit
FLG 201	2	-	-	2

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany
Introduction to Grammar to consolidate the language base learnt in Semester I

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module I: Everything about Time and Time periods
Time and times of the day.
Weekdays, months, seasons.
Adverbs of time and time related prepositions

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

Module III: Separable verbs
To comprehend the change in meaning that the verbs undergo when used as such
Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension
Reading and deciphering railway schedules/school time table
Usage of separable verbs in the above context

Module V: Accusative case
Accusative case with the relevant articles
Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns
Nominative and accusative in comparison
Emphasizing on the universal applicability of the pronouns to both persons and objects

Module VII: Accusative prepositions

Accusative propositions with their use
Both theoretical and figurative use

Module VIII: Dialogues
Dialogue reading: 'In the market place' 'At the Hotel'

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

C – Project +Presentation
I – Interaction/Conversation Practice
Text & References:
- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH – II

Course Code	L	T	P/FW	Credit
FLS 201	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:
Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.
Grammar:

Use of SER/ESTAR/TENER/ HAY
Difference between Estar and Hay
Demonstrative pronouns
Interrogatives – what, which, why, how, who, when
Introduction of irregular verbs
Possessive pronouns

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary
Text &References:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

CHINESE – II

Course Code	L	T	P/FW	Credit
FLC 201	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们，numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT

1. Personal information : hobbies & habits
2. Personal information : abilities
3. Expression of gratitude
4. Expression of apology
5. Numbers & currencies
6. Expression of time
7. Description of weather
8. Description of direction,
9. Listening of dialogues
10. Conversation based on dialogues
11. Chinese CBT package /video clipping
12. Sino-Indian relations (in English)

VOCABULARY CONTENT

Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.
1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)
2. 有sentence

3.   Auxiliary verbs:要,会,能, 可以
3.   The sentence with a verb as its predicate.
4.   们: a plural suffix
5.   Numeration
6.   Interrogative pronoun 多少
7.   Counting Money
8.   A numeral-measure word as the attributive
9.   Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11.   The adverbial adjunct:
12.   Words of location

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – II

Course Code	L	T	P/FW	Credit
AND002	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

7. Awareness and empathy regarding community issues
8. Interaction with the community and impact on society
9. Interaction with mentor and development of Student teacher relationship
10. Interaction among students, enlarge social network
11. Cooperative and Communication skills and leadership qualities
12. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

AMITY SCHOOL OF COMMUNICATION (ASCo)

7. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
8. The group member shall write his/her name at the end of the blog.
9. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
10. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
11. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
12. For the topic chosen by the group, students are recommended to cover the following points:
    g) Current scenario (Regional, national and international level as applicable)
    h) Future predictions
    i) Duty of the government
    j) Government policies (related to the topic), if any
    k) Duty of public
    l) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
4. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
5. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
6. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER III
TELEVISION JOURNALISM

Course Code	L	T	P/FW	Credit
BJM 301	2	-	2	3

COURSE OBJECTIVE:

This paper gives the students an in-depth understanding of television programming. Students will get to work on various formats like Discussions, Features, Documentaries, Newsreel and Magazine programming. They will also be taught the technical aspects of news production including visual and byte selection, video editing and packaging.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the nature, characteristics and challenges of broadcast journalism along with the structure of newsroom and roles/responsibility of newsroom personnel.
2. Polish their writing and technical skill-set to prepare themselves as broadcast journalists
3. Exhibit their skills in the areas of newsgathering, writing, production, presentation .
4. Plan and execute the production of news programs independently and develop the content of broadcast quality.

Course Contents:

Module I: The Newsroom
Hierarchy of a TV Newsroom Set Up & News Flow
Television Personnel – Role and Responsibility
Professional terminology

Module II: Getting the Story
Working in the field: Process and Challenges
Developing Story Ideas
Sources of News; Research and Fact Verification
Collecting Bytes & Visuals
Preparing and Delivering P-to-C
Creative Use of P-to-C in the Story

Module III: Writing Process
Body, Elements and Formats of TV Script
Writing for News, Documentaries/Features
Writing Practice
Editing News Copy

Module IV: Packaging
Planning Magazines and Newsreel
Dumping and Selecting Bytes, Visual and Background Score
Recording Voiceovers

AMITY SCHOOL OF COMMUNICATION (ASCo)

Final Packaging of the Programme
Video Editing Practice

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. Boston: Allyn & Bacon. 2. Block, M. (2010). Writing broadcast news: Shorter, sharper, stronger: A professional handbook. Washington, DC: CQ Press
2. Shook, F., Larson, J., & DeTarsio, J. (2009). Television Field Production and Reporting..
3. Donald, R., & Spann, T. (2000). Fundamentals of television production. Ames, Iowa: Iowa State University Press.

COMPUTER GRAPHICS, ANIMATION AND SOUND

Course code	L	T	P/FW	Credit
BJM 302	1	1	2	3

COURSE OBJECTIVE:
In this module, the students will learn the usage of graphics and animation as an integral element of packaging, design and statistical representation of ideas. This is primarily a technical unit where the student gets the opportunity to convert ideas into reality and get hands on experience.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate the types of graphics, concepts of animation & their use in social awareness.
2. Concept of 2d & 3d animation & their working process & software working pattern.
3. Demonstrate the use of Symbol, tweening, key-frames animation on layers.
4. Demonstrate the use of sound & voiceover in any anmation project.

Course Contents:

Module I: Concept of Graphics & Animation
Types of computer graphics,
Difference between graphics and animation
Graphic software and their role in animation software
Creating walk cycle through the Image tracing and saving file formats

Module II: Flash
Classification of Animation
Difference between 2D & 3D Animation
Flash Editor, Panels, Timeline
Basic Drawing and Painting Tools
What is tweening, Motion & Shape Tweening & Keyframes
Onion Skining & Frame by Frame animation
Graphic Symbols & Use of Library?
Importing BMP, JPG and sound file in the timeline window
Layer and Guide Layer
Creating Animation Mask layer Animation,
Basic introduction of 3D animation and softwares
Working with different viewports
Working with basic shapes and primitives

Module III: Sound
What are sound & recording techniques?
Basic editing techniques
Types of sound file formats- WAVE, MP3, MIDI, AVI, WMA and AIFF
Difference between Stereo & Mono sound

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	10	5	15	20	50

Text & References:

1. Adobe Creative Team (2005) Adobe Photoshop 7.0 classroom in a Book. Adobe Publishers
2. Ramesh Bangia (2002). Learning Multimedia. Khanna book publishers
3. Purcell, Lee (2001). ABC of Java Script. BPB Publication
4. Reinhardt Robert & Snow Dowd (2002). Flash MX bible. Wiley Publishers

AMITY SCHOOL OF COMMUNICATION (ASCo)

PUBLIC RELATIONS

Course code	L	T	P/FW	Credit
BJM 303	2	1	-	3

COURSE OBJECTIVE:
The unit provides a broad introduction to the principles of public relations practice in India. Students will explore the role of public relations in marketing and its contribution to public and private sectors. It teaches techniques of written presentation for a range of specific purposes focusing chiefly on the importance of the overall campaign brief of writing objectives, internal and external communications, issuing statements and press releases, dealing with crises, and the role of the press officer.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and explain critically the facts related with the ever increasing significance and role and functions of an effective and efficient Public Relations Department in an organization and describe the various important and contemporary techniques and practices employed in this field.
2. Identify the Essential Skills that a PR Professional possesses to be successful in the profession and apply them in your real life situations.
3. Develop, Draft and justify the significance of various types of PR Writings Formats following all their typical technicalities.
4. Analyse and evaluate the relevance and utility of various PR Tools and Strategies applicable for different job situations and apply them in your real world.

Course Contents:

Module I: Basics of Public Relations
Definitions and concepts
Role and Objectives of PR
Principles and tools of Public Relations, Basic elements of PR
PR as a tool of modern management
PR role in the Indian Setting-Developing economy
PR as distinct form and other forms of Communication,
PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services.
Types of Publics - Internal & External PR
Public Relations in India
Changing trends in PR, MPR, Digital PR, Artifical Intelligence, Digital Storytelling Event & Crisis Management

Module II: Public Relations & Media Affairs
Planning advertising and Publicity campaign
Media relations and media planning
Making Press kit

Organizing press conference

Module III: PR Writing
Writing for press
Press release & PR News Wire Sites
Writing company profile
Contents for the newsletter

Module IV: PR for social development
Public Relations, NGOs & socio-economic development
Public Relations in journalism and advertising
Public Relations Laws and Ethics

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	50

Readings:

1. Allen H. (2008). Effective Public Relations. S. M. & Center, Prentice Hall
2. Moore, H. Frazier & Frank B.K.(2005). Public Relations : Principles, Cases and Problems.. Richard D Irwin
3. Reddi, C.V.N. (2001). Effective Public Relations and Media Strategy (8th Edition). Prentice Hall of India.
4. Sachdeva, I.S. (2009). Public Relations: Principles and Practices. (4TH Edition). Oxford Press
5. Jethwaney,J. (2009). Public Relations Management. Sterling Publications

DIGITAL PHOTOGRAPHY

Course code	L	T	P/FW	Credit
BJM 304	2	0	2	3

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

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic technical aspects related to camera operation and handling as well display familiarity with history and background of photography.
2. Understand the significance and role of photography and the photographer in a society.
3. Demonstrate aperture, depth of field and shutter speed as well lighting techniques.
4. Display familiarity with essential skills and technical to knowhow that a professional photographer must possess to be successful in the profession such as knowledge of camera operation and related software and hardware.

Course Contents:

Module I: Artificial Lighting & its control
Electronic flash & its synchronization
One, two & three point lighting
Working on the Subject

Module II: Subject Composition & Variation for various genres/Practical
Composition – Rules of Composition & Framing.
Working the subject.
Genre (Portrait, Product, Wildlife, Nature & landscapes, Night photography, Journalism (photography for newspapers & magazines).

Module III: Understanding Digital Photography
Digital Image Construction (Size & Resolution of Digital Images)
Uses, Advantages and Limitations of Digital over Conventional Photography
Image Sensors
Formats of a Digital Image
Types of Digital Cameras

Module IV: Digital Image Manipulation
Problems with Digital Photographs
Commonly used image editors
Editing images with Adobe Photoshop and Photoshop Elements
Printing and Sharing Digital Images

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module V: Advanced Photography Practicals
Practicing Outdoor Photography
Photography Assignments and Projects
Developing Personal Digital Portfolio
Digital Image Manipulation using various computer software

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.
2. Langford, M., & Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.
3. Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.
4. McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.
5. Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New

TERM PAPER

Course Code: BJM 305   **Credit Units: 03**

COURSE OBJECTIVE:
A term paper is primarily a record of intelligent reading from several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress will be monitored regularly by the faculty. At the end of the semester, the term paper will be submitted to the faculty assigned. The evaluation will be done by Board of Examiners comprising of the faculty members.

COURSE LEARNING OUTCOMES (CLO)

A term paper is primarily a record of intelligent reading from several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress will be monitored regularly by the faculty. At the end of the semester, the term paper will be submitted to the faculty assigned. The evaluation will be done by Board of Examiners comprising of the faculty members.

GUIDELINES
The procedure for writing usually consists of the following steps:
a) Choosing a subject
b) Finding sources of materials
c) Collecting the notes
d) Outlining the paper
e) Writing the first draft
f) Editing & preparing the final paper

1. **Choosing a Subject**
   a)The subject chosen should not be too general.
   b) Make sure you start either with a presumption that you want to test or with a question that you want to address. .

2**. Finding Sources of materials**
a) The material sources should be not more than 10 years old unless the nature of the topic is such that it   involves examining older writings from a historical point of view.
b) Begin by matching the subjects under investigation with those found in the source materials.
c) The sources could be books and magazines articles, news stories, periodicals, scientific journals etc.

3. **Collecting the notes**
Skim through sources, locating the useful material, then make good notes of it, including quotes and information for footnotes.
a) Notice the methods and procedures and how the author has arrived at the results & conclusions.

AMITY SCHOOL OF COMMUNICATION (ASCo)

b) Compare your ideas with those of author's arguments.
c) Bring analysis rather than just opinions.
d) Check cross references.
e) This work will be part of the Literature Review

4. Outlining the paper

a) Review notes and write down your ideas on a piece of paper
b) Sort the collected material under headings and as again each heading can be divided into sub-sections so that it begins to look more coherent and takes on a definite structure.
c) If it does not, try going back and sorting again for main divisions, to see if another general pattern is possible.

5. Writing the first draft & second draft

Write the article based on the outline. You may follow the following structure:
   a) statement of purpose, limitations, and parameters of the writing
   b) main body (including your references and your ideas and points of agreement and disagreement)
   c) statement of summary, insights gained, further questions, and conclusion
   d) Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
   e) Include only information/ details/ analyses that are relevant to your presumption or question.
   f) Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

6. Preparing the final draft

   a) Check to see that quotations serve one of the following purposes:
   (i) Show evidence of what an author has said.
   (ii) Avoid misrepresentation through restatement.
   (iii) Save unnecessary writing when ideas have been well expressed by the original author.
      b) Read the paper to ensure that the language is not awkward, and that it "flows" properly.
      c) Check for proper spelling, phrasing and sentence construction.
      d) Check for proper format for footnotes, quotes, and punctuation.
      e) Check for proper form on tables and graphs. Be certain that any table or graph is self- explanatory.

Term paper should be composed of the following sections:
1) Title page
2) Table of contents
3) Introduction
4) Literature Review
5) Findings, DiscussioN & Conclusion
6) Bibliography
7) Appendix

Generally, the introduction, discussion, conclusion and bibliography part should account for a third of the paper and the review part should be two thirds of the paper.
Discussion
The discussion section either follows the results or may alternatively be integrated in the

results section. The section should consist of a discussion of the results of the study focusing on the question or presumption.

Conclusion

The conclusion is often thought of as the easiest part of the paper but should by no means be disregarded. There are a number of key components which should not be omitted. These include:
a) summary of question posed
b) summary of findings
c) summary of main limitations of the study at hand
d) details of possibilities for related future research

Bibliography

From the very beginning of a research project, you should be careful to note all details of articles gathered.

The bibliography should contain ALL references included in the paper. References not included in the text in any form should NOT be included in the bibliography.

The key to a good bibliography is consistency. Choose a particular convention and stick to this.

Bibliographical conventions:

Journal articles:

Padhy, M.K. (Jan' 2008), New Product Diffusion in Indian Consumer Market: An Application of Innovation Communication Theory. *Journal of Advertising Express,ICFAI University,Vol.* 19, PP.54-59

Electronic book:

Chandler, D. (1994), *Semiotics for beginners* [HTML document]. Retrieved [5.10.'01] from the World Wide Web, http://www.aber.ac.uk/media/Documents/S4B/.

Electronic journal articles:

Watts, S. (2000) Teaching talk: Should students learn 'real German'? [HTML document]. *German as a Foreign Language Journal [online] 1.* Retrieved [12.09.'00] from the World Wide Web, http://www.gfl-journal.com/.

Appendix

The appendix should be used for data collected (e.g. questionnaires, transcripts, ...) and for tables and graphs not included in the main text due to their subsidiary nature or to space constraints   in   the   main   text.

Examination Scheme:

Dissertation:	50
Viva voce	50
Total:	**100**

MEDIA PLANNING AND BUYING

Course code	L	T	P/FW	Credit
BJM 306	2	1	-	3

COURSE OBJECTIVE:

This course will give details of Media Planning process and expose students to key concepts of Media Planning and Buying Process. Students will also get to know about current trends in media planning.

COURSE LEARNING OUTCOMES (CLO)

1. Develop an in depth understanding of details of Media Planing process.
2. To understand the current trends and process in media planning
3. Understand the role, importance and limitation of various media platforms in the information dissemination.
4. Achieve deeper understanding of **media** platforms will best advertise your client's brand or product to its target audience

Course Content

Module –I : Media Planning Process
Reach & Frequency
Framework to maximizing advertising exposure
Media Objectives & Advertising Budgeting

Module –II: Advertising Effectiveness
Advertising Share Vs Market Share
Measuring Media Fragmentation
Key Media Selection Decision
Selecting Media Class & Media Vehicle
Ad Exposure
Media Size & Format
Media Scheduling

Module –IV Digital Advertising Trends
In Store Advertising
Direct Marketing
Internet & Digital Media
Reaching Audience on the web
Trends in Online Advertising
Banner Ads Vs Streaming Media Ads

Module –V Media Buying and Client Servicing
Media Buying and Media Sales: Conceptual Insight and Current Scenario
Contemporary trends in Media Buying and Sales

AMITY SCHOOL OF COMMUNICATION (ASCo)

Pitch, Proposal; Rate Card Customization
Roles & Responsibility of Media Buying, Client Servicing Department

Examination Scheme:

Components	Assignment	CT	A	EE
Weightage (%)	10	15	5	50

Text & References:
1. Uncommon Sense of Advertising , Sanjay Tiwari , Response Books

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

MEDIA MANAGEMENT

Course code	L	T	P/FW	Credit
BJM 307	2	-	2	3

COURSE OBJECTIVE:

Today media business is one of the most challenging and competitive activities. It is important for the student of mass communication to know about newspaper, television, internet, radio management and how ownership and practices has changed with growth, new technology. Media has to operate within the framework of ethics and laws and has also to be viable. Hence it is important for the student to learn about media laws, ethics and function and the present status of various forms of media specially Internet and the new media.

COURSE LEARNING OUTCOMES (CLO)

1. Visualize and explain how to create an event that achieves specific objectives for the host/client.
2. Design a Planning Process that incorporates Budgeting, Project Management, Communication and Evaluation Tools.
3. Develop an understanding of the various event elements (food and beverage, design, entertainment, site selection, back drop etc.) and how to cost-effectively employ them.
4. Understand the role of the Event Planner on site at the event, and the mindset necessary to oversee successful event coordination

Course Contents:

Module I: Media Management: An Introduction
Media as an industry and profession
Journalists becoming managers
Ownership patterns of mass media: Print and Broadcast Media
Organizational structure: Different Departments, General Management, Control and co-ordination, Hierarchy

Module II: Contemporary Practices in Media Management
Media ventures: Growth of Indian Print Media Business, Growth of Indian TV Industry, Resurgence of Radio Industry, The Indian Film Industry, Music Industry , Stress on entertainment in all media outlets, Growth of Internet and gaming
Problems, process and prospects of Indian Media Business, Piracy of content and the media
Media Industry: Changing commercial equations vis-à-vis market and audience

Module III: Media and Globalization
Foreign equity in Indian media
The concept of global media
Globalization of media and its impact

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module IV: Media Laws and regulation bodies
Laws governing media: The Contempt of Courts Act, Defamation, The Copyright Act (Concept of piracy), Right to Information Act, The Official Secrets Act, Right to privacy, Freedom of media, The Code of Media Ethics

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. H, Dennis. (2012) Media management in the age of Giants. University of New Mexico Press; Herrick, Dennis.H.
2. The Indian Media Business; Kohli, Vanita
3. Mass Communication in India; Aggarwal, Veerbala

AMITY SCHOOL OF COMMUNICATION (ASCo)

ENVIRONMENTAL STUDIES

Course Code	L	T	P/FW	Credit
EVS 001	4	-	-	4

Course Objective:
The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

Course Contents:

Module I: The multidisciplinary nature of environmental studies
Definition, scope and importance
Need for public awareness

Module II: Natural Resources
Renewable and non-renewable resources:
Natural resources and associated problems
Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
  − Role of an individual in conservation of natural resources.
  − Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems
Concept of an ecosystem
Structure and function of an ecosystem
Producers, consumers and decomposers
Energy flow in the ecosystem
Ecological succession
Food chains, food webs and ecological pyramids
Introduction, types, characteristic features, structure and function of the following ecosystem:
  a. Forest ecosystem
  b. Grassland ecosystem
  c. Desert ecosystem
  d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values

Biodiversity at global, national and local levels

India as a mega-diversity nation

Hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Module V: Environmental Pollution

Definition

  Causes, effects and control measures of:

   a. Air pollution
   b. Water pollution
   c. Soil pollution
   d. Marine pollution
   e. Noise pollution
   f. Thermal pollution
   g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

Module VI: Social Issues and the Environment

From unsustainable to sustainable development

Urban problems and related to energy

Water conservation, rain water harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation

Consumerism and waste products

Environmental Protection Act

Air (Prevention and Control of Pollution) Act

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

Module VII: Human Population and the Environment

Population growth, variation among nations

Population explosion – Family Welfare Programmes

Environment and human health

Human Rights
Value Education
HIV / AIDS
Women and Child Welfare
Role of Information Technology in Environment and Human Health
Case Studies

Module VIII: Field Work
Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain.
Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
Study of common plants, insects, birds
Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:

Components	CT	HA	S/V/Q	A	EE
Weightage (%)	15	25	5	5	50

Text &References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H &Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 301	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Inculcating creative thinking skills
CLO 2	Construct and showcase their communication skills in a creative manner.
CLO 3	Comprehending and demonstrating ways of self-introduction
CLO 4	Outlining and illustrating presentation Skills

B. SYLLABUS

Topic
Self-Actualization (Baseline, Self-Image Building, SWOT, Goal Setting)
Telephone Etiquette
GD-1 (Basics, Do's & Don'ts, Mannerism, Dynamics, GD Markers)
Book Review Presentation

EXAMINATION SCHEME:

Components	Self Introduction	GD	Book Review Presentation	Attendance
Weightage (%)	30	35	30	5

SUGGESTED READINGS

- Business Communication, Raman – Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Writing Skills, Coe/Rycroft/Ernest, Cambridge

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - III
(INTERPERSONAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BSS303
Credit Units: 01

COURSE LEARNING OUTCOMES (CLO)

At the successful completion of this course you (the student) should be able to:

1. Demonstrate knowledge of strategies for developing a healthy interpersonal communication
2. Recognize the importance of transactional analysis, script analysis
3. Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for conflict resolution and impression management.
4. Demonstrate knowledge of strategies for developing a healthy interpersonal relationship.

Course Objective:

This course aims at imparting an understanding of:

- Interpersonal communication and relationship.
- Strategies for healthy interpersonal relationship
- Effective management of emotions.
- Building interpersonal competence.

Course Contents:

Module I: Interpersonal Communication
Importance of Behavioural/ Interpersonal Communication
Types – Self and Other Oriented
Rapport Building – NLP, Communication Mode
Steps to improve Interpersonal Communication

Module II: Interpersonal Styles
Transactional Analysis
Life Position/Script Analysis
Games Analysis
Interactional and Transactional Styles
Bridging differences in Interpersonal Relationship through TA
Communication Styles

Module III: Conflict Management and Negotiation
Meaning and Nature of conflicts
Styles and techniques of conflict management
Meaning of Negotiation
Process and Strategies of Negotiation
Interpersonal Communication: Conflict Management and Negotiation

Module IV: Interpersonal Relationship Development
Importance of Interpersonal Relationships
Interpersonal Relationship Skills
Types of Interpersonal Relationships
Relevance of Interpersonal Communication in Relationship Development

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module V: Impression Management
Meaning & Components of Impression Management
Impression Management Techniques
Impression Management Training-Self help and Formal approaches

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
- Rosenfeld, P., Giacalone, R.A. and Catherine, A.R. (2003). Impression Management: Building and Enhancing Reputations at Work. Thomson Learning, Singapore.
- .

Foreign Language-III
FRENCH

Course Code: FLN 301   **Credit Units: 02**

COURSE OBJECTIVE:

- To understand and present the time schedule and to tell the time
- To understand and draft a short biography and to present a scientist
- To understand an online conversation and read a program and the timings.
- To propose an outing and to accept an outing.
- To leave a message on the answering machine

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:

Unité 3 La science au quotidien Page : 40-61 Leçons 7, 8 & 9

Contenu Lexical:

1. L'heure
2. Les jours de la semaine
3. Les mois de l'année
4. Les matières et types de cours
5. Les spécialitésscientifiques.
6. L'annéeuniversitaire
7. Les nationalités
8. Les noms de pays
9. Les métiers scientifiques
10. Les chiffres de 69 à l'infini
11. Quelquesunités de mesure
12. Quelquestermesscientifques
13. Les termes de l'exposition
14. Les expression familières pour accepter une invitation.

Contenu Grammatical:

1. Finir, commencer au présent
2. Les prepositions de temps
3. Féminins et masculine des noms de métiers scientifiques
4. Les adjectifs de nationalité.

AMITY SCHOOL OF COMMUNICATION (ASCo)

5. Le future proche
6. Les adjectifs demonstratives
7. Le but: pour + infinitive
8. **Le register familier**

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

- Supplementary Materials are given in form of photocopies

AMITY SCHOOL OF COMMUNICATION (ASCo)

GERMAN

Course Code: FLG 301   **Credit Units: 02**

Course Objectives:

After successful completion of this semester, students will be able to:

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.
- Use of adjective in sentences.
- Introduction and use of separable verbs

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: First 10 Lessons from Deutsch alsFremdsprache -1B, INBH & Oxford, New Delhi, 1977

AMITY SCHOOL OF COMMUNICATION (ASCo)

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch **–** Englisch, Cornelsen, 2013

 http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

SPANISH

Course Code: FLS 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
  - To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
  - To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
  - Time and date
  - Speaking about prices/currency/ market and quantity.
  - Counting above 100,
  - To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:
Introduction of stem changing irregular verbs
Introductionofprepositions (Cerca de/ lejos de/ encima de etc.)
Present continuous tense **(Estar+ gerundio)**
Introduction of third person verbs Gustar/Parecer/Encantar/ Doleretc
Interrogatives – How much/ How many
Introduction of irregular verbs.
Immediate uture plans (Ir a + verbo)

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary
Text &References:
Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia,
Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A
2005
Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet
Barquero, EdelsaGroup didascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

CHINESE

Course Code: FLC- 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Students will be able to communicate in small sentences in oral, self introduction, family description etc

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在, 是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx 100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS

1. Description of   size
2. Description of   quantity
3. Asking and replying questions on shopping
4. Asking and replying questions on Communication
5. Conversation Related to Study
6. Conversation Related to Work
7. Expression of Simple Feelings
8. Listening of dialogues
9. Conversation based on dialogues
10. Programme Specific Vocabulary & Expressions
11. Chinese CBT Package
12. Chinese Festivals (In English)

VOCABULARY CONTENTS

1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.
2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.

3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS

AMITY SCHOOL OF COMMUNICATION (ASCo)

1. Antonyms
2. Prepositional phrases
3. The object of 在，从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References

- Learn Chinese with me book-I (Major Text book), People's Education Press

- Elementary Chinese Reader Book-I

- Chinese reader (HSK Based) book-I

- Module on Programme specific vocab.

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – III

Course Code	L	T	P/FW	Credit
AND003	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

13. Awareness and empathy regarding community issues
14. Interaction with the community and impact on society
15. Interaction with mentor and development of Student teacher relationship
16. Interaction among students, enlarge social network
17. Cooperative and Communication skills and leadership qualities
18. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

AMITY SCHOOL OF COMMUNICATION (ASCo)

13. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
14. The group member shall write his/her name at the end of the blog.
15. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
16. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
17. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
18. For the topic chosen by the group, students are recommended to cover the following points:
    m) Current scenario (Regional, national and international level as applicable)
    n) Future predictions
    o) Duty of the government
    p) Government policies (related to the topic), if any
    q) Duty of public
    r) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
7. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
8. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
9. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER IV
FILM THEORY AND PRACTICE – I

Course code	L	T	P/FW	Credit
BJM 401	2	-	2	3

COURSE OBJECTIVE:
This course focuses on the basics of filmmaking and cinema techniques. Students are introduced to principles and methodology of filmmaking. They will be expected to exercise their creativity and visualize and make short films. Apart from filmmaking, preliminary idea to film appreciation will also be introduced. The ability to analyse and put film studies in proper perspective will be intended during the course.
Documentary realism will be pitted against mainstream commercial film genres. An attempt to understand the technical as well as the artistic aspects of film making as a means of human communication will be made and classic films will be viewed and discussed.

COURSE LEARNING OUTCOMES (CLO)

1. History of Film making worldwide
2. Understand how to produce documentary
3. Learn the different aspects of film promotion and funding
4. Understand the different types of theories related to film making
5. The deeper study of work done by acclaimed Film directors

Course Contents:

Module I: Brief History of World cinema
History from art to technology
The pioneers from Lumiere Brothers, Milies
Hollywood silent era, American talkies
Narrative and Non narrative
Film Genre
Case study of famous movies- Rosomon, Citizen Ken, PatherPanchali, Sholey, Charulata, Gone with the winds etc

Module II: Language of cinema
Camera Movements, angles & Shots
Different screen elements &Mise-en-scene
Continuous action, compression & expansion of time and concepts of editing
Dimensions of Sound: onscreen & off-screen, di-getic& non-digetic, sync and non-sync, sound effects, and silence, dialogues, ambient sound, background score & musical tracks.

Module III: Stages of Film Production
Pre-production -
- Narrative Composition: 3 plot structure,
- Characterization & Dramatic Structure
- Scriptwriting formats, step outline & shot break down
- Budgeting & budgeting formats
- Scheduling & Reece

- Casting and source of casting

Production –
- Camera - Lens, filters and gels
- Lighting – Cinematic Lighting

Post Production
- Distribution, promotion & Release

Production Role of Key Members of Production

Module IV: Scriptwriting
Screen Play, Storyboarding & shooting script.
Script selection
Writing proposal

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. Rabiger, M. (2015). *Directing the documentary*. Routledge.
2. N. (1992). *Movies and methods* (Vol. 1). Berkeley: Univ. of California Press.
3. N. (1992). *Movies and methods* (Vol. II). Berkeley: Univ. of California Press.
4. Denzin, N. K. (1995). *The Cinematic society: The voyeurs gaze*. London: SAGE.
5. Sen, G. (1996). Image and imagination: Five contemporary artists in India.Grantha Corporation.
6. Pandian, M. S. (2015). The image trap: M.G. Ramachandran in film and politics. New Delhi, India: SAGE Publications India Pvt

BASICS OF RESEARCH

Course code	L	T	P/FW	Credit
BJM 402	2	1	-	3

COURSE OBJECTIVE:
This Course would give students an understanding of Basic Research and its importance. It would give them a basic knowledge about the concepts of research.

COURSE LEARNING OUTCOMES (CLO)

1.To define research.
2. To learn the basics of research – basic concepts, nature, scope, trends.
3. Overview the process of media research- Qualitative and Quantitative methods.
4. To explain the relationship between theory and research.
5. Describe and compare the predominant research methods in journalism, media, and communication.

Course Contents:

Module I: An Introduction to Research

Research: Meaning and definition, objectives of research
Types of Research – Basic & Applied Research
Qualitative & Quantitative Research
Significance of Research, Criteria for a good Research
Problems encountered by researchers in India.

Module II: Research Problem & Research Design

Defining the Research Problem
Selection of a problem
Techniques involved in defining a problem
Research Design: Meaning, definition & need of a research design.

Module III: Sampling

Sampling: Definition & need, concept of population, sample
& its characteristics, sample size & sample unit.
Census & Sample Survey, steps in a sample design
Types of Sampling Designs : Probability Sample & Non Probability
Sampling.

Module IV: Measurement & Scaling Techniques

Measurement in Research, Measurement Scales
Nominal, Ordinal, Interval & Ratio Scale

Scaling: Meaning of scaling
Important scaling techniques: Rating Scales, Arbitrary Scales,
Differential Scales (Turnstone-type-scales), Summated (Likert Scale)
Cumulative scales & Factor Scales.

Assignment:Prepare a research based project using proper research methodology.

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	50

Text & References:

1. Thomas R. Lindlof & Bryan C. Taylor (2002) (2nd edn.) Qualitative Communication research methods, Sage Publications: London.
2. Kimberly A. Neuendorf (2005) (1st edn.) The Content Analysis Guidebook, Sage Publications: London.
3. Roger D. Wimmer and Joseph R. Dominick (2005) (8 edn.)Mass Media Research, Wadsworth Publishing: London.
4. White, Patrick (2009) Developing research questions: a guide for social scientists, Palgrave Macmillian: Basingstoke.
5. Alasuutari, Pertti and Bickman, Leonard (2008) The SAGE handbook of social research methods, edited by Julia Brannen, Sage: London.
6. Kothari, C. R (1990) Research Methodology: Methods and Techniques: Wishwa Prakashan: New Delhi.
7. Berger, Arthur Asa (2000) Media and Communication Research Methods an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.
8. Kumar,Ranjeet(2009)Research Methodology:A Step by step guide for beginners,Pearson Education ,NewDelhi

AMITY SCHOOL OF COMMUNICATION (ASCo)

ONLINE JOURNALISM

Course code	L	T	P/FW	Credit
BJM 403	2	1	-	3

COURSE OBJECTIVE:
The shifts in technology and platforms changed the way journalist curate news and audience read the news. This module focuses on on emerging media themes, such as the ethical and legal implications of publishing online and aggregating content in a 24/7 environment; the impact of social media on the news stream and mainstream media; and the importance of search engine optimization and Web analytics.

COURSE LEARNING OUTCOMES (CLO)

1. To provide practical scenarios related to digital media which enable them to work as digital media practitioners in the future.
2. To improve the verbal and non verbal communication skills of the students through direct participation in various assignments.
3. To give the real time experience as a media practitioner through assignments which resemble the everyday work that is engaged by an online journalist.
4. To enable the students to improve their social skills, especially the ability to work in a team, through variety of group assignments.

Course Contents:

Module I: News Collection and Reporting
Introduction to Internet
News and Web
Online Vs Traditional Media
Cyberworld- History, Development and Future
Editing Style and Publishing
Theories and Principles of Online Journalism

Module II: Open Source Journalism
Citizen Journalism
Civic Journalism
Collaborative Journalism
Participatory Culture
Pop Culture and Collaborative Culture

Module III: News and Social Media
Embedded Journalism
Digital consumers
Social media and privacy/ethics
Blogs and Publishing Tools
Electronics Publishing

Module IV: Ethics of Online Journalism

AMITY SCHOOL OF COMMUNICATION (ASCo)

Cyber Laws – Analysis of Global and Indian Context
Ethics of Online Journalism

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	50

Text & References:

1. Chauhan, S., & Pant, N. C. (2010). Handbook of online journalism. New Delhi: Kanishka , Distributors.
2. Craig, D. A. (2011). Excellence in online journalism: Exploring current practices in an evolving environment. Thousand Oaks, CA: SAGE.
3. Joshi, V. K. (2011). Online journalism. New Delhi: Enkay Pub. House.
4. Livingstone, S. M., & Lievrouw, L. A. (2009). New media. London: SAGE.

ADVERTISING DESIGN

Course code	L	T	P/FW	Credit
BJM 404	1	1	2	3

COURSE OBJECTIVE:

The course provides students a broad knowledge of the skills required to combine all the elements necessary to create an attractive design for advertisements. They will learn the terminology used in layout and design. The students will study the design for advertising layouts, graphics, taking into the consideration the choice of typeface and positioning and choice of colors, images and text. Their work will include practical project as well as investigations into current advertising design.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate various concepts of adverting design & stationery design.
2. To design Stationery series for own company with unique color codes
3. To learn the importance of file formats, and resolution as per the print quality.
4. To learn design of ads campaign & proper use of taglines.
5. To learn different types of ads & logos designing in softwares.

Course Contents:

Module I: Building brand image
Corporate Identity: Study and Usage of texts & Fonts, Color schemes, Punch line etc.
Corporate Stationery: Logo design, Letterhead design, Business Card, Envelop, Catalogues, Brochures. Digital Posters, Calendar Design, the difference between Corporate and Personal stationery.

Module II: Communicating through multiple media
Different types of advertising: Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc.
Choice and uses of images and colors.
Digital and print produce integrated design solutions.
How different choice of typography is useful in making of layout.
Choice of smart fonts makes attractive and reader friendly advertisements.
How can one make a design, which will stand out from the rest?
How relevant images are manipulated for making up of an effective design.

Module III: Designing of Advertising Campaign
Concept of designing for developing advertisements.
To provide the valuable experience of developing advertising campaigns for creative presentation.
Study of various existing campaigns.
Practical work on developing an advertising campaign involving various facets of all the mediums.

Working on campaign elements- Tagline, Visuals, Spot colors, Process colors for images. Difference between web & print advertisements.

Module IV: Relevant Software of Computer
Photoshop, Corel draw & Illustrator, its relevant usage in different design forms.
Which software is to be used for making layouts, creating vector graphics/images and raster images?
How computers and advertising is synonym to each other. To create any ad or design computer is a basic tool. It is smarter and faster to execute layouts.

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	10	5	15	20	50

Text & References:

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

CORPORATE COMMUNICATION

Course code	L	T	P/FW	Credit
BJM 405	2	-	2	3

COURSE OBJECTIVE:

Various components like corporate philosophy, identity, citizenship and philanthropy will be learnt and discussed by the students. Image and it's management and enhancement which is the core of corporate communication will also be explained. Direct marketing, issue support and crisis management will be learnt. Public affairs and political PR and lobbying as a weapon in the hand of effective communicators will be discussed. Through articles, case studies, analysis and discussion the course introduces the students to the practices that allow organizations to reach customers, stakeholders, media and government agencies.

COURSE LEARNING OUTCOMES (CLO)

1. Explain the meaning and purpose of corporate communication function in an organization namely: what it does and how the department contributes towards the building of brand image and a strong corporate reputation amongst the various stakeholder groups and the public at large.
2. List out the key elements and components of an effective Corporate Communication Strategy
3. Describe the effectiveness of a sound Communication Response Strategy to a Crisis situation.
4. Develop a clear understanding about the role and functions of a Corporate Communication Professional in an organization and the skills and qualities required by them to excel in the field.
5. Critically analyse the various issues and challenges faced by the professionals in the field of Corporate Communication.

Course Contents:

Module I: Corporate Communication
Introduction
Role and functions and Scope of Corporate Communication
Differences and Similarities between PR and CC
Elements of corporate communication: Corporate Governance, Corporate Philosophy, Culture
Corporate Identity, Citizenship and Philanthropy

Module II
Image management
Corporate Reputation
Direct marketing, network marketing
Crisis management, disaster management
Media management

AMITY SCHOOL OF COMMUNICATION (ASCo)

Event management

Module III
Celebrity management
Public affairs, political PR
Lobbying
Desktop publishing (DTP)
Group communication

Module IV
Talent of a corporate communicator: Employee Communication, Team Work, Leadership & Motivation
Major issues facing corporate PR professional
Areas of Strategic Thinking in Corporate Communication
Corporate communication strategies in the context of globalization
Corporate Publications and Tools – The need, scope and role of corporate publications in communication with both internal and external publics. Types of Corporate Publications – Employee Manuals/Handbooks – Internal and External House Journals – Trade Bulletin – Catalogues – Booklets and Brochures-Leaflets and folders – Fact sheets – Direct Mailers etc.

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	50

Readings:
1. Paul, A..& & Jain, F.(2007). The Power of Corporate Communication (4TH Edition). McGraw-Hill/Irwin
2. Cornelissen, J. (2013). Corporate Communication: A Guide to Theory & Practice (3RD Edition). Sage Publication
3. Venkataraman.(2008). Corporate communication (3rd Edition). Sterling Publisher
4. Newman, G..Corporate communication. State University, of New York

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVE
MULTIMEDIA

Course code	L	T	P/FW	Credit
BJM 406	2	1	-	3

COURSE OBJECTIVE:
This course focuses on the design and evaluation of multimedia learning and teaching environments in higher education settings as well as corporate training contexts. Students are introduced to principles of multimedia design based on cognitive theories and constructivist approaches to learning.

Course Contents:

Module I: Introduction to Multimedia
Introduction of multimedia
Introduction to morphing and warping
Multimedia elements
Characteristics of multimedia
Application of multimedia in various industries
Use of multimedia in education and medical industry

Module II: Design Concepts
User Interface Design and Navigation
Pre-Production, Planning and Design
Postproduction Evaluation
Multimedia Sound and editing
Introduction to video editing
Digital Video Production
Animation for Multimedia

Module III: Basic Flash Action Scripting
Portfolio creation or show reel based on Flash or video editing
Final Project Presentations

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	10	5	15	20	50

Text & References:

1. Macromedia Dreamweaver Mx advanced; Towers, J. Tarin
2. Micromedia Flash Mx: A Biggner's Gide; Underdahl, Brian
3. Macromedia Flash 5 in 25 Hours; Kerman, Phillip
4. An Introduction to Digital Multimedia by T. M. Savage and K.E. Vogel
5. Multimedia Projects in Education: Designing, Producing, and Assessing, Third Edition by Karen S. Ivers and Ann E. Barron

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPECIALIZED TELEVISION JOURNALISM

Course code	L	T	P/FW	Credit
BJM 407	2	-	2	3

COURSE OBJECTIVE:

As the extension of Television Jornalism courses taught in the previous semester; this course will further enhance the skills of the students in developing specialized content for television. The course aims to offer a deeper understanding of various specialized reporting genre and techniques to produce area focused stories using investigative and interpretative skills set.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the nature, characteristics and challenges of broadcast journalism along with the structure of newsroom and roles/responsibility of newsroom personnel.
2. Polish their writing and technical skill-set to prepare themselves as broadcast journalists
3. Exhibit their skills in the areas of newsgathering, writing, production, presentation .
4. Plan and execute the production of news programs independently and develop the content of broadcast quality.

Course Contents:

Module I: Contemporary Trends and Tools of Specialized Reporting
Growing significance of specialization in media
Journalistic skills and tools in the digital age
Conducting Research for the story: Finding the correct Information
Interpreting and Analyzing the Data for the story
MOJO, Data Journalism, Digital Story Telling

Module II: Working on the Beat
Politics
Crime
Sports
Business
Social Development etc.
Investigative and Interpretative Approaches
Major stories from various beats
The Art of Conducting Interviews

Module III: Technical and Creative aspects of News Programming
Drafting the story for visuals
Creative Use of PTC
 Facing the camera and voice training
Studio anchoring and Use of Teleprompter
Voice over, sound track for features.
Moderating studio news programmes: Debates, Discussions

Examination Scheme:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

1. White T, & Bernas F. (2010).Broadcast News: Writing, Reporting and Producing. Focal Press, Oxford
2. Cushion S. and Lewis J. (2010) The Rise of 24-Hour News Television: Global Perspective. Peter Lang, New York
3. Roberts B. M (2007) An introduction to writing for Electronic Media: Scriptwriting Essentials Across the Genres; Focal Press, Oxford
4. N. Sunetra Sen. (2013) Globalization and television: A study of the Indian Experience, Oxford University Press
5. Sengpta A. (2006) Electronic Journalism: Principles and Practices. Authors Press, New Delhi
6. Herber J. (2000) Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media. Focal Press, Oxford

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 401	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify steps to professional communication
CLO 2	Identify the key components of meeting, agendas and meeting minutes
CLO 3	Understand the key skills and behaviors required to facilitate a group discussion/presentation
CLO 4	Polish current affairs & rapport building

B. SYLLABUS

Topic
Enhancing Speaking Skills (Public Speaking)
Resume Building-1
GD-2 (Specifically: Social & Political)
Presentations-2

EXAMINATION SCHEME:

Components	Public Speaking	GD	Poster Presentation	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge

- Working in English, Jones, Cambridge

- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons

- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print

- Krishnaswamy N, *Creative English for Communication*. Delhi: Macmillan Publishers India Ltd. Print. 2007.

BEHAVIOURAL SCIENCE - IV
(GROUP DYNAMICS AND TEAM BUILDING)

Course Code: BSS403   **Credit Units: 01**

Course learning outcomes (CLO)
At the successful completion of this course you (the student) would be able to:
1. Compare the difference between the groups and teams and their strength and weaknesses. Also, the internal and external factors that affect their functioning.
2. Access when there is a need of group formation and when it is needed to be transformed into team.
3. Identify the characteristics of leaders and the power practiced by them.
4. Apply the type of leadership style power practiced in different situation.

