

**2014-2015**  
**HOLY CROSS COLLEGE (AUTONOMOUS)**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**CHOICE BASED CREDIT SYSTEM**  
**U.G COURSE PATTERN**

(For candidates admitted from June 2014 onwards)

Se m	Pa rt	Component	Title of the Course	Code	Hrs/ Week	Credit s	Mark
<b>I</b>	I	Language - I	Tami Paper-I/ Hindi Paper- I French Paper -I/	U14TL1TAM01 U14HN1HIN01 U13FR1FRE01	6	3	100
	II	English - I	English-I	U10EL1GEN01	6	3	100
	III	Major Core-1	Media History in India	U08VC1MCT01	7	5	100
		Allied -1	Human Communication	U08VC1ACT01	4	4	100
		Allied -2(O)*	Visual Literacy and Drawing (Practical)	U08VC1ACP02	4	3	100
	IV	Environmental Studies	Environmental Studies	U14RE1EST01	2	2	100
		Value Education	Ethics/ Bible studies/ Catechism	U12VE2LVE01 U12VE2LVB01 U12VE2LVC01	1	-	-
	<b>Total</b>					<b>30</b>	<b>20</b>
<b>II</b>	I	Language - II	Tamil Paper II/ Hindi Paper II/ French Paper II	U14TL2TAM02 U14HN2HIN02 U13FR2FRE02	5	3	100
	II	English - II	English Paper II	U10EL2GEN02	6	3	100
	III	Major Core-2	Radio Production (Practical)	U12VC2MCP02	5	5	100
		Major Core -3	Mass Communication Theories	U08VC2MCT03	5	4	100
		Allied -3	Psychology	U08VC2ACT03	4	3	100
	IV	Skill-Based Elective-1	Soft Skill Development	U14RE2SBT01	2	2	100
		Skill-Based Elective- 2	Rural Enrichment and Sustainable Development	U08RE2SBT02	2	2	100
		Value Education	Ethics/ Bible studies/ Catechism	U12VE2LVE01 U12VE2LVB01 U12VE2LVC01	1	1	100
<b>Total</b>					<b>30</b>	<b>23</b>	<b>800</b>
	I	Language - III	Tamil Paper III/ Hindi Paper III/French Paper III	U14TL3TAM03 U14HN3HIN03 U14FR3FRE03	6	3	100

<b>III</b>	II	English - III	English - IV	U10EL3GEN03	6	3	100
	III	Major Core-4	Basics of Photography (Practical)	U08VC3MCP04	5	5	100
		Major Core-5	Graphic Design (Practical)	U08VC3MCP05	5	4	100
		Allied-4(O)*	Media, Culture and Society	U09VC3AOT04	4	4	100
	IV	Skill-Based Elective- 3	Communication and Personality Development	U08VC3SBT03	2	2	100
		Value education	Ethics/ Bible studies/ Catechism/	U12VE4LVE02 U12VE4LVB02 U12VE4LVC02	1	1	-
		Gender studies	Gender studies	U12WS3GST01	1	1	100
	<b>Total</b>					<b>30</b>	<b>23</b>
<b>IV</b>	I	Language - IV	Tamil Paper IV/ French Paper IV/ Hindi Paper IV	U14TL4TAM04 U14HN4HIN04 U14FR4FRE04	5	3	100
	II	English - IV	English paper IV	U13EL4GEN04	6	3	100
	III	Major Core-6	Elements of Film (Practical)	U08VC4MCP06	5	5	100
		Major Elective- 1	Advertising (Practical)/ Print Production (Practical)	U12VC4MEP01 / U12VC4MEP02	5	5	100
		Allied -5(O)*	Printing Process	U10VC4AOT0 5	4	3	100
		Allied -6	Journalism	U13VC4AOT06	4	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism/	U12VE4LVE02 U12VE4LVB02 U12VE4LVC02	1	1	100
<b>Total</b>					<b>30</b>	<b>23</b>	<b>700</b>
<b>V</b>	III	Major Core-7	Script Writing	U12VC5MCT07	5	4	100
		Major Core -8	Visual Analysis Tools	U08VC5MCT08	5	4	100
		Major Core-9	Public Relations	U13VC5MCT09	5	4	100
		Major Core-10	Women and Media	U08VC5MCT10	5	4	100
		Major Elective- 2	Video Editing/ Television Production(Prac	U08VC5MEP01 / U08VC5MEP02	5	5	100

			tical) / Computer Graphics-II (Practical)	/			
	IV	Non Major Elective-1	Basics of Advertising	U08VC5NMT01	2	2	100
		Skill-Based Elective- 4	Desk Top Publishing (Practical)	U13VC5SBP04	2	2	100
		Value Education	Ethics/ Bible studies/ Catechism/		1	-	-
<b>Total</b>					<b>30</b>	<b>25</b>	<b>700</b>
<b>VI</b>	III	Major Core-11	Studio Agency Internship (Practical)	U08VC6MCP11	6	5	100
		Major Core -12	Project (Practical)	U08VC6MCP12	6	5	100
		Major Core-13	Portfolio (Practical)	U08VC6MCP13	6	5	100
		Major Elective-3	Writing on Art and Aesthetics/ Art of StoryBoarding/ Media Writing Skills	U13VC6MET01 / U13VC6MET02 / U13VC6MET03	5	5	100
	IV	Non Major Elective-2	Human Communication	U09VC6NMT02	2	2	100
		Skill-Based Elective- 5	News Production (practical)	U08VC6SBT05	2	2	100
		Skill-Based Elective-6	SBE 6-Project (practical) Research Methodology	U13DS6SBT06	2	2	100
	IV	Value Education	Ethics III /Bible Studies III / Catechism III	U13VE6LVE03 U12VE6LVB0 3 U12VE6LVC0 3	1	-	-
	V	Extension Activity	RESCAPES- Impact study of Projects	U08RE6ETF01	1	-	100
	<b>Total</b>					<b>30</b>	<b>27</b>
<b>Grand Total (I-VI)SEMESTERS</b>					<b>180</b>	<b>141</b>	<b>4300</b>



புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.

தமிழாய்வுத்துறை  
இளங்கலை ∴ இளமறிவியல் ∴ இளம் வணிகவியல் பட்ட வகுப்பு  
முதலாமாண்டுபருவம் I- 2014  
தாள் - II

**Total Hours : 90**

**Hrs : 6Hrs /Wk**

**Credit : 3**

**Code : U14TL1TAM01**

**Marks : 100**

**நோக்கங்கள்:**

1. தாய்மொழியை வலுவோடும், பொலிவோடும் கையாளும் வழி முறைகளைக் கண்டறியச் செய்தல்.
2. தமிழ் இலக்கியப் பரப்பையும், பாரம்பரியத்தையும் அறிமுகப்படுத்துதல்.
3. படைப்பாற்றலை வளர்த்துக் கொள்ள ஊக்கம் அளித்தல்.
4. உயர்ந்த பண்பாடுகளின் அடிப்படையில் வாழ்க்கையை அமைத்துக் கொள்ளும் உள்ளார்ந்த விருப்பத்தைத் தோற்றுவித்தல்.
5. மனித உரிமைகளை வலியுறுத்தி மனித நேயத்தை வளர்த்தல்.
6. நாம் வாழும் நாட்டையும், உலகையும் பற்றிய விழிப்புணர்வை ஊட்டி சமய நல்லிணக்கத்தையும், சமூக நல்லுறவையும் பேணிக்காக்கத் துணைப்பிரிதல்.
7. ஆரோக்கியமான சிந்தனைகள் வளர ஆக்கம் அளித்தல்.

**பயன்கள்:**

1. தற்காலத் தமிழ் இலக்கிய வரலாற்றை வளர்க்க வழிகாட்டல்.
2. மாணவர்களின் தன்னம்பிக்கையை வளர்த்தல்
3. வாழ்வியல் நெறிகளை உணர்த்தல்.
4. பிழையின்றி எழுத பேச பயிற்சி அளித்தல்.

**பாடத்திட்டம்**

**அலகு:1** செய்யுள்

மொழி

கல்வி

வீரம்

**அலகு:2** செய்யுள்

அறம்

வாழ்க்கை

**அலகு:3**

தமிழ் இலக்கிய வரலாறு

20-ஆம் நூற்றாண்டு (தற்காலம்)

தமிழாய்வுத்துறை வெளியீடு

**அலகு:4**

படைப்பிலக்கியம் - சிறுகதைத் தொகுப்பு

**அலகு:5**

பொதுப்பகுதி - கலைச்சொற்கள்

தமிழாய்வுத்துறை வெளியீடு

**பாட நூல்கள்**

செய்யுள்

- தமிழாய்வுத்துறை வெளியீடு

தமிழ் இலக்கிய வரலாறு  
சிறுகதைத் தொகுப்பு  
கலைச்சொற்கள்

- தமிழாய்வுத்துறை வெளியீடு
- தமிழாய்வுத்துறை வெளியீடு
- தமிழாய்வுத்துறை வெளியீடு

(for the candidates admitted from June 2014 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com**  
**HINDI PAPER-I SHORT STORY, PROSE, GRAMMAR**  
**SEMESTER – I**

**HRS/WEEK : 6**

**CODE:**  
**U14HN1HIN01**

**CREDITS : 3**

**MARKS : 100**

**UNIT – I** : Purasakar, Sukamaya Jeevan, Ganga Singh, Machuye Ki Beti,

Maharaj Ka Ilaj

**UNIT- II** : Maatru vandana, Chandini, Thitalii, Divali, Seekho.

**UNIT- III** :Sadak Ke Niyam, Bhagavan mahaveer, Prithvi Ka swarga,Mahan ganithagya Ramanujam, Birbal Ki Chathuraye.

**UNIT- IV** :General Grammar  
(Sanghya, Visheshan, ling, Vachan, Kriyavisheshan)

**UNIT- V** : Anuvad Abhyas–II

Book Prescribed :

Galpa Sanchayan

- D.B.H.P. Sabha Publishers,  
Chennai-17

Naveen Hindi Patamala – I- D.B.H.P. Sabha Publishers, Chennai-17

Naveen Hindi Patamala – II- D.B.H.P. Sabha Publishers, Chennai-17

Sugam Hindi Vyakaran- D.B.H.P. Sabha Publishers, Chennai-17

Anuvad Abhyas – II - - - D.B.H.P. Sabha Publishers, Chennai-17

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2  
DEPARTMENT OF FRENCH**

**SEMESTER I**

**PART I – LANGUAGE - FRENCH PAPER I [GRAMMAR &  
CIVILISATION**

(ÉCHO A1 2<sup>e</sup> édition)]

(For candidates admitted 2013 onwards)

HRS/WEEK :6

CODE : U13FR1FRE01

**CREDIT:3**

**MARKS :100**

**Unit 1 Parcours d'initiation ; Vous comprenez**

La différence entre le prénom et le nom, les nationalités, les nombres, les professions

La présentation, le genre et le nombre d'un nom, l'interrogation et la négation – l'identité, les lieux de la ville, les mots du savoir-vivre – saluer, remercier – l'espace francophone.

**Unit 2 Au travail!**

La conjugaison des verbes du 1<sup>er</sup> groupe, des accords, les articles – l'état civil, des personnes et des objets caractéristiques d'un pays – exprimer ses goûts – première approche de la société française.

**Unit 3 On se détend!**

La conjugaison des verbes irréguliers, le future proche, les pronoms après une préposition – les loisirs – proposer, accepter, refuser, demander une explication – première approche de l'espace de France, repérages de quelques lieux de loisirs

**Unit 4 Racontez-moi ! ; Bon voyage !**

Le passé composé, la date et l'heure – les moments de la journée, de l'année, les événements liés au temps – dire ce qu'on a fait – les rythmes de vie en France, des personnalités du monde francophone.

La comparaison, les adjectifs démonstratifs et possessifs – les voyages et les transports – négocier une activité, faire les recommandations – les transports en France

**Unit 5 Bon appétit!**

L'emploi des articles, la forme possessive – la nourriture, les repas, la fête – les situations pratiques à l'hôtel et au restaurant – les habitudes alimentaires en France.



TEXT BOOKS :

ECHO A1 – METHODE DE FRANÇAIS & CAHIER PERSONNEL  
D'APPRENTISSAGE

Authors: J. Girardet and J. Pécheur

Publication: CLÉ

INTERNATIONAL, 2012.

(for candidates admitted from 2013 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI –**  
**2.**  
**II B.A., B.Sc., B.Com., B.R.Sc., B.C.A., B.B.A., SEMESTER I PART II –**  
**ENGLISH I- GENERAL ENGLISH PAPER I**

NO.OFHRS/WK:6

CODE:U10EL1GEN01

NO.OF CREDITS: 3

**OBJECTIVES**

To develop in the students LSRW Skills at the foundation basic level

To focus on Oral Communication Skills through several Spoken English tasks given individually and in groups.

To encourage students to read and appreciate biographies/passages/fables/folk tales

To develop sub skills including comprehension, vocabulary, grammar, spelling, punctuation and reference skills.

**UNIT I: Speak Better I**

Tasks 1 – 30

**UNIT II:Speak Better II**

Generation of alternatives

Viewpoints

Challenging Assumptions

Redesigning

Dominant Ideas and Crucial Factors

**UNIT III : Read and Communicate I : a)**

Fables and Folk Tales The Crow and the Kavun

The Parakeet and the Clay Pot

**UNIT IV:**

Read and Communicate I: b) Fables and Folk Tales

How the Ministers Laid Eggs

How Andare Ate Curd at the Palace

**UNIT V: Read and Communicate**

II Biographies MahatmaGandhi

AbrahamLincoln

**PRESCRIBED TEXT**

OraneeJansz : *EXPLORATIONS A Course in reading, thinking and communication skills*: Foundation Books. Print.

**LIST OF GENERAL TOPICS:**

1. Knowledge ispower
2. The Impact of EnglishLanguage
3. Science andTechnology
4. Where there is a will there isway
5. Honesty is the bestpolicy

6. Birds of the same feather, flock together
7. East or west home is the best
8. Make hay while the sun shines
9. Your favourite leader
10. Description of a significant experience in your life.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**B.Sc VISUAL COMMUNICATION**  
**MAJOR CORE PAPER –I SEMESTER I**  
**MEDIA HISTORY IN INDIA**  
**SYLLABUS**

**Hours/Week: 7**  
**Credits: 5**

**Codes: U08VC1MCT01**

**COURSE OBJECTIVE**

- To study the history and development of communication media in India
- To learn the techniques of journalism and put together a portfolio of journalism work.

**UNIT I: TRADITIONAL MEDIA**

Traditional media for communication -Communication through folk arts -Various folk forms -Folk forms for social change -Types of popular theater -Street theater -Electronic media and folk media

**UNIT II: JOURNALISM**

Journalism definition-concepts related to journalism -Short history of Indian press -Role of press in India -News, news values, gate keeping -Various media organization-PCI,ABC,RNI -Press codes and ethics

**UNIT III: CINEMA**

Short History of Indian cinema -Documentary and news reel -NFDC and its activities -Film censorship -Impact of cinema on society -Ethics of cinema

**UNIT IV: BROADCAST MEDIA**

History of broadcasting - Radio formats & genres -TV program & genres - Services provided by AIR -FM broadcasting-DD-SITE-cable TV-DTH-satellite - TV broadcasting committee- verghese- chanda- prasar bharathi bill-Ethics of broadcasting.

**UNIT V: NEW MEDIA**

Forms of new media- Information super highway-(Internet)- World Wide Web - E – Commerce- New Media & Society- Impact of New media on Children- Diffusion and Appropriation of New media.

