

2017-2108
HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002
DEPARTMENT OF VISUAL COMMUNICATION
CHOICE BASED CREDIT SYSTEM
U.G COURSE PATTERN
(For Students admitted from the year June 2017 onwards)

Sem	Part	Course	Title	Code	Hrs/Week	Credits	Mark
	I	Language	Tamil Paper I Hindi Paper I French Paper I	U15TL1TAM01 U15HN1HIN01 U16FR1FRE01	6	3	100
	II	English	English Paper I	U15EL1GEN01	6	3	100
I	III	Major Core-1	Media History in India	U15VC1MCT01	7	5	100
		Allied -1	Human Communication	U15VC1ACT01	4	4	100
		Allied -2	Visual Literacy and Drawing (Practical)	U15VC1ACP02	4	3	100
	IV	Environmental studies	Environmental studies	U15RE2EST01	2	2	100
		Value Education	Ethics /Bible Studies/ Catechism	U15VE2LVE01 U15VE2LVB01 U15VE2LVC01	1	--	--
Total					30	20	600
II	I	Language	Tamil Paper II/ Hindi Paper II/ French Paper II	U15TL2TAM02 U15HN2HIN02 U16FR2FRE02	5	3	100
	II	English	English Paper II	U15EL2GEN02	6	3	100
		Major Core-2	Radio Production (Practical)	U15VC2MCP02	5	5	100
	III	Major Core -3	Mass Communication Theories	U15VC2MCT03	5	4	100
		Allied -3	Psychology	U15VC2ACT03	4	3	100
		Skill-Based Elective- 1	Soft Skill Development	U15RE2SBT01	2	2	100

		Skill-Based Elective- 2	Rural Enrichment and Sustainable Development	U15RE2SBT02	2	2	100
		Value Education	Ethics/ Bible studies/ Catechism	U15VE2LVE01 U15VE2LVB01 U15VE2LVC01	1	1	100
Total					30	23	800
III	I	Language	Tamil Paper III Hindi Paper III French Paper III	U15TL3TAM03 U15HN3HIN03 U16FR3FRE03	6	3	100
	II	English	English Paper III	U15EL3GEN03	6	3	100
	III	Major Core-4	Basics of Photography (Practical)	U15VC3MCP04	5	5	100
		Major Core-5	Graphic Design (Practical)	U15VC3MCP05	5	5	100
		Allied-4(O)*	Media, Culture and Society	U15VC3AOT04	4	3	100
	IV	Skill-Based Elective- 3	Communication skills	U15VC3SBT03	2	2	100
		Value education	Ethics /Bible Studies / Catechism	U15VE4LVE02 U15VE4LVB02 U15VE4LVC02	1	-	100
		Gender studies	Gender Studies	U15WS3GST01	1	1	100
	Total					30	23
IV	I	Language	Tamil Paper IV/ Hindi PaperIV/ French PaperIV	U15TL4TAM04 U15HN4HIN04 U16FR4FRE04	5	3	100
	II	English	English Paper IV	U15EL4GEN04	6	3	100
		Major Core-6	Elements of Film (Practical)	U15VC4MCP06	5	5	100
		Major Elective-1	Advertising (Practical)/ Print Production (Practical)	U15VC4MEP01/ U15VC4MEP02	5	5	100
	III	Allied -5(O)*	Printing Process	U15VC4AOT05	4	3	100
		Allied -6	Computer graphics - I	U15VC4AOTP06	4	3	100

	IV	Value Education	Ethics/ Bible studies/ Catechism/	U15VE4LVE02 U15VE4LVB02 U15VE4LVC02	1	1	100	
	VI	Extension Activity outside class hours from Semesters(I – IV)		Any 1 activity based on the student's choice (11 Activities)	1	--		
Total					30	23	700	
V	III	Major Core-7	Script Writing	U15VC5MCT07	5	4	100	
		Major Core -8	Visual Analysis Tools	U15VC5MCT08	5	4	100	
		Major Core-9	Public Relations	U15VC5MCT09	5	4	100	
		Major Core-10	Women and Media	U15VC5MCT10	5	4	100	
		Major Elective- 2	Video Editing/ Television Production(Practical) / Computer Graphics-II (Practical)	U15VC5MEP01/ U15VC5MEP02 / U15VC5MEP03	5	5	100	
	IV	Non Major Elective-1	Basics of Advertising	U15VC5NMT01	2	2	100	
		Skill-Based Elective- 4	Desk Top Publishing (Practical)	U15VC5SBP04	2	2	100	
		Value education	Ethics /Bible Studies / Catechism	U15VE6LVE03 U15VE6LVB03 U15VE6LVC03	1	--	--	
	Total					30	25	700
		III	Major Core-11	Studio Agency Internship (Practical)	U15VC6MCP11	6	5	100
	Major Core -12		Project (Practical)	U15VC6MCP12	6	5	100	

VI		Major Core-13	Portfolio (Practical)	U15VC6MCP13	6	5	100
		Main Elective-3	Writing on Art and Aesthetics /Art of Story Boarding Media Writing Skills/	U15VC6MET01/ U15VC6MET02 U15VC6MET03/	5	5	100
	IV	Non Major Elective-2	Human Communication	U15VC6NMT02	2	2	100
		Skill-Based Elective- 5	News Production(practical)	U15VC6SBP05	2	2	100
		Skill-Based Elective-6	SBE 6-Project (practical) Research Methodology	U15DS6SBT06	2	2	100
		Value Education	Ethics III /Bible Studies III / Catechism III	U15VE6LVE03 U15VE6LVB03 U15VE6LVC03	1	-	-
		Extension Activity	RESCAPES- Impact study of Projects	V15RE5ETF02	1	-	100
Total					30	27	800
Grand Total (I-VI)SEMESTERS					180	141	4300

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.
தமிழாய்வுத்துறை
இளங்கலை / இளமறிவியல் / இளம்வணிகவியல் / பட்டவகுப்பு
முதலாமாண்டு– முதற்பருவம் - நவம்பர் 2017
தாள் - I

Total Hours : 90

Hrs : 6Hrs /Wk

Credit : 3

Code : U15TL1TAM01

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 துணைப்பூரிதல்.
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

1. பாரதியார் கவிதைகள் - தமிழ்
கண்ணன் என் சேவகன்
2. பாரதிதாசன் கவிதைகள் - உலகம் உன்னுடையது
3. உமர்கய்யாம் - உமர்கய்யாம் பாடல்கள்
4. பட்டுக்கோட்டையார் - செய்யும் தொழிலே தெய்வம்
5. ந. பிச்சமுர்த்தி - ஒளியின் அழைப்பு
6. வைரமுத்து - ஐந்து பெரிது ஆறு சிறிது
7. சிற்பி - ஒரு கிராமத்து நதி