Course Objective:
To inculcate an elementary level of understanding of group/team functions
To develop team-spirit and to know the importance of working in teams

Course Contents:

Module I: Group formation
Definition and Characteristics
Importance of groups
Classification of groups
Stages of group formation
Benefits of group formation

Module II: Group Functions
External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.
Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.
Group Cohesiveness and Group Conflict
Adjustment in Groups

Module III: Teams
Meaning and nature of teams
External and Internal factors effecting team
Building Effective Teams
Consensus Building
Collaboration

Module IV: Leadership
Meaning, Nature and Functions
Self leadership
Leadership styles in organization
Leadership in Teams

Module V: Power to empower: Individual and Teams
Meaning and Nature
Types of power
Relevance in organization and Society

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002,Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

AMITY SCHOOL OF COMMUNICATION (ASCo)

Foreign Languages-IV
FRENCH

Course Code: FLN 401   **Credit Units: 02**

COURSE OBJECTIVE:
- To do the shopping
- To ask and express one's needs
- To present one's eating habits
- To understand a label
- To ask the price
- To order at the restaurant
- To organise a meeting
- To propose to someone to do an activity
- To understand the advertisement of a conference
- To understand the names of different stations
- To speak about ones schedule
- To express one's professional wish
- To formulate a project
- To read a notice board

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
2. Students will be able to read and interpret small texts of intermediate level.
3. Students will be able to communicate in small sentences in Simple Future and Past tenses .
4. Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

Course Contents:

Unité 3 La science au quotidien Page : 62-84 Leçons 10, 11 & 12

Contenu Lexical:

1. La nourriture
2. Les ingredients
3. Les expressions de quantité
4. Les expressions familières avec les noms de fruits et les legumes
5. Les expressions pour proposer une invitation
6. Le processus de fabrication de quelques elements
7. Les expressions pour parler d'un projet

Contenu Grammatical:

1. Manger et boire au présent
2. L'articlepartitif
3. Les prépositions de lieu
4. Les verbs pronominaux
5. La date, l'heure et le jour: les prépositions
6. La nominalisation

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

- Supplementary Materials are given in form of photocopies

AMITY SCHOOL OF COMMUNICATION (ASCo)

GERMAN

Course Code: FLG 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

After successful completion of this semester, students will be able to:

- talk about different professions
- express positive and negative aspect of different professions.
- talk about daily routine of a job
- enquire about direction.
- use preposition in sentences.
- understand the visiting cards etc.

Course Content:

Vocabulary Content:
- Professions
- Workplaces
- Professional Tasks like writing mail, make phone calls etc.
- Locations (right left, etc.)
- Public places

Grammar Content:
- Possessive article in accusative.
- Introducing prepositions in dative, accusativ cases and changing prepositions in dat + acc.
- Usage of preposition : in through, to , at etc

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

PrescribedText-Book: Lessonsfrom 11 onwardsfromDeutschalsFremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch –Englisch, Cornelsen, 2013

http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH

Course Code: FLS 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.
- To talk about relations
- To express obligation
- To enquire about direction
- To be able to describe your locality
- Telephonic conversation etiquettes
- Dialogue between two friends/sales man and client etc.

Course Content:

Vocabulary Content:
Family, friends, directions, way(going straight, left, right etc.) Temple, hospital, restaurant, church, hospital, Town hall, parks, shopping mall, etc.

Grammar Content:
Revision of present indefinite, continuous and near future tense.
Doublenegation – No Nunca, Ningun/a, Nada, nadie etc.
Tener que / Hay que
Expressionswith Tener and Estar.
Use of Apetecer, Llevarse bein o mal con alguien / Caer +bien/mal + a alguien

Examination Scheme

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

AMITY SCHOOL OF COMMUNICATION (ASCo)

Text &References:

- Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
- Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005
- Dictionaries for reference: Collins, www.wordreferences.com.
- Essential materials are given in the form of photocopies.
- Dictionaries for reference: Collins, www.wordreferences.com.
- Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE

Course Code: FLC- 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

On the completion of Fourth semester the students will be able to consolidate their proficiency of HSK-I and will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters, sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 疑问代词.etc.
- Master and use most essential vocabulary items of day to day use and office related vocabulary; approx 70 Characters including 50 characters of HSK level –II
- Refer Chinese dictionaries.
- Translate a Chinese paragraph with the help of dictionaries and translation software.

COURSE CONTENTS
1. Revision of Important expressions
2. Expression of welcome
3. Expression of time: past, present & future
4. Expression of right or wrong.
5. Questioning and answering simple questions about medical care
6. Questioning and answering simple questions about sports & entertainment
7. Office related vocabulary , expressions & email writing
8. Referring Chinese dictionaries (hard and electronic dictionaries)
9. Translation with the help of dictionaries & translation software
10. Practice of model test series of HSK-I
11. CBT package
12. Listening
13. Conversation based on above topics
14. Chinese poetry

VOCABULARY CONTENT
1. Vocabulary will include approx 70 Characters including 50 Characters of HSK-II level.
1. Vocab related to welcome, tenses, right wrong etc and office related vocabulary will be covered during this semester.

AMITY SCHOOL OF COMMUNICATION (ASCo)

GRAMMATICAL CONTENT

1. Interrogative pronouns疑问代词: 什么，哪儿，谁，为什么，怎么样，哪，什么时候，多少，几，

2。Money表示钱数

3. Weight表示重量

4. Measure words量词

5. Adverbs副词

6. 时间副词：正在

7. 频率副词：再

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	**Mid Term Test**	**Presentation**	**Viva Voce**	**Attendance**	**End-Term Exam**
10	**15**	**10**	**10**	**5**	**50**

Text books & References

- Learn Chinese with me book-II. (Major Text Book)

- Module on HSK-II. (suggested reading)

- Practical Chinese Grammar for foreigners. (suggested reading)

- Chinese Dictionaries: Chinese to English & English to Chinese. (reference books)

- Office Talk (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – IV

Course Code	L	T	P/FW	Credit
AND004	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

19. Awareness and empathy regarding community issues
20. Interaction with the community and impact on society
21. Interaction with mentor and development of Student teacher relationship
22. Interaction among students, enlarge social network
23. Cooperative and Communication skills and leadership qualities
24. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

AMITY SCHOOL OF COMMUNICATION (ASCo)

19. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
20. The group member shall write his/her name at the end of the blog.
21. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
22. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
23. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
24. For the topic chosen by the group, students are recommended to cover the following points:
    - s) Current scenario (Regional, national and international level as applicable)
    - t) Future predictions
    - u) Duty of the government
    - v) Government policies (related to the topic), if any
    - w) Duty of public
    - x) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
10. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
11. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
12. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER V
ADVANCED RESEARCH

Course code	L	T	P/FW	Credit
BJM 501	2	1	-	3

COURSE OBJECTIVE:

This course will teach students about quantitative research where they will learn about methods of collection and analysis of data and they will also learn about the structured way of writing for research. It will enhance their abilities and understanding and as a result they will undertake a full-fledged research project.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate critically the role and functions of various research methods, sampling strategies, tools, and important techniques of research.
2. Identify various research methods and understand the basic statistics of Research.
3. Differentiate and identify various methods and sampling strategies as well as learn about different statistical tools of data interpretation.
4. Execute various research activities and capable to narrate them in the form of a research report.
5. Critically analyze and evaluate the various research designs and methods of communication research and their practical implication in the field.

Course Contents:

Module I: Data Collection
Type of research design: experimental, non-experimental, and quasi-experimental
Introduction to hypothesis testing – meaning & characteristics, types of hypothesis, procedure & limitations of hypothesis testing
Type of variables: independent, dependent and controlled
Data collection: features of an instrument (reliability and validity), developing a survey questionnaire, secondary analysis, and basic ideas involved in sampling and concise introduction to various sampling strategies
Tools: questionnaires, surveys & schedules
Questionnaire: structured/ detailed, unstructured/open ended, & pictorial

Module II: Methodology and Data Analysis
Popular research methods of communication
Mathematical tools: mean, median, mode, & correlation
Measures of central tendency, & measures of dispersion
Computer Software for Quantitative Analysis: SPSS for quantitative data

Module III: Data Presentation
Stages of writing: first draft, second draft, final draft and proof-reading
Difference between proposal, report and thesis

AMITY SCHOOL OF COMMUNICATION (ASCo)

Writing the final findings, insights, questions for future research
Structure and conventions of research writing: Tile of the Project, Abstract, Acknowledgements, Table of Contents and Indexing, format of referencing, Difference between footnotes and endnotes, Presenting tables, graphs, diagrams, and appendix.

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	50

Text & References:

1. Berger, Arthur Asa (2000) Media and Communication Research Methods: an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.
2. Bell, Judith (2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.
3. White, Patrick (2009) Developing research questions: a guide for social scientists, Palgrave Macmillian: Basingstoke.
4. Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, Bharti Bhawan: Patna.

FILM THEORY AND PRACTICE – II

Course code	L	T	P/FW	Credit
BJM 502	2	-	2	3

COURSE OBJECTIVE:
The finer nuances of cinema will be explained. Film appreciation will be an integral part of the semester. The ability to analyse and put film studies in proper perspective will be intended during the course. Work of famous directors will be screened and analyzed. The students will be expected to put into practice their understanding by shooting a film on a topic of their choice.

COURSE LEARNING OUTCOMES (CLO)

1. History of Film making worldwide
2. Understand how to produce documentary
3. Learn the different aspects of film promotion and funding
4. Understand the different types of theories related to film making
5. The deeper study of work done by acclaimed Film directors

Course Contents:

Module I:
Auteur Theory
Feminist Film Theory
Avant-Garde & Cinema Verite
Contemporary Indian Cinema
Famous film directors and their work- Satya jit Ray, Alfred Hitchcock, D.W Griffith, Charlie Chaplin, Guru Dutt, Raj Kapoor, Yash chopra, Adoor Gopalkrishnan etc.
Current & Changing trends in Indian cinema

Module II: Documentaries Film
Types of documentary films
Producing a documentary
Importance of Research in documentary film
Scripting documentary film
Post-production techniques of documentaries
Narration and voice-over style

Module-III: Editing Techniques
Digital & Analog editing systems
Linear & Non-Linear editing
Online and offline editing
Technical Vs Creative editor
Basic transitions
Match cut, jump cut, cut-in & cut-away

Parallel cutting & inter-cutting
Intellectual editing & Montage theory
Techniques of editing- Action sequence, comedy sequence, Romantic sequence, conversation sequences, chasing sequence, music video etc.
Use of graphics & animation
Basics operations of Final Cut Pro

Module-IV: Funding, Marketing, Promotions & Union memberships
Pitching the producer & distributors
Packaging of final product
Marketing and promotion strategies
Exhibition & film festival
Funding agencies and financial issues
Associations and Guilds
Changing audience perceptions and tastes
Strategies to garner profit: Multi theatre or single theatre release
Structure of the film industry

Examination Scheme:

Components	C	CT	A	EE
Weightage (%)	10	15	5	50

Text & References:

1. Rabiger, M. (2015). *Directing the documentary*. Routledge.
2. N. (1992). *Movies and methods* (Vol. 1). Berkeley: Univ. of California Press.
3. N. (1992). *Movies and methods* (Vol. II). Berkeley: Univ. of California Press.
4. Denzin, N. K. (1995). *The Cinematic society: The voyeurs gaze*. London: SAGE.
5. Sen, G. (1996). Image and imagination: Five contemporary artists in India.Grantha Corporation.
6. Pandian, M. S. (2015). The image trap: M.G. Ramachandran in film and politics. New Delhi, India: SAGE Publications India Pvt

AMITY SCHOOL OF COMMUNICATION (ASCo)

EVENT MANAGEMENT

Course code	L	T	P/FW	Credit
BJM 503	2	-	2	3

Course Objective:
This course gives a further insight to the students, on the latest yet very important element of marketing communications – Event Management. With the traditional forms of communications becoming saturated, event management has emerged as an effective alternate for brand awareness. The students will essentially be taken through fundamentals of event management, concept and design, logistics, marketing and promotion, stagecraft

COURSE LEARNING OUTCOMES (CLO)

1. Visualize and explain how to create an event that achieves specific objectives for the host/client.
2. Design a Planning Process that incorporates Budgeting, Project Management, Communication and Evaluation Tools.
3. Develop an understanding of the various event elements (food and beverage, design, entertainment, site selection, back drop etc.) and how to cost-effectively employ them.
4. Understand the role of the Event Planner on site at the event, and the mindset necessary to oversee successful event coordination

Course Contents:

Module I: Introduction to Events
Defining Event and Event Management
Different Kinds of Events
Principles of event management
Relationship between-Events, Advertising, and PR

Module – II – Event planning and team management
5c's of Event Designing, concept and designing
Scheduling, Technical requirements-Lighting, Audio/Video
Pre, During Post Event Activities Logistic ,catering, Suppliers
Event Theme, venue, target audience, layout, theme, backdrop ,banner, decor

Module III: Marketing of Different Kinds of Events
Departments in an event Management company
Marketing of an Event, various media for event promotion
Understanding the relevance, strength and weakness of each media
Sponsorship
Event marketing and event promotion
Brand Positioning through Events

Module IV: Event Evaluation

AMITY SCHOOL OF COMMUNICATION (ASCo)

Basic Evaluation Process
Establishing tangible objectives and sensitivity in evaluation
Evaluation from Event Organizers' Point of View
Evaluation from Clients' Point of View

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Palmer, S. (2000). Essential Guide to Stage Management, Lighting and Sound, USA, Hodder & Stoughton
2. Walters, G. (2001). Stage Lighting step-by-step, Better way Books
3. Parker, W. (2003). Scene Design and Stage Lighting, Thomson Wadswarth
4. Gaur, S (2009). Event Marketing & Management, New Delhi, Vikas Publishing House
5. Wagen, L (2010) Event Management, Australia, Pearson

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVE

BRAND MANAGEMENT

Course code	L	T	P/FW	Credit
BJM 504	3	-	-	3

COURSE OBJECTIVE:

This course will familiarize students with the power of Branding. Students will learn the basic concepts related to brands. And how various tools of marketing & communication revolve around launching, building and sustaining brands.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the importance of Brand Management.
2. Evaluate the role, importance and use of various aspects of Brand positioning
3. Use the features and concept of Brand Strategies.
4. Understand the relevance of Building brand.

Course Contents:

Module I: Concept of a Brand
Evolution of Brands
Company, Brands & Products
Brand Differentiation
Brand Equity
Brand Extension
Brand Perspectives – Visual / Verbal, Positioning, Value, Brand Image, Value Added, Perceptual Appeal & Personality perspectives

Module II: Important Brand Decisions
Brand Positioning – Attribute Benefit, Application, User, Competitor, Price / Quality & Product Category positioning.
Building brands in the new economy
Brand Image & Verbal Identity
Packaging & Labeling
Brand Laddering, Brand Relevance

Module III: Branding Strategies
Products Branding
Line Branding
Range Branding
Umbrella Branding
Source/Double Branding
Endorsement Branding

Module IV - Building brand on Internet

AMITY SCHOOL OF COMMUNICATION (ASCo)

Internet and Brand management
Comparing brand building in cyber space ans tradition world
How to define and search segments in cyber space
Objectives of website
Dimensions of Brand building in cyber space
How to evaluate and read competitive cyber Internet brands

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Marketing Management, Philip Kotler, Pearson Education
2. Brand Management, Harsh V Verma, Excel Books
3. Strategic Brand Management, Jean-Noel Kapferer, Kogan Page
4. Magazines – Business World, Time & Brand Reporter

AMITY SCHOOL OF COMMUNICATION (ASCo)

PORTFOLIO DEVELOPMENT - ONLINE JOURNALISM

Course code	L	T	P/FW	Credit
BJM 505	1	1	2	3

COURSE OBJECTIVE

The process of news collection, editing, reporting and publishing got new dimensions in this digital age. This course aims to the students who are interested in developing a career in online journalism. By the end of the course, the student will be producing his/her portfolio under the guidance of faculty.

COURSE LEARNING OUTCOMES (CLO)

1. List and understand all the steps that are a must in actual production of a newspaper or magazine and digital newspapers and magazines.
2. Create rudimentary magazines or newspapers to communicate and illustrate your own ideas about events
3. Apply the knowledge and skills of reporting and editing to judge events or happenings around you
4. It also helps then to understand the different between traditional media and digital media which is future.

Guidelines for Online Journalism Portfolio:

The following procedure should be followed for the credits:

5. Student should create a news website/news blog at the beginning of the class.
6. Student should create any one social media network page for the promotion and distribution of the news content from the website/blog.
7. There should be minimum of 5 news update per week.
8. The news should be original. The originality of the news content will be tested through plagiarism softwares.
9. At the end of the course, an overall evaluation of the website/blog will be done.

Examination Scheme:

The production portfolio will carry 100 marks. The mark break up is as follows:

Components	Weekly Posts	Originality	Relevance	Design/Presentation	Final Viva
Weightage (%)	20	20	10	10	40

Text & References:

1. Chauhan, S., & Pant, N. C. (2010). Handbook of online journalism. New Delhi: Kanishka , Distributors.
2. Craig, D. A. (2011). Excellence in online journalism: Exploring current practices in an

evolving environment. Thousand Oaks, CA: SAGE.

3. Joshi, V. K. (2011). Online journalism. New Delhi: Enkay Pub. House.
4. Livingstone, S. M., & Lievrouw, L. A. (2009). New media. London: SAGE.

AMITY SCHOOL OF COMMUNICATION (ASCo)

DIGITAL MARKETING

Course code	L	T	P/FW	Credit
BJM 506	3	0	0	3

COURSE OBJECTIVE:

The main objective of the course is to provide a fundamental understanding of the underlying dimensions of creating, measuring, analyzing and managing the marketing function of Competitive events. The course will help the students to become familiar with the concept of an entrepreneurial firm working from a marketing perspective.

COURSE LEARNING OUTCOMES (CLO)
1. Understand how to utilize the various digital market platforms.
2. Design a process highlighting latest digital marketing trends
3. Have an understanding of the various avenues of Search Engine Optimization.
4. Analyze and compare traditional vs digital marketing.

Module I: Introduction to digital marketing

What is digital marketing
Benefit of Digital Marketing
Digital Marketing platform and Strategies
Comparing digital with traditional marketing
New Venture opportunity and defining digital marketing goals
Latest digital marketing trends
Case study of digital campaigns

Module II: Search Engine Optimization

Introduction to search Engine Optimization
How the search engine work?
Component of search engines
Google Results Page
Latest update on Google
Online Resources
Keyword research and competition
Types of keyword
Google keyword planner
Market Research Analysis
New Keyword Ideas

Module III: Social Media Marketing

Introduction to the Social Media
Concept of Social Media Marketing

AMITY SCHOOL OF COMMUNICATION (ASCo)

Social Media Marketing Strategy
Impact of Social Media Marketing
Email Marketing
Importance of Email Marketing
Popular Email Marketing Software's

Module V: Traditional Vs Digital Marketing

Introduction and comparison of Traditional Vs Digital Marketing
Introduction to Pay per click
Growth of Pay Per Click
Definition and Concept of Ad Words
Content Marketing
Content Marketing Strategies

Examination Scheme:

Components	P	CS	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Event Management, Lynn Van Der Wagem (2008) Pearson Education
2. Event Marketing and Management; Gaur, Sanjaya S. & Saggere, S.V. (2007) Vikas Publication
3. Event Marketing, Hoyle Jr. Leonaed H. (2004) John Walter and Sons
4. Histrich D Robert and Peters P Michal Shepard A Dean (2007) Entrepreneurship, McGraw Hill
5. Holt H David, Entrepreneurship (2005) New Venture Creation, Patience –Hall
6. Managing Presentations, Wakhlu, Savita Bhan (2002) Sage Publications
7. Planning, performing and controlling, Angus, Robert B. (2005) Pearson Education
8. Scene Design and Stage Lighting; Parker, W. Oren and Wolf, R. Craig(2005) Scholastic Library Publishing
9. Stage Lighting Step-by-Step; Walters, Graham (2002) Betterway Books

AMITY SCHOOL OF COMMUNICATION (ASCo)

SUMMER PROJECT(Evaluation)

Course Code: BJM 550   **Credit Units: 06**

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

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

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

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

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

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

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

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

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

In general, the Project should be comprehensive and include:
- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals and objectives.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;

- Any problems that have arisen that may be useful to document for future reference.

Report Layout
The report should contain the following components:

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

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

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

➢ **Certificate (Project Guide)**
A certificate from the project guide to be enclosed

➢ **Table of Contents**
Titles and subtitles are to correspond exactly with those in the text.

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

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

➢ **Literature Review**
This section should contain a detail list of related literature reviewed by the project investigator while preparing

the project report.

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

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

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

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

> **Future prospects**

> **Appendices**

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

> **References / Bibliography**

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

Examples

Foot notes to be given.

For research article

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

For book

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

ASSESSMENT OF THE PROJECT FILE

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.
Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.
Project execution is concerned with assessing how much work has been put in.
The File should fulfill the following *assessment objectives:*

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

Data Analysis
Analyse Quantitative/ Qualitative information
Control Quality

Draw Conclusions

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

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

Project Report: 50
Viva Voce: 50
Total: **100**

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS501	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Create right selection of words and ideas while also choosing the appropriate channel of formal communication.
CLO 2	Demonstrate the ability to analyse a problem and devise a solution in a group.
CLO 3	Demonstrate proficiency in the use of written communication.
CLO 4	Recognize the mannerisms and methodology of Interview and GD to become more expressive in their body language and verbal performance.

B. SYLLABUS

Topic
Email Writing (Briefing, Do's & Don'ts & Practice)
Corporate Dressing & Body Language (Verbal & Non-Verbal Cues & its role in Interview Selection)
Interview-1 (Briefing, Do's & Don'ts, Questions, Mock Sessions)
GD-3(Practice Sessions)

EXAMINATION SCHEME:

Components	Email Writing	GD	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print
- Krishnaswamy N,*Creative English for Communication*. Delhi: Macmillan Publishers India Ltd. Print. 2007.

BEHAVIOURAL SCIENCE - V
(INDIVIDUAL, SOCIETY AND NATION)

Course Code: BSS503   Credit Units: 01

Course learning outcomes (CLO)
At the successful completion of this course you (the student) should be able to:
1. Recognize their personality and individual differences and identify its importance of diversity at workplace and ways to enhance it.
2. Recognize effective socialization strategies and importance of patriotism and taking accountability of integrity.
3. Recognize different types of human rights and its importance.
4. Identify Indian values taught by different religions.
5. Identify long term goals and recognize their talent, strengths and styles to achieve them.

Course Objective:
This course aims at enabling students towards:
- Understand the importance of individual differences
- Better understanding of self in relation to society and nation
- Facilitation for a meaningful existence and adjustment in society
- To inculcate patriotism and National pride.
- To enhance personal and professional excellence

Course Contents:

Module I: Individual differences & Personality
Personality: Definition& Relevance
Importance of nature & nurture in Personality Development
Importance and Recognition of Individual differences in Personality
Accepting and Managing Individual differences (Adjustment Mechanisms)
Intuition, Judgment, Perception & Sensation (MBTI)
BIG5 Factors

Module II: Socialization
Nature of Socialization
Social Interaction
Interaction of Socialization Process
Contributions to Society & Nation

Module III: Patriotism and National Pride
Sense of Pride and Patriotism
Importance of Discipline and hard work
Integrity and accountability

Module IV: Human Rights, Values and Ethics
Meaning of Human Rights
Human Rights Awareness
Importance of human rights
Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc

Module V: Personal and Professional Excellence
- Personal excellence:
  - Identifying Long-term choices and goals
  - Uncovering talent, strength and style

Alan P. Rossiter's eight aspects of Professional Excellence
Resilience during challenge and loss
Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc.)

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T – Social Change
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- Robbins O.B.Stephen;. Organizational Behavior

Foreign Language-V
FRENCH

Course Code: FLN 501   **Credit Units: 02**

Course Objective:

- To understand the TP
- To understand an experiment
- To read the chemical equations
- To identify the chemical formulas
- To understand the instructions of a project
- To express a desire
- To understand a testimony
- To understand and read an exercise of mathematics
- Read and note the equations

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
2. Students will be able to read and interpret small texts of intermediate level.
3. Students will be able to communicate in small sentences in Simple Future and Past tenses .
4. Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

Course Contents:

Unité 4 Formation Scientifique Page : 85-99 Leçons 13, 14 & 15

Contenu Lexical:

1. La chimie: les elements chimique et le matériel
2. La formulation des équationschimiques
3. Le corps humain
4. Les transports encommun
5. Les signes et formulations mathémathiques
6. Les verbes utilisés dans les exercices de mathémathiques

Contenu Grammatical:

1. L'infintif pour exprimer un ordre ou un conseil (dans les consignes)
2. La nominalization
3. Savoir ouconnaître au présent
4. Les pronoms relatives (qui, que, qu')

AMITY SCHOOL OF COMMUNICATION (ASCo)

5. L'infinitif dans les consignes

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

- Supplementary Materials are given in form of photocopies

GERMAN

Course Code: FLG 501   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

After successful completion of this semester, students will be able to:

- tell where they work and live
- tell location of their offices and house
- explain, how they reach their work place
- ask and tell the location of thing or person in a house like behind, in front of etc.
- describe the office things like printer, files etc

Course Content:

Vocabulary:
- Workplace
- Location like 1st floor, ground floor.
- Ordinal numbers
- Things and furniture in a office
- Means of transportation

Grammar:

- changing preposition in dative and accusative case
- Verbs related to changing prepositions like to put, to lay etc
- Dative and accusative preposition
- Modal verb : must and can

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

PrescribedText-Book: ZielspracheDeutschalsFremdsprachePart 1

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013
Tangram A1by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007
SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013
Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch –Englisch, Cornelsen, 2013
                    http://www.duden.de/woerterbuch
Materials are given in form of photocopies if felt to be necessary

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH

Course Code: FLS 501   **Credit Units : 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.
- To talk about a pre decided plan
- To talk about a plan yet to materialize
- Topropose a plan
- To talk about what they have done today/during vacations etc.
- Reading texts about Spanish festivals
- Writing composition about Festivals

Course Content:

Vocabulary:
Vocabulary related to leisure time, going out with friends, traveling, shopping, club, transport, decoration and celebration.

Grammar:
Introduction of direct/indirect object pronouns
(Pensar + infinitive),
(Estar pensando en + infinitive)
(Por qué no + verbo / Te Parece + Infinitivo.. etc)
(Haber + participio Pasado)
Introductionof pretérito perfecto

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet
Barquero, EdelsaGroup didascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE

Course Code: FLC- 501   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

On the completion of Fifth semester the students will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language based on the topics learnt.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use, programme specific and internet related vocabulary; approx 80 Characters including 50 characters of HSK level –II
- Type Chinese document.
- Express their opinion and ask opinion of others in Chinese

COURSE CONTENT

1. Revision of vocabulary
2. Detailed study of greetings, farewell & personal information (HSK-II topics 1& 2)
3. A brief description of mood & colours
4. Expression of opinions
5. Asking the opinion of the others
6. Listening of dialogues
7. Conversation based on topics learnt
8. CBT package
9. Programme specific vocabulary and expressions
10. Chinese typing and making soft copy of a Chinese document
11. Important Chinese sites and internet related vocabulary

GRAMMAR CONTENT

1. Pattern:因为……所以……

2. Preposition 介词: 在

3. Auxiliary verbs; 助动词

4. Modal Particle 语气助词:了

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

- o Learn Chinese with me book-II. (Major Text Book)

- o Module on HSK-II. (suggested reading)

- o Practical Chinese Grammar for foreigners. (suggested reading)

- o Internet Chinese. (suggested reading)

- o Office Talk (suggested reading)

- o Elementary Chinese Reader Book-I (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – V

Course Code	L	T	P/FW	Credit
AND005	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

25. Awareness and empathy regarding community issues
26. Interaction with the community and impact on society
27. Interaction with mentor and development of Student teacher relationship
28. Interaction among students, enlarge social network
29. Cooperative and Communication skills and leadership qualities
30. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

After the completion of this course, students will be able to:
- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:
- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

AMITY SCHOOL OF COMMUNICATION (ASCo)

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

25. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
26. The group member shall write his/her name at the end of the blog.
27. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
28. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
29. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
30. For the topic chosen by the group, students are recommended to cover the following points:
    - y) Current scenario (Regional, national and international level as applicable)
    - z) Future predictions
    - aa) Duty of the government
    - bb) Government policies (related to the topic), if any
    - cc) Duty of public
    - dd) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
13. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
14. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
15. Conclusion is clearly stated. The underlying logic is explicit.

SEMESTER VI
INTERNSHIP

Course code	L	T	P/FW	Credit
BJM 601	-	-	-	10

COURSE LEARNING OUTCOMES (CLO)
Analyse the present state and challenges faced by the various areas of Mass Media Industry and relate them with the theoretical knowledge delivered in class on the basis of their field based study on the various topics related to them and their interactions with Film and Television Production professionals.1.Comprehend and analyse critically the facts related with the significance, functioning and trends of the various fields of Media Industry on the basis of research study conducted on the topics related to them.
Explain the various important techniques and practices employed in the various fields of Mass Media Industry for their smooth functioning on the basis of the knowledge gained by interacting and conducting field based research on the media professionals related to the areas like Advertising, Radio, Print & TV Journalism, Public Relations & Events, Photography and Films and collect their insights on them which would help you to apply them in your real world.

Students preparing to present the internship report are required to adhere to the following guidelines:

+ **Format of the file and its content:**
➢ Cover page
➢ Declaration from the student
➢ Acknowledgement
➢ Certificate from the organization
➢ Index

Chapter 1: Introduction to the Organization

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Employee Profile
- Major projects and Clients (in case of Advertising Agency, PR agency, Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

Chapter 2: Internship Work
- Initial days in the organization
- My Industry Mentor

- Major Assignments allotted to me
- Accomplishments

Chapter 3: Internship Experience

- Challenges and Problems
- Learning Outcome
- Overall Experience

Chapter 4: Conclusion
Appendix (Copies of the work done by the student during internship)

Format of the Report

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)
                               12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)
                               1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6th edition.
- Bibliography: In alphabetical order following APA style 6th edition.

Examination Scheme:

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.
Project Report: 50
Viva Voce: 50
Total: 100

MEDIA LAWS & ETHICS

Course code	L	T	P/FW	Credit
BJM 602	3	-	-	3

COURSE OBJECTIVE:

The explosion of media in India has brought into focus several ethical and legal issues. These issues relate to privacy, methods of gathering information, packaging of advertisements as news etc. Through lectures, case studies and panel discussions students will be explained the importance of ethics in news operations.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate knowledge of media laws and the ethical considerations in following them
2. To be able to apply their learning and knowledgr in various ethical questions faced by the media.so as to do your work properly
3. Understand the relation between media laws, ethics and morality and their need for building a just society

Course Contents:

Module I:
Definition of Ethics
Truth, Fairness & Objectivity
Trial by media
Difference between Media Ethics and Media Laws

Module II: Guidelines on Ethics
Press Council Guidelines
Advertising Council of India Guidelines
Broadcast Guidelines
Case study:Media trial in Arushi Talwar case

Module III: Ethical Issues
Editorial & Advertorial
Meeting Advertisers' Needs
Obscenity and Morality debate
Laws on Morality, Obscenity and Censorship
Editorial integrity
Sting operations
Case Study:Uma Khurana case & Zee News sting and reverse sting and other similar cases

Module IV: Media Laws
Constitutional Restrictions on freedom of speech and expression
Defamation
Right to Privacy

AMITY SCHOOL OF COMMUNICATION (ASCo)

Privacy of news source
Copyright act in media industry
Right to Information Act (RTI)
Cable TV Regulation Act
Cinematograph Act
Information Technology Act and Article 66A of IT Act

Examination Scheme:

Components	C	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:

1. Guha Thakurta, (2014). Media Ethics: Truth, Fairness, and   Objectivity. New Delhi: Oxford University Press
2. Basu, D.D.; (2013) Constitution of India.Lexis Nexis, New Delhi
3. Noorani, A.G. (2012) Constitutional Questions in India. Oxford Publication. New Delhi
4. Basu D.D., (1980) **Law of the Press in India**, Prentice Hall of India Private limited, New Delhi, 1980
5. B. N. Ahuja,(1988) **History to Press, Press Laws & Communications** , Surjeet Publications, 1988

PROFESSIONAL PROJECT (ANY ONE)

Course code	L	T	P/FW	Credit
BJM 603-609	-	-	12	6

COURSE LEARNING OUTCOMES (CLO)

1. Theoretical projects should compulsorily be based on scientific qualitative and/or quantitative research methods.
2. Students are required to discuss the idea (theme) of the project with their faculty supervisor/s. After the approval if the idea the students will develop a research proposal, which would be submitted for the approval of the Internal Research Committee for Dissertation and Projects. Research proposal should include the following details:
   Research Problem
   Background
   Brief review of literature
   Theoretical Framework, Objectives and Hypothesis
   Research Methodology
   Conclusion
   Bibliography
3. The students will be notified about the status of the acceptance within a week of submission. Students may also be called for a personal interview for further clarification/updation on the topic.
4. Researcher has to maintain a research diary, which will have the details of meetings, comments and signature of the supervisor. It is compulsory to produce the diary as and when asked for (before and during the evaluation.)
5. A spiral bind summary of finished work will be submitted for the review and approval of the committee one month prior to the final submission.
6. Approved by the committee, student may submit their work for final evaluation.

Final year students of MJMC and BJMC program are required to undertake professional project/dissertation for the successful completion of their respective degree programs. These projects/dissertation can be of two types:
   1. Research based theoretical dissertation

   2. Practical work/field work based electronic production

Keeping into consideration the specifications of the work; following are the broad guidelines on the development of professional project/dissertation:
Research based theoretical dissertation:
   1. Theoretical projects should compulsorily be based on scientific qualitative and/or quantitative research methods.

2. Students are required to discuss the idea (theme) of the project with their faculty supervisor/s. After the approval if the idea the students will develop a research proposal, which would be submitted for the approval of the Internal Research Committee for Dissertation and Projects. Research proposal should include the following details:

    - Research Problem

    - Background

    - Brief review of literature

    - Theoretical Framework, Objectives and Hypothesis

    - Research Methodology

    - Conclusion

    - Bibliography

3. The students will be notified about the status of the acceptance within a week of submission. Students may also be called for a personal interview for further clarification/updation on the topic.

4. Researcher has to maintain a research diary, which will have the details of meetings, comments and signature of the supervisor. It is compulsory to produce the diary as and when asked for (before and during the evaluation.)

5. A spiral bind summary of finished work will be submitted for the review and approval of the committee one month prior to the final submission.

6. Approved by the committee, student may submit their work for final evaluation.

Field/Practice based Dissertation/Specialization Project:

1. The process of submitting a proposal and approval stands same for field/practice based dissertation/specialization project.

2. Student has to clearly mention the area for which he/she wants to be evaluated for.

3. As an additional document, student has to submit a detailed date wise plan of production/field work.

4. The process of the approval of the project proposal would be similar as it is for dissertation.

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Basic contents of the file:

- Cover page

- Declaration from the student

- Certificate from the Guide

- Acknowledgement

- Index

- Introduction to the Research Problem, Review of Literature, Theoretical Framework & Research Objectives; Research Methodology should be written in single chapter under different sub-heads.

- *(Further chapters can be decided by the researcher under the guidance of faculty supervisor.*

Format of the Report:

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)
                                     12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)
                                     1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6th edition.
- Bibliography: In alphabetical order following APA style 6th edition.

Examination Scheme:

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.
Project Report: 50
Viva Voce: 50
Total: **100**

DOMAIN ELECTIVE

DEVELOPMENT COMMUNICATION

Course code	L	T	P/FW	Credit
BJM 610	2	1	-	3

COURSE OBJECTIVE:
This course will develop an understanding among students of development; use of communication tools and techniques to make people aware of the importance of it and techniques to expedite the pace of developmental activities.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the nature, characteristics, and challenges of broadcast journalism along with the structure of newsroom and roles/responsibility of newsroom personnel.
2. Polish their writing and technical skill set to prepare themselves as broadcast journalists.
3. Exhibit their skills in the areas of newsgathering, writing, production, presentation.
4. Plan and execute the production of news programs independently and develop the content of broadcast quality.

Course Contents:

Module I: Concept and indicators of development
Definition, meaning and process of development,
Theories and paradigms of development
Developed and underdeveloped economics,
Sustainable Development Goals (SDGs),
Indicators of development

Module II: Development communication approaches
Diffusion of Innovation,
Empathy, theory of Magic multiplier,
Localized approach
Development support communication:
Extension Approach- Health and FW, Women empowerment, Literacy & Education,
Unemployment and Watershed management.

Module III: Media and Development
Role of communication in development,
Development message designing,
Role and performance of print, radio, TV, film in Indian perspective;
Cybermedia and development;
NGOs and development;

communication for rural development (Indian Perspective):

Module IV: Use of visual media & digital media for development communication
Use of visual media for development communication,
Potential of digital media for development communication,
Role of visual media in the CSR campaigns and promotions.

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Joshi U. (2001) Understanding Development Communication, Dominant Publications, New Delhi
2. Melkote Srinivas R. (2001) Communication for Development in the Third World, Sage, New Delhi
3. Gupta V.S. (2000) Communication and Development Concept, New Delhi
4. Rogers Ererett M (2000) Communication and Development, Critical perspective, Sage, New Delhi
5. Narula U. (1999) Development Communication – Theory and Practice, Har Anand
6. Tewari, I P (1997). Communication Technology and Development, Publication Division, Govt. of India,
7. Todaro, Michael P (1981) Economic Development in the Third World, Longman, New York

AMITY SCHOOL OF COMMUNICATION (ASCo)

NEWS & CURRENT AFFAIRS

Course code	L	T	P/FW	Credit
BJM 611	2	1	-	3

COURSE OBJECTIVE:
This course focuses on the need to keep the students abreast of the latest happenings in the national and international arenas. This module will have all the latest information on contemporary events. Essential backgrounders on prominent national and international organizations that are constantly in the news for various reasons will also be provided to the students. Students will be introduced to and kept updated on other current issues and affairs, which are high on the world agenda.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate knowledge of current affairs
2. To be able to write features, news articles on political, economic and social affairs on topics both national and international.

Course Contents:

Module I: International News
Newspaper reading and discussion on major national stories
Newspaper reading and discussion on major International stories
Top ten international personalities in news
Top ten international stories in news

Module II: World organisations
The United Nations
The European Union
SAARC and ASEAN
International Red Cross
Interpol
Non Aligned movement
Commonwealth
Important actions taken under the UN umbrella over past 10 years

Module III: Economics
The World Bank and International Monetary Fund
World Economic Forum
The politics and economics of petroleum

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module IV: Global Issues
Terrorism
Climate change and Global warming
Hunger and Poverty
Women Rights
Human Rights

Module V: Indian foreign policy
India and issue of permanent seat in the UN
India's relations with US, UK, Pakistan, Nepal, Sri Lanka and Middle East

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

1. Newspapers & Periodicals
2. On line literature

**Programme Structure and Curriculum
Under
Choice Based Credit System**

Bachelor of Arts (Film & Television Production)

**Programme Code: BAF
Duration- 3 Years Full Time**

BA (F&TP)

2021

AMITY SCHOOL OF COMMUNICATION (ASCo)
Programme Learning Outcome-PLO

1. The students of BA (F&TP) after the completion of the programme would be able to demonstrate knowledge and understanding of multimedia tools & their use in designing & developing Projects & camera techniques & their technical feature aspects.

2. The students would be able to Demonstrate specialized knowledge and skill set in creating and developing content for Introduction to visual communication.

3. Understand the theoretical aspects of functions, roles, requirements and opportunities in various areas.

4. Exhibit expertise in multiple sub-fields of graphics & animation catering to the professional requirements of design industry.

PROGRAMME SUMMARY

BA (F&TP) (3 years/ 6 semesters)						
Semester	**CC**	**Domain Electives (DE)**	**VA**	**Open Electives (OE)**	**NTCC**	**Total**
I	21	-	4	-	2	27
II	15	3	4	3	2	27
III	16	3	4	3	5	31
IV	15	3	4	3	2	27
V	9	3	4	3	8	27
VI	3	3	-	-	16	22
Total	**79**	**15**	**20**	**12**	**35**	**161**

CC - Core Course, VA - Value Added Course, OE - Open Elective, DE - Domain Elective, FW - Field Work, NTCC – Non Teaching Core Course

AMITY SCHOOL OF COMMUNICATION (ASCo)

BA-F&TP
SEMESTER-I

Code	Course	Category	L	T	P/FW	Total Credits	Contact Hours
BAF101	Cinema History I	CC	2	1	-	3	
BAF102	Storytelling and Creative Writing	CC	2	-	2	3	
BAF103	Audio Fiction Practice	CC	1	1	2	3	
BAF104	Introduction to Visual Communication	CC	3	-	-	3	
BAF105	Basics of Radio	CC	2	-	2	3	
BAF106	Media Readings and Workshop-Film	CC	1	1	2	3	
BAF107	State and Politics	CC	3	-	-	3	
	Open Electives						
	NO MINOR TRACK						
BCS 101	English	VA	1	-	-	1	
BSS 103	Behavioural Science I (Understanding Self for Effectiveness)	VA	1	-	-	1	
FLN101 FLG101 FLS 101 FLC101	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2	
AND001	Anandam-I	NTCC	-	-	-	2	
Total						27	

SEMESTER-II

Code	Course	Category	L	T	P/FW	Total Credits	Contact Hours
BAF201	Writing for Visuals	CC	2	1		3	
BAF202	Understanding Mass Communication	CC	2	1	-	3	
BAF203	Basics of Graphics Design	CC	1	1	2	3	
BAF204	Visualization and Photography	CC	2	-	2	3	
BAF205	Visual Practice	CC	2	-	2	3	
BAF206	Anchoring Skills for TV	DE	1	1	2		
BAF207	Portfolio Development (Graphics)	DE	-	2	2	3	
	Open Electives						
		OE				3	
BCS 201	English	VA	1	-	-	1	
BSS 203	Behavioural Science -II (Problem Solving and Creative thinking)	VA	1	-	-	1	
FLN 201 FLG201 FLS 201 FLC201	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2	
AND002	Anandam-II	NTCC	-	-	-	2	
	Total					**27**	

AMITY UNIVERSITY
— R A J A S T H A N —

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-III

Code	Course	Category	L	T	P/FW	Total Credits	Contact Hours
BAF301	Camera Techniques	CC	1	1	2	3	
BAF302	Audiography and Sound	CC	1	1	2	3	
BAF303	Digital photography	CC	2	-	2	3	
BAF304	Basics Script Writing	CC	2	-	2	3	
EVS 001	Environmental Studies	CC	4	-	-	4	
BAF305	Advanced Graphics and Animation	DE	2	-	2	3	
BAF306	TV Journalism	DE	2	-	2	3	
BAF307	Term Paper	NTCC				3	
	Open Elective	OE	-	-	-	3	
BCS 301	Communication Skills-I	VA	1	-	-	1	
BSS 303	Behavioral Science-III (Interpersonal Communication & Relationship Management)	VA	1	-	-	1	
FLN 301 FLG301 FLS 301 FLC301	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2	
AND003	Anandam-III	NTCC	-	-	-	2	
Total						**31**	

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-IV

Code	Course	Category	L	T	P/FW	Total Credits	Contact Hours
BAF401	Film and TV Production Basics	CC	2	-	2	3	
BAF402	Basics of Direction	CC	2	-	2	3	
BAF403	Editing Techniques for Film and TV	CC	1	1	2	3	
BAF404	Basics of Media Research	CC	2	1	-	3	
BAF405	Advanced Script Writing	CC	2	-	2	3	
BAF406	Introduction to Development Communication	DE	2	1	-		
BAF407	Portfolio Development (Documentary Film)	DE	2	-	2	3	
	Open Electives						
		OE				3	
BCS 401	Communication Skills-II	VA	1	-	-	1	
BSS 403	Behavioural Science -IV (Group Dynamics & Team Building)	VA	1	-	-	1	
FLN 401 FLG401 FLS 401 FLC401	Foreign Language – I French German Spanish Chinese	VA	2	-	-	2	
AND004	Anandam-IV	NTCC	-	-	-	2	
Total						**27**	

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-V

Code	Course	Category	L	T	P/FW	Total Credits	Contact Hours
BAF501	Documentary and Community Filmmaking	CC	2	-	2	3	
BAF502	Cinema Studies I	CC	2	1	-	3	
BAF503	AD and Corporate filmmaking	CC	2	-	2	3	
BAF504	Multi Media and Convergence	DE	1	1	2	3	
BAF505	Portfolio Development (Fiction)	DE	2	-	2		
BAF550	**Summer Project**	NTCC	-	-	-	6	
	Open Electives	OE				3	
BCS 501	Communication Skills-III	VA	1	-	-	1	
BSS 503	Behavioral Science-V (Individual, Society and Nation)	VA	1	-	-	1	
FLN 501 FLG501 FLS 501 FLC501	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2	
AND005	Anandam-V	NTCC	-	-	-	2	
Total						**27**	

AMITY UNIVERSITY
— R A J A S T H A N —

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-VI

Code	Course	Category	L	T	P/FW	Total Credits	Contact Hours
	Professional Project (any one)	NTCC	-	-	12	6	
BAF601	Professional Project (Short Documentary/Fiction)						
BAF602	Professional Project (Corporate Film)						
BAF603	Professional Project (Public Service Ad-Making)						
BAF604	Internship	NTCC	-	-	-	10	
BAF605	Advanced Direction	CC	1	1	2	3	
BAF606	Cinema Studies II	DE	2	1		3	
BAF607	Film Appreciation	DE	1	1	2	3	
Total						**22**	

SEMESTER-I

CINEMA HISTORY –I

Course code	L	T	P/FW	Credit
BAF 101	2	1	-	3

COURSE OBJECTIVE:

History plays an important role in shaping of cinema industries all over the world. Cinema in this period has been highly influential to creative and production aspects of filmmaking. The impact of the socio political aspects on Cinema will be discussed. The specific contours of Indian cinema during this period will also be addressed.