**Practical's**

Producing radio drama and talks etc-  
Bringing out audio tapes with talk shows on any topic and also  
Quiz programmes and Interviews.  
Gathering news, editing and releasing a booklet  
Producing Folk drama and songs and presenting it in front of the class

**TEXT**

Mehta.D.S-Mass Communication and Journalism in India (2001) Allied Publishers Ltd, New Delhi. (2001)

## **BOOKS FOR REFERENCE**

D'Abero.A.Desmond, Voice to the people (Communication for social change), Culture and Communication, Chennai 1990.

Mehta.D.S-Mass Communication and Journalism in India (2001) Allied Publishers Ltd, New Delhi. (2001)

Kumar.J., Keval – Mass Communication in India. , Jaico Publishing House, Mumbai 2002.

Livingstone Sonia Young people and New Media sage publication New Delhi 2004.

Srinivastava H.O Broadcast Technology, Gyan Publishers, and New Delhi 2000.

Yadava ,Malhotra Pradeep, Issues in mass communication (basic concepts), Kanishka Publishers ,Indian institute of Mass communication (1998) ,New Delhi.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**B.Sc VISUAL COMMUNICATION**  
**ALLIED PAPER – I SEMESTER – I**  
**HUMAN COMMUNICATION**  
**SYLLABUS**

**Credits: 4**

**Code: U08VC1ACT01**

**Hours/Week: 4**

**COURSE OBJECTIVE**

- To enable the students to understand the evolution, nature and facets of human communication.
- To understand the effective use of body to become effective communication.

**UNIT I: EVOLUTION OF HUMAN COMMUNICATION**

What is Human communication?-The fact of communication- The need for communication-Defining communication-Communication as a process-Communication as a science-7c's of communication.

**UNIT II: COMMUNICATION – TYPES AND BARRIERS**

Three stages of interpersonal communication – phatic, personal and intimate - Group communication, mass communication, mass-line communication and interactive communication-Functions of communication -Barriers to communication – physical barriers, linguistic barriers, cultural barriers, mechanical barriers.

**UNIT III: BODY LANGUAGE**

Characteristics of body language --Verbal and non-verbal communication -- Chronemics and proxemics -Body language as “language” - Body language as communication - Main aspects of body language - Dimensions of body language - Approaches to the interpretation of body language.

**UNIT IV: MEDIA OF COMMUNICATION**

Oral communication - Traditional forms of communication - Non dominant communication-Multimedia communication.

**UNIT V: INFORMATION TECHNOLOGY AND COMMUNICATION**

The first wave – Communication through print media – extension of eye, The second wave – Inventions – Extension of eye and ear – Satellite Communication, The third wave – Modern Communication – Artificial Intelligence – Information Storage and Retrieval – Effect on fourth way, The fourth wave – Age of information – DTH – Information Explosion.

## **TEXT**

Kumar, J.Keval .(2003)- Mass communication in India, Himalaya publishers, New Delhi

## **BOOK FOR REFERENCE**

Morreale, Sherwayn.P, Spitsbergen, Brain. H & Barge's Kevin – Human communication - Motivation, Knowledge & Skills, Sage publishers, London

Allan& Barbara pease (2004) –Body language, (manjul publishing house pvt ltd Bhopal, Mumbai-23

Hedwig Lewis -body language, sage publications India pvt.ltd greater Kailas market, New Delhi-48 Theories of Human Communication – Little John W. Stephen Library of Congress Cataloging- in –Publication Data, New Mexico, (2003)

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**

**B.SC VISUAL COMMUNICATION**

**ALLIED PAPER - II**

**SEMESTER-I**

**VISUAL LITERACY AND DRAWING**

**Hours/Week: 4**

**Code:**

**U08VC1ACP02**

**Credits:**

**COURSE OBJECTIVE**

- To understand the elements of visual communication and appreciate the infinite details of environments and one's role in them.
- To study form and structure of animate and inanimate objects and understand the process of visual representation of ideas.

**UNIT I: VISUAL LITERACY: AN INTRODUCTION**

Elements of visual literacy-Image and imagination - dot, line, shape, juncture, color

**UNIT II: PRINCIPLES OF VISUAL LITERACY**

Perspective- types of perspectives –Various viewpoints - Composition- Rules for composition – types of composition - Light and shade coloring

**UNIT III: VISUAL VOCABULARY**

Exaggeration- Exaggeration of image, exaggeration of colors- Distortion- Distortion of colors –distortion of images -Stylization- stylization of images - Abstraction

**UNIT IV: GLOSSARY OF TERMS IN DRAWING**

A-z in drawing-Color-Color wheel-Genres in drawing

**UNIT V: INTRODUCTION TO WATER AND OIL COLOUR**

Use of water colours-Use of oil as a medium-Mixing- Blending-Presentation

**TEXT**

Gill W.Robert, The complete guide to Drawing and painting, Quantum publishing Ltd New Delhi (2006) .



## **BOOKS FOR REFERENCES**

Bride M. Whelan: Color Harmony 2, Guide to Creative Color Combinations, Rock  
fort Publishers, U.S.A, 1994.

Christopher Hart: Drawing on the funny side of the Brain, Watson-Guptill  
Publications, Singapore, 1998.

Colleen Doran, Drawing Action Comics, Lee Thousand consultant, New Delhi  
(2000)

David E.Carter: The Little Book Of Logo Recipes, successful designs and how to  
create them,Harper Collin Publishers, Newyork, 2004.

Gill W.Robert, The complete guide to Drawing and painting, Quantum publishing  
Ltd New Delhi (2006)

Richarch Williams, The Animators Survival kit, Director of Animation (2001)

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**B.A /B.Sc./B.Com/B.R.SC/B.C.A/B.B.A DEGREE EXAMINATION**  
**SEMESTER – I**  
**ENVIRONMENTAL STUDIES**

Hrs– 2/Week

**CODE:U14RE1EST01**  
**CREDITS : 2**

**Unit I–Awareness and Natural Resources**

Awareness of Environmental issues and management strategies–need of the hour  
Renewable and non-renewable resources–uses, present status and management of  
forest, water, land and energy resources.

**Unit II–Ecosystems and Biodiversity**

Ecosystem–concepts, structure and types–concept of food chain and food web–  
causes and effects of weakening food chains

Biodiversity–concept of genetic, species and ecological biodiversity–ecological and  
economic values–India, a mega diversity country, hotspots–threats to biodiversity and  
conservation measures.

**Unit III–Environmental Pollution**

Causes, effects and control of water, and air pollution–global  
warming–ozone depletion– Nuclear hazards.

**Unit IV–Human population and Environment**

Population growth at national and global level.

World food production–Effects of modern agriculture on land and Eco systems–  
GMOs and related issues.

Environmental pollutions and diseases–malaria– chikungunya

**Unit V–Environment and Social Issues**

Rich poor wide–at national and global levels. Urbanization

–slums Changing value systems –AIDS

Family welfare programs

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.

தமிழாய்வுத்துறை

இளங்கலை ∴ இளமறிவியல் ∴ இளம் வணிகவியல் பட்ட வகுப்பு

முதலாமாண்டு– இரண்டாம் பருவம் - 2014

தாள் - II

**Total Hours : 75**

**Code : U14TL2TAM02**

**Hrs : 5Hrs /Wk**

**Marks : 100**

**Credit : 3**

**நோக்கங்கள்:**

1. இறைச் சிந்தனை வழி மாணவர்களை ஒருமுகப்படுத்துதல்.
2. தமிழ்ச் சான்றோர்களின் சிறப்புகளை அறிமுகப்படுத்துதல்.
3. மாணவர்களின் நல்லெண்ணங்களை மேம்படுத்துதல்.
4. நட்புணர்வை மாணவர்கள் மனதில் பதியவைத்தல்.

**பயன்கள்:**

1. இப்பாடம் மாணவர்களிடையே ஆன்மீக அறிவு அறிமுகமாகவும், வளரவும், ஆழப்படவும் துணைபுரிகின்றது. இது ஓர் இயற்கைப் பூங்கா.
2. தமிழை நேசித்து, தமிழ்ச் சான்றோர்களின் மீது மதிப்புக் கொள்ளவும், தானும் சான்றோர் ஆகவும் இது ஒரு பாலமாக பயன்படுகிறது.
3. ஊற்றுக்களாய் மாணவிகளிடையே மறைந்து கிடக்கும் நல்லெண்ணங்களை வெளிக்கொணரவும் நேர்மறைச் சிந்தனைகள் தோன்றவும் பயன்படுவதால் இது ஒரு நூலகமாகும்.
4. வாழ்க்கையில் நட்பின் தேவையை உணர வைக்கும் வழிகாட்டியாகத் திகழ்கிறது. இது வாழ்க்கைப் பெட்டகம்.

**அலகு:1 செய்யுள்**

இறைமை

அன்பு

நேர்மை

**அலகு:2 செய்யுள்**

தன்னம்பிக்கை

முயற்சி

**அலகு:3**

தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு

பல்லவர்காலம்

நாயக்கர்காலம்

**அலகு:4**

படைப்பிலக்கியம் - புதினம்

சு.தமிழ்ச்செல்வி - கீதாரி

**அலகு:5**

கடிதம் எழுதுதல்

**பாட நூல்கள்**

செய்யுள்

தமிழ் இலக்கிய வரலாறு

- தமிழாய்வுத்துறை வெளியீடு

- தமிழாய்வுத்துறை வெளியீடு

கீதாரி  
கடித இலக்கியம்

- சு.தமிழ்ச்செல்வி  
- பயிற்சி ஏடு.

(for the candidates admitted from June 2014 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com**  
**HINDI PAPER-II PROSE, DRAMA, GRAMMAR-II, COMPREHENSION**  
**SEMESTER –II**

**HRS/WEEK : 5**  
**CREDITS : 3**

**CODE:**  
**U14HN2HIN02**  
**MARKS : 100**

**UNIT – I** : Bharat matha, Premchand, Taj mahal ki Aathma Kahani, Mahakavi Prasadh, Meritheertha yatra

**UNIT- II** : Sathyameva jayathe - Drama (chapter 1& 2)

**UNIT- III** :Sathyameva jayathe–Drama (chapter 3)

**UNIT- IV** :General Grammar (Sarvanaam, Kriya, Kaal, Karak, Ne Ka niyam)

**UNIT- V** : Comprehension–Prose passages

Book Prescribed :

- |                      |                              |
|----------------------|------------------------------|
| Naveen Gadhya        | D.B.H.P. Sabha Publishers,   |
| □ Chayanika          | – Chennai-17                 |
| □ Sathyameva Jayathe | – D.B.H.P. Sabha Publishers, |
|                      | Chennai-17                   |
| □ General Grammar    | D.B.H.P. Sabha Publishers,   |
|                      | – Chennai-17                 |

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2  
DEPARTMENT OF FRENCH**

**SEMESTER II**

**PART I - LANGUAGE - FRENCH PAPER II**

[GRAMMAR, CIVILISATION & TRANSLATION (ÉCHO A1 2<sup>e</sup> édition)]

**(For candidates admitted 2013 onwards)**

HRS/WEEK :5

CODE : U13FR2FRE02

**CREDIT: 3**

**MARKS :100**

**Unit 1 Quelle journée !**

La conjugaison pronominale, l'impératif, l'expression de la quantité – les activités quotidiennes, les achats et l'argent – demander des nouvelles de quelqu'un – le comportement en matière d'achat et d'argent.

**Unit 2 Qu'on est bien ici !**

Les prépositions et les adverbes, les verbes exprimant un déplacement – le logement, la localisation, l'orientation, l'état physique, le temps qu'il fait – demander de l'aide, exprimer une interdiction – le climat en France, les cadres de vie (ville et campagne)

**Unit 3 Souvenez-vous ?**

Emplois du passé composé et de l'imparfait – les moments de la vie, la famille, les relations amicales, amoureuses, familiales – demander/donner des informations sur la biographie d'une personne – le couple et la famille.

**Unit 4 On s'appelle ?**

Les pronoms compléments directs et indirects – les moyens de la communication – aborder quelqu'un, exprimer une opinion sur la vérité d'un fait – les conseils de savoir-vivre en France.

**Unit 5 Un bon conseil ! ; Parlez-moi de vous !**

L'expression de déroulement de l'action, les phrases rapportées – le corps, la santé et la maladie – téléphoner, prendre rendez-vous, exposer un problème – les conseils pour faire face aux situations d'urgence.

La place de l'adjectif, la proposition relative, la formation des mots – la description physique et psychologique des personnes, les vêtements et les couleurs – demander/donner une explication – quelques styles comportementaux et vestimentaires en France.

**TEXT BOOKS :**

ECHO A1 – METHODE DE FRANÇAIS & CAHIER PERSONNEL  
D'APPRENTISSAGE

Authors: J. Girardet and J. Pécheur

Publication: CLÉ

INTERNATIONAL, 2012.

(for candidates admitted from 2013 onwards)

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.  
II B.A., B.Sc., B.Com., B.R.Sc., B.C.A., B.B.A., SEMESTER II  
PART II - ENGLISH 1I - GENERAL ENGLISH PAPER II**

**NO.OF HRS/WK:6**

**CODE:U10EL2GEN02**

**NO.OF CREDITS: 3**

**OBJECTIVES**

Integrated skills of English with focus on reading, writing, speaking and listening.

Integrated sub skills that include comprehension, vocabulary, grammar, spelling, punctuation and reference skills.

Literary appreciation (incidental)

**UNIT I**

The Suitor and Papa: Anton Chekov

**UNIT II**

The Sniper :Liam O’Flaherty

**UNIT III**

A Handful of Dates :Tayeb Salih

**UNIT IV**

Two Gentlemen of Verona: A.J. Cronin

**UNIT V**

GRAMMAR - 1. Transformation of sentences – a) Direct – Indirect speech b) Voices

Question Tag 3. Tenses COMPREHENSION – Prescribed texts

COMPOSITION - 1. Personal letter

Creative Writing

Narrative Writing

Article Writing

**GENERAL ESSAY: 5 TOPICS**

My relationship with my mother

My favourite hobby

Look before you leap

All that glitters is not gold

Me, after ten years...



## **BOOKS FOR REFERENCE**

Renu, Anand and Geetha, Rajeevan, Images Of Life An Anthology of Prose, New Delhi: Cambridge University Press, 2006. Print.

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**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**

**B.SC VISUAL COMMUNICATION**

**SEMESTER – II**

**MAJOR CORE PAPER – II- RADIO PRODUCTION**

**Hours/Week : 5**

**Code: U12VC2MCP02**

**Credits: 5**

**COURSE OBJECTIVE**

To empower the students to produce program for the broadcast media  
To enable the students to master the individual skills for producing pieces for air.  
To enable the students to learn basic techniques of radio reporting, writing and on-air production.

**UNIT I INTRODUCTION TO RADIO MEDIUM**

History of radio - Formats of radio - Role of producer -Non commercial radio - history, functioning and types - Commercial radio – history, functioning and types

**UNIT II CONSOLES AND SOUND**

Amplification and patching - Mixing and sub mixing - Basics of sound - Patterns of microphones - Microphone selection and use

**UNIT III PROGRAM PRODUCTION I**

Recorded programmes - Recorded voice and music -Sound effects -Live on – air productions - Duties of on – air producer – Cue sheets and Log books

**UNIT IV PROGRAM PRODUCTION II**

Drama production - News production - Commercial production - Sports production

**UNIT V EDITING**

Splicing and editing a sound file - Marking the edit points - Looking at wave forms - Non destructive editing - Copying, pasting and looping

## **BOOKS FOR STUDY:**

1. Hausman, Carl and Benoit Philip, Messere Fritz (2005) *Modern Radio Production*, New York : Routledge.
2. Hausman, Carl (2007) : *Modern Radio Production: Production Programming*, California : Brooks.

