



2018-2019

**HOLY CROSS COLLEGE (AUTONOMOUS)**

Affiliated to Bharathidasan University  
Nationally Accredited(3rd Cycle) with 'A' Grade by NAAC  
College with Potential for Excellence.  
Tiruchirapalli - 620002.

**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**

**Programme: B.Sc. Visual Communication**

**(2018-2019)**

<b>PO No.</b>	<b>Programme Outcomes</b> <i>Upon completion of the B.Sc. Degree Programme, the graduate will be able</i>
PO-1	Obtain a significant knowledge on fundamental and advanced aspects of Visual Communication to focus on the multiple dimensions of layout and designing and identify the ways and means to improve the same for holistic development of the visual production across all media
PO-2	Acquire the knowledge to conceptualise, develop design ideas and potential outcomes, and their skill to interpret signs, graphic designs, films, typography, etc.
PO-3	Learn the most influential, traditional and contemporary mass communication theories and its relevance for today's impact of media on society.
PO-4	Gain proficiency in studio techniques such as photography, audiography and videography to create and execute new ideas to develop their own profession.
PO-5	Learn to follow the Professional ethics in the field of visual communication

<b>PSO No.</b>	<b>Programme Specific Outcomes</b> <i>Upon completion of these courses the student would</i>
PSO-1	To prepare visual communication practitioners for society with knowledge about visuals, photographs, pictures, videographs and designing.
PSO-2	Develop practical skills in the field of broadcasting and telecasting with cutting-edge softwares to inculcate professionalism for appropriate action and evolve them as visual media professionals.
PSO-3	Acquire knowledge to create films, documentaries, animation movies in 2d and 3d a
PSO-4	Develop professional expertise, high working standards by collaborating with media houses and leading practitioners.
PSO-5	Acquire knowledge for higher studies and to meet competitive exams.

**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 2018 onwards)**

Sem	Part	Course	Title of the course	Code	Hrs/ Week	Credits	Mark
I	Part I	Language	Tamil Paper I/ Hindi Paper I French Paper I	U15TL1TAM01/ U18HN1HIN01/ U16FR1FRE01	6	3	100
	Part II	English	English Paper I	U15EL1GEN01	6	3	100
	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	1	1	100
		Value Education	Ethics I/ Bible studies I/ Catechism I	U15VE2LVE01/ U15VE2LVB01/ U15VE2LVC01	1	-	-
<b>Total</b>					<b>30</b>	<b>20</b>	<b>600</b>
II	I	Language	Tamil Paper II/ Hindi Paper II/ French Paper II	U15TL2TAM02/ U18HN2HIN02/ U16FR2FRE02	6	3	100
	II	English	English Paper I	U15EL1GEN01	6	3	100
		Major Core-2	Radio Production (Practical)	U15VC2MCP02	5	5	100
		Major Core -3	Mass Communication Theories	U15VC2MCT03	5	4	100
	III	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	U18RE2SBT02	2	2	100
		Value Education	Ethics/ Bible studies/ Catechism	U15VE2LVE01 U15VE2LVB01 U15VE2LVC01	1	1	100
		Internship/Field Work/Field Project	U18SP2ECC01		2	100	

		30 hours- <b>Extra Credit</b>					
<b>Total</b>					<b>30</b>	<b>23</b>	<b>800</b>
III	I	Language	Tamil PaperIII/ Hindi Paper III/ French PaperIII	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 II/ Bible studiesII/ Catechism II	U15VE4LVE02/ U15VE4LVB02/ U15VE4LVC02	1		
		Gender studies	Gender studies	U15WS3GST01	1	1	100
	<b>Total</b>					<b>30</b>	<b>23</b>
IV	I	Language	Tamil PaperIV/ Hindi Paper IV/ French PaperIV	U15TL4TAM04/ U15HN4HIN04/ U16FR4FRE04	5	3	100
	II	English	English Paper IV	U15EL4GEN04	6	3	100
	III	Major Core-6	Elements of Film (Practical)	U15VC4MCP06	5	5	100
		Major Elective- 1	Advertising (Practical)/ Print Production (Practical)	U15VC4MEP01/ U15VC4MEP02	5	5	100
		Allied -5(O)*	Printing Process	U15VC4AOT05	4	3	100
		Allied -6	Computer Graphics-I	U15VC4AOP06	4	3	100
	IV	Value Education	Ethics/ Bible studies/ Catechism	Ethics II/ Bible studies II/ Catechism II	1	1	100
		Extension Activity outside the class hours from Semester I –IV	Any one activity based on the Student's choice (15Activities)	-	1	100	
		Internship/Field Work/Field Project 30 hours- <b>Extra Credit</b>	U18SP4ECC01	-	2	100	
<b>Total</b>					<b>30</b>	<b>23</b>	<b>700</b>
		Major Core-7	Script Writing	U15VC5MCT07	5	4	100

V	III	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 III/ Bible studies III/ Catechism II	U15VE6LVE03/ U15VE6LVB03/ U15VE6LVC03	1		100
<b>Total</b>					<b>30</b>	<b>25</b>	<b>700</b>
VI	III	Major Core-11	Studio Agency Internship (Practical)	U15VC6MCP11	6	5	100
		Major Core -12	Project (Practical)	U15VC6MCP12	6	5	100
		Major Core-13	Portfolio (Practical)	U15VC6MCP13	6	5	100
		Major 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
	V	Extension Activity	RESCAPES- Impact study of Projects	V15RE5ETF02	1	-	100
			Internship/Field Work/Field Project 30 hours - <b>Extra Credit</b>	U18SP6ECC01		2	100
	<b>Total</b>					<b>30</b>	<b>27</b>
<b>Grand Total</b>					<b>181</b>	<b>141</b>	<b>4300</b>

**HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.**  
**TAMIL DEPARTMENT**  
**For Candidate admitted from 2015 onwards**  
**First Year - Semester – I**

<b>Course Title</b>	<b>முதலாமாண்டு – முதற்பருவம்</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6 Hrs Wk</b>
<b>Code</b>	<b>U15TL1TAM01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

- தமிழ் இலக்கியப் பரப்பையும், பாரம்பரியத்தையும் அறிமுகப்படுத்துதல்.
- To find out the ways to handle the Tamil language effectively and productively.
  - To introduce the tradition and the grammar of Tamil language.
  - To encourage the creatively development.
  - Creating curiosity to make life according to high moral.
  - Helping to create healthy thoughts among themselves.

**Course Objectives:**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	தமிழ் இலக்கியப் பரப்பையும், விழுமியங்களையும் அறிமுகப்படுத்துதல்.
CO-2	தமிழ் மொழியின் தொன்மை, தாய்மொழிப்பற்று, தன்னம்பிக்கை சூழல்களை எதிர்கொள்ளும் திறன் முதலியவற்றை அறிந்து கொள்வர்.
CO-3	கவிதையின் வாயிலாக அன்பு உணர்வினை வளர்க்கச் செய்தல்.
CO-4	கலைச்சொற்கள் வாயிலாக பிறமொழிச் சொற்களை ஆராயும் தன்மைப் பெறுவர்.
CO-5	படைப்பாற்றல் திறனை வளர்த்துக்கொள்வர்.

**அலகு:1 செய்யுள்**

- |  |                |
|--|----------------|
| 1. பாரதியார் கவிதைகள் - தமிழ்<br>கண்ணன் என் சேவகன் |                |
| 2. பாரதிதாசன் கவிதைகள் - உலகம் உன்னுடையது          |                |
| 3. உமர்கய்யாம் - உமர்கய்யாம் பாடல்கள்              |                |
| 4. பட்டுக்கோட்டையார் - செய்யும் தொழிலே தெய்வம்     | <b>18 ர்சள</b> |
| 5. ந. பிச்சமுர்த்தி - ஒளியின் அழைப்பு              |                |
| 6. வைரமுத்து - ஐந்து பெரிது ஆறு சிறிது             |                |
| 7. சிற்பி - ஒரு கிராமத்து நதி                      |                |

**key Words (Extra Reading )**

1. ந. காமராசு கவிதைகள்
2. தமிழன்பன் கவிதைகள்

**அலகு:2 செய்யுள்**

- |                   |                              |
|-------------------|------------------------------|
| 8. கல்யாணஜி       | -பேசும்பார் என் கிளி         |
| 9. நிர்மலா சுரேஷ் | -தைலச்சிமிழும் தச்சன் மகனும் |

10. இரா. மீனாட்சி -ஒரு கோதை 18ர்சள  
 11. விஜி -குரங்கு மனிதன்  
 12. பா. சத்திய மோகன் -எங்கெங்கு காணினும்  
 13. i`\$ ftpijfs;

**key Words (Extra Reading)**

1. ந.முத்துக்குமார் கவிதைகள்  
 2. செனடரியூ கவிதைகள்

அலகு:3

18Hrs

தமிழ் இலக்கிய வரலாறு  
 தமிழாய்வுத்துறை வெளியீடு 20-ஆம் நூற்றாண்டு (தற்காலம்)

**key Words (Extra Reading)**

தமிழ் இலக்கிய வரலாறு -மு.வரதராசன்

அலகு:4

படைப்பிலக்கியம் - சிறுகதைத் தொகுப்பு(துறை வெளியீடு) 18ர்சள

அலகு:5

பொதுப்பகுதி - கலைச்சொற்;fs; 18Hrs

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	தமிழ் மொழியின் மேன்மை, தாய்மொழிப்பற்று, வாழ்வின் அனைத்து நிலைகளிலும் நிலைத்து நிற்கும் தன்மை, சுய ஒழுக்கம், ஒற்றுமை உணர்வு, நாட்டு வளர்ச்சிக்கான முன்னேற்றப் பாதை போன்றவற்றை திறனாய்வு செய்வர்.	PSO 1	U
CO-2	கவிதையின் வாயிலாக இறைப்பற்று, இயற்கையைப் பாதுகாக்கும் உணர்வு, சமூகம் பெண்ணுக்கு இழைக்கும் அநீதியை எதிர்த்துப் போராடும் மனநிலை முதலியவற்றை மதிப்பிடுவர்.	PSO 2	E
CO-3	தற்காலத் தமிழ் இலக்கியங்களின் வழி மாணவர்கள் தங்கள் படைப்பாற்றல் திறனை வளர்த்துக்கொள்வர்.	PSO 2	AN
CO-4	பல்வேறு சிறுகதைகளின் வழியாக மனித உரிமைகளை வலியுறுத்தி மனிதநேயத்தை மீட்டெடுக்கும், விழிப்புணர்வினைப் பெறுவர்.	PSO 3	AP
CO-5	துறைச் சார்ந்த கலைச்சொற்களை மாணவர்களுக்கு அறிமுகப்படுத்துவதோடு ஆங்கிலச்சொல்லுக்கு நிகரான தமிழ்ச் சொல்லையும் கற்று இருமொழிப் புலமை பெறுவர்.	PSO 4	U

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply;**

**பார்வை நூல்கள்**

செய்யுள்

தமிழ் இலக்கிய வரலாறு

சிறுகதைத் தொகுப்பு

கலைச்சொற்கள்

**பாட நூல்கள்**

- தமிழாய்வுத்துறை வத்துறை வெளியீடு

- தமிழாய்வுத்துறை வெளியீடு

- தமிழாய்வுத்துறை வெளியீடு

- தமிழாய்வுத்துறை வெளியீடு

(For the candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**SEMESTER – I**

<b>Course Title</b>	<b>PART – I LANGUAGE HINDI – I PROSE, SHORT STORY AND GRAMMAR –I</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6Hrs/Wk</b>
<b>Code</b>	<b>CODE: U18HN1HIN01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective :** To enable the students to understand the importance of human values and patriotism

**Course Objectives (CO):**

**The learner will be able to:**

<b>CO No.</b>	<b>Course Objectives</b>
CO -1	Evaluate Self Confidence, Human values
CO- 2	Understand and analyze Gandhian Ideology
CO- 3	Understand Indian Culture, custom
CO- 4	Analyze communal Harmony and Unity in Diversity
CO- 5	Evaluate Friendship

**UNIT – I** (18 Hours)

1. Aatma Nirbharatha
2. Idgah
3. Sangya

*Extra Reading (Key Words) : Takur ka kuvam, Bhuti Kaki*

**UNIT- II** (18 Hours)

1. Mahatma Gandhi
2. Vusne Kaha Tha
3. Sarva Naam

*Extra Reading (Key Words) : Chandradhar Sharma Guleri, Gandhian Ideology*

**UNIT- III** (18 Hours)

1. Sabhyata Ka Rahasya
2. Karva Va Ka Vrat
3. Visheshan

*Extra Reading (Key Words) : Sabhyata Aur Sanskriti, Yashpal ki Sampoorna khaniyan*

**UNIT- IV** (18 Hours)

1. Bharat Ek Hai
2. Sharandhata
3. Kriya

*Extra Reading (Key Words) : Ramante Tatra Deavata, Badala*



**UNIT- V****(18 Hours)**

1. Mitrata
2. Vapasi
3. Ling Aur Vachan

*Extra Reading (Key Words) : Acharya Ramachandra Shukla, Usha Priyamvadha ki kahaniyan*

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignmentand Seminars.