The course will include

(i) Evolution of cinema in the period after 1950s in Europe and India
(ii) Impact of war on cinema and aspects of cinema after World war II.
(iii) Major work by filmmakers and national movements of Europe that emerged in the 1960s
(iv) Specific details of specific Directors from Europe and their contribution to world Cinema .
(v) Connection of socio-political – economic milieu with emergence, developments and evolution of cinema

Prerequisites:

BFTP student who has covered I and has basic understanding of early film movements

Student Learning Outcomes:

The students are oriented in the following areas:

(i) The student will be able to outline important event in development of Cinema after 1950s both in Europe and India
(ii) Students will be able to analyze cinema movements belonging to various periods during this span.
(iii) Interpret the conditions which create change and establishment of cinema as a powerful medium of communication
(iv) Assimilate differentiation and similarity in the journey of Indian cinema with European cinema during this period
(v) Interpret and recognize the contribution of some important filmmakers during this era.

COURSE LEARNING OUTCOMES (CLO)

1. Outline the important event in development of Cinema after 1950s both in Europe and India
2. Analyze cinema movements belonging to various periods during this span.
3. Interpret the conditions which create change and establishment of cinema as a powerful medium of communication
4. Assimilate differentiation and similarity in the journey of Indian cinema with European cinema during this period and Interpret and recognize the contribution of some important filmmakers during this era.

Course Contents/Syllabus:

Weightage (%)

Module I – Post war Cinema in Europe

AMITY SCHOOL OF COMMUNICATION (ASCo)

- War and its impact on European Cinema   **20%**
- Italian Neo realism
- French New wave and Cinema Verite
- Auteur Theory

Module II – Case Studies of European Filmmakers

- Jean Luc Godard , France   **30%**
- François Truffaut, France
- Werner Herzog, Germany
- Wim Wenders, Germany
- Vitorrio De Sica, Italy
- Fredrico Fellini, Itlay
- Ingmar Bergman, Sweden .

Module III – Cinema in India

- Golden era of Indian Cinema (1950's and 60's)   **20%**
- Contributors in the Golden Era
- Post independent identity through cinema
- Parallel Cinema Movement and its Influence
- Regional Cinema and its influence on Mainstream commercial cinema
- Contemporary Indian cinema.

Module IV: Case Studies of Indian Filmmakers

- Satyajit Ray, Bengal   **30%**
- RitwikGhatak, Bengal
- Raj Kapoor, Bombay
- Vijay Anand, Bombay
- Bimal Roy, Bombay
- Guru Dutt, Bombay
- ShyamBenegalAdoor Gopalakrishnan, Kerela

Pedagogy for Course Delivery:

Lectures and film clips, screenings will be the main mode of teaching. Discussions after screenings will be undertaken. Apart from this, discussions on current articles in newspapers on History of cinema if any will be undertaken. Field Trips to events involving will be organized. Home assignments will be an elementary aspect of pedagogy.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	TOTAL
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Home Assignment	Mid Term	Project	Attendance	
Weightage (%)	5	15	5	5	50

Texts:

- Thompson K and Bordwell, D, (1994) *Film History—An Introduction,* Mc Graw-Hill
- Chowdary, P. (2000) *Colonial India and the Making of Empire Cinema :Image , Ideology and Identity,* New Delhi, Vistar Publications
- Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book,* The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Books

AMITY SCHOOL OF COMMUNICATION (ASCo)

STORY TELLING & CREATIVE WRITING

Course code	L	T	P/FW	Credit
BAF 102	2	-	2	3

COURSE OBJECTIVES:
- Explore the creative process through writing
- Define/determine individual goals as a writer
- Expand & refine vocabulary & style resources
- Become familiar with the conventions of craft (specific to genre)
- Learn about varied techniques of fiction, non-fiction
- Learn how to critique (and be critiqued) constructively
- Reinforce revising skills, not only of language but also of ideas

Prerequisites:
The student should have good command over language

Student Learning Outcomes:
The students at the end of the course will be able to
- Demonstrate and anlayse various forms and structures of fiction and non-fiction
- Will arrange assemble & correct variety of professional writers' styles and voices in fiction and non-fiction
- Will be proficientin workshop process of self and group analysis and critique.
- Will apply knowledge of various texts' relations to their historical content.
- Identify literary influence and literary history
- Demonstrate knowledge of editing and revision techniques

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate the art of oral storytelling.
2. Demonstrate and analyse various forms and structures of fiction and non-fiction
3. Will be able to recognise the different writing styles of professional writers and voices in fiction and non-fiction
4. Will be proficient in workshop process of self and group analysis and critique.
5. Identify literary influence and some aspects of literary history
6. Demonstrate knowledge of editing and revision techniques

Course Contents/Syllabus:

Weightage (%)

Module I – Story Telling

30

- Story selection and preparation
- Oral delivery skills
- Story Genres
- Multiculturalism
- Story Lessons
- Issues of censorship, political correctness and copyright
- Folktale readings and critical response - Oral traditional tale

- Family story or personal narrative - Group presentation (30 minutes)

Module II – Writing

- Why, what and how to write?   **40**
- Ideas, Plots and Themes.
- Plot Building
- Character Building
- Dialogue

Module III – Creative Writing

The following exercises Will be given and a writing portfolio will be created by the students   **30**

- Personal Narrative/ Memoir Writing (Blog & Daily Stories and observations)
- Descriptive Writing
- Children's Book (simple story telling)

Pedagogy for Course Delivery:

The Classes will have practical and workshop class that introduces writers to the elements of fiction and drama. Class work will include reading the work of established writers in three different genres, studying the craft of writing, and will involve considerable creative writing within and outside the boundaries of those genres. Students in this course will participate in a variety of possible activities, including but not limited to: in-class writing, group writing, workshop, technique-specific practices, reading and group discussion, and more. These activities are meant to support the purpose of the class, which is to familiarize the student with the techniques of writing fiction and drama.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	TOTAL
100		100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Mid Term	Project	Attendance	
Weightage (%)	10	15	20	5	50

Text:

1. Fleming, David, & the UMass Amherst Writing Program Collective, *Other Words: A Writer's Reader*. Dubuque, IA: Kendall/Hunt, 2009.

2. *The Student Writing Anthology, 2013-2014*. Boston: Pearson Custom Publishing, 2013.

Additional References

- Short Story Books
- Book Review columns in leading newspapers

AMITY SCHOOL OF COMMUNICATION (ASCo)

AUDIO FICTION PRACTICE

Course code	L	T	P/FW	Credit
BAF 103	**1**	**1**	**2**	**3**

Course Objectives:

This programme is designed to develop overall creative skills and practical knowledge in the production of audio programmes. The basics of sound with production techniques will be introduced and training will be given in the community radio station. The programme will introduce students to various genres of radio programmes.

Prerequisites:
The student should have an aptitude to write for radio

Student Learning Outcomes:

1. The students will be define all the genres of radio programming
2. They will be well versed in analyzing the different genres of radio programming
3. They will collect, compose, and construct radio programmes for the transmission in community radio

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic characteristics, strength and limitations related to audio broadcasting.
2. Understand the equipments used for audio recording.
3. To understand about traditional broadcasting, podcasting and internet radio. Also to understand the codes and ethics in radio broadcasting . And also know about community radio and public service.
4. To be familiar with essential skills and techniques and also to know that a Radio professional becomes successful in the profession by keeping knowledge of Radio operation and related software and hardware.

Weightage (%)

Module I – Sound Theory

20

- Introductionto sound.
- Introduction to audio studio,
- Recording systems, mixers.
- Microphones, their characteristics and types, pick-up patterns.
- Portable recording equipment.

Module II – Writing for Radio & Presentation

40

- Introduction to various radio formats.
- Creative radio formats and real radio formats.
- Writing for Radio
- Script formats and types
- Voice modulation
- Presentation skills,
- Vocal dynamics.
- Recording /Production techniques.
- Recording with editing consideration.

EXERCISE: Spontaneous genres & creation of programme

Module III – Editing & Modern technologies

- Editing principles.
- Sound production and reproduction.
- Making of a complete program.
- Traditional broadcasting, Podcasting and internet radio.
- Public service and community radio.
- Evaluating programmes and codes and ethics in radio broadcasting.

EXERCISE: Independent Programme Content and output   **40**

Pedagogy for Course Delivery:

The entire course is practical and has hands on training in the COMMMUNITY RADIO STATION

1. Continuous class assignments on writing for radio for different genres of programmes

2. Fortnightly programme production in groups on the formats covered in Unit 3.

3. An independent project in a format of choice of student as producer on a social theme for the local community.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	TOTAL
100		100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Mid Term	Project	Attendance	
Weightage (%)	5	15	5	5	50

Text:

1. Mc Leish Robert- Radio Production Techniques.
2. Hausman Carl, Philip Benoit, Lewis B O Donnell- modern radio production, programming and performance;
3. Jessica Abel- Out on the Wire: The Storytelling Secrets of the New Masters of Radio

Additional References

Radio program series of BBC radio

INTRODUCTION TO VISUAL COMMUNICATION

Course code	L	T	P/FW	Credit
BAF 104	3	-	-	3

COURSE OBJECTIVES:

The purpose of this course is to investigate several of the visual communication theories that attempt to explain our visual interpretation. To be examined specifically are the theories of Gestalt, Constructivism, and Cognitive Dissonance with a communication emphasis. This course will also introduce the students to the basics techniques of visual communication the different tools used in Visual communication.

Prerequisites:

The student should have an aptitude to learn visual communication and its applications

Student Learning Outcomes:

After successful completion of this course, students will be able to,

- Define the Visual medium and its uses.
- Identify the various analysis techniques, which in later stages of their course can be implemented,
- Interpret films and other mediums of communication.
- Demonstrate the students in making them understand the tools of Visual communication and the various techniques used in Communication strategies.

COURSE LEARNING OUTCOMES (CLO)

1.Define the Visual medium and its uses.

2.Identify the various analysis techniques, which in later stages of their course can be implemented,

3.Interpret films and other mediums of communication.

4.Demonstrate the students in making them understand the tools of Visual communication and the various techniques used in Communication strategies.

Course Contents/Syllabus:

Weightage (%)

Module I – Introduction

40

- Light and visual – Visualization process – Visual image – Principles of Color: Psychology of color, Color theory and meanings – Sensual and perceptual theories – Attributes of visuals: Color, Form, Depth and Movement**.**

- Visual language and culture – World culture, society and ethics, Understanding Popular Culture and Sub culture – Abstract thinking, Linear and lateral thinking – Holistic visual thinking.

- Human information processing strategies with emphasis on processing of visual information. Gestalt theory, information theory and their application to design problems.

Module II – Visual Perception

30

- Visual media – Principles – Image and Imagination - Perspectives of visual images – Visual
  Perception – Communication design, Graphic design and informational designs – Visual persuasion
  in various fields. Persuasion and propaganda with visual communication.
  Rhetoric of the Image - Cognitive Dissonance Theory.
- Introduction semiotics – Analysis - Aspects of signs and symbols – Sign and meanings –
  Description of signs – Denotations and connotations – Paradigmatic and syntagmatic aspects of signs
  – Signs and codes – reference systems – Audience interpretations.

Module III – Principles of Visual Communication

30

- Visual perspectives and its special features: photography, motion picture, television, computer
  graphics, new media, World Wide Web.
- Basic of Design, Definition, Elements of Design. The process of developing ideas – Verbal,
  Visual, Combination and thematic, visual thinking, design execution and presentation.

Pedagogy for Course Delivery:
The classes will be lecture demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the various techniques and practically apply them.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Mid term	Project	Attendance	
Weightage	5	15	10	5	50

Text:
Smith, Moriarty, Barbatsis, Kenney (2005). *Handbook of Visual Communication*. London: Lawrence Erlbaum Associates

BASICS OF RADIO

Course code	L	T	P/FW	Credit
BAF 105	2		2	3

Course Objectives:

To familiarize students with the basics of radio as a medium of communication. To develop production skills and ability for producing radio programmes. To develop professional capabilities of news reading.

Pre-requisites: Students should have a flair for radio and good auditory skills.

Student Learning Outcomes:

1. Students will be able to identify and write, record, produce and edit several formats of radio programmes including news stories, and features.

2. Students will recognize the structure and history of the radio industry, will be able to work in professional atmosphere of radio station.

3. Students will interpret the challenges and solutions of the radio industry.

4. Students will outline the relationship of each personnel inside a radio station.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic characteristics, strength and limitations related to Radio.
2. Understand the medium: Invention and development of Radio.
3. To understand the how to record, edit and sequence the recorded news in radio.
4. To be familiar with essential skills and techniques and also to know that a Radio professional becomes successful in the profession by keeping knowledge of Radio operation and related software and hardware.

Course Contents/Syllabus:

	Weightage (%)
Module I	20%

Descriptors/Topics
- Understanding the medium: Invention and development of Radio
- Strengths and weaknesses of the medium
- Basics of sound recording and editing

Module II   20%
Descriptors/Topics
- Radio news reporting: skills of a radio news reporter:
- developing sources,
- gathering news,
- giving voice-cast, phonos,
- anchoring and news reading skills: general awareness,
- presence of mind; clarity, diction,
- pronounciation

Module III   20%

Descriptors/Topics

- Writing for radio: characteristics of radio writing style:
- simple, conversational style
- norms regarding use of adjectives, adverbs, numerals
- writing radio news: rewriting news to suit brevity and clarity in radio news
- editing news, types of leads
- function of headlines in a news bulletin
- writing headlines

Module IV   **20%**

Compiling a bulletin: types of bulletins:

- local to international
- editing news for different bulletins
- using voice-dispatches and
- other elements in a bulletin:
- sequencing, updating news updates,
- news reports, newsreel etc.

Module V   **20%**

Descriptors/Topics

- Radio interview: types: interview for news gathering,
- vox-pop; structured interview
- programmes: personality,
- informative,
- issue based;
- skills of an interviewer:

personality,
language,
knowledge,
curiosity,
communication skills;
research for interview;

- from planning to production.

Pedagogy for Course Delivery:

1. Class lectures
2. Class Demo of equipments
3. Class discussion
4. Field Assignments
5. Operations and handling of Audio equipments in studio and radio stations.
6. Students project in the form of Tv & radio programme.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	0%	100%

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Theory Assessment (L&T):

Components (Drop down)	Mid Term	Assignments	Attendance	End Term Examination
Weightage (%)	15	10	5	50

Text & References:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
2. Masani, Mehra :Broadcasting and People, National Book Trust, NewDelhi,1997.
3. Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
4. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
5. Report of the Working Group on Television 'software for Doordarshan Vol. I &II , Publication Division, New Delhi, 1985.
6. Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
7. White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
8. Mitchell Stephen, Holt: Broadcast News, Radio Journalism and an introduction to Television., Rinehart & Winston. NY. 1980
9. Edger E.Willis&HenaryB.Aldrige, Television and Radio, Prentice Hall.
10. Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
11. Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
12. Macliesh Robert, Radio Production Techniques. Macmillan. NY.
13. Nostrum William J. Van. The Script Writers' Handbook.
14. Singhal Arvind, & Rogers Everett, India's Information revolution. Sage. New Delhi.
15. Sim Harris & Paul Chantler, Local Radio, Focal press.
16. Ash, William, The Way to Write radio Drama, BBC,
17. Crook, Tim, Radio Drama; Theory and Practice, Landon.

AMITY SCHOOL OF COMMUNICATION (ASCo)

MEDIA READINGS AND WORKSHOP-FILM

Course Code	L	T	P/FW	Credit
BAF 106	1	1	2	3

Course Objective:
The objective of this concentration elective on readings in films is to inculcate analytical bent of mind in students. This will also encourage reading habit along with value addition to the existing understanding of the subject. The exercise will help media students not only develop understanding of film making process but also give them an opportunity to have hands on experience on film making. Also, a workshop on film making will be organized for students to widen various aspect of their learning.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic technical aspects related to readings in films and display familiarity with history and background of films and different segments of films.
2. Understand the significance and role of media readings in films in a society.
3. Demonstrate familiarity with film making aspects such as premise, theme, plot, scene design, dialogues etc.
4. Display familiarity with essential skills and technical to knowhow that a professional film maker must possess to be successful in the profession such as knowledge of camera operation and related software and hardware media readings, writings.

Assignment I
Guidelines
The student is required to analysis films of different genres (as specified) for which the student has to take prior approval of the faculty in-charge. The student is expected to have a detailed insight into the following:
- Premise
- Theme
- Plot
- Protagonist
- Structure
- Secondary Characters
- Scene Design
- Dialogues
- Devices

Methodology
The student shall be assigned films (national and international) which he/she shall be required to critically analyze in terms of the above mentioned points.
The given assignments are required to be submitted in the form of reports. He/she will be assessed on the basis of the submitted reports and viva voce.

Assignment II
Guidelines
The student will be required to submit 2 minute video on Public Service Advertisement.
Methodology
For this vast discussion on PSA will be done in classroom. Various award winning PSA will be screened in the classroom which will help the students get an idea about generating original scripts themselves.

Workshop

AMITY UNIVERSITY

— R A J A S T H A N —

AMITY SCHOOL OF COMMUNICATION (ASCo)

Guidelines for Workshop:

The procedure for earning credits from workshop consists of the following steps:

a) Relevant study material and references will be provided by the trainer in advance.

b) The participants are expected to explore the topic in advance and take active part in the discussions held

c) Attending and Participating in all activities of the workshop.

d) Group Activities have to be undertaken by students as guided by the trainer.

e) Evaluation of workshop activities would be done through test and quiz at the end of the workshop.

f) Submitting a write up of at least 500 words about the learning outcome from the workshop.

Methodology:

The methodology followed at the workshop could be based on any one or more of the following methods:

Case Study
Practical Group
Project

Examination Scheme

The student will be evaluated as the following criteria:

Components	Mid Term	Assignment I + Assignment II	Attendance	External Evaluation
Weightage (%)	15	30	5	50

STATE AND POLITICS

Course code	L	T	P/FW	Credit
BAF 107	3	-	-	3

Course Objectives:

Working knowledge of the Indian Political system is mandatory for any aspiring journalist. The course content has been designed to fulfill this requirement without burdening the students. Knowledge about the government, legislatures, judiciary and political parties is vital for those wishing to step into journalism and mass communication. Students are introduced to the Indian Constitution and electoral system all of which form the foundation of a working democracy like India.

COURSE LEARNING OUTCOMES (CLO)

1. Fully aware of the features of the Indian Constitution and key amendments.

2. Aware of the importance, role and responsibilities of the Indian Judiciary.

3. Informed about the bicameral nature of the Supreme legislative body (Parliament) and the differences between both the houses of the Parliament.
4. Familiar about the unicameral and bicameral nature of the State Legislatures.
5. Role and responsibilities of the President, Prime Minister, Chief Minister & Governor.
6. Conversant with the Indian electoral process.

7. Knowledgeable about the Indian political system, including the way political parties function and the political complications arising in India.

Prerequisites: Preferably BJMC Students
Student Learning Outcomes:

After completion of this course, the student will be able

- To describe the functioning and structure of the state, legislature, executive and the judiciary.

- To identify forms of government, coalitions and alliances.

- To analyze political issues in the overall context of the Indian political system.

Course Contents/Syllabus:

Weightage		
1	**Module I Overview**	**20%Weightage**

- Basic understanding of the Indian political system.
- Political parties and groups in power at the centre and states
- Coalition politics, Major alliances – UPA, NDA, Left, Third Front
- Multiparty and two-party systems

- Political defections-anti-defection laws
- Parliamentary versus presidential form of government, federal and unitary government
- Political problems and issues facing India – corruption, criminalization, bad conduct of members during legislative sessions, political extremism like Maoism and Naxalism

2	**Module II Constitution**	**15% Weightage**

- Making of Indian Constitution, philosophy, unity in diversity
- Main features of Constitution, secularism, socialist, democratic, republican, preamble, directive principles, fundamental rights, citizenship
- Key Constitutional terminologies like Bill, Act, Ordinance etc
- Key amendments of the Constitution (flexible or rigid?)

3	**Module III Legislatures**	**20% Weightage**

- Lok Sabha and Rajya Sabha- election of members, powers, legislative functions and differences
- State legislative assemblies and legislative councils
- Election Commission, powers and structure, model code of conduct, election process
- General elections, midterm election, constituencies
  Electoral reforms

4	**Module IV Executive**	**25% Weightage**

- President, election, powers, advice of council of ministers binding (figurehead), circumstances in which President actually uses his powers
- Prime minister and council of ministers, their appointment after elections, powers of the prime minister, collective responsibility of the council of ministers
- Governor-powers, functions, responsibilities, relations with Central govt.
- State Governments, chief minister and state council of minister

- Centre-state relations

5	**Module V Judiciary**	**20% Weightage**

- Supreme Court, appointment of Chief Justice of India
- Judicial review, Public Interest Litigation
- Writ petitions, High Courts
- Judicial Activism and Role of Judiciary in Media exposure

Pedagogy for Course Delivery:

The course will be taught using the theory and case method. In addition to assigning the case studies, the course instructor will spend considerable time in understanding the contemporary political issues in relation to political system that arise from time to time.

The Course Instructor would also train the students on taking active part in political debates and discussions.

Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid Term	Assignment	Viva	Attendance	
Weightage (%)	15	5	5	5	50

Text:

1. NooraniA.G.,.*Constitutional Questions in india The President,Parliament and the States.2002.*Delhi.Oxford University Press
2. Basu Durga Das.2009.*Introduction to the Constitution of India*.2011.LexisNexis
3. Dhar, P.N. 2001.*Indira Gandhi, The Emergency And Indian Democracy*.USA.Oxford University Press
4. Laxmikanth M.2009.*Indian Polity.* Tata Mcgraw Hill Education Private Limited
5. Mehra Ajay and D.D. Khanna.2003.*Political Parties and Party Systems*.Sage India

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
General English	BCS 101	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	**Identify** the basic elements of grammar required for good and effective communication.
CLO 2	**Interpret and discuss** key ideas of grammar, diction and communication.
CLO 3	**Develop** Creative & Literary Sensitivity in all communication.
CLO 4	**Design** and create texts for a variety of purposes and audiences, evaluating and assessing the effectiveness of grammatical aspects.

B. SYLLABUS

Topic
Vocabulary development- Root Words, Affixes, Synonyms, Antonyms, One Word Substitution
Grammar: Fluency and Expression
Tenses
Voices
Tag Questions
Sentence Formation
Communication Essentials, Basics of Communication, Communication Circle

EXAMINATION SCHEME:

Components	CT/Mid-term	Project/ Presentation	Assignment 1	Quiz	Attendance	EE
Weightage (%)	15	10	10	10	5	50

SUGGESTED READINGS

- Martin Hewings, *Advance English Grammar*. Cambridge University Press
- J.V.Vilanilam. *More Effective Communication*. Response Books:NewDelhi
- Wren and Martin, *English Grammar & Comosition*. S.Chand & Co. Ltd.
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons
- Kavita Sharma, *New Upgraded Encyclopedia of English Grammar & Composition.* English Edition Publishers
- Raman, Meenakshi and Sangeeta Sharma, *Technical Communication: Principles and Practice.* OUP: New Delhi, 2004.Print.
- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print
- Krishnaswamy N, *Creative English for Communication*. Delh**i:** Macmillan Publishers India Ltd. Print. 2007.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - I
(UNDERSTANDING SELF FOR EFFECTIVENESS)

Course Code: BSS103   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate awareness of self and the process of self-exploration.
2. Demonstrate knowledge of strategies for developing a healthy self-esteem.
3. Recognize the importance of attitudes and its effect on personality.
4. Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for personal and professional life.

Course Objective:
This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and its effect on personality
Building emotional competence

Course Contents:

Module I: Self: Core Competency
Understanding of Self
Components of Self – Self identity
Self concept
Self confidence
Self image

Module II: Techniques of Self Awareness
Exploration through Johari Window
Mapping the key characteristics of self
Framing a charter for self
Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness
Meaning & Importance
Components of self esteem
High and low self esteem
Measuring your self esteem

Module IV: Building Positive Attitude
Meaning and Nature of Attitude
Components and Types of Attitudes
Relevance and Importance of Attitudes

Module V: Building Emotional Competence
Emotional Intelligence – Meaning, Components, Importance and Relevance
Positive and Negative Emotions
Healthy and Unhealthy expression of Emotions

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A

Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company

FRENCH – I

Course Code	L	T	P/FW	Credit
FLN 101	2	-	-	2

COURSE OBJECTIVE:
To familiarize the students with the French language
- with the phonetic system
- with the syntax
- with the manners
- with the cultural aspects

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module A: pp. 01 to 37: Unités 1, 2, Unité 3 Object if 1, 2
Only grammar of Unité 3: object if 3, 4 and 5
Contenu lexical:Unité 1: Découvrir la langue française : (oral et écrit)
  1. se présenter, présenter quelqu'un, faire la connaissance desautres, formules de politesse, rencontres
  2. dire/interroger si on comprend
  3. Nommer les choses

Unité 2: Faire connaissan
  1. donner/demander des informations sur une personne, premiers contacts, exprimer ses goûts et ses préférences
  2. Parler de soi: parler du travail, de ses activités, de son pays, de sa ville.
Unité 3:Organiser son temps
  1. dire la date et l'heure
Contenu grammatical:
 1. organisation générale de la grammaire
 2. article indéfini, défini, contracté
 3. nom, adjectif, masculin, féminin, singulier et pluriel
 4. négation avec « de », "moi aussi", "moi non plus"
 5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ceque, où, quand, comment, quel(s), quelle(s)
    Interro-négatif : réponses : oui, si, non
 6. pronom tonique/disjoint- pour insister après une préposition
 7. futurproche

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

- Le livre à suivre : Campus: Tome 1

AMITY SCHOOL OF COMMUNICATION (ASCo)

GERMAN – I

Course Code	L	T	P/FW	Credit
FLG 101	2	-	-	2

COURSE OBJECTIVE:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module I: Introduction
Self introduction: heissen, kommen, wohnwn, lernen, arbeiten, trinken, etc.
All personal pronouns in relation to the verbs taught so far.
Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!), Hallo, wie geht's?: Danke gut!, sehr gut!, prima!, ausgezeichnet!, Es geht!, nicht so gut!, so la la!, miserabel!
Module II: Interviewspiel
To assimilate the vocabulary learnt so far and to apply the words and phrases in short dialogues in an interview game for self introduction.
Module III: Phonetics
Sound system of the language with special stress on Dipthongs
Module IV: Countries, nationalities and their languages
To make the students acquainted with the most widely used country names, their nationalitie and the language spoken in that country.
Module V: Articles
The definite and indefinite articles in masculine, feminine and neuter gender. All Vegetables, Fruits, Animals, Furniture, Eatables, modes of Transport
Module VI: Professions
To acquaint the students with professions in both the genders with the help of the verb "sein".
Module VII: Pronouns
Simple possessive pronouns, the use of my, your, etc.
The family members, family Tree with the help of the verb "to have"
Module VIII: Colours

AMITY SCHOOL OF COMMUNICATION (ASCo)

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

Module IX: Numbers and calculations – verb "kosten"

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

"Wie viel kostet das?"

Module X: Revision list of Question pronouns

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

Examination Scheme
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH – I

Course Code	L	T	P/FW	Credit
FLS 101	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- To produce global citizens speaking an International language in keeping with the institutional vision .
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad

Course Learning Objective:

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:

- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal withbasicPhonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Subject pronouns

Use of verbs SER/ESTAR/TENER in simple present tense

Use of regular AR /ER/IR ending verbs.

Llamarse y dedicarse

Simple Negativesenteses

Examination Scheme:

Total: 100 marks

ContinuousEvaluation (Total 50 Marks)					EndSemEvaluation (Total 50 Marks)
Quiz	MidTerm Test	Presentation	Viva Voce	Attendance	End-TermExam
10	15	10	10	5	50

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE – I

Course Code	L	T	P/FW	Credit
FLC 101	2	-	-	2

Course Objective:
The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of first semester the students will be able to:
- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT
1. Introduction to Chinese Language
2. Introduction to the Sound System , Initials and Finals
3. Table of sounds of Beijing Dialect
4. Tones
5. Writing System & Basic Strokes of Chinese Character
6. Rules of Stroke-Order of Chinese Character,
7. Expression of Greetings & Good wishes
8. Farewell
9. Asking & telling Personal Information : Name & Age
10. Personal Information : Residence
11. Personal Information : Family Members
12. Listening Skill & Practice

AMITY SCHOOL OF COMMUNICATION (ASCo)

13.   Conversation based on dialogues
14.   China; an emerging world power (In English)

VOCABULARY CONTENT

Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你，好，再见。。。

2。Vocab related to personal information; 名字，年纪，家，住，爸爸。。

GRAMMATICAL CONTENT

1. Introduction to the sound system, initials and finals, sound table & tones.
2. Basic strokes of Chinese Character & stroke- order.
3. Conjunction 和.
4. Word order in Chinese sentence.
5. Adjective Predicate sentence.
6. 是sentence type (1).
7. Interrogative sentence with 吗.
8. Attributive & structural particle 的.

Examination Scheme
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Chinese Reader (HSK Based) book-I (suggested reading)
       3. Elementary Chinese Reader Book-I (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – I

Course Code	L	T	P/FW	Credit
AND001	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

1. Awareness and empathy regarding community issues
2. Interaction with the community and impact on society
3. Interaction with mentor and development of Student teacher relationship
4. Interaction among students, enlarge social network
5. Cooperative and Communication skills and leadership qualities
6. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
   a) Current scenario (Regional, national and international level as applicable)
   b) Future predictions
   c) Duty of the government
   d) Government policies (related to the topic), if any
   e) Duty of public
   f) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-II

WRITING FOR VISUALS

Course code	L	T	P/FW	Credit
BAF 201	2	1	-	3

COURSE OBJECTIVES:

This unit will orient the students to harness their writing skills. The unit will take them through the mechanism of how scripts evolve after the idea is identified. The difference in scripting for between various audio visual mediums and the associated nuances will be examined. The unit will include emphasis on the importance of the written word and its visual interpretation and introduce students to professional screenwriting formats and script development processes. Students will be able to understand the processes required to develop a synopsis, a treatment and a first draft screenplay.

COURSE LEARNING OUTCOMES (CLO)

1. The unit will take them through the mechanism of how scripts evolve after the idea is identified.
2. The difference in scripting for between various audio visual mediums and the associated nuances will be examined.
3. Students will be able to understand the processes required to develop a synopsis, a treatment and a first draft screenplay

Prerequisites:
The student should have good command over language and should be creative

Student Learning Outcomes:
Students demonstrate
- fundamental concepts of storytelling
- They prepare and analysis various story forms using sound, image and text.
- Students practice develop written and visual content through such processes as story treatments, storyboarding, script writing, art direction and visualization techniques.

Course Contents/Syllabus:

Weightage (%)

Module I – Introduction
- What is visual writing?
- The essential ingredients: Idea, Construction, Development
- 3 plot structure : conflict, climax and resolution
- Types of narrative : liner and non linear
- The Narrative Structure
- Syd Field theory of screenwriting
- Basic elements of scripts

20

- Characterization
- Research
- One liners, punch line, shot, scene, sequence
- Formatting script, step outline
- Treatment of Time and Continuity in Scripts
- Compression and expansion of time
- Space and time
- First draft, second draft and final draft of script
- EXERCISES: Story-building through Images, Creating Dramatic and Narrative Arc of a film

Module II – Writing the script for films   **40**
- Terminology: - Script, Screenplay, Story board, Drafts.
- Screen Play, Treatment, Sequencing Scenes—Shots
- Script design, Types of narrative
- Montage, Transition
- **Importance of Conflict**
- **Primacy of Plot**
- Scripts based on realism
- **Adaptations—Novel/Short Story/Real Life Situations**
- **Documentary Scripting (Moved up from Module III)**
- Writing without dialogue
- Different Types of Scripts to suit different genres of Films
- Symbols and metaphors – **Science of Signs**
- Dialogue writing
- Uses of sound in script
- Shot breakdown, shooting script, master scene script
- Difference between script and screenplay and introduction to screenplay.
- Shot division and shooting script

Module III – Writing the script for TV   **40**
- Writing styles for broadcast medium
- TV – writing for visuals, conversational writing,terminology and jargon
- Characteristics of Scripts for Audio Visual Medium
- News and News Magazines
- National and International Affairs

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Dramas
- Episodes (singular or serial)
- Case studies analyses: Documentary, Independent film (Indian and World) Bollywood film, Children film
- **EXERCISE: Case Study**

Pedagogy for Course Delivery:
The course will be largely pedagogical in nature with students encouraged to bring their own knowledge of story to the classroom. The tutor will be there to help students to more clearly explore their ideas by investigating the various narrative techniques and relevant formatting that applies to the discipline of screenwriting, and to encourage the application of these techniques to creative work in progress as it relates to the completion of the course.

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Mid Term	Project	Attendance	
Weightage (%)	10	15	20	5	50

Texts:

- Field, Syd (2005) (4ᵗʰ ed) *Screenplay:Foundations of Screenwriting*, Delta Paperbacks
- Egri, Lajos and Miller, Gilbert (2007, reprint) *The Art of Dramatic Writing*, Wildside Press
- Bordwell, David (1987) *Narration in the Fiction Film,* University of Wisconsin Press
- Thompson K and Bordwell, D, (1994) *Film History—An Introduction,* Mc Graw-Hill
- Leslie Smith, F. ,Wright II, J. &Ostroff, D.H, *Perspectives on Radio and Television* (Fourth Edition)

AMITY SCHOOL OF COMMUNICATION (ASCo)

UNDERSTANDING OF MASS COMMUNICATION

Course code	L	T	P/FW	Credit
BAF 202	2	1	-	3

COURSE OBJECTIVES:
- This paper will introduce students to key concepts in communication and Mass Communication.
- It will help them to enhance media literacy and to gain understanding of mass communication and its processes.
- Students will learn the process, elements, levels, models and major theories of communication and mass communication.
- It will also help them to learn about the norms, practices within mass media fields, and become aware of the effects of mass media upon society.

COURSE LEARNING OUTCOMES (CLO)

1. To critically engage with the media and communication theories.
2. To understand how media and communication evolved historically as the result of the technological changes, various social and cultural practices.
3. To provide students sound understanding about various forms of the media and different types of communication with the help of relevant examples.
4. Understand the fundamental theories and models of communication.
5. Able to develop connection between real life situations and media theories.
6. Most importantly, to able to develop insights from media theories in the film production process.
7. Students will be introduced to the basic aspects of human communication and especially mass communication.

Prerequisites: NIL

Student Learning Outcomes:
- Communication is integral to human expression and growth and has taken many forms over centuries. The students will be able to identify the use of media in providing meaningful information.
- With technological development, mass communication has become an important aspect of human communication. Students will be able to identify technological and other trends in mass media which are transforming traditional conceptions of the mass communication process.
- After the completion of the course the students will be able to explain and review on critical evaluation of mass communication and mass media industry
- After the completion of the course the students will be able tocompare alternative and mainstream media outlets.

Course Contents/Syllabus:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Modules	Weightage (%)
Module I: Introduction to Communication and Mass Communication	30%

Communication: Concept, Definition, Elements; Types of Communication: Intra-Inter-Group- Mass Communication; Verbal Communication & Non Verbal Communication; Characteristics and functions of mass communication. Importance of mass communication. Means of Mass Communication: Press, Radio, Television, Film, Internet

Introduction to the major fields/forms of mass communication with emphasis on advertising, broadcasting, newspapers, magazines, and public relations

Module II: Models and Theories

35%

Communication models: Definition; Scope and Purpose of Models; Communication models; Shannon- Weaver's Mathematical model; Wilbur Schramm's model; David Berlo's model; Newcomb's model; Aristotle's classical model; Laswell's model; Westley McLean's model; George Gerbner's model; Media Dependency model; McCombs and Shaw's Agenda Setting model; Uses & Gratification;

Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches.

Relevance of the theories in contemporary scenario; Application of communication models, examples and case studies.

Module III: New Trends in Mass Communication

35%

Current and Future Trends in Mass Communication, Scope and nature of Mass Media: Role of technology and finance, Convergence and the Reshaping of Mass Communication, Globalization and Mass Media, Freedom, Regulation, and Ethics, New Media Technology: Concept &Scope

Pedagogy for Course Delivery:
This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group.
Lab/ Practicals details, if applicable: Not Applicable

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	NA	

AMITY SCHOOL OF COMMUNICATION (ASCo)

		<mark>100</mark>

Theory Assessment (L&T):

<mark>Continuous Assessment/Internal Assessment</mark>					<mark>End Term Examination</mark>
<mark>Components (Drop down)</mark>	<mark>Mid Term</mark>	<mark>Assignment</mark>	<mark>Viva</mark>	<mark>Attendance</mark>	
<mark>Weightage (%)</mark>	<mark>15</mark>	<mark>5</mark>	<mark>5</mark>	<mark>5</mark>	<mark>50</mark>

Lab/ Practical/ Studio Assessment: NA

Text:
1. Lorimer Rowland. Mass Communication
2. DeFleur Melvin. Understanding Mass Communication
3. Singhal Arvind & Rogers Everett. India's Communication Revolution
4. Klapper Joseph. Mass Communication Effects
5. Many Voices One World: Report of the McBride Commission
6. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994) 'Human Communications' (3rd ed), Sage, New Delhi
7. Denis McQuail and S. Ven Windall .'Communication models for the study of Mass Communication', Longman, Singapore Publications, 1981
8. Defluer Melvin L & J Ball Sandra, 'Theories of Mass Communication', Longman Publication

AMITY SCHOOL OF COMMUNICATION (ASCo)

BASICS OF GRAPHIC DESIGN

Course code	L	T	P/FW	Credit
BAF 203	1	1	2	3

COURSE OBJECTIVES:
In this course students will be introduced about the functioning of print industry. A broad knowledge of the computer based graphic design, which mainly using in print and electronic media. Students will study the designing of graphics and layout of pages, taking into consideration the choice of typeface and positioning and choice of color, images and text. Students will explore the information in context to the designing of variety of print layouts.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate various concepts of Graphic Designing & basics of image editing tools & their features.
2. To design Stationery series for own company.
3. To learn design principles & their importance in graphic designing
4. To learn color modes & bit-depth and file formats as per the print requirement.
5. To Design Ads & Logos in vector softwares.

Prerequisites:
The student should be a keen visualizer and must have a strong observation power.

Student Learning Outcomes:
The following course will help students in the following areas

- After learning the course the students will have a better understanding to classify, apply and analyze appealing layouts which would help distinguish and device a better relativity between them and their viewers.
- Students will practice on projects that formulate both the art of the medium as well as the commercial application.

Course Contents/Syllabus:

Weightage (%)

Module I – Introduction to Print Industry

30

- The basic concept of print design and how a print industry functions.
- Understanding the principles of design in order to create effective designs and develop the ability to critically evaluate designs, Identify the elements in a design and understand how they can be create a design that is visually pleasing as well as informative
- Size of the publication – choice and considerations: - Grid, vertical, horizontal, modular, column widths, proportion of space given to

headlines compared to length of copy, space given to advertising, relevant use of borders, tints, other layout techniques; showing how design elements combine to create(Magazine, newspaper, leaflet, poster, pamphlet etc).
an overall 'look' to the publication

- Typography: History:- Typeface and Masthead, Use of images and color, Positioning of articles and images on the page, Use of headlines in an appropriate font, point size, number of lines
- Terminology of a layout, color schemes color wheel etc.

and ulture. Techniques that are specific to each tradition and media will be demEXERCISE ON: A comparative study of layouts and logos)

Module II – Softwares

- Basics of Corel draw & Photoshop its functions.   **30**
- Difference between Vector and Raster Graphics
- Style sheet, house style.
- Students will be taught in collaborative class to explore designing methods via Softwares like Corel Draw and scratch of design like logo, typography, layout etc.

Module III – Layouts

- Poster design: strengths and limitations of poster designing, its steps   **40**
  and poster production;
- Book design: stages of book design.
- Periodicals: magazine and newsletters functions. Editorial planning, design planning, design approach. Newspaper makeup: using photographs, communicating with type and color

Pedagogy for Course Delivery:

The classes will be lecture demonstration methods in which they will investigate the functionality of print media within contemporary art and culture..

Assessment Examination Scheme

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	Mid Term	Project	Attendance	
Weightage (%)	10	15	20	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Reference Text:

- BPB Publication Adobe Page Maker 7.0 Classroom in a book;
- Shalini and AdityGupta,Photoshop CS2 In simple steps.
- Sarkar, N.N; Art and production

AMITY SCHOOL OF COMMUNICATION (ASCo)

VISUALIZATION & PHOTOGRAPHY

Course code	L	T	P/FW	Credit
BAF 204	2	-	2	3

COURSE OBJECTIVES:

In this course students will be introduced to visualization of photography. Students will explore the making and editing of photography to improvise their visual understanding and connectivity to the medium. The course includes working with the artificial lighting, and further digital editing and photojournalism. Students will also be learning contemporary style adopted in today's culture. Work outside of class will be required.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic technical aspects related to camera operation and handling display familiarity as well with film and television still.
2. Understand the significance and role of photography as visual medium.
3. Demonstrate workflow and knowledge about aperture, depth of field and shutter speed as well lighting techniques required in film industry and television industry.
4. Display familiarity with essential skills and technical to knowhow that a professional photographer must possess to be successful in the profession such as knowledge of camera operation and related software and hardware.

Prerequisites:
The student should be creative and must have an aptitude to learn photography.

Student Learning Outcomes:
The following course will help students in the following areas
After successful completion of this course, students will be able to,

- Describe the fundamental concept of the medium of photography
- Combine the science and art on photography
- Relate the history of the medium,
- Design storytelling through this visual medium.
- Develop projects that address both the art of the medium as well as the commercial application.

Course Contents/Syllabus:

Weightage (%)

Module I – Introduction to Visuals
- Human Eye and Camera.   **20**
- The social definition of photography
- Understanding Light
- Understanding the color theory.
- Photography as an Art and Science.

Module II – Visual Perception

- Basics of Camera and Camera operations   **40**
- Camera accessories/gear, Types of Camera, Types of Lenses.
- Understanding Framing
- Digital SLR vs. SLR.
- Advantages of Aperture and depth of field.
- Shutter and motion.
- Focal length, Focal plane & Focus.
- Lenses and its relation to subjects.
- Exposure techniques.
- Use of Artificial Lights

Module III – Principles of Photography.

- Rules of Composition.   **20**
- Composing different subjects.
- Perspective and patterns
- Types of Photography- Landscape –Portrait- Still Documentary-
  Product photography

Module IV   Compositing and Editing the Photographs   **20**

- Learning the Editing techniques through Photoshop software.
- Merging of multiple shots to produce a suitable output.
- Comparative study of Digital photography vs conventional
  photography.

Pedagogy for Course Delivery:

The classes will be lecture demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the various techniques and practically apply them.

Assessment/ Examination Scheme:

Theory L/T (%)		Lab/Practical/Studio (%)	End Term Examination
100		0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	Assignment	Mid Term	Project	Attendance	
Weightage (%)	15	15	15	5	50

Texts:

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Langford l& Smith, (July 2010) , *Basic Photography,* Focal Press
- Peterson Bryan, (2011), *How to Shoot Great Photographs with Any Camera,*Ten Speed Press
- BarnbaumBruce ,(2010), *The Art of Photography: An Approach to Personal Expression,* Shroff – Rockynook.
- Sontag, Susan (1977). On Photography. New York :Farrar, Straus and Giroux
- Berger, John (1973). Ways of Seeing. London, England. Penguin Books.