## **BOOKS FOR REFERENCE :**

1. Hausman, Carl (2004) *Modern Radio Production*. Canada : Wadsworth publication.
2. Mc Leish, James, (1999) *Radio production*. Burlington : Focal Press
3. Bhatt, S.C, (1993) *Broadcast Journalism- Basic Principle*. New Delhi : Haranand Publications
4. Thangamani, P (2000) *History of Broadcasting in India*. Chennai: Ponniah Pathipagam
5. Baruah U. L (1983) *All India Radio*. New Delhi : Government of India publications

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**B.SC VISUAL COMMUNICATION**  
**MAJOR CORE PAPER -III**  
**SEMESTER - II**

**MASS COMMUNICATION THEORIES**

**Hours/Week : 5**

**Code:U08VC2MCT03**

**Credits :4**

**COURSE OBJECTIVE**

- To provide a theoretical understanding of various approaches to mass communication theories.
- To enable the students to understand the evolution, nature and facets of communication

**UNIT I: INTRODUCTION TO COMMUNICATION**

Communication – definition – The need for communication–Types of Communication–The three stages of interpersonal communication–Group communication–Mass communication–Mass – line communication–Barriers to communication.

**UNIT II: SOCIOLOGICAL THEORIES AND THEORIES OF PERSUASION**

Sociological Theories–Social learning theory–Agenda setting theory–Uses and gratification theory–Dependency theory–Play theory–Theories of persuasion–Hypodermic bullet theory–Individual difference theory–Cognitive theory–Personal influence theory.

**UNIT III: NORMATIVE THEORIES AND ADVANCED THEORIES**

Authoritarian theory–Libertarian theory–Social responsibility theory–Soviet media theory–Democratic participant media theory – Advanced theories- Information theory–Convergence theory.

**UNIT IV: MASS COMMUNICATION MODELS**

Harold D.Lasswell’s model–Shannon and Weaver’s model–Osgood and Schramn’s model–Bolton and Cleaver’s model–George Gerbner’s model–Theodore N.New combs model.

**UNIT V: MASS COMMUNICATION AND SOCIAL REALITY**

Mass media and the Indian family–Effects of media on education–Women and mass media–Children and mass media–Violence in media and society–Media and erotica–Mass media and terrorism–Mass media and environmentalism.

## **TEXT**

MC Quail, Dennis – Mass communication theories, an Introduction, Routledge , London (1987)

## **BOOKS FOR REFERENCE**

Dennis Mc Quai's : Mass Communication Theory, fifth edition, Vista Publications, New Delhi , 2005

Stanley J.Baran, Dennis K.Davis : Mass Communication Theory Foundations, Fernant &Future, second edition,Thomson Asia Private Ltd,Singapore, 2000

Uma Narula :Mass Communication Theory & Practice, Haranand publications ,India,2002

Communication management ,Diwan ,Parag,Deep and Deep publication,New Delhi(1997).

Media and Mass Communication, Bhattacharjee Shymali,Kanishka Publishers , New Delhi(2005) .

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**I B.SC VISUAL COMMUNICATION**  
**SEMESTER – II**  
**ALLIED PAPER III - PSYCHOLOGY**  
**SYLLABUS**

**Hours/Week: 4**

**Code: U10VC2ACT03**

**Credits: 3**

**COURSE OBJECTIVE**

- To study the basic concepts of psychology
- To apply psychological concepts to the field of visual communication

**UNIT I: SCHOOLS OF PSYCHOLOGY**

Structuralism- Functionalism- Gestalt School of psychology- Behavioral School of psychology-Psycho analysis

**UNIT II: PERCEPTION AND AWARENESS – I**

Characteristics of senses-Visual senses-Auditory senses-Other senses

**UNIT III: PERCEPTION AND AWARENESS –II**

Object perception- Organization and perception-Movement perception- Depth perception-Attention and perception-Extra sensory perception

**UNIT IV: LEARNING, PERSONALITY AND MOTIVATION**

Language and thought-Nature of intelligence-Age, changes in Intelligence-Shaping of personalities-Testing aptitudes and achievements-Physiological basis of motivation-Human motivation

**UNIT V: SOCIAL BEHAVIOUR**

Social psychology – perception of others, interpersonal attraction, stereotypes.- Application of psychological concepts related to visual communication.

**TEXT BOOK**

Clifford T. Morgan and Richard A. King. 4th Ed Introduction to psychology, McGraw-Hill publishers USA1971

## **BOOKS FOR REFERENCE**

Clifford T. Morgan and Richard A. King. 4th Ed Introduction to psychology, McGraw-Hill publishers USA1971

Ernest. R.Hiliard, Theories of Learning Eastern Company, New Delhi (1981)

Marel.J. Moskowitz,,General Psychology ,Houghton Mifflin publication ,Boston ,(1996)

Rita.L. Atkinson, Advanced educational psychology, kanishka publishers, New delhi (1997)

Ramnath Sharma, History of Psychology, A, Rajhans publication Meerut (1990)

Richard .L. Aktinson , Introduction to Psychology ,Brace Jovanovich publication, USA,(1981)

**HOLY CROSS COLLEGE(AUTONOMOUS),TIRUCHIRAPPALLI**  
**B.A/B.Sc./B.Com/B.R.SC/B.C.A/B.B.A DEGREE EXAMINATION**  
**SEMESTER-II**  
**SBE-1 SOFT SKILL DEVELOPMENT**

**Hrs– 2/Week**

**CODE:U14RE2SBT01**

**CREDITS : 2**

**General Objective:**

The student understands the need for the development of self esteem, team spirit and communicative skills to prepare themselves for employability

**UNIT I: Capacity Building**

Self awareness-building self esteem-importance of having a strong self-esteem-developing positive attitude -.Anchoring on principles: Universal principles and values-forming & inculcating values-Leadership skills.

**UNIT II : Interpersonal skills**

Trust-trustworthiness-interpersonal communication-art of listening, reading and writing-art of writing-Emails etiquettes-building relationship-networking

**UNIT III: Corporate skills**

Vision, mission and goals: Concepts, vision setting, goal setting, goals for roles Individual and Group goals, Concept of synergy, team building, group skills

**UNIT IV: Management skills**

Developing Body Language-Practicing etiquette and mannerism-Stress Management-Time Management-Importance and urgent activities-Time management to move towards life vision.

**UNIT V: Employability skills**

Writing Resume/CV- interview skills-Group Discussion-mock Interview-mock GD-Career planning

**TEXT BOOKS:**

Meena K.Ayothi V.(2013) A Book on development of soft skills(soft skills: A Road Map to Success) P.R . Publishers and distributors, Trichy.

Alex K.(2012) Soft Skills Know Yourself & Know the World, S.Chand&Company Ltd., NewDelhi

**Book Recommended:**

1.Francis Thamburaj S.J.(2009).Communication soft skills for Professional Excellence,1<sup>st</sup> Ed., GracePublishers,

Rathan Reddy B.(2005).Team Development and Leadership, Jaico Publishing House, Mumbai



**HOLY CROSS COLLEGE (AUTONOMOUS),  
TIRUCHIRAPPALLI– 2B.A./B.Sc./B.Com./BCA&BBA,  
DEGREE EXAMINATION  
SEMESTER II  
SKILL BASED ELECTIVE II: RURAL ENRICHMENT AND SUSTAINABLE  
DEVELOPMENT**

Hrs–2/Week

CODE:U08RE2SBT02

CREDIT: 2

**UNIT I:**

Green Revolution and industrialization

Cost climate changes and mismanagement of natural resources: Effects of over exploitation of land and water, mono culture practices use of hybrid and genetically modified (GM) seeds dumping of chemical fertilizers and pesticides-reduced economic returns from agriculture-resultant social issues-poverty-farmers suicide.

**UNIT II:**

Sustainable Development: concept environmental, social and economic aspects of sustainable development-sustainable development as solution to address rural issues-successful case studies from India .

**UNIT III:**

Elements in sustainable development I: Water shed management-rain water Harvesting, de-silting, bunds construction ,check dams, managing rain water drainage canals Alternative agricultural models –agro-forestry.

**UNIT IV:**

Elements in sustainable development II: addressing agricultural issues-biofertilizers-azolla culture, vermicomposting, biopesticides-panchakavya, mulikai puchiviratti ,amirthakarasal ,addressing health and sanitation issues-health, nutrition, vaccination.

**UNIT V:**

Survey of natural resources and resource mapping in villages, village level participatory approach(VLPA)-role of SHGs and NGOs.

Introduction to disaster Management (fire and flood)

**HOLY CROSS COLLEGE ( AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**B.A. /B.Sc. / B.Com. / B.R.Sc. / B.C.A. DEGREE COURSE**  
**LIFE ORIENTED EDUCATION**

**ETHICS – I: RELIGION AND VALUE SYSTEMS**

**HRS /Wk:1**

**CODE: U12VE2LVE01**

**CREDITS : 1**

**MARKS : 100**

**OBJECTIVES:**

- To Understand My and Other Religions and Culture
- To Appreciate My and Other Religions and Culture
- To Learn from other Religions and Culture
- To Interact with My and Other Religions and Culture to enhance My faith in My religion.
- To Help the students to become aware of the negative forces of religions.

**UNIT – I: RELIGION**

Concept of God- Faith, Meaning, Definition, Nature, Characteristics. Basic values of different religions-Globalization.

**UNIT – II: DIFFERENT RELIGIONS**

Basic characteristics and basic thoughts- Buddhism, Christianity, Hinduism, Islam, Jainism and Sikhism

**UNIT – III: UNITY OF RELIGION**

Unity of Vision and Purpose- Respect for Other's Faith, Inter Religious Co-operation, Religious Pluralism as a fact and Religious Pluralism as a value.

**UNIT – IV: FUNDAMENTALISM, COMMUNALISM AND SECULARISM**

Meaning and impact of Fundamentalism-Communalism-Violence and terrorism – Tolerance – Secularism - Individualism.

**UNIT – V: VALUE SYSTEMS**

Value and Value Systems - Moral Values -Individuals and the need to stand for values in the concept of Globalization - Consumerism. Will power to live up to your values. Healthy body for empowerment – Physical health and Mental hygiene, food and exercises.

**REFERENCES:**

1. Social Analysis (a course for all first year UG students), 2001. Department of Foundation Courses, Loyola College, Chennai-34.
2. Special topics on Hindu Religion, 2001. Department of Foundation Courses, Loyola College, Chennai-34.
3. Religion: the living faiths of the world, 2001. Department of Foundation Courses, Loyola College, Chennai-34.
4. Sydney Am Meritt, 1997. Guided meditations for youth.
5. Marie Migon Mascarenhas, 1986. Family life education- Value Education, A text book for College students.

**HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.**

**B.A/ B.Sc/ B.Com/ B.R.Sc./ B.C.A – DEGREE**

**COURSES LIFE ORIENTED EDUCATION**

**BIBLE STUDIES – I: NEW TESTAMENT**

**HRS / WK: 1**

**CODE:U12VE2LVBO1**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVE:**

- Developing the passion for the Word of God – Jesus and inculcating the thirst of Missionaries being a disciple of Christ.

**UNIT - I: BIBLE – THE WORD OF GOD**

- Books of the Bible – Division into Old Testament and New Testament – history of the Bible-
- Messianic Prophecies (Isaiah 9:6,40:3,53:1-12,61:1-3,Micah5:2)
- The Birth and Ministry of John the Baptist (Luke 1:1-80,Mat3:1-17,14:1-12)
- The Birth, Passion and Resurrection of Jesus (Luke 1:26-80,2:1-52,John 1:18-21)

**UNIT – II: MINISTRY OF JESUS**

- Miracles (Mark 2:1-12,Luke 4:38-41,6:6-11,7:1-17,8:26-56,John2:1-12)
- Parables (Luke6:46-49,8:4-15,10:25-37,15:1-32)
- Preaching
  - Sermon on the mount (Mat 5-7)
  - Lord's Prayer (Luke 11: 1-13)
  - Kingdom of God (Mat 13:24-50)
- Prayer life of Jesus (Luke 5:12-16,John 11:41-45,17:1-26,Mark14:32-42)
- Rich and Poor (Luke 16:19-31,21:1-4)
- Women Liberation (John4:1-30,8:1-4)
- Women in the New Testament
- Mary(Mother of Jesus)-(Luke 1:27-35, John 2:1-12, 19:35, Acts1:13-14)
- Martha & Maria (Luke 10: 38- 42, John 11:1-46)

**UNIT – III: CHURCH – BIRTH AND GROWTH**

- Early Church
- Birth (Acts 2:1-41)
- Unity and sharing (Acts2:42-47,4:1-37,5:1-11)
- Witnessing life (Acts 3:1-26,5:12-42,8:26-40,16:20-34)
- Comparison between early Church and present Church.

#### **UNIT – IV: DISCIPLES AND APOSTLES**

- Betrayal and the change in the life of St. Peter (Luke 22:1-7, Acts 2:1-41, 12:1-17)
- St. Andrew (Mat 4:18-20, John 1:35-42, 6:1-14)
- St. Stephen (Acts 6,7)
- St. Paul (Acts 8,9,14,17,26 and 28)

#### **UNIT – V: MISSIONARIES**

- St. Thomas (John 20:24-31) & Missionary to India\ Pandithar Rama Bai
- William Carrie
- Dr. Ida Scudder & St. Britto (Oriyur)
- Amy Carcheal
- Mother Teresa (Calcutta)
- Devasagayam (Nagercoil)
- Staines & Family

#### **REFERENCES:**

1. John Stott, 1994, **“Men with a Message”**, Angus Hudson Ltd. London.

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI -2**  
**B.A/B.Sc./B.Com/B.R.Sc/B.C.A-DEGREE COURSES**  
**LIFE ORIENTED EDUCATION**  
**CATECHISM – I:GOD OF LIFE**

**HRS /WK:1**

**CODE:U12VE2LVC01**

**MARKS: 100**

**CREDIT :1**

**OBJECTIVES:**

- To enable the students to know God and his Salvific acts through HolyBible
- To enable the students to know about the Paschal Mystery

**UNIT - I: CREATION AND COVENANT**

Genesis - God revealed himself in creation -God who preserves creation through covenants (Pentateuch) -Our response to God's covenant -Reason for its success and failure -The relationship of God with Israel -Image of God in Old Testament-God and me

**UNIT - II: GOD OF THE PROPHETS**

God's care for the humanity through Prophets-Major (Isaiah, Jeremiah) Minor (Amos) and Women (Deborah) Prophets-Their life and mission. Theology of Prophets -Concept of sin and collective sins expressed by prophets and God's savinglove.

**UNIT - III: GOD OF WISDOM**

God experience through wisdom Literature, its origin and growth

**UNIT - IV: SYNOPTIC GOSPELS**

Synoptic Gospels and John's Gospel – Author –historical background –Chief message of each Gospel and for whom it was written. A few passages for the study of parallelism in the synoptic gospels.

**UNIT - V: LUKE'S GOSPEL**

Study of Luke's Gospel in detail – specialty of the gospel – main emphasis of the message – meaning and blessing of suffering and paschal joy in one's life.

**Passion – Paschal mystery**

**REFERENCES:**

2. Catechism of the Catholic Church published by Theological Publications in India for the Catholic Hierarchy of India,1994
3. The Holy Bible Revised Standard Version with Old and New Testaments Catholic Edition forIndia.
4. Vaalvin Valizha – St. John's Gospel – Fr.Eronimus

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.  
தமிழாய்வுத்துறை  
இளம் வணிகவியல் ∴ இளங்கலை ∴ இளம் அறிவியல் பட்ட வகுப்பு  
இரண்டாம் ஆண்டு - மூன்றாம் பருவம் - 2014  
தாள் - III

**Total Hours : 90**

**Code : U14TL3TAM03**

**Hrs : 6Hrs /Wk**

**Marks : 100**

**Credit : 3**

**நோக்கங்கள்:**

1. வாழ்வின் கூறுகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் வழிமுறைகளை எடுத்துரைத்தல்.
2. ஊடகங்களின் ஆழமான நுண்ணறிவை வெளிப்படுத்துதல்.