**Course Outcomes:**

**The learner will be able to:**

CO No.	Course Outcomes	Cognitive Level
CO -1	Compare human values of present and past generations	E
CO- 2	Test for Gandhian Ideology in the literary works.	U, An
CO- 3	Interpret Indian Culture in a scientific manner	U
CO- 4	Assess casteless and classless India	An
CO- 5	Value the interests of one's friend.	E

**CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze;  
E- Evaluate; C- Create**

**Reference Books :**

- GadyaSudha: Edt. Dr. M. SaleemBaig; RakaPrakashan; Ilahabad. U.P.
- Hindi GadyaPrabhakar:Edi. Dr.Hiranmay; ShikshaBharathi; Kashmiri Gate; Delhi .
- KahaniVividha;RajkamalPrakashan; Ilahabad.; New Delhi.
- Vyakaranpradeep; Dr. Ram Dev. M.A; LokBharathiPrakashan ;Illahabad

(For candidates admitted 2016 onwards)

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

Course Title	<b>PART I – LANGUAGE - FRENCH PAPER I</b> (GRAMMAR & CIVILISATION (ÉCHO A1 2 <sup>e</sup> édition)
Total Hours	90
Hours/Week	6Hrs/Wk
Code	U16FR1FRE01
Course Type	Theory
Credits	3
Marks	100

**General Objective:** To enable the students to learn the fundamentals of French Grammar and Cultural aspects of France.

**Course Objectives(CO):**

**The learner will be able to**

<b>CO1</b>	remember alphabets, numbers, nationalities and professions; understand the term Francophone, a brief introduction of France and oneself.
<b>CO2</b>	remember and understand verb conjugation and articles and apply the same in first contact
<b>CO3</b>	remember the pronouns placed after prepositions; analyse and evaluate leisure time activities in France and across the world.
<b>CO4</b>	apply past tense in writing personal diaries; comparison and adjectives in sketching travel journals
<b>CO5</b>	understand the usage of articles and inversion in interrogation and analyse the food habit of the French.

**Unit 1 Parcours d’initiation ; Vous comprenez (15Hours)**

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.

*Extra Reading (Key Words) : La carte de la France et La carte du monde francophone*

**Unit 2 Autravail! (15Hours)**

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

*Extra Reading (Key Words) : Fiches de renseignement de ses parents*

**Unit 3 On s’étend! (15Hours)**

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

*Extra Reading (Key Words) : Lieux de loisirs que l’étudiant apprécie*

**Unit 4 Racontez-moi ! ; Bonvoyage!****(30Hours)**

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

*Extra Reading (Key Words ):La vie des personnalités célèbres*

**Unit 5 Bonappétit!****(15Hours)**

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.

*Extra Reading (Key Words ): Recette de la crêpe et des tartes*

Course outcomes	Cognitive level
Introduce oneself to the class and classify Francophone countries in the world map.	Ap, E
Demonstrate regular verb conjugation	U, Ap
List out pronouns placed after prepositions	R, U
Survey leisure time activities in European countries	An
Develop personal diary	C
Outline the food habits of the French.	An

**TEXT BOOKS :**

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2013.

**Books for Reference:**

La Conjugaison – Nathan

French made easy – Beginners level - Goodwill Publishing

House Je parle français I –Abhay Publications

Le français avec des jeux et des activités - ELI

Langue et la civilisation – I – Mauger Bleu

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002**  
**PG AND RESEARCH DEPARTMENT OF ENGLISH**  
**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

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(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -I**

<b>Course Title</b>	<b>Major Core 1 – Media History in India</b>
<b>Total Hours</b>	<b>105</b>
<b>Hours/Week</b>	<b>7 Hrs Wk</b>
<b>Code</b>	<b>U15VC1MCT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to understand the history, development of communication media and introduce the techniques of journalism in India.

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand the traditional media by learning about various folk forms and use it for communication.
CO-2	Understand and apply the concepts <b>Journalism</b> in India by identifying the role of various news organizations. Understand, apply and evaluate <b>New Media</b> in the diffusion of information
CO-3	Understand, apply and analyze the <b>cinema</b> - its role, impact and ethics in society.
CO-4	Understand and analyze the <b>Broadcast media</b> through its various stages of development from radio to television.
CO-5	Understand, apply and evaluate <b>New Media</b> in the diffusion of information

**UNIT I: TRADITIONAL MEDIA**

**21Hrs**

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

*Extra Readings /key wor: Ghotul, Hornbill Festival*

**UNIT II: JOURNALISM**

**21Hrs**

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

*Extra Readings/key words: Gonzo Journalism, James Augustus Hicky*

**UNIT III: CINEMA**

**21Hrs**

Short History of Indian cinema

Documentary and news reel

NFDC and its activities

Film censorship

Impact of cinema on society

Ethics of cinema

*Extra Readings /key words: Dadasaheb Phalke*

**UNIT IV: BROADCAST MEDIA**

**21Hrs**

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–Prasarbharathi bill

Ethics of broadcasting.

*Extra Readings /key words: Samuel F. B. Morse*

**UNIT V: NEW MEDIA**

**21Hrs**

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.

*Extra Readings /key words: podcast, social book making*

**Course Outcomes:**

**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the folk forms and its use for communication.	PSO 1	R, U
CO-2	Describe and appreciate the role of news organizations.	PSO 2	R
CO-3	Discuss and analyze the impact of cinema in society.	PSO 2	U
CO-4	Distinguish the development of broadcast media from radio to television.	PSO 3	R
CO-5	Criticize the New Media in diffusion of information.	PSO 4	An
CO-6	Developing learning skills about media and its history	PSO 1	U

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply;**

**An – Analyse; E- Evaluate; C – Create**

**TEXT BOOK**

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



(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -I**

<b>Course Title</b>	<b>ALLIED I –Human Communication</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6 Hrs Wk</b>
<b>Code</b>	<b>U15VC1ACT01</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>6</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to understand the history, development of communication media and introduce the techniques of journalism in India.

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand and analyze the evolution of Communication in the human society and a basic understanding of the facts, needs and science of <b>Human Communication</b> .
CO-2	Analyze, and understand the different types of communications and the <b>barriers</b> which are involved in functioning of human communication.
CO-3	Apply, analyze and evaluate the knowledge of <b>body language</b> through the selected aspects and dimensions of body language and how they help to interpret in communication.
CO-4	Analyze, apply and create the <b>Scientific Models of Communication</b> relating to the Human Communication and to have better communication in the human society.
CO-5	Understand and apply the concepts of Human growth in the Information <b>Technology</b> through learning the four types of communication <b>Waves and emerging trends</b> .

**UNIT I: EVOLUTION OF HUMAN COMMUNICATION**

**18Hrs**

Human communication -The fact of communication - The need for communication -Defining communication- Communication as a process -Communication as a science

*Extra Readings /key words: organizational communication*

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

**17Hrs**

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.

*Extra Readings /key words: Taboos, Grapevine, Lateral, Semantic noise*

**UNIT III: BODY LANGUAGE**

**19Hrs**

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.

*Extra Readings /key words: Ethnocentrism, Ethnocentrism*

**UNIT IV: MODELS OF COMMUNICATION**

**18Hrs**

Western models of Communication

Lasswell model

Shannon and weaver model

Osgood and schranm model

Indian Communication Theories

*Extra Readings /key words: Communication Is Symbolic*

**UNIT V: INFORMATION TECHNOLOGY AND COMMUNICATION**

**18Hrs**

The first wave, the second wave, the third wave, the fourth wave

Information and Communication

Introduction to e- marketing and e-governance

Introduction Information Transfer- Emerging Trends in information transfer.

*Extra Readings /key words: Information age*

**Course Outcomes:**

**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the importance of communication and its impact in the society.	PSO 1	R, U
CO-2	Indicate and discuss the types of communication and barriers with the Television actors.	PSO 2	R
CO-3	Describe and appreciate the importance of body language in human communication.	PSO 2	U
CO-4	Illustrate and interpret the application of the scientific models with professional situations.	PSO 3	R
CO-5	Analyze and evaluate the perspective of the four waves of communication in present technological scenario.	PSO 4	An
CO-6	Developing learning skills in human communication and understand the models of communication.	PSO 1	U, E

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**

## **TEXT BOOK**

Information Technology – Everett M. Rogers

ICT- Vision and Reality – William H. Dutton, Oxford University Press

## **REFERENCE**

Morreale, Sherwayn.P, Spitzberg, Brain. H & Barge. J Kevin – Human communication - Motivation, Knowledge & Skills.

Kumar Keval J., (2014) Media Education, Communication and Public Policy. Mumbai: Himalaya Publications.

Government in information age- Christine Bellamy and John A. Taylor – Open University Press.

ICT & Literacy – ICT, Media, Reading and Writing – Nikki Gamble & Nick Easingwood – Conpinuum press.

Shukla,SK. , Mass media and Communication". Cybertech Publishing, New Delhi. 2006.

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -I**

<b>Course Title</b>	<b>ALLIED 2- VISUAL LITERACY DRAWING</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4 Hrs Wk</b>
<b>Code</b>	<b>U15VC1ACP02</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to develop the skills of freehand *drawing* as a way to how to express their ideas of *draw* and showing it's in appropriate way that represents the subject, with a focus on visualization techniques.

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	remember, understands the fundamentals of <b>Visual literacy</b> to interpret, negotiate, and make meaning from information presented in the form of an image and become visually literate.
CO-2	understands, analyze and apply the concept of <b>Perspective and compositional</b> techniques to identify the vocabulary used to create the illusion of depth on a 2 dimensional surface.
CO-3	understand, apply and analyse the <b>Elements and Principles of design</b> to be successful in art creation.
CO-4	analyze and create <b>Still life drawing</b> using the techniques, which will demonstrate their ability to look at something and draw it realistically.
CO-5	apply and evaluate their knowledge to <i>draw</i> the <i>Human anatomy</i> in an objectively accurate manner.

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

**12Hrs**

Elements of visual literacy

Image and imagination - the dot, the line, shape, direction, value, hue, saturation, texture, scale, dimension and motion.

*Extra Reading/ Key words: Visual Perception, Interpretation of visual text.*

**UNIT II: PRINCIPLES OF PERSPECTIVE**

**12Hrs**

Perspective

Types of perspective's

Composition

Rules for composition

Types of composition

Light and shade

Surface textures.

*Extra Reading/ Key word: Atmospheric perspective, Isometric perspective, patterns.*

### **UNIT III: ELEMENTS AND PRINCIPLE OF DESIGN**

**12Hrs**

Elements of design

Line, Form, Texture, Colour and Space

Principles of design–Symmetry, balance, proportions, contrast, rhythm

Application to create visual messages.

Colour wheel

Distortion of colours

Colour theory.

*Extra Reading (Key words): Colour psychology*

### **UNIT IV: STILL LIFE DRAWING**

**10Hrs**

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

*Extra Reading/ Key word: Positive space, Negative space, Pencil shading, Shapes and Forms.*

### **UNIT V: HUMAN ANATOMY**

**14Hrs**

Study of human anatomy

Forms and postures, portraiture

Stick figures, cartoon characters and story board

Study of trees, buildings, Landscape, cityscape, seascape, etc.

*Extra Reading/ Key word: Gesture drawing, Figure drawing.*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

#### **Course Outcomes:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall the fundamentals of Visual literacy and relate them in making meaning of an visual image.	PSO 1	R, U
CO-2	Discuss the types of perspectives to create the illusion of depth on a 2 dimensional surface.	PSO 2	R
CO-3	Apply the principles and elements of design and sketch an artwork.	PSO 2	U
CO-4	Classify the colours based on the colour wheel cycle.	PSO 3	R
CO-5	Create still life drawing through observation.	PSO 4	An
CO-6	Developing Drawing , painting, 3D drawing skills and creativity skills	PSO1	C , U

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**

#### **TEXT BOOK**

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.

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

(For candidates admitted from 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**/B.Sc./B.Com/B.R.SC/B.C.A/ B.B.A DEGREE EXAMINATION**  
**SEMESTER I / V**

<b>Course Title</b>	<b>ENVIRONMENTAL STUDIES</b>
<b>Total Hours</b>	<b>15</b>
<b>Hours/Week</b>	<b>1</b>
<b>Code</b>	<b>U18RE1EST01/ U18RE5EST01</b>
<b>Course Type</b>	Theory
<b>Credits</b>	<b>1</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

The Student will be able to understand the concept of ecosystem, biodiversity, conservation, disaster management, analyse the prospects of natural resources, evaluate the effect and control of pollution

**Course Objectives:**

The student will be able to

1. Understand the prospects of the various natural resources.
2. Analyse the concept and need for biodiversity
3. Evaluate the effect of the different types of pollution.
4. Understand the need for disaster management
5. Understand the Environment and Social Issues

**Unit I – Awareness and Natural Resources**

**3hrs**

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.