அலகு:2 செய்யுள்

8. கல்யாண்ஜி - பேசும்பார் என் கிளி
9. நிர்மலா சுரேஷ் - தைலச்சிமிழும் தச்சன் மகனும்
10. இரா. மீனாட்சி - ஒரு கோதை
11. விஜி - குரங்கு மனிதன்
12. பா. சத்திய மோகன் - எங்கெங்கு காணினும்
13. ஹைகூ கவிதைகள்

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 | - தமிழாய்வுத்துறை வெளியீடு |
| சிறுகதைத் தொகுப்பு | - தமிழாய்வுத்துறை வெளியீடு |
| கலைச்சொற்கள் | - தமிழாய்வுத்துறை வெளியீடு |

PART – I LANGUAGE HINDI FOR B.A, B.Sc & B.Com
HINDI PAPER-I SHORT STORY, PROSE, GRAMMAR
SEMESTER – I

HRS/WEEK : 6

CODE:
U15HN1HIN01

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

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

(For candidates admitted 2016 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2
DEPARTMENT OF FRENCH
SYLLABUS
**SEMESTER VIII PART I – LANGUAGE - FRENCH PAPER I [GRAMMAR &
CIVILISATION**
(ÉCHO A1 2^e édition)]

HRS/WEEK :6

CODE : U16FR1FRE01

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^{er} 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,
2013.

(for candidates admitted from June 2017 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
I YEAR UG – SEMESTER I
PART II – ENGLISH 1 - GENERAL ENGLISH I

HOURS : 6
CREDIT : 3

CODE : U15EL1GEN01
MARKS: 100

OBJECTIVES

- Students learn to use LSRW skills and advanced communication skills in the context required in their daily life.
- The students learn to analyze and express their self and their concern and responsibilities to the world around.
- The students learn how English is used in literary writing so as to imbibe the spirit of using the standard language for communication.

UNIT I - I, ME, MYSELF

Listening for specific information in instructions and directions

Speaking about oneself, family and friends, likes, dislikes, strengths, weaknesses, profession, talents, emotions, feelings, incidents, reactions, opinions, views, aim, vision.

Reading for comprehension of routine work.

Writing -Paragraph guided

Grammar- Articles, Prepositions, Punctuation

Vocabulary-Meanings, Synonyms, Antonyms

Composition –GuidedCreative writing

TEXTS

This is the Photograph of me by Margaret Atwood - Poem (**Internal Testing**)

1. *The Mayonnaise Jar*
2. *In Prison* by Jawaharlal Nehru (edited)
3. An extract from Shakespeare's *Othello* Act V Scene II

UNIT II -MY FAMILY AND FRIENDS

Listening to identify the persons/ places/ things from descriptions

Speaking -Describing incidents, favorite places, traits of a person, analyzing the nature of a person.

Reading to get specific information and to analyze characters

Writing -Letters (personal),paragraphs-family profile and history

Grammar -adjectives and verbs

Vocabulary-synonyms and antonyms in context

Composition - Guided paragraph

TEXTS

Night of the Scorpion by Nissim Ezekiel - Poem (**Internal Testing**)

1. *The Old Folks at Home* by Alphonse Daudet (edited)
2. *Will you, Daddy?* (Story from Reader's Digest)

3. An extract from Shakespeare's *King Lear Act I Scene I*

UNIT III -THE WORLD AROUND ME

Listening To identify specific information

Speaking –Discussing and expressing opinions

Reading To infer meaning

Writing Descriptive and Diary writing

Grammar Uses of 'be' Verbs – subject verb concord

Vocabulary Coining new words with Prefix and suffix- converting one part of speech to another

Composition - Essay writing

TEXTS

Snake by D.H. Lawrence – Poem (**Internal Testing**)

1. *Floating Fantasy* by Vinu Abraham (Prose)
2. *Discovery* by Herman Ould (Play)
3. *A Handful of Dates* by Tayeb Salih (Short story)

UNIT IV - MY CONCERN AND RESPONSIBILITIES

Listening to short speeches and getting main concern- Global comprehension

Speaking Expressing opinions, concerns and responsibilities

Reading To detect one's perspective

Writing Debate and Dialogue

Grammar Sentence patterns (5 basic types)

Vocabulary Appropriate words in the context ,coinage of new words , use of phrases

Composition-Imaginative writing

TEXTS

I have a Dream by Martin Luther King Jr - (**Internal Testing**)

1. *What I have lived for?* by Bernard Russell
2. *Three days to see* by Helen Keller(edited)
3. An extract from Shakespeare's *The Merchant of Venice Act IV Scene I*

UNIT V - MY PROFESSIONAL WORLD

Listening to short profile to get details –global comprehension

Speaking Discussion on secrets of success learnt from success stories

Reading to infer meaning – to trace the development and analyze the ratio of development

Writing resume and E-mail writing

Grammar- Four Types of sentences

Vocabulary-Idioms and phrases- meaning

Composition – Formal and imaginative writing

TEXTS

Profile of a successful personality (**Internal Testing**)

1. Extract from a profile and an Interview of Indra Krishnamoorthy Nooyi
2. *The Verger* by Somerset Maugham
3. Profile of Bill Gates

PRESCRIBED BOOK:

English for Communication –PoGo publication Trichy

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

Code:U15VC1MCT01

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
- 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.

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: U15VC1ACT01

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)

REVISED SYLLABUS FOR UG
HOLY CROSS COLLEGE (Autonomous) TIRUCHIRAPPALLI – 2
B.SC VISUAL COMMUNICATION
ALLIED PAPER – II
SEMESTER-I
VISUAL LITERACY AND DRAWING

Hours/Week: 4

Code: U15VC1ACP02

Credits: 3

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, colour.

UNIT II: PRINCIPLES OF PERSPECTIVE

Perspective – Types of perspective's – Composition– Rules for composition – Types of composition – Light and shade– Surface textures.

UNIT III: ELEMENTS AND PRINCIPLE OF DESIGN

Elements of design – Line, Form, Texture, Colour and Space– Principles of design– Symmetry, balance, proportions, contrast, rhythm and its application to create visual messages. Colour wheel – Distortion of colours – Colour theory.

UNIT IV: STILL LIFE DRAWING

Study of still life – inanimate objects, vegetables, fruits, birds, animals, etc.

UNIT V: HUMAN ANATOMY

Study of human anatomy – forms and postures, portraiture – Stick figures, cartoon characters and story board – Study of trees, buildings, landscape, cityscape, seascape, etc.

TEXT

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

BOOKS FOR REFERENCES

Bride M. Whelan: Colour Harmony 2, Guide to Creative Colour 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: U15RE1EST01

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 chains 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

REFERENCES:

Agarwal,K.C.(2001). Environmental Biology, Nidi Publication Ltd. Bikaner.

Chairas,D.D.(1985).Environmental Science. TheBenjaminCummings

Pu

blishing company.,Inc.

Clarke George,L. (1954). Elements of Ecology. Hohn Wiley and SONS, Inc.