**பயன்கள்:**

1. காப்பியங்களை பயில்வதன் மூலமாக மாணவர்கள் அறக்கருத்துக்களை உணர்ந்து கொள்ளுதல்.
2. தமிழ் மொழியை செம்மொழியாக அறிவித்துள்ள இக்காலக்கட்டத்தில் தமிழ் இலக்கியத்தின் பயனை மாணவர்கள் முழுமையாக அறிந்துக் கொள்ளுதல்.
3. ஊடகங்கள் வெளிப்படுத்தும் நன்மை, தீமை ஆகியவற்றைப் பகுத்தறியக் கூடிய பக்குவத்தை அடைதல்.

**அலகு:1 செய்யுள்**

இயற்கை  
நாட்டுப்பற்று  
உழைப்பு

**அலகு:2 செய்யுள்**

மானம்  
பெண்ணுரிமை

**அலகு:3**

தமிழ் இலக்கிய வரலாறு  
சோழர் காலம்

**அலகு:4**

நாடகம்

தண்ணீர் தண்ணீர் - கோமல் சுவாமிநாதன்

## அலகு:5

கோயிற்கலை - திட்டக்கட்டுரை, வினாடி வினா

### பாட நூல்கள்

- |                             |                        |
|-----------------------------|------------------------|
| 1. செய்யுள் நூல்            | - தமிழ்த்துறை வெளியீடு |
| 2. தமிழ் இலக்கிய வரலாறு     | - தமிழ்த்துறை வெளியீடு |
| 3. நாடகம் - தண்ணீர் தண்ணீர் | - கோமல் சுவாமிநாதன்    |
| 4. கோயிற்கலை                | - தமிழ்த்துறை வெளியீடு |

(for the candidates admitted from June 2014 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com**  
**HINDI PAPER-III POETRY, PREDICS, HISTORY OF HINDI**  
**LITERATURE**

HRS/WEEK: 6

CODE: U14HN3HIN03

CREDITS -3

MARK: 100

**UNIT – I** : Shubhagaman, Man, Tere ghar ked war bahuth hym  
Memory poem : - Kabir das Ke Dohe - 6  
Thulasidas Ke Dohe - 6 Rahim Ke Dohe - 6

**UNIT- II** : History of Hindi Literature :  
Essay Type Questions : Veeragatha Kaal

**UNIT- III** :Bakthi Kaal

**UNIT- IV** :Poetics

- a. Ras : Shringar, karun, Hasya, Veer
- b. Alankar : Anupras, Yamak, Upama, Roopak
- c. Chand : Choupayee, Baravai

**UNIT- V** :Kavi Parichaya : Ayodiya singh upadyaya Harioudh, Maithili  
Sharan Gupth,Siyaram Sharan Gupth, Kabir, Thulasi das

Books Prescribed :

- Naveen Padhya Rathnakar– D.B.H.P. Sabha Publishers, Chennai-17
- Pracheen Padhya Sangrah– D.B.H.P. Sabha Publishers, Chennai-17
- Hindi Sahitya Ka Sanshitpta Itihas – Rajnath Sharma, Agrwal  
Publication, Uttar Prakash
- Kavya Pradeep – Ram Bahori Shukla, Hindi Bhavan, Illahabad.



**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2**  
**DEPARTMENT OF FRENCH SYLLABUS**  
**SEMESTER III**

**PART I - LANGUAGE - FRENCH PAPER III**  
**[LANGUAGE & CIVILISATION]**

**(ÉCHO A2 2<sup>e</sup> édition)]**

**(For candidates admitted 2013 onwards)**

HRS/WEEK :6

**CREDIT:3**

CODE : U14FR3FRE03

**MARKS :100**

**Unit 1 Vivement demain !**

Le futur, la comparaison des qualités, des quantités et des actions – la santé – le travail dans trente ans – la vie quotidienne - l'éducation et la formation (l'enseignement en France) – faire des projets.

**Unit 2 Tu as du boulot ?**

Le pronom « en » et « y » - exprimer une condition : si + présent, si + passé composé, exprimer des préférences – les emplois de demain - des idées pour créer une entreprise – le travail en France.

**Unit 3 Qu'en pensez-vous?**

L'emploi du subjonctif , l'expression de la quantité – revue de presse – entrée en politique – la naissance des départements - la vie politique – l'organisation administrative et politique de la France.

**Unit 4 C'est tout un programme !**

Les propositions relatives, la formation des adverbes, la forme « en + participe présent » - parler de la télévision et de la radio - comment les Français s'informent (la télévision et la presse en France)

**Unit 5 On se retrouve**

L'emploi et la conjugaison de l'indicatif – parler de son apprentissage du français langue étrangère – les rencontres : modes et comportements – une vraie vie de quartier grâce à Internet – formules pour un premier contact par écrit.

**TEXT BOOKS :**

**ECHO A2 – METHODE DE FRANÇAIS & CAHIER PERSONNEL  
D'APPRENTISSAGE**

Authors: J. Girardet and J.

Pêcheur Publication: CLÉ

INTERNATIONAL, 2010.

(for candidates admitted from 2013 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.**  
**II B.A., B.Sc., B.Com., B.R.Sc., B.C.A., B.B.A., SEMESTER II**  
**PART II - ENGLISH 1II - GENERAL ENGLISH PAPER III**

**NO.OF HRS/WK:6**  
**NO.OF CREDITS: 3**

**CODE:U10EL3GEN03**

**OBJECTIVES**

To reinforce the LSRW skills of students.

To enhance their study skills and literary skills through a selection of prose extracts. To develop soft skills such as presentation and group discussion skills.

To strengthen sub skills including vocabulary, grammar, comprehension, argumentative and imaginative writing

**UNIT I**

A Little Bit of What You Fancy :*Desmond Morris*

**UNIT II**

The Avenger :*Anton Chekov*

**UNIT III**

Know When to Say ‘It’s None of Your Business’: *Mark McCormack*

**UNIT IV**

The Second Crucifixion: *Larry Collins and Dominique Lapierre*

**UNIT V**

General Essay – 5 topics given

Idioms and Phrases - 20 Idioms and phrases given

**BOOKS FOR REFERENCE**

Anand, Renu .,&Rajeevan, Geetha. *Images of Life: An Anthology of Prose*. New Delhi: Foundation Books, 2007. Print.

## **List of Idioms and Phrases:**

1. To tuck in
2. In tune with
3. To frown upon
4. In favour of
5. In vogue
6. To gloat at
7. On the contrary
8. Prompted by
9. To pale to nothing
10. To wax enthusiastic
11. To figure one out
12. Crystal clear
13. Grey area
14. To have second thoughts
15. On red alert
16. On a fool's errand
17. To be taken aback
18. To storm
19. Trouble spots
20. Flood humanity

## **GENERAL ESSAY TOPICS**

1. Women are not as intelligent as men.
2. The use of the internet and the computer.
3. Life in the next decade.
4. The ways of using the cell phone to minimize health hazards.
5. How will you save the planet?

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER III**  
**MAJOR CORE PAPER – IV BASICS OF PHOTOGRAPHY**

**Hours/Week : 5**  
**Credits: 5**

**Code: U08VC3MCP04**

**COURSE OBJECTIVE**

- To provide specialized training in shooting photographs
- To enable the students to understand and use photographs as a medium for effective communication

**UNIT I: PHOTOGRAPHY - AN INTRODUCTION**

History of photography-Application of photography in modern life cameras-Types of cameras-Film – types and functions-Lens – types and functions-Lens – types and functions.

**UNIT II: SHOOTING A PHOTOGRAPH**

Aperture-Focus-Shutter speed-Depth of field-Composition-Subject

**UNIT III: LIGHTING**

Understanding lighting (indoor and outdoor)-Types of lighting-Controlling lights-Natural and artificial lights-Exposure meters-Flasher

**UNIT IV: DIGITAL PHOTOGRAPHY**

Digital Photography – Types of digital cameras – choosing a digital camera – digital manipulation – special effects.

**UNIT V: PHOTO JOURNALISM**

Basics of photojournalism - News values for pictures- Photo features -Photo essays -Qualities essential for photojournalism.

## **TEXT BOOK**

Hands Geoffrey - The Handbook of Digital Photography, Silver Dale Book, (2004)

## **BOOK FOR REFERENCES**

1. Neblette C.B. - Fundamentals of Photography, Published by Van Nosttrand Reinhold Company New York, (1970)
2. Zuckerman Jim- Techniques of Natural Light Photography, Published by Writer's Digest Books, China, (1996)
3. Hands Geoffrey - The Handbook of Digital Photography, Silver Dale Book, (2004)
4. Jacobs- Close Up Photography, Writers Digest Book, Ohio,(2001)
5. Thiagarajan.S (2002)- Practical Photography, Himalaya publishers, New Delhi

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER III**  
**MAJOR CORE PAPER –V- GRAPHIC DESIGN**

**Hours/Week: 5**

**Codes: U08VC3MCP05**

**Credits: 4**

**COURSE OBJECTIVE**

- To understand the nuances of various shapes. Creatively using basic shapes, shades and their combinations, both simple and complex, in logo-creation, graphic designing and other art work.

**UNIT – I : FREE HANDS AND CLONES**

Repetition of design (clones) –Free hands painting–Gradations – clones and shades

**UNIT – II: COLLAGE**

Collage – paint –Geo – collage with Geometric Shapes – shades –Inverted shades – Gradations

**UNIT – III: LOGO CREATION**

Logo Creation –Line drawing –Font graphs–Layout Preparation–Inverted Shades– Inverted Design

**UNIT – IV: 3DIMENSION**

3D shapes –3D objects –3D Alphabets –Titling –Three dimensional perspectives for various objects

**UNIT-V: PARGNET DEFORMATION**

Creation of objects with lens effect –Logo competition (1 hr)

**TEXT BOOK**

David Dabner: Design and Layout: Understanding and Using Graphics, Page One Publishing private ltd, Singapore, 2003.

## **BOOKS FOR REFERENCE**

1. Alan and Isabella Livingston: Graphic Design and Designers new edition, Thames & Hudson world of art, Singapore by C.S. Graphics, 2003.
2. Christopher Hart: Drawing on the funny side of the Brain, Watson-Guptill Publications Newyork, 1998.
3. Bride M. Whelan: Color Harmony 2, Guide to Creative Color Combinations, U.S.A ,Rockfort Publishers, 1994.
4. David E. Carter: The Little Book Of Logo Recipes, successful designs and how to create them, Harper Collin Publishers, Newyork, 2004.
5. Media Power, Zachariah, Aruna, Kanishka Publishers, New Delhi (1999).

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.Sc VISUAL COMMUNICATION**  
**SEMESTER – III**  
**ALLIED PAPER - IV - MEDIA, CULTURE AND SOCIETY**  
**SYLLABUS**

**Hours/Week: 4**

**Code: U09VC3AOT04**

**Credits: 3**

**COURSE OBJECTIVE**

- To enable the students to identify the basic elements of society and culture
- To understand the dynamics of media, culture and society and study the core concepts of a critical reading of the media.

**UNIT I: SOCIETY**

The definitions of society-Central issues for understanding society-Essential elements of society

**UNIT II: CULTURE**

Understanding culture – defining culture-western approach to culture – concept of culture – meaning of culture – cross cultural status barriers- manifestations of culture – Layers of culture

**UNIT III: CHARACTERISTICS OF CULTURE**

Elements of culture – community studies and cultural studies – types of culture – identifying sub culture – sub culture relationship with mainstream culture- pop culture – culture and Society – theory of cultural determinism

**UNIT IV: MEDIA AND CULTURAL IMPLICATIONS**

The Media as agents of cultural decline – Role of media in shaping youth culture – Media violence and youth – Influence of media on Teen sexual culture – Media and Food culture – Influence of Advertising – Consequences of Globalization – cultural invasion – Consumerist culture –imbalance in Media use – cyber media technologies and changing culture.

**UNIT V: MEDIA LITERACY**

Media Literacy- an overview –Media production – Media Language – Media representation –Media Audience – Media Manipulation – Media education in the globalised world – importance of Regulating youth exposure to media.

**TEXT BOOK**

Gupta Om – Media, Society and Culture, Isha Book, Delhi (2006)

**BOOKS FOR REFERENCE**



1. Baran J. Stanley – Introduction to Mass Communication Media Literacy and Culture,  
Mc Graw Hill, (2002).
2. Singh J.K. –Media Culture and Communication, Mangal Deep Publication,  
Jaipur, (2002)
3. Neuzil Mark, Kavazil William – Mass Media and Environmental Conflict, Sage  
Publication, New Delhi, (1996). 4. William, Raymonds ,A Vocabulary of Culture  
and Society, Routledge, London (2002) Chakrabarty, Bidyut ,Indian Politics and  
Society since Independence, Routledge, New Delhi, (2007)

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**B.A. /B.Sc. / B.Com. / B.R.Sc. / B.C.A./B.B.A DEGREE COURSE**  
**II YEAR: SEMESTER - III**  
**(From 2012 onwards)GENDER STUDIES**

**Hours:1Hr/wk**

**CODE: U12WS3GST01**

**CREDITS:1**

**Objectives**

To make boys and girls aware of each other's strength and weakness  
To develop sensitivity towards both genders in order to lead an ethically enriched life  
To promote attitudinal change towards a gender balanced ambience and women empowerment

**Unit I Concepts of Gender :**

Sex-Gender-Biological Determination-Patriarchy-Feminism-Gender Discrimination-Gender Division of Labour - Gender stereotyping – Gender Sensitivity-Gender Equity – Equality – Gender Main streaming – Empowerment.

**Unit II Women's Studies Vs Gender Studies:**

UGC's Guidelines – VII to XI Plans –  
Gender Studies : Beijing Conference and CEDAW-Exclusiveness and Inclusiveness.

**Unit –III Areas of Gender Discrimination :**

Family – Sex Ratio – Literacy – Health – Governance – Religion Work Vs Employment –  
Market – Media – Politics – Law – Domestic Violence – Sexual Harassment – State  
Politics and Planning.

**Unit – IV Women Development and Gender Empowerment :**

Initiatives – International Women's Decade – International Women's Year – National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies.

**Unit – V Women's Movements and Safeguarding Mechanism:**

In India National / State Commission for Women (NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73<sup>rd</sup> Amendment forPRIs.

**BOOK FOR STUDY**

Manimekalai. N & Suba. S (2011), Gender Studies, Publication Division,  
Bharathidasan University, Tiruchirappalli

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.  
தமிழாய்வுத்துறை  
இளம் வணிகவியல் ∴ இளங்கலை ∴ இளம் அறிவியல் பட்ட வகுப்பு  
இரண்டாம் ஆண்டு – நான்காம் பருவம் - 2014  
தாள் - IV

**Total Hours : 75**

**Hrs : 5Hrs /Wk**

**Credit : 3**

**Code : U14TL4TAM04**

**Marks : 100**

**நோக்கங்கள்:**

1. மாணவர்களுக்குத் தமிழர்தம் வாழ்வியல் விழுமியங்களை உணர்த்துதல்.
2. அறநெறிகள் வாழ்க்கைக்கு வழிகாட்டும் விதத்தினை எடுத்துரைத்தல்
3. சிகரம் தொட்ட படைப்பாளிகளின் சிந்தனைகளை வெளிப்படுத்துதல்
4. மொழித்திறன் வளர்த்தல்.