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

VISUAL PRACTICE

Course code	L	T	P/FW	Credit
BAF 205	2	-	2	3

COURSE OBJECTIVES:
- This subject provides opportunities for students to
- Extend their use of digital and/or traditional processes in the development of original artwork.
- Processes including painting, collage, illustration, drawing, digital image capture and digital manipulation may be used to create work.
- The work may take a variety of forms including painted, drawn or printed images.
- It includes multimedia presentations.
- The unit culminates in an project were the students prepare their own portfolio.
- Students are introduced to the process of contextualizing their work within the field of contemporary visual arts and to articulate the conceptual basis for their work.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the visual perception and visual map behind any visual elements based on the designing principles.
2. Make notes or doodle the information they are looking around in their daily life both inside and outside the campus.
3. Mind map their thought process for their own understanding and can able to do a script work on their own.
4. Design a portfolio with their own contents, doodled works, electronic references, news cuttings using the designing principle.

Prerequisites:
The student should have undergone the basics of Visual communication and photography

Student Learning Outcomes:
The following course will help students in the following areas

- Memorize an appreciation and knowledge of contemporary visual art practice – Films & TV
- Demonstrate an understanding of visual arts and an ability to test ideas through art production techniques;
- Create visual artwork that is informed by research into visual arts practice in traditional and/or new media art forms;
- Justify the concepts of visual arts production either individually or in teams and establish suitable visual presentation.

Course Contents/Syllabus:

Weightage (%)

Module I – Introduction- Methodology & Tools   **20**

This module will introduce the students to start working on the
final Visual Diary they will have to produce

- Visual reading - elements of visual-dot lines, shapes, forms,
  contour, texture, size, perspective.
- Drawing book
  Preparing a drawing book to illustrate your ideas
- Individual student journal
  Write down the pointers of your project in detail with notes form
  various texts they learn
- Class scrapbook
  Maintaining a scrap book of all the scribbles of the various inputs
  in class and ideas outside class
- Electronic record
  Recording of events and reference visuals on digital camera

Module II – Mediums

                                                                                          40

This module will explain the application principles of the
theoretical knowledge they have about the different mediums

- Application of knowledge acquired in visual arts appreciation and
  criticism in context to create images for exploring emotions, ideas
  or personal response to the world, and expressing moods, feelings
  and presenting ideas – Films
- Explore their own deeply felt experiences which influence their
  selection and investigation of subject matter or themes for
  expression
- Brainstorming exercises on creativity
- Develop themes and ideas through research
- Experiments – photography, painting or any other visual medium
  the student chooses to work with
- Picture reading - figurative level – relationship of elements –
  perception constancies – perceptual grouping, symbolic level –
  verbalization- creativity.

Module III – Preparing the portfolio

- Diary Dimensions and design parameters
- Using design principles   **40**
- Designing the cover page
- Indexing your contents
- Grid layout (Rough Layout of artworks & Photos)
- Narrative maps to explain the flow of pages
- Color scheming & typography
- Printing

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Resolutions & Quality
- Final Layout & Output

Pedagogy for Course Delivery:
The teaching of this course which is a lab based subject is going to involve encouraging students for independent study, critical dialogue and critical writing, co-operative learning and preparing a portfolio

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100	0	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Assignment	CT	Project	Attendance	
Weightage (%)	5	10	10	5	50

Texts:

1. Arthur Asa Berger, Seeing is Believing, Mayfield, California 1989.

2. H. Kumar Vyas, Design and Environment, National Institute of design, Ahemedabad

3. Robert W.Gill, Rendering with Pen & Ink, Thames & Hudson, 1981.

4. Stan Smith, Anatomy, Perspective &Compostition, Macdonald, 1984.

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVE
ANCHORING SKILLS FOR TV

Course Code	L	T	P/FW	Crédit
BAF 206	1	1	2	3

COURSE OBJECTIVE:
The course is designed to equip students with anchoring and presentation skills required for various TV formats. They will also be trained on styling along with pronunciation and articulation techniques. This course will broaden their horizons and prepare them for a career in TV Journalism.

Course Contents:
Module I: TV anchoring
Qualities & role of an anchor
Styling & makeup techniques
Using the teleprompter & microphones
Pronunciation and Articulation Exercises
Module II: Voiceover
Voiceover for :
News
Documentary
Feature
Entertainment-based shows
Reading Transcripts for News
Module III: Kinds of anchoring
Anchoring for:
News Bulletin
Discussions
Debates
Talk Show
Live Interviews
Module IV: Interviewing
Approach, arrangements, research
Personal interview
Issue-based interviews
Packaging interviews for news
Project: Each student will be required to submit any two anchoring formats prepared and anchored by them. Each format should be of half an hour. The concept and contents are required to be approved by the course instructor in advance.
Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	30	5	15	50

Text & references:

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Thomas Fensch, Television News Anchors, New Century Books
- NavoditaPande, TV Journalism, Aph Publishing Corporation
- Stephen Cushion, Television Journalism, Sage Publications (CA)
- David Winterson, TV Journalism: Skills Tools and Techniques, Centrum Press
- T. Rajsekhar, Modern Media and Television Journalism, Sonali Publications

AMITY SCHOOL OF COMMUNICATION (ASCo)

PORTFOLIO DEVELOPMENT (Graphics)

Course Code	L	T	P/FW	Crédit
BAF 207	-	2	2	3

COURSE OBJECTIVE:

This subject is an attempt to inculcate professional skills and knowledge among budding media professionals aiming to opt for Graphic Industry. The subject will help student earn hands on experience on different aspects writing and production of Graphic Portfolio.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate various types of creative Designing like TV advertisement & film posters along with some image editing tools.
2. To design Corporate Stationery series for any new brand.
3. To learn use of design principles & use of elements in creative designing.
4. To learn use of color modes & bit-depth along with file formats as per need. 5. To learn major difference in Vector & Raster graphic & their software.

Guidelines for Media Production Portfolio:

The following procedure should be followed for the credits:
1. Student will prepare one project on graphic used in TV and film industry.
2. Student will keep a track of various stages for each program.
3. The basic work for portfolio will be prepared after the consultation and approval of subject faculty.
4. At the end of the semester students will submit portfolio File, Faculty Consultation Diary, (wherever applicable) and a DVD of final production

Examination Scheme:
The production portfolio will carry 100 marks. The marks break up is as follows:
a) Overall Project   20
b) Content

- Creativity   15

- Technical Application   15

- Comprehensiveness   15

- Originality   15

- Viva   20

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
General English	BCS 201	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Participate in conversation and in small- and whole-group discussion
CLO 2	Explore and use English as medium of communication in real life situation
CLO 3	Discuss topics and themes of a reading, using the vocabulary and grammar of the lesson
CLO 4	Identify features of a reading textbook and utilize them as needed
CLO 5	Prepare and deliver organized presentations in small groups and to whole class
CLO 6	Apply sentence mechanics and master spelling of high frequency words

B. SYLLABUS

Developing Listening Skills
Developing Speaking Skills
Developing Reading Skills
Developing Writing Skills
Principles of Good Writing - L Hill
Toasted English -R. K. Narayan
On Saying Please- A G Gardiner
All the World's a Stage : Shakespeare
Where the Mind is without Fear: R N Tagore
O Captain, My Captain: W. Whitman
Psalm of Life: H. Longfellow
Go Kiss the World by Subroto Bagchi; Steve Jobs By Walter Isaacson; Rich Dad, Poor Dad by Robert Kiyosaki; The Road Ahead by Bill Gates; What You See, Is What You Get By Alan Sugar (Non detailed study; any of books)

EXAMINATION SCHEME:

Components	CT/Mid-term	Project/Presentation/ Assignment/Viva	Book Review	Quiz	Attendance	EE
Weightage (%)	15	10	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

SUGGESTED READINGS

Bhardwaj, Ashu. *A Course Book of English & Communication Skills*. Paragon: New Delhi,2011.

Farhanthullah, T M. *Communication Skills for Technical Students*. Orient Black PVT: 2008.

Jha, Madhulika. *Echoes.* Orient Blackswan: New Delhi, 2007.

Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008.

Prasad, Dr P. *The Functional Aspects of Communication Skills*.SK & Sons: New Delhi, 2003.

Raman, Meenakshi and Sangeeta Sharma, *Technical Communication: Principles and Practice.* OUP: New Delhi, 2004.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - II
(PROBLEM SOLVING AND CREATIVE THINKING)

Course Code: BSS203   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)
At the successful completion of this course you (the student) would be able to:
1. Recognize the relation critical thinking with various mental processes.
2. Identify hindrance to problem solving processes.
3. Analyze the steps in problem-solving process.
4. Create plan of action applying creative thinking.

Course Objective:
To enable the students:
Understand the process of problem solving and creative thinking.
Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving
What is thinking: The Mind/Brain/Behaviour
Thinking skills
Critical Thinking and Learning:
Making Predictions and Reasoning
Memory and Critical Thinking
Emotions and Critical Thinking

Module II: Hindrances to Problem Solving
Perception
Expression
Emotion
Intellect
Work environment

Module III: Problem Solving Process
Recognizing and Defining a problem
Analyzing the problem (potential causes)
Developing possible alternatives
Evaluating Solutions
Resolution of problem
Implementation

Module IV: Plan of Action
Construction of POA
Monitoring
Reviewing and analyzing the outcome

Module V: Creative Thinking
Definition and meaning of creativity
The nature of creative thinking
Convergent and Divergent thinking

AMITY SCHOOL OF COMMUNICATION (ASCo)

<mark>Idea generation and evaluation (Brain Storming)</mark>
<mark>Image generation and evaluation</mark>
<mark>Debating</mark>
<mark>The six-phase model of Creative Thinking: ICEDIP model</mark>

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996

Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.

AMITY SCHOOL OF COMMUNICATION (ASCo)

FRENCH - II

Course Code	L	T	P/FW	Credit
FLN 201	2	-	-	2

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

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:
Module A: pp.38 – 47: Unité 3: Object if 3, 4, 5. 6
Module B: pp. 47 to 75 Unité 4, 5
Contenu lexical:
Unité 3: Organiser son temps
1. donner/demander des informations sur un emploi du temps, un horaire SNCF – Imaginer un dialogue
2. rédiger un message/ une lettre pour …
   i)   prendre un rendez-vous/ accepter et confirmer/ annuler
   ii)   inviter/accepter/refuser
3. Faire un programmed'activités
   a) imaginer une conversation téléphonique/un dialogue
   b) Propositions- interroger, répondre

Unité 4:Découvrir son environnement
1. situerun lieu
2. s'orienter, s'informer sur un itinéraire.
3. Chercher, décrire un logement
4. connaître les rythmes de la vie

Unité5 :s'informer
1. demander/donner des informations sur un emploi du temps passé.
2. donner une explication, exprimer le doute ou la certitude.
3. découvrir les relations entre les mots
4. savoir s'informer

Contenu grammatical:
1. Adjectifsdémonstratifs

AMITY SCHOOL OF COMMUNICATION (ASCo)

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

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

C – Project +Presentation
I – Interaction/Conversation Practice
Text & References:
- Le livre à suivre : Campus: Tome 1

AMITY SCHOOL OF COMMUNICATION (ASCo)

GERMAN – II

Course Code	L	T	P/FW	Credit
FLG 201	2	-	-	2

Course Objective:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany
Introduction to Grammar to consolidate the language base learnt in Semester I

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:
Module I: Everything about Time and Time periods
Time and times of the day.
Weekdays, months, seasons.
Adverbs of time and time related prepositions

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

Module III: Separable verbs
To comprehend the change in meaning that the verbs undergo when used as such
Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension
Reading and deciphering railway schedules/school time table
Usage of separable verbs in the above context

Module V: Accusative case
Accusative case with the relevant articles
Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns
Nominative and accusative in comparison
Emphasizing on the universal applicability of the pronouns to both persons and objects

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module VII: Accusative prepositions
Accusative propositions with their use
Both theoretical and figurative use

Module VIII: Dialogues
Dialogue reading: 'In the market place' 'At the Hotel'

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	**Mid Term Test**	**Presentation**	**Viva Voce**	**Attendance**	**End-Term Exam**
10	**15**	**10**	**10**	**5**	**50**

C – Project +Presentation
I – Interaction/Conversation Practice
Text & References:
- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH – II

Course Code	L	T	P/FW	Credit
FLS 201	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:

Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.

Grammar:

Use of SER/ESTAR/TENER/ HAY

Difference between Estar and Hay

Demonstrative pronouns

Interrogatives – what, which, why, how, who, when

Introduction of irregular verbs

Possessive pronouns

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE – II

Course Code	L	T	P/FW	Credit
FLC 201	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们，numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT
1.   Personal information : hobbies & habits
2.   Personal information : abilities
3.   Expression of gratitude
4.   Expression of apology
5.   Numbers & currencies
6.   Expression of time
7.   Description of weather
8.   Description of direction,
9.   Listening of dialogues
10.   Conversation based on dialogues
11.   Chinese CBT package /video clipping
12.   Sino-Indian relations (in English)

VOCABULARY CONTENT
Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.
1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)

2. 有 sentence

3. Auxiliary verbs:要,会,能, 可以
3. The sentence with a verb as its predicate.
4. 们: a plural suffix
5. Numeration
6. Interrogative pronoun 多少
7. Counting Money
8. A numeral-measure word as the attributive
9. Time words: Time, month, day & date
10. The demonstrative pronoun as the attributive
11. The adverbial adjunct:
12. Words of location

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References
1. Learn Chinese with me book-I (Major Text book), People's Education Press
2. Elementary Chinese Reader Book-I (suggested reading)
2. Chinese Reader (HSK Based) book-I (suggested reading)
3. Practical Chinese Grammar for foreigners (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – II

Course Code	L	T	P/FW	Credit
AND002	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

7. Awareness and empathy regarding community issues
8. Interaction with the community and impact on society
9. Interaction with mentor and development of Student teacher relationship
10. Interaction among students, enlarge social network
11. Cooperative and Communication skills and leadership qualities
12. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:
After the completion of this course, students will be able to:
- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:
The project report should be guided by the mentor and shall contain:
- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

AMITY SCHOOL OF COMMUNICATION (ASCo)

7. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
8. The group member shall write his/her name at the end of the blog.
9. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
10. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
11. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
12. For the topic chosen by the group, students are recommended to cover the following points:
    g) Current scenario (Regional, national and international level as applicable)
    h) Future predictions
    i) Duty of the government
    j) Government policies (related to the topic), if any
    k) Duty of public
    l) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
4. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
5. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
6. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-III

CAMERA TECHNIQUES

Course code	L	T	P/FW	Credit
BAF 301	1	1	2	3

COURSE OBJECTIVE :
A film making student needs comprehensive understanding of how technology helps translate stories in to illusion, how reality can be created and exaggerated with correct camera and sound techniques. This course is designed for the students to understand and appraise the significance of light for a composition. The course introduces the students with the basic elements and handling of video camera and encourages them to experiment.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic technical aspects related to camera operation and handling display familiarity as well with history and background of photography.
2. Understand the significance and role of photography and the photographer in a society.
3. Demonstrate aperture, depth of field and shutter speed as well lighting techniques.
4. Display familiarity with essential skills and technical to knowhow that a professional photographer must possess to be successful in the profession such as knowledge of camera operation and related software and hardware.

Course Contents:

Module I: Lighting
Natural and artificial lighting
Use of natural light and reflectors
Diffuse and Bounce lighting
Setting of Mood through lighting
Lighting Constraints
Studio lights and accessories
Basic lighting set up: Three point lighting
Technical: - Color Temperature, Light intensity, Filters
Lighting tips

Module II: Lenses and Cameras
Basic Camera Parts
Handling a Video Camera
Lenses
Types of Lenses-Studio and Field Lenses
Prime and Zoom lenses
Zoom Range
Optical Characteristics of Lenses: Focal Length, Focus, Light Transmission
Filters and special filters
Anamorphic lens

Module III: Cinematography
Film Stock: Gauge and Grain, Speed, Color and Colorization
Overview of Film cameras: Bolex, Mitchel, Arricam
Introduction to Red ONE
Red One Practical Exercise

AMITY SCHOOL OF COMMUNICATION (ASCo)

Other Cameras (cellular or mobile Cameras)
Perspective, Angles and Point of View Shots
Camera movements
Day Balanced / tungsten balanced Films
Ramping
Silent blimp cameras
CCU and Vector scope
Experimental use of cinematography

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	15	10	15	5	50

Text & References:

- Galer, M. (2000). Photography Foundations for Art and design. London: Focal Press.
- Sturken,M.& Cartwright, L. (2001).Practices of Looking: An Introduction to Visual Culture. London: Oxford University   Press.
- Hall, S. (1997). Representation: Cultural Representations and Signifying Practices. London: Open University Press/Sage Publications.
- Barry, Ann M. (1997). Visual Intelligence: Perception, Image, and Manipulation in Visual Communication. New York: State University New York Press .
- Berger, John. (1972). Ways of Seeing. London: Penguin and BBC.
- Langford, Michael. (2008).Advanced Photography. London: Focal Press.
- Wright, Terence. (2004). The Photography Handbook. London: Routledge.
- Anchell,Steve.(2008). The Darkroom Cookbook. London:Focal Press.
- Freeman, John. (1995). Practical Photography:How to Get the Best Picture Everytime. NewYork: Smithmark Publishers.
- Hicks, Roger & Schultz, Frances. (2007). Still Life and Special Effects Photography. Hove, UK: RotoVision Publishers.
- Hedgecoe, John. (1998). The art of color photography. London: Focal Press.
- Bamberg, Matthew. (2006). Digital Art Photography For Dummies. New Jersey: John Willey & Sons.
- Busch, David D. (2009). Digital Photography. USA: Course Technology PTR.

AMITY SCHOOL OF COMMUNICATION (ASCo)

AUDIOGRAPHY AND SOUND

Course code	L	T	P/FW	Credit
BAF 302	1	1	2	3

COURSE OBJECTIVE :
The knowledge of sound as a medium and its uses in an audiovisual are elementary for any student. The course gives an overview to the various dimensions of sound, its historical perspective and the sound recording equipment. Students will be trained to effectively use sound creatively and in terms of quality and significance for any audio visual genre.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate all types of sound effects used in audio-visual production.
2. Develop the technical knowledge on general audio and sound micing techniques, including the handling of common audio problems.
3. Apply creativity skills to make various audio-visual programmes.
4. Create own audio-visual project using various sound effects.

Course Contents:

Module I: Grammar of sound
Elements of sound: frequency, amplitude, wavelength
Volume, Tone, and Loudness
Sound Intensity and Pitch
Quality of Sound, Frequency reference, S/N Ratio
Acoustics and Psycho-acoustics
Sound Classification : dialogue, silence, ambient and foley
Importance of audio in media
Sound effects and its functions

Module II: Sound in Films
Introduction of Sound in Films
Creative use of sound in films
Classification of sound
Sound in relation to picture
Technical aspects of Sound
Sound propagation and capture
Perpetual characteristics of sound
Sound Aesthetics- Spatial Hearing, Sound Isolation, and Sound Perspective (mono and stereo)
Importance of music & background score in visual imagination

Module III: Technical Aspects of Sound
Analog and Digital Technology
Audio Recording Equipment
Types of recorders, Magnetic Tape Recorder, DAT recorder
Meters, Mixers and Headphones
Construction and Working of a Microphone
Types of microphones based on uses and structure
Cables and Accessories
Troubleshooting and maintenance
Basics of Sound Editing
Different Audio Formats

AMITY SCHOOL OF COMMUNICATION (ASCo)

Mixing of Stereo, Mono, and Multi-track sound
Mixing the composed sound with the animation

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	15	10	15	5	50

Text & References:

- Weis,Elisabeth& Belton, John.(1985). Film Sound: Theory and Practice. New York: Columbia University Press.
- Holman,Tomlinson.(2010). Sound for Film and Television. London: Focal Press.
- Farnell, Andy.(2008). Designing Sound.London:MIT Press.
- Huber, Runstein (2017) Modern Recording Techiques. Routladge

AMITY SCHOOL OF COMMUNICATION (ASCo)

DIGITAL PHOTOGRAPHY

Course code	L	T	P/FW	Credit
BAF 303	2	0	2	3

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

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic technical aspects related to camera operation and handling display familiarity as well with history and background of photography.
2. Understand the significance and role of photography and the photographer in a society.
3. Demonstrate aperture, depth of field and shutter speed as well lighting techniques.
4. Display familiarity with essential skills and technical to knowhow that a professional photographer must possess to be successful in the profession such as knowledge of camera operation and related software and hardware.

Course Contents:

Module I: Photography studio setup
Understanding artificial light
Flash vs. Continuous lights
Mixed Lighting
Electronic flash & its synchronization
Different styles of studio lighting
Studio equipments and accessories – Light meter, reflectors, diffusers

Module II: Subject, Composition Variation for various genres
Genre on the Subject
Rules of composition & framing
Portrait
Product
Wildlife,
Nature & landscapes,
Night photography,
Journalism (photography for newspapers & magazines)

Module III: Understanding Digital Photography
Digital Image Construction (Size & Resolution of Digital Images)
Uses, Advantages and Limitations of Digital over Conventional Photography
Image Sensors (CCD and CMOS)
Sensor size, megapixel and crop factor
Formats of a Digital Image
Types of Digital Camerasz

Module IV: Digital Image Manipulation
Problems with Digital Photographs

Commonly used image editors
Editing images with Adobe Photoshop and Adobe Lightroom
Printing and Sharing Digital Images
Digital Image Manipulation using various computer software

Module V: Advanced Photography Practicals
Practicing Outdoor Photography
Photography Assignments and Projects
Developing Personal Digital Portfolio

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.

Langford, M., &Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.

Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.

McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.

Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New York: Museum of Modern Art ;.

Stout, H. (2011, April 1). Father of modern photography. Cobblestone.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BASICS SCRIPT WRITING

Course code	L	T	P/FW	Credit
BAF 304	2	-	2	3

COURSE OBJECTIVE:
This course focuses on developing the writing skills of students. Students will be introduced to fundamentals of writing scripts for films and TV. They will be taught to develop the concept from the story idea stage to a full film.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the secret of a successful writer for TV, Film
2. Create original scripts with good characterization, sequence, continuity, dialogues
3. Apply the different theories and models to the writing to make it a good piece of creative writing and knack of analyzing different script from different genre.
4. Create original scripts for Film and documentaries, Novel adaptation with characterization and good dialogues. Narration, time a d space in film writing
5. Knowledge of various formats, theories related to film script writing

Course Contents:
Module I: **Concept and Ideation**
Brainstorming
Research
Types of Stories
Developing a Plot, Sub plot
Character Graph and Development of Character

Module II: Theories and formats
Art of storytelling
Different types of stories
Film and narrative
Theories of film narrative (Eisenstein, Gustav, Bazin)
Characterization & Dramatic Structure
Time & space in the film, Reel time, Real time
Scriptwriting formats, step outline & shot break down
Screen Play, Storyboarding & shooting script.
Spec Script
Script selection
Writing proposal
Software for scriptwriting

Module III: Screenplay and script analysis
Discussion on famous scripts of the world
Analysis of Screenplay
Exercises related to Script writing
Project: Make Two films of 10 minutes each.

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	20	5	20	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Text & References:

- Field, Syd (2005) (4th ed) Screenplay: Foundations of Screenwriting, Delta Paperbacks
- Egri, Lajos and Miller, Gilbert (2007, reprint) The Art of Dramatic Writing, Wildside Press
- Bordwell, David (1987) Narration in the Fiction Film, University of Wisconsin Press
- Thompson K and Bordwell, D, (1994) Film History—An Introduction, Mc Graw-Hill
- Leslie Smith, F. ,Wright II, J. &Ostroff, D.H, Perspectives on Radio and Television (Fourth Edition)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ENVIRONMENTAL STUDIES

Course Code	L	T	P/FW	Credit
EVS 001	4	-	-	4

Course Objective:
The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

Course Contents:

Module I: The multidisciplinary nature of environmental studies
Definition, scope and importance
Need for public awareness

Module II: Natural Resources
Renewable and non-renewable resources:
Natural resources and associated problems
Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems
Concept of an ecosystem
Structure and function of an ecosystem
Producers, consumers and decomposers
Energy flow in the ecosystem
Ecological succession
Food chains, food webs and ecological pyramids
Introduction, types, characteristic features, structure and function of the following ecosystem:
  a. Forest ecosystem
  b. Grassland ecosystem
  c. Desert ecosystem

   d.   Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity
Biogeographical classification of India
Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
Biodiversity at global, national and local levels
India as a mega-diversity nation
Hot-spots of biodiversity
Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
Endangered and endemic species of India
Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Module V: Environmental Pollution

Definition
      Causes, effects and control measures of:
    a.   Air pollution
    b.   Water pollution
    c.   Soil pollution
    d.   Marine pollution
    e.   Noise pollution
    f.   Thermal pollution
    g.   Nuclear pollution
Solid waste management: Causes, effects and control measures of urban and   industrial wastes.
Role of an individual in prevention of pollution.
Pollution case studies.
Disaster management: floods, earthquake, cyclone and landslides.

Module VI: Social Issues and the Environment

From unsustainable to sustainable development
Urban problems and related to energy
Water conservation, rain water harvesting, watershed management
Resettlement and rehabilitation of people; its problems and concerns. Case studies.
Environmental ethics: Issues and possible solutions
Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
Wasteland reclamation
Consumerism and waste products
Environmental Protection Act
Air (Prevention and Control of Pollution) Act
Water (Prevention and control of Pollution) Act
Wildlife Protection Act
Forest Conservation Act
Issues involved in enforcement of environmental legislation
Public awareness

Module VII: Human Population and the Environment

Population growth, variation among nations
Population explosion – Family Welfare Programmes
Environment and human health
Human Rights
Value Education

HIV / AIDS
Women and Child Welfare
Role of Information Technology in Environment and Human Health
Case Studies

Module VIII: Field Work
Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain.
Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
Study of common plants, insects, birds
Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:

Components	CT	HA	S/V/Q	A	EE
Weightage (%)	15	5	5	5	50

Text &References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H &Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
- Wanger K.D., 1998 Environnemental Management. W.B. Saunders Co. Philadelphia, USA 499p

AMITY SCHOOL OF COMMUNICATION (ASCo)

Domain Elective

ADVANCED GRAPHICS & ANIMATION

Course code	L	T	P/FW	Credit
BAF 305	2	-	2	3

COURSE OBJECTIVE:

In this course students will build upon the study of the fundamental principles of animation through exercises utilizing traditional 2D animation techniques and Adobe Flash computer animation. They will also become familiar with Storyboarding, where you will practice creating sequential art to convey story and character in visual media, and Layout and Production, where you will gain the skills to build layouts in a production setting for film and television.

COURSE LEARNING OUTCOMES (CLO)

1. Create graphics and animated sequences from the development of the original concept through design to final film or video production.
2. Communicate ideas, believable action, and emotion effectively by employing principles of graphics and animation and performance in all aspects of drawing.
3. Integrate the concepts, principles, and theories involved in the physics of animation in all aspects of drawing.
4. Create 2D and 3D characters and environments that reflect the integration of graphic clarity, design principles, performance principles, and theoretical constructs.
5. Design graphics and animation that incorporate principles of composition, perspective, and using a variety of media   6. Create a graphic and animated film incorporating a range of artistic styles and techniques, reflecting the principle that form follows function.

Course Contents:

Module I: Concept of Graphics & Animation

The term **computer graphics** includes almost everything on computers. Today almost every computer can do some graphics, and people have even come to expect to control their computer through icons and pictures rather than just by typing.

Difference between graphics and animation

Computer animation is the use of computers to create animations. There are a few different ways to make computer animations. Most useful is 3D animation. One way to create computer animations is to create objects and then render them. This method produces perfect and three-dimensional graphics and animation.

Classification of Animation
Difference between 2D & 3D Animation
Use of Animation, Compositing Animation

Module II:Flash

Flash Editor, Panels, Timeline
Basic Drawing and Painting Tools
Keyframes, Frame by Frame and Tween Animation, Onion Skins, Frame Rate
Graphic Symbols, Alignment, Libraries, Layers
Importing BMP and JPG images, importing sound

Multi-layering
Creating Animation, Motion Tweening, Shape Tweening Using a Guide Layer, Mask layer
Animation,

Module III:
Techniques of animation,
types of animation (traditional animation, Key frame animation, Frame by Frame animation and flip
book animation etc.).
 Principals of animation,
 storyboards and its use in animation.

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	10	5	15	20	50

Text & References:

- Micromedia Flash Mx: A Biggner's Gide; Underdahl, Brian
- Macromedia Flash 5 in 25 Hours; Kerman, Phillip
- 3D Graphics & Animation; Giambruno, Mark
- Live Sound Basics (Ultimate Beginner Tech Start Series) by Tony Marvuglio
- Sound Forge Audio Studio 9 by Sony Creative Software

AMITY SCHOOL OF COMMUNICATION (ASCo)

TELEVISION JOURNALISM

Course Code	L	T	P/FW	Credit
BAF306	2	-	2	3

COURSE OBJECTIVE:
This paper gives the students an in-depth understanding of television programming. Students will get to work on various formats like Discussions, Features, Documentaries, Newsreel and Magazine programming. They will also be taught the technical aspects of news production including visual and byte selection, video editing and packaging.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the nature, characteristics and challenges of broadcast journalism along with the structure of newsroom and roles/responsibility of newsroom personnel.
2. Polish their writing and technical skill-set to prepare themselves as broadcast journalists
3. Exhibit their skills in the areas of newsgathering, writing, production, presentation .
4. Plan and execute the production of news programs independently and develop the content of broadcast quality.

Course Contents:

Module I: The Newsroom
Hierarchy of a TV Newsroom Set Up
Television Personnel – Role and Responsibility
News Flow: From the field to going on-air
Professional terminology

Module II: Writing Process
Body, Elements and Formats of TV Script
TV News Documentaries
TV News Features: Types,
Writing Practice
Editing News Copy

Module III: Getting the Story
Working in the field: Process and Challenges
Developing News Sources and Story Ideas
Essentials of Reporting; Lining up the Stories
Recording Bytes & Visuals; Conducting Interviews
Preparing and Delivering P-to-C
Creative Use of P-to-C in the Story

Module IV: Packaging
Planning Bulletin, Magazines and Newsreel
Recording Voiceovers
Final Packaging of the Programme
Video Editing Practice
Anchoring: News, Debates & Discussions, Interviews

Module V: Project
Project I – News Bulletin

AMITY SCHOOL OF COMMUNICATION (ASCo)

Project II- Newsreel
Project III- News Feature   Any two
Project IV- Documentary
Project V- Magazine

Examination Scheme:

Components	P	V	A	CT	EE
Weightage (%)	24	6	5	15	50

Text & References:

- Donald, R., & Spann, T. (2000). Fundamentals of television production. Ames, Iowa: Iowa State University Press.

AMITY SCHOOL OF COMMUNICATION (ASCo)

TERM PAPER

Course Code: BAF 307   **Credit Units: 03**

Course Objective:
A term paper is primarily a record of intelligent reading from several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress will be monitored regularly by the faculty. At the end of the semester, the term paper will be submitted to the faculty assigned. The evaluation will be done by Board of Examiners comprising of the faculty members.

GUIDELINES
The procedure for writing usually consists of the following steps:
a)   Choosing a subject
b)   Finding sources of materials
c)   Collecting the notes
d)   Outlining the paper
e)   Writing the first draft
f)   Editing & preparing the final paper

1. **Choosing a Subject**

a)The subject chosen should not be too general.

b) Make sure you start either with a presumption that you want to test or with a question that you want to address. .

2. Finding Sources of materials
a)   The material sources should be not more than 10 years old unless the nature of the topic is such that it   involves examining older writings from a historical point of view.
b)   Begin by matching the subjects under investigation with those found in the source materials.
c)   The sources could be books and magazines articles, news stories, periodicals, scientific journals etc.

3. Collecting the notes

Skim through sources, locating the useful material, then make good notes of it, including quotes and information for footnotes.

a)   Notice the methods and procedures and how the author has arrived at the results & conclusions.
b)   Compare your ideas with those of author's arguments.
c)   Bring analysis rather than just opinions.
d)   Check cross references.
e)   This work will be part of the Literature Review

4. Outlining the paper
a)   Review notes and write down your ideas on a piece of paper
b)   Sort the collected material under headings and as again each heading can be divided into sub-sections so that it begins to look more coherent and takes on a definite structure.

c)   If it does not, try going back and sorting again for main divisions, to see if another general pattern is possible.

5. Writing the first draft & second draft

Write the article based on the outline. You may follow the following structure:

a)   statement of purpose, limitations, and parameters of the writing
b)   main body (including your references and your ideas and points of agreement and disagreement)
c)   statement of summary, insights gained, further questions, and conclusion
d)   Avoid short, bumpy sentences and long straggling sentences that may contain more than one main idea.
e)   Include only information/ details/ analyses that are relevant to your presumption or question.
f)   Remember that what may be clear to you, will not be to your readers. To avoid this, ensure you briefly explain the relevance of every section.

6. Preparing the final draft
a)   Check to see that quotations serve one of the following purposes:
   (i)   Show evidence of what an author has said.
(ii)   Avoid misrepresentation through restatement.
(iii)   Save unnecessary writing when ideas have been well expressed by the original author.
b)   Read the paper to ensure that the language is not awkward, and that it "flows" properly.
c)   Check for proper spelling, phrasing and sentence construction.
d)   Check for proper format for footnotes, quotes, and punctuation.
e)   Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

Term paper should be composed of the following sections:

1)   Title page
2)   Table of contents
3)   Introduction
4)   Literature Review
5)   Findings, DiscussioN& Conclusion
6)   Bibliography
7)   Appendix

Generally, the introduction, discussion, conclusion and bibliography part should account for a third of the paper and the review part should be two thirds of the paper.

Discussion
The discussion section either follows the results or may alternatively be integrated in the results section. The section should consist of a discussion of the results of the study focusing on the question or presumption.

Conclusion
The conclusion is often thought of as the easiest part of the paper but should by no means be disregarded. There are a number of key components which should not be omitted. These include:

AMITY SCHOOL OF COMMUNICATION (ASCo)

a) summary of question posed
b) summary of findings
c) summary of main limitations of the study at hand
d) details of possibilities for related future research

Bibliography
From the very beginning of a research project, you should be careful to note all details of articles gathered.

The bibliography should contain ALL references included in the paper. References not included in the text in any form should NOT be included in the bibliography.

The key to a good bibliography is consistency. Choose a particular convention and stick to this.

Bibliographical conventions:

Journal articles:
Padhy, M.K. (Jan' 2008), New Product Diffusion in Indian Consumer Market: An Application of Innovation Communication Theory. *Journal of Advertising Express,ICFAIUniversity,Vol.* 19, PP.54-59

Electronic book:
Chandler, D. (1994), *Semiotics for beginners* [HTML document]. Retrieved [5.10.'01] from the World Wide Web, http://www.aber.ac.uk/media/Documents/S4B/.

Electronic journal articles:
Watts, S. (2000) Teaching talk: Should students learn 'real German'? [HTML document]. *German as a Foreign Language Journal [online] 1.* Retrieved [12.09.'00] from the World Wide Web, http://www.gfl-journal.com/.

Appendix
The appendix should be used for data collected (e.g. questionnaires, transcripts, ...) and for tables and graphs not included in the main text due to their subsidiary nature or to space constraints in the main text.

Examination Scheme:

Dissertation: 30
Viva voce   20

Total: 50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 301	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Inculcating creative thinking skills
CLO 2	Construct and showcase their communication skills in a creative manner.
CLO 3	Comprehending and demonstrating ways of self-introduction
CLO 4	Outlining and illustrating presentation Skills

B. SYLLABUS

Topic
Self-Actualization (Baseline, Self-Image Building, SWOT, Goal Setting)
Telephone Etiquette
GD-1 (Basics, Do's & Don'ts, Mannerism, Dynamics, GD Markers)
Book Review Presentation

EXAMINATION SCHEME:

Components	Self Introduction	GD	Book Review Presentation	Attendance
Weightage (%)	30	35	30	5

SUGGESTED READINGS

- Business Communication, Raman – Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Writing Skills, Coe/Rycroft/Ernest, Cambridge

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - III
(INTERPERSONAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BSS303   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)
At the successful completion of this course you (the student) should be able to:
1. Demonstrate knowledge of strategies for developing a healthy interpersonal communication
2. Recognize the importance of transactional analysis, script analysis
3. Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for conflict resolution and impression management.
4. Demonstrate knowledge of strategies for developing a healthy interpersonal relationship.

Course Objective:
This course aims at imparting an understanding of:
- Interpersonal communication and relationship.
- Strategies for healthy interpersonal relationship
- Effective management of emotions.
- Building interpersonal competence.

Course Contents:

Module I: Interpersonal Communication
Importance of Behavioural/ Interpersonal Communication
Types – Self and Other Oriented
Rapport Building – NLP, Communication Mode
Steps to improve Interpersonal Communication

Module II: Interpersonal Styles
Transactional Analysis
Life Position/Script Analysis
Games Analysis
Interactional and Transactional Styles
Bridging differences in Interpersonal Relationship through TA
Communication Styles

Module III: Conflict Management and Negotiation
Meaning and Nature of conflicts
Styles and techniques of conflict management
Meaning of Negotiation
Process and Strategies of Negotiation
Interpersonal Communication: Conflict Management and Negotiation

Module IV: Interpersonal Relationship Development
Importance of Interpersonal Relationships
Interpersonal Relationship Skills
Types of Interpersonal Relationships
Relevance of Interpersonal Communication in Relationship Development

Module V: Impression Management
Meaning & Components of Impression Management
Impression Management Techniques
Impression Management Training-Self help and Formal approaches

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
- Rosenfeld, P., Giacalone, R.A. and Catherine, A.R. (2003). Impression Management: Building and Enhancing Reputations at Work. Thomson Learning, Singapore.
- .

AMITY SCHOOL OF COMMUNICATION (ASCo)

Foreign Language-III
FRENCH

Course Code: FLN 301   **Credit Units: 02**

COURSE OBJECTIVE:

- To understand and present the time schedule and to tell the time
- To understand and draft a short biography and to present a scientist
- To understand an online conversation and read a program and the timings.
- To propose an outing and to accept an outing.
- To leave a message on the answering machine

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:

Unité 3 La science au quotidien Page : 40-61 Leçons 7, 8 & 9

Contenu Lexical:

1. L'heure
2. Les jours de la semaine
3. Les mois de l'année
4. Les matières et types de cours
5. Les spécialitésscientifiques.
6. L'annéeuniversitaire
7. Les nationalités
8. Les noms de pays
9. Les métiers scientifiques
10. Les chiffres de 69 à l'infini
11. Quelquesunités de mesure
12. Quelquestermesscientifques
13. Les termes de l'exposition
14. Les expression familières pour accepter une invitation.

Contenu Grammatical:

1. Finir, commencer au présent
2. Les prepositions de temps
3. Féminins et masculine des noms de métiers scientifiques
4. Les adjectifs de nationalité.

AMITY SCHOOL OF COMMUNICATION (ASCo)

5. Le future proche
6. Les adjectifs demonstratives
7. Le but: pour + infinitive
8. **Le register familier**

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

- Supplementary Materials are given in form of photocopies

GERMAN

Course Code: FLG 301   **Credit Units: 02**

Course Objectives:

After successful completion of this semester, students will be able to:

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.
- Use of adjective in sentences.
- Introduction and use of separable verbs

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

Prescribed Text-Book: First 10 Lessons from Deutsch alsFremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch – Englisch, Cornelsen, 2013

 http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH

Course Code: FLS 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
  - To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
  - To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
  - Time and date
  - Speaking about prices/currency/ market and quantity.
  - Counting above 100,
  - To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:

Introduction of stem changing irregular verbs

Introductionofprepositions (Cerca de/ lejos de/ encima de etc.)

Present continuous tense **(Estar+ gerundio)**

Introduction of third person verbs Gustar/Parecer/Encantar/ Doleretc

Interrogatives – How much/ How many

Introduction of irregular verbs.

Immediate uture plans (Ir a + verbo)

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE

Course Code: FLC- 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Students will be able to communicate in small sentences in oral, self introduction, family description etc

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.

- Manipulate basic grammatical structures such as: 在， 是, 有 sentence, etc.

- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx 100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS

1. Description of   size
2. Description of   quantity
3. Asking and replying questions on shopping
4. Asking and replying questions on Communication
5. Conversation Related to Study
6. Conversation Related to Work
7. Expression of Simple Feelings
8. Listening of dialogues
9. Conversation based on dialogues
10. Programme Specific Vocabulary & Expressions
11. Chinese CBT Package
12. Chinese Festivals (In English)

VOCABULARY CONTENTS

1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.

2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.

3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS

1. Antonyms

2. Prepositional phrases
3. The object of 在， 从
4. Complement of degree
5. Preposed object
6. Verb 在
7. 有 and 是 indicating existence
8. Question of type (4)
9. The 是 sentence type (2).
10. Sentence with a verb taking two objects

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References
- Learn Chinese with me book-I (Major Text book), People's Education Press
- Elementary Chinese Reader Book-I
- Chinese reader (HSK Based) book-I
- Module on Programme specific vocab.

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – III

Course Code	L	T	P/FW	Credit
AND003	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

13. Awareness and empathy regarding community issues
14. Interaction with the community and impact on society
15. Interaction with mentor and development of Student teacher relationship
16. Interaction among students, enlarge social network
17. Cooperative and Communication skills and leadership qualities
18. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

13. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
14. The group member shall write his/her name at the end of the blog.
15. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
16. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
17. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
18. For the topic chosen by the group, students are recommended to cover the following points:
    m) Current scenario (Regional, national and international level as applicable)
    n) Future predictions
    o) Duty of the government
    p) Government policies (related to the topic), if any
    q) Duty of public
    r) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
7. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
8. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
9. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-IV

FILM AND TV PRODUCTION BASICS

Course code	L	T	P/FW	Credit
BAF 401	2	-	2	3

COURSE OBJECTIVE:
This course aims to lay basic foundations needed for a filmmaker and television producer. This course aims on practical based learning and exploring the theory covered. This module is focusing on basics of production and its three stages.

COURSE LEARNING OUTCOMES (CLO)

1. Learn the production of Film
2. Understand how to write and produce a Film and Tv programme
3. Learn the different aspects of film promotion and funding, TV production
4. Understand the different types of theories related to film making
5. The deeper study of work done by acclaimed Film directors

Course Contents:

Module I: Pre-Production
Production – Introduction, Types, Features, Dynamics
Production in Film and TV – Differences and Similarities
Pre-Production – Elements
Brainstorming – Stages, Uses, Problems
Idea – Source, Handling Source
Idea to Script, Basics of Script, Screenplay
Writing Dialogue
Budgeting
Location Scouting

Module II: Production
Basics of Production – Direction, Camera, Video Formats and Compatibility
Mise – en – scene
Shooting Plan – Execution of script
Script breakdown – Techniques, methods
Log Sheet – Maintenance
Sound Recording

Module III: Post-Production
Preparing Visuals of Editing
Visual Editing – Linear and Non Linear Editing
Transition and Effects
Rendering and Exporting
Dubbing, Re-recording
Coloring and Visual Effects

Module IV: Roles and Responsibility
Production Crew – Roles and Responsibilities
Ethics of Production

AMITY SCHOOL OF COMMUNICATION (ASCo)

Problems in Production

Practical

Student should produce a television program and short film under the guidance of faculty.