*Extra reading (Key Words): Non renewable sources- location in India*

**Unit II – Ecosystems and Biodiversity**

**3hrs**

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 megadiversity country, hotspots – threats to biodiversity and conservation measures

*Extra reading (Key Words): Red list (any 10 plants and animals)*

**Unit III – Environmental Pollution**

**3hrs**

Causes, effects and control of water, and air pollution – global warming – ozone depletion – nuclear hazards. Population growth at national and global level

World food production – effects of modern agriculture on land ecosystems – GMOs and related issues .Environmental pollution and diseases – malaria, chikungunya

*Extra reading (Key Words): Environmental factors affecting human behaviour*

**Unit IV –DisasterManagement****3hrs**

Bomb Threat – Earthquake – Explosion – Hazardous material spill / release – campus shooting – Terrorist incidence – Financial emergency – a sudden health emergency, unexpected loss of income, death in the family or other family emergency. Rent in arrears and risk of eviction. Natural disasters

*Extra reading (Key Words): Causative factors of any 2 disasters*

**Unit V – Environment andSocialIssues****3hrs****Rich – poor wide – at national and global levels**

Urbanization – slums

Changing value systems – AIDS Family welfare programs

*Extra reading (Key Words): Scholarships and funds benefitting the welfare of the family*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

1. Explain the importance of the various naturalresources.
2. Analyze the concepts, structure and types ofecosystem. Add note on the biodiversityconcepts
3. Evaluate the effect of the different types ofpollution
4. Explains the various disastermanagement.
5. Discuss the need of environment and the socialissues

**REFERENCES:**

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

Chairas, D.D. (1985). Environmental Science. TheBenjaminCummings Publishing 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. (2001).Ecology.VI Edition.Benjamin Cummings.

Nebel, B.J. and Wright, R.T.(1996). Environmental Science, Prentice Hall, New Jersey

Odum, E.P.(2008) Fundamentals of Ecology.Indian Edition. Brooks / Cole.

Sharma, B.K. and Kaur (1997). Environmental Chemistry. Goel Publishing House, Meerut. Sharma, B.K. and Kaur, (1997). An Introduction to Environmental Pollution. Goel Publishing House, Meerut.

Sinhe, A.K. Boojh, R. and Vishwanathan, P. N. (1989). Water Pollution Conservation and Management, Gyansdaya Prakashan, Nainital.



**HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.**  
**TAMIL DEPARTMENT**  
**For Candidate admitted from 2015 onwards**  
**First Year - Semester – II**

<b>Course Title</b>	முதலாமாண்டு – இரண்டாம் பருவம்
<b>Total Hours</b>	75
<b>Hours/Week</b>	5 Hrs Wk
<b>Code</b>	U15TL2TAM02
<b>Course Type</b>	Theory
<b>Credits</b>	3
<b>Marks</b>	100

**General Objectives:**

,iwr;rpe;jid top khzth;fis xUKfg;gLj;Jjy;.

- To harmonize the students in Religious thoughts.
- To Introduce the specialties of Tamil caureates
- To infuse the friendly nature in to the students
- To improvise the good habits among students

**Course Objectives:**

CO No.	Course Objectives
CO-1	இறைச்சிந்தனை வழி மாணவர்களை ஒருமுகப்படுத்துதல்.
CO-2	மதநல்லிணக்கத்தை உருவாக்குதல்.
CO-3	ஆளுமைத்திறனை வளர்த்தல்
CO-4	படைப்பாற்றல் திறனை ஊக்கப்படுத்துதல்.
CO-5	பிழையின்றி எழுதவும் படிக்கவும் மாணவர்களை தயார்ப்படுத்துதல்.

**அலகு:1செய்யுள்**

**15 ர்சள**

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

**key Words (Extra Reading)**

1. அற்புதத்திருவந்தாதி - காரைக்கால் அம்மையார்
2. திருவாய்மொழி - நம்மாழ்வார்

**அலகு:2செய்யுள்**

**15 ர்சள**

6. மீனாட்சியம்மை பிள்ளைத்தமிழ் - குமரகுருபரர்
7. இரட்சணிய யாத்திரிகம் (சிலுவைப்பாடு) - எச்.ஏ.கிருட்டிணப்பிள்ளை
8. வேதநாயக சாஸ்திரியார் பாடல்கள் - - வேதநாயகசாஸ்திரியார்
9. நபிகள்நாயக மான்மியமஞ்சரி - செய்குதம்பிப்பாவலா;

**key Words (Extra Reading)**

1. நந்திக்கலம்பகம்
2. குற்றாலக்குறவஞ்சி – திரிகூடராசப்பக்கவிராயர்

அலகு:3

15 ர்சள

தமிழ் இலக்கிய வரலாறு –  
பல்லவர்காலம்  
நாயக்கர்காலம்

அலகு:4

15ர்சள

படைப்பிலக்கியம் - புதினம்  
கல்கி - பார்த்திபன் கனவு

### key Words (Extra Reading)

வில்லோடு வா நிலவே – வைரமுத்து

அலகு:5

15 ர்சள

கடிதம் எழுதுதல்

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

### Course Outcomes:

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	பல்லவர்கள் காலத்து சமயப்பணியையும் சமய இலக்கியங்களின் வளர்ச்சியையும் திறனாய்வு செய்வர்.	PSO 1	U
CO-2	பல்வேறு மதங்களும் கற்பிக்கின்ற சமயக் கொள்கை ஒன்றுதான் என்பதனை உணர்த்தி, மதக்காழ்ப்புணர்வை அகற்றி ஒற்றுமையுணர்வை வளர்த்துக் கொள்வார்.	PSO 2	AN
CO-3	அரசர்கள் முதல் உழவர்கள்வரை பலதரப்பட்ட மாந்தர்களின் உயரியச் செயல்களை அறிந்து கொண்டு ஆளுமைமிக்கவர்களாக உருவாகுவர்.	PSO 2	AP
CO-4	நாவல் வாசிப்பதால் படைப்பாற்றல் திறனும் சொற்களஞ்சியப் பெருக்கமும் பெறுவார்.	PSO 3	U
CO-5	விண்ணப்பக் கடிதம் எழுத நேரிட்டால் தானாக முன்வந்து தடையில்லாமல் எழுதுவார்.	PSO 4	U

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply; An – Analyse; E- Evaluate; C – Create**

பார்வை நூல்கள்

செய்யுள்

தமிழ் இலக்கிய வரலாறு

நாவல்

கல்கி

கடித இலக்கியம்

- தமிழாய்வுத்துறை வெளியீடு

- தமிழாய்வுத்துறை வத்துறை வெளியீடு

- பார்த்திபன் கனவு

- பயிற்சி ஏடு

(For the candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**

**SEMESTER – II**

<b>Course Title</b>	<b>PART – I LANGUAGE HINDI – II DRAMA , NOVEL AND GRAMMAR –II</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5Hrs/Wk</b>
<b>Code</b>	<b>CODE: U18HN2HIN02</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective :** To enable the students to appreciate and critically evaluate the prescribed literary works.

**Course Objectives (CO):**

**The learner will be able to:**

<b>CO No.</b>	<b>Course Objectives</b>
CO -1	Critically evaluate moral values in the drama
CO- 2	Critically appreciate and evaluate the novel in an ethical perspective.
CO- 3	Understand and apply tense and case
CO- 4	remember and apply adverbs and prepositions
CO- 5	comprehend the usage of conjunctions and interjections

**UNIT – I (15 Hours)**

1. Ashad ka ek dhin
2. Gaban
3. Kaal

*Extra Reading (Key Words ): Mohan Rakesh, Laharon Ke Rajahams*

**UNIT- II** (15 Hours)

1. Ashad ka ek dhin
2. Gaban
3. Karak

Extra Reading (Key Words ): *Premchand, Nirmala*

**UNIT- III** (15 Hours)

1. Ashad ka ek dhin
2. Gaban
3. Kriya Visheshan

Extra Reading (Key Words ): *Seva Sadhan, Aadhe Adhur*

**UNIT- IV** (15 Hours)

1. Ashad ka ek dhin
2. Gaban
3. Sambandha Bodhak

Extra Reading (Key Words ): *Andhere Bandh Kamare, Mispal*

**UNIT- V** (15 Hours)

1. Ashad ka ek dhin
2. Gaban
3. Yojak(Samuchaya Bhodak) Aur Dhyodak (Vismyadhi Bhodak) *Extra Reading (Key Words ): Poos Ki Raat, Shatranj Ke Khiladi*

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

**Course Outcomes:**

**The learner will be able to:**

CO No.	Course Outcomes	Cognitive Level
CO -1	Appraise moral values in the Society	E
CO- 2	Distinguish necessity and luxury	E
CO- 3	To make use of present, past and future tense and build stories.	U, Ap
CO- 4	Utilize adverbs and prepositions in a text.	R, Ap
CO- 5	Rephrase using conjunctions and interjections.	U

**CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create**

Reference Books :

- Ashadka ek dhin : Mohan Rakesh;Rajpal and Sons,Delhi.
- Nirmala: Premchand;Sri Jwalaji Books Educational Enterprises,New Delhi.
- Vyakaran pradeep; Dr. Ram Dev. M.A; LokBharathiPrakashan ;Illahabad.
- Manak Hindi Vyakaran: ChandraBhan ‘Rahi’;SreyaPrakashan, Illahabad

(For candidates admitted 2016 onwards)

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

Course Title	<b>PART I – LANGUAGE - FRENCH PAPER II</b> (GRAMMAR, CIVILISATION & TRANSLATION (ÉCHO A1 2 <sup>e</sup> édition)
Total Hours	75
Hours/Week	5 Hrs/Wk
Code	U16FR2FRE02
Course Type	Theory
Credits	3
Marks	100

**General Objective:** To enable the students to learn French Grammar and Cultural aspects of France.

**Course Objectives (CO):**

**The learner will be able to**

<b>CO1</b>	understand pronominal verbs and apply the same in narrating one's own everyday activities.
<b>CO2</b>	remember prepositions and understand climate in France and dwelling place.
<b>CO3</b>	apply past tenses in a biography and analyse relationships and family structure in France
<b>CO4</b>	understand object pronouns and evaluate savoir-vivre in France.
<b>CO5</b>	understand the usage of relative pronouns and secondary tenses and remember SOS and evaluate French style

**Unit 1 Quelle journée!**

**(15Hours)**

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.

*Extra Reading (Key Words):* lettre amicale, compléter un dialogue

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

**(12Hours)**

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)

*Extra Reading (Key Words):* des affiches et des panneaux

**Unit 3 Souvenez-vous ?****(12Hours)**

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.

*Extra Reading (Key Words ):* la biographie d'une personne importante

**Unit 4 On's'appelle ?****(12Hours)**

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.

*Extra Reading (Key Words ):* le savoir vivre en Inde

**Unit 5 Un bon conseil ! ; Parlez-moi devous!****(24Hours)**

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.

*Extra Reading (Key Words ):* SOS en Inde, les marques internationales des vêtements.

<b>Course outcomes:</b>	<b>Cognitive level</b>
Make use of pronominal verbs to sketch one's routine.	U, Ap
Illustrate habitat in France.	An
Utilize a biography to identify past tenses.	E
Compare family structure in France and in India.	E
Apprise savoir-vivre in class room.	Ap, An
Examine « Style » in a French context.	An
Relate SOS in India and in France.	E

**TEXT BOOKS :**

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2013.

**Books for Reference:**

La Conjugaison – Nathan

French made easy – Beginners level - Goodwill Publishing

House Je parle français II - Abhay Publications

Le français avec des jeux et des activités – ELI

Langue et la civilisation – I – Mauger Bleu

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002**  
**PG AND RESEARCH DEPARTMENT OF ENGLISH**  
**I YEAR UG – SEMESTER I**

**PART II – ENGLISH 2 - GENERAL ENGLISH II**

**HOURS : 6**

**CODE : U15EL2GEN02**

**CREDIT : 3**

**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)

**(For candidates admitted from June 2018 onwards)**



**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -II**

<b>Course Title</b>	<b>MAJOR CORE II– RADIO PRODUCTION</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC2MCP02</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to develop basic skills in digital audio production and radio news writing.