**பயன்கள்:**

1. வாழ்க்கையின் பல்வகை நிலைகளையும் உணர்ந்து செயல்படச் செய்தல்
2. தன்னைத் தானே நெறிப்படுத்திக்கொள்ள, பயன்பாடடைய இலக்கியம் வழிகாட்டுவதை புரிந்துகொள்ளச் செய்தல்.
3. இடைவிடாத முயற்சியின் வெற்றிப்படிகளைக் கண்டுணர்ந்து மேன்மை அடையச் செய்தல்.
4. இருமொழிப் புலமையை வளர்த்தல்.

**அலகு:1 செய்யுள்**

கடமை

காலந்தவறாமை

ஒற்றுமை உணர்வு

**அலகு:2 செய்யுள்**

நட்பு

குடும்பமும் விருந்தோம்பலும்

**அலகு:3**

தமிழ் இலக்கிய வரலாறு

சங்ககாலம் - சங்கம் மருவியகாலம்

எட்டுத்தொகை, பத்துப்பாட்டு, பதினெண்கீழ்க்கணக்கு நூல்கள்

**அலகு:4**

உரைநடை

சங்க இலக்கியம் (பெண்பாற் புலவர்கள்)

கட்டுரைத் தொகுப்பு

**அலகு:5**

பொது- மொழிபெயர்ப்பு

## பாட நூல்கள்

1. செய்யுள் நூல் - தமிழாய்வுத்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு
3. சங்க இலக்கியம் கட்டுரைத் தொகுப்பு - தமிழாய்வுத்துறை வெளியீடு
4. மொழிபெயர்ப்பு - தமிழாய்வுத்துறை வெளியீடு

(for the candidates admitted from June 2014 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com**  
**HINDI PAPER-IV FUNCTIONAL HINDI & TRANSLATION**  
**SEMESTER – IV**

**HRS/WEEK : 5**  
**CREDITS : 3**

**Code:U14HN4HIN04**  
**MARKS : 100**

**UNIT – I** Functional Hindi

**UNIT- II** Adhunic Kaal

**UNIT- III** General Essays

Parishram Ka Mahatva,  
Anushasan, Paropakar,  
Jawaharlal Nehru,  
Deepavalli, Bharath Mein  
Computer

**UNIT- IV** Letter Writing

**UNIT- V** Anuvad Abhyas - III

Books Prescribed :

- |   |                        |
|---|------------------------|
| <input type="checkbox"/> General Essays | D.B.H.P. Sabha         |
| Abinava Patra                           | Publishers, Chennai-17 |
| <input type="checkbox"/> Lekhan         | D.B.H.P. Sabha         |
| Anuvad Abhyas                           | Publishers, Chennai-17 |
| <input type="checkbox"/> – III          | - D.B.H.P. Sabha       |
|   | Publishers, Chennai-17 |

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2  
DEPARTMENT OF FRENCH**

**SEMESTER IV**

**PART I - LANGUAGE - FRENCH PAPER IV**

[LANGUAGE & CULTURE]

(ÉCHO A2 2<sup>e</sup> édition)]

**(For candidates admitted 2013 onwards)**

HRS/WEEK :5

**CREDIT:3**

CODE : U14FR4FRE04

**MARKS :100**

**Unit 1 C'est la fête !**

Les pronoms objets directs et indirects – parler d'une fête – exprimer des goûts et des préférences – fêtes sans frontières – plats des fêtes – les jours fériés – les saisons – le calendrier – les fêtes traditionnelles, importées, francophones.

**Unit 2 Vous plaisantez !**

Le conditionnel présent, la distinction du futur et du conditionnel – le mouvement en général – raconter une anecdote – journée de détente – la naissance d'un chef d'œuvre - l'art au début du 20<sup>e</sup> siècle – le plaisir de jeux de mots.

**Unit 3 On s'entend bien !**

Les constructions « faire + verbe » et « laisser + verbe », le discours rapporté – décrire le caractère ou le comportement, exprimer l'accord et le désaccord – le langage des couleurs – sujets de conversation – sujets d'étonnement.

**Unit 4 À vos risqué et périls !**

Le subjonctif présent, la voix passive – l'aventure aujourd'hui – travailler pour la planète – réussites et échecs - marathon de Paris – plaisir des sports – les sports les plus regardés et pratiqués - les français et les sports – les jeunes issus de l'immigration.

**Unit 5 La vie est dure**

Les pronoms possessifs, les adjectifs, les pronoms indéfinis – parler de ses activités quotidiennes, exprimer la confiance ou la méfiance – les tâches ménagères – la France insatisfaite - sans travail – la chanteuse Diam's – le film 'Le Couperet de Costa-Gavras'.

Text books:

ECHO A2 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D'APPRENTISSAGE

Authors: J. Girardet and J. Pécheur Publication: CLÉ

INTERNATIONAL, 2010.

(for candidates admitted from 2013 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.**  
**2014 - 2015**

**II B.A., B.Sc., B.Com., B.R.Sc., B.C.A., B.B.A.,**  
**SEMESTER I PART II - ENGLISH IV - GENERAL**  
**ENGLISH PAPER IV**

NO.OF HRS/WK:6

CODE:U13EL4GEN04

NO.OF CREDITS: 3

**OBJECTIVES**

To strengthen the LSRW skills of students through inter-active approaches, participatory methods and activity oriented exercises.

To develop skills required for referential and independent learning.

To focus on writing skills like creative and comparative writing and book reviews.

To reinforce sub skills including vocabulary, grammar, dialogue, report writing and note making.

**UNIT I: READ AND COMMUNICATE: HISTORICAL SKETCHES**

The Renaissance

India under the British Raj

**UNIT II: READ AND COMMUNICATE : MODERN FABLES**

Nonchi Nona and Kotiya

the Cat The Competition

**UNIT III: READ AND COMMUNICATE : MODERN FABLES**

The Nightingale and the

Rose The Butterfly that

Stamped

**UNIT IV -READ AND COMMUNICATE : BIOGRAPHIES AND MODERN FABLES**

Napoleon

Bonaparte The

Hiding Place

**UNIT V**

GRAMMAR -

Tenses

COMPREHENSION -

General

COMPOSITION - 1. Notemaking

2. Dialogue

3. CreativeWriting

4. NarrativeWriting

5. Imaginative

## Writing GENERAL ESSAY – 5 TOPICS

1. Should capital punishment be abolished?
2. Is a corruption-free India ahead?
3. The nuclear family and its consequent changes in society.
4. The threat of terrorism.
5. If man becomes immortal...

## THINK BETTER - READ AND COMMUNICATE : MODERN FABLES

1 – 10 for Internal Testing

### BOOKS FOR REFERENCE

Oranee Jansz : *EXPLORATIONS A Course in reading, thinking and communication skills.*

New delhi: Cambridge university press. 2004. Print.

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### List of words \ compound words \ phrases for making sentences:

1. Store house of knowledge
2. Genre
3. To be divided over
4. Taboo
5. To takeover
6. Hump
7. Bushy
8. Tiered
9. To roll from side to side
10. Flickered
11. To sail through
12. To tremble all over
13. Ecstasy
14. Thunder-clap
15. Mousy-quiet
16. Collision
17. Exiled
18. Revolution
19. To come round
20. To fight for a cause



**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER – IV**  
**MAIN CORE PAPER – VI -ELEMENTS OF FILM**  
**SYLLABUS**

**Hours/week: 5**

**Code:**

**U08VC4MCP06**

**Credits: 5**

**COURSE OBJECTIVE**

- To enable the students to understand various key elements of film production
- To encourage the students to appreciate aesthetics of regional, national and international films.

**UNIT I: WORLD CINEMA**

World cinema – Hollywood, Iran, Hong-Kong , Latin America, African an overview, Post modernism- Film form-Film history, Film ideology-Film movement, Film Theory- World cinema and globalization

**UNIT II: MISE-EN-SCENE**

Mise – en – scene- Sound microphones- Recording strategies- Uses of Sound.

**UNIT III: CINEMATOGRAPHY**

Lens -Shots, Proxemics-Angle, movement, Focus-Lens perspective, composition- Constructing the scene -Editing Principles -Basic rules and terms-Linear and non-linear editing-Picture and sound editing-Finishing the film

**UNIT IV: WRITING FOR VISUAL MEDIA**

Narrative elements – theme-Plot -Time setting-Characterization -Writing style - writing techniques-Audience analysis-Appeals-Organization- Storyboard - Features and documentaries-Writing techniques – form, approach, process, technique -Documentaries - style, structure and mini documentaries

**UNIT V: FILM APPRECIATION**

Value of film viewing- Film Psychology- understanding the Language of film- Understanding the process of film making-Film as consumer habit –Personal enrichment as film audience consumers-steps involved in Film analysis

**TEXT BOOK**

Ascher Steven, Pinous Edward- The Film Maker's Hand Book, Penguin Group, NewYork, (1984)

### **BOOKS FOR REFERENCE**

Bordwell David, Thompson Kristin – Film Art an Introduction, Mc Gram Hill, (1979).

Hayward Susan – Key Concept in Cinema Studies, Routledge, London, (2004)

Jones Chris, Jolliffe Genevieve – The Guerilla Film Makers Handbook, Continuum Wellington house, London. (2000).

Wasko Janet – How Hollywood Works, Sage Publication, London, (2003)

In The Blink of an Eye: A Perspective on Film Editing / Walter Murch (2004)

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**B.Sc., (VISUAL COMMUNICATION)**  
**MAJOR ELECTIVE PAPER - I**  
**SEMESTER – IV**  
**ADVERTISING**

**Hours/Week: 5**

**Code : U12VC4MEP01**

**Credits: 5**

**COURSE OBJECTIVE**

To provide specialized training in the advertising industry

To develop overall creative and technical skills in production of advertisements

**UNIT I - INTRODUCTION TO ADVERTISING**

Advertising – definition - History and development of advertising - Benefits of advertising - Various criticisms on advertising - Types of advertising - Advertising in India - Role of advertising.

**UNIT II - ADVERTISING AND THE MARKETPROCESS**

Product – definition, classification - Target audience - definition, classification - Market segmentation- definition, benefits and types - Branding- definition, benefits and types - What is Brand positioning? - Appeals -- definition, benefits and types-Maslow’s theory of human needs- stimulus response psychology -Sales promotion- classification and types -Organizing Ad campaigns and case studies.

**UNIT III- ADVERTISING ORGANISATION AND MEDIA STRATEGY**

Media strategies - Advertising budgets - Selection of media, planning and classification - Creative strategy - Ad-agency-structure and functions.

**UNIT IV- DESIGNING OF ADVERTISEMENTS**

Copy writing – types, functions - Headlines – basics, types, functions -Slogans – basics, types functions - Illustration –methods - Layout – types - Copy preparation.

**UNIT V- SOCIAL ASPECTS OF ADVERTISING**

Social effects of advertising - Ethical aspects - Children and advertising - Women and advertising – Commercialism.

**PRACTICALS**

Preparing ads for media – print, radio and video

Organising ad campaign

Use of computer in preparing ads

Preparing ads for specific target group

### **BOOKS FOR STUDY**

- 1.Chunnawala S.A and Sethia K.C (1998)*Foundations of advertising – Theory and Practice*.New Delhi: sage.
- 2.Burghate,M.A.(2004)*Study of Advertising Agencies in India*.New Delhi:Adhyayan Publishers.

### **BOOKS FOR REFERENCE**

- 1.Jefkins, Frank(1992) *Advertising Made simple*.London :Routledge.
- 2.Batra, Rajeev;Myers C. John (1996) *Advertising Management*. New Delhi:Surject Publishers.
- 3.Kaptan Sanjay, Acharya Akhilesh(2001) *Advertisement in Print Media*. Jaipur: Book Enclave.
- 4.Odin Pamela(2007) *Advertising in Modern and Postmodern Times*. London:Sage Publication.
- 5.Burghate,M.A.(2004)*Study of Advertising Agencies in India*.New Delhi:Adhyayan Publishers.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**B.Sc., (VISUAL COMMUNICATION)**  
**MAJOR ELECTIVE PAPER - I**  
**SEMESTER – IV**  
**PRINT PRODUCTION**

**Hours/Week: 5**

**Code : U12VC4MEP05**

**Credits: 5**

**Course Objective:**

- To provide the students with knowledge of industry standard software for professionals
- To enable the students for designing Print layout and design, and learn principles for unique designing for print, technology involved in the printing process.

**UNIT I**

Prepress: Design and Layout – Software application: Corel Draw – In-design – Photoshop – Quark Express. Scanning: Methods – Tones: Line and Halftone. Computer to Plate (CTP): DTP – Direct Plate – Reverse Plate.

**UNIT II**

Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning – Colour Separation: Additive and Subtractive Processes – Colour Printing: RGB and CMYK – Special Colours: Gold – Silver – Metallic Colours

**UNIT III**

Packaging – Design: Functions and Characteristics – Concept – Shape and Proportion – Elements: Types – Logo – Illustrations – colour – Corrugation: Different Plies – Online Corrugation – Offline Corrugation – Micro-flute – Narrow Flute. Paper: History – Types – Usage – Functions – Quality: Grams Per Square Meter (GSM) – COBB value – Bursting Strength.

**UNIT IV**

Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging – Flexible Packaging: Paper – Foil and Foil Laminates – Plastic Films and Cellophane – Folding Cartons – Containers: Glass – Metal – Plastic: Blister Cards/Packing – Polyethylene Terephthalate (PET) – Vinyl

## **UNIT- V**

### **Practicals - Designing**

Logo, Visiting Card , CD cover, Dangler, Magazine front cover, Brochure, Classified advertisement, Retail advertisement, Banner design (seminar, college festival, awards), Brand promotion, Print Advertisement.

### **References:**

1. Dennis, E(1997). Lithographic technology in transition. Arndams, J.M.
2. Ramano F (1997). Delmar's dictionary of Digital Printing and Publishing.
3. Ruggles, P (1996) Printing Estimating: digital and traditional costing methods for graphic imaging. 4th Edition. Thomson Learning.
4. McAllister, R (1998) Pathways to Print: Trapping. Thomson Learning.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.Sc VISUAL COMMUNICATION**  
**SEMESTER -IV**  
**ALLIED PAPER –V- PRINTING PROCESS**  
**SYLLABUS**

**Hours/Week : 4**

**Code: U10VC4AOT05**

**Credits: 3**

**COURSE OBJECTIVE**

- To provide specialized training in the print medium for the student to function in any kind of publishing house
- To equip the students with the skills needed to use printing as an Effective visual communication tool

**UNIT I: PRINTING PROCESS-1**

Letter press- Types of letter press, Flat Bed Cylinder press, Platen press- the belt press – Rotary press , -letter press characteristic , Advantage of letter press -offset lithography, sheet fed press- web fed press offset characteristic - Gravure- uses of gravure press, characteristic – Advantage of gravure -Screen printing –screen printing process- uses of screen printing advantage of and disadvantage of screen printing

**UNIT II: PRINTING PROCESS-2**

Flexography - process – uses of flexography – advantages and disadvantages of flexography -Collo type- Die stamping and copper engraving- Laser printing - Ink – jet printing

**UNIT III: TYPE SETTING**

Type setting in metal- Photo composition- photo typesetting unit- Page makeup systems-proofs and corrections

**UNIT IV: PAPER AND INK**

Ink – drying ink, specifying ink-Paper – types of paper-Specifying papers-Potential problems in paper-Buying print-Buying paper-Specifications and printer estimates

**UNIT V: FINISHING AND BINDING**

Different methods of finishing – cutting, scoring and folding-Paper back binding other methods of finishing

## **TEXT BOOK**

David, Bann - The Print production Handbook (2000), McDonald publication  
London

## **BOOKS FOR REFERENCE**

Philip.K. Printing and Estimating, (1991), Philip. Kent Publishers, USA

**Deborah L. Stevenson Handbook of printing process GATF Publications, USA  
(1994)**

P.H. Collin - Dictionary of printing and publishing complication; A Guide to young  
printers.(1995)



**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.Sc. VISUAL COMMUNICATION**  
**SEMESTER – IV**  
**ALLIED PAPER- VI - JOURNALISM**  
**SYLLABUS**

**Hours/Week: 4**

**Code: U13VC4AOT06**

**Credits: 3**

**COURSE OBJECTIVE**

To enable the students to write effectively for media.