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:
- Belavadi, V. (2015). Video production (Vol. 2). New Delhi: Oxford University Press.
- Edgar-Hunt, R., Marland, J., & Richards, J. (2009). Scriptwriting. Lausanne: AVA Academia.
- Film production: Film editing, multimedia, pan and scan, screenplay, storyboard, steenbeck .. (2010). Place of publication not identified: Books Llc.
- Zettl, H. (2014). Television production handbook. Belmont, CA: Wadsworth Pub.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BASICS OF DIRECTION

Course code	L	T	P/FW	Credit
BAF 402	2	-	2	3

Course Objectives: (i) To introduce basic concepts of film direction
          (ii) To establish relationship between direction and other facets of film making
          (iii) To introduce the works of good film makers
          (iv) To discuss the impact of good cinema on society

COURSE LEARNING OUTCOMES (CLO)

1. Students will understand the concepts of cinematography as well as film direction
2. Students will understand the Visual language and language of lese
3. Students will be able to do case study of famous directors like Hitchcock and Christopher Nolan
4. (iv)The Students will understand the Mise-en-Scene and frame to frame visualisation

Pre-requisites: Nil
- A good sense of visualising and writing

Student Learning Outcomes:
(i) Students will understand the concepts of film direction
(ii) Students will understand the relate between direction and story telling
(iii) Students will be familiarized with film direction and the various aspects of filmmaking
(iv) Students will employ and illustrate rigor and the hard work that goes behind the creation of film

Course Contents/Syllabus:

                                            Weightage (%)

Module I   **25%**
Idea to Film
Film theory
Plot and Story
Film narrative
Basic Lighting for Film
Equipments used in Film
Film Sound
Different types of films

Module II   **25%**
Research and Reality
Stages of Production
Importance of research and Reconnaissance
Different types of film shoots
Documentary Direction
Writing for documentary
On-location Shoot – basics and essentials
Process and Importance of casting
Organization and administration of the technical team and the creative team
Role of the Writer, Director, Art Director, Cinematographer, Sound Designer

Module III   **25%**
Direction and Characteristics of a Director
Role of the director
Frame to Frame Visualization
Team Management
Effect Dramatization
Understanding Space and Time
Mis-en- Scene
Deliberations and creative and technical sessions with the team heads

                                                                  25%
Module IV
Case Studies
Study of works of famous directors

Pedagogy for Course Delivery:
Film Screenings and Film Seminars. The students must write a report after they attend any seminar and their individual learnings have to be penned down. This exercise will enable them to remember the detailing and help them in constructive learning.
These field trips which will be inclusive of meeting filmmakers and other film technicians will help them realize the efforts and the creative focus that goes into getting a team together and realizing the film.

Lab/ Practicals details, if applicable: NA
Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	TOTAL
100	-	100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Project	Attendance	Assignments	
Weightage (%)	15	20	05	10	50

Text & References:
- Thompson K and Bordwell, D, (1994) Film History—An Introduction, Mc Graw-Hill
- Chowdary, P. (2000) Colonial India and the Making of Empire Cinema :Image , Ideology and Identity, New Delhi, Vistar Publications
- Cook, P. and Bernink, M. (Ed.) (1999) The Cinema Book, The British Film Institute
- Panjwani, N. (2006) Emotion Pictures: Cinematic Journeys into the Indian Self, Ahmedabad, Rainbow Publishers.
- Somaaya, B. (2005) Cinema: Images and Issues, New Delhi, Rupa and Co.
- Chopra, A. (2011) First Day First Show : Writings from the Bollywood Trenches , New Delhi, Penguin Book
- Monaco, James(2009), How to read a film, Oxford University Press.
- Cleion. Michel (1999), The lance in cinema, Colembia University Press.
- Field, Syd (2005) Sereeuplay: The foundations of sereeuuritng, Rhlls

AMITY SCHOOL OF COMMUNICATION (ASCo)

EDITING TECHNIQUES FOR FILM AND TV

Course code	L	T	P/FW	Credit
BAF 403	1	1	2	3

Course Objective:
Editing is significant post production tool which create visual language. Editing is equally practical, theoretical and intellectual. A good film or television program is evaluated based on the quality of the editing. This course focuses on history, theory and practice of visual editing and also laying basics of sound editing.

COURSE LEARNING OUTCOMES (CLO)
(i) Students will understand the concepts of Film and TV post-production
(ii) Students will understand the Editing technique and different kinds of cuts
(iii) Students will be familiarized with film montage and film language as well as visual grammar
(iv) Students will understand the difference between linear and non-linear editing style

Course Contents:

Module I: History and Philosophy of Editing
Footages – Unedited visuals, early visuals
Birth of editing – film language, film grammar
Contribution of Edwin S Porter and D. W. Griffith
Cut – Director's cut and Editor's cut
Plan for Editing in Pre-Production
Case Studies

Module II: Editing – System and Software
Popular Software – Advantages and Disadvantages, System Requirements
Video Formats and Conversion, Video Capturing
Camera Settings before Editing
Working with Timeline, Source Window
Effects and Transition
Linear and Non Linear Editing

Module III: Editing for Visual Language
Creating Meaning – Soviet Montage
Principles of Video Editing
The Three-Point Edit

Module IV: Advanced Editing for TV and Film
Title and Graphic Design
Audio editing for video
Editing techniques – Cut in, Cut away, Jump Cut, Parallel Editing
Key framing, Filters, Compositing, Color Correction
Editing Exercises
Chroma keying

Practical

AMITY SCHOOL OF COMMUNICATION (ASCo)

Students should submit video editing show reels as per the guidelines of faculty.

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:
- Browne, S. E. (2002). Video editing: A postproduction primer. Amsterdam: Focal Press.
- Cook, P., &Bernink, M. (1999). The cinema book. London: BFI Pub.
- Dancyger, K. (2010). The technique of film and video editing: History, theory, and practice. New York: Focal Press.
- Owens, J., &Millerson, G. (2012). Video production handbook. Burlington, MA: Focal Press.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BASICS OF MEDIA RESEARCH

Course code	L	T	P/FW	Credit
BAF 404	2	1	-	3

COURSE OBJECTIVE:
This topic will give students and understanding of research and its importance for a media person. They will be introduced to research methodologies and processes. Content analysis of TV and Radio will be undertaken which will help the students understand and appreciate the media effects theories, which they will be taught. The state of communication research with particular reference of India will be discussed.

COURSE LEARNING OUTCOMES (CLO)
1.To define research.
2. To learn the basics of research – basic concepts, nature, scope, trends.
3. Overview the process of media research- Qualitative and Quantitative methods.
4. To explain the relationship between theory and research.
5. Describe and compare the predominant research methods in journalism, media, and communication.

Course Contents:

Module I: Introduction to Research Methodologies and Processes
Types of research – broad categories
Research design
Primary and secondary data
Quantitative and qualitative approach

Module II: Sampling and of data collection
Questionnaires and schedules
Interview
Survey
 Sampling fundamentals
Sampling techniques

Module III: Media Research: Methods
Populan Methods: Textual Analysis, Narrative Anelysis, Semoitic Analysis, ease studies
Surveys, focus group, feedback study, Impact study, Interview
Content Analysis

Module IV: Media size- effect theories
Social learning theory
Individual Differences theory
Agenda setting
User and gratification
Spiral of silence
Cultivation theory

Module V: Interpretation and report writing
Techniques of interpretation
Different steps in writings report

AMITY SCHOOL OF COMMUNICATION (ASCo)

Layout of the research report
Conclusion
Project:
Case Study of a Film/TV Programme following normative steps of research

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	25	5	20	50

Text & References:

- David J. Luck and Ronald S. Rubin (1987) Marketing Research, Prentice-Hall: Englewood Cliffs, NJ

- Singh, A.K. (2006) Tests, measurements, and research methods in Behavioural Sciences, Bharti Bhawan: Patna.

- Bell, Judith (2005) (4th edn.) Doing your Research Project: A Guide for First-Time Researchers in Education and Social Science, Buckingham: Open University Press.

- Kothari, C. R (1990) Research Methodology: Methods and Techniques: WishwaPrakashan: New Delhi.

- Berger, Arthur Asa (2000) Media and Communication Research Methods an introduction to qualitative and quantitative approaches, Sage Publications and Thousand Oaks: California.

- K N Krishnaswamy, A.I. Sivakumar and M Mathirajan (2006). Management Research Methodology: Integration of Methods and Techniques. Pearson Education: New Delhi.

- Schroder, Kim; Drotner, Kristen; Kline, Stephen & Murray, Catherine (2003) Researching Audiences, Oxford University Press: Delhi.

\

AMITY SCHOOL OF COMMUNICATION (ASCo)

ADVANCED SCRIPT WRITING

Course code	L	T	P/FW	Credit
BAF405	2	-	2	3

COURSE OBJECTIVE:
The finer nuances of script writing a will be explained. Story, Plot, Dramatic Structure and Narrative will be an integral part of the semester. The ability to write and put film script in proper format will be intended during the course. Work of famous script writers will be screened and analyzed. The students will be expected to put into practice their understanding by writing a film on a topic of their choice.

COURSE LEARNING OUTCOMES (CLO)
1. Learn the art of creative writing for films
2. Understand how to write script for a film
3. Learn the different aspects of film writing, story writing and different narrative styles
4. Understand the different types of theories and formats related to film writing
5. The deeper study of work related to storyboarding, spec script , proposal writing

Course Contents:
Module I: Theories and formats
Film narrative
Different Narrative styles
Genres of writing
Syd Field theory of Screen Writing
Characterization & Dramatic Structure
Time & space in the film, Reel time, Real time
Scriptwriting formats, step outline & shot break down
Screen Play, Storyboarding & shooting script.
Spec Script
Script selection
Writing proposal
Writing script through software

Module II: Practical Assignments

The following procedure should be followed for the credits:
1. Student will prepare one documentary script based on relevant social issues.
2. Student will produce various script writing steps for documentary film.
3. Student will prepare one feature film script using cinematic grammar.
4. At the end of the semester students will submit both the project, Faculty Consultation Diary, and all the pre production work.

Examination Scheme:
The production portfolio will carry 100 marks. The marks break up is as follows:

Components	Mid-Term	Assessment/ Project	Attendance	EE
Weightage (%)	15	30	5	50

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Text & References:

- Field, Syd (2005) (4th ed) Screenplay: Foundations of Screenwriting, Delta Paperbacks
- Egri, Lajos and Miller, Gilbert (2007, reprint) The Art of Dramatic Writing, Wildside Press
- Bordwell, David (1987) Narration in the Fiction Film, University of Wisconsin Press
- Thompson K and Bordwell, D, (1994) Film History—An Introduction, Mc Graw-Hill
- Leslie Smith, F. ,Wright II, J. &Ostroff, D.H, Perspectives on Radio and Television (Fourth Edition)

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVE

INTRODUCTION TO DEVELOPMENT COMMUNICATION

Course code	L	T	P/FW	Credit
BAF406	2	1	-	3

Course Objective:

This course willdevelop an understanding among students of development; use of communication tools e. g. Film, TV among others to make people aware of the importance of it and techniques to expedite the pace of developmental activities.

Course Contents:

Module I: Concept and indicators of development
Definition, meaning and process of development, Theories and paradigms of development – developed and underdeveloped economics, MNCs and foreign aid, Sustainable Development Goals (SDGs), Indicators of development: GDP/GNP, PQLI, HDI, GNHI, Communication and Social Relations [inequality]

Module II: Development communication approaches
Diffusion of Innovation, Empathy, theory of Magic multiplier,Women empowerment, Literacy & Education, Unemployment and Watershed management.

Module III: Media and Development
Role of communication in development, development message designing, role and performance of print, radio, TV, film in Indian perspective; Cybermedia and development; NGOs and development; communication for rural development (Indian Perspective): Panchayati Raj Institutions, advancement in farming and alternative employment, urban sanitation, communication for tribal development, wild life and forest conservation.ss

Module IV: Development communication through visual media & digital media
Role o visual media in development communication, potential of digital media in development communication, examples for the use of visual media in development communication campaigns, the use of visual media in CSR.

Examination Scheme:

Components	P	H	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

- Narula Uma Development Communication – Theory and Practice, Har Anand, 1999
- Gupta V.S. Communication and Development Concept, New Delhi 2000
- Tewari, I P Communication Technology and Development, Publication Division, Govt. of India, 1997
- Joshi Uma Understanding Development Communication, Dominant Publications, New Delhi 2001

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Srinivas R. Melkote Communication for Development in the Third World, Sage, New Delhi 2001
- Lerner Daniel and Schramm Wilbur ed. Communication and changes in Developing Countries, East West Communication
- Centre, Hanolulu 7. Rogers Ereerett M Communication and Development, Critical perspective, Sage, New Delhi, 2000
- Todaro, Michael P Economic Development in the Third World,Longman, New Yort, 1981

AMITY SCHOOL OF COMMUNICATION (ASCo)

PORTFOLIO DEVELOPMENT- DOCUMENTARY FILM

Course code	L	T	P/FW	Credit
BAF 407	2	-	2	3

Course Objective:

The finer nuances of cinema will be explained. Film appreciation will be an integral part of the semester. The ability to analyse and put film studies in proper perspective will be intended during the course. Work of famous directors will be screened and analyzed. The students will be expected to put into practice their understanding by shooting a film on a topic of their choice.

COURSE LEARNING OUTCOMES (CLO)

1. List and understand all the steps that are a must in actual production of Documentary Film Making
2. Communicate and illustrate your own ideas to write a script and direct a Documentary film
3. Apply the knowledge and skills of pre-production, production and post-production to make your project successful.

Guidelines for Film Production Portfolio:
The following procedure should be followed for the credits:
- Student will prepare one documentary film production based on relevant social issues.
- Student will produce various production stages for documentary film.
- Student will prepare one short film production using cinematic grammar.
- At the end of the semester students will submit both the project, Faculty Consultation Diary, and all the pre production work.

Examination Scheme:
The production portfolio will carry 100 marks. The marks break up is as follows:

Components	Overall Project	Creativity	Technical Application	Comprehensiveness	Originality	Viva
Weightage (%)	20	15	15	15	15	20

Text & References:
- Nelmes, Jil (2ndedn) (1999) Introduction to Film Studies, Rutledge: New York
- Phillips, William (1999) Film: An Introduction, H. Bedford/St Martin's: Boston
- Irwing, David K & Rea, Peter W (2006) (3rdedn) Producing & Directing The Short Film & Video, Focal Press:Oxford
- Reisz, Karel & Millar, Gavin (1968) (2nd edn) Technique of Film Editing, Focal Press: Oxford
- Dancyger, Ken (2002) (3rdedn) The Technique of Film & Video Editing: History, Theory, & Practice, Focal Press: Oxford & New York

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 401	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify steps to professional communication
CLO 2	Identify the key components of meeting, agendas and meeting minutes
CLO 3	Understand the key skills and behaviors required to facilitate a group discussion/presentation
CLO 4	Polish current affairs & rapport building

B. SYLLABUS

Topic
Enhancing Speaking Skills (Public Speaking)
Resume Building-1
GD-2 (Specifically: Social & Political)
Presentations-2

EXAMINATION SCHEME:

Components	Public Speaking	GD	Poster Presentation	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons
- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print
- Krishnaswamy N, *Creative English for Communication*. Delhi: Macmillan Publishers India Ltd. Print. 2007.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - IV
(GROUP DYNAMICS AND TEAM BUILDING)

Course Code: BSS403   **Credit Units: 01**

Course learning outcomes (CLO)
At the successful completion of this course you (the student) would be able to:
1. Compare the difference between the groups and teams and their strength and weaknesses. Also, the internal and external factors that affect their functioning.
2. Access when there is a need of group formation and when it is needed to be transformed into team.
3. Identify the characteristics of leaders and the power practiced by them.
4. Apply the type of leadership style power practiced in different situation.

Course Objective:
To inculcate an elementary level of understanding of group/team functions
To develop team-spirit and to know the importance of working in teams

Course Contents:

Module I: Group formation
Definition and Characteristics
Importance of groups
Classification of groups
Stages of group formation
Benefits of group formation

Module II: Group Functions
External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.
Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.
Group Cohesiveness and Group Conflict
Adjustment in Groups

Module III: Teams
Meaning and nature of teams
External and Internal factors effecting team
Building Effective Teams
Consensus Building
Collaboration

Module IV: Leadership
Meaning, Nature and Functions
Self leadership
Leadership styles in organization
Leadership in Teams

Module V: Power to empower: Individual and Teams
Meaning and Nature
Types of power
Relevance in organization and Society

Examination Scheme:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002,Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

AMITY SCHOOL OF COMMUNICATION (ASCo)

Foreign Languages-IV
FRENCH

Course Code: FLN 401   **Credit Units: 02**

COURSE OBJECTIVE:

- To do the shopping
- To ask and express one's needs
- To present one's eating habits
- To understand a label
- To ask the price
- To order at the restaurant
- To organise a meeting
- To propose to someone to do an activity
- To understand the advertisement of a conference
- To understand the names of different stations
- To speak about ones schedule
- To express one's professional wish
- To formulate a project
- To read a notice board

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
2. Students will be able to read and interpret small texts of intermediate level.
3. Students will be able to communicate in small sentences in Simple Future and Past tenses .
4. Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

Course Contents:

Unité 3 La science au quotidien Page : 62-84 Leçons 10, 11 & 12

Contenu Lexical:

1. La nourriture
2. Les ingredients
3. Les expressions de quantité
4. Les expressions familières avec les noms de fruits et les legumes
5. Les expressions pour proposer une invitation
6. Le processus de fabrication de quelques elements
7. Les expressions pour parler d'un projet

AMITY SCHOOL OF COMMUNICATION (ASCo)

Contenu Grammatical:

1. Manger et boire au présent
2. L'articlepartitif
3. Les prépositions de lieu
4. Les verbs pronominaux
5. La date, l'heure et le jour: les prépositions
6. La nominalisation

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

- Supplementary Materials are given in form of photocopies

AMITY SCHOOL OF COMMUNICATION (ASCo)

GERMAN

Course Code: FLG 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

After successful completion of this semester, students will be able to:

- talk about different professions
- express positive and negative aspect of different professions.
- talk about daily routine of a job
- enquire about direction.
- use preposition in sentences.
- understand the visiting cards etc.

Course Content:

Vocabulary Content:
- Professions
- Workplaces
- Professional Tasks like writing mail, make phone calls etc.
- Locations (right left, etc.)
- Public places

Grammar Content:
- Possessive article in accusative.
- Introducing prepositions in dative, accusativ cases and changing prepositions in dat + acc.
- Usage of preposition : in through, to , at etc

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

PrescribedText-Book: Lessonsfrom 11 onwardsfromDeutschalsFremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch –Englisch, Cornelsen, 2013

http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH

Course Code: FLS 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.
- To talk about relations
- To express obligation
- To enquire about direction
- To be able to describe your locality
- Telephonic conversation etiquettes
- Dialogue between two friends/sales man and client etc.

Course Content:

Vocabulary Content:

Family, friends, directions, way(going straight, left, right etc.) Temple, hospital, restaurant, church, hospital, Town hall, parks, shopping mall, etc.

Grammar Content:

Revision of present indefinite, continuous and near future tense.

Doublenegation – No Nunca, Ningun/a, Nada, nadie etc.

Tener que / Hay que

Expressionswith Tener and Estar.

Use of Apetecer, Llevarse bein o mal con alguien / Caer +bien/mal + a alguien

Examination Scheme

Examination Scheme:
Total: 100 marks

AMITY SCHOOL OF COMMUNICATION (ASCo)

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

- Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
- Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005
- Dictionaries for reference: Collins, www.wordreferences.com.
- Essential materials are given in the form of photocopies.
- Dictionaries for reference: Collins, www.wordreferences.com.
- Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE

Course Code: FLC- 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

On the completion of Fourth semester the students will be able to consolidate their proficiency of HSK-I and will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters, sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 疑问代词.etc.
- Master and use most essential vocabulary items of day to day use and office related vocabulary; approx 70 Characters including 50 characters of HSK level –II
- Refer Chinese dictionaries.
- Translate a Chinese paragraph with the help of dictionaries and translation software.

COURSE CONTENTS

1. Revision of Important expressions
2. Expression of welcome
3. Expression of time: past, present & future
4. Expression of right or wrong.
5. Questioning and answering simple questions about medical care
6. Questioning and answering simple questions about sports & entertainment
7. Office related vocabulary , expressions & email writing
8. Referring Chinese dictionaries (hard and electronic dictionaries)
9. Translation with the help of dictionaries & translation software
10. Practice of model test series of HSK-I
11. CBT package
12. Listening
13. Conversation based on above topics
14. Chinese poetry

VOCABULARY CONTENT

1. Vocabulary will include approx 70 Characters including 50 Characters of HSK-II level.

AMITY SCHOOL OF COMMUNICATION (ASCo)

1. Vocab related to welcome, tenses, right wrong etc and office related vocabulary will be covered during this semester.

GRAMMATICAL CONTENT

1. Interrogative pronouns疑问代词: 什么，哪儿，谁，为什么，怎么样，

哪，什么时候，多少，几，

2。Money表示钱数

3. Weight表示重量

4. Measure words量词

5. Adverbs副词

6. 时间副词：正在

7. 频率副词：再

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References

- Learn Chinese with me book-II. (Major Text Book)

- Module on HSK-II. (suggested reading)

- Practical Chinese Grammar for foreigners. (suggested reading)

- Chinese Dictionaries: Chinese to English & English to Chinese. (reference books)

- Office Talk (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – IV

Course Code	L	T	P/FW	Credit
AND004	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

19. Awareness and empathy regarding community issues
20. Interaction with the community and impact on society
21. Interaction with mentor and development of Student teacher relationship
22. Interaction among students, enlarge social network
23. Cooperative and Communication skills and leadership qualities
24. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

AMITY SCHOOL OF COMMUNICATION (ASCo)

19. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
20. The group member shall write his/her name at the end of the blog.
21. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
22. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
23. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
24. For the topic chosen by the group, students are recommended to cover the following points:
    s) Current scenario (Regional, national and international level as applicable)
    t) Future predictions
    u) Duty of the government
    v) Government policies (related to the topic), if any
    w) Duty of public
    x) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

10. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
11. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
12. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-V

DOCUMENTARY AND COMMUNITY FILMMAKING

Course code	L	T	P/FW	Credit
BAF 501	2	-	2	3

Course Objective:
This module aims to provide inputs on documentary and community filmmaking. Apart from commercial filmmaking, the real tool of a filmmaker to bring positive changes in society is documentary and community films. This course focuses on history, theory and practice of documentary filmmaking.

COURSE LEARNING OUTCOMES (CLO)

1. Analyze story structure and the screenwriting process for use of documentary film creation.
2. Apply current best practices in documentary film making.
3. Apply current best practices in editing language and visual effects of documentary film making.
Effectively manage the resources and logistics required to produce a documentary film;

Course Contents:

Module I: History and Theory
Defining Documentary – history, major theories, themes
Difference between documentary and fiction film
Types of Documentary
Community Filmmaking – Examples, practices and approaches
Famous Documentaries and Documentary makers
Case study: Robert Flaherty's Nanook of the North

Module II: Documentary Production
Stages of Documentary Production
Role of Research in Documentary
Scripting for non fiction film
Camera and Editing Style for Documentary
Narration and Voice Over
Interviewing Subject and Collection of Data
Shooting - Scheduling and Planning
Budgeting
Crew – Duties and Responsibilities

Module III: Documentary Movements
Documenting Important Events – Pre history, early inventions
Soviet Movements
Documentaries of Europe, USA, India
Documentary for social change
Documentary as propaganda

Module IV: Documentary in Television Era
News Documentaries – BBC, National Geographic, Discovery
Audience of TV Documentaries

Themes and Style of TV Documentaries
Science and Educational Documentaries
Performative Documentaries

Module V: Community Cinema
Cinema and Community, Cinema for Community
Citizen and Independent Cinema
Changing Cinema in Digital Era/non fiction film in digital era
Experimental Cinema/ genres o non fiction filmmaking- developmental, informational, wildlife, environmental, reality TV, ted talk
Collaborative approaches to film making
Advocacy and Activism through Cinema
Global and Indian dimensions

Practical

1. **Students need to produce short documentary or community cinema**
2. **Students should submit detail analytical study of any one selected documentary.**

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:
- Corrigan, T. (1998). A short guide to writing about film. New York: Longman.
- Ellis, J. C., & McLane, B. A. (2005). A new history of documentary film. New York: Continuum.
- Ellis, J. C., & McLane, B. A. (2005). A new history of documentary film. New York: Continuum.
- Farmer, A. (1997). The documentary tradition: A cultural critique of the television documentary.
- McKiernan, D. W. (2008). Cinema and community. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan.
- Saunders, D. (2010). Documentary. London: Routledge.
- Stallabrass, J. (2013). Documentary. London: Whitechapel Gallery.
- Introduction to documentary, 3rd edition, Bill Nichols.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CINEMA STUDIES-I

Course code	L	T	P/FW	Credit
BAF 502	2	1	-	3

COURSE OBJECTIVE:
The course aims to introduce the students to the cinemas of Asian countries namely India, China and Iran with an aim to provide better understanding of ideology of film makers of these nations. The film theories will enable them to understand the nuances of film making and enable them to critically analyze the films.

COURSE LEARNING OUTCOMES (CLO)

1. Outline the important event in development of Cinema both in Asian countries and in India
2. Analyze the impact of cinema movements and theories on film making style and industries in this periods
3. Interpret the relationship of cinema with arts and literature in Indian context as well as world context
4. Assimilate differentiation and similarity in the journey of Indian cinema with Japanese, Chinese, and Iranian and European cinema during this period and Interpret and recognize the contribution of some important filmmakers during this era.

Course Contents:

Module I: Cinema of Asia
Cinema of India (Important film makers, important films)
Cinema of China (Important film makers, important films)
Cinema of Iraq (Important film makers, important films)
Cinema of Japan (Important film makers, important films)

Module II: Film Theories and Movements
Auteur Theory
Cinema Verite
Counter Cinema
Avant Garde
French New Wave

Module III: Film and Literature
Film Genres
Adaptations
Biopics
Mythological Films

Examination Scheme:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:

   i.   Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book*, The British Film Institute
   ii. Rajadhyaksha, A and Willemen, P (2008) *Encyclopedia of Indian Cinema*, The British Film Institute
   iii. Thompson K and Bordwell, D, (1994) *Film History—An Introduction*, Mc Graw-Hill
   iv. Chowdary, P. (2000) *Colonial India and the Making of Empire Cinema :Image , Ideology and Identity*, New Delhi, Vistar Publications

AMITY SCHOOL OF COMMUNICATION (ASCo)

AD AND CORPORATE FILMMAKING

Course code	L	T	P/FW	Credit
BAF 503	2	-	2	3

Course Objective:
Advertising and Corporate Communication is most attractive field in commercial filmmaking. In recent times, most of the startups created by filmmakers are focusing on producing advertisements and corporate films. This module will enhance filmmaking skills of students with advertising perceptive.

COURSE LEARNING OUTCOMES (CLO)

1. Analyze the historical and theoretical foundations of advertisement.
2. Create film work that manifests the ideas of corporate filmmaking.
3. Analyze story structure and the screenwriting process for making of ad film.
4. Apply current best practices in corporate film making.
5. Apply current best practices in editing language and visual effects for ad and corporate films.
6. Effectively manage the resources and logistics required to produce ad corporate films.
7. Collaborate as a member or leader of a filmmaking team.
8. Evaluate the ethical implications inherent in filmmaking practices.

Course Contents:

Module I: Introduction to Advertising
Advertisement – Definition, history, functions, elements, types, forms.
Advertisement vs Promotion, Marketing
Corporate Communication
Need of Corporate films
Economics of advertising
Advertising Industry of India and World
Major Advertising agencies in India and World

Module II: Production
Basics of Advertising and Corporate Filmmaking - Difference from feature film and Documentaries
Stages of production
Pitching – Client meeting, Understanding the need of client, budgeting and making contract
Brainstorming
Scripting
Storyboard

Module III: Techniques and Methods
Types of Advertisements
Use of Equipments – Camera, Lighting, Microphone
Framing and Composition
Location and Casting
Use of Voice, Sound and Music
Principles of advertising production

Module IV: Planning and Execution

AMITY SCHOOL OF COMMUNICATION (ASCo)

Corporate video – Basic structure, learning about company
In house and broadcasting
Interacting with personals
Research on the client
Presenting, Pre testing and Post testing

Practical

Students need to produce advertisement and corporate video with proper script.

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:

- Cornelissen, J. (2008). Corporate communication: A guide to theory and practice. Los Angeles: SAGE.
- Friedmann, A. (2001). Writing for visual media. Boston: Focal Press.
- Gross, L. S., Foust, J. C., & Burrows, T. D. (2005). Video production: Disciplines and techniques. Boston: McGraw-Hill.
- Kandorfer, P., &Nolting, M. D. (2009). Digital video production handbook: From the first idea to a Hollywood style movie. Place of publication not identified: Xlibris.
- Lee, M., & Johnson, C. (1999). Principles of advertising: A global perspective. New York: Haworth Press.
- Pray, D. (Director). (2009). Art and Copy (Documentary) [Motion picture on DVD]. USA.
- Wagner, J. M. (1995). Corporate video: An introduction for beginning students.

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVE

MULTIMEDIA AND CONVERGENCE

Course code	L	T	P/FW	Credit
BAF 504	1	1	2	3

Course Objective:
Digital Convergence or multimedia convergence is domain which played as game changer in media industry. Its impact is visible not only media economy but also in human culture and society. This module focuses on emerging multimedia technology and train students as multimedia professionals.

Course Contents:

Module I: Introduction to Multimedia
Multimedia – Definition, history, development, uses, functions and elements
Basic principles and purposes of multi-media
Software and applications
Multimedia Journalism (Online Journalism)
Theories and practices of multi-media convergence
Digital revolution

Module II: Principles of Convergence
Old Media vs New Media
Analog vs Digital
Types of Convergence - Technological and Economical convergence
Advantages of Media Convergence
Impact convergence on media – news, film, music industry, animation
Convergence culture – Concepts of Henry Jenkins
Hypermedia and Transmedia
Content and Audience in Convergent Culture
Audiences trends, usage, globalization

Module III: Multimedia Storytelling
Types of Digital Story – News, Documentary, Graphic Novel, Photo Stories
Transmedia Storytelling
Writing for Multimedia
Social Media for Communication
Participatory Culture
Basics of Web design

Module IV: Smartphone and applications
Role of Smartphone in Digital media
Fourth screen of cinema
Applications for Multimedia
Consumer behavior in digital world

Practical

Students need to present their digital story on following areas:
   a. **News**
   b. **Cinema**

AMITY SCHOOL OF COMMUNICATION (ASCo)

c. **Photography**

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	30	15	5	50

Text & References:
- Goel, M. K. (2010). Digital media. New Delhi: Rajat Publications.
- Jenkins, H. (2006). Convergence culture: Where old and new media collide. New York: New York University Press.
- Kalogeras, S. (2014). Transmedia Storytelling and the New Era of Media Convergence in Higher Education. Basingstoke, UK: Palgrave.
- Lambert, J. (2012). Digital storytelling: Capturing lives, creating community. New York: Routledge.

AMITY SCHOOL OF COMMUNICATION (ASCo)

PORTFOLIO DEVELOPMENT (FICTION FILM)

Course code	L	T	P/FW	Credit
BAF 505	2	-	2	3

GUIDELINES FOR PROJECT

The project for the fourth and fifth semester aims to bring out the advanced skills in Film and Television production (Fiction/Documentary). The students will be working in a controlled environment throughout the semester, which will give them confidence to work within the limitation of time and space. The result of this project can be used as the portfolio/show reel for future career opportunities. The topic of the project will and decided upon the interest of the student and feedback from the faculty.

COURSE LEARNING OUTCOMES (CLO)

1. List and understand all the steps that are a must in actual production of Film Making
2. Communicate and illustrate your own ideas to write a script and direct a short film
3. Apply the knowledge and skills of pre-production, production and post-production to make your project successful.

Time Frame
The project will be carried over for 4 months time frame, and students should follow following pattern

1. **1st Month** :Research/Pre-Production /Student Prerequisite Evaluation (done by Faculty)
2. **2nd Month** : Proposal Submission/Production/Approval/First Draft, **Production**
3. **3rd Month** :Post Production/Report Writing
4. **4th Month** : Final Project/Submission/Viva

The project should be comprehensive and include:
- Students should submit the project in DVD/Soft Copy and the project report in printed format.
- The report should contain following:
  a. Cover page with title of the project containing the following information: University Logo at the top, Project Title; Student's Name; Roll No.; Course; Year; Supervisor's Name. Name of the university and the dept. at the bottom
  b. Acknowledgment to any advisory or financial assistance received in the course of work may be given
  c. A certificate for the project from guide to be enclosed
  d. Titles and subtitles are to correspond exactly with those in the text.
  e. Introduction to the project
  f. Aim, significance and relevance of the project
  g. Project planning and weekly report
  h. Learning Outcome (This may include the rough/rejected works before the final project)
  i. Overall experience
  j. Faculty Guide Feedback (Provided by Guide)
  k. Conclusion
  l. References

AMITY SCHOOL OF COMMUNICATION (ASCo)

Evaluation Criteria

The evaluation of the projects will be depend upon the nature of the subject and the project. However, the following criteria will be taken into consideration for evaluation

Project: 30
Creativity/Originality: 30
Significance: 20
Presentation/Viva: 20

Total: 100

AMITY SCHOOL OF COMMUNICATION (ASCo)

SUMMER PROJECT

Course Code	L	T	P/FW	Credit
BAF 550	-	-	-	6

GUIDELINES FOR SUMMER PROJECT (VIDEO PRODUCTION)
Video projects require students to understand subject matter both on an emotional and intellectual level because video relates mood, tone, intensity, and feeling in addition to information. Students, as video producers, must connect on all the levels to make a video that is as compelling as it is informative.

Different video genres are available for different types of student projects. There are many to choose from to achieve your educational objectives. Each genre has educational potential, positive attributes, and specific demands. Choosing the right genre for each student project is crucial. Factors to consider when choosing a genre are curricular content, educational objectives, time and resource limitations, and the abilities of the students.

Types of Summer Project:

- **Documentary:** The documentary is an excellent choice when serious study of a topic is desired. In this genre, students report on a topic with accuracy and honesty. Thorough research, in-depth understanding, careful planning, and clear writing are required for documentaries.
- **Short Film:** Short films can be fun experiments and great learning experiences. Students should be creative. The best genres to work in are horror, comedy, and musicals, perhaps because they can quickly evoke visceral responses from the audience.
- **Drama:** By staging and videotaping a scene from a novel or reenacting a historical event, students can better understand literature and history. A drama could also be used as a creative exercise, giving your students an opportunity to write, direct, and act in their own one-act play, for example.
- **Music Video:** Students will naturally gravitate to the music video, which will challenge them creatively. Music videos can be a useful way for students to practice music interpretation.
- **Educational Video:** An obvious choice for classroom use, educational video could be a demonstration of a report on a topic. A student could demonstrate how to solve a math problem or operate science lab equipment safely. A report could be prepared on any topic; but in either demonstration or report, the students become teachers without having to face their peers in a live performance.
- **Ad/Corporate Video:** Students can make Ad films or Corporate Films. A good ad commercial is nothing, but a slice of life dipped into day-to-day activities, relatable characters and an emotional connect. All this in just a few seconds, but the challenge is to sell a brand while telling the story.

General Rules:
- Students should submit a *video proposal* to the Faculty Guide before going for recording and shooting.
- *Video Proposal* should contain,
    i. Video Title
    ii. Theme of Video
    iii. Synopsis or Treatment (500 words or less)
    iv. Video Style
    v. Target Audience
    vi. Length of Video
    vii. Objectives

AMITY SCHOOL OF COMMUNICATION (ASCo)

    viii.   Setting and Resources (Team, Equipment, Budget, Setting)
    ix.   Estimated Schedule

- Students should update regularly progress of the video to their Faculty Guide.
- Students should submit the project in digital format and the project report in printed format.
- Videos should be duration of 5min to 20 min.
- Videos should have credits. (Name of Producer, Director, Writer, Editor, Cameraman, Narrator, Sound Director, Music, Cast, Special Thanks etc.)
- Videos should have production date.

Theoretical Report Layout:
The report may contain the following components.

- Title or Cover Page
- Acknowledgement
- Certificate (Project Guide)- A certificate from the project guide to be enclosed.
- Table of Contents
- A brief summary of the project
- Video Style
- Objective of the video
- Setting and Resources (Team, Equipment, Budget, Setting, References etc.)
- Script

Evaluation Criteria

The evaluation of the projects will depend upon the nature of the subject and the project. However, the following criteria will be taken into consideration for evaluation.

- Project: 30
- Creativity/ Originality: 30
- Significance: 20
- Presentation/Viva: 20

Total: 100

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS501	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Create right selection of words and ideas while also choosing the appropriate channelof formalcommunication.
CLO 2	Demonstrate the ability to analyse a problem and devise a solution in a group.
CLO 3	Demonstrate proficiency in the use of written communication.
CLO 4	Recognize the mannerisms and methodology of Interview and GD to become more expressive in their body language and verbal performance.

B. SYLLABUS

Topic
Email Writing (Briefing, Do's & Don'ts & Practice)
Corporate Dressing & Body Language (Verbal & Non-Verbal Cues & its role in Interview Selection)
Interview-1 (Briefing, Do's & Don'ts, Questions, Mock Sessions)
GD-3(Practice Sessions)

EXAMINATION SCHEME:

Components	Email Writing	GD	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- Krishnaswamy N,*Creative English for Communication*. Delh**i:** Macmillan Publishers India Ltd. Print. 2007.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - V
(INDIVIDUAL, SOCIETY AND NATION)

Course Code: BSS503   **Credit Units: 01**

Course learning outcomes (CLO)
At the successful completion of this course you (the student) should be able to:
1. Recognize their personality and individual differences and identify its importance of diversity at workplace and ways to enhance it.
2. Recognize effective socialization strategies and importance of patriotism and taking accountability of integrity.
3. Recognize different types of human rights and its importance.
4. Identify Indian values taught by different religions.
5. Identify long term goals and recognize their talent, strengths and styles to achieve them.

Course Objective:
This course aims at enabling students towards:
- Understand the importance of individual differences
- Better understanding of self in relation to society and nation
- Facilitation for a meaningful existence and adjustment in society
- To inculcate patriotism and National pride.
- To enhance personal and professional excellence

Course Contents:

Module I: Individual differences & Personality
Personality: Definition& Relevance
Importance of nature & nurture in Personality Development
Importance and Recognition of Individual differences in Personality
Accepting and Managing Individual differences (Adjustment Mechanisms)
Intuition, Judgment, Perception & Sensation (MBTI)
BIG5 Factors

Module II: Socialization
Nature of Socialization
Social Interaction
Interaction of Socialization Process
Contributions to Society & Nation

Module III: Patriotism and National Pride
Sense of Pride and Patriotism
Importance of Discipline and hard work
Integrity and accountability

Module IV: Human Rights, Values and Ethics
Meaning of Human Rights
Human Rights Awareness
Importance of human rights
Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc

Module V: Personal and Professional Excellence
- Personal excellence:

AMITY SCHOOL OF COMMUNICATION (ASCo)

- o Identifying Long-term choices and goals
- o Uncovering talent, strength and style

Alan P. Rossiter's eight aspects of Professional Excellence
Resilience during challenge and loss
Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc.)

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T – Social Change
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- Robbins O.B.Stephen;. Organizational Behavior

AMITY SCHOOL OF COMMUNICATION (ASCo)

Foreign Language-V
FRENCH

Course Code: FLN 501   **Credit Units: 02**

Course Objective:

- To understand the TP
- To understand an experiment
- To read the chemical equations
- To identify the chemical formulas
- To understand the instructions of a project
- To express a desire
- To understand a testimony
- To understand and read an exercise of mathematics
- Read and note the equations

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
2. Students will be able to read and interpret small texts of intermediate level.
3. Students will be able to communicate in small sentences in Simple Future and Past tenses .
4. Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

Course Contents:

Unité 4 Formation Scientifique Page : 85-99 Leçons 13, 14 & 15

Contenu Lexical:

1. La chimie: les elements chimique et le matériel
2. La formulation des équationschimiques
3. Le corps humain
4. Les transports encommun
5. Les signes et formulations mathémathiques
6. Les verbes utilisés dans les exercices de mathémathiques

Contenu Grammatical:

1. L'infintif pour exprimer un ordre ou un conseil (dans les consignes)
2. La nominalization

AMITY SCHOOL OF COMMUNICATION (ASCo)

3. Savoir ouconnaître au présent
4. Les pronoms relatives (qui, que, qu')
5. **L'infinitif dans les consignes**

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

- Supplementary Materials are given in form of photocopies

GERMAN

Course Code: FLG 501   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

After successful completion of this semester, students will be able to:

- tell where they work and live
- tell location of their offices and house
- explain, how they reach their work place
- ask and tell the location of thing or person in a house like behind, in front of etc.
- describe the office things like printer, files etc

Course Content:

Vocabulary:
- Workplace
- Location like 1st floor, ground floor.
- Ordinal numbers
- Things and furniture in a office
- Means of transportation

Grammar:

- changing preposition in dative and accusative case
- Verbs related to changing prepositions like to put, to lay etc
- Dative and accusative preposition
- Modal verb : must and can

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

PrescribedText-Book: ZielspracheDeutschalsFremdsprachePart 1

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013
Tangram A1by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007
SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013
Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch –Englisch, Cornelsen, 2013
                    http://www.duden.de/woerterbuch
Materials are given in form of photocopies if felt to be necessary

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH

Course Code: FLS 501   **Credit Units : 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.
- To talk about a pre decided plan
- To talk about a plan yet to materialize
- Topropose a plan
- To talk about what they have done today/during vacations etc.
- Reading texts about Spanish festivals
- Writing composition about Festivals

Course Content:

Vocabulary:

Vocabulary related to leisure time, going out with friends, traveling, shopping, club, transport, decoration and celebration.

Grammar:

Introduction of direct/indirect object pronouns

(Pensar + infinitive),

(Estar pensando en + infinitive)

(Por qué no + verbo / Te Parece + Infinitivo.. etc)

(Haber + participio Pasado)

Introductionof pretérito perfecto

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE

Course Code: FLC- 501   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

On the completion of Fifth semester the students will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language based on the topics learnt.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use, programme specific and internet related vocabulary; approx 80 Characters including 50 characters of HSK level –II
- Type Chinese document.
- Express their opinion and ask opinion of others in Chinese

COURSE CONTENT

1. Revision of vocabulary
2. Detailed study of greetings, farewell & personal information (HSK-II topics 1& 2)
3. A brief description of mood & colours
4. Expression of opinions
5. Asking the opinion of the others
6. Listening of dialogues
7. Conversation based on topics learnt
8. CBT package
9. Programme specific vocabulary and expressions
10. Chinese typing and making soft copy of a Chinese document
11. Important Chinese sites and internet related vocabulary

GRAMMAR CONTENT

1. Pattern:因为……所以……

2. Preposition 介词: 在

3. Auxiliary verbs; 助动词

AMITY SCHOOL OF COMMUNICATION (ASCo)

4. Modal Particle 语气助词:了

Examination Scheme:
Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References
- o Learn Chinese with me book-II. (Major Text Book)
- o Module on HSK-II. (suggested reading)
- o Practical Chinese Grammar for foreigners. (suggested reading)
- o Internet Chinese. (suggested reading)
- o Office Talk (suggested reading)
- o Elementary Chinese Reader Book-I (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – V

Course Code	L	T	P/FW	Credit
AND005	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

25. Awareness and empathy regarding community issues
26. Interaction with the community and impact on society
27. Interaction with mentor and development of Student teacher relationship
28. Interaction among students, enlarge social network
29. Cooperative and Communication skills and leadership qualities
30. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)
ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

AMITY SCHOOL OF COMMUNICATION (ASCo)

25. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
26. The group member shall write his/her name at the end of the blog.
27. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
28. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
29. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
30. For the topic chosen by the group, students are recommended to cover the following points:
    y) Current scenario (Regional, national and international level as applicable)
    z) Future predictions
    aa) Duty of the government
    bb) Government policies (related to the topic), if any
    cc) Duty of public
    dd) Conclusion

Evaluation Scheme:
Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours
- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:
Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:
13. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
14. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
15. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-VI

PROFESSIONAL PROJECT (ANY ONE)

Course code	L	T	P/FW	Credit
BAF 601-603	-	3	12	9

COURSE LEARNING OUTCOMES (CLO)

1. Identify and describe key terms and concepts and major trends and periods related to various modes of production (narrative, documentary, experimental, and/or animation), film history, and theory.
2. Demonstrate skills necessary to effectively collaborate and communicate on video project productions, including working in groups, and engaging with peers and professors.
3. Demonstrate the skills required to create quality media productions, including skills in story development, producing, cinematography, editing, and audio production/post production.
4. Demonstrate ability to create a working production schedule that allows time for the iterative process to incorporate feedback and critical reflection.
5. Express a critical understanding of the contextual factors that shape the message in a film or video for a diverse audience.