Hodges,L. (1977). Environmental Pollution, II Edition. Holt, Rinehart and Winston,
New York. Krebs,C.J

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.
தமிழாய்வுத்துறை
இளங்கலை / இளம் அறிவியல் / இளம் வணிகவியல் பட்ட வகுப்பு
முதலாமாண்டு– இரண்டாம் பருவம் - ஏப்ரல் 2017 - 2018
தாள் - II

Total Hours : 75

Code : U15TL2TAM02

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.

பாடத்திட்டம்

அலகு:1செய்யுள்

1. தேவாரம் - சுந்தரர் (திருமழப்பாடி)
2. திருவாசகம் - மாணிக்கவாசகர் (குயில் பத்து)
3. திருமந்திரம் - திருமூலர்
4. திருப்பாவை - ஆண்டாள்
5. நாலாயிர திவ்வியபிரபந்தம் - குலசேகராழ்வார் (பெருமாள் திருமொழி)

அலகு:2செய்யுள்

6. மீனாட்சியம்மை பிள்ளைத்தமிழ் - குமரகுருபரர்
7. இரட்சணிய யாத்திரிகம் - எச்.ஏ.கிருட்டிணப்பிள்ளை
8. வேதநாயகம் சாஸ்திரியார் பாடல்கள்- வேதநாயகம் பிள்ளை
9. நபிகள் நாயக மான்மிய மஞ்சரி - செய்கு தம்பிப் பாவலர்

அலகு:3

தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு
பல்லவர்காலம்
நாயக்கர்காலம்

அலகு:4

படைப்பிலக்கியம் - புதினம்
கல்கி - பார்த்திபன் கனவு

அலகு:5

கடிதம் எழுதுதல்

செய்யுள்	பாட நூல்கள்
தமிழ் இலக்கிய வரலாறு	- தமிழாய்வுத்துறை வெளியீடு
கல்கி	- தமிழாய்வுத்துறை வெளியீடு
கடித இலக்கியம்	- பார்த்திபன் கனவு
	- பயிற்சி ஏடு.

(for the candidates admitted from June 2015 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: U15HN2HIN02
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

Books Prescribed :

- Naveen Gadhya Chayanika – D.B.H.P. Sabha Publishers, 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 SYLLABUS

SEMESTER II

**PART I - LANGUAGE - FRENCH PAPER II [GRAMMAR, CIVILISATION & TRANSLATION (ÉCHO A1
2^e édition)]**

HRS/WEEK :5

CODE : U16FR2FRE02

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'APPRENTISSAG

Authors: J. Girardet and J. Pécheur
Publication: CLÉ INTERNATIONAL,
2013.

TEXT BOOKS :

ECHO A1 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D'APPRENTISSAGE
Authors: J. Girardet and J. Pécheur
Publication: CLÉ INTERNATIONAL,
2013.

(for candidates admitted from June 2017 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
I YEAR UG – SEMESTER II
PART II – ENGLISH 2 - GENERAL ENGLISH II

HOURS : 6
CREDIT : 3

CODE : U15EL2GEN02
MARKS: 100

OBJECTIVES

- Students learn to use LSRW skills and advanced communication skills in the context required in their daily life.
- The students learn to analyze and express their self and their concern and responsibilities to the world around.
- The students learn how English is used in literary writing so as to imbibe the spirit of the standard language for communication.

UNIT I – SELF

Listening- Specific information from demonstration and instructions, transfer of information.

Speaking - Sharing expressions, dreams and expressing opinions.

Reading - Skimming and Scanning for specific information, reading for local comprehension.

Writing - Story Writing

Grammar - Articles and Sentence Pattern

Vocabulary - Meanings, Synonyms, Antonyms

Composition - Transfer of information: Paragraph to Bar graph/pie chart
General Essay - Courage is the key to success

TEXTS

1. *The Far and the Near* by Thomas Wolfe (Short Story)
2. *The Owl who was a God* by James Thurber (Short Story)
3. *Wings of Fire – Chapter I* by Dr. A.P.J. Abdul Kalam (Prose)

UNIT II – STRENGTHS

Listening - Listening to a process

Speaking - Telephone Etiquette

Reading - Loud reading with pause, intonation and expression in dialogue form

Writing - Writing about oneself (strengths & weaknesses, Have's & Have not's)

Grammar- Subject verb agreement, Prepositions

Vocabulary- One word substitute in the context

Composition- Letter Writing - informal letters
General essay – A bird in hand is worth two in bush.

TEXTS

1. *The Robe of Peace* by O' Henry (Short Story)
2. An extract from *Androcles and the Lion* by George Bernard Shaw (Play)

UNIT III - POSITIVE SHORTCOMINGS

Listening - Listening to facts and opinions and trying to differentiate it

Speaking - Pair Work – about have's & have not's, understanding the strengths and overcoming the weaknesses

Reading - Reading newspapers, articles, magazines, anecdotes for global and specific in analytical thinking

Writing - Filing Complaints, Travelogues

Grammar - Tenses, Direct and Indirect Speech

Vocabulary - Compound words

Composition - Dialogue Writing

General essay – Adversity is the seed of success.

TEXTS

1. *Six Thinking Hats* by Edward de Bono (Prose)
2. *A Cup of Tea* by Katherine Mansfield (Short Story)
3. An Extract from Shakespeare's *As You Like It (Act II Scene I lines 12 -17)*

UNIT IV POTENTIALS

Listening - Listening to the description of personalities, historical places and monuments

Speaking - Group Discussion – Totally controlled, partially controlled, Free

Reading - Parallel Reading, reading for pleasure

Writing - Letter writing – formal letters

Grammar - Adjectives, Degrees of Comparisons

Vocabulary - Idioms and Phrases

Composition - Debates and Discussions

General essay – My potentials

TEXTS

1. *Easy Ways to Avoid an Argument* by Sam Horn (Prose)
2. *Pygmalion* by George Bernard Shaw (Play)
3. *My Heart Leaps up when I behold* by William Wordsworth (Poem)
4. *The Flower* by Alfred Lord Tennyson (Poem)

UNIT V ACHIEVEMENTS

Listening - Listening to comparisons and arguments

Speaking - Performance

Reading - In-depth reading

Writing - Script writing of story to play

Grammar - Question Tags

Vocabulary - Homophones

Composition - Essay Writing

General essay - The reward of hard work.

TEXTS

1. *On Saying Please* by A.G. Gardiner (Prose)
2. *A Time of Green* by Anna Stillaman (Play)

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: U15VC2MCP02

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:

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

BOOKS FOR REFERENCE:

Hausman, Carl (2004) Modern Radio Production. Canada:Wadsworth publication.

Mc Leish, James,(1999) Radio production. Burlington: Focal Press

Bhatt, S.C (1993) Broadcast Journalism– Basic Principle. New Delhi: Haranand Publications

Thangamani, P (2000) History of Broadcasting in India. Chennai: Ponniah Pathipagam

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
Credits:4

Code: U15VC2MCT03

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 – Convergence theory.

UNIT IV: MASS COMMUNICATION MODELS

Harold D. Lasswell's model – Shannon and Weaver's model – Osgood and Schramm'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, Fermant & 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: U15VC2ACT03

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).