To enable the students to learn techniques and rules of good writing and apply it while writing.

**Unit I- INTRODUCTION TO JOURNALISM**

Introduction to Journalism: a brief history of journalism, its meaning and scope; functions and principles of journalism; the advent of printing; History of journalism in India, Growth of press.

**Unit II -NEWS**

News, ABC of news, definitions of news; types of news; News values - Gathering news - Sources: observation, stored sources -Interviewing; techniques and types -Importance of accuracy -Deadlines - Ethical considerations, Characteristics of news stories -Inverted pyramid structure - Lead paragraph -Developing the story - Use of quotation -Story structures - Editing and rewriting - Features :style, parts, characteristics, Selection of news - Characteristics of writing - Story structure of broadcast news -Broadcast writing style - Putting together a news cast , News agencies,(different types of news agencies), PCI guidelines

**Unit III – REPORTING SKILLS**

Reporting: Reporter-functions, attributes, and responsibilities, types of reporting, Reporting speeches, press conferences and meetings, reporting accidents obituaries, civic journalism.

Investigative reporting, development reporting, business and sports reporting.

Interpretative, crime, Special reporting (beat), Citizen Journalism, Reporting stories: Crime; speech; legislature; society; sports; politics and accidents. Interviewing techniques: what and how of interviews; preparing for the interview; asking the right questions; writing the interview.

**Unit IV- NEWS PAPER STRUCTURE**

Organization-need and types, Newspaper organization-Newsroom, Printing, advertising, administration, and circulation departments. Newsroom-Editing Desk: purpose of editing; sub editor-traits and functions; principles of editing; chief sub-editor and news editor, Headlines: what is a headline; purpose; principles of writing headlines; different types of headlines. Lead/Intro

**Unit V Application** Writing features, editorials, book review, art appreciation, film reviews.

**TEXT BOOK**

Essentials of Practical Journalism by Vir Bala Aggarwal (2006)

**BOOK FOR REFERENCES**

1. Hartley, John (2004), Key concepts in communication, Routledge, London
2. Merrill, c. John (1994) , Modern Mass Media , Harper Collins College Publishers, London
3. Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York
4. Biagi, Shirley (2001), Media Impact, Wadsworth, USA
5. Mathan P.N. (1985), Communication Media, government publication, New Delhi

**HOLY CROSS COLLEGE ( AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE**  
**LIFE ORIENTED EDUCATION**

**ETHICS – II: EMPOWERMENT OF WOMEN**

**HRS / Wk: 1**

**CODE:U12VE4LVE02**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVES:**

- To make the learners aware of various Social, Gender issues and CyberCrimes.
- To make them aware of the propertyrights.
- To make them understand and appreciate the role of media, in facing the challenges on various lifeissues.

**UNIT – I: GENDER ISSUES**

Feminism attitude of men and women towards women, Gender Identity-Factors contributing to gender identity (Family values, culture, tradition, religion, societal values, mass media)

**UNIT – II: WOMEN AND MEDIA**

Portrayal of women in media, Media world - News paper, Magazine, Cinema, TV, Video and Advertisements - Morality in Media and Right use of Media

**UNIT – III: SOCIAL ISSUES RELATED TO WOMEN**

Eve teasing, Rape, Dowry, Harassment in marriage, Divorce and Widows Remarriage, HIV & AIDS, Transgender, Female Genocide, sex workers, trafficking, fugitive, Female foeticide, handicapped children and women and evils of drug abuse

**UNIT – IV: WAYS OF EMPOWERING WOMEN**

Need for empowerment –Skills required for empowerment and Career Oriented Skills, Women's bill- Property rights, Models of Empowered Women-Mother Teresa, Indira Gandhi, and Helen Keller, Chanu Sharmila and Malala

**UNIT – V: CYBER CRIME AGAINST WOMEN**

Harassment and Spoofing via e-mail, Cyber Stalking, Cyber Pornography, Morphing - Cyber Laws, social network, face book, and twitter

**REFERENCES:**

1. Dr.M.Arumairaj et al., 1999, "Marching towards the Milleniumahead".
  2. Thomas Anjugandam, 1999, "Grow Free Live Free" SalesianPublicaiton.
  3. H.C Pretti Nandhini Upreti, jaipur 2000 "Women and problems of GenderDiscrimination".
  4. Thomas B.Jayaseelan, 2002, "Women: Rights and law" Indian Social Institute, NewDelhi.
- Reni Jacob vol I & II, April- June 2004, "Vikasimi – The journal of Women's

HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.

**B.A/B.Sc./B.Com/B.R.Sc/B.C.A – DEGREE COURSES LIFE ORIENTED EDUCATION  
BIBLE STUDIES – II: OLD TESTAMENT**

**HRS /WK:1**

**CODE:U12VE4LVBO2**

**CREDIT:1**

**MARKS : 100**

**OBJECTIVE:**

- Understanding the desires of God through Prophetic revelation and becoming sensitive to the heart beat of God.

**UNIT – I: PURPOSE OF LIFE**

Creation of man – fall of man (Gen 1-4)

Plan of redemption through the life of :

- Noah (Gen 6-9); Abraham (Gen 12-18);
- Joseph (Gen 37-40); Moses (Exo4-5);
- Joshua (Joshua1-8)

**UNIT – II: JUDGES AND KINGS**

- **JUDGES:** Deborah (Judges 4); Samson (Judges 6-8); Gideon (Judges13-16)
- **KINGS:** David (I Sam 17-31, II Sam 1-12); Solomon (I Kings 1-11, Proverbs1-5,31)

**UNIT – III: WOMEN IN THE BIBLE**

- Women in the Old Testament
- Eve (Gen3)
- Ruth (Ruth1-4)
- Hannah (I Sam1:1-28)
- Esther (Esther1-6)

**UNIT – IV: MINOR PROPHETS**

- Brief Life History and teachings of
- Amos
- Jonah
- Micah
- Nahum
- Habakkuk

## **UNIT – V: MAJOR PROPHETS**

- Brief Life History and teachings of
- Elijah (I Kings 17-19)
- Elisha (II Kings 4-6)
- Isaiah (Is 1, 6, 11, 36-38, 40-42, 44, 50, 53, 61)
- Jeremiah (Jer 1-3, 7-12, 18-19, 23)
- Daniel (Daniel 1-6)

## **REFERENCES:**

1. Missionaries Biographies. 1995, Amazon.com
2. Russell Fueller (1999) The Text book of the Twelve Minor Prophets. Wipf & Stock Publishers, UK.
3. Willis Judson Beecher (2002) The Prophets and The Promise. Wipf & Stock Publishers, UK

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2**  
**B.A./ B.Sc./ B.Com/ B,R.SC/ B.C.A - DEGREE COURSES**  
**LIFE ORIENTED EDUCATION**  
**CATECHISM – II: CHURCH AND SACRAMENTS**

**HRS / Wk: 1**

**CODE :U12VE4LVC02**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVES:**

- To instruct the students to live in relationship with God.
- To offer God's gift of the Holy Spirit.
- To build relationship with Jesus.
- To learn Sacraments and Prayer life through which a Christian is able to live in relationship with Christ.
- To enrich our devotion to Mother Mary and Saints.

**UNIT - I: MISSION OF THE CHURCH**

What is church (attributes) – Interpretation: body of the Christ- Bride of Christ, goal of all things- Historical as well as spiritual- Mystery and Sacrament-Pilgrim Church.

**UNIT – II: PARTICIPATORY CHURCH (AS LAY FAITHFUL) AS A COMMUNITY**

Work of the holy Spirit- Salt and leaven in the world “Church of modern World” Church as community – Its important aspect, early Christian Church – People of God as Church- Its characteristic and structure

**UNIT – III: THE FUNCTIONARY CHURCH AND I**

Ministerial Church – Relating Church –Parish Church- Role of lay faithful in the Church – Its challenges – Church and I.

Sacraments – Initiation- Social – Healing (all the seven) - stress on Confession, Confirmation and Holy Communion. Sacramental: holy “things” used –their sanctity.

**UNIT – IV: SACRAMENTS AND SACRAMENTAL**

Sacraments-Initiation-Social-Healing (all the seven)-stress on Confession, Confirmation and Holy Communion. Sacramental: holy “things”used-their sanctity.

**UNIT – V: MARY AND SAINTS**

Mary as a young virgin- Disciple- Her role in the Catholic Church-Annual feasts- Pilgrimages- Devotion to Mary, Theologies. Saints in the Church- 10 women saints.

**REFERENCES :**

1. "Vatican II Revised" Archbishop Angelo Fernandes Published by X.Diax de RioS.J.  
Gujarat Sahitya Prakash, P.O.Box. 70, Gujarat, 388001, India.
2. "The Sacraments The Word of God at the Mercy of theBody"  
Claretian Publications, Malleswaram, Bangalore560055.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**MAJOR CORE PAPER -VII**  
**SEMESTER - V**

**SCRIPT WRITING**

**Code:U12VC5MCT07**

**Hours/Week: 5**

**Credits: 4**

**COURSE OBJECTIVE**

To equip the students to write scripts for different media – radio, television, advertisements and films.

To introduce to the students, the techniques of script writing.

To enable the students to visualize a script and prepare story boards.

**UNIT I -INTRODUCTION TO SCRIPT AND STYLE**

Format-Script- television, radio, film-Style - writing for ear and eye, simplicity, abbreviation, gender, accuracy and research.

**UNIT II- ADVERTISEMENTS – WRITING STYLE AND FORMATS**

Commercials and announcements - ethical considerations-Lengths and placement of commercials and announcements-Writing style - writing techniques-Audience analysis-Familiarization with the product-Appeals Organization Television storyboard Format - straight sell-Testimonial Humor and music Dramatization and format- Combinations

**UNIT III- FEATURES AND DOCUMENTARIES**

Features and documentaries-Writing techniques – form, approach, process, technique and feature application Documentaries - style, structure and mini documentaries

**UNIT IV- MUSIC AND CHILDREN’S PROGRAMMES**

Approach-Format -Writing technique-Music : radio, television

**UNIT V- SCRIPT FOR FILMS AND NEW MEDIA**

New media-Introduction to script for films

**TEXT BOOK**

1.Hilliard L. Robert(2000) *Writing for television, Radio and New Media* .New York :Routledge.

2.Copper, Patt(2001) *Writing the short Film* .New Delhi : Elsevier.



## **BOOKS FOR REFERENCE :**

- 1.Milton, Shirley (1982) *Creative Connections*. New York: Sage.
- 2.Hunters Lew(1994) *Screen Writing 432*. New York: The Berkley Publishing Group.
- 3.Kaushik Sharda (2000) *Script to Screen*. Delhi: Macmillan India Ltd.
- 4.Mencher Melvin (2000) *Basics of Media Writing*. New Delhi :Jaico.
- 5.Frensham Ray (2002) *Screenwriting*. London : Mc Graw Hill companies.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.Sc VISUAL COMMUNICATION**  
**SEMESTER –V**

**MAIN CORE PAPER – VIII- VISUAL ANALYSIS TOOLS**  
**SYLLABUS**

**Hours/Week : 5**

**Code : U08VC5MCT08**

**Credit : 4**

**COURSE OBJECTIVE**

- To enable the students to understand and interpret media text
- To enable the students to effectively apply visual analysis tools in analysis media contents

**UNIT I: SEMIOTIC ANALYSIS**

A history of subject-The problem of meaning-Signs-Signs and truth-Language and speaking-Connotation and denotation-Systematic analysis -Paradigmatic analysis-Metaphor and metonymy-Codes-Semiotics of the television medium

**UNIT II: FEMINIST ANALYSIS**

Portrayal of Women in Media – Portrayal of women in News Media - Male gaze – Male domination – Women Marginalization in the Media – false consciousness – the consumer society(Targeting Women as Consumers)

**UNIT III: PSYCHOANALYTIC CRITICISM**

The unconscious-Sexuality-The oedipus complex-Symbols-Defense mechanisms-Dreams-Aggression and guilt-Psychoanalytic analysis of media: a cautionary note-Jungian psychoanalytic theory

**UNIT IV: SOCIOLOGICAL ANALYSIS**

Some basic concepts-Uses and gratifications-Content analysis

**UNIT V: INTERPRETATIONS OF PRINT ADVERTISEMENT**

Sign in Signs : a premier on applied semiotics-The maiden in paradise : a case study-Psychoanalysis aspects of the text-An aside of moisturizers and anxiety -Final comments on perfume and anxiety-Commercials and anxiety

## **TEXT BOOK**

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

## **BOOKS FOR REFERENCE**

1. Bignell, Jonathan, Media Semiotics, Routledge, London (2002)
2. Leewen and Jewitt Carey – Handbook of Visual Analysis, Sage Publication, New Delhi, (2001)
3. Carey ,Jewitt - The Handbook of Visual Analysis, Himalaya publishers.(1999)
4. Leewen , Thompson,- Introducing Social Semiotics, Routledge, London (2001)
5. Rose, Gillian, Visual Methodologies: An Introduction, Amazon publishers (2006)

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**III B.Sc VISUAL COMMUNICATION**  
**SEMESTER V**  
**MAJOR CORE PAPER IX–PUBLIC RELATIONS**  
**SYLLABUS**

**Hours: 5**

**Code: U13VC5MCT09**

**U08VC5MCT09**

**Credits: 4**

**COURSE OBJECTIVE**

- To enable the students to establish effective public relations with different Departments of an organization
- To equip the students to become effective PROs

**UNIT I: PUBLIC RELATIONS: INTRODUCTION**

PR – definition-History of PR-Types of PR jobs-Activities of PR-Role of PR Elements of PR- Scope of PR

**UNIT II: UNDERSTANDING PUBLIC RELATIONS**

Who is a PRO?-Duties of a PRO-Characteristics of a PRO-Responsibilities of a PRO-PR and communication skills-PR – government and private sector-Propaganda – definition and types-Attitudes and opinions.

**UNIT III: GENERAL PRACTISE**

Understanding the media-News releases-Media alerts-Broadcast media-PSAs-Direct mail-Do and dont's of PR

**UNIT IV: PR CAMPAIGN**

Audience – demographics and medium-Budget-Plan-Implement-Effectiveness

**UNIT V: WRITING FOR PUBLIC RELATIONS**

Writing news releases-Brochures, pamphlets-Letters-Handouts-Oral presentations - Company publications

**TEXT BOOK**

Lesly , Philip - Handbook of Public Relations and communications .Jaico publication  
New Delhi (2002)

### **BOOKS FOR REFERENCE**

1. Anuja B.N, Chhabra, S.S - Advertising and Public Relations, Sage Publication, NewDelhi (1998)
2. Deepak Nayyar, ABD publishing, Chennai, (1998)
3. Gupta, O.M - Basic aspects of Media Writing., Rupa Publishers, New Delhi (2002)
4. Prabhakar Naval,Basu Narendra Public Relations strategies and concepts, Ajai Varma for common wealth 2007.
5. Shelburne Merry, Effective Public Relations Atomic Dog Publishing, USA 2003.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.Sc VISUAL COMMUNICATION**  
**SEMESTER – V**  
**MAJOR CORE PAPER – X- WOMEN AND MEDIA**  
**SYLLABUS**

**Hours/Week: 5**  
**U08VC5MCT10**

**Code:**

**Credits: 4**

**COURSE OBJECTIVE**

- To empower the students to explore the effects of media images on the construction of identities, especially gender and how much of our sense of self is contrasted and compared to popular media images.
- To enable the students to analyze the status of women in media, society.