**Course Objectives:**

**The Learner will be able to**

CO No.	Course Objectives
CO-1	Analyze and apply the <b>Introduction of Radio Medium</b> with basic audio editing soft wares
CO-2	Understands and analyze the <b>console and sound</b> to the appropriate audience
CO-3	Apply, analyze and evaluate the <b>Program Production I</b> with the appropriate tools for recording
CO-4	Apply and create the process and techniques of <b>Program Production II</b> for producing, writing and telling stories, segments and programs from the context of today's audio industry.
CO-5	Understand and apply "hands on" experience working with <b>Editing techniques</b> for audio technology and software used in the audio industry

**UNIT I INTRODUCTION TO RADIO MEDIUM**

**14 Hrs**

History of radio

Formats of radio

Role of producer

Non-commercial radio – history, functioning and types

Commercial radio – history, functioning and types

*Extra Reading/ Key word: History of Radio Medium*

## **UNIT II CONSOLES AND SOUND**

**17 Hrs**

Amplification and patching

Mixing and sub mixing

Basics of sound

Patterns of microphones

Microphone selection and use

*Extra Reading/ Key word: Consoles and Microphones*

## **UNIT III PROGRAM PRODUCTION I**

**17 Hrs**

Recorded programmes

Recorded voice and music

Sound effects

Live on – air productions – Duties of on – air producer

Cue sheets and Log books

*Extra Reading/ Key word: On-air, Live Audio medium*

## **UNIT IV PROGRAM PRODUCTION II**

**14 Hrs**

Drama production

News production

Commercial production

Sports production

*Extra Reading/ Key word: Production of different audio works*

## **UNIT V EDITING**

**13 Hrs**

Splicing and editing a sound file

Marking the edit points

Looking at wave forms

Non destructive editing

Copying, pasting and looping

*Extra Reading/ Key word: Post-production of audio works*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:****The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall and relate the rationales behind choice of themes of radio programs and spots	PSO 1	R, U
CO-2	Design and indicate the capacity to make right decisions when reporting and writing for radio while adhering to concepts and theories of ethical principles	PSO 2	R
CO-3	Illustrate and explore during pre-production of programs and spots the role of each human source and institutions that have diverse backgrounds, interests and goals	PSO 2	U
CO-4	Outline and relate group work where each member partakes in presenting ideas for radio programs and stories and designing plans for covering and producing, while learning to appreciate team-work, criticism and free thinking	PSO 3	R
CO-5	Organize and plan clear and professional radio scripts and bearing in mind the target audience and program objectives.	PSO 4	An
CO-6	Develop Employability skills like Anchoring, Script writing, Editing for radio programmes	PSO 4	An

**TEXT BOOKS:**

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

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -II**

<b>Course Title</b>	<b>MAJOR CORE III- MASS COMMUNICATION THEORIES</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC2MCT03</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to learn the most influential traditional and contemporary mass communication theories and its relevance for today's impact of media on society.

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	remember and understands the need for communication through learning the <b>Types, Stages and Barriers</b> involved in the functioning of communication.
CO-2	analyze, and evaluate the different types <b>Sociological Theories</b> and applying the theories to the media contents to find the relevance of the theories.
CO-3	apply, analyze and evaluate the knowledge of <b>Normative Theories</b> to find the relevance of the theories in the present media scenario.
CO-4	Analyze and apply the Mass <b>Communication Models</b> in understanding the media messages and to prove the models of communication to be relevant in the present media scenario also identifying the drawbacks of each model.
CO-5	apply and evaluate the concepts of <b>Mass Communication and Social Reality</b> and To build a new democratic, active and participatory citizenship, based on individual and collective responsibility as well as on solidarity and cooperation fostered by communication.

**UNIT I: INTRODUCTION TO COMMUNICATION**

**14Hrs**

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  
*Extra Readings (key words):: coaxial cable, digital communication.*

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

**15Hrs**

Social learning theory

Agenda setting theory

Uses and gratification theory

Dependency theory

Play theory

*Extra Readings (key words): Accommodation Theory, Symbolic Interaction Theory*

### **UNIT III: NORMATIVE THEORIES**

**16Hrs**

Authoritarian theory

Libertarian theory

Social responsibility theory

Soviet media theory

Democratic participant media theory

Information theory

Convergence theory.

*Extra Readings (key words): Functions of Mass Media*

### **UNIT IV: MASS COMMUNICATION MODELS**

**15Hrs**

Harold D. Lasswell's model

Shannon and Weaver's model

Osgood and Schramm's

Odel- Bolton and Cleaver's model

George Gerbner's model

Theodore N. New combs model

*Extra Readings (key words): transactional model, interactive model*

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

**15Hrs**

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

*Extra Readings (key words): watch dog, communist.*

**Note: Texts given in the Current Contours must be tested only through Assignment and Seminars.**

### **TEXT BOOKS**

Inglis, Fred – Media theory – An Introduction (1990)

Mc Quail, Dennis, Windhal, Steve – Communication Models (1981)

Agarwal, Vir Bala and Gupta, V.S.-Handbook of Journalism and Mass Communication (2001)

### **BOOKS FOR REFERENCE:**

Handa, C. Visual rhetoric in a digital world: A critical sourcebook. Boston: Bedford/St. Martin's, 2004.

Griffin, E., & Langan, E. (2006). A First Look at Communication Theory, [web page], 3 November, 2013

Chandler, Daniel. Transmission Model of Communication. [Web Page], 10 December 2013.

Miller, K., Communication Theories: Perspectives, processes, and contexts. 2nd edition. New York: McGraw-Hill, 2005.

Sandra D. Collins, Interpersonal Communication: Listening and Responding, 2nd ed. South-Western, 2009

Bernstein, B., "The Story of the Times Gory Empire State Shooting Photo," *On the Media*, August 24, 2012.

Coronel, S. S., "The Media as Watchdog," Harvard-World Bank Workshop, May 19, 2008.

**Course Outcomes:**

**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the importance of communication theories in the communication process.	PSO 1	R, U
CO-2	Indicate and discuss the types of theories applied in political agenda.	PSO 2	R
CO-3	Describe and appreciate the importance of normative theories.	PSO 2	U
CO-4	Illustrate and interpret the application of the scientific models with professional situations.	PSO 3	R
CO-5	Analyze and evaluate the perspective of mass media in the media environment.	PSO 4	An
CO-6	Develop learning skills in communication theories	PSO 1	U

**TEXT BOOKS**

Inglis, Fred – Media theory – An Introduction (1990)

Mc Quail, Dennis, Windhal, Steve – Communication Models (1981)

Agarwal, Vir Bala and Gupta, V.S.-Handbook of Journalism and Mass Communication (2001)

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Chandler, Daniel. Transmission Model of Communication. [Web Page], 10 December 2013.

Miller, K., Communication Theories: Perspectives, processes, and contexts. 2<sup>nd</sup> edition. New York: McGraw-Hill, 2005.

Sandra D. Collins, Interpersonal Communication: Listening and Responding, 2<sup>nd</sup> ed. South-Western, 2009

Bernstein, B., "The Story of the Times Gory Empire State Shooting Photo," *On the Media*, August 24, 2012.

Coronel, S. S., "The Media as Watchdog," Harvard-World Bank Workshop, May 19, 2008.

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -II**

<b>Course Title</b>	<b>ALLIED -3 PSYCHOLOGY</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U15VC2ACT03</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to learn the basic concepts of psychology and apply psychological concepts to the field of visual communication.

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	remember and understand various <b>schools of psychology</b> .
CO-2	Understand and apply the <b>perception and awareness</b> through various characteristics of senses like visual and auditory.
CO-3	apply and analyze various <b>perceptions</b> by movement, depth and extrasensory perception.
CO-4	understand, apply and evaluate psychological basis of <b>learning, personality and motivation</b> .
CO-5	Understand, Apply and evaluate <b>social psychology</b> and relate it to the field of visual communication

**UNIT I: SCHOOLS OF PSYCHOLOGY**

**12 Hrs**

Structuralism

Functionalism

Gestalt School of psychology

Behavioral School of psychology

Psycho analysis.

*Extra Readings /key words: behaviorism, disposition*

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

**12 Hrs**

Characteristics of senses

Visual senses

Auditory senses

Other senses.

*Extra Readings /key words: perception, sensory impression*

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

**12 Hrs**



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

*Extra Readings /key words: dimensions, cognition*

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

**12 Hrs**

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

*Extra Readings /key words: social learning theory, drives*

**UNIT V: SOCIAL BEHAVIOUR**

**12 Hrs**

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

*Extra Readings /key words: patterns of behavior*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall various schools of psychology.	PSO 1	R, U
CO-2	Discuss and apply the characteristics of visual and auditory senses in perception.	PSO 2	R
CO-3	Distinguish between movement, depth and extrasensory perception.	PSO 2	U
CO-4	Classify the psychological basis of human motivation.	PSO 3	R
CO-5	Critically analyze the role of social psychology in visual communication.	PSO 4	An
CO-6	Developing skills in Introduction to media psychology and how to apply in the field of media	PSO 2	AP

## **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**

Course Title	SKILL – BASED ELECTIVE 1: SOFT SKILL DEVELOPMENT
Total Hours	30
Hours/Week	2
Code	U15RE2 SBT01
Course Type	Theory
Credits	2
Marks	100

**General Objective:**

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

**Course Outcomes:**

**The student will be able to**

1. Understand the importance of self awareness, values and leadership skills in capacity building
2. Understand and analyze the factors affecting interpersonal skills
3. Understand and evaluate the concepts of vision, mission and goals for corporate skills
4. Understand, apply and analyze the importance of body language, time management and stress management
5. Understand the concept and need for self development plan

**UNIT I:**

**6hrs**

**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.

**Extra reading / Key Words:** *Biographies of any 2 Indian leaders*

**UNIT II:**

**6hrs**

**Interpersonal skills**

Trust-trustworthiness-interpersonal communication –art of listening, reading and writing – art of writing –building relationship-empathy.

**Extra reading / Key Words:** *Tips for building relationship*

**UNIT III:****6hrs****Corporate skills**

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

**Extra reading / Key Words:** *Group dynamics and communication skills*

**UNITIV:****6hrs****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.

**Extra reading / Key Words:** *Polite conversations and dialogue skills*

**UNITV:****6 hrs****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.

**Extra reading / Key Words:** *Case study*

**Note: Extra reading/Key words are only for internal testing(Seminar/Assignment)**

**Course Course Outcome:**

1. explain the importance of self awareness, values and leadership skills in capacitybuilding
2. analyze the factors affecting interpersonal skills
3. evaluate the concepts of vision, mission and goals for corporate skills
4. apply and analyze the importance of body language, time management and stress management
5. summarize the concept and need for self development plan

**REFERENCES:**

Alex K.(2012) Soft Skills – Know Yourself & Know the World, S. Chand & Company Ltd., New Delhi  
Meena K. Ayothi V. (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). Communication soft skills for Professional Excellence, 1<sup>st</sup> Ed., Grace Publishers, Rathan Reddy B.(2005). Team Development and Leadership, Jaico Publishing House, Mumbai.

(For candidates admitted from 2018 onwards)

**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI – 2**  
**B.A./ B.Sc.,/B.Com./BCA & BBA, DEGREE EXAMINATION**  
**SEMESTER II / III**

Course Title	<b>SKILL – BASED ELECTIVE 2: SUSTAINABLE RURAL DEVELOPMENT AND STUDENT SOCIAL RESPONSIBILITY</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U18RE2SBT02/ U18RE3SBT02</b>
<b>Course Type</b>	Theory
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

The Student will be able to understand the concept of natural resources and resource mapping of villages and strengthen their leadership qualities, keeping in mind their responsibilities towards society.

**Course Objectives:**

**The student will be able to:**

1. understand the functioning of NGO's and SHG's
2. educate themselves about the different farming methods.
3. practice alternative agricultural methods
4. understand the need for social responsibility through NCC.
5. understand the Leadership and Man Management

**Unit-I**

**6hrs**

Village – Survey of natural resources and resource mapping of villages , village level Participating Approach (VLPA) – Role of NGO'S and SHG'S – Impact of the Green Revolution.

**Extra reading/Key word:** *resource mapping tools*

**Unit-II**

**6hrs**

Alternative agriculture models – Traditional Farming – Organic Farming – Zero budget farming – Precision Farming , Terrace Farming and Kitchen garden.