(For the candidates admitted from 2015 onwards)
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: U15RE2SBT01

CREDITS -2

General Objective:

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

UNIT I:

Individual 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- worthiness-interpersonal communication-art of listening, reading and writing-art of writing-building relationship-empathy.

UNIT III:

Corporate skills

Vision, mission and goals: Concepts, vision setting, goal setting, 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 Prioritization Importance and urgent activities-Time management to move towards life vision.

UNIT V:

Self Development Plan

Concept and Need for Self Development Plan-Preparing Self Development Plan. (Format is used to complete the self development Plan), Monitoring and Evaluation of self Development plan- Developing indicators for self development introduction to National Skill Development Mission.

REFERENCES:

Alex K.(2012)Soft Skills–Know Yourself & Know the World, S. Chand &Company Ltd., New Delhi Meena K.AyothiV. (2013). A Book on Development of Soft Skills (Soft Skills: A Road Map to Success), P.R. Publishers & Distributors, Trichy.

Francis Thamburaj S.J.(2009).Communications of skills for Professional Excellence,1st Ed., Grace Publishers,

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

(For candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI- 2
B.A./B.Sc./B.Com./BCA&BBA,DEGREEEXAMINATION
SEMESTER II
SBE- 2 RURAL ENRICHMENT AND SUSTAINABLE DEVELOPMENT

Hrs- 2/Week

CODE:U15RE2SBT02

CREDITS -2

Course Objective:

The students are able to understand practically the Environmental concerns of rural areas and develop an alternative thinking through various field based intervention.

Unit-I

Village-Public Administration- Survey of natural resources and resource mapping of villages, village level Participating Approach (VLPA) – Role of NGO'S and SHG'S, Department of Rural development(central and state):

Unit-II

Green Revolution and industrialization cost climatic changes and mismanagement of natural resources- Reduced economic returns from agriculture-resultant social issues- poverty and farmer suicide- introduction to WTO, GATT and LPG and its impact on green Revolution.

Unit-III

Sustainable Development-Concepts , Environmental , social and economic aspects of sustainable development, sustainable development as solution to address rural issue-successful case studies from India

Unit-IV

Elements in sustainable development-Comparison and Compliments of Traditional water shed and modern water shed management techniques-water shed management practices-rain water harvesting, managing existing rain water drainage canals, desilting, buns construction, check dams, micro irrigation, agro forestry and alternative agriculture models and agriculture implements – Afforestation- Honey Bee rearing-dairyfarming.

Unit-V

Elements in sustainable development –addressing agriculture issues-traditional farming technology- organic farming-Zero budget farming-organic manures vermicompost-azolla cultivation panchakavya- amirtha karaisal, organic pesticides mulikaipuchiviratti-neem products-natural management in soil- precision farming soil fertility. Ecological sanitation-bio-diversity and natural resource-terrace farming- seed banking and kitchen garden.

REFERENCES:

1. PackagesoforganicpracticesfromTamilNaduCenterforIndianKnowledgeSystem(CIKS)
- .2.www.fao.org.in

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A/B. Sc/B.Com /B.C.A-DEGREE COURSES
LIFE ORIENTED EDUCATION
ETHICS – I: RELIGIONS AND VALUE SYSTEMS

HRS /Wk :1

CODE:U15VE2LVE01

CREDITS : 1

MARKS : 100

OBJECTIVES:

- To understand and appreciate other Religions and Culture
- To learn from other Religions and Culture
- To interact with all 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

God – Faith, Religion, Definition, Nature, Characteristics and Basic values of different religions. Impact of Globalization on religion – Importance of worship in holy places – celebration, Communion (come-union) – Socialization

UNIT – II: DIFFERENT RELIGIONS

Basic characteristics and basic thoughts of different religions: Buddhism, Christianity, Hinduism, Islam, Jainism and Sikhism

UNIT–III: UNITY OF RELIGION

Unity of Vision and Purpose- Respect for Other Religions, 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 context 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.

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TRICHIRAPALLI-2.
B.A/B.Sc./B.Com /B.C.A-DEGREE COURSES
LIFE ORIENTED EDUCATION
BIBLE STUDIES – I: NEW TESTAMENT

HRS / WK:1

CODE:U15VE2LVBO1

CREDIT : 1

MARKS : 100

OBJECTIVE:

- To enable the students to develop the passion for the Word of God – Jesus and inculcate 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, Death 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 (Mat5-7)
 - 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
- Martha & Maria (Luke 10: 38- 42, John 11:1-46)

UNIT – III: CHURCH – BIRTH AND GROWTH

- Early Church
- Birth (Acts2:1-41)
- 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

- Mother Mary (Mother of Jesus) (Luke 1: 27-35, John 2: 1-12, 19:35, Acts 1:13-14)
- St. Peter (Luke 22:1-7,Acts2:1-41,12:1-17)
- St. Andrew (Mat 4:18-20,John1:35-42,6:1-14)
- St. Stephen (Acts6,7)
- St. Paul (Acts 8,9,14,17,26 and28)
- St. Thomas (John20:24-31)

UNIT – V: ST. PAUL’S LETTERS AND THE MESSAGE

- I & IICorinthians
- Galatians
- Ephesians
- Philippians
- I & IITimothy
- Titus

REFERENCES:

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

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI -2 B.A/B. Sc /B.Com/ B.C.A-DEGREE
COURSES
LIFE ORIENTED EDUCATION CATECHISM – I: GOD OF LIFE

HRS / Wk:1

CODE:U15VE2LVC01

CREDIT : 1 MARKS : 100

OBJECTIVES:

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

UNIT – I: CREATION AND COVENANT

Study from petty catechism - Genesis - God revealed himself in creation -God who preserves creation throughcovenants

(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 saving love.

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 – speciality of the Gospel – main emphasis of the message
– meaning and blessing of suffering and paschal joy in one’s life - Passion – Paschal Mystery

REFERENCES:

1. Catechism of the Catholic Church published by Theological Publications in India for the Catholic Hierarchy of India, 1994
2. The Holy Bible Revised Standard Version with Old and New Testaments Catholic Edition for India.
3. Vaazhvin Vazhiyil – St. John’s Gospel- Fr. Eronimus
4. God’s Word nourishes A catholic approach to the Scriptures Dr. Silvano Renu Rita, O.C.V. STD and Dr. Mascarenhas Fio S.J. D.mim. Catholic Bible I
5. Documents of Vatican II – St. Paul’s Publications, Bombay 1966.

புனித சிலுவை தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி – 620 002.