**UNIT I: STATUS OF WOMEN IN SOCIETY**

Women in Vedic society - Women in Colonial period – The different forms of marriages - Social customs and rituals of Vedic, Puranic and Moghal Era - Status of women in emerging India – case studies

**UNIT II: WOMEN’S ISSUES**

Gender gap and gender bias - Patriarchy and patriarchal society - Male and female migration – Different types of Violence against women – Difficulties faced by Women in labour force – Problems of career women – Domestic Violence

**UNIT III: FEMINISM TYPES**

Anarcho feminism - Amazon feminism - Cultural feminism - Eco feminism - Liberal feminism - Socialist feminism - Pop feminism – Incorporating feminist theory in Mass Communication – Methodology – Feminism and mass Communication practice

**UNIT IV: STATUS OF WOMEN IN MASS COMMUNICATION INDUSTRIES**

The progress of women in Journalistic workforce – Women’s Employment and status in the magazine industry – Place of women in the broadcast industry – The face of the network news – Women in public relations: feminist perspectives – visual images and Re- Imaging.

**UNIT V: WOMEN IN MEDIA**

Women in Television -Women in Journalism - Women in Radio - Women in Films - Women in Advertisements - Women in Alternative media

**TEXT BOOK**

Bathula, Sonia(1998) , Women Democracy and the Media, sage publications, New Delhi.

### **BOOK FOR REFERENCES**

- 1.Carter, Cynthia & Steiner, Linda. (2004). (Eds.). *Critical Readings: Media and Gender*. Open University Press, Maidenhead, England
- 2.Gauntlett, David. (2002) *Media, Gender and Identity: Introduction*, Routledge, New York
- 3.Lorber, Judith. (2000). *Gender and the Social Construction of Illness*. Altamira Press,Walnut Creek, CA
- 4.Creedon , Pam L., (2002) *Women in Mass Communication*, Sage ,Beverly Hills, CA;
- 5.Dines, Gail and Jean M. Humez, eds. (1995).*Gender, Race and Class in Media: A Text-Reader*. Sage Publications, Thousand Oaks, California

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**III B.SC VISUAL COMMUNICATION**  
**SEMESTER – V**  
**MAIN ELECTIVE PAPER – II - VIDEO EDITING (PRACTICAL)**

**Hours/Week: 5**  
**Credits: 5**

**Code: U08VC5MEP01**

**Unit-I**

Grammar of Editing. Continuity. Cutting on movement. Montage. Basics of Film editing  
Vs

Video Editing. Editor as a creative person. Role of Editor in a Production.

**Unit-II**

Video editing: Linear vs non Linear editing. Advantages and disadvantages.

Working on both systems. Online and Offline editing. Advantages and disadvantages.

**Unit-III**

Introduction to basics of editing, creating an edit Decision List, logging, digitizing and importing media on software's .

**Unit-VI**

Editing the visual .Assemble edit and rough cut. Applying video transitions, commentary track and special effects or multimedia.

**Unit-V**

Editing the sound. Sound and digital sampling. Recording sound effects and music.

Mixing  
and audio sweetening.

**Requirement**

The Video Editing record should contain exercises completed by each student on every practical class during the fifth semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory.

**Softwares** :Premiere Pro, Final Cut Pro

- 1) Color correction
- 2) Matte – masking
- 3) Applying and Adjusting Transitions
- 4) Creating basic titles
- 5) Adjust Basic Motion Attributes
- 6) Title Effects
- 7) Beat Editing
- 8) Song Remixing
- 9) Insert and Overwriting Editing



## 10) Working with Multi Layers

### **BOOKS FOR STUDY AND REFERENCE:**

- 1) Browne, Steven E. (1989): Videotape Editing – A Post Production Primer , New Delhi. Focal Press.
- 2) Solomons , Tony (1999) : The Avid Digital Editing Room Handbook, 2ndEdition, Los Angeles. Silman- James Press.
- 3) The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger
- 4) Colour Correction for Digital Video: Using Desktop Tools to Perfect Your Image by Jaime Fowler
- 5) Producing Great Sound for Digital Video by Jay Rose

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**III B.SC VISUAL COMMUNICATION**  
**SEMESTER – V**  
**MAIN ELECTIVE PAPER – II - TELEVISION PRODUCTION**

**Hours/Week: 5**

**Code: U08VC5MEP02**

**Credits: 5**

**COURSE OBJECTIVE**

- To enable students understand the medium ‘Television’ historically, technically and aesthetically.
- To equip the students with technical skills in pre production, production and post-production stages.
- To enable student to produce television programmes of various genres
- To enable students to work as a team building ideas and implementing them

**CONTENT**

**UNIT I: HISTORY OF TELEVISION – I**

Global scenario-Indian scenario-Terrestrial and satellite broadcasting-Cable television and DTH

**UNIT II: HISTORY OF TELEVISION – II**

Black and white TV-Colour TV-Colour systems-VHS and other formats-Analog and digital TV-HDTV

**UNIT III: PRE-PRODUCTION**

Research and planning-Script and story board-Budgeting-Scheduling

**UNIT IV: PRODUCTION**

Camera and cassettes – accessories-Camera movements, angles, shots, focus, zoom, lenses-Microphones and their uses-Natural-Lighting artificial-Interviews and anchoring

**UNIT V: POST – PRODUCTION**

Log sheet and selecting the shots-Rewriting the scripts-Editing techniques-Special effects-Titles and sub-titles-Brochures and covers-Publicity

**PRACTICALS**

- Watching and discussing films
- Watching TV programmes and documentaries

- Assignments and seminars on TV programmes (content Analysis and technical analysis)
- Extension training on handling camera, light and sound equipment.
- Doing a research on a documentary or a TV programme using library and internet as resource materials

### **TEXT BOOK**

Millesson, Gerald - Effective TV production, 1993

### **BOOK FOR REFERENCES**

1. Wurtezel Allan - Television production, 1983
2. Grob, Bernard, Basic -Television and video systems, 1984

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**III B.SC VISUAL COMMUNICATION**  
**SEMESTER – V**  
**MAIN ELECTIVE PAPER- II**  
**COMPUTER GRAPHICS**

**Hours/Week: 5**  
**Credits: 5**

**Code: U08VC5MEP03**

**COURSE OBJECTIVE**

- To understand computer graphics and use the techniques of drawing on screen to produce the desired computer art and design.
- To practice animation techniques

**UNIT I: INTRODUCTION TO COMPUTER GRAPHICS & DRAWING IN MS PAINT**

Fundamentals of images – bitmap vs vector based graphics – Graphics through computer language – dot graphics – polygons – line drawing – circle creation – ellipse making – figure filling – Fundamentals of Drawing – Lines, Shapes and shades. – Disadvantages highlighted in MS Paint – Functions required of a Graphics creation and image editing software – An introduction to various Graphics software.

**UNIT II: ADOBE ILLUSTRATOR**

Introduction to vector graphics – Vector file size advantage and demonstration – Advantages and disadvantages of vector graphics – Importance of Vector Graphics in the web medium – The page as a canvas – Changing Page space and rulers, margins etc – The toolbox (Elaborate practically on every tool) – Basic Drawing tools in Illustrator – Fill types and gradients – Color palettes and related techniques – Drawing curves and artsy text – Drawing various shapes with different tools – Creating Shadows and manipulating them – Importing images into Illustrator, cropping them and placing them in containers – Fitting text to paths – Pagination tools (Exercise to create a brochure or paper publication) – Settings for digital printing.

**UNIT III: ADOBE PHOTOSHOP CS**

Introduction to Raster graphics – Image size, and types of images – Advantages and disadvantages of raster graphics – Importance of Raster Graphics and compression in the web medium – Introduction to Adobe Photoshop as an industry standard in bitmap editing and Static FX – The Adobe Photoshop edition sequence and advances – Creating a new file – Importing an image on to the file – Creating Layers and manipulating them – Brushes and various tools – The toolbox (Elaborate practically on every tool) – Image Manipulation techniques – Image cropping and related tools – Shape creation and usages

–Fill types and gradients –Color palettes and related techniques –The pen tool for selection and drawing –The filter effects in photoshop –Creative usage of layers to hide and mimic –Use of many layers to prepare a realistic collage with different images – Realistic touching of photographs to desired effect –Typography in Photoshop – Manipulating text and related effects –Settings for digital printing. RGB, CMYK conversion issues –Exporting for web & print.

#### **UNIT IV: ADOBE FLASH 8**

What is Animation –Difference between 2d and 3d animation –Evolution of the art of animation –A simple animation (page flip animation, can later be compared to frames) –A brief history of Flash –Vector and raster graphics in animation –The flash workspace –Tools of Flash –A simple sequential animation –Screen size and scaling – Creation of layers and various operations within layers –Creation of movie clip, symbols, buttons etc and encapsulation into main movie –A simple working movie – Interactivity in flash –Action Scripts – Creating a small conceptual flash animation (Ad, Movie, Banner)

#### **UNIT V: INTRODUCTION TO 3DSMAX**

Modelling –Texturing –Titling – Rendering –Lighting –Cameras– Transitions

## **BOOKS FOR REFERENCE**

Gregory Georges:Photoshop Ver(8) CS Professional Tricks and Techniques, Unique Color Carton Offset Printers, New Delhi-4

Kelly L. Murdock :3dxMax 8 Bible, Sunny Offset Printers, Delhi.

Stephen House :Photoshop CS, LP Editorial Board, Lawpt', Blue Line Printing Industries, Kolkata, 2004.

Ted Alspach and Kelly L. Murdock: Illustrator 10 Bible Hungry Minds Inc., Newyork.

Nick vandome, Flash MX in easy steps, Himachal Impressions, New Delhi, 2003.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION**  
**SKILL BASED ELECTIVE PAPER -IV**  
**SEMESTER-V**  
**DESK TOP PUBLISHING**

**Hours/Week:2**  
**U08VC5SBP04**

**Codes:**

**Credits:2**

**COURSE OBJECTIVE:**

To prepare students having skills to work in the field of content designing or desk top publishing where there is a great scope for them to work in printing Press, News Paper houses, Publishing companies and Advertising Industries.

**UNIT 1: D.T.P. FOR PUBLICATIONS**

Introduction to printing -Types of Printing -Offset printing -Working of offset printing - Transparent printout-Negative & Positives for Plate were making -Use of Desk Top Publishing in Publications -Importance of D.T.P in publication -Advantage of D.T.P in publication -Mixing of graphics & Image in a single page production -Laser printers- Use- Types, Advantage of lager printer in publication

**UNIT 2: PAGE LAYOUT**

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

**UNIT 3: INTRODUCTIONS TO PAGE MAKER**

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

**UNIT 4: USE OF D.T.P IN**

Advertisements - Books & Managements -News paper - Table Editor

**UNIT 5: PRESENTATION GRAPHICS- MS POWER POINT**

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

## **PRESCRIBEDTEXT**

Peter Domanski & Philip Irvine, A Practical Guide to Publishing Books Using Your PC

Diaxon Ltd Jul 20, 2007

## **REFERENCE BOOKS:**

Microsoft Office 97 by Gini Courter & Annette Marquis, BPB Publications.

Office 97 Interactive Course by Greg perry, Techmedia.

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

Peter Stubleby Desktop publishing for librarians on the Apple Macintoshillustrated Gower, 1989 the University of Michigan.



**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER – VI**  
**MAIN CORE PAPER – XI- STUDIO AGENCY INTERNSHIP**

**Hours/Week: 6**

**Code: U08VC6MCP11**

**Credits: 5**

**AIM**

- To enable the student to get exposure to actual situations and day-to-day functioning of an advertising agency or professional studio.

**CONTENT**

- For period of two months, the student will be attached to an agency or studio, on an internship basis.
- The intern will be exposed to the particular area of specialization already chosen.
- Progress of the intern will be closely monitored by the department guide in co – ordination with studio/agency guide.
- A report and viva voce will complete the process of evaluation.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER – VI**  
**MAJOR CORE PAPER – XII- PROJECT**

**Hours/Week: 6**  
**U08VC6MCP12**  
**Credits: 5**

**Code:**

**COURSE OBJECTIVE**

- To demonstrate the students competence in a chosen area of specialization, with a view of gaining a placement in the media industry.

**CONTENT**

- Criteria for selecting the topic will be based on area of specialization already chosen by the student.
- Emphasis will be given to producing work that can be made use of in the industry.
- The student will enter the media industry with an evaluated portfolio.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER – VI**  
**MAJOR CORE PAPER – XIII- PORTFOLIO**

**Hours/Week: 6**  
**U08VC6MCP13**  
**Credits: 5**

**Code:**

**COURSE OBJECTIVE**

- To provide students with a basic understanding of the role media professionals through the production and examination of their production work
- To encourage the development of a personal approach in creating and understanding art through a continuous exploration of their work.
- To promote visual and contextual knowledge of visuals from various movements

**CONTENTS**

Students will be expected to:

- demonstrate an understanding and mastery of multiple art mediums, skills, and techniques
- develop art related concepts and skills that are meaningful in terms of personal, societal, and cultural importance
- solve formal and technical problems in studio art practice
- produce works of art that exhibit their creativity and sensitivity through individual exploration
- express ideas in visual (art production), oral (group & individual critique sessions) and written (artist's statements, journal entries, and reaction papers) forms of how art-making is an ongoing process.

Research Work - Students will be expected to understand and interpret the meaning and significance of art as a form of cultural and personal expression

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**B.Sc., (VISUAL COMMUNICATION)**  
**MAJOR ELECTIVE PAPER - I**  
**SEMESTER –VI**  
**WRITING ON ART AND AESTHETICS**

**Hours/Week: 5**

**Code : U13VC6MET01**

**Credits: 5**

**Course Objective:**

- Students must be acquainted with the movements of art theory and aesthetic thought in different historical, cultural, social, economic, political, ideological and religious contexts.
- To learn the affected expression, aesthetics, functions, techniques and language of art.

**UNIT I** Indian Art: proto historic period, historic period- Buddhist, Jana, Hindu, Gupta Architecture; Northern temple, temples in the Decan.

**UNIT II** Southern Temples- Pallava, Chola, Pandya, Vijayanagar and Nayaks, Islamic Period architecture, imperial style, provincial style and mughal style.

**UNIT III** Sculptures- the mauryas, the Kushans, the Guptas, Chalukyas, the Hoysalas, the Pallavas. The Cholas, Pandyas, Vijayanagara paintings, murals- north Indian, south Indian, Miniaturesmughal paintings, Rajput painting, Rajasthan, Pahari paintings, Modern Indian painting.

**UNIT IV** The Western Art and Architecture- Egyptian, Greek, Roman, Early Christian, Byzantine, Romanesque, Gothic, Italian, Flemish, German, Dutch, Spanish, English, French and Modern art.

**UNIT V** Aesthetics- The function of art, Art, Artist and Society, Social responsibility of the Artist, Indian Aesthetics, Beauty, the Rasas

**References:**

1. Edith Tomory, History of Fine Arts in India and the West, Orient Longman Li Limited, India, 1989.
2. Yuri Borev, Aesthetics, Progress Publishers, Moscow, 1985.

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**B.Sc., (VISUAL COMMUNICATION)**  
**MAJOR ELECTIVE PAPER - I**  
**SEMESTER – VI**  
**ART OF STORY BOARDING**

**Hours/Week: 5**

**Code : U13VC6MET02**

**Credits: 5**

**Course Objective:**

This subject will explore the basic concepts of Storyboarding and allow students to create and

review storyboards of their own.

Students will have the basic skills necessary to produce their own workable storyboards and/or animatics and will have a strong foundation in the fundamentals of sequential visual narrative.