**Extra reading / Key word:** *Practices in India*

**Unit-III**

**6hrs**

Elements in Alternative Agriculture models , Vermicompost, Azolla, Amirthakarasal, Mulligai Puchiviratti and neem products

**Extra reading/Key word:** *Government policy for Alternative Agriculture farming.*

**UnitIV-****6hrs**

Aims of NCC , MOTTO , Cardinal Principles, Equivalent Rank (Army, Navy ,Airforce)

**Extra reading/Key word:** *Benefits of being an NCC cadet.*

**Unit-V****6hrs**

Leadership and Man Management – duties of citizen, leadership Training – Types, qualities – Discipline, Duty, Moral – Man Management, Civil Defense – Aims, Types, Services, Problems

**Extra reading/Key word:** *Defense recruitment modes.*

**Note: Extra Reading/ keywords are only for Internal Testing (Seminar/ Assignments)**

**Course Outcome:**

1. Explain the functioning of NGO's and SHG's
2. Summarize themselves about the different farming methods.
3. Explain the alternative agricultural methods
4. Point out the need for social responsibility through NCC.
5. Evaluate the Leadership and Man Management

**REFERENCES:**

1. Packages of organic practices from Tamil Nadu Center for Indian Knowledge System(CIKS)
2. Tracey, S. and Anne, B. (2008). Sustainable development linking economy, society, environment. OECD insights.
3. 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 enable the students to understand and appreciate all Religions and Culture
- To help the students to become
- To 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 Mignon 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 themessage  
– meaning and blessing of suffering and paschal joy in one’s life - Passion – PaschalMystery

## 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.

**HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.**  
**TAMIL DEPARTMENT**

For Candidate admitted from 2015 onwards

**Second Year - Semester – III**

<b>Course Title</b>	இரண்டாமாண்டு – மூன்றாம் பருவம்
<b>Total Hours</b>	90
<b>Hours/Week</b>	6 Hrs Wk
<b>Code</b>	U15TL3TAM03
<b>Course Type</b>	Theory
<b>Credits</b>	3
<b>Marks</b>	100

**General Objectives:**

வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் சிறப்பினை எடுத்துரைத்தல்

- To explain the greatness of the values such as dharma, knowing the meaning of life attaining pleasure and household life.
- To create the awareness about social life.
- To strengthen the religious ideologies.

**Course Objectives:**

CO No.	Course Objectives
CO-1	வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றினை எடுத்துரைத்தல்
CO-2	சமயங்கள் உணர்த்தும் அறக்கருத்துக்களை அறிந்து கொள்ளச்செய்தல்.
CO-3	சோழர்கால காப்பிய இலக்கியங்கள் மற்றும் இலக்கண நூல்களை வகைப்படுத்துதல்.
CO-4	நாடகம் நடிப்பதன் வாயிலாக மாணவர்களின் திறன்களை வளர்த்தல்.
CO-5	தமிழக கோயில்களின் கலைநுட்பங்களையும், பண்பாட்டுச் சிறப்புகளையும் விவரித்தல்

**அலகு:1** செய்யுள்

18 ர்சள

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

**key Words (Extra Reading)**

சீவகசிந்தாமணி

**அலகு:2** செய்யுள்

18 ர்சள

4. இரட்சணிய யாத்திரிகம் - மரணப்படலம்
5. சீறாப்புராணம் - ஒட்டகை பேசிய படலம்

அலகு:3

18 ர்சள

தமிழ் இலக்கிய வரலாறு

சோழர் காலம்

அலகு:4

18ர்சள

நாடகம்

சத்திய வேள்வி – அய்க்கண்

**key Words (Extra Reading)**

யாருக்கும் வெட்கமில்லை - சோ

அலகு:5

18 ர்சள

கோயிற்கலை

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	காப்பியங்கள் வாயிலாக இயற்கையோடு இணைந்த குடிமக்களின் வாழ்க்கை நெறியினை உணர்வர்.	PSO 1	U
CO-2	சமயங்கள் உணர்த்தும் அறநெறிக்கருத்துக்களை அறிவர்.	PSO 2	AN
CO-3	சோழர்கால காப்பிய இலக்கியங்கள் மற்றும் இலக்கண நூல்களை நினைவுக்கூர்வர்	PSO 2	R
CO-4	நடிப்புத்திறனை நுட்பமாகப் புலப்படுத்துவர்.	PSO 3	U
CO-5	தமிழக கோயில்களின் கலைநுட்பங்களையும், பண்பாட்டுச் சிறப்புகளையும் மாணவர்கள் ஆராய்வர்.	PSO 4	U

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply;**

**An – Analyse; E- Evaluate; C – Create**

**பாட நூல்கள்**

- செய்யுள் - தமிழாய்வுத்துறை வத்துறை வெளியீடு
- தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வத்துறை வெளியீடு
- நாடகம் - சத்திய வேள்வி
- கோயிற்கலை - தமிழ்நாட்டிலுள்ள ஆலயங்களைக் கலை நுணுக்கத்துடன் காணுதல்

(For the candidates admitted from June 2018 onwards) **HOLY CROSS COLLEGE  
(AUTONOMOUS) TIRUCHIRAPPALLI-620002 DEPARTMENT OF HINDI  
SEMESTER – III**

<b>Course Title</b>	<b>PART – I LANGUAGE HINDI- III-MEDIEVAL–MODERN POETRY AND HISTORY OF HINDI LITERATURE-1 (Veergadha Kal Aur Bakthi Kal)</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6Hrs/Wk</b>
<b>Code</b>	<b>CODE: U15HN3HIN03</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective :** To enable the students to appreciate and critically evaluate Spirituality in Hindi Literature.

**Course Objectives (CO):**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO -1	remember, understand and evaluate the Poetry of the masters.
CO- 2	understand and analyse the history of Hindi literature in the literary works.
CO- 3	understand and analyse the cause and consequence on revolution in literature.
CO- 4	Evaluate various streams of Bhakthi kaal.
CO- 5	appreciate and analyse the works of Bihari.

**UNIT – I**

**(18 Hours)**

1. Kabir Das
2. Todathi pathar
3. Veergatha Kal  
(Pravarithiyan, Kavi, Rachanayean)

**Extra Reading (Key Words ):** *PrithviRaj Rasoo, Jago phir ek bhar*

**UNIT- II**

**(18 Hours)**

1. Thulasi Das
2. Anal Kireet
3. BhaktiKal – Gnanashrayi Sakha

**Extra Reading (Key Words ):** *Kabir, Ramdhari Singh Dinakr*

**UNIT- III****(18 Hours)**

1. Rahim Ke Dohe
2. Jhoote Patte
3. BhaktiKal – Prem Margi

Sakha **Extra Reading (Key****Words):***Rahim*

1. Raskhan
2. Aavo phir se gaaon basayen
3. BhaktiKal –Ram Bhakti Sakha

**Extra Reading (Key Words ):****UNIT- V****(18 Hours)**

1. Bihari Ke Dohe
2. Sipahi
3. BhaktiKal – Krishna Bhakthi

Sakha **Extra Reading (Key Words ):** *Bihari**satsai*

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

**Course Outcomes:****The learner will be able to:**

CO No.	Course Outcomes	Cognitive Level
CO -1	Recite the poems of Kabir Das	R,U,E
CO- 2	Distinguish necessity and luxury Place Bhakthi kaal in Hindi Literature	U, An
CO- 3	Debate on pros and cons of a revolution	U, An
CO- 4	Summarize the four streams of Bhakthi kaal	E
CO- 5	Examine the powerful words of Bihari	An

**CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create**

**Prescribed Books**

- History Of Hindi Literature ; Acharya Ramachandra Shukla, Delhi.
- Kavya Surabh: Pub.Dakshina Bharat Hindi Prachar Sabha , Cheenai.

**Reference Books :**

- Nai Sadhi Mein Kabir- Edi. Dr. M. Firoz Khan- Krishang Publication, Delhi.
- Dharmaveer Bharathi Ki Kavitha – Dr.Vibha shukla.;Aastha associates, Illahabad.

(For candidates admitted 2016 onwards)

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

**DEPARTMENT OF FRENCH**

**SEMESTER III**

Course Title	<b>PART I – LANGUAGE - FRENCH PAPER III</b> (LANGUAGE & CIVILISATION (ÉCHO A2 2 <sup>e</sup> édition))
Total Hours	90
Hours/Week	6 Hrs/Wk
Code	U16FR3FRE03
Course Type	Theory
Credits	3
Marks	100

**General Objective:** To enable the students to understand the French cultural aspects and apply the grammar learnt in appropriate situations.

**Course Objectives (CO):**

**The learner will be able to**

<b>CO 1</b>	understand the French education system and evaluate the same across the world.
<b>CO 2</b>	understand the usage of pronouns that denote quantity and place and apply them in answers; analyse extracts from magazines and work conditions in France.
<b>CO 3</b>	remember the rules of construction and usage of subjunctive mode and apply the same in sentences; evaluate French politics.
<b>CO 4</b>	understand gerund, adverbs, relative pronouns and evaluate press and media in France.
<b>CO 5</b>	remember the usage of tenses and analyse the benefits of learning a foreign language.

**Unit 1 Vivementdemain!**

**(18Hours)**

Le futur, la comparaison des qualités, des quantités et des actions – la santé – le travail dans trenteans

– la vie quotidienne - l'éducation et la formation (l'enseignement en France) – faire des projets.

*Extra Reading (Key Words):* le système éducatif en France.

**Unit 2 Tu as duboulot?**

**(18Hours)**

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

Extra Reading (Key Words): l'organigramme d'une entreprise.

**Unit 3 Qu'ensez-vous?**

**(18Hours)**

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

*Extra Reading (Key Words):* étude comparée de la politique en France et en Inde



**Unit 4 C'est tout un programme!****(18Hours)**

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)

*Extra Reading (Key Words ):TV5 Monde, les journaux français.*

**Unit 5 On se retrouve****(18Hours)**

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.

*Extra Reading (Key Words ): Paris, la capital de la mode!*

Course outcomes	Cognitive level
Contrast French education system to that of India.	E
Examine press and work conditions in India	An
Label subjunctive mode and its usages	U, Ap
Interpret politics in France	E
Categorize French media and press	E
Simplify "FLE"	An

**TEXT BOOKS :**

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

Authors: J. Girardet and J. Pécheur

Publication: CLÉ INTERNATIONAL, 2013.

**Books for Reference:**

La Conjugaison – Nathan

French made easy – Intermediate level – Goodwill Publishing

House Je parle français III – Abhay Publications

Le français avec des jeux et des activités – ELI

Langue et la civilisation – I – Mauger Bleu

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

(for candidates admitted from June 2017 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002**  
**PG AND RESEARCH DEPARTMENT OF ENGLISH**  
**I YEAR UG – SEMESTER I**  
**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 (1<sup>st</sup> 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

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(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -III**

<b>Course Title</b>	<b>MAJOR CORE IV- BASICS OF PHOTOGRAPHY</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6Hrs/Wk</b>
<b>Code</b>	<b>U15VC2MCT03</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

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

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand the application, types and functions of cameras and photography.
CO-2	Remember, understand and apply to capture a photograph with the use of Aperture, Focus, Shutter speed, Depth of field, Composition and Subject.
CO-3	Understand and apply the types of lighting in photography and how to control the natural and artificial light.
CO-4	Remember, understand and apply to choose a digital cameras and how to manipulate the digital photography.
CO-5	Understand, apply and create the photo essay and photo features

**UNIT I: PHOTOGRAPHY – AN INTRODUCTION**

**19Hrs**

History of photography

Application of photography in modern life cameras

Types of cameras

Film-Types and functions

Lens-Types and functions

*Extra Readings/ key words: daguerreotype, camera obscura*

**UNIT II: SHOOTING A PHOTOGRAPH**

**17Hrs**

Aperture

Focus

Shutter speed

Depth of field-Composition-Subject

*Extra Readings/ key words: rule of third, 180 degree rule*

### **UNIT III: LIGHTING and LENS**

**18Hrs**

Understanding lighting (indoor and outdoor)

Types of lighting

Types of lighting

Types of Lens

Controlling lights-Natural and artificial lights

Exposure meters-Flasher

*Extra Readings/ key words:3 point lighting*

### **UNIT IV: DIGITAL PHOTOGRAPHY**

**17Hrs**

Digital Photography-Types of digital cameras

Choosing a digital camera-Digital manipulation

Special effects

*Extra Readings/ key words:liquid chemical solution, image sensors*

### **UNIT V: PHOTO JOURNALISM**

**19Hrs**

Basics of photojournalism-News values for pictures

Photo features-Photo essays

Qualities essential for photojournalism

*Extra Readings/ key words:photo story, investigative journalism*

#### **Course Outcomes:**

#### **The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall the types of cameras used in the current trend	PSO 1	R, U
CO-2	Discuss and apply the photo composition	PSO 2	R
CO-3	Compare and contrast the natural and artificial lightings	PSO 2	U
CO-4	Extrapolate how to manipulate digital photography	PSO 3	R
CO-5	Analyze and compose the photo essay and photo feature	PSO 4	An
CO-6	Create employability and entrepreneurship qualities among students	PSO 4	An

## **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 -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -III**

<b>Course Title</b>	<b>MAJOR CORE V- GRAPHIC DESIGN</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U15VC3MCP05</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to creatively use basic shapes, shades and their combinations, both simple and complex, in logo creation, graphic designing and other art work.