Final year students of B.A.F&TP VI Sem Program are required to undertake professional project/dissertation for the successful completion of their respective degree programs. These projects/dissertations should be **"Practical work/field work based electronic production"**.

The areas are Short Documentary/ Fiction, Corporate Film and Public Service Ad-Making.

Keeping into consideration the specifications of the work; following are the broad guidelines on the development of professional project/dissertation:

Field/Practice based Dissertation/Specialization Project:
1. The process of submitting a proposal and approval stands same for field/practice based dissertation/specialization project.

2. Student has to clearly mention the area for which he/she wants to be evaluated for.

3. As an additional document, student has to submit a detailed date wise plan of production/field work.

4. The process of the approval of the project proposal would be similar as it is for dissertation.

Guidelines regarding File Submission for Field/Practical based Dissertation related to Film, Photography and Graphics

Film Based

1. **Synopsis- Statement of Purpose**
2. **Script**
3. **Screenplay**
4. **Shot Discussion**
5. **Production Notes/Diary**

AMITY SCHOOL OF COMMUNICATION (ASCo)

6. **Shoot Crew/Roles**
7. **Equipments and Software Used**
8. **Budget**

Photography Based

1. **Concept Note- Statement of Purpose**
2. **Location and Time Schedule**
3. **Description of Photos**
4. **Equipment/Software used**
5. **Budget**

Graphic Based

1. **Concept Note**
2. **Storyboard in case of students working on stories**
3. **Production Steps**
4. **Software used**
5. **Raw File should also be submitted to Faculty Guide and thoroughly seen by the concerned guide. Raw file can be asked to be shown during Final Viva Voce of students.**

Basic contents of the file:
- Cover page
- Declaration from the student
- Certificate from the Guide
- Acknowledgement
- Index
- A brief summary of the project
- Treatment
- Objective of the photography/video
- Setting and Resources (Team, Equipment, Budget, Setting, References etc.)
- Script *(Further chapters can be decided by the researcher under the guidance of faculty supervisor.*

Format of the Report:
- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading)
                               12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom)
                               1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.
- Referencing and Citation: On the same page following APA style 6th edition.

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Bibliography: In alphabetical order following APA style 6th edition.

Examination Scheme:

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

Project Report:	50
Viva Voce:	50
Total:	**100**

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTERNSHIP

Course code	L	T	P/FW	Credit
BAF 604	-	-	-	10

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and analyse critically the facts related with the significance, functioning and trends of the various fields of Film & Television Production.
2. Explain the various important techniques and practices employed in the various fields of mass media industry for their smooth functioning on the basis of the knowledge gained by interacting and conducting field based research on the media professionals related to the areas like Advertising, Photography, Films and Television Production collect their insights on them which would help you to apply them in your real world.
3. Identify the Essential Skills that a Mass Media Professional possesses to be successful in the profession and apply them in your real life situations on the basis of the field based research study conducted by you
4. Analyse the present state and challenges faced by the various areas of Mass Media Industry and relate them with the theoretical knowledge delivered in class on the basis of their field based study on the various topics related to them and their interactions with Film and Television Production professionals.

Students preparing to present the internship report are required to adhere to the following guidelines:

Format of the file and its content:

- ➤ Cover page
- ➤ Declaration from the student
- ➤ Acknowledgement
- ➤ Certificate from the organization
- ➤ Introduction of organisation
- ➤ Index

Chapter 1: Introduction to the Organization

- · History, Structure and Establishment
- · Brief Profile of Owners and Key Personnel
- · Area of Operations
- · Work Culture
- · Key Employee Profile
- · Major projects and Clients (in case of Advertising, Graphics Design, 3d Modeling VFX Company, Event Management Company, Photography)
- · SWOT Analysis of the Organization
- · Future Projects/Plans

Chapter 2: Internship Work

- · Initial days in the organization
- · My Industry Mentor
- · Major Assignments allotted to me
- · Accomplishments

Chapter 3: Internship Experience

- Challenges and Problems
- Learning Outcome
- Overall Experience

Chapter 4: Conclusion Appendix (Copies of the work done by the student during internship)

Format of the Report

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading) 12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom) 1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.

Examination Scheme:

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

Project Report:	50
Viva Voce:	50
Total:	**100**

ADVANCED DIRECTION

Course code	L	T	P/FW	Credit
BAF 605	1	1	2	3

Course Objective :

This course stimulates the creative side of a human Mind to create stories and tell them. Film makes extreme demands on its makers so this course makes an ideal companion for the self-taught or for anyone going to film school. This coursework of necessity focuses on surmounting technological hurdles throughbridging the significant gaps in the conceptual and authorial side of filmmaking. This course facilitates and makes accessible the context, explanations, and mentorship that everyone needs as a Director.

COURSE LEARNING OUTCOMES (CLO)

1. Exploration the major aesthetic trends of film making styles and philosophy
2. Students will be able to identify the essentials of Screen Grammar
3. The students who complete this course will be able to apply the knowledge of specific approaches while directing a film.
4. The course will enhance understanding of film editing philosophy and techniques

Course Contents:

Module I: Artistic Identity, Drama & Screen craft
The World of the Film Director
Identifying Your Themes
Dramaturgy Essentials
A Director's Screen Grammar
Seeing with a Moviemaker's Eye
Shooting Projects

Module II: Story Development Aesthetics & Authorship
Story writing and storytelling
Analyzing a Screenplay
Director's Development Strategies
Alternative Story Sources
Setting Creative Limitations
Point of View
Subtext, Genre, and Archetypes
Time, Structure, and Plot
Space, Stylized Environments, and Performances
Form and Style

Module III: Pre production & Production
Casting
Initial Meetings with the Cast
Rehearsals and Planning
Production Design
The Preproduction Meeting and Deciding Equipment
Developing a Crew

Mise-en-Scéne
Producing a Shooting Script
Before the Camera Rolls
Roll Camera
Location Sound
Continuity
Directing the Actors
Directing the Crew
Monitoring Progress

Module IV: POST PRODUCTION
Preparing to Edit
Getting Started on the First Assembly
Editing Principles
Using Analysis and Feedback
Working with Music
Editing from Fine Cut to Sound Mix
Titles, Acknowledgments

Examination Scheme:

Components	P	C	CT	A	EE
Weightage (%)	5	5	15	5	50

Text & References:

- Michael Rabiger: Directing, Film techniques & Aesthetics, Focal Press 2008

- Bordwell, & Thompson. (2003). Film Art: An Introduction and Film Viewers Guide. McGraw-Hill Higher Education.
- Huda. (2004). The Art and Science of Cinema. Delhi: Atlantic Publishers and Distributors.
- Phillips. (2009). Film: An introduction. New York: Bedford/St. Martin's.
- Katz, steue(1991) film directing shot by shot: visualizing from concept to screen, focal press.

- Monaco, James(2009) how to read a film. Oxford university press.

- Alteu, Stauley (2001) Audio in media.

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVE

CINEMA STUDIES –II

Course code	L	T	P/FW	Credit
BAF 606	2	-	2	3

Course Objective:

The course aims to introduce the students to the cinemas of Asian countries namely Korea, Vietnam and Taiwan, with an aim to provide better understanding of ideology of film makers of these nations. The film theories will enable them to understand the nuances of film making and enable them to critically analyze the films.

Course Contents:

Montdule I: Cinema of Asia
Cinema of Korea (Important film makers, important films)
Cinema of Vietnam (Important film makers, important films)
Cinema of Taiwan (Important film makers, important films)

Module II: Film Theories and Movements
Indian New Wave
German Expressionism
Feminist Theory
Diasporic Cinema
New Queer Cinema

Module III
Third Cinema
Defining Third Cinema as opposed to Second (European Art Cinema) and First Cinema (Hollywood)
Different terminologies: New Latin American Cinema, Third Cinema, Imperfect Cinema, Introduction to Political context of 1960s of Latin American Cinema

Examination Scheme:

Components	P	A	CT	EE
Weightage (%)	10	5	15	50

Text & References:
    i.   Cook, P. and Bernink, M. (Ed.) (1999) *The Cinema Book*, The British Film Institute
    ii.   Rajadhyaksha, A and Willemen, P (2008) *Encyclopedia of Indian Cinema*, The British Film Institute
    iii.   Thompson K and Bordwell, D, (1994) *Film History—An Introduction*, Mc Graw-Hill
    iv.   Chowdary, P. (2000) *Colonial India and the Making of Empire Cinema :Image , Ideology and Identity*, New Delhi, Vistar Publications

AMITY SCHOOL OF COMMUNICATION (ASCo)

FILM APPRECIATION

Course code	L	T	P/FW	Credit
BAF 607	1	1	2	3

Course Objectives:
Film-making is considered both a science of capturing images as well as art influencing social milieu. Students will understand the specific strategies used when interpreting cinema at the level of a theoretical model. Works of specific directors from mainstream Hollywood and contemporary directors form Bollywood will be discussed.

COURSE LEARNING OUTCOMES (CLO)

1. The course will help the students to recognize individual artistic elements within the medium of cinema
2. Students will be able to identify the essentials of Film appreciation
3. The course will enhance understanding of cinema's relationship to other arts.
4. The students who complete this course will be able to apply the knowledge of specific approaches to analyze film and reconstruct their views on cinema using their own interpretation

Prerequisites:

An strong interest in cinema as an art

Student Learning Outcomes:
i. The course will help the students to recognize individual artistic elements within the medium of cinema
ii. Students will be able to identify the essentials of Film appreciation
iii. The course will enhance understanding of cinema's relationship to other arts.
iv. The students who complete this course will be able to apply the knowledge of specific approaches to analyze film and reconstruct their views on cinema using their own interpretation

Course Contents:

Module I: Introduction to Film Appreciation and Film Theories

Meaning and significance of Film Appreciation
Influence of theatre, painting, and photography on Cinema
Influence of different disciplines of social sciences especially cultural studies
Introduction to different types and forms of cinema; mainstream and independent, fiction and non fiction

Module II: Film Appreciation Theories
Spectatorship Theory
Apparatus Theory
Psychoanalytic film theory

Module III: Mainstream Cinema –Contemporary Hollywood Cinema

AMITY SCHOOL OF COMMUNICATION (ASCo)

Cultural hegemony of Hollywood cinema and its politics of representation
Emphasis on two contemporary filmmakers and their styles:
Eg. Christopher Nolan and David Fincher

Module IV: Indian New Wave

Indian Parallel cinema Movement
Pioneers of change : Satyajit Ray , RitwikGhatak and Mrinal Sen
Middle cinema of India
Important Contributors
Connection of Regional Cinema with the parallel Cinema Movement

Module V: Mainstream Commercial Cinema in India (1950 – 2010)

Cultural hegemony of Bollywood cinema and its politics of representation
Emphasis on two contemporary filmmakers and their styles:
Eg. Anurag Kashyap, Imtiaz Ali

Examination Scheme:

Components	P	CT	A	EE
Weightage (%)	10	15	5	50

Texts:

- Bordwell, David & Thompson, Kristin (2004) (7th end) Film Art: An Introduction, Mc Graw Hill: Boston
- Monaco, James (2000) (3rd edn) How to Read a Film: Movies, Media, and Mutimedia, Oxford University Press: Oxford
- Corrigan, Timothy and White, Patricia (2004) The Film Experience: An Introduction, Bedford/St Martin's: Boston
- Nelmes, Jil (2nd edn) (1999) Introduction to Film Studies, Routledge: New York
- Ray, Satyosit (2013). Deep Focus: Relections on india cinema, harper callius: New Delhi.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Programme Structure and Curriculum
Under
Choice Based Credit System

B.Sc.-A&VG

2021

AMITY SCHOOL OF COMMUNICATION (ASCo)

Programme Learning Outcome-PLO

1- Develop basic understanding of sketching & drawing with manual & software tools.

2- Understand the basic application of multimedia tools & their use in designing & developing animation concepts & camera techniques & their technical feature aspects.

3- Demonstrate specialized knowledge and skill set in creating and developing content for Introduction to visual communication.

4- Understand the theoretical aspects of functions, roles, requirements and opportunities in various areas under the broad umbrella of graphic designing, multimedia and web designing software & scripting .

5- Exhibit expertise in multiple sub-fields of graphics & animation catering to the professional requirements of design industry. Students would also acquire basic knowledge of designing and screen designing.

PROGRAMME SUMMARY

B.Sc.-A&VG (3 years/ 6 semesters)						
Semester	(CC)	Domain Electives (DE)	VA	Open Electives (OE)	NTCC	Total
I	21	-	4	-	2	27
II	15	3	4	3	2	27
III	16	3	4	3	5	31
IV	15	3	4	3	2	27
V	9	3	4	3	8	27
VI	3	3	-	-	16	22
Total	79	15	20	12	35	161

* CC - Core Course, VA - Value Added Course, OE - Open Elective, DE - Domain Elective, FW - Field Work

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-I

Code	Course	Category	L	T	P/F W	Total Credits
BAV101	Basics of Sketching & Drawing	CC	2	-	2	3
BAV102	Typography	CC	2	-	2	3
BAV103	Computer Applications	CC	2	-	2	3
BAV105	Basics of HTML	CC	2	-	2	3
BAV107	Introduction to Visual Communication	CC	3	-	-	3
BAV108	Introduction to Multimedia	CC	2	-	2	3
BAV109	Digital Photography	CC	3	-	-	3
BCS101	English	VA	1	-	-	1
BSS103	Behavioural Science -I (Understanding Self for Effectiveness)	VA	1	-	-	1
FLN101 FLG101 FLS101	Foreign Language – I French German Spanish	VA	2	-	-	2
AND001	Anandam-I	NTCC	-	-	-	2
Total						**27**

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-II

Code	Course	Category	L	T	P/FW	Total Credits
BAV201	Print Media Design and Production	CC	2	-	2	3
BAV203	Web Design	CC	2	-	2	3
BAV204	Foundation of 2D Animation	CC	2	-	2	3
BAV208	Digital Video Production	CC	2	-	2	3
BAV209	Introduction to 3D Modelling	CC	2	-	2	3
BAV206	Location Research for Animation	DE	2	-	2	3
BAV207	Principles of Screen Design	DE	2	-	2	
	Open Electives					
		OE				3
BCS201	English	VA	1	-	-	1
BSS203	Behavioural Science -II (Problem Solving and Creative thinking)	VA	1	-	-	1
FLN 201 FLG201 FLS 201 FLC201	Foreign Language – II French German Spanish Chinese	VA	2	-	-	2
AND002	Anandam-II	NTCC	-	-	-	2
Total						**27**

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-III

Code	Course	Category	L	T	P/FW	Total Credits
BAV301	Lighting and Rendering	CC	2	-	2	3
BAV302	Rigging and Animation	CC	2	-	2	3
BAV303	Particles and Dynamics	CC	2	-	2	3
BAV304	Maya Fundamentals	CC	2	-	2	3
EVS 001	Environmental Studies	CC	4	-	-	4
BAV350	Summer Project-I (Evaluation)	NTCC	-	-	-	3
BAV308	Digital Story Telling	DE	2	-	2	3
BAV351	Project (Presentation & Evaluation)	DE	2	-	2	
	Open Electives					
		OE				3
BCS 301	Communication Skills-I	VA	1	-	-	1
BSS 303	Behavioral Science III (Interpersonal Communication & Relationship Management	VA	1	-	-	1
FLN 301 FLG301 FLS 301 FLC301	Foreign Language - III French German Spanish Chinese	VA	2	-	-	2
AND003	Anandam-III	NTCC	-	-	-	2
Total						**31**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-IV

Code	Course	Category	L	T	P/FW	Total Credits
BAV401	Production Pipeline	CC	2	-	2	3
BAV402	Lighting and Rendering in Maya	CC	2	-	2	3
BAV403	Rigging and Animation in Maya	CC	2	-	2	3
BAV404	Particles and Dynamics in Maya	CC	2	-	2	3
BAV405	Stop Motion	CC	2	-	2	3
BAV408	Animation Project - 3D Quadruped	DE	2	-	2	3
BAV409	Digital Editing	DE	2	-	2	
	Open Electives					
		OE				3
BCS 401	Communication Skills-II	VA	1	-	-	1
BSS 403	Behavioural Science -IV (Group Dynamics & Team Building)	VA	1	-	-	1
FLN 401 FLG401 FLS 401 FLC401	Foreign Language – IV French German Spanish Chinese	VA	2	-	-	2
AND004	Anandam-IV	NTCC	-	-	-	2
Total						**27**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-V

Code	Course	Category	L	T	P/FW	Total Credits
BAV501	3D Character Design and Sculpting (Z-Brush)	CC	2	-	2	3
BAV502	Digital Composting	CC	2	-	2	3
BAV503	Sound Editing	CC	2	-	2	3
BAV550	Summer Project-II (Evaluation)	NTCC	-	-	-	6
BAV504	Animation Post Production	DE	2	-	2	3
BAV507	Foley & Sound effects for Film & Animation	DE	2	-	2	
	Open Electives					
		OE				3
BCS 501	Communication Skills-III	VA	1	-	-	1
BSS 503	Behavioral Science-V (Individual, Society and Nation)	VA	1	-	-	1
FLN 501 FLG 501 FLS 501 FLC501	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2
AND005	Anandam-V	NTCC	-	-	-	2
Total						**27**

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-VI

Code	Course	Category	L	T	P/F W	Total Credits
BAV601	Advance Compositing	CC	2	-	2	3
BAV 602 BAV 603 BAV 604 BAV 605	**Professional Project** Specialization: (Any one) Professional Project (2D Animation Professional Project (3D Animation) Professional Project (Composting) Professional Project (Lighting and Rendering)	NTCC	-	-	16	8
BAV606	Internship	NTCC	-	-	-	8
BAV607	Brand Designing	DE	2	-	2	3
BAV608	Portfolio Development	DE	-	-	6	
	Total					**22**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-I

BASIS OF SKETCHING & DRAWING

Course Code	L	T	P/FW	Credit
BAV 101	2	-	2	3

COURSE OBJECTIVE:

This course will cover the fundamentals of drawing with a focus on shapes. It will address line, tone, volume, space, scale, proportion and artistic expression. An emphasis on "process" will direct the momentum of this course.

COURSE LEARNING OUTCOMES (CLO)

1.Develop and render characters on-model.
2. Create drawings exploring a variety of facial expressions.
3. Render character emotions through body posing.

Course Content:
Module 1

- Elements and Principles of sketching
- Creative design- Imagination based composition and Sketching.
- Perspective Drawing- Objects and Character
- Live sketching exercises.

    Note: Assignments within hard copy

Module 2

- Anatomy sketching- Human, Animals and Birds.
- Body proportion and measurement.
- Pose to pose action analysis.
- Sketching exercises.

    Note: Assignments within hard copy

Module 3

- Character design
- Landscape study,
- Live landscaping.

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Text
Drawing: The head and Figure; Jack Hamm; Penguin Publishers
Reference
Pencil Sketching: Thomas C Wang; John Wiley and Sons

AMITY SCHOOL OF COMMUNICATION (ASCo)

TYPOGRAPHY

Course Code	L	T	P/FW	Credit
BAV 102	2	-	2	3

COURSE OBJECTIVE:

A reader rarely notices great typography, but its absence is keenly missed. Poor technique will kill even your best concept. This module will introduce you to fundamentals of Typography, concepts and give you an opportunity to polish and improve your designs.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative designing through the typography.
2. Create the creatives of graphics design.
3. Apply text, font and rule of formatting in book and newspaper design.
4. Develop the best creative for the graphic designing career.

Course Content:
Module 1

- Brief Historical overview
- What is a Font, Types classifications:
- Serif; Sans Serif; Display; Script; Pi Type Terminology
- Type Families: Basic & Extended; Font Names; Ligatures; Text vs Display ;Text vs Display;Bold Parts of Letters & the Optical Baseline
- Noticing the Differences Between
  Similar Typefaces Positive & Negative
  Space of Type
- Figure-Ground with Type Stretching or Squeezing Type?
- Expert Sets :Lining& Old style Figures, Swashes & Glyph Substitution

Module 2

- The Creative Brief :Project Name, Objectives, Target Audience, User Needs, Personality, Tone & Mood, Current Target Audience Mind Set, Key Target Audience Insights, Design Approach & Strategies
- Choosing an Effective Typeface ,The Personality/Mood of a Typeface •Emotive Words
- Researching Type Online •Legibility vs Readability

Module 3

- Designing with Type• Ligatures• White Space•
  Layout Hierarchy •Grids
- Creating Contrasts with Type
- Typeface ; Weight; Size; Typeface Width; Caps/ U&lc:
  Soft/Hard;Straight/Oblique;Horizontal/Vertical;Few/Many;Order/Chaos;Color or Shade; Positive/Negative, Type of Color

Examination Scheme:

Components	CE	A	CT	P	EE

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Text: Typography Essentials: 100 Design Principles for Working with Type (Design Essentials) by Ina Saltz

References

Typography Workbook: A Real-World Guide to Using Type in Graphic Design by Timothy Samara

AMITY SCHOOL OF COMMUNICATION (ASCo)

COMPUTER APPLICATIONS

Course Code	L	T	P/FW	Credit
BAV 103	2	-	2	3

COURSE OBJECTIVE:

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

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate the hardware, software & multimedia applications.
2. Describe the concept of design & printing process.
3. Critically analyze the importance of Desktop Publishing in print industry.
4. Design ads & promotion materials as per the theme & social awareness.
5. Apply knowledge of printing file formats, color modes and their picture quality.

Course Contents:

Module 1

- Windows, MSOffice: - Ms Word, Ms Power Point, Networking: - Lan, Wan concept.
- What is DTP (Desk Top Publishing)?
- How it is linked with computers. Newspaper, Magazine, Book publishing is part of DTP.
- Working with Vector Software
- Designing of Logo and posters in Vector software
- Working with tool and Pallets

Module 2

- Working with file formats.
- Image manipulation (selection and cropping)
- Graphics, use of text wrap
- Anchored graphics and rules, various palettes, master pages, templates etc.
- Import – export-artwork for designing

Module 3

- Introduction Adobe Illustrator
- Tools and features

- Layer and color palettes
- Working with pen tools and modification tools
- Creating logo and Illustrations

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text & References:

- Fundamental of Computer, BPB Publication or Tech Book Publication
- Desktop Publishing on PC By M.C. Sharma
- Adobe InDesign CS 3 Classroom in a book by BPB Publication or Adobe Creative Team
- Adobe InDesign CS 4 Classroom in a Book by Adobe Creative Team
- Adobe Illustrator CS 4 Classroom in a book by BPB Publication or Adobe Creative Team
- Art and production; Sarkar, N.N.
- Newspaper Layout & Design: A Team Approach; Daryl & Moen

AMITY SCHOOL OF COMMUNICATION (ASCo)

BASICS OF HTML

Course Code	L	T	P/FW	Credit
BAV 105	2	-	2	3

COURSE OBJECTIVE :

Begins with an HTML overview, how HTML evolved, how to construct a basic HTML page, explore the ins and outs of formatting, Web colors, images, and links, essential elements of a Web page, to create files and folders using the correct directory structure, view source code to learn from the inspiration of others.

COURSE LEARNING OUTCOMES (CLO)

1.Describes the basics of HTML programming.
2. Explore how to design static web pages with Tables and frames.
3. Define the use of HTML, CSS and to make difference between the content of document and the style of document.
4. Explore the use of web graphics like color, File format, resolution etc.

Course Content:
Module 1:

- Course Introduction; Course software; What is a HTML and HTML 5
- Getting started with tags; How to save web pages
- Viewing your web pages; Basic HTML Tags ; Basic HTML template; Heading Tags; Paragraph
- Break tags; Bold and Italics; HTML lists

Module 2:

- Dealing with Images; Types of Images
- Inserting Images; Image Attributes; Images and CSS
- Text wrapping with CSS; CSS and image borders
- Background Images; Adding captions to images

Module 3

- Linking to other pages
- Hyperlinks; Linking to other pages
- Other types of hyperlinks; CSS and hyperlinks; External stylesheets
- HTML lists and nav bars

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Text and References:
Text
The complete Reference: Thomas Powell; Osborne/McGraw Hill
Reference
Head First Web Design by Ethan Watrall and Jeff Siarto

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTRODUCTION TO VISUAL COMMUNICATION

Course Code	L	T	P/FW	Credit
BAV 107	3	-	-	3

Course Objective:

Seeing comes before words. We learn to see and recognize before we learn to speak. When we grow older as adults, the way we see things is affected by what we know and what we believe. Visual communication applies the fundamentals of major art forms for professional problem solving. It is the conveyance of ideas and information in forms that can be read or looked upon. This unit will introduce students to the history, forms, elements, theories, meaning, and principles of visual communication. Students will be given basic grounding through conventional classes and practical exercises in the form of scrapbooks so as to prepare them for undertaking the remaining courses in BJMC.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic characteristics, strength and scope related to visual communication.
2. Understand that visual communication is a carrier of information.
3. To understand the historical trends and developments of visual communication.
4. Understand the concept of gaze, experience of images and elements of visual communication.

Course Contents:

Module I: Introduction to Visual Communication

- Defining an image and visual communication (VC) VC as integral part of human communication Human Vision and 2 dimensionalimages
- Human beings have highly developed seeing rather than hearing abilities
- Historical trends and developments: from painting to installation art, from naturalism to impressionism to neo-realism, high-art and low-art, role of visual technologies, debates related to art and social reality
- Science, Human beings, and Visual Information: how human body receives information: senses, brain, stimuli, heart, and body parts

Module II: Basics of Visual Communication

- Some Fields: chemical imaging, data, information, software, volume, and product visualization, technical drawing etc
- Some Image Types: computer graphics, map, pictograph, photograph, moving image, table, drawing, diagram, ideogram, illustration, etc
- Contemporary applications: cartography, spatial analysis, graphics, visual perception and analytics, advertising, politics, entertainment, business etc
- Medium: digital, paper, electronic, electrical, web
- Elements: line, shape, colour, space, form, depth, texture, light & shade, dimension, grey-scale, interactions of elements, continuity, and & proximity etc
- Principles of design: contrast, harmony, proportion, balance, and movement

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module III: Power, Visual Representation & Society

- Human beings and visual information processing mechanism: registering selected information, processing thoughts and feelings, storing information and acting or speaking according to the information processed and stored.
- Gestalt and constructivism, which are sensual, are early theories that explain the mechanics while semiotics and cognitive, which are perceptual, are more advanced modern theories that involve signs, intellect, and the mind
- Consumer culture (from 19th-21st century) & growth of VC: changes in ways of seeing, ways of being seen & ways of telling
- Concept of gaze: desire, voyeurism, critique of male gaze, and interactive gaze, masculine and feminine identities
- Experience of images (signs: indexical, symbolic, and iconic), context in which images are interpreted (medium, form, socio-economic dimensions) and ways in which they are interpreted (cliché, stereotype, convention)
- Politics of representation of mediated images: video's sensation, dreams, and manipulation; film's logic and rhetoric; advertising image's shock and seduction; political image's public image, public relations, and propaganda; and media image's persuasion and violence

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text & References:
Text

- Smith, Kenneth Louis (2005) *Handbook of Visual Communication- theory methods andmedia*, Routledge: London.
- Lester, Paul Martin (2006) (4thed) *Visual Communication- Images with Messages*, Thomson Wadsworth: Belmont, CA.

Reference

- Sturken, Marita& Cartwright, Lisa (2001) *Practices of Looking: An Introduction to VisualCulture*, Oxford University Press:
- Hall, Stuart (1997) *Representation: Cultural Representations and Signifying Practices*, Open University Press/sage Publications: London.
- Barry, Ann Marie (1997) V*isual Intelligence: Perception, Image, and Manipulation in VisualCommunication*: State University New York Press: NY.
- Berger, John (1972)*Ways of Seeing*, Penguin and BBC: London

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTRODUCTION TO MULTIMEDIA

Course Code	L	T	P/FW	Credit
BAV 108	2	-	2	3

COURSE OBJECTIVE:
To give students a broad grounding in issues surrounding multimedia including the role of and design of multimedia systems.

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate the multimedia application, software & design applications.
2. Describe the concept of resolution & printing process & color modes.
3. Critically analyze the importance of multimedia application in the field of designing & animation industry.
4. Apply knowledge of high resolution, vector, raster file formats,, color modes and their picture quality.

Course Content
Module 1
- Graphics using lines. Graphics by combining basic shapes.
- Interface: Working with toolbars, Document Setup
- Rulers & Guidelines: Status Bar.
- Introduction of Vectorization and Tracing.
- Text: Formatting

Module 2
- Working with objects.
- Working with drawing and editing tools.
- Working with color and their family features
- Working with object manager and power clip
- Working with clipping mask

Module 3

- Image manipulation through the Adobe Photoshop
- Working with Images and color pallets.
- Working with layers
- Working with Masking option in Adobe Photoshop.
- Introduction of Rasterization and saving file formats.
- Introduction of retouching and color correction.
- Working with Image size and Resolution.
-

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Text
Exploring Adobe Illustrator CS6 (Adobe CS6) by Toni Toland and Annesa Hartman
References
Adobe Creative Suite 6 Design and Web Premium Digital Classroom by Jennifer Smith, Jeremy Osborn and AGI Creative Team.

AMITY SCHOOL OF COMMUNICATION (ASCo)

DIGITAL PHOTOGRAPHY

Course Code	L	T	P/FW	Credit
BAV 109	2	-	2	2

COURSE OBJECTIVE:

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

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basic technical aspects related to camera operation and handling as well display familiarity with history and background of photography.
2. Understand the significance and role of photography and the photographer in a society.
3. Demonstrate aperture, depth of field and shutter speed as well lighting techniques.
4. Display familiarity with essential skills and technical to knowhow that a professional photographer must possess to be successful in the profession such as knowledge of camera operation and related software and hardware.

Course Contents:

Module I:

- Electronic flash & its synchronization
- One, two & three point lighting
- Working on the Subject
- Digital Image Construction (Size & Resolution of Digital Images)
- Uses, Advantages and Limitations of Digital over Conventional Photography
- Image Sensors (CCD and CMOS)
- Formats of a Digital Image

Module II:

- Types of Digital Cameras
- Portrait, Product, Wildlife
- Nature & landscapes,
- Night photography,
- Journalism (photography for newspapers & magazines)
- Problems with Digital Photographs
- Commonly used image editors

Module III:

- Editing images with Adobe Photoshop and Photoshop Elements
- Printing and Sharing Digital Images
- Practicing Outdoor Photography
- Photography Assignments and Projects

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Developing Personal Digital Portfolio
- Digital Image Manipulation using various computer software

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text & References:

Langford, M. (1980). Advanced photography: A grammar of techniques (4th ed.). London: Focal Press.

Langford, M., &Bilissi, E. (2008). Langford's advanced photography (7th ed.). Amsterdam: Focal.

Lovell, R. (2002). Pictures and words: The crucial combination of photos and the words that explain them. Clifton Park, NY: Thomson Delmar Learning.

McCartney, S. (2001). Mastering the basics of photography. New York: Allworth Press.

Newhall, B. (1982). The history of photography: From 1839 to the present (Completely rev. and enl. ed.). New York: Museum of Modern Art ;.

Stout, H. (2011, April 1). Father of modern photography. Cobblestone.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
General English	BCS 101	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	**Identify** the basic elements of grammar required for good and effective communication.
CLO 2	**Interpret and discuss** key ideas of grammar, diction and communication.
CLO 3	**Develop** Creative & Literary Sensitivity in all communication.
CLO 4	**Design** and create texts for a variety of purposes and audiences, evaluating and assessing the effectiveness of grammatical aspects.

B. SYLLABUS

Topic
Vocabulary development- Root Words, Affixes, Synonyms, Antonyms, One Word Substitution
Grammar: Fluency and Expression
Tenses
Voices
Tag Questions
Sentence Formation
Communication Essentials, Basics of Communication, Communication Circle

EXAMINATION SCHEME:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	CT/Mid-term	Project/ Presentation	Assignment 1	Quiz	Attendance	EE
Weightage (%)	15	10	10	10	5	50

SUGGESTED READINGS

- Martin Hewings, *Advance English Grammar*. Cambridge University Press

- J.V.Vilanilam. *More Effective Communication*. Response Books:NewDelhi

- Wren and Martin, *English Grammar & Comosition*. S.Chand & Co. Ltd.

- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons

- Kavita Sharma, *New Upgraded Encyclopedia of English Grammar & Composition.* English Edition Publishers

- Raman, Meenakshi and Sangeeta Sharma, *Technical Communication: Principles and Practice.* OUP: New Delhi, 2004.Print.

- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- Krishnaswamy N, *Creative English for Communication***.** Delh**i:** Macmillan Publishers India Ltd. Print. 2007.

BEHAVIOURAL SCIENCE - I
(UNDERSTANDING SELF FOR EFFECTIVENESS)

Course Code: BSS103   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)

1. Demonstrate awareness of self and the process of self-exploration.
2. Demonstrate knowledge of strategies for developing a healthy self-esteem.
3. Recognize the importance of attitudes and its effect on personality.
4. Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for personal and professional life.

Course Objective:

This course aims at imparting an understanding of:
Self and the process of self exploration
Learning strategies for development of a healthy self esteem
Importance of attitudes and its effect on personality
Building emotional competence

Course Contents:

Module I: Self: Core Competency
Understanding of Self
Components of Self – Self identity
Self concept
Self confidence
Self image

Module II: Techniques of Self Awareness
Exploration through Johari Window
Mapping the key characteristics of self
Framing a charter for self
Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness
Meaning & Importance
Components of self esteem
High and low self esteem
Measuring your self esteem

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module IV: Building Positive Attitude
Meaning and Nature of Attitude
Components and Types of Attitudes
Relevance and Importance of Attitudes

Module V: Building Emotional Competence
Emotional Intelligence – Meaning, Components, Importance and Relevance
Positive and Negative Emotions
Healthy and Unhealthy expression of Emotions

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company

AMITY SCHOOL OF COMMUNICATION (ASCo)

FRENCH – I

Course Code	L	T	P/FW	Credit
FLN 101	2	-	-	2

COURSE OBJECTIVE:

To familiarize the students with the French language

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

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:

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

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

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

1. se présenter, présenter quelqu'un, faire la connaissance desautres, formules de politesse, rencontres

2. dire/interroger si on comprend

3. Nommer les choses

Unité 2: Faire connaissan

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

Unité 3:Organiser son temps

1. dire la date et l'heure

Contenu grammatical:

1. organisation générale de la grammaire

2. article indéfini, défini, contracté

3. nom, adjectif, masculin, féminin, singulier et pluriel

4. négation avec « de », "moi aussi", "moi non plus"

5. interrogation : Inversion, est-ce que, qui, que, quoi, qu'est-ceque, où, quand, comment, quel(s), quelle(s)

   Interro-négatif : réponses : oui, si, non

6. pronom tonique/disjoint- pour insister après une préposition

7. futurproche

Examination Scheme

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Le livre à suivre : Campus: Tome 1

AMITY SCHOOL OF COMMUNICATION (ASCo)

GERMAN – I

Course Code	L	T	P/FW	Credit
FLG 101	2	-	-	2

COURSE OBJECTIVE:
To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.
To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:

Module I: Introduction

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

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

Greetings: Guten Morgen!, Guten Tag!, Guten Abend!, Gute Nacht!, Danke sehr!, Danke!, Vielen Dank!, (es tut mir Leid!), Hallo, wie geht's?:   Danke gut!, sehr gut!, prima!, ausgezeichnet!, Es geht!, nicht so gut!, so la la!, miserabel!

Module II: Interviewspiel

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

Module III: Phonetics

AMITY SCHOOL OF COMMUNICATION (ASCo)

Sound system of the language with special stress on Dipthongs

Module IV: Countries, nationalities and their languages

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

Module V: Articles

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

Module VI: Professions

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

Module VII: Pronouns

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

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

Module VIII: Colours

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

Module IX: Numbers and calculations – verb "kosten"

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

"Wie viel kostet das?"

Module X: Revision list of Question pronouns

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

Examination Scheme

Total: 100 marks

Continuous Evaluation (Total 50 Marks)	End Sem Evaluation (Total 50 Marks)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH – I

Course Code	L	T	P/FW	Credit
FLS 101	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- To produce global citizens speaking an International language in keeping with the institutional vision .
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad

Course Learning Objective:

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

After successful completion of the course, students will be able to express simple vocabulary in oral and writing. Students will be able to:

- Greet Formally and Informally
- Talk about gender, numbers and articles.
- Deal withbasicPhonetics
- Introduce oneself and others
- Talk about Professions and nationalities
- Count from 1 To 20
- Get introduced to Hispanic Culture

Course Contents:

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Vocabulary: Passport Form, personal information, age, Interrogative pronouns, Alphabets, to be able to spell names, surnames, Good morning, good afternoon, Good bye Etc. different professions, countries, nationalities, languages.

Grammar:
Subject pronouns
Use of verbs SER/ESTAR/TENER in simple present tense
Use of regular AR /ER/IR ending verbs.
Llamarse y dedicarse
Simple Negativesenteses

Examination Scheme:

Total: 100 marks

ContinuousEvaluation (Total 50 Marks)					EndSemEvaluation (Total 50 Marks)
Quiz	MidTerm Test	Presentation	Viva Voce	Attendance	End-TermExam
10	15	10	10	5	50

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia,

Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A

2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet

Barquero, EdelsaGroup didascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE – I

Course Code	L	T	P/FW	Credit
FLC 101	2	-	-	2

Course Objective:

The Aims of Chinese language course at AUR is to equip students with the basic knowledge & skills in Chinese language so as to enable them to interact with Chinese speaking people and efficiently work in the Chinese environment and also to build a solid foundation for further studies in the language.

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of first semester the students will be able to:

- Understand the nature and characteristics of Chinese language.
- Read Chinese Pinyin and Chinese Characters.
- Write Chinese Characters and sentences related to greetings & personal information.
- Speak Chinese dialogues related to greetings & personal information.
- Listen and understand simple Chinese words and dialogues of the text.
- Manipulate basic grammatical structures.
- Master and use most essential vocabulary items of day to day use; approx 70 Characters including 50 characters of HSK level -I.
- Understand China as a powerful nation.

COURSE CONTENT

1.   Introduction to Chinese Language

AMITY SCHOOL OF COMMUNICATION (ASCo)

2.   Introduction to the Sound System , Initials and Finals

3.   Table of sounds of Beijing Dialect

4.   Tones

5.   Writing System & Basic Strokes of Chinese Character

6.   Rules of Stroke-Order of Chinese Character,

7.   Expression of Greetings & Good wishes

8.   Farewell

9.   Asking & telling Personal Information : Name & Age

10.   Personal Information : Residence

11.   Personal Information : Family Members

12.   Listening Skill & Practice

13.   Conversation based on dialogues

14.   China; an emerging world power (In English)

VOCABULARY CONTENT

Vocabulary will have approx 70 Characters including 50 characters of HSK-I level.

1. Vocab related to greetings & farewell; 你，好，再见。。。

2。Vocab related to personal information; 名字，年纪，家，住，爸爸。。

GRAMMATICAL CONTENT

1.   Introduction to the sound system, initials and finals, sound table & tones.

2.   Basic strokes of Chinese Character & stroke- order.

3.   Conjunction 和.

4.   Word order in Chinese sentence.

5.   Adjective Predicate sentence.

AMITY SCHOOL OF COMMUNICATION (ASCo)

6. 是sentence type (1).

7. Interrogative sentence with 吗.

8. Attributive & structural particle 的.

Examination Scheme

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press

2. Chinese Reader (HSK Based) book-I (suggested reading)

3. Elementary Chinese Reader Book-I (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – I

Course Code	L	T	P/FW	Credit
AND001	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

1. Awareness and empathy regarding community issues
2. Interaction with the community and impact on society
3. Interaction with mentor and development of Student teacher relationship
4. Interaction among students, enlarge social network
5. Cooperative and Communication skills and leadership qualities
6. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
   a) Current scenario (Regional, national and international level as applicable)
   b) Future predictions
   c) Duty of the government
   d) Government policies (related to the topic), if any
   e) Duty of public
   f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

AMITY SCHOOL OF COMMUNICATION (ASCo)

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.

SEMESTER-II

PRINT MEDIA DESIGN AND PRODUCTION

Course Code	L	T	P/FW	Credit
BAV 201	2	-	2	3

COURSE OBJECTIVE:

This topic will introduce the students to the various skills required to combine all the elements necessary to create an effective page for publication. They will also learn the terminology used in page layout and design and the importance of style sheet. Students will study the design and layout of various pages, taking into consideration the choice of typeface, positioning, colors, images and text for Newspaper, Magazine, Book design etc.

COURSE LEARNING OUTCOMES (CLO)

1. Basic knowledge on the designing principles and elements which is mandatory for a successful designer,
2. Better typography knowledge for enhancing readability.
3. Understanding on proper layout creation for various print and visual media.
4. Practical knowledge on creating professional and creative layout designs for print and web.

Course Contents:

Module 1
- Design Elements
- Design Principles
- Preferences Settings
- Grid, vertical, horizontal, modular, column widths, proportion
- Difference between Offset & Digital Printing process
- Difference between CMYK & RGB Color mode

- Tints, Shading
- Style sheet

Module 2

- How to create an own style sheet
- Style guide: examples from newspapers, magazines.
- Typography, its history
- Choice of typeface and masthead
- Choice and use of images
- Positioning of articles and images on the page
- Use of headlines in an appropriate font
- Point size, number of lines etc.

Module 3

- Text manipulation
- Stages of layout
- Print layout
- Web Layout
- The difference between Newspaper & Magazine layouts
- Use of Fashion feature, or Business articles or News pages.
- Creating layouts using design softwares.
- Creating vector graphics and raster images

Examination Scheme:

Components	CE	P	CT	A	EE
Weightage (%)	20	10	15	5	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text & References:

- Adobe Indesign Classroom in a book; BPB Publication
- Photoshop 7 Killer Tips; Kelby, Scott & Nelson, Felix
- Photoshop 7 The Ultimate Reference; Ulrich, Laurie Ann
- Art and production; Sarkar, N.N.

AMITY SCHOOL OF COMMUNICATION (ASCo)

WEB DESIGN

Course Code	L	T	P/FW	Credit
BAV 203	2	-	2	3

COURSE LEARNING OUTCOMES (CLO)

1. Understand the basics and underlying concepts of Web Designing and Animation Tools.
2. Create and implement web elements like text, audio, images, video, and animation using text editor, flash, and dreamweaver application.
3. To implement the concept of various tools related to website designing and animation elements like text editors, flash tool, and dreamweaver tools.

Module 1:

- Introduction to the Internet
- Introduction to Website and Webpage
- Functions and Principles of Web
- Economics of Website
- Online Journalism
- Social Media Networks

Module 2:
- Creating a Basic Web Page
- Web Page Layout Techniques
- Home Page Layout
- Starting with HTML

AMITY SCHOOL OF COMMUNICATION (ASCo)

- HTML Page Structure
- Defining Web Layout (Head & Body)
- Head Tags
- BODY tag with Bgcolor, Background with image and text color
- Text formatting and attributes
- Importance of heading tags (H1–H6)
- Introduction to XHTML

Module 3:

- Photoshop in Web design
- Introduction to Adobe Flash
- Basic Tools and Function
- Basics of Graphics in Flash
- Action Scripts
- Cascading Style Sheets Introduction
- CSS Properties
- Introduction to Dreamweaver
- Using HTML in Adobe Flash
- Web Publishing
- Working on the web site

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Readings:

Brown, D. (1997). *Adobe: Web design & publishing unleashed*. Indianapolis, IN: Sams. net.

Morris, T. (2012). *Basics of web design: HTML, XHTML & CSS3*. Boston: Addison-Wesley.

Web Design - Website Design Tutorials, Articles and Free Stuff. (n.d.). Retrieved October 20,

AMITY SCHOOL OF COMMUNICATION (ASCo)

2015.