**Unit: I THE STORYBOARDS BEGINNINGS**

Introduction to storyboarding, Preproduction process, Basic of Storyboards, screenplay and

picturing, shots and storyboard panels., script, one line order, types of story board technique,

Thumbnail story boards, and the planning processes of visual storytelling. shot types, continuity,

pacing, transitions and sequence, cinematic ,storyboard.

**Unit: II BASIC OF THE STORYBOARD**

Types of lay outs, concept and story developing, idea, script Foreground, Middle Ground and

Background, Developing Drawing Skills, Shot, Angles, Building the Storyboard, study of

Classic Film Examples.

**Unit: III SHOT ANGLES**

Shot types, angles cuts, posing, staging and camera move, Shot and every camera angle, tilt, pan

close-up extreme close up, Extreme Close-Up Establishing Shot, Long Shot background, Medium Shot, low angle, high angle, different perspectives.

**Unit: IV STORY BOARD FOR COMIC**

Cartoon story boards, Color story board, black and white story board, fantasy story board,

storyboard samples, graphic novel storyboard, staging figures, dialogue and captions, storyboards. comic, book, like story sketches.

## **Unit: V STORY BOARD FOR BOOKS**

Introduction to book illustration story boards, front page story boards, picture book storyboard,  
scenes for chapters of the stories, story boards for poems, and advertising story board.

### **REFERENCE BOOKS:**

1. Wendy tumminello, “Exploring Storyboarding (Design Exploration Series)”, Delmar Cengage Learning, 1st Edition, 2004
2. John Hart, “The Art of the Storyboard A Filmmaker’s Introduction”, Focal Press; 2 edition  
2013
3. Giuseppe Cristiano “ Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising”  
Michael Wiese Productions, 2012

**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION**  
**SEMESTER – VI**  
**MAJOR ELECTIVE PAPER-III- MEDIA WRITING SKILLS**

**Hours/Week: 5**

**Code:U13VC6MET03**

**Credits: 5**

**COURSE OBJECTIVE**

- To enable the students to write effectively for various media.
- To enable the students to learn techniques and rules of good writing and apply it while writing.

**UNIT I: WRITING IN A MEDIA ENVIRONMENT**

News values - Gathering news - Sources: observation, stored sources -Interviewing; techniques and types -Importance of accuracy -Deadlines - Ethical considerations

**UNIT II: WRITING FOR PRINT**

Characteristics of news stories -Inverted pyramid structure - Lead paragraph -Developing the story - Use of quotation -Story structures - Editing and rewriting - Features :style, parts, characteristics.

**UNIT III: WRITING FOR BROADCAST**

Selection of news - Characteristics of writing - Story structure of broadcast news -Broadcast writing style - Putting together a news cast

**UNIT IV: WRITING ADVERTISING COPY**

The Field of advertising: an overview - Needs and appeals – Audience classification – target audience – Product classification - Copy platform - Elements of print ad - Writing advertisement for print, broad cast and other media.

## **UNIT V: APPLICATION**

Writing articles on various topics - Writing lead paragraph of different news items - Critically analysing a news item - Writing headlines for various news items - Editing and correcting articles - Writing features - Writing articles within stipulated time - Interview eminent people in trichy - Writing broadcast news copy - Preparing print ads.

## **TEXT BOOK**

Stovall, James Glen (2002), Writing for the Mass Media, Wadsworth, USA

## **BOOK FOR REFERENCES**

1. Hartley, John (2004), Key concepts in communication, Routledge, London
2. Merrill, c. John (1994) , Modern Mass Media , Harper Collins College Publishers, London
3. Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York
4. Biagi, Shirley (2001), Media Impact, Wadsworth, USA
5. Mathan P.N. (1985), Communication Media, government publication, New Delhi



**HOLY CROSS COLLEGE (Autonomous) Tiruchirappalli – 2**  
**B.SC VISUAL COMMUNICATION**  
**SKILL BASED ELECTIVE PAPER -V**  
**SEMESTER – VI**  
**NEWS PRODUCTION**  
**SYLLABUS**

**Credits: 2**

**Code: U08VC6SBT05**

**Hours: 2**

**COURSE OBJECTIVE**

- To provide a thorough insight into the stages of news production from gathering the final broadcast.
- To enable students learn the various techniques involved in the making of news
- To learn the different styles of news presentation

**UNIT I: INTRODUCTION TO NEWS**

News – definition-TV news reporting – definition, types-News stories – definition, types - Gathering the news – 5 w's and 1 H-News values – making an event news

**UNIT II: THE STYLE OF TELEVISION**

Print and TV news -Top tips of the trade -Sounding correct -News room terms and operational concepts -Understanding the medium-News sources – Types and benefits

**UNIT III: WRITING TO PICTURES**

Voice over's and sound bites -Complementing the picture -Writing to archival footage Linking into sound bites -Scripting sports news-Puns and cliché's breathing space -Visual Continuity-Transitions Writing to stills-Composites and split screens-Sound only reports

**UNIT IV: NEWS PREPARATION AND INTERVIEWING**

Planning a news event-Shots for news event shooting a news event -Logging and transcribing -Interviewing – techniques, forms and shots, ethics

**UNIT V: PACKAGING A REPORT**

Protected narration -An imaginary package -The shot and edited sequences-Writing the narration -Reaching the package -Routine events – guidelines

**TEXT BOOK**

Singh P. Chandrakant – Before the headlines - Hand book of TV Journalism,,Jaico, 1999

**BOOKS FOR REFERENCE:**

Christopher Scanlan– Reporting and Writing, Sage, London(2000)

Teel L. - Introduction to journalism into the news room, Sage, London (1992)

Stovale, James Glen – Writing for the mass media, Routledge,New York (1998)

Niblock, Sarah ,News Production: Theory and Practice,Vista, Boston (2004)

Sir Michael Carver, (FM),The War Lords: Military Commanders of the Twentieth Century,Brown publishers, Boston (1996)

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI -2**

**UG – SEMESTER: VI**

**SKILL BASED ELECTIVE: 6  
RESEARCH METHODOLOGY**

**CODE: U13DS6SBT06**

**HRS/WEEK:2**

**CREDITS:2**

**COURSE OBJECTIVE:**

To help the students develop research skills

To expose the students to the concept of research and to implement a research project.

**UNIT: 1- INTRODUCTION TO RESEARCH**

Definition, type, nature and scope of research - Research design

**UNIT: 2 –DATA COLLECTION**

Types – Primary and secondary data – Data Processing – Hypothesis testing

**UNIT: 3- PLAN AND EXECUTION**

Methodology – plan and execution – Analysis - Documentation

**UNIT: 4- FORMAT AND PRESENTATION OF PROJECT REPORT**

Art of writing and Structure of a project report – Viva - voce

**UNIT: 5- PROJECT**

Project Work

**BOOKS FOR REFERENCE**

1. Kothari C.R. Research Methodology, New Delhi: New Age International (P) Ltd Publishers, 2009. Reprint
2. Rahim F.A. Thesis Writing: A Manual for researchers, New Delhi: New Age International Publishers, 1988.Print.
3. Gopalana. Thesis Writing. Chennai: Vijay Nicole,2005.Print.  
Oliver, Paul, Writing Your Thesis. New Delhi: Sage Publication,2008.Print

**HOLY CROSS COLLEGE(AUTONOMOUS), TIRUCHIRAPPALLI-2**

**B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE**

**LIFE ORIENTED EDUCATION**

**ETHICS – III: FAMILY AND CAREER DEVELOPMENT**

**HRS / Wk: 1**

**CODE:U13VE6LVE03**

**CREDIT : 1**

**MARKS : 100**

**OBJECTIVES:**

- To help the students learn skills, knowledge, talent to lead a meaningful life.
- To help the students understand marriage life.
- To make the students learn skills of nurturing family and children.
- To make them aware of emotional intelligence and choose their carrier.

**UNIT – I: PERSONAL COMPETENCE**

Emotional Intelligence for Professional growth, Management Vs Leadership-Management and Leadership Skills - Conflict Management - Tips for Professional growth

**UNIT - II: MARRIAGE AND FAMILY**

Family Vision - Family Values, Family relationship, Family Management, Sex in Marriage, Emotional Balance and Imbalance, Compatibility between Husband and Wife

**UNIT – III: MOTHERHOOD**

Bringing up Children - Development stages (Eric Ericson model), Spirituality: Spirituality in Family - Prayer, God's Will, and Role of Mother

**UNIT – IV: PERSONALITY DEVELOPMENT**

Self Analysis; interpersonal relation, introspection – character formation towards positive personality (values, self and college motto, punctuality, good moral, poverty, honesty, politeness, humanity, gentleness, friendship, fellowship and patriotism

**UNIT – V: CAREER CHOICE**

Career Choice according to Personality, Preparation for Competitive Exams, Sources of Knowledge, Memory Techniques, MindMapping

**REFERENCES:**

1. Tony B and Barry Buzan(2003), The mind map book, BBC world wide limited,London.
2. Susan Nash(2005), Turning team performance inside out, Jai CO. publishing House,New Delhi.
3. Fr. Ignacimuthu (1999) “Values for Life”, Vaigarai Pathipagam.
4. Grose. D.N. (2000), “A text book on Value Education”, DominantPublishers.

**HOLY CROSS COLLEGE(AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**B.A. /B.Sc. / B.Com. / B.R.Sc./ B.C.A. DEGREE COURSE**  
**LIFE ORIENTED EDUCATION**  
**ETHICS – III: FAMILY AND CAREER DEVELOPMENT**

**HRS / Wk: 1**

**CODE:U13VE6LVE03**

**CREDIT : 1 MARKS : 100**

**OBJECTIVES:**

- To help the students learn skills, knowledge, talent to lead a meaningful life.
- To help the students understand marriage life.
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**UNIT – V: CAREER CHOICE**

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6. Susan Nash(2005), Turning team performance inside out, Jai CO. publishing House,New Delhi.
7. Fr. Ignacimuthu (1999) “Values for Life”, Vaigarai Pathipagam.
8. Grose. D.N. (2000), “A text book on Value Education”, Dominant Publishers.

**HOLY CROSS COLLEGE (AUTONOMOUS), TRICHIRAPALLI - 2.**  
**B.A/B.Sc./B.COM/B.R.Sc./B.C.A – DEGREE COURSES**  
**LIFE ORIENTED EDUCATION**

**BIBLE STUDIES – III: ESSENCE OF CHRISTIAN FAITH**

**HRS / WK: 1**

**CODE:U12VE6LVBO3**

**CREDIT:1**

**MARKS : 100**

**OBJECTIVE:**

- Prepare to practice Christian principles in family, church and society as a youngwomen.

**UNIT - I: ESSENTIALS OF CHRISTIAN FAITH**

- Salvation – Deliverance from sin (Is 53), Assurance of salvation and New life (II Cor5:17)
- Sacraments – Baptism (Luke 3: 6-14), Lord’s Supper (I Cor 10: 16,17; 11:23-29)
- Trinity – One in three and three in one. Illustrations from the Bible. (John 14:16,17)
- Heaven and Eternal life (John 14: 13, 3:13-21)

**UNIT – II: MARIAGE AND FAMILY LIFE**

- Finding the God’s Will - Issac (Gen24)
- Man and woman as Partners – Abraham and Sarah (Gen16-18,22)  
Aquila and Priscilla (Acts 18: 1-3,26)
- Evils to be avoided – Premarital Sex, ExtramaritalSex,  
Homosexuality, Abortion(Heb 13: 4, Psalm 127 : 4)
- Ideal Wife – Sarah (I Peter 3: 1-6), Ruth, Eph5

**UNIT – III: CHRISTIAN HOME**

- Parental Responsibilities and bringing up children – Abraham (Gen22),  
Eli (I Sam 2: 24-36,3: 11- 18), Mary Mother of Jesus (Luke 2: 51,52)
- Caring for the Aged (I Sam 2:31,32)
- Entertainments (I Cor 10:23)

**UNIT – IV: CHRISTIAN ETHICS**

- Holiness – Joseph (Gen 39:9)Levi 11: 45, Ecc12
- Obedience to God - Abraham (Gen 12) ; St.Paul (Acts9)
- Freedom and Accountability
- Justice andLove
- Choices in Life – Making Decisions(Studies, job, lifePartner)
- Model to follow – Who is your model? (John 15:1-17)
- Social Evils – Dowry, Caste discrimination, Accumulation ofwealth
- Freedom of Options, Time Management, Work Ethics (I Peter 2:11-25)

## **UNIT – V: ROLE IN CHURCH AND SOCIETY**

- Man is the temple of God (I Cor 3: 11-17, 6: 19-20) Individual responsibility in Gospelwork
- Church –Body of Christ (I Cor 12:14-27)
- Unity (John 17: 20-23, Mat 10: 37-39, 16:24-26, Mark 13:11-13)
- Discipleship (I & II Timothy, Titus)
- Social Responsibilities (Phil 2; 1-11, James 1: 27, 2: 14-17, 4: 17, 5:14-15)

## **REFERENCES:**

1. Alban Douglass (1982) One Hundred Bible Lessons. Gospel Literature Service, Mumbai.
  2. Derek Prince (1993) Foundations for Righteous Living. Derek Prince Ministries-South Pacific, New Zealand.
  3. Derek Prince and Ruth Prince (1986) God is a Match maker. Derek Ministries, India.
  4. Ron Rhodes (2005) Hand book on Cults. Amazon.com
  5. Stanley.R. (1997) With God Again. Blessing Youth Mission, India.
- Taylor.H. (1993) Tend My Sheep. SPCK

**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2**  
**B.A./B.Sc/B.Com/B.R.SC/B.C.A - DEGREE COURSES**  
**LIFE ORIENTED EDUCATION CATECHISM – III:**

**LITURGY AND CHRISTIAN LIFE**

**HRS / WK:1**

**CODE:U12VE6LVC03**

**CREDIT: 1**

**MARKS: 100**

**OBJECTIVES:**

- To prepare the students to participate meaningfully in the liturgical celebration and experience GOD in their day todaylife.
- To become a living witness to Jesus Christ in their personal, family and sociallife.

**UNIT - I: LITURGY**

Personal prayer ( Know oneself) – Vocal prayer – Community prayer – Meditation – Contemplation – Knowing the prayers : Our Father – Hail Mary – Holy Rosary – Mysteries of the Rosary- Litany of Mary – family prayer-Populardevotion

**UNIT – II: HOLY SACRIFICE OF THE MASS**

Significance – meaning and need for spiritual growth – mass prayers – part of the mass – liturgical year, its division and its significance. –Creed – Act of contrition – Discernment of spirits – Counseling – Spiritual direction.

**UNIT – III: CHRISTIAN VOCATION AS DISCIPLE FOR THE KINGDOM OF GOD**

Who am I as a Christian? – Christian dignity and others – The values of the Kingdom opposing to the values of the World – Christian social conscience – Christian in the reformation of the world – a call to be salt and light in today’s context-Come follow me-I have chosen you-Servant hood- Baptism-Common priesthood-Discipleship-Lay vocation-Lay participation-Lay associates.

**UNIT – IV: CHRISTIAN FAMILY**

Holy family- characteristic of good family – role of families in the church and society- Responsibilities of parents, and children in the family – church – laws towards marriage- Prolife (Abortion, Euthanasia).



## **UNIT – V: CONSECRATED LIFE**

“Come and follow me” – special disciples - “I have called you to be mine”- - called to be prophets and agents for God’s Kingdom – nucleus of the church – Eschatological signs of the God’s Kingdom.

### **REFERENCES:**

2. Compendium – Catechism for the Catholic Church Published by Vaigarai Publishing House for the Catholic Church of India.
3. You are the light of the World, A course on Christian living for II year Religion published by Department of Foundation Courses, St. Joseph’s College (Autonomous), Tiruchirappalli– 620 002.