**Course Objectives:**

**The Learner will be able to**

CO No.	Course Objectives
CO-1	Remember, understands <b>Freehand and Clones</b> drawing is about drawing visuals for your designs, concept work and all the other artistic parts of arch drawing such as sketches, perspectives and so on.
CO-2	Understands, analyze and apply the concept of <b>Collage</b> with various geometrical shapes and form images using lines of varying lengths.
CO-3	Understand, apply, create and design <b>Logos</b> that is visual representation of the company brand.
CO-4	Understand and create the perspective views, bring out the <b>3Dimensional</b> form in objects and geo-shapes.
CO-5	Apply, create and evaluate <b>Optical illusion</b> drawing which includes shading and angles that add depth to it.

**UNIT – I: FREE HANDS AND CLONES**

**8Hrs**

Repetition of design (clones)

Free hands painting

Gradations

Clones and shades

*Extra Reading/ Key word: Abstract patterns, Architectural drawing.*

**UNIT – II: COLLAGE**

**10Hrs**

Collage

paint

Geo – collage with Geometric Shapes

shades –Inverted shades

Gradations

*Extra Reading/ Key word: Tint, Tone, Blending, shading, hatching and crosshatch*

**UNIT – III: LOGO CREATION**

**12Hrs**



Logo Creation principles

Line drawing

Font graphs

Layout Preparation

Inverted Shades

Inverted Design

*Extra Reading/ Key word: Calligraphy writing, Design composition.*

**UNIT – IV: 3DIMENSION**

**12Hrs**

3D shapes

3D objects

3D Alphabets

Titling

Three dimensional perspectives for various objects

*Extra Reading/ Key word: Anamorphic Illusions, perspective drawings.*

**UNIT-V: OPTICAL ILLUSION**

**10Hrs**

Creation of images

Patterns

Fonts

moving optical illusion.

*Extra Reading/ Key word: 3D Optical illusion.*

**Course Outcomes:**

**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the free hand drawing and relate it to reproduce the clone designs.	PSO 1	R, U
CO-2	Describe the concept of Collage and express it using geometrical shapes.	PSO 2	R
CO-3	Apply the principles and prepare logos of their own.	PSO 2	U
CO-4	Classify the different types of layout and outline the appropriate one.	PSO 3	R
CO-5	Create three dimensional perspective drawings.	PSO 4	An
CO-6	Developing skills like create, understand the fundamentals of 3D drawings	PSO4	An

## **TEXT BOOK**

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

## **BOOKS FOR REFERENCE**

Alan and Isabella Livingston: Graphic Design and Designers new edition, Thames & Hudson world of art, Singapore by C.S. Graphics, 2003.

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

Bride M. Whelan: Colour Harmony 2, Guide to Creative Colour Combinations,U.S.A ,Rockfort Publishers,1994.

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

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -III**

<b>Course Title</b>	<b>ALLIED- 4 MEDIA CULTURE AND SOCIETY</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U15VC3AOT04</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

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

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Analyze, and evaluate the basics of <b>Society</b> how media systems are integrated and shaped by larger systems of power and cultural understanding.
CO-2	Remember and understands critical tools to explore the <b>Culture</b> how non-dominant groups including women
CO-3	Analyze and apply a meaningful understanding of the <b>Characteristics of Culture</b> and how inequality of access combined with the proliferation of platforms influence social perceptions and interaction
CO-4	Apply and evaluate about issues of <b>Media and Cultural Implications</b> and its impact on race
CO-5	Apply, analyze and restate the significance of <b>Media Literacy</b> of those representations, the role of those representations in the reproduction of inequality and how those representations have changed over time.

**UNIT I: SOCIETY**

**11 Hrs**

The definitions of society

Central issues for understanding society

Essential elements of society

*Extra Reading/ Key word: Defining society, understanding society*

**UNIT II: CULTURE**

**14 Hrs**

Understanding culture

Western approach to culture

Concept of culture

Cross cultural status barriers

Manifestations of culture

Layers of culture

*Extra Reading/ Key word: Approaches and Manifestations of Culture*

### **UNIT III: CHARACTERISTICS OF CULTURE**

**13 Hrs**

Elements of culture

Community studies and cultural studies

Types of culture

Identifying sub culture

Sub culture relationship with mainstream culture

Pop culture

Theory of cultural determinism

*Extra Reading/ Key word: Cultural studies, different types of cultures*

### **UNIT IV: MEDIA AND CULTURAL IMPLICATIONS**

**11 Hrs**

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

*Extra Reading/ Key word: Influence of media on society, Cultural invasion, Impact of cyber media technologies*

### **UNIT V: MEDIA LITERACY**

**11 Hrs**

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.

*Extra Reading/ Key word: Media production and literacy*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

## Course Outcomes

The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the students will learn how to use relevant 'academic' language to discuss the role of media in everyday life	PSO 1	R, U
CO-2	Demonstrate and explain the relationships between media representations and cultures and societies, examining how forms of media function	PSO 2	R
CO-3	Construct and develop the origin, structure and effects of contemporary mass media, students study the relations between how the mass media shape culture and social life, and how cultural and structural forces shape the mass media in return.	PSO 2	U
CO-4	Discover and distinguish major issues, key theories and perspectives related to the mass media.	PSO 3	R
CO-5	Indicate and discuss media literacy and its reach among rural society	PSO 4	An

### 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).

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>SBE III - COMMUNICATION AND PERSONALITY DEVELOPMENT</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U15VC3SBT03</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable students to develop their human potential.

**Course Objectives (CO):**

The learner will be able to

CO. No.	Course Objectives
CO-1	Understand and analyze Personal skills which are necessary for life.
CO-2	Understand, analyze and apply Social skills needed for day today life.
CO-3	Apply the skills in group discussions and public speaking.
CO-4	Understand and apply their responsibilities as communicators
CO-5	Evaluate themselves and create them as a powerful communicators

**UNIT I: PERSONALITY DEVELOPMENT**

**5Hrs**

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

**Extra reading /Key words:** *Listening, Speaking, Accountability*

**UNIT II: SOCIAL SKILLS**

**6Hrs**

Interpersonal communication skills

Transaction analysis

Interpersonal relationships

How to develop self-confidence

How to get the respect of people

Building trusts in relationships  
 Developing interview skills  
**Extra reading /Key words:** *Research skills, Creativity*

**UNIT III: PUBLIC RELATION**

**7Hrs**

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

**Extra reading /Key words:** *Positivity and opportunities, Art of Breathing Right*

**UNIT IV: DEVELOPMENTAL SKILLS**

**7Hrs**

Citizen Journalism  
 Using and participating in the media  
 Promoting civil society movement  
 Promoting consumer awareness  
 Conflict resolution

**UNIT V: COMPUTERCY**

**5Hrs**

Developing computer skills for social networking

**Extra reading /Key words:** *DTP, MS word, Power point presentations*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course outcomes:**

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Create topics and Participate in Public Speaking Competitions	PSO 1	R, U
CO-2	Create topics on current issues and Participate in Group Discussions	PSO 2	R
CO-3	Analyze Books and Movies	PSO 2	U
CO-4	Apply: Participating in Mock Interview	PSO 3	R
CO-5	Apply computer knowledge while communicating others	PSO 4	An
CO- 6	Create topics and Participate in Public Speaking Competitions	PSO 4	An

**(For candidates admitted from 2015 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI-2**  
**B.A./B.Sc./ B.Com./B.C.A./B.B.A DEGREE COURSE**

**SEMESTER – III / VI**

<b>Course Title</b>	<b>GENDER STUDIES</b>
<b>Total Hours</b>	<b>15</b>
<b>Hours/Week</b>	<b>1</b>
<b>Code</b>	<b>U15WS3GST01 / U15WS6GST01</b>
<b>Course Type</b>	Theory
<b>Credits</b>	<b>1</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To help students to realize their strengths and weaknesses in leading an ethically enriched life and to enjoy a gender-balanced ambience

**Course Objectives:**

**The student will be able to**

1. understand the concepts of gender.
2. differentiate women studies from gender studies
3. analyze the areas of gender discrimination
4. analyze and evaluate the initiative and policies for women empowerment
5. remember the women's movements and safeguarding mechanisms

**Unit IV**

**3 hrs**

**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.

**Extra reading /Key Words:** *Acts on gender*

**Unit II**

**3 hrs**

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

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

**Extra reading /Key Words:** *Origin of Women's studies in India*

**Unit-II**

**3hrs**

**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.



**Extra reading / Key Words:** *Survey of level of discrimination*

#### **Unit–IV**

**3hrs**

##### **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.

**Extra reading/Key Words:** *Case study*

#### **Unit–V**

**3hrs**

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

**Extra reading / Key Words:** *Laws on gender equality*

**Note: Extra Reading/ keywords are only for Internal Testing (Seminar/ Assignments)**

##### **Course Outcome:**

2. evaluate the concepts of gender discrimination.
3. compare women’s studies with gender studies.
4. describe the areas of gender discrimination.
5. evaluate the initiative and policies for women empowerment.
6. Explain the different women movement.

##### **REFERENCES:**

- Manimekalai. N & Suba. S (2011), Gender Studies, Publication Division, Bharathidasan University, Tiruchirappalli
- Jane, P. & Imelda, W. (2004), 50 Key Concepts in Gender Studies.

**HOLY CROSS COLLEGE (Autonomous), Tiruchirappalli - 620 002.**

**TAMIL DEPARTMENT**

**For Candidate admitted from 2015 onwards**

**Second Year - Semester – IV**

<b>Course Title</b>	<b>இரண்டாமாண்டு –நான்காம் பருவம்</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs Wk</b>
<b>Code</b>	<b>U15TL4TAM04</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

வாழ்வியல் நெறிகளாகிய அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் மேன்மையை எடுத்துரைத்தல்

- Make the student to understand the cultural and tradition of Tamilians.
- Student will learn understand the religions knowledge to Sustain
- Understand the depth of Tamil Literature & Culture.
- Know about the structure of the family, manners is disciplines.
- Know about the right of equality.

**Course Objectives:**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	அறம், பொருள், இன்பம், வீடுபேறு ஆகியவற்றின் மேன்மையை உணர்த்துதல்.
CO-2	இலக்கியங்களின் வாயிலாக வாழ்க்கைத் தத்துவத்தினை அறியச் செய்தல்.
CO-3	தமிழ் இலக்கிய வரலாற்றின் வாயிலாகத் தமிழரின் பண்பாடு, கலாச்சாரத்தை அறியச் செய்தல்.
CO-4	மனிதநேய சிந்தனைகளை உருவாக்குதல்.
CO-5	மொழிப்பெயர்ப்புத்திறனை வளர்த்தல்.

**அலகு:1 செய்யுள்**

**15 ஈசள**

**1. குறுந்தொகை**

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

**2. நற்றிணை**

1. மனையுறை புறவின் செங்கால் பேடை
2. நீள்மலைக் கலித்த பெருங்கோற் குறிஞ்சி - பாண்டியன் மாறன் வழி
3. ஆய்மலர் மழைக்கண் தென்பனி 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

15 ர்சள

#### அகநானூறு

- 1.வானம் வாய்ப்பக் கவினிக் கானம் - சீத்தலைச் சாத்தனார்
2. எம்வெங் காம மியைவதாயின் - மாமூலனார்

### 5.புறநானூறு

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

### 6. பதிற்றுப்பத்து - ஐந்தாம் பத்து

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

### 7. திருக்குறள்

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

அலகு:3

15 ர்சள

தமிழ் இலக்கிய வரலாறு

சங்ககாலம் - சங்கம் மருவியகாலம்

எட்டுத்தொகை, பத்துப்பாட்டு, பதினெண்கீழ்க்கணக்கு நூல்கள்

அலகு:4

15 ர்சள

#### வாழ்க்கை வரலாறு

அன்னை தெரசா - பா. தீனதயாளன்

#### key Words (Extra Reading)

அக்னி சிறகுகள் - அப்துல் கலாம்

அலகு:5

15 ர்சள

பொது- மொழிப்பெயர்ப்பு

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	உலக உயிரினங்களை உறவாகக் கொள்ளும் மனநிலையைப் பெறச்செய்தல்.	PSO 1	U
CO-2	புற இலக்கியங்களின் வாயிலாக பண்டைத் தமிழரின் வாழ்க்கைத் தத்துவத்தினை அறிவர்.	PSO 2	AN
CO-3	தமிழரின் பண்பாடு, அறஒழுக்கம் முதலானவற்றை உணர்ந்து தானும் அறவழியில் செயல்படுவர்.	PSO 2	R
CO-4	அன்னை தெரசாவின் உயரிய சேவையை உணர்ந்து தன் வாழ்க்கையில் பின்பற்றுவர்.	PSO 3	U
CO-5	மொழிப்பெயர்ப்புத்திறனை வளர்த்துக் கொள்வர்.	PSO 4	C

**PO – Programme Outcomes; CO – Course Outcome; R- Remember; U- Understand; Ap – Apply;**  
**An – Analyse; E- Evaluate; C – Create**

**பாட நூல்கள்**

- செய்யுள் - தமிழாய்வுத்துறை வெளியீடு
- தமிழ் இலக்கிய வரலாறு - தமிழாய்வுத்துறை வெளியீடு
- வாழ்க்கை வரலாறு  
பா.தீனதயாளன் - அன்னை தெரசா
- மொழிப்பெயர்ப்பு - தமிழாய்வுத்துறை வெளியீடு

(For the candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI-620002**  
**DEPARTMENT OF HINDI**  
**SEMESTER – IV**

<b>Course Title</b>	<b>PART – I LANGUAGE HINDI -IV FUNCTIONAL HINDI &amp; TRANSLATION</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5Hrs/Wk</b>
<b>Code</b>	<b>CODE: U15HN4HIN04</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective :** To enable the students to Learn the Language Skills.