FOUNDATION OF 2D ANIMATION

Course Code	L	T	P/FW	Credit
BAV 204	2	-	2	3

Course Objective:

Core understanding of animation principles: 2DCharacter Design, Placing character in a scene, Conceptual Design, Story boarding, Basics of 2D animation.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate themselves in any organization or individually with 2d animation skills.
2. Identify the Essential Skills that an independent 2d animator should have.
3. Possesses the Skills of a professional 2d animator and able to cope with any basic 2d animation.
4. Develop a project that is best for job opportunities

Course Content:

Module 1:

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Draw with the help of basic shapes,
- Animal study, Human anatomy, Shading techniques
- Live model study, Procedure- How to approach, Importance of Guideline- Line of action
- Introduction on how to make drawings for animation, Shapes and forms.
- About 2d and 3d drawings, Caricaturing
- Fundamentals, Exaggeration, Attitude, Silhouettes, Boundary breaking exercises and warm ups

Module 2:

- Gesture drawing, Line drawing and quick sketches
- Drawing from observation, memory and imagination
- Classification of Animation
- Difference between 2D & 3D Animation
- Flash Editor, Panels, Timeline
- Basic Drawing and Painting Tools

Module 3:

- What is tweening, Motion & Shape Tweening& Keyframes
- Onion Skining& Frame by Frame animation
- What are movie clip and Graphic Symbols & use of Library?
- Importing BMP, JPG and sound file in the timeline window
- What is Layer and guide layer?
- Creating 2D animation

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Text
The Animator's Survival Kit--Revised Edition: A Manual of Methods, Principles and Formulas for Classical, Computer... by Richard Williams
References

AMITY SCHOOL OF COMMUNICATION (ASCo)

Animation from Pencils to Pixels: Classical Techniques for the Digital Animator by Tony White

AMITY SCHOOL OF COMMUNICATION (ASCo)

DIGITAL VIDEO PRODUCTION

Course Code	L	T	P/FW	Credit
BAV208	2	-	2	3

COURSE OBJECTIVE:

The basic concepts and fundamental elements of TV production will be introduced to the students in this unit. The working mechanism of Video camera, principles of composition, need and role of lighting will be discussed and practically demonstrated. The purpose of the whole exercise is to familiarize the students with the broadcast equipment and inculcate in them the creative techniques to use them. This unit will also focus on enhancing the writing skills of the student. Writing being an integral part of journalism, the students will get an opportunity to write for various mediums and genres. The students will be expected to create a radio program of their choice as a showcase of their knowledge gained during this semester.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of planning and creating digital videos
2. Creating a design for various stages of story for digital video production.
3. Apply basics of production process to create a final proposal for digital videos.
4. Develop a creative portfolio for their own story/idea to create the digital video.

Course Contents:

Module I: Basics of Video camera

- Basic parts of camera
- Working of the camera
- Types of camera
- Camera Mounts, Accessories and Care
- Videotape Formats – S-VHS, VHS, U-matic, Betacam & Betacam-SP, MINI-DV, DVCAM, DVC PRO, HD
- Camera movements, shots & angles
- Principles of composition and visual grammar

Module II: Lighting

- Difference between natural and artificial lighting
- Use of natural light and reflectors
- Factors that influence lighting needs

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Bouncing light
- Studio lighting instruments: Types of lights
- Basic lighting set up: Three point lighting
- Technical: - Color Temperature, Light intensity, Filters
- Lighting tips
- Taking Care of Lights and Yourself

Module III: Planning the Production and Scripting

- Stages of Production
  Research: location, budget, people, access, permission, insurance, resources, and time
- Basics of Writing for TV
- Scripting Practice

Module IV: Shooting and Editing

- Singlecam and Multicam shoot
- Shooting Practices: Indoor and Outdoor
- Editing Practice: Adobe Premier

Examination Scheme:

Components	P	V	CT	A	EE
Weightage (%)	20	10	15	5	50

Texts & References:

- Donald, R., & Spann, T. (2000). Fundamentals of television production. Ames, Iowa: Iowa State University Press.
- Belavedi, V. (2013). Video production. Corby: Oxford University Press.
- Zettl, H. (2010). Television production handbook (Eleventh ed.). Wadsworth Publishing Company.
- Collie, C. (2007). The business of TV production. Port Melbourne, Vic., Australia: Cambridge University Press.
- Utterback, A. (2007). Studio television production and directing. Amsterdam: Focal Press.
- Harris, P. (2006). Television production. Tinley Park, Ill.: Goodheart-Willcox.

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTRODUCTION TO 3D Modelling

Course Code	L	T	P/FW	Credit
BAV209	2	-	2	3

COURSE OBJECTIVE:

This course is the first level of 3D animation and focuses on introducing 3D software and practicing each students existing motion skills.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D virtual scene through 3D modelling techniques.
2. Create design of complete 3D background and character for an 3D animation.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the 3D modelling and texturing tools and techniques.

Course Content:

Module 1

- Introduction to 3D Modelling
- Interface of 3D Max
- Basics of 3D Max Modeling
- Exporting, Using the menus
- Floating and docking

Module 2

- Using drag and drop feature
- Introduction to different workspaces
- Geometry, sub objects, Extruding, welding, bridging etc.
- Recognizing the workspaces
- Introduction to modifiers

Module 3

- Modifier gizmos.
- Familiarity with common modifier like bend
- edit poly
- X-form wave

AMITY SCHOOL OF COMMUNICATION (ASCo)

- lathe symmetry etc.

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Text
   a) The Art of Max:An Introduction to 3D Computer Graphics; Autodesk Maya Press
References
   b) Introduction to 3D; James McBennet

AMITY SCHOOL OF COMMUNICATION (ASCo)

Domain Elective
LOCATION RESEARCH FOR ANIMATION

Course Code	L	T	P/FW	Credit
BAV 206	2	-	2	3

COURSE OBJECTIVE:
Location Research for Animation covers the basic concept or ideas of using different location or backgrounds for animation films.

COURSE LEARNING OUTCOMES (CLO)

1.Understand the basic ability required for location drawing in animation field with visual ideologies.
2. Create an art for his own concept with creative and aesthetic elements.
3. Do different perspectives sketches with the relevant lighting techniques
4. Create a beautiful background for any scene by incorporating both matte and digital painting techniques.

Course Content:
Module 1

- Location research and adaption lead to informed animation art direction and inspired storytelling
- Through immersion in the visual culture of the course location
- Students develop concept art that informs the aesthetic of an animated film.
- Probs and elements of location design
- Analysis of proper depth for location design
- What is matte painting?
-

Module 2

- Photoshop workspace
- Tools and custom brushes
- Composition and concept
- Digital painting
- Perspective basics

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Types of perspective
- Perspective drawing

Module 3

- Forms of digital painting
- Finding the light and dark sides
- Cast shadow
- Texturing and color correction
- Lighting techniques for matte painting and digital painting

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
*Text-*The Digital Matte Painting Handbook by David B. Mattingly
*References-*Beginner's Guide to Digital Painting in Photoshop by Nykolai Aleksander and Richard Tilbury.

AMITY SCHOOL OF COMMUNICATION (ASCo)

PRINCIPLES OF SCREEN DESIGN

Course Code	L	T	P/FW	Credit
BAV 207	2	-	2	3

Course Objective:
Screen design is fundamental to animation communication. In this course, students expand upon traditional media skills and animation craft by adding the element of screen design.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate themselves in any organization or individually with UI Design skills.
2. Identify the Essential Skills that an independent UI Design should have.
3. Possesses the Skills of a professional UI Designer and able to cope with any basic UI Design
4. Develop a project that is best for job opportunities

Course Content:
Module 1:
- Through individual approach and expression in traditional and digital media
- Students communicate by juxtaposing and sequencing imagery to develop a sense of artist-audience construct and consequence.
- Basic of screen design
- User interface design
- Application for UID
- A brief history of screen design

Module 2:

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Direct manipulation of UID
- Graphic system characteristics of graphical user interface
- Online or web user interface
- Process of screen design or user interface
- Usability assessment in UI design

Module 3:
- Design standard and style guide
- UI elements
- Navigation and flow
- Color scheme for UID
- Selection of color
- Depth of levels and three dimensional appearance

Examination Scheme:

Components	CE	A	CT	P	EE
Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
Text
The Essential Guide to User Interface by Wilbert O. Galitz
References

Exploring Adobe Illustrator CS6 (Adobe CS6) by Toni Toland and Annesa Hartman
Adobe Creative Suite 6 Design and Web Premium Digital Classroom by Jennifer Smith, Jeremy Osborn and AGI Creative Team

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
General English	BCS 201	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Participate in conversation and in small- and whole-group discussion
CLO 2	Explore and use English as medium of communication in real life situation
CLO 3	Discuss topics and themes of a reading, using the vocabulary and grammar of the lesson
CLO 4	Identify features of a reading textbook and utilize them as needed
CLO 5	Prepare and deliver organized presentations in small groups and to whole class
CLO 6	Apply sentence mechanics and master spelling of high frequency words

B. SYLLABUS

Developing Listening Skills
Developing Speaking Skills
Developing Reading Skills
Developing Writing Skills
Principles of Good Writing - L Hill
Toasted English -R. K. Narayan
On Saying Please- A G Gardiner
All the World's a Stage : Shakespeare
Where the Mind is without Fear: R N Tagore
O Captain, My Captain: W. Whitman

AMITY SCHOOL OF COMMUNICATION (ASCo)

Psalm of Life: H. Longfellow
Go Kiss the World by Subroto Bagchi; Steve Jobs By Walter Isaacson; Rich Dad, Poor Dad by Robert Kiyosaki; The Road Ahead by Bill Gates; What You See, Is What You Get By Alan Sugar (Non detailed study; any of books)

EXAMINATION SCHEME:

Components	CT/Mid-term	Project/Presentation/ Assignment/Viva	Book Review	Quiz	Attendance	EE
Weightage (%)	15	10	10	10	5	50

SUGGESTED READINGS

Bhardwaj, Ashu. *A Course Book of English & Communication Skills*. Paragon: New Delhi,2011.

Farhanthullah, T M. *Communication Skills for Technical Students*. Orient Black PVT: 2008.

Jha, Madhulika. *Echoes.* Orient Blackswan: New Delhi, 2007.

Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008.

Prasad, Dr P. *The Functional Aspects of Communication Skills*.SK & Sons: New Delhi, 2003.

Raman, Meenakshi and Sangeeta Sharma, *Technical Communication: Principles and Practice.* OUP: New Delhi, 2004.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - II
(PROBLEM SOLVING AND CREATIVE THINKING)

Course Code: BSS203   **Credit Units: 01**

COURSE LEARNING OUTCOMES (CLO)

At the successful completion of this course you (the student) would be able to:

1. Recognize the relation critical thinking with various mental processes.
2. Identify hindrance to problem solving processes.
3. Analyze the steps in problem-solving process.
4. Create plan of action applying creative thinking.

Course Objective:

To enable the students:

Understand the process of problem solving and creative thinking.

Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

What is thinking: The Mind/Brain/Behaviour

Thinking skills

Critical Thinking and Learning:

Making Predictions and Reasoning

Memory and Critical Thinking

Emotions and Critical Thinking

Module II: Hindrances to Problem Solving

Perception

Expression

Emotion

Intellect

AMITY SCHOOL OF COMMUNICATION (ASCo)

Work environment

Module III: Problem Solving Process

Recognizing and Defining a problem

Analyzing the problem (potential causes)

Developing possible alternatives

Evaluating Solutions

Resolution of problem

Implementation

Module IV: Plan of Action

Construction of POA

Monitoring

Reviewing and analyzing the outcome

Module V: Creative Thinking

Definition and meaning of creativity

The nature of creative thinking

Convergent and Divergent thinking

Idea generation and evaluation (Brain Storming)

Image generation and evaluation

Debating

The six-phase model of Creative Thinking: ICEDIP model

Examination Scheme:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996

Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.

AMITY SCHOOL OF COMMUNICATION (ASCo)

FRENCH - II

Course Code	L	T	P/FW	Credit
FLN 201	2	-	-	2

COURSE OBJECTIVE:

To enable the students to overcome the fear of speaking a foreign language and take position as a foreigner speaking French.

To make them learn the basic rules of French Grammar.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Course Contents:

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

Module B: pp. 47 to 75 Unité 4, 5

Contenu lexical:

Unité 3: Organiser son temps

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

a) imaginer une conversation téléphonique/un dialogue

b) Propositions- interroger, répondre

Unité 4:Découvrir son environnement

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

Unité5 :s'informer

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

Contenu grammatical:

1. Adjectifsdémonstratifs

2. Adjectifs possessifs/exprimer la possession à l'aide de : i. « de » ii. A+nom/pronom disjoint

3. Conjugaison pronominale – négative, interrogative - construction à l'infinitif

4. Impératif/exprimer l'obligation/l'interdiction à l'aide de « il faut…. »/ «il ne faut pas… »

5. passé composé

6. Questions directes/indirectes

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

- Le livre à suivre : Campus: Tome 1

AMITY SCHOOL OF COMMUNICATION (ASCo)

GERMAN – II

Course Code	L	T	P/FW	Credit
FLG 201	2	-	-	2

Course Objective:

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

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

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

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents:

Module I: Everything about Time and Time periods

Time and times of the day.

Weekdays, months, seasons.

Adverbs of time and time related prepositions

Module II: Irregular verbs

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

Module III: Separable verbs

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

Treatment of such verbs with separable prefixes

Module IV: Reading and comprehension

AMITY SCHOOL OF COMMUNICATION (ASCo)

Reading and deciphering railway schedules/school time table

Usage of separable verbs in the above context

Module V: Accusative case

Accusative case with the relevant articles

Introduction to 2 different kinds of sentences – Nominative and Accusative

Module VI: Accusative personal pronouns

Nominative and accusative in comparison

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

Module VII: Accusative prepositions

Accusative propositions with their use

Both theoretical and figurative use

Module VIII: Dialogues

Dialogue reading: 'In the market place' 'At the Hotel'

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	**Mid Term Test**	**Presentation**	**Viva Voce**	**Attendance**	**End-Term Exam**
10	**15**	**10**	**10**	**5**	**50**

C – Project +Presentation

I – Interaction/Conversation Practice

Text & References:

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

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH – II

Course Code	L	T	P/FW	Credit
FLS 201	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
- To enhance all five skills of the language: Reading, Writing, Listening, Interacting and speaking.
- Adjectives to describe people
- To talk about locations and places.
- To be able to form basic questions
- Counting till 100
- To be able to speak about daily Routine and verbs of daily usage both regular & irregular verbs.

Course Content:
Vocabulary:

Home, Classroom, Neighborhood, hotel, Restaurant, Market, Days name, Months name, Colors names etc. Interrogatives.
Grammar:

Use of SER/ESTAR/TENER/ HAY
Difference between Estar and Hay
Demonstrative pronouns
Interrogatives – what, which, why, how, who, when
Introduction of irregular verbs
Possessive pronouns

Examination Scheme:

AMITY UNIVERSITY — RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE – II

Course Code	L	T	P/FW	Credit
FLC 201	2	-	-	2

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.
- Students will be able to communicate in small sentences in oral, self introduction, family description etc.

On the completion of second semester the students will be able to:

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues with correct pronunciation & tone.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Manipulate basic grammatical structures such as questions type (2), 有 sentence, verbal predicate, 们， numeration, time etc.
- Master and use most essential vocabulary items of day to day use; approx 110 Characters including 50 characters of HSK level -I.
- Understand Sino-Indian Relations.

COURSE CONTENT

1. Personal information : hobbies & habits

2. Personal information : abilities

3. Expression of gratitude

4. Expression of apology

5.   Numbers & currencies

6.   Expression of time

7.   Description of weather

8.   Description of direction,

9.   Listening of dialogues

10.   Conversation based on dialogues

11.   Chinese CBT package /video clipping

12.   Sino-Indian relations (in English)

VOCABULARY CONTENT

Vocabulary will include approx 110 Characters including 50 Characters of HSK-I level.

1. Vocab related to hobbies, abilities, gratitude, apology numbers, time, weather, direction, etc will be covered.

GRAMMAR CONTENT

1. Question of type (2) & (3)

2. 有sentence

3. Auxiliary verbs:要,会,能, 可以

3.   The sentence with a verb as its predicate.

4. 们: a plural suffix

5. Numeration

6. Interrogative pronoun 多少

AMITY SCHOOL OF COMMUNICATION (ASCo)

7. Counting Money

8. A numeral-measure word as the attributive

9. Time words: Time, month, day & date

10. The demonstrative pronoun as the attributive

11. The adverbial adjunct:

12. Words of location

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References

1. Learn Chinese with me book-I (Major Text book), People's Education Press

2. Elementary Chinese Reader Book-I (suggested reading)

2. Chinese Reader (HSK Based) book-I (suggested reading)

3. Practical Chinese Grammar for foreigners (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – II

Course Code	L	T	P/FW	Credit
AND002	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

7. Awareness and empathy regarding community issues
8. Interaction with the community and impact on society
9. Interaction with mentor and development of Student teacher relationship
10. Interaction among students, enlarge social network
11. Cooperative and Communication skills and leadership qualities
12. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date

- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

7. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
8. The group member shall write his/her name at the end of the blog.
9. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
10. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
11. In the cover page of the project mention heading **"Group Community Service Project",** and the filled format of final project report given by Anandam Scheme.
12. For the topic chosen by the group, students are recommended to cover the following points:
    - g) Current scenario (Regional, national and international level as applicable)
    - h) Future predictions
    - i) Duty of the government
    - j) Government policies (related to the topic), if any
    - k) Duty of public
    - l) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-III

LIGHTING AND RENDERING

Course code	L	T	P/FW	Credit
BAV301	2	-	2	3

COURSE OBJECTIVE:
This course gives students a advance knowledge of lighting how light behaves practically and in CG. Creating different modes of lighting like dramatic lighting, romantic and horror scene lighting. Techniques of pulling out final output or rendering.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative virtual light scenes through 3D lighting techniques.
2. Create design of complete 3D background and characters with photorealistic lighting.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the 3D lighting and texturing tools and techniques.

Course Content:

Module 1
- Introduction to 3-point, 2 point and dramatic lighting.
- Creating photo realistic environment and texture.
- Applying texture on 3D objects.
- Render the scene
- Introduction to advance lighting effects.
- Render the effects
- Mental ray rendering and scanline rendering

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module 2
- Introduction to basic material types & procedurals.
- Study of concepts: - opacity, smoothness, specularity and color.
- Drawing 2D art templates.
- Creating complex materials like steel, glass and wood.
- Unwrapping the map for various 3D characters.

Module 3
- V-Ray Materials, V-ray Texture
- UVW Mapping, UVW Unwrapping
- Texture creation in Adobe Photoshop, Texture paint,
- Rendering process and settings, Multi pass rendering
- Photorealistic render for animation sequence

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
- Digital Lighting & Rendering (by Jeremy Birn)
- 3ds Max 9 Bible (by Kelly L. Murdock

AMITY SCHOOL OF COMMUNICATION (ASCo)

RIGGING AND ANIMATION

Course code	L	T	P/FW	Credit
BAV302	**2**	**-**	**2**	**3**

COURSE OBJECTIVE:

In this series of tutorials we will take an introductory look into rigging tools and techniques in 3D Max.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D virtual scene through Rigging and Animation techniques.
2. Create design of complete 3D background and character for an 3D animation.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the Rigging and Animation and texturing tools and techniques.

Course Content:

Module 1

- Introduction to automated rigging systems and methods
- Advanced rigging
- Vertex weighting techniques
- Understanding the basics of bone tools and IK handle tools
- Setting up an enhanced IK rig and skinning techniques.
- How 3ds Max's interface can be customized.

Module 2

- Animation, multimedia & virtual reality
- Fundamental of key frame animation
- Repeating animation over time
- Hierarchical linking
- Key frame
- Setting Animation Keys

Module 3

- Creating a Continuously Loop Animation.
- Advanced Animation:
- The Fundamentals of Hierarchical Linking,
- Animation controllers
- Ease curves
- Constraints,Graph editor

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- 3ds Max 9 Bible (by Kelly L. Murdock)
- Mastering Autodesk 3ds Max 2013 by Jeffrey Harper

AMITY SCHOOL OF COMMUNICATION (ASCo)

PARTICLES AND DYNAMICS

Course code	L	T	P/FW	Credit
BAV303	2	-	2	3

COURSE OBJECTIVE:
In this section student will take an introductory look at particle flow to create custom particle systems and realistic water, smoke, fire animation.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D virtual scene through Particles and Dynamics techniques.
2. Create design of complete 3D background and character for an 3D animation.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the Particles and Dynamics and texturing tools and techniques.

Course Content:

Module 1
- Introduction to Particle Flow
- Create a Particle Flow
- Learning types of particles
- Particles parameters.
- Using PF source (Particles)
- Introduction of operators and their use in particle animation.

Module 2
- Learn how to utilize space warps, like gravity and wind with particle.
- Learn how to apply collisions in particles system with a deflector.
- Creating Rain effect
- Creating Water fall
- Creating explosion
- Video post

Module 3
- learning section in Dynamics
- Introduction of MassFX.
- Creating bouncing ball
- Creating building/objects fractures
- Creating building fracture using Particles.
- Rendering steps

Examination Scheme:

Components	CE	CT	A	P	EE

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Introducing 3ds Max 9: 3D for Beginners by DariushDerakhshani, Randi L. Derakhshani and Jon McFarland
- Mastering Autodesk 3ds Max 2013 by Jeffrey Harper

AMITY SCHOOL OF COMMUNICATION (ASCo)

MAYA FUNDAMENTALS

Course code	L	T	P/FW	Credit
BAV304	2	-	2	3

COURSE OBJECTIVE:

In this section, student will get an introductory look at the processes in Maya. Student will use a project-based approach as we cover the fundamentals of Maya, look at commonly used tools, and talk about some time-saving tips and techniques gleaned from production experience.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D virtual scene through 3D modelling techniques.
2. Create design of complete 3D background and character for an 3D animation.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the 3D modelling and texturing tools and techniques.

Course Content:
Module 1

- Introduction to the interface of Maya
- Hotkeys using the spacebar
- Manipulating a view
- Creating objects
- Simple primitives
- Lights
- Cameras
- Selecting objects

Module 2

- Types of selection-single selection
- Adding and subtracting selection
- Edit menu selection options
- Marquee selection, Lasso selection
- Using hyper shade,
- Relationship editor,
- Hyper graph and outliner.
- Channel box.

Module 3

- Duplicating objects,

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Pivot points,
- Introduction to snapping-2D snapping and 3D snapping.
- Use of layers.
- Basics of character modeling
- Patch modeling
- Spline modeling

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:ssss

- The Art of Maya: An Introduction to 3D Computer Graphics by Autodesk Maya Press
- Maya Professional Tip and Techniques; Lee Lanier; John Wiley and Sons

AMITY SCHOOL OF COMMUNICATION (ASCo)

ENVIRONMENTAL STUDIES

Course Code	L	T	P/FW	Credit
EVS 001	4	-	-	4

Course Objective:

The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

Course Contents:

Module I: The multidisciplinary nature of environmental studies

Definition, scope and importance
Need for public awareness
Module II: Natural Resources
Renewable and non-renewable resources:

Natural resources and associated problems
Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem

Structure and function of an ecosystem

Producers, consumers and decomposers

Energy flow in the ecosystem

Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

a. Forest ecosystem
b. Grassland ecosystem
c. Desert ecosystem
d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values

Biodiversity at global, national and local levels

India as a mega-diversity nation

Hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Module V: Environmental Pollution

Definition

☐☐☐Causes, effects and control measures of:

a. Air pollution
b. Water pollution
c. Soil pollution
d. Marine pollution
e. Noise pollution
f. Thermal pollution
g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

Module VI: Social Issues and the Environment

From unsustainable to sustainable development

Urban problems and related to energy

Water conservation, rain water harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation

Consumerism and waste products

Environmental Protection Act

Air (Prevention and Control of Pollution) Act

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

Module VII: Human Population and the Environment

Population growth, variation among nations

Population explosion – Family Welfare Programmes

Environment and human health

Human Rights

Value Education

HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health

Case Studies

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module VIII: Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain.

Visit to a local polluted site – Urban / Rural / Industrial / Agricultural

Study of common plants, insects, birds

Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:

Components	CT	HA	S/V/Q	A	EE
Weightage (%)	15	25	5	5	50

Text &References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H &Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Wanger K.D., 1998 Environnemental Management. W.B. Saunders Co. Philadelphia, USA 499p

SUMMER PROJECT- I (Evaluation)

Course code	L	T	P/FW	Credit
BAV350	-	-	-	3

Second Year students of BSc(A&VG)-III Semester Program are required to undertake professional project-for the successful completion of their respective degree programs. These projects can be different types:

- Graphic Projects
- Photography Projects
- 2D Animation
- Sketching Projects/Digital Art

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

- 3D modeling Projects

  For graphic projects they have to create at least four graphics as per their guide instructions.

  For Photography projects students should have to create proper portfolio with at least 30 photographs for any topic which will be approved by your guide.

  For 2d animation they will create 2 animation videos, duration will be at least 30 to 40 seconds of each file.

  For sketching/digital art then they will prepare at least 2 story animation story board plan.

  For 3d modeling then they will create at least 4 High definition 3d models.(Characters, Game Props, Interior, Exterior and Environment Design).
  Model will be rendered in turntable or Camera Roll.

  1- Practical work based on electronic production

Keeping into consideration the specifications of the work; following are the broad guidelines on the development of professional project.

Practical based projects

1. Students are required to discuss the idea (theme) of the project with their faculty supervisors. After the approval if the idea the students will develop a project proposal,
2. which would be submitted to the concern faculty guide after securing his/her consent will be submitted to the examination committee.
   Project proposal should include the following details:

   1. **Topic/Theme Selection**
   2. **Practical Frame work & Technical Aspetcs**
   3. **Details of Project Stages**
   4. **Project Report**
   5. **Final Submission**

   2. The students will be notified about the status of the acceptance within a week of proposal submission. Students may also be called for a personal interview for further clarification/updation on the topic.

AMITY SCHOOL OF COMMUNICATION (ASCo)

3-The final draft of the soft copy will have to be submitted to the exam committee as per the deadlines with the due consultation of the faculty guide.Two hard copy submission should e done on the day of Viva with the signature of concern faculty guide.

- Project has to maintain a project diary, which will have the details of meetings, comments and signature of the supervisor. It is compulsory to produce the diary as and when asked for (before and during the evaluation.)

4. A spiral bind project report of finished work will be submitted for the review and approval of the committee one month prior to the final submission.

5. Approved by the committee, student may submit their work for final evaluation.

6. Ensure that the quality and number of Pages justifies the total credit and marks allotted for Project.

Field/Practice based Project:

1. The process of submitting a proposal and approval stands same for field/practice-based project.

2. Student has to clearly mention the area for which he/she wants to be evaluated for.

3. As an additional document, student has to submit a detailed date wise plan of production/field work.

4. The process of the approval of the project proposal would be similar as it is for project.

Guidelines regarding File Submission for Field/Practical based Project related to 2D animation Film, Photography, 3D modeling and Graphics.

Film Based

1. Synopsis- Statement of Purpose
2. Script
3. Production Notes/Diary
4. Equipments and Software Used
5. Final Work

Photography Based

1. Concept Note- Statement of Purpose
2. Location and Time Schedule
3. Description of Photos
4. Equipment/Software used

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Dissertation: 50

Viva voce   50

Total: **100**

DOMAIN ELECTIVE
DIGITAL STORY TELLING

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Code	L	T	P/FW	Credit
BAV308	2	-	2	3

COURSE OBJECTIVES:

The main objective of the course is:
To make students' aware of story telling fundamentals and techniques for creating an effective and interesting story. To deepen their knowledge on screen play writing for the stories they have come up with.To provide a deep insight on variety of digital technologies and production techniques for the explicit purpose of employing them to develop the scripts and produce programs for the web medium.
To make them create and publish a visual contents using digital software in line with professional publishing standards.

COURSE LEARNING OUTCOMES (CLO)

1. Identify the elements of a digital storytelling.
2. Analyze a story's potential for digital storytelling.
3. Synthesize the theme (premise) of a story.
4. Render effective storyboard panels including notation.
Sketch key emotions and body language.

Course Contents:

Module I – Introduction to fundamentals.

- Storytelling – oral, visual, written and digital storytelling – Types of story – story telling methods and techniques – Aristotle's 7 elements of good storytelling- Three act structure; Gustav Freytag's five act structure – Story or Narrative arc and its types.

Module II – Creative writing and production techniques.
- Brainstorming for ideas - Developing the brain storm idea – Camera angles/shots, movements and color tone, as a powerful digital story telling tool – screen play writing - Video composition principles using smartphone.

Module III – Producing digital storytelling projects
- Create a meme on the following genre (funny, miserable, thought provoking, and sarcastic) with a strong content.
- Create and upload a 3 – 5 minutes digital story on YouTube with proper thumbnail and proper hashtags.

Examination Scheme:

Components	CE	A	CT	P	EE

AMITY SCHOOL OF COMMUNICATION (ASCo)

Weightage (%)	10	5	15	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text & Reference:

Department of Media studies, Anna University, Chennai.

Digital Storytelling, Brown University, Providence, RI.

Digital Storytelling, Loyola University, Chicago.

*Digital Storytelling, **CUNY York College, New York.***

Digital video Composition rules - Video Composition Rules: A Simple Guide – DIY Video Studio

Udemy Blog - 13 Great Storytelling Techniques: How to Construct a Winning Story | Udemy Blog.

The Write practice - Story Arcs: Definitions and Examples of the 6 Shapes of Stories (thewritepractice.com)

Story structure - Freytag's Pyramid: Definition, Examples, and How to Use this Dramatic Structure in Your Writing (thewritepractice.com).

Story Plots - Elements of Plot.pdf (bisd303.org)

Importance of writing structure - The Importance of Structure when Writing: Five-Act Structure & (proactivewriter.com)

AMITY SCHOOL OF COMMUNICATION (ASCo)

PROJECT (With Presentation and Evaluation)

Course code	L	T	P/FW	Credit
BAV 307	-	-	-	3

GUIDELINES FOR MINI PROJECT/LIVE PROJECT

It must be based on either Industry or Creating Computer Graphics. After selecting this option, a Faculty Guide will be allocated to the student by HOI and concern student will have to work with allocated faculty guide for proper guidance to complete this project. Student can choose topic as per his/her area of interest & as per the suggestion given by Faculty guide.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D virtual scene through 3D modelling, Graphic designing, techniques.
2. Create design of complete idea of the chosen project.
3. Apply basic key techniques and process of applications to projects.
4. Develop a creative portfolio through the learnt application on the selected project.

EVALUATION PATTERN

Project Report: 70 Marks

In this report student will have give details of his/her Topic with proper Introduction, Industry overview along with proper details of his/her area. For example, if he/she is working on 2D animation or clip art so they must give details on these. Following points should be covered in it:
1. **The project itself on the computer**
2. **Report comprising of:**
   1. Title page
   2. Concept note/ Ideation
   3. Storyboard
   4. Objectives
   5. Methodology
   6. Learning Outcome
   7. Conclusion

Presentation & Viva: 30 Marks

Students will have to make a Presentation (based on their Project Report) and it will be followed by a Viva Voice in front of a Panel of two or three faculty members.

EVALUATION

AMITY SCHOOL OF COMMUNICATION (ASCo)

Report	Viva	Total
70	30	100

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 301	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Inculcating creative thinking skills
CLO 2	Construct and showcase their communication skills in a creative manner.
CLO 3	Comprehending and demonstrating ways of self-introduction
CLO 4	Outlining and illustrating presentation Skills

B. SYLLABUS

Topic
Self-Actualization (Baseline, Self-Image Building, SWOT, Goal Setting)
Telephone Etiquette
GD-1 (Basics, Do's & Don'ts, Mannerism, Dynamics, GD Markers)
Book Review Presentation

EXAMINATION SCHEME:

Components	Self Introduction	GD	Book Review Presentation	Attendance
Weightage (%)	30	35	30	5

SUGGESTED READINGS

- Business Communication, Raman – Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Writing Skills, Coe/Rycroft/Ernest, Cambridge

BEHAVIOURAL SCIENCE - III
(INTERPERSONAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)

Course Code: BSS303
   Credit Units: 01

COURSE LEARNING OUTCOMES (CLO)

At the successful completion of this course you (the student) should be able to:

1. Demonstrate knowledge of strategies for developing a healthy interpersonal communication
2. Recognize the importance of transactional analysis, script analysis
3. Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for conflict resolution and impression management.
4. Demonstrate knowledge of strategies for developing a healthy interpersonal relationship.

Course Objective:

This course aims at imparting an understanding of:
- Interpersonal communication and relationship.
- Strategies for healthy interpersonal relationship
- Effective management of emotions.
- Building interpersonal competence.

Course Contents:

Module I: Interpersonal Communication
Importance of Behavioural/ Interpersonal Communication
Types – Self and Other Oriented
Rapport Building – NLP, Communication Mode
Steps to improve Interpersonal Communication

Module II: Interpersonal Styles
Transactional Analysis

Life Position/Script Analysis
Games Analysis
Interactional and Transactional Styles
Bridging differences in Interpersonal Relationship through TA
Communication Styles

Module III: Conflict Management and Negotiation
Meaning and Nature of conflicts
Styles and techniques of conflict management
Meaning of Negotiation

Process and Strategies of Negotiation

Interpersonal Communication: Conflict Management and Negotiation

Module IV: Interpersonal Relationship Development
Importance of Interpersonal Relationships
Interpersonal Relationship Skills
Types of Interpersonal Relationships
Relevance of Interpersonal Communication in Relationship Development

Module V: Impression Management
Meaning & Components of Impression Management

Impression Management Techniques

Impression Management Training-Self help and Formal approaches

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A**-Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
- Rosenfeld, P., Giacalone, R.A. and Catherine, A.R. (2003). Impression Management: Building and Enhancing Reputations at Work. Thomson Learning, Singapore.
- .

Foreign Language-III

FRENCH

Course Code: FLN 301   **Credit Units: 02**

COURSE OBJECTIVE:

- To understand and present the time schedule and to tell the time
- To understand and draft a short biography and to present a scientist
- To understand an online conversation and read a program and the timings.
- To propose an outing and to accept an outing.
- To leave a message on the answering machine

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Contents:

Unité 3 La science au quotidien Page : 40-61 Leçons 7, 8 & 9

Contenu Lexical:

1. L'heure
2. Les jours de la semaine
3. Les mois de l'année
4. Les matières et types de cours
5. Les spécialitésscientifiques.
6. L'annéeuniversitaire
7. Les nationalités
8. Les noms de pays
9. Les métiers scientifiques
10. Les chiffres de 69 à l'infini
11. Quelquesunités de mesure
12. Quelquestermesscientifques
13. Les termes de l'exposition
14. Les expression familières pour accepter une invitation.

Contenu Grammatical:

1. Finir, commencer au présent
2. Les prepositions de temps
3. Féminins et masculine des noms de métiers scientifiques
4. Les adjectifs de nationalité.
5. Le future proche
6. Les adjectifs demonstratives
7. Le but: pour + infinitive
8. Le register familier

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

- Supplementary Materials are given in form of photocopies

GERMAN

Course Code: FLG 301   **Credit Units: 02**

Course Objectives:

After successful completion of this semester, students will be able to:

- describe furniture in a room.
- ask question related to time like when, from when etc.
- tell time (formal and informal)
- how to make calls on phone
- can excuse for cancel appointments.
- speak about their daily routine.

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language

AMITY SCHOOL OF COMMUNICATION (ASCo)

2. Students will be able to read and interpret small texts .
3. Students will be able to communicate in small sentences in writing, self introduction, family description etc.
4. Students will be able to communicate in small sentences in oral, self introduction, family description etc.

Course Contents

Vocabulary:

- Furniture
- Days and months name
- Time vocabulary like 15 min, quarter, minute, seconds.
- Adjectives use to describe furniture.

Grammar:

- Past participle of verb had
- Usage of negation like **not = nicht; kein= not a single.**
- Preposition of time.
- Use of adjective in sentences.
- Introduction and use of separable verbs

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: First 10 Lessons from Deutsch alsFremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch **–** Englisch, Cornelsen, 2013

 http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

SPANISH

Course Code: FLS 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening & interactive in the language
- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Students will be able to communicate in small sentences in oral, self introduction, family description etc.
  - To enable the students to talk about a place like, class room, market, neighborhood and location of thing with the use of prepositions.
  - To talk about one's likes/dislikes, how one is feeling, to express opinions, pain and illness.
  - Time and date
  - Speaking about prices/currency/ market and quantity.
  - Counting above 100,
  - To discuss near future plans

Course Content

Vocabulary:

Vocabulary pertaining to describe people/ place /objects, Illness, Currency, Market etc. preferences, opinions , body parts etc.

Grammar:
Introduction of stem changing irregular verbs
Introductionofprepositions (Cerca de/ lejos de/ encima de etc.)
Present continuous tense **(Estar+ gerundio)**
Introduction of third person verbs Gustar/Parecer/Encantar/ Doleretc
Interrogatives – How much/ How many
Introduction of irregular verbs.
Immediate uture plans (Ir a + verbo)

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary
Text &References:
Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet
Barquero, EdelsaGroup didascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

CHINESE

Course Code: FLC- 301   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone Basic language skills such as reading, writing, speaking, listening
  & interactive in the language

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Students will be able to read and interpret small texts .
- Students will be able to communicate in small sentences in writing, self introduction, family description etc.

Students will be able to communicate in small sentences in oral, self introduction, family description etc

On the completion of third semester the students will be able to attain the proficiency of HSK-I and they will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 在，是, 有 sentence, etc.
- Master and use most essential vocabulary items of day to day use and programme specific vocabulary; approx 100 Characters including 50 characters of HSK level -I.

COURSE CONTENTS

1. Description of size

2. Description of quantity

3. Asking and replying questions on shopping

4. Asking and replying questions on Communication

5. Conversation Related to Study

6. Conversation Related to Work

7. Expression of Simple Feelings

8. Listening of dialogues

9. Conversation based on dialogues

10. Programme Specific Vocabulary & Expressions

11. Chinese CBT Package

12. Chinese Festivals (In English)

AMITY SCHOOL OF COMMUNICATION (ASCo)

VOCABULARY CONTENTS

1. Vocabulary will include approx 100 Characters including 50 Characters of HSK-I level.

2. Vocab related to size, quantity, shopping, communication, study, work and simple feelings and Programme Specific Vocabulary will be covered during this semester.

3. By the end of third semester the students will be able to master all 150 characters set for the HSK level-I.

GRAMMATICAL CONTENTS

1. Antonyms

2. Prepositional phrases

3. The object of 在, 从

4. Complement of degree

5. Preposed object

6. Verb 在

7. 有 and 是 indicating existence

8. Question of type (4)

9. The 是 sentence type (2).

10. Sentence with a verb taking two objects

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)	End Sem Evaluation (Total 50 Marks)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References

- Learn Chinese with me book-I (Major Text book), People's Education Press

- Elementary Chinese Reader Book-I

- Chinese reader (HSK Based) book-I

- Module on Programme specific vocab.

ANANDAM – III

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Code	L	T	P/FW	Credit
AND003	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

13. Awareness and empathy regarding community issues
14. Interaction with the community and impact on society
15. Interaction with mentor and development of Student teacher relationship
16. Interaction among students, enlarge social network
17. Cooperative and Communication skills and leadership qualities
18. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.

AMITY SCHOOL OF COMMUNICATION (ASCo)

- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

13. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
14. The group member shall write his/her name at the end of the blog.
15. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
16. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
17. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
18. For the topic chosen by the group, students are recommended to cover the following points:
    m) Current scenario (Regional, national and international level as applicable)
    n) Future predictions
    o) Duty of the government
    p) Government policies (related to the topic), if any
    q) Duty of public
    r) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

AMITY SCHOOL OF COMMUNICATION (ASCo)

7. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
8. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
9. Conclusion is clearly stated. The underlying logic is explicit.

SEMESTER IV

PRODUCTION PIPELINE

Course code	L	T	P/FW	Credit
BAV401	2	-	2	3

COURSE OBJECTIVE:
This course explores the production pipeline used to create a short or feature film in animation studios.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creating a production plan for the films.
2. Create design of complete production stages for the story of a movie.
3. Apply basics of production process to create a final proposal for animated short.
4. Develop a creative portfolio for their own story/idea to create the animation movie.

Course Content:
Module 1
- Directing and analyzing an animated film
- Animation film techniques
- Film language in action
- Adaptation of film language in animation
- Student project-Character Designs
- Working with a script/ screenplay
- Camera angles

Module 2
- Working with storyboard
- Design and rendering the scenes layout and composition,
- Pans, Trucks and Multiple Pans of camera
- Scene planning
- Realistic touches; character interaction with the scene and the backgrounds
- Analyze film layouts

Module 3
- Concept of BG painting
- Sound concepts and effects for the film
- The sound tracks
- Sound equipment and theory
- Dialogue and Voice-over

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Exposure-sheet
- Editing- Image and voice
- Sound FX and Music

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Computer Animation, Third Edition: Algorithms and Techniques by Rick Parent
- Inspired 3D Short Film Production by Jeremy Cantor and Pepe Valencia

AMITY SCHOOL OF COMMUNICATION (ASCo)

LIGHTING AND RENDERING IN MAYA

Course code	L	T	P/FW	Credit
BAV402	2	-	2	3

COURSE OBJECTIVE:
In this section student will learn about the essential lighting tools and features found in Maya.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D virtual scene through 3D lighting techniques.
2. Create design of complete 3D background and character for a virtual scene.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the 3D lighting and texturing tools and techniques.

Course Content:

Module 1
- Understanding Lighting, Color, and Composition
- Using 3-Point Lighting
- Understanding Color and Composition
- Color Calibration & Color Temperature
- Applying the Correct Maya Light Type
- Linking and Unlinking Lights
- Light Fog and Light Glow
- Creating High-Quality Shadows
- Depth Maps, Raytracing Maps,

Module 2
- Applying the Correct Material and 2D Texture
- Shading with Lambert, Phong, Blinn, Phong-E, Anisotropic Material
- Shading Map, Surface Shader, Using Background
- Map Options & Attributes

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Applying 3D Textures and Projections
- Creating Custom Connections and Applying Color Utilities
- Hyper shade Window
- Improving Textures through Custom UVs, Maps, and Sliders
- PSD Network, Unwrapping Texture
- Bump and Displacement Mapping

Module 3
- Introducing MAYA renderer
- Arnold Renderer, Arnold render window
- Preparing for Successful Renders
- Render Settings Window
- Organizing the Render
- Raytracing with Maya Software and Arnold
- Global Illumination (GI), Final Gather, and Arnold Shaders
- Realism with HDRI

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
- The Art of Maya: An Introduction to 3D Computer Graphics by Autodesk Maya Press
- Maya Professional Tip and Techniques; Lee Lanier; John Wiley and Sons

![AMITY UNIVERSITY RAJASTHAN logo]

AMITY SCHOOL OF COMMUNICATION (ASCo)

RIGGING AND ANIMATION IN MAYA

Course code	L	T	P/FW	Credit
BAV403	2	-	2	3

COURSE OBJECTIVE:
Student will also learn how Maya's interface can be customized to work faster. By the end of the section, student will be comfortable enough to utilize Maya's rigging features to rig their own assets!

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D virtual scene through Rigging and Animation techniques.
2. Create design of complete 3D background and character for an 3D animation.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the Rigging and Animation and texturing tools and techniques.

Course Content:
Module 1:
- Introduction of Animation for Rigging.
- Introduction of 3Ds Max and Maya for Rigging.
- Basics Rigging tools and techniques in Maya,
- IK handle tools in Maya
- IK rigging with model
- Working with Node Editor

Module 2

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Creating Animation for Human character.
- Skin weighting techniques
- Advance Animation tools of Maya.
- Set up of animation preferences & use of key frames
- Creating key frame for Smooth animation.
- Object path animation

Module 3

- Timeline and Graph Editor in Maya.
- Trax Editor and animation layers.
- Tips & techniques of animation in Maya
- Final Rendering in Maya
- Final Rendering with Audio in any Video Editing Software.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
- The Art of Maya: An Introduction to 3D Computer Graphics by Autodesk Maya Press
- Maya Professional Tip and Techniques; Lee Lanier; John Wiley and Sons

AMITY SCHOOL OF COMMUNICATION (ASCo)

PARTICLES AND DYNAMICS IN MAYA

Course code	L	T	P/FW	Credit
BAV404	2	-	2	3

COURSE OBJECTIVE:
Learn a how to create dynamic simulations and effects in Maya, Be able to create a variety of effects using simple techniques, Connect seemingly unconnected areas of Maya such as paint effects, soft bodies and particles, Know lots of tips and tricks to make extremely useful effects and motion graphics.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative 3D virtual scene through Particles and Dynamics techniques.
2. Create design of complete 3D background and character for an 3D animation.
3. Apply basic shader to models and creating full scene with complete texture.
4. Develop a creative portfolio through the Particles and Dynamics and texturing tools and techniques.