தமிழாய்வுத்துறை

இளம் வணிகவியல் / இளங்கலை / இளம் அறிவியல் பட்ட வகுப்பு

இரண்டாம் ஆண்டு - மூன்றாம் பருவம் - நவம்பர் - 2017

தாள் - III

Total Hours : 90

Hrs : 6Hrs /Wk

Credit : 3

Code : U15TL3TAM03

Marks : 100

நோக்கங்கள்:

1. வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் மேன்மையை எடுத்துரைத்தல்
2. சமூக வாழ்க்கைப் பற்றிய விழிப்புணர்வினைத் தோற்றுவித்தல்
3. ஆன்மீக உணர்வுகளை வலுப்படுத்துதல்

பயன்கள்:

1. காப்பியங்களைப் பயில்வதன் மூலமாக மாணவர்கள் அறக்கருத்துக்களை உணர்ந்து கொள்ளுதல்.
2. சமூக மாற்றங்களைக் கண்டறிந்து மேம்பாடுகளை உருவாக்கச் செய்தல்
3. கலைநுட்பங்களையும் பண்பாட்டுச் சிறப்புக்களையும் உணர்ந்து கொள்ளச் செய்தல்

அலகு:1 செய்யுள்

1. சிலப்பதிகாரம் - கடலாடு காதை
2. மணிமேகலை – உலகவறவி புக்க காதை
3. கம்பராமாயணம் - கங்கைப் படலம்

அலகு:2 செய்யுள்

4. இரட்சணிய யாத்திரிகம் - மரணப் படலம்
5. சீறாப்புராணம் - ஓட்டகை பேசிய படலம்

அலகு:3

தமிழ் இலக்கிய வரலாறு
சோழர் காலம்

அலகு:4

நாடகம்
சத்திய வேள்வி – அய்க்கண்

அலகு:5

கோயிற்கலை - திட்டக்கட்டுரை, வினாடி வினா

பாட நூல்கள்

1. செய்யுள் - தமிழ்த்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழ்த்துறை வெளியீடு
3. நாடகம்
அய்க்கண் - சத்திய வேள்வி
4. கோயிற்கலை - தமிழ்த்துறை வெளியீடு

(for the candidates admitted from June 2015 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
SEMESTER – III

HRS/WEEK : 6
CREDITS : 3

CODE: U15HN3HIN03

MARKS : 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 Gupt, Siyaram
Sharan Gupt, 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^e édition)]**

(For candidates admitted 2015 onwards)

HRS/WEEK :6

CODE : U16FR3FRE03

CREDIT:3

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 – l'économie en France - le travail en dix points

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 région 'Poitou- Charentes' - la vie politique

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. Pécheur Publication: CLÉ INTERNATIONAL,
2013.

(for candidates admitted from June 2016 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
II YEAR UG – SEMESTER III
PART II – ENGLISH 3 - GENERAL ENGLISH III

HOURS : 6
CREDIT : 3

CODE : U15EL3GEN03
MARKS: 100

GROWING WITH VALUES

Objectives:

1. To acquaint students with fine pieces of literature thereby enhancing their communicative skills.
2. To develop both receptive (reading, listening) and productive (speaking, writing) skills through communicative classes
3. To create interest among students for self-learning
4. To create a general awareness among students regarding the importance of humanistic values in the modern world.
5. To acquire proficiency in oral and written language.

UNIT I – Love, Faith and Hope

Listening for comprehension and general significance

Speaking about one's fear and hope

Reading for specific and global comprehension.

Writing – creative writing

Grammar – reporting speeches

Vocabulary – shades of meaning, Idioms and phrases (10)

Composition – Writing Paragraphs

TEXTS

“Hope” by Emily Dickinson (**Internal Testing**)

1. An extract from the Nobel Lecture by Mother Teresa
2. Angels Never Say “Hello!” by Dottie Walters
3. The Treasure by Alice Grey (Taken from Plant the seed by Timothy Kendrick)

UNIT II – Perseverance

Listening- for distinguishing / convert / summarize/(interview)

Speaking- a role play on the theme of perseverance (enactment of fables/ folk tales based on the theme)

Reading – read the passage (from encyclopedia) and draw a flowchart / tree diagram [main idea]

Writing- parallel writing

Grammar – descriptive discourse – degrees of comparison (describing person, city, places, things, weather climate)

Vocabulary – antonyms, idioms and phrases (10)

Composition – Creative writing

TEXTS

Mother to Son by Langston Hughes(**Internal Testing**)

1. **The Perseverance of a Spider.**

2. Two Gentlemen of Verona by A.J Cronin

3. Faith of determination and perseverance (about Walt Disney)

UNIT III – Tolerance/Benevolence/Compassion

Listening- for developing / relating (speech)

Speaking- simulate any personality related to humanity

Reading – scan the passage (life of ...) and write down key phrases to sum up [figurative languages]

Writing- case study / letter writing (personal)

Grammar –writing reports of events and processes (voices)

Vocabulary – Suffixes, idioms and phrases

Composition – imaginative writing

TEXTS:

Portrait of Gandhiji by Will Durant (1st Para)(**Internal Testing**)

1. Gitanjali (Poem No. 11) Leave this chanting– Rabindranath Tagore
2. The Selfish Giant – Oscar Wilde
3. The Price of a Miracle in *Rainbows follow rain* by Dan Clark

UNIT IV – Essential Life Skills/ Resilience

Listening- for deducing/ illustrating / subdivide to make notes (newspaper article)

Speaking- interviewing (gap activity) / picture description

Reading – in-depth reading to classify/ categorize [point of view]

Writing- Situational writing

Grammar – analysis of sentences – simple, compound, complex

Vocabulary – compound words, idioms and phrases

Composition – essay writing (proverb as title)

TEXTS:

The story of Rosa Parks(**Internal Testing**)

1. Life of Nelson Mandela
2. It's cool to be kechi by Juliet Hindell
3. 'Home they brought Her warrior dead' by Alfred Lord Tennyson

UNIT V – The Art of Living

Listening- for comparing and contrasting (personality/lives of two people)

Speaking- reporting from the magazine / newspaper

Reading - read the passage to draw inference / parallel reading [making connections]

Writing- creative writing

Grammar –'If' clause

Vocabulary – coinage, idioms and phrases

Composition – creative writing/imaginative writing

TEXTS:

“A Psalm of Life” by H.W. Longfellow(**Internal Testing**)

1. The Power of Limitless living - by Robin Sharma.
2. The Art of Understanding Other People by Clarence Hall
3. “Leisure” by William Henry Davies

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

Code:U15VC3MCP04

Credits: 5

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 Nostnand 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: U15VC3MCP05

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: Colour Harmony 2, Guide to Creative Colour 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: U15VC3AOT04

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

Baran J.Stanley – Introduction to Mass Communication Media Literacy and Culture,
Mc Graw Hill, (2002).

Singh J.K. –Media Culture and Communication, Mangal Deep Publication, Jaipur, (2002)

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.Sc VISUAL COMMUNICATION
SBE– III
SEMESTER – III
COMMUNICATION SKILLS

Hours: 2

Credits: 2

Code: U15VC3SBT03

Marks: 100

COURSE OBJECTIVES

1. To enable students to develop their human potential.
2. To be aware of their responsibilities as communicators.
3. To make their contribution to the society as communicators.