**Course Objectives (CO):**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO -1	apply technical translation in Functional Hindi
CO- 2	understand and evaluate global marketing
CO- 3	create general essays
CO- 4	apply the formats and create office orders
CO- 5	apply translation techniques in a text.

**UNIT – I** **(15 Hours)**

1. Personal Letters
2. Technical Terms
3. Translation Ex-1
4. General Essay - Pollution

**UNIT- II** **(15 Hours)**

1. Commercial Letters
2. Technical Terms
3. Translation Ex-4
4. General Essay - Globalisation

**Extra Reading (Key Words) :** *Vyavasayikata*

**UNIT- III** **(15 Hours)**

1. Office Memorandum
2. Technical Phrases
3. Translation Ex-6
4. General Essay – SelfEmployment
5. **Extra Reading (Key Words) :**

*Kisan*

**UNIT- IV:****(15 Hours)**

1. Office Order
2. Technical Phrases
3. Translation Ex-13
4. General Essay – India – Unity in

Diversity **Extra Reading (Key Words ):** *Hamara Bharat*

1. Circular
2. Reminder
3. Translation Ex-15
4. General Essay – My Favourite Author

**Extra Reading (Key Words ):** *Jayashankar Prasad, Premchand*

Note :Texts given in the Extra Reading (Key Words ) must be tested only through Assignment and Seminars.

**Course Outcomes:**

The learner will be able to:

CO No.	Course Outcomes	Cognitive Level
CO -1	Utilize technical terms in translating a text.	Ap
CO- 2	Mark the global brands and their countries.	U, E
CO- 3	Develop an essay on any social issue.	E, C
CO- 4	Formulate an office order for the university	Ap, C
CO- 5	Make use of translation techniques in a text.	Ap

**CO- Course Outcome; R- Remember; U- Understand; Ap- Apply; An- Analyze; E- Evaluate; C- Create**

**Prescribed Books**

- Vyavaharik Hindi, by Dr. Mahendra Mittal, Shabari Sansthan, Delhi.
- Aalekhan Aur Tippan: Prof. Viraj, M.A; Raj Pal And Sons; Kashmiri Gate, Delhi.
- Anuvad Abhyas : Bholanath Tiwari; Lokbharathi Prakashan; New Delhi.

**Reference Books :**

- Raj Bhasha Hindi Aur Vuska Swaroop- Shanthi kumar Syal; Parampara Prakashan, Delhi.
- Vyaharopayogi evam kam kaji Hindi – Ananth Kedharea .; Sahityayan Prakashan; Kanpur.

(For candidates admitted 2016 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 2**  
**DEPARTMENT OF FRENCH**  
**SEMESTER IV**

<b>Course Title</b>	<b>PART I – LANGUAGE - FRENCH PAPER IV (LANGUAGE &amp; CULTURE (ÉCHO A2 2<sup>e</sup> édition)</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5 Hrs/Wk</b>
<b>Code</b>	<b>U16FR4FRE04</b>
<b>Course Type</b>	<b>Theory</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:** To enable the students to analyse and evaluate French cultural aspects and use the accumulated vocabulary and grammatical aspects in creative writing.

**Course Objectives (CO):**

**The learner will be able to**

<b>CO1</b>	Apply pronouns and create texts; appreciate and analyse French cuisine and festivals
<b>CO2</b>	critically evaluate the art forms of 20 <sup>th</sup> century and apply conditional present tense in a text
<b>CO3</b>	remember savoir-faire in France and apply reported speech in story writing
<b>CO4</b>	analyse the consequences of immigration, sports and adventures; apply passive voice in a text
<b>CO5</b>	understand the usage of possessive pronouns and analyse the rhythm of life in France

**Unit 1 C'est  
lafête!  
(18Hours)**

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

*Extra Reading (Key Words):* étude comparée des fêtes françaises et indiennes.

**Unit 2  
Vousplaisez!  
(18Hours)**

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

*Extra Reading (Key Words):* Histoire du monde au début du 20<sup>e</sup> siècle.

**Unit 3 On  
s'entendbien!  
(18Hours)**

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.

*Extra Reading (Key Words):* les taboos

#### Unit 4 À vos risqué et périls!

(18Hours)

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.

*Extra Reading (Key Words ):* les sportifs français

**dure**

**Unit 5 La vie est  
(18Hours)**

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.

*Extra Reading (Key Words ):* entretien d’une personne.

Course outcomes	Cognitive level
Design a text using pronouns	C
Discover a French recipe	An
Narrate an anecdote	C
Critically evaluate modern art forms	E
Infer reported speech and passive voice in a story	C
Explain the influence of immigration on sports	An
Examine the rhythm of life in France	An

**TEXT BOOKS :**  
 ECHO A2 – METHODE DE FRANÇAIS & CAHIER PERSONNEL D’APPRENTISSAGE  
 Authors: J. Girardet and J. Pécheur  
Publication: CLÉ INTERNATIONAL, 2013.

**Books for Reference:**  
 La Conjugaison – Nathan  
 French made easy – Intermediate level - Goodwill Publishing

House Je parle français III – Abhay Publications

Le français avec des jeux et des activités -  
ELI Langue et la civilisation – I – Mauger Bleu

Note : Texts given in the Extra Reading (Key Words ) must be tested only through  
Assignment and Seminars.



(for candidates admitted from June 2017 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS), Tiruchirapalli – 620002**  
**PG AND RESEARCH DEPARTMENT OF ENGLISH**  
**I YEAR UG – SEMESTER I**  
**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.

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(For candidates admitted from June 2018 onwards)

**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**

**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION  
B.SC VISUAL COMMUNICATION; SEMESTER -III**

<b>Course Title</b>	<b>MAIN CORE VI –ELEMENTS OF FILM</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC4MCP06</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

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

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand <b>world cinema</b> by learning about various film ideologies, movements and theories.
CO-2	Understand, apply and analyze <b>mise-en-scene</b> in films to get a clear view about the beautification of each shot.
CO-3	Understand, apply and analyze the <b>cinematography</b> which will enable them to generate meaning out of each cinematic action making use of composition, sound and effects.
CO-4	Understand, apply and create storyboards using the <b>writing techniques in visual media</b> narrative elements for feature films and documentaries.
CO-5	Understand, apply and evaluate <b>film appreciation</b> by analyzing the making of the film and its psychology.

**UNIT I: WORLD CINEMA**

**15 Hrs**

Word 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

*Extra Readings /key words: horse galloping*

**UNIT II: MISE–EN–SCENE**

**15 Hrs**

Mise – en – scene

Sound microphones

Recording strategies

Uses of Sound.

*Extra Readings /key words: settings, props*

**UNIT III: CINEMATOGRAPHY****15 Hrs**

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  
*Extra Readings /key words: motion capture picture,*

**UNIT IV: WRITING FOR VISUAL MEDIA****15 Hrs**

Narrative elements – theme–Plot–Time setting–Characterization  
 Writing style  
 Audience analysis–Appeals, Organization  
 Storyboard – Features and documentaries  
 Writing techniques – form, approach, process, technique  
 Documentaries– style, structure and mini documentaries  
*Extra Readings /key words: script formats, Freytag pyramid*

**UNIT V: PRACTICAL**

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:****The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate film ideologies.	PSO 1	R, U
CO-2	Describe the importance of mise-en-scene in a film	PSO 2	R
CO-3	Analyze the type of shot, angle and movement used in the cinema.	PSO 2	U
CO-4	Differentiate between the types of effects used in editing a movie.	PSO 3	R
CO-5	Formulate storyboards for various films and documentaries.	PSO 4	An
CO-6	Criticize a movie	PSO 1	An

**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)

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -IV**

<b>Course Title</b>	<b>MAJOR ELECTIVE 1 - ADVERTISING</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC4MEP01</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To provide specialized training in the advertising industry and to develop overall creative and technical skills in production of advertisements.

**Course Objectives:**

**The Learner will be able to**

CO No.	Course Objectives
CO-1	Understand, apply and analyze the benefits, role and history of advertising field
CO-2	Understand and analyse the different methods in segmenting the market, ad appeals, branding, ad campaign and the positioning a product in the minds of the consumers.
CO-3	Understand, apply and analyze the various media strategy to select the media in the field of advertising.
CO-4	understand, and analyze the various copywriting processes in producing ads for the media
CO-5	Understand, apply and createa poster for social awareness.

**UNIT I: INTRODUCTION TO ADVERTISING**

**15 Hrs**

- Define advertising
- State the history and development of advertising
- Assess the benefits of advertising
- Differentiate various criticisms on advertising
- Distinguish the different types of ads
- Identify the role of advertising in India.

*Extra Readings /key words: Infomercials, Branding*

**UNIT II: ADVERTISING AND THE MARKET PROCESS15 Hrs**

- Define and classify a product
- Define Target audience.
- Analyze the different methods in segmenting the market
- Define branding
- Find the different methods of positioning a product in the minds of the consumers

Define and distinguish various appeals  
Analyze various sales promotion techniques  
Organize ad campaign  
PR- role and responsibilities of PRO

*Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments*

**UNIT III: ADVERTISING ORGANISATION AND MEDIA STRATEGY** **15 Hrs**

Assess various media strategies  
Define advertising budgets  
Apply the knowledge to select media  
Plan and classify media  
Define ad agency  
Analyze the structure and function of ad agency.

*Extra Readings /key words: complex levels, Consumer Behavior and Culture*

**UNIT IV: DESIGNING OF ADVERTISEMENTS** **15 Hrs**

Define copy writing  
Use various copy writing techniques in producing ads for the media  
Define headlines  
Distinguish various types of headlines  
Define slogans and differentiate the various types of slogans  
Write slogans and headlines for ads  
Define Illustrations  
Define layout and design layouts for print and video ads  
Prepare copy for audio, video and print ads  
Distinguish the different types of layout.

*Extra Readings /key words: Artwork, Brand awareness*

**UNIT V: ANALYSE THE SOCIAL EFFECTS OF ADS** **15 Hrs**

State ethics of advertising  
Define commercialization  
Find the effect of advertising in children and women.

*Extra Readings /key words: PSA, AD campaigns*

**Course Outcomes:****The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	List and Recall the history of camera and what type of cameras are used in earlier period	PSO 1	R, U
CO-2	Compare and contrast the Advertising appeals and advertising customers	PSO 2	R
CO-3	Experiment and select the various media strategy to select the media in the field of advertising.	PSO 2	U
CO-4	Compose and create the PSA's for various media like print, tv and Radio	PSO 3	R
CO-5	Prepare and create an Ad campaign	PSO 4	An
CO-6	Compare and relate the different types of advertising	PSO 4	AN

**PRACTICALS**

- Preparing ads for media – print, radio and video
- Organising ad campaign
- Use of computer in preparing ads
- Preparing ads for specific target group

**TEXT BOOKS:**

Chunnawala S.A and Sethia K.C (1998) Foundations of advertising – Theory and Practice. New Delhi: sage.

Burghate, M.A.(2004) Study of Advertising Agencies in India. New Delhi: Adhyayan Publishers.

**BOOKS FOR REFERENCE:**

Jefkins, Frank(1992) Advertising Made simple. London :Routledge.

Batra, Rajeev; Myers C. John (1996) Advertising Management. New Delhi: Surject Publishers.

Kaptan Sanjay, Acharya Akhilesh(2001) Advertisement in Print Media. Jaipur: Book Enclave.

Odin Pamela(2007) Advertising in Modern and Postmodern Times. London: Sage Publication.

Burghate, M.A.(2004) Study of Advertising Agencies in India. New Delhi: Adhyayan Publishers.

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -IV**

<b>Course Title</b>	<b>MAJOR ELECTIVE 1 – PRINT PRODUCTION</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC4MEP02</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To provide specialized training in the print medium and to develop overall creative and technical skills in production of advertisements.

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	To provide the students with knowledge of industry standard software for professionals
CO-2	To enable the students for designing Print layout and design, and learn principles for unique designing for print medium involved in the printing process.
CO-3	Understand, apply and analyze the various media strategy to select the colour of the printing materials.
CO-4	understand, and analyze the various techniques of packaging
CO-5	Understand, apply and create color corrected techniques for designing and final packaging for the designs.