Course Content:

Module 1

- Introduction of Particles and Dynamics.
- What is particles & understand particle system
- Working with soft bodies, and rigid bodies
- Introduction of simulation.
- Generating simulations effects.
- Creating Rain/Fire/Explosion effects
- Overview of Dynamic Fields

Module 2

- Setting up Simulations
- Particle Instancing
- Demonstration of Active and passive rigid body.
- Demonstration of nCloth
- Creating Building fracture using plugin.
- Rendering Particles with Maya Hardware;
- Software and Hardware Render Buffer.

Module 3

- Fluid effects; Attaching
- Colliding Particles with Surfaces
- Rigid Body Simulations with Weighted Objects
- Particles Interaction with Rigid Bodies
- Final Rendering.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- The Art of Maya: An Introduction to 3D Computer Graphics by Autodesk Maya Press
- Maya Professional Tip and Techniques; Lee Lanier; John Wiley and Sons

AMITY SCHOOL OF COMMUNICATION (ASCo)

STOP MOTION

Course code	L	T	P/FW	Credit
BAV405	2	-	2	3

COURSE OBJECTIVE:

This course will help students enhance outcomes beyond just creative and artistic expression. This is an introductory course in stop-motion animation, a medium that requires a wide array of technical skills. We consider such techniques as sculpting, two part molds, foam rubber casting, armature configuration, set design, and lighting for small spaces. Through motion and movement tests, students explore the way in which three-dimensional objects move through space.

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of any creative topics.
2. Create the creative animation as per need.
3. Apply the motion, speed, Gravity etc. on animated objects.
4. Develop the showreel aligned with industry productions

Course Content:
Module1:

- Introduction of Stop-Motion
- History of Stop-Motion
- Stop-motion basic technique
- Making concept, story and storyboard.
- Creating virtual stages.

Module 2

- Introduction to many ways to go about shooting.
- Introduction of using equipment for shooting.
- Creating Cut-Out Animation/Pixilation Animation.
- Editing and finalizing a stop-motion short film.
- Making models and casting heads
- casting multiples; Discuss body material, clothes

Module 3

- Digital camera techniques
- Depth of field, white balance, camera movement.
- Split-screen and mask
- Introduction of puppets & clay models and their use in stop motion animation.
- Using audio/Music/Voice-over
- Final rendering.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
- The Digital Filmmaking Handbook (by Sonja Schenk and Ben Long)
- Apple Pro Training Series: Final Cut Pro X (by Diana Weynand)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course code	L	T	P/FW	Credit
BAV408	2	-	2	3

COURSE OBJECTIVE:
In this course student will covers the techniques of creating walk cycle of a quadruped

character.

Course Content:

Module 1:
- Introduction of Animation for Quadruped Rigging
- Introduction of 3Ds Max and Maya for Rigging.
- Basics Rigging tools and techniques in Maya,
- IK handle tools in Maya
- IK rigging with model
- Working with Node Editor

Module 2

- Creating Animation for mammals.
- Skin weighting techniques
- Advance Animation tools.
- Set up of animation preferences & use of key frames
- Creating key frame for Smooth animation.
- Object path animation

Module 3

-
- Timeline and Graph Editor in Maya.
- Trax Editor and animation layers.
- Tips & techniques of animation in Maya
- Final Rendering in Maya
- Final Rendering with Audio in any Video Editing Software.

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
- The Animation Book by Kit Laybourne and John Canemaker
- Computer Animation, Third Edition: Algorithms and Techniques by Rick Parent

**DOMAIN ELECTIVE
DIGITAL EDITING**

Course code	L	T	P/FW	Credit
BAV409	2	-	2	3

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

To cover the basics of digital editing and its concepts

Film making, keeping the digital era in mind. Students obtain knowledge in all aspects of filmmaking from Visualization and ideation to Scripting and then onto to production and finally onto post -production and effects. They learn about different cameras and camera techniques, editing software and techniques as well as the grammar of film production. Concepts like continuity and montage editing are explained with the help of real life examples.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate themselves in any organization or individually with editing skills.
2. Identify the Essential Skills that an independent video editor should have.
3. Possesses the Skills of a professional video editor and able to cope with any type of editing such documentary, fiction, music video.
4. Develop a project that is best for job opportunities

Course Content:

Module 1

- History of Video Editing
- Methods of Linear Editing
- Software's and Non-Linear Editing
- Video Modes in editing software
- Introduction of Adobe Premiere Pro
- Sequencing and timeline in editing

Module 2

- Capturing videos in premiere pro
- Utilization of Video Effects
- Utilization of Video Transition
- Introduction of Audio Effects
- Introduction of Audio transition

Module 3

- Setting up user interface for editing
- Video & Audio Settings,
- Importing Audio/Video/Still Images
- Laying out the Rough Cuts
- Montage editing

Examination Scheme:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

Karel Reisz and Gavin Millar, "The Technique of Film Editing", Focal Press, 5th Edition Zetl , Herbert V., "Television Production Handbook"

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 401	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify steps to professional communication
CLO 2	Identify the key components of meeting, agendas and meeting minutes
CLO 3	Understand the key skills and behaviors required to facilitate a group discussion/presentation
CLO 4	Polish current affairs & rapport building

B. SYLLABUS

Topic
Enhancing Speaking Skills (Public Speaking)
Resume Building-1
GD-2 (Specifically: Social & Political)
Presentations-2

EXAMINATION SCHEME:

Components	Public Speaking	GD	Poster Presentation	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- Krishnaswamy N, *Creative English for Communication*. Delh**i:** Macmillan Publishers India Ltd. Print. 2007.

AMITY SCHOOL OF COMMUNICATION (ASCo)

BEHAVIOURAL SCIENCE - IV

(GROUP DYNAMICS AND TEAM BUILDING)

Course Code: BSS403   **Credit Units: 01**

Course learning outcomes (CLO)

At the successful completion of this course you (the student) would be able to:

1. Compare the difference between the groups and teams and their strength and weaknesses. Also, the internal and external factors that affect their functioning.
2. Access when there is a need of group formation and when it is needed to be transformed into team.
3. Identify the characteristics of leaders and the power practiced by them.
4. Apply the type of leadership style power practiced in different situation.

Course Objective:

To inculcate an elementary level of understanding of group/team functions
To develop team-spirit and to know the importance of working in teams

Course Contents:

Module I: Group formation
Definition and Characteristics
Importance of groups
Classification of groups
Stages of group formation
Benefits of group formation

Module II: Group Functions
External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.
Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.
Group Cohesiveness and Group Conflict
Adjustment in Groups

Module III: Teams
Meaning and nature of teams
External and Internal factors effecting team
Building Effective Teams
Consensus Building
Collaboration

Module IV: Leadership
Meaning, Nature and Functions
Self leadership

Leadership styles in organization
Leadership in Teams

Module V: Power to empower: Individual and Teams
Meaning and Nature
Types of power
Relevance in organization and Society

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002,Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

AMITY SCHOOL OF COMMUNICATION (ASCo)

Foreign Languages-IV

FRENCH

Course Code: FLN 401   **Credit Units: 02**

COURSE OBJECTIVE:

- To do the shopping
- To ask and express one's needs
- To present one's eating habits
- To understand a label
- To ask the price
- To order at the restaurant
- To organise a meeting
- To propose to someone to do an activity
- To understand the advertisement of a conference
- To understand the names of different stations
- To speak about ones schedule
- To express one's professional wish
- To formulate a project
- To read a notice board

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
2. Students will be able to read and interpret small texts of intermediate level.
3. Students will be able to communicate in small sentences in Simple Future and Past tenses .
4. Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

Course Contents:

AMITY SCHOOL OF COMMUNICATION (ASCo)

Unité 3 La science au quotidien Page : 62-84 Leçons 10, 11 & 12

Contenu Lexical:

1. La nourriture
2. Les ingredients
3. Les expressions de quantité
4. Les expressions familières avec les noms de fruits et les legumes
5. Les expressions pour proposer une invitation
6. Le processus de fabrication de quelques elements
7. Les expressions pour parler d'un projet

Contenu Grammatical:

1. Manger et boire au présent
2. L'articlepartitif
3. Les prépositions de lieu
4. Les verbs pronominaux
5. La date, l'heure et le jour: les prépositions
6. La nominalisation

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

  W.R.Goyal

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Supplementary Materials are given in form of photocopies

GERMAN

Course Code: FLG 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

After successful completion of this semester, students will be able to:

- talk about different professions
- express positive and negative aspect of different professions.
- talk about daily routine of a job
- enquire about direction.
- use preposition in sentences.
- understand the visiting cards etc.

Course Content:

Vocabulary Content:

- Professions
- Workplaces
- Professional Tasks like writing mail, make phone calls etc.

- Locations (right left, etc.)
- Public places

Grammar Content:

- Possessive article in accusative.
- Introducing prepositions in dative, accusativ cases and changing prepositions in dat + acc.
- Usage of preposition : in through, to , at etc

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

PrescribedText-Book: Lessonsfrom 11 onwardsfromDeutschalsFremdsprache -1B, INBH & Oxford, New Delhi, 1977

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch –Englisch, Cornelsen, 2013

http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

AMITY SCHOOL OF COMMUNICATION (ASCo)

SPANISH

Course Code: FLS 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.
- To talk about relations
- To express obligation
- To enquire about direction
- To be able to describe your locality
- Telephonic conversation etiquettes
- Dialogue between two friends/sales man and client etc.

Course Content:

Vocabulary Content:
Family, friends, directions, way(going straight, left, right etc.) Temple, hospital, restaurant, church, hospital, Town hall, parks, shopping mall, etc.

Grammar Content:
Revision of present indefinite, continuous and near future tense.
Doublenegation – No Nunca, Ningun/a, Nada, nadie etc.
Tener que / Hay que
Expressionswith Tener and Estar.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Use of Apetecer, Llevarse bein o mal con alguien / Caer +bien/mal + a alguien
Examination Scheme

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Skills Evaluated: Writing, Comprehension, grammar, and Vocabulary

Text &References:

- Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
- Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005
- Dictionaries for reference: Collins, www.wordreferences.com.
- Essential materials are given in the form of photocopies.
- Dictionaries for reference: Collins, www.wordreferences.com.
- Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE

Course Code: FLC- 401   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

On the completion of Fourth semester the students will be able to consolidate their proficiency of HSK-I and will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters, sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language.
- Manipulate basic grammatical structures such as: 疑问代词.etc.
- Master and use most essential vocabulary items of day to day use and office related vocabulary; approx 70 Characters including 50 characters of HSK level –II
- Refer Chinese dictionaries.
- Translate a Chinese paragraph with the help of dictionaries and translation software.

COURSE CONTENTS

AMITY SCHOOL OF COMMUNICATION (ASCo)

1.   Revision of Important expressions

2.   Expression of welcome

3.   Expression of time: past, present & future

4.   Expression of right or wrong.

5.   Questioning and answering simple questions about medical care

6.   Questioning and answering simple questions about sports & entertainment

7.   Office related vocabulary , expressions & email writing

8.   Referring Chinese dictionaries (hard and electronic dictionaries)

9.   Translation with the help of dictionaries & translation software

10.   Practice of model test series of HSK-I

11.   CBT package

12.   Listening

13.   Conversation based on above topics

14.   Chinese poetry

VOCABULARY CONTENT

1. Vocabulary will include approx 70 Characters including 50 Characters of HSK-II level.

1. Vocab related to welcome, tenses, right wrong etc and office related vocabulary will be covered during this semester.

GRAMMATICAL CONTENT

1. Interrogative pronouns疑问代词: **什么**，**哪儿**，谁，为什么，怎么样，

哪，**什么**时候，多少，几，

2。Money表示钱数

3. Weight表示重量

4. Measure words量词

5. Adverbs副词

6. 时间副词：正在

7. 频率副词：再

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text books & References

- Learn Chinese with me book-II. (Major Text Book)

- Module on HSK-II. (suggested reading)

- Practical Chinese Grammar for foreigners. (suggested reading)

- Chinese Dictionaries: Chinese to English & English to Chinese. (reference books)

- Office Talk (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – IV

Course Code	L	T	P/FW	Credit
AND004	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

19. Awareness and empathy regarding community issues
20. Interaction with the community and impact on society
21. Interaction with mentor and development of Student teacher relationship
22. Interaction among students, enlarge social network
23. Cooperative and Communication skills and leadership qualities
24. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

19. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
20. The group member shall write his/her name at the end of the blog.
21. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
22. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
23. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
24. For the topic chosen by the group, students are recommended to cover the following points:
    s) Current scenario (Regional, national and international level as applicable)
    t) Future predictions
    u) Duty of the government
    v) Government policies (related to the topic), if any
    w) Duty of public
    x) Conclusion

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

SEMESTER-V
3D CHARACTER DESIGN AND SCUPTING (Z-Brush)

Course code	L	T	P/FW	Credit
BAV501	2	-	2	3

COURSE OBJECTIVE:

This course aims to guide student Understand common workflow, the role of 2.5 vs 3 dimensions and navigating Zbrush interface, Grasp basic sculpting and the need for subdivision levels, Focus on polymesh editing and understand the consequences of the different techniques, Master how to bring in models made in other 3d software, how to export, render and present them.

COURSE LEARNING OUTCOMES (CLO)

1. Work with and navigate the unique features of the digital 3D modeling workspace to create 3D objects.
Identify characteristics of rendering 3D objects for optimal system processing and analysis.
2. Create a 3D environment featuring lighting and textures.

AMITY SCHOOL OF COMMUNICATION (ASCo)

3. Create basic 3D models and animations.
4. Evaluate digital 3D projects, identify items for improvement, and implement changes.

Course Content

Module1

- Understanding the workspace
- Hotkeys, Custom buttons.
- Modeling VS Sculpting
- Base meshes, Dynamesh
- ZSperes, ZSketch, Insert Brush

Module 2

- Kitbashing, Custom bruses,
- Dynamesh Sketch
- Polishing brushes
- Topology and cleanup
- Projection and map
- Nanomesh, Fibermesh

Module 3

- Subtools, Polygroups
- UVs, Textures/Polypaint, Materials
- Standard Materials
- Lighting, Light scape.
- Render Setup.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

DIGITAL COMPOSTING

Course code	L	T	P/FW	Credit
BAV502	2	-	2	3

COURSE OBJECTIVE:

The objective is to teach students about different concepts involved in digital compositing, which will help them to apply these entire concepts practically.

COURSE LEARNING OUTCOMES (CLO)

1. Understand the visualization of storyboard, Production pipeline.
2. Understand the significance and role of combining live Action with Animation.
3. Demonstrate the Morphing – Still and Dynamic, Deformation Effects.
4. Display familiarity with essential skills and technical to knowhow that a professional VFX designer must Fire and Smoke Effects Liquid Animation and Effects.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Content:
Module1

- Basic of Image Manipulation and Compositing
- Color correction & Manipulations
- Special effects & filters
- Geometric transformations
- Multi source Operators
- Keying (green & blue)
- Masking & their uses
- Compositing with Pre multiplied Images
- Techniques of rotoscoping
- Timeline & key frames
- Apparent Motion
- Temporal Artifacts
- Changing the Timing of a Sequence

Module 2

- Image tracking and stabilization
- Tracking an Element into a workspace
- Choosing the feature to track
- Limiting the Search Area, Human Intervention
- Using Tracking Curves Manually
- Tracking Multiple Points
- Camera tracking
- Interface Interactions: Workflow, the evolution of Interactivity
- Methods of representing the compositing process
- Timeline & Curve Editors

Module 3

- Film formats
- Aspect ratio
- Working with square & non square pixels
- Deciding resolution for an aspect ratio
- Format conversion pipeline
- Film Formats: 35mm Formats, 16mm Formats
- Specialized film formats
- Video formats
- Converting and combining formats

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

AMITY SCHOOL OF COMMUNICATION (ASCo)

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Digital Compositing for Film and Video (by Steve Wright),
- Nuke 101: Professional Compositing and Visual Effects (by Ron Ganbar)

SOUND EDITING

Course code	L	T	P/FW	Credit
BAV503	2	-	2	3

COURSE OBJECTIVE:
This will teach students the aesthetics of sound and its use in graphics and animation.

COURSE LEARNING OUTCOMES (CLO)

1. Identifying basic sound production and design vocabulary
2. Identifying the sound production workflow of an audio/visual project
3. Incorporating sound file import and export procedures into an editing system
4. Preparing sound files for editing

Course Content:
Module1

- Introduction to Sound
- Digital sound files
- Working with different sound formats
- Recording digital audio files
- Sound producing
- Sound extracting
- Advantages and disadvantages of midi & digital audio
- Difference between midi and digital audio
- Sound for the World Wide Web
- Editing of sound in multimedia project
- Sound production tips
- Keeping track of sound
- Testing and evaluation of sound

Module 2

- Sound recording
- Editing digital recording
- Trimming
- Splicing and assembly
- Volume adjustments
- Sound format conversion
- Re-sampling or downloading
- Fade-in and fade –out
- Equalization
- Time stretching
- Digital signal processing
- Reverting sound
- Making midi audio
- Other audio file formats

Module 3

- Adding effect automation enveloping
- Introduction of envelop (volume, panning, adding & flipping points)
- Previewing effect automation
- Applying effect automation
- Setting fade & cross-fade properties
- Cutting, copying and pasting sound
- Adding mirror and wave hammer
- Dry out & wet out
- Converting sound mono to stereo
- Looping of sound
- Burning the audio CD

- Making the remix sound track with using all the special FX from the software
- Exporting the files in different formats
- Save in wav, mp3 etc

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:
- Apple Pro Training Series: Sound Editing in Final Cut Studio by Jeff Sobel
- The Book of Audacity: Record, Edit, Mix, and Master with the Free Audio Editor by Carla Schroder

SUMMER PROJECT – II (EVALUATION)

Course code	L	T	P/FW	Credit
BAV550	-	-	-	6

AMITY SCHOOL OF COMMUNICATION (ASCo)

Third Year students of BSc(A&VG)-V Sem Program are required to undertake professional project-for the successful completion of their respective degree programs. These projects can be different types:

- o Graphic Projects
- o Photography Projects
- o 2D Animation
- o Sketching Projects
- o 3D modelling Projects

For graphic projects they have to create at least Seven graphics as per their guide instructions.

For Photography projects students should have to create proper portfolio with at least 40 photographs for any topic which will be approved by your guide.

For 2d animation they will create 3 animation videos, duration will be at least 30 to 40 seconds of each file.

For sketching/digital art then they will prepare at least 3 detail story animation story board.

For 3d modeling then they will create at least 7 High definition 3d models.(Characters, Game Props, Interior, Exterior and environment Design).
Model will be rendered in turntable or Camera Roll.

1- Practical work/field work based electronic production

Keeping into consideration the specifications of the work; following are the broad guidelines on the development of professional project.

Practical based projects

1. Students are required to discuss the idea (theme) of the project with their faculty supervisors. After the approval if the idea ofthe students will develop a project proposal, which would be submitted to the concern faculty guide after securing his/her consent will be submitted to the examination committee.

Project proposal should include the following details:

1. **Topic/Theme Selection**
2. **Practical Frame work & Technical Aspetcs**
3. **Details of Project Stages**

AMITY SCHOOL OF COMMUNICATION (ASCo)

4. **Project Report**
5. **Final Submission**

2. The students will be notified about the status of the acceptance within a week of proposal submission. Students may also be called for a personal interview for further clarification/updation on the topic.

3. The final draft o the soft copy will have to be submitted to the exam committee as per the deadlines with the due consultation of the faculty guide.Two hard copy submission should e done on the day of Viva with the signature of concern faculty guide.

Project has to maintain a project diary, which will have the details of meetings, comments and signature of the supervisor. It is compulsory to produce the diary as and when asked for (before and during the evaluation.)

4. A spiral bind project report of finished work will be submitted for the review and approval of the committee one month prior to the final submission.

5. Approved by the committee, student may submit their work for final evaluation.

6. Ensure that the quality and number of Pages justifies the total credit and marks allotted for Project.

Field/Practice based Project:

1. The process of submitting a proposal and approval stands same for field/practice based project.
2. Student has to clearly mention the area for which he/she wants to be evaluated for.
3. As an additional document, student has to submit a detailed date wise plan of production/field work.
4. The process of the approval of the project proposal would be similar as it is for project.

Guidelines regarding File Submission for Field/Practical based Project related to 2D animation Film, Photography, 3D Modeling and Graphics.

Film Based

1. **Synopsis- Statement of Purpose**
2. **Script**
3. **Production Notes/Diary**
4. **Equipments and Software Used**
5. **Final Work**

Photography Based

1. **Concept Note- Statement of Purpose**
2. **Location and Time Schedule**

AMITY SCHOOL OF COMMUNICATION (ASCo)

3. Description of Photos

Equipment/Software used

Examination Scheme:

An examiner appointed by the Director other than the guide shall evaluate the report. The examiner will conduct the Viva-Voce at the time of Final Examination. Date and Time will be intimated at the time of examination.
Project Report: 50

Viva Voce: 50

Total: 100

AMITY SCHOOL OF COMMUNICATION (ASCo)

DOMAIN ELECTIVE
ANIMATION POST PRODUCTION

Course code	L	T	P/FW	Credit
BAV504	2	-	2	3

COURSE OBJECTIVE:

Postproduction is the business of wrapping up production. This course represents the third phase of the senior project and the final phase of animation career preparation.

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and demonstrate themselves in any organization or individually with editing skills in animation
2. Identify the Essential Skills that an independent video editor should have.
3. Possesses the Skills of a professional video editor, animator and able to cope with any type of editing such animation editing, be it a documentary, fiction, music video.
4. Develop a project that is best for job opportunities

Course Content:
Module1

- Introduction to production pipeline
- Students focus on the postproduction of their senior short including final edit and rendering,
- Updating show reel and self-promotional support items
- researching self-promotional opportunities such as competitions and festivals
- Adding all raw shots and clips all together

Module 2

- Adding finishing touch
- Techniques to make a good effect
- Using software for video editing
- Making fade in & fade outs
- Mixing the sound to video file
- Using different angles shots for different emotions; happy or sorrow in project
-

Module 3

- Trimming the video clips as per the audio or story
- Giving some seconds of blank space at the end of the video

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Make in concentration that text should not cover the video
- Lights, Illuminator, silver/ gold reflector

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Computer Animation, Third Edition: Algorithms and Techniques by Rick Parent
- Inspired 3D Short Film Production by Jeremy Cantor and Pepe Valencia

AMITY SCHOOL OF COMMUNICATION (ASCo)

FOLEY & SOUND EFFECTS FOR FILM & ANIMATION

Course code	L	T	P/FW	Credit
BAV507	2	-	2	3

COURSE OBJECTIVE:
This lesson and supporting resources provide an extremely detailed account of how modern films make use of Foley sound Design and Sound FXs.

COURSE LEARNING OUTCOMES (CLO)

1. Perform live sound effects creatively with a secure grasp and understanding of the processes involved.
2. Produce a sound effects track that is technically sophisticated and responds successfully to the given brief.
3. Evaluate and creatively apply digital post production techniques in the production of a finished soundtrack recording
4. Synchronise audio to video using music technology and/or video editing software

Course Content:

Module1
- Brief History of Foley in films
- Introduction to Foley Sound- Jack Foley – Sound Designer
- Film Ambience
- Film Library Sounds, Film Foley Sound FXs
- Uses of Equipment's in creating Foley Sounds.
- Techniques for recreating various foley Sounds.

Module 2
- Post-production sound FXs
- Dubbing audio for films and animations
- Recreating foley sounds with MIDI.

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Recreating Foley sound with Musical Instrument
- Recreating Foley sounds for films and animations.

Module 3

- Modern Foley and Sound FXs
- Fine tuning and manipulation of Foley sound in editing software
- Replication and creation of foley sounds in editing software.
- Creating SFX for films and animations
- Assemble sounds according to the video in video editing software.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

Text and References:

- Ament, V. T. (2014). The Foley Grail: The Art of Performing Sound for Film, Games, and Animation. CRC Press.

- Kaye, D., & LeBrecht, J. (2015). Sound and Music for the Theatre: The Art & Technique of Design (4 edition). New York ; Abingdon, Oxon: Focal Press.

- Chion, Michel (1994). Audio-vision: Sound on screen. (Ed. and Trans. Claudia Gorbman). New York: Columbia University Press

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS501	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Create right selection of words and ideas while also choosing the appropriate channel of formal communication.
CLO 2	Demonstrate the ability to analyse a problem and devise a solution in a group.
CLO 3	Demonstrate proficiency in the use of written communication.
CLO 4	Recognize the mannerisms and methodology of Interview and GD to become more expressive in their body language and verbal performance.

B. SYLLABUS

Topic
Email Writing (Briefing, Do's & Don'ts & Practice)
Corporate Dressing & Body Language (Verbal & Non-Verbal Cues & its role in Interview Selection)
Interview-1 (Briefing, Do's & Don'ts, Questions, Mock Sessions)
GD-3(Practice Sessions)

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

EXAMINATION SCHEME:

Components	Email Writing	GD	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication.* The McGraw Hill: New Delhi, 2008. Print

- Krishnaswamy N,*Creative English for Communication*. Delh**i:** Macmillan Publishers India Ltd. Print. 2007.

<u>AMITY SCHOOL OF COMMUNICATION (ASCo)</u>

BEHAVIOURAL SCIENCE - V

(INDIVIDUAL, SOCIETY AND NATION)

Course Code: BSS503   **Credit Units: 01**

Course learning outcomes (CLO)

At the successful completion of this course you (the student) should be able to:

1. Recognize their personality and individual differences and identify its importance of diversity at workplace and ways to enhance it.
2. Recognize effective socialization strategies and importance of patriotism and taking accountability of integrity.
3. Recognize different types of human rights and its importance.
4. Identify Indian values taught by different religions.
5. Identify long term goals and recognize their talent, strengths and styles to achieve them.

Course Objective:

This course aims at enabling students towards:

- Understand the importance of individual differences
- Better understanding of self in relation to society and nation
- Facilitation for a meaningful existence and adjustment in society
- To inculcate patriotism and National pride.
- To enhance personal and professional excellence

Course Contents:

Module I: Individual differences & Personality
Personality: Definition& Relevance

Importance of nature & nurture in Personality Development

Importance and Recognition of Individual differences in Personality

Accepting and Managing Individual differences (Adjustment Mechanisms)

Intuition, Judgment, Perception & Sensation (MBTI)

BIG5 Factors

AMITY SCHOOL OF COMMUNICATION (ASCo)

Module II: Socialization

Nature of Socialization

Social Interaction

<mark>Interaction of Socialization Process</mark>

Contributions to Society & Nation

Module III: Patriotism and National Pride
Sense of Pride and Patriotism
Importance of Discipline and hard work
Integrity and accountability

Module IV: Human Rights, Values and Ethics
Meaning of Human Rights
Human Rights Awareness
Importance of human rights
<mark>Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc</mark>

Module V: Personal and Professional Excellence
- Personal excellence:
    - Identifying Long-term choices and goals
    - Uncovering talent, strength and style
<mark>Alan P. Rossiter's eight aspects of Professional Excellence</mark>
<mark>Resilience during challenge and loss</mark>
<mark>Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc.)</mark>

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-**Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T – Social Change
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- Robbins O.B.Stephen;. Organizational Behavior

Foreign Language-V

FRENCH

Course Code: FLN 501   **Credit Units: 02**

Course Objective:

- To understand the TP
- To understand an experiment
- To read the chemical equations
- To identify the chemical formulas
- To understand the instructions of a project
- To express a desire
- To understand a testimony
- To understand and read an exercise of mathematics
- Read and note the equations

COURSE LEARNING OUTCOMES (CLO)

1. Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
2. Students will be able to read and interpret small texts of intermediate level.
3. Students will be able to communicate in small sentences in Simple Future and Past tenses .
4. Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Contents:

Unité 4 Formation Scientifique Page : 85-99 Leçons 13, 14 & 15

Contenu Lexical:

1. La chimie: les elements chimique et le matériel
2. La formulation des équationschimiques
3. Le corps humain
4. Les transports encommun
5. Les signes et formulations mathémathiques
6. Les verbes utilisés dans les exercises de mathémathiques

Contenu Grammatical:

1. L'infintif pour exprimer un ordre ou un conseil (dans les consignes)
2. La nominalization
3. Savoir ouconnaître au présent
4. Les pronoms relatives (qui, que, qu')
5. L'infinitif dans les consignes

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

- Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

- Français.com (Débutant), livre de professeur

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

- http://apprendre.tv5monde.com/

- Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal

- Supplementary Materials are given in form of photocopies

GERMAN

Course Code: FLG 501   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

After successful completion of this semester, students will be able to:

- tell where they work and live
- tell location of their offices and house
- explain, how they reach their work place
- ask and tell the location of thing or person in a house like behind, in front of etc.
- describe the office things like printer, files etc

Course Content:

Vocabulary:

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Workplace
- Location like 1st floor, ground floor.
- Ordinal numbers
- Things and furniture in a office
- Means of transportation

Grammar:

- changing preposition in dative and accusative case
- Verbs related to changing prepositions like to put, to lay etc
- Dative and accusative preposition
- Modal verb : must and can

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

PrescribedText-Book: ZielspracheDeutschalsFremdsprachePart 1

References: **Studio D A1** by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

SprachtrainingA1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar** A1 - Deutsch –Englisch, Cornelsen, 2013

http://www.duden.de/woerterbuch

Materials are given in form of photocopies if felt to be necessary

SPANISH

Course Code: FLS 501   **Credit Units : 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.
- To talk about a pre decided plan
- To talk about a plan yet to materialize
- Topropose a plan
- To talk about what they have done today/during vacations etc.
- Reading texts about Spanish festivals
- Writing composition about Festivals

Course Content:

Vocabulary:
Vocabulary related to leisure time, going out with friends, traveling, shopping, club, transport, decoration and celebration.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Grammar:
Introduction of direct/indirect object pronouns
(Pensar + infinitive),
(Estar pensando en + infinitive)
(Por qué no + verbo / Te Parece + Infinitivo.. etc)
(Haber + participio Pasado)
Introductionof pretérito perfecto

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text &References:

Nuevo Español Sin Fronteras (ESF1) by Jesús sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005
Pasaporte Nivel (A1) byMatideCerraloza Aragón, oscarCerraloza Gilli, Begoña Llovet Barquero, EdelsaGroup didascalia, S.A. 2005
Dictionaries for reference: Collins, www.wordreferences.com.
Essential materials are given in the form of photocopies.

AMITY SCHOOL OF COMMUNICATION (ASCo)

CHINESE

Course Code: FLC- 501   **Credit Units: 02**

COURSE LEARNING OUTCOMES (CLO)

- Students will hone intermediate language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of intermediate level.
- Students will be able to communicate in small sentences in Simple Future and Past tenses .
- Students will be able to communicate in oral in small sentences in Simple Future and Past tenses. etc.

On the completion of Fifth semester the students will be able to

- Read Chinese words, phrases and simple sentences both in Pin Yin and Characters given in the text.
- Write Chinese Characters and sentences and small paragraphs.
- Speak Chinese dialogues from various fields of day to day life.
- Listen and understand simple Chinese words and dialogues used in syllabi.
- Carry out conversation in the target language based on the topics learnt.
- Manipulate basic grammatical structures.

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Master and use most essential vocabulary items of day to day use, programme specific and internet related vocabulary; approx 80   Characters including 50 characters of HSK level –II
- Type Chinese document.
- Express their opinion and ask opinion of others in Chinese

COURSE CONTENT

1. Revision of vocabulary

2. Detailed study of greetings, farewell & personal information (HSK-II topics 1& 2)

3. A brief description of mood & colours

4. Expression of opinions

5. Asking the opinion of the others

6. Listening of dialogues

7. Conversation based on topics learnt

8. CBT package

9. Programme specific vocabulary and expressions

10. Chinese typing and making soft copy of a Chinese document

11. Important Chinese sites and internet related vocabulary

GRAMMAR CONTENT

1. Pattern:因为……所以……

2. Preposition 介词: 在

3. Auxiliary verbs; 助动词

4. Modal Particle 语气助词:了

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

- o   Learn Chinese with me book-II. (Major Text Book)

- o   Module on HSK-II. (suggested reading)

- o   Practical Chinese Grammar for foreigners. (suggested reading)

- o   Internet Chinese. (suggested reading)

- o   Office Talk (suggested reading)

- o   Elementary Chinese Reader Book-I (suggested reading)

AMITY SCHOOL OF COMMUNICATION (ASCo)

ANANDAM – V

Course Code	L	T	P/FW	Credit
AND005	-	-	-	02

COURSE LEARNING OUTCOMES (CLO)

25. Awareness and empathy regarding community issues
26. Interaction with the community and impact on society
27. Interaction with mentor and development of Student teacher relationship
28. Interaction among students, enlarge social network
29. Cooperative and Communication skills and leadership qualities
30. Critical thinking, Confidence and Efficiency

COURSE OBJECTIVES:

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

- apply their knowledge and skills to solve specific community problem

AMITY SCHOOL OF COMMUNICATION (ASCo)

- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis**: clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

AMITY SCHOOL OF COMMUNICATION (ASCo)

25. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
26. The group member shall write his/her name at the end of the blog.
27. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
28. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
29. In the cover page of the project mention heading **"Group Community Service Project"**, and the filled format of final project report given by Anandam Scheme.
30. For the topic chosen by the group, students are recommended to cover the following points:
    y) Current scenario (Regional, national and international level as applicable)
    z) Future predictions
    aa) Duty of the government
    bb) Government policies (related to the topic), if any
    cc) Duty of public
    dd) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

13. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
14. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
15. Conclusion is clearly stated. The underlying logic is explicit.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course code	L	T	P/FW	Credit
BAV601	2	-	2	3

COURSE OBJECTIVE:

AMITY UNIVERSITY
RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

In this section student will learn about the essential tools and techniques of the advance compositing. The aim of this course is to develop the high-level skills of Vfx while learning the Foundry Nuke.

COURSE LEARNING OUTCOMES (CLO)

1. Investigate the Idea of creative visual effects and compositions techniques.
2. Create realistic composition of 3D character/scene with real shots through industry specific tools.
3. Apply basic visual effects to real scene and creating full composition of virtual scene.
4. Develop a creative portfolio through the visual effects and tracking tools and techniques.

Course Content:

Module 1
- Understanding the Workflow
- Toolbar, Menu Bar and Content Menus
- Working with Nodes
- Properties panels
- Animating Parameters
- Using the Curve Editor
- Viewers

Module 2
- Using the File Browser
- Customizing the Interface
- Working with Multiple Image Formats
- Merging Images
- Layering Images Together with the Merge Node.
- Generating Contact Sheets
- Creating Channels and Channel Sets
- Tracing Channels
- Swapping Channels

Module 2
- Color Correction and Color Space
- Transforming Elements
- Tracking and Stabilizing
- Accessing Primate from Nuke
- Connecting the Paint Node
- Warping and Morphing Images
- Creating Effects

AMITY SCHOOL OF COMMUNICATION (ASCo)

- Analyzing Frame Sequences

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

(CE: Continue Evaluation, A: Attendance, CT: Class Test, P: Project, EE: End Term Examination)

End Term Examination (Total:
50marks) Part-A: Theory: 50 marks

Text and References:
- Advancing the Art of Digital Compositing by Nuke User Guide
- Digital Compositing with Nuke by Lee Lanier

PROFESSIONAL PROJECT

AMITY UNIVERSITY RAJASTHAN

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course code	L	T	P/FW	Credit
BAV 602-605	-	-	16	8

COURSE OBJECTIVE:
To give an in-depth exposure to the area of specialization, in order to make the students "industry ready" immediately after the programme.

Professional Project (Specialization on any one)
- Creating Animation (2D animation)
- 3D Animation
- Composting
- Lighting and Rendering

2D Animation (BAV 602)

Course Objective: It introduces students to various production techniques of 2D animation.
- Story concept
- Story board
- Illustration work
- Character design-sheet
- Animation workflow
- Software raw file
- Final Render

COURSE LEARNING OUTCOMES (CLO)

1. Conceptualizing creative ideas for animation
2. Preparing a prototype 2D work product/previsualization
3. Preparing 2D animation end products
on the topics related to them.
2. Explain the various important techniques and practices employed in the various fields of Mass Media Industry for their smooth functioning on the basis of the knowledge gained by interacting and conducting field based research on the media professionals related to 2D Animation.
5. Analyse the present state and challenges faced by the various areas of Mass Media Industry and relate them with the theoretical knowledge delivered in class on the basis of their field based study on the various topics related to 2 D Animation

3D Animation (BAV 603)

AMITY SCHOOL OF COMMUNICATION (ASCo)

Course Objective:
This course is the first level of 3D animation and focuses on introducing 3D software and practicing each student existing motion skills.
- Story concept
- Story board
- Character Model-sheet
- Modeling, texturing and light work raw file
- Animation work flow
- Final Render

COURSE LEARNING OUTCOMES (CLO)

1. Conceptualising creative ideas for animation
2. Preparing a prototype 3D work product/previsualisation
3. Preparing 3D animation end products
on the topics related to them.
2. Explain the various important techniques and practices employed in the various fields of Mass Media Industry for their smooth functioning on the basis of the knowledge gained by interacting and conducting field based research on the media professionals related to 3D Animation.
5. Analyse the present state and challenges faced by the various areas of Mass Media Industry and relate them with the theoretical knowledge delivered in class on the basis of their field based study on the various topics related to 3D Animation

Motion Graphics (BAV 604)

Course Objective:
The objective is to teach students about different concepts involved in digital compositing, which will help them to apply these entire concepts practically.
- Concept note
- Reference file
- Sketch/Illustration work (if Any)
- Animation work flow
- Software raw file
- Final render

COURSE LEARNING OUTCOMES (CLO)

1. Create animated sequences from the development of the original concept through design to final film or video production.
2. Communicate ideas, believable action, and emotion effectively by employing principles of animation and performance in all aspects of drawing.
3. Integrate the concepts, principles, and theories involved in the physics of animation in all aspects of drawing.
4. Create 2D and 3D characters and environments that reflect the integration of graphic clarity, design principles, performance principles, and theoretical constructs.

5. Design layouts and backgrounds that incorporate principles of composition, perspective, and colour, with speed, accuracy, and dexterity, using a variety of media   6. Create an animated film incorporating a range of artistic styles and techniques, reflecting the principle that form follows function.

Lighting and Rendering (BAV 605)

Course Objective:

The above specialization will be conducted by guides and mentors responsible for a group of students and will include industry training, research and dissertation/project.

- Concept note
- model sketch / Model-sheet
- 3D model raw file
- Texture UV and 3D lighting
- Final render

COURSE LEARNING OUTCOMES (CLO)

1. Create animated sequences from the development of the original concept through lighting and rendering in video production.

2. Communicate ideas, believable action, and emotion effectively by employing principles of lighting and rendering in all aspects of vdeo production.

3. Integrate the concepts, principles, and theories involved in the physics of animation in all aspects of lighting and rendering in video production.

4. Create environments that reflect the integration of graphic clarity, design principles, performance principles, and theoretical constructs.

5. Design layouts and backgrounds that incorporate principles of composition, perspective, and colour, with Lighting and Rendering for professional production.

Examination Scheme:

a) Total marks for professional project -	100 marks
Break-up of marks	
Timely Submission	5 marks
Content Clarity	25 marks
Comprehensiveness	20 marks
Originality	5 marks
b) Project Presentation	45 marks

AMITY SCHOOL OF COMMUNICATION (ASCo)

INTERNSHIP

Course code	L	T	P/FW	Credit
BAV 606	-	-	-	8

COURSE LEARNING OUTCOMES (CLO)

1. Comprehend and analyse critically the facts related with the significance, functioning and trends of graphics and animated sequences from the development of the original concept through design to final film or video production.
2. Communicate ideas, believable action, and emotion effectively by employing principles of graphics and animation and performance in all aspects of drawing.
3. Integrate the concepts, principles, and theories involved in the physics of animation in all aspects of drawing.
4. Create 2D and 3D characters and environments that reflect the integration of graphic clarity, design principles, performance principles, and theoretical constructs.
5. Design graphics and animation that incorporate principles of composition, perspective, and using a variety of media   6. Create a graphic and animated film incorporating a range of artistic styles and techniques, reflecting the principle that form follows function.

Students preparing to present the internship report are required to adhere to the following guidelines:

Format of the file and its content:

- ➢ Cover page
- ➢ Declaration from the student
- ➢ Acknowledgement
- ➢ Certificate from the organization
- ➢ Introduction of organisation
- ➢ Index

Chapter 1: Introduction to the Organization

AMITY SCHOOL OF COMMUNICATION (ASCo)

- History, Structure and Establishment
- Brief Profile of Owners and Key Personnel
- Area of Operations
- Work Culture
- Key Employee Profile
- Major projects and Clients (in case of Advertising, Graphics Design, 3d Modeling VFX Company, Event Management Company, Photography)
- SWOT Analysis of the Organization
- Future Projects/Plans

Chapter 2: Internship Work

- Initial days in the organization
- My Industry Mentor
- Major Assignments allotted to me
- Accomplishments

Chapter 3: Internship Experience

- Challenges and Problems
- Learning Outcome
- Overall Experience

Chapter 4: Conclusion Appendix (Copies of the work done by the student during internship)

Format of the Report

- File should be hard bind in black color with text printed in golden color
- Text would be printed on one side of the page. Main title should be printed on the separate sheet.
- Font: Times New Roman
- Font Size: 14 (Heading) 12 (Body)
- Line Spacing: 1.5
- Margin: 1 Inch (Top and bottom) 1.5 Inch (Left and right)
- Page number: Right corner on the top of the page.

AMITY SCHOOL OF COMMUNICATION (ASCo)

Examination Scheme:

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

Project Report: 50

Viva Voce: 50

Total: 100

DOMAIN ELECTIVE
BRAND DESIGNING

Course Code	L	T	P/FW	Credit
BAV607	2	-	2	3

COURSE LEARNING OUTCOMES (CLO)

1. Create a final logo identity package and use it with confidence
2. Develop a brand mood board for your company
3. Implement principles of Graphic Design for an effective logo design: alignment, balance, contrast, proximity, repetition, white space, colour theory, scale and more
4. Design a logo that will work well in the future for all print or digital marketing needs

Course Contents:

Module I:
- Introduction to Product and Brand
- Competition & Product Strategy, product in theory & in practice, Product life cycle, product portfolio.
- Difference between Product and Brand, Brand Framework, Brand laddering, Brand designing: Meaning, concept and importance
- Branding & Brand Management: The concept of Brand Equity

Module II:
- creating brands in a competitive market, Brand Positioning and Brand Associations
- Types of Branding, Using Brand Elements to create brand equity
- The Internationalization of brands
- The importance of consumer perception and behaviour in branding

Module III:
- Tools for marketing and branding strategy
- Branding architecture, Building Iconic Brand
- Finding the right brand ambassadors
- Celebrity endorsement, Logo Design, Design character, Background & Concept, Color, pictures and videos, Digital publishing, visual communication, sound principles.

Examination Scheme:

Components	CE	CT	A	P	EE
Weightage (%)	10	15	5	20	50

PROJECT (Portfolio Development)

Course code	L	T	P/FW	Credit
BAV608	-		6	3

GUIDELINES FOR MINI PROJECT/LIVE PROJECT

It must be based on either Industry or Creating Computer Graphics. After selecting this option a Faculty Guide will be allocated to the student by HOI and concern student will have to work with allocated faculty guide for proper guidance to complete this project. Student can choose topic as per his/her area of interest & as per the suggestion given by Faculty guide.

EVALUATION PATTERN

Project Report: 70 Marks

In this report student will have give details of his/her Topic with proper Introduction, Industry overview along with proper details of his/her area. For example if he/she is working on 2D animation or clip art so they must give details on these. Following points should be covered in it:

    1. The project itself on the computer

AMITY SCHOOL OF COMMUNICATION (ASCo)

2. Report comprising of:
1. Title page
2. Concept note/ Ideation
3. Storyboard
4. Objectives
5. Methodology
6. Learning Outcome
7. Conclusion

Presentation & Viva: 30 Marks

Students will have to make a Presentation (based on their Project Report) and it will be followed by a Viva Voice in front of a Panel of two or three faculty members.

EVALUATION

Report	Viva	Total
70	30	100