UNIT I: PERSONALITY DEVELOPMENT

Communication skills – Self awareness – Developing listening skills – Good body language– How to express ideas and opinions – How to be self motivated. – Developing positive attitudes to life.

UNIT II: SOCIAL SKILLS

Interpersonal communication skills – Transaction analysis – Interpersonal relationships – How to develop self confidence – How to get the respect of people. – Building trust in relationships – Developing interview skills.

UNIT III: PUBLIC RELATION

Group Communication skills – Group dynamics – Developing qualities of a leader – Public speaking – Group discussions.

UNIT IV: DEVELOPMENTAL SKILLS

Citizen Journalism – Using and participating in the media – Promoting civil society movement – promoting consumer awareness – conflict resolution.

UNIT V: MS WORD AND POWERPOINT

Introduction, Starting MS-Word, MS-Word Screen and its -Components, Elementary Working with MS-Word- Fundamentals of Drawing – Lines, Shapes and shades- Introduction to PowerPoint-preparing a PowerPoint presentation-editing and formatting a PowerPoint presentation-using WordArt and creating organizational charts-linking and embedding objects and replacing fonts

TEXT BOOK

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

BOOKS FOR REFERENCE:

Prabhakar Naval,Basu Narendra Public Relations strategies and concepts,Ajai Varma for common wealth 2007.

Honey, P. (1988) Face to Face, A Practical Guide to interactive skills, Gower Pub. Co., England
Social Networking web sites.

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2

B.A./B.Sc./ B.Com./ B.C.A./B.B.A DEGREE COURSE II YEAR:

SEMESTER - III

(Students who are admitted from 2015 onwards)

GENDER STUDIES

Hours:1Hr/wk

CODE:U15WS3GST01

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 Mainstreaming –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 – 73rd Amendment for PRIs.

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 - 2017 – 2018
தாள் - IV

Total Hours : 75

Hrs : 5Hrs /Wk

Credit : 3

Code : U15TL4TAM04

Marks : 100

நோக்கங்கள்:

1. மாணவர்களுக்குத் தமிழர்தம் வாழ்வியல் விழுமியங்களை உணர்த்துதல்.
2. அறநெறிகள் வாழ்க்கைக்கு வழிகாட்டும் விதத்தினை எடுத்துரைத்தல்
3. சிகரம் தொட்ட சாதனையாளரின் வாழ்வியலைப் புலப்படுத்துதல்
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.
5. இருமொழிப் புலமையை வளர்த்தல்.

அலகு:1 செய்யுள்

1. குறுந்தொகை

1. கொங்கு தேர் வாழ்க்கை அஞ்சிறைத் தும்பி - இறையனார்
2. யாரும் இல்லை தானே கள்வன் - கபிலர்
3. வேம்பின் பைங்காய்என் தோழி தரினே – மிளைக் கந்தன்
4. உள்ளது சிதைப்போர் உளரெனப் படாஅர் - பாலை பாடிய பெருங்கடுங்கோ
5. நோற்றோர் மன்ற தோழி – குறுங்குடி மருதன்

2. நற்றிணை

1. மனையுறை புறவின் செங்கால் பேடை
2. நீள்மலைக் கலித்த பெருங்கோற் குறிஞ்சி - பாண்டியன் மாறன் வழுதி
3. ஆய்மலர் மழைக்கண் தெண்பனி உறைப்பவும் - நல்விளக்கனார்

4. சிறுவீ முல்லைப் பெரிது கமழ் அலரி - மதுரை பேராலவாயர்

3. கலித்தொகை

1. எறித்தரு கதிர்தாங்கி ஏந்திய குடைநீழல் - கபிலர்
2. பாடுகம் வா வாழி தோழி - கபிலர்

அலகு:2 செய்யுள்

4.புறநானூறு

1. நின் நயந்து உறைநர்க்கும் - பெருஞ்சித்திரனார்
2. காய்நெல் அறுத்துக் கவளம் கொளினே - பிசிராந்தையார்
3. படைப்புப் பலபடைத்து - பாண்டியன் அறிவுடைநம்பி
4. கேட்டல் மாத்திரை - கோப்பெருஞ்சோழன்
5. ஈன்று புறந்தருதல் எந்தலைக் கடனே - பொன்முடியார்

5. பதிற்றுப்பத்து - ஐந்தாம் பத்து

1. சுடர் வீ வேங்கை
2. தசம்பு துளங்கு இருக்கை
3. ஊன்துவை அடிசில்

6. திருக்குறள்

1. அறத்துப்பால் - இனியவை கூறல்
2. பொருட்பால் - வினை செயல்வகை
3. காமத்துப்பால் - புலவி நுணுக்கம்

அலகு:3

தமிழ் இலக்கிய வரலாறு (துறை வெளியீடு)

சங்ககாலம் - சங்கம் மருவியகாலம்

எட்டுத்தொகை, பத்துப்பாட்டு, பதினெண்கீழ்க்கணக்கு நூல்கள்

அலகு:4

வாழ்க்கை வரலாறு

அன்னை தெரசா - பா. தீனதயாளன்

அலகு:5

பொது- மொழிபெயர்ப்பு

பாட நூல்கள்

1. செய்யுள் நூல் - தமிழாய்வுத்துறை வெளியீடு
2. தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு
3. வாழ்க்கை வரலாறு - அன்னை தெரசா
பா.தீனதயாளன்

4. மொழிபெயர்ப்பு

- தமிழாய்வுத்துறை வெளியீடு

(for the candidates admitted from June 2015 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

MARKS : 100

HRS/WEEK : 5 CODE: U15HN4HIN04
CREDITS : 3

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 :

General Essays
Abinava Patra Lekhan

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

CODE: U15HN4HIN04
MARKS : 100

HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2
DEPARTMENT OF FRENCH SYLLABUS
SEMESTER IV
PART I - LANGUAGE - FRENCH PAPER IV [LANGUAGE & CULTURE
(ÉCHO A2 2^e édition)]
(For candidates admitted 2015 onwards)

HRS/WEEK :5

CREDIT:3

CODE :U16FR4FRE04

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

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^e 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 d'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.

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.

TEXT BOOKS :

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

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

INTERNATIONAL, 2013.

(for candidates admitted from June 2016 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2.
II YEAR UG – SEMESTER IV
PART II – ENGLISH 4 - GENERAL ENGLISH IV

HOURS : 6
CREDIT : 3

CODE : U15EL4GEN04
MARKS: 100

EMPLOYABILITY SKILLS

OBJECTIVES:

1. To develop both receptive (reading, listening) and productive (speaking, writing) skills through communicative classes.
2. To acquire proficiency in oral and written language.
3. To train the students for employability skills such as team skills, communication skills and presentation skills.
4. To acquire values related to personal integrity and excellence in work propagated in the literary works.
5. To create interest among students for self-learning.

UNIT I – Personal integrity –Honesty, dependability, adaptability and loyalty.

Listening to identify a person's attitude, values, situation and the decision made.

Speaking about one's action, expressing opinions, character analysis.

Reading for comprehension(inferring a character's method of managing a situation, adaptability and the like).

Writing recommendations.

Grammar – use of appropriate adjectives and adverbs in contexts and reporting speeches

Vocabulary – differentiating shades of meaning, use of idioms and phrases in sentences

Composition – Your thoughts are the architects of your destiny – David O' Mckay

Honesty is the first chapter in the book of wisdom – Thomas Jefferson

TEXTS

1. "How far is the river" by Ruskin Bond
2. *The Pie and the Tart* by Hugh Chesterman.
3. An excerpt from Shakespeare's "*Julius Caesar*" Act III Scene II Lines 13 - 33– Antony's speech

UNIT II – Key to success – Self-esteem, perfection and excellence

Listening to differentiate duty from obligation.

Speaking – Discussing one's knowledge about different subjects, learning skills, thirst for knowledge, learning from experiences.

Reading for comprehension exhibiting higher perception of life's experiences.

Writing paragraphs with cause and reason, analyzing motives behind people's actions and behavior.

Grammar – use of cohesive devices

Vocabulary – figures of speech– simile, metaphor.

Composition –

1. Excellence is not a destination, it is a continuous journey that never ends – Brian Tracy
2. To be perfect is to change often – Winston Churchill

TEXTS

1. Our urgent need for self-esteem by Nathaniel Brandon.
2. Five senses by Judith Wright
3. Three questions by Leo Tolstoy

UNIT III – Team skills

Listening to speaker's ideas, opinions, and suggestions and analyzing their character.

Speaking –Discussing, questioning, interacting, respecting, sharing and participating.

Reading for comprehension – absorbing the attitude of the people.

Writing – personal essays and report writing

Grammar – use of inverted structures

Vocabulary –New words in current usage.

Composition –1. “Talent wins games, but teamwork and intelligence wins championships.”

2. “It takes two flints to make a fire.”

TEXTS

1. “The Little Black Boy” by William Blake

2.How to get cooperation by Dale Carnegie.

UNIT IV – Communication skills for interpersonal relationship

Listening to specific information and guessing.

Speaking –Facing interview and situational speeches (Master of ceremony, felicitation and the like).

Reading for comprehension to identify the methods of persuasion.

Writing formal letters and invitations.

Grammar – Transformation of sentences.

Vocabulary – Words related to technical registers.

Composition –1. “Communication is an art form that is crafted throughout our lives.”

2.Birds of same feather flock together.

TEXTS

1.The Refund by Fritz Karinthy

UNIT V –Presentation skills

Listening to commands,information, announcements, and discussions in a meeting.

Speaking –role play in panel discussion, mock parliament and public speaking.

Reading for comprehension.

Writing agenda, minutes, memo, notice, circular, project proposal.

Grammar – use of simple, compound, complex, imperative sentences and punctuations.

Vocabulary – Business terms.

Composition – writing a project.

TEXTS

1.An excerpt from Abraham Lincoln's speech in Gettysburg.

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: U15VC4MCP06

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 (REVISED)

Hours/Week: 5

Code : U15VC4MEP01

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 : U15VC4MEP02

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: U15VC4AOT05

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
II B.SC VISUAL COMMUNICATION
SEMESTER – IV
ALLIED VI-COMPUTER GRAPHICS- I

Total Hours: 60

Hours/Week: 4

Credits: 3

Codes: U15VC4AOP06

General objective:

To enable the students to understand computer graphics and use the techniques of drawing on screen to produce the desired computer art and design

UNIT I: INTRODUCTION TO GRAPHICS

14Hrs

Introduction to vector graphics
Vector files 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
Extra reading /Key words: *doodle animation*

UNIT II: ADOBE ILLUSTRATOR

13Hrs

The toolbox (Elaborate practically on every tool)
Basic Drawing tools in Illustrator
Fill types and gradients
Colour 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.
Extra reading /Key words: *Harmony software*

UNIT III: INTRODUCTION TO ADOBE PHOTOSHOP

14Hrs

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, Colour palettes and related techniques
The pen tool for selection and drawing
Extra reading /Key words: *Cinemograph*

UNIT IV:

10Hrs

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.
Introduction to Photoshop- basic workflow- selection tools
Understanding layer Working with Color
Cloning Patch tool, Cropping tool image composition typography.
Extra reading /Key words: *anime studio*

UNIT V: COMMERCIAL DESIGNING (PRACTICAL)

9Hrs

Design a 'logo' with monogram / pictorial / single color / multi color for an

- Advertising agency (minimum 3 exercises)
- Commercial organization (minimum 3 exercises)
- Design 'Front Cover' for a Magazine/ Book (minimum 3 exercises)
- Design 'Poster' for a College Cultural (minimum 3 exercises)
- Design 'Danglers' & 'Paper Ads' with Column, ¼ Page, ½ Page & Full Page (minimum 3 exercises each)

TEXT BOOKS

Ted Alspach and Kelly L. Murdock: *Illustrator 10 Bible* Hungry Minds Inc., New York.

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

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

BOOK FOR REFERENCE

Keyes. J (2000). *The Ultimate Multimedia Handbook*, Second Edition, Mc Graw Hill, New York

Jennifer Alspach and Linda Richards (2000). *Teach Yourself Photoshop*, Second Edition, IDG Books, New Delhi

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
B.A. /B.Sc. / B.Com. / BBA/ B.C.A. DEGREE COURSE
LIFE ORIENTED EDUCATION
ETHICS – II: EMPOWERMENT OF WOMEN

HRS / Wk:1

CODE:U15VE4LVE02

CREDIT : 1

MARKS : 100

OBJECTIVES:

- To make the learners aware of various gender and social issues and CyberCrimes.
- To make the learners understand and appreciate the role of media, in facing the challenges on various lifeissues.
- To enable the learners to understand the ways of empowering women and cyber crime againstwomen

UNIT – I: GENDER ISSUES

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

UNIT – II: 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 – III: WOMEN AND MEDIA

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

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- St. Teresa of Kolkata, Indira Gandhi, 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, Twitter and Whatsapp

REFERENCES:

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

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.
B.A/B.Sc./B.Com /B.C.A – DEGREE COURSES
LIFE ORIENTED EDUCATION
BIBLE STUDIES – II: OLD TESTAMENT

HRS /Wk :1

CODE: U15VE4LVBO2

CREDIT : 1

MARKS : 100

OBJECTIVE:

- To enable the students to understand the desires of God through Prophetic revelation and to become 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 (Gen12-18);
- 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 Kings1-11)

UNIT – III: MINOR PROPHETS

Brief Life History and teachings of

- Amos
- Jonah
- Micah
- Nahum
- Habakkuk

UNIT – IV: MAJOR PROPHETS

Brief Life History and teachings of

- Isaiah (Is1,6,11,36-38,40-42,44,50,53,61)
- Jeremiah (Jer1-3,7-12,18-19,23)
- Ezekiel (chapters 1,2,3,5,8,12visions)
- Daniel (Daniel1-6)

UNIT – V: WOMEN IN THE BIBLE

Women in the Old Testament

- Eve (Gen3)
- Ruth (Ruth1-4)
- Hannah (I Sam1:1-28)
- Esther (Esther1-6)

REFERENCES:

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

(For Candidates admitted from June 2015 onwards)
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2 B.A./ B.Sc./
B.Com/ BBA/ B.C.A - DEGREE COURSES**
**LIFE ORIENTED EDUCATION CATECHISM – II:
CHURCH AND SACRAMENTS**

HRS / Wk:1

CODE : U15VE4LVC02

CREDIT : 1

MARKS : 100

OBJECTIVES:

- To enable the students to understand the ways of Christian living with the Church
- To understand God's gift of the Holy Spirit.
- To understand the methods of building relationship with Jesus.
- To learn the life of Sacraments and Prayer
- To enrich our devotion to Mother Mary and Saints.

UNIT – I: MISSION OF THE CHURCH

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

UNIT – II: PARTICIPATORY CHURCH

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 characteristics 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.

UNIT – IV: SACRAMENTS

Sacraments – Initiation– Healing – Service (all the seven) – Emphasis 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, Dogmas. Saints in the Church- Prominent Women in the old testament

REFERENCES:

1. “Vatican II Revised” Archbishop Angelo Fernandes Published by X.Diax de Rio S.J. Gujarat Sahitya Prakash, P.O.Box. 70, Gujarat, 388001, India.
2. “The Sacraments The Word of God at the Mercy of the Body” Claretian Publications, Malleswaram, Bangalore 560055.
3. Documents of Vatican II – St. Paul's Publications, Bombay 1966.

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

Code:U15VC5MCT07

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 : U15VC5MCT08

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: U15VC5MCT09

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

Code: U15VC5MCT10

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: U15VC5MEP01

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
Credits: 5

Code: U15VC5MEP02

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: U15VC5MEP03

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 –Colour 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 –Colour 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 Colour 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.

**B.SC VISUAL COMMUNICATION
SKILL BASED ELECTIVE PAPER –IV
SEMESTER–V
DESK TOP PUBLISHING**

Hours/Week:2

Codes: U15VC5SBP04

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 Stubley 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: U15VC6MCP11

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

Code: U15VC6MCP12

Credits: 5

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

Code: U15VC6MCP13

Credits: 5

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 – IV
WRITING ON ART AND AESTHETICS

Hours/Week: 5

Code : U15VC6MET01

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:U15VC6MET03

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, 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: U15VC6SBT05

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)

(For candidates admitted from 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2
SEMESTER VI
RESEARCH METHODOLOGY

Credits -2

Hrs-2/Week

Code:U15DS6SBT06

General Objective:

Students get introduced to concept of research and to carryout research projects.

Unit I Introduction to research:

Definition - Types – Nature and Scope of Research – Research Design – Plagiarism

Unit II – Data Collection

Types – Primary and Secondary data collection – Data processing –Hypothesis Testing

Unit III – Plan and Execution

Methodology – Work Plan and Execution – Analysis –Interpretation - Documentation

Unit IV - Format and Presentation of Project Report

Art of writing and Structure of Project report – Viva Voce

Unit – V Project –

Project Work (Applying Real Expertise in the Project Work)

The students will be evaluated internally by a test for 50marks. The Project will be evaluated by an external evaluator and a viva-voce will be conducted for 50marks.The students can carry out their projects individually or in groups.

REFERENCES:

Blaxter,L., Hughes,C. and Tight(1999) How to research? Viva Book private Limited

Kothari,C.R.(2004)research Methodology-Methods and Techniques, New Age International Publishers, India

Lal,B.(2002) Research Methodology, ABD Publishers. India

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

HRS / Wk:1

CODE:U15VE6LVE03

CREDIT : 1

MARKS : 100

OBJECTIVES:

- To help the students acquire skills, knowledge and talents to lead a meaningful life.
- To make the students learn skills of nurturing family and children.
- To make the students aware of emotional intelligence and choose their career.

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: PARENTHOOD

Bringing up Children - Development stages (Eric Ericson model), Spirituality: Spirituality in Family - Prayer, God's Will, 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, Mind Mapping

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", Dominant Publishers.

HOLY CROSS COLLEGE(AUTONOMOUS) TRICHIRAPALLI-2.
B.A/B.SC/B.COM/ B.C.A – DEGREE COURSES
LIFE ORIENTED EDUCATION
BIBLE STUDIES – III: ESSENCE OF CHRISTIAN LIVING

HRS / Wk:1

CODE:U15VE6LVBO3

CREDIT : 1

MARKS : 100

OBJECTIVE:

- To prepare the students to practice Christian principles in family, church and society as 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: MARRIAGE AND FAMILY LIFE

- Finding the God’s Will - Issac (Gen24)
- Man and woman as Partners – Abraham and Sarah (Gen 16-18,22), Aquila and Priscilla (Acts 18:1-3,26)
- Evils to be avoided – Premarital Sex, Extramarital Sex, 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 (Gen 22), 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)

UNIT – IV: CHRISTIAN ETHICS

- Holiness – Joseph (Gen 39:9) Levi 11: 45, Ecc12
- Obedience to God - Abraham (Gen 12) ; St.Paul (Acts9)
- Freedom andAccountability
- 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

UNIT – V: MISSIONARIES DOWN THE LANE

- William Carrie(Calcutta)
- Pandithar Rama Bai(Karnataka)
- Amy Carcheal(Dohnavur)
- Dr. Ida Scudder(Vellore)
- Devasagayam(Nagercoil)
- St. John De Britto(Oriyur)
- Graham Staines & Family(Odisha)
- St. Mother Teresa(Calcutta)

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, NewZealand.
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.
6. Taylor.H. (1993) Tend My Sheep. SPCK,London.

(For Candidates admitted from June 2015 onwards)
HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2
B.A./B.Sc./B.Com/BBA./B.C.A - DEGREE COURSES
LIFE ORIENTED EDUCATION CATECHISM – III: LITURGY AND
CHRISTIAN LIFE

HRS / Wk:1

CODE:U15VE6LVC03

CREDIT : 1

MARKS : 100

OBJECTIVES:

- To prepare the students to participate meaningfully in the liturgical celebration and experience GOD in their day today life.
- To enable the students to become living witnesses to Jesus Christ in their personal, family and social life.

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-Popular devotion

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. – The 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.

UNIT – IV: CHRISTIAN FAMILY

Holy Family- Characteristic of good family – Bible centered, Prayer centered, Christian centered-Responsibilities of parents and children in the family –Laws of the Church towards marriage-Pro life (Abortion, Euthanasia) – Lay Vocation – Lay Participation – Lay associates.

UNIT – V: CONSECRATED LIFE

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

REFERENCES:

1. Compendium – Catechism of the Catholic Church Published by Vaigarai Publishing House for the Catholic Church of India.
2. 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– 620002.
3. Documents of Vatican II – St. Paul's Publications, Bombay 1966.