**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

#### Course Outcomes:

#### The Learner will be able to

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	List and Recall color theory and color wheel for making use of the color sense	PSO 1	R, U
CO-2	Compare and contrast the designing appeals and advertising customers	PSO 2	R
CO-3	Experiment and select the various contents for printing the designs	PSO 2	U
CO-4	Compose and create the designs for printing and packaging	PSO 3	R
CO-5	Prepare a lab journal or magazine	PSO 4	An
CO-6	Compare and relate the other printing sources with modern technologies.	PSO 4	AN

#### 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.
- Burghate,M.A.(2004)Study of Advertising Agencies in India.New Delhi: Adhyayan Publishers.

**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.

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -IV**

<b>Course Title</b>	<b>ALLIED 5 – PRINTING PROCESS</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U15VC4AOT05</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To provide specialized training in the print medium for the student to function in any kind of publishing house

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	Understand and analyze the different types of printing press (Old Model Printers)
CO-2	Evaluate the different types of printing press (New Model Printers)
CO-3	Understand the page make up system and apply it in the journal
CO-4	Apply the different types of Ink and Papers used for printing in the journal
CO-5	Apply the different types of binding and create their own journal

**UNIT I: PRINTING PROCESS**

**10 Hrs**

History of Printing Press: Letterpress, Types of letter press

Offset lithography, sheet fed press, web fed press offset

Characteristic, Advantages and Disadvantages

Screen-printing, screen-printing process, uses of screen printing advantage and disadvantage of screen printing

Flexography, process, uses of flexography, advantages and disadvantages of flexography

Laser printing

Ink – jet printing

*Extra reading /Key words: Modern printing techniques*

**UNIT II: TYPE SETTING**

**10 Hrs**

Type setting in metal

Photocomposition

Page makeup systems

Proofs and corrections

*Extra reading /Key words: Advanced printing techniques.*

**UNIT III: PAPER AND INK**

**10Hrs**

Ink: drying ink, specifying ink

Paper: types of paper, Specifying papers, Potential problems in paper

Printer estimates

*Extra reading /Key words: Type writing, PageMaker software, Different types of paper*

**UNIT IV: FINISHING AND BINDING**

**10Hrs**

Different methods of finishing  
 Cutting, scoring and folding  
 Paperback binding  
 Other methods of finishing  
 Extra reading /Key words: *Different types of binding*

**UNIT V: Practical**

**20Hrs**

Practical (Lab Journal)

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	List Advanced Printing Technology	PSO 1	R, U
CO-2	Get knowledge about News Paper Making	PSO 2	R
CO-3	Recall Page Maker Software	PSO 2	U
CO-4	Analyze with Field Experiences	PSO 3	R
CO-5	Prepare own News Journal	PSO 4	An
CO-6	Criticize news items in various media	PSO 3	An

**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)

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -IV**

<b>Course Title</b>	<b>ALLIED 6- COMPUTER GRAPHICS 1</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U15VC4AOP06</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>3</b>
<b>Marks</b>	<b>100</b>

**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.

**Course Objectives:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	understand the <b>introduction to computer graphics and draw in MS paint</b> using the fundamentals of drawing.
CO-2	Apply, analyze and create in <b>Adobe Illustrator</b> using various tools to make digital art.
CO-3	Apply, analyze and create in <b>Adobe Photoshop CS</b> for image manipulation and web designing.
CO-4	Apply and create in <b>Adobe Photoshop</b> for the further detailed manner in these students will gain a working knowledge of Photoshop and develop their skills in editing and altering photographs
CO-5	Apply, analyze and create <b>practical</b> work using the above software as a part of final project.

**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)

Extra reading /Key words: *Foon boon harmony software*

**Note: Texts given in the Current Contours must be tested only through Assignment and Seminars.**

**Course Outcomes:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recognize and Relate critical and aesthetic issues within computer graphics and the mixed media.	PSO 1	R, U
CO-2	Estimate proficiency with industrial applications to visual communication related technologies	PSO 2	R
CO-3	Demonstrate professionalism through creative and intellectual independence. (Professionalism)	PSO 2	U
CO-4	Identify and describe the major functions of Photoshop CS4.	PSO 3	R
CO-5	Create Special Effects with the help of digital design.	PSO 4	An
CO- 6	Create layouts for web pages, paper adverts, brochures, cd covers, package to communicate effectively in ways appropriate to the discipline, audience and purpose.	PSO 4	An

**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 cybercrime 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 Whats app

**REFERENCES:**

Dr.M.Arumairaj et al., 1999, “Marching towards the Milleniumahead”.

1. Thomas Anjugandam, 1999, “Grow Free Live Free” SalesianPublicaiton.
2. H.C Prett Nandhini Upreti, jaipur 2000 “Women and problems of GenderDiscrimination”.
3. Thomas B.Jayaseelan, 2002, “Women: Rights and law” Indian Social Institute, NewDelhi.
4. 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)
- Ezechial (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:**

Russell Fueller (1999) The Text book of the Twelve Minor Prophets. Wipf&Stock Publishers,UK.

Willis Judson Beecher (2002) The Prophets and The Promise. Wipf & Stock Publishers, 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.

**(For candidates admitted from June 2018 onwards)**

**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -V**

<b>Course Title</b>	<b>MAJOR CORE 7 – SCRIPT WRITING</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC5MCT07</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to learn the skills and knowledge in a range of writing and editing techniques required of the professional writer of short scripts for a big and small screen.

**Course Objectives:**

**The Learner will be able to**

CO.No	Course Objectives
CO-1	remember and understand the need of <b>script and style</b> which are the core fundamentals in writing script for the Television, Radio and Film.
CO-2	analyze, evaluate and create the <b>writing style and formats</b> of script for various types of <b>Advertisements</b> through learning different styles and formats of script writing.
CO-3	apply, evaluate, and create the knowledge of <b>Documentaries</b> through learningskills and techniques which are needed to create an effective script for film and video.
CO-4	Apply, evaluate and create a <b>Script for Films</b> anddeveloping knowledge of writing script for a feature movie as individual.
CO-5	analyze, apply, and create a script formats for <b>New Media</b> through learning various techniques and paying particular attention to web writing.

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

**15Hrs**

Visualization- definition & concept

Framing & composition; Principles of script writing & creative writing

Script formats- concept & types

Idea generation- source & innovative

Elements of script: Characteristics of script.

Writing for Television & Radio- Characteristics

Types- news stories, chat show, talk show & reality show

**Current Contours:** *Screenplay, save cat.*

**UNIT II: ADVERTISEMENTS – WRITING STYLE AND FORMATS** **15Hrs**

Writing for Advertising (TV & Radio)

Understanding product, basic research, demographic appeals, idea generation

Types of advertising- commercial, PSA & corporate films

Advertising script format- concept, USP, target audience, creative copy & storyboard

*Extra Readings /key words: clapper board, Directories, transit*

**UNIT III: DOCUMENTARIES** **15Hrs**

Writing for Documentary- docudrama

Educational Television, mockumentary, ethnographic films

Basic research; Characteristics of documentary

Documentary structure; Documentary synopsis;

Documentary Script Format- concept & research

Elements of documentary script- visual & sound;

Story Elements- writing visually, narration & commentary.

*Extra Readings /key words: The demo*

**UNIT IV: FEATURE FILM** **15Hrs**

Writing for Feature Film & Short film- basics

Themes- concept, slug line & planning of story

Three Act Structure; Plot Development- main plot & sub plot

Characters- main, supportive & atmosphere characters

First Draft, screenplay, dialogue, script breakdown, final draft, shooting script.

*Extra Readings /key words: Parody or borrowed format*

**UNIT V: NEW MEDIA** **15Hrs**

New media- Definition & Introduction

Characteristics of New Media; New Media technology-

Internet & its history; New Media Communication Revolution-

Email to E-marketing; Digital Divide

Introduction to Information and Communication Technology; Media Convergences; New Media and its impact

*Extra Readings /key words: collaboration software, E-Zines, web copy.*

**Course Outcomes:****The Learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the importance of the techniques, formats and style of story breakdowns, outlines, treatments, and screenplays.	PSO 1	R, U
CO-2	Identify current trends and major practitioners of the screenwriting craft.	PSO 2	R
CO-3	Describe and appreciate the importance role of screenwriters and others in the industry, and how to present screenplays.	PSO 2	U
CO-4	Illustrate and prepare full-length script for student movie with the specific budget.	PSO 3	R
CO-5	Analyze and evaluate the perspective of advertisement and its feature its context, form, genre, medium, audience and purpose of script.	PSO 4	An
CO - 6	Evaluate the purpose writing for mass media and create theme based movie.	PSO 4	An

**TEXT BOOKS:**

Hilliard L. Robert- Writing for television, Radio and News Media

Timothy Gerard, Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Focal Press, Oxford, 1997.

Terry Flew (2011). New Media: An Introduction, First Edition, Oxford Press, London 2. Alex Newson (2009). Blogging and other Social Media, First Edition, Gower Publishing Limited, England

**BOOKS FOR REFERENCE:**

Stovall, Glenn – Writing for mass media valladares,

Milton, Shirley – Creative Connections (1999)

Jill Dick, Writing for Magazines, A and C Black, London, 1996

Barrie Oxford (2001). New media and Politics, Second Edition, Sage Publications, New Delhi

Charlie Moritz (2001). Scriptwriting for the Screen, Second Edition, Routledge, USA

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -V**

<b>Course Title</b>	<b>MAJOR CORE 8 – VISUAL ANALYSIS TOOL</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC5MCT08</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**Course Objectives:**

**The Learner will be able to**

<b>CO.No</b>	<b>Course Objectives</b>
CO-1	Remember, understand, analyse and apply the signs, codes and semiotics of the television medium.
CO-2	Remember, understand and analyse the portrayals of women in different form of medium.
CO-3	Remember, understand and analyse the symbols, dreams and interpretations which connects in the psychoanalysis
CO-4	Understand, analyse, apply and create the concepts with the help of content analysis
CO-5	Understand, analyse and apply the interpretations of print advertisement

**UNIT I: SEMIOTIC ANALYSIS**

**15Hrs**

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  
*Extra Readings /key words: interpretative content analysis*

**UNIT II: FEMINIST ANALYSIS**

**15Hrs**

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)

*Extra Readings /key words: sexual object, stereotypes*

**UNIT III: PSYCHOANALYTIC CRITICISM**

**15Hrs**

The unconscious

Sexuality-The Oedipus complex

Symbols-Defense mechanisms-Dreams

Aggression and guilt

Psychoanalytic analysis of media: a cautionary note

Jungian psychoanalytic theory

*Extra Readings /key words: Sigmund Freud, Electra complex*

**UNIT IV: SOCIOLOGICAL ANALYSIS**

**15Hrs**

Some basic concepts

Uses and gratifications

Content analysis

*Extra Readings /key words: social learning theory*

**UNIT V: INTERPRETATIONS OF PRINT ADVERTISEMENT**

**15Hrs**

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

*Extra Readings /key words: psychology behind ads*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:****The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall and relate the signs, codes and semiotics of the television	PSO 1	R, U
CO-2	Analyse the stereotypes of women in advertisements	PSO 2	R
CO-3	Identify and apply the symbols, codes and interpretations used in the print advertisement	PSO 2	U
CO-4	Identify and apply the semiotic concepts in television texts	PSO 3	R
CO-5	Test content analysis for visual advertisements	PSO 4	An
CO- 6	criticize prepare the case study for given advertisements	PSO 4	An

**TEXT BOOK:**

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

**BOOKS FOR REFERENCE:**

Bignell, Jonathan, Media Semiotics, Routledge, London (2002)

Leewen and Jewitt Carey – Handbook of Visual Analysis, Sage Publication, New Delhi, (2001)

Carey, Jewitt – The Handbook of Visual Analysis, Himalaya publishers.(1999)

Leewen , Thompson,– Introducing Social Semiotics, Routledge, London (2001)

Rose, Gillian, Visual Methodologies: An Introduction, Amazon publishers (2006)

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**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -V**

<b>Course Title</b>	<b>MAJOR CORE 9 – PUBLIC RELATIONS</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC5MCT09</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to establish effective public relations with different departments of an Organization and equip the students to become effective PROs

**Course Objectives:**

**The Learner will be able to**

CO.No	Course Objectives
CO-1	understand, state, asses and identify of all the aspects of Public Relation in introduction.
CO-2	define and explain the responsibilities, characteristics and propaganda of Public Relation in government and private sector.
CO-3	identify, develop and assume the public relation techniques in various organs of media through public relation networks.
CO-4	find, list and assess the demographic of audience to budget and conduct the public relation campaign.
CO-5	recall, identify and write the various types of letters for various types of communication

**UNIT I: PUBLIC RELATIONS: INTRODUCTION**

**15 Hrs**

PR definition

History of PR

Types of PR jobs

Activities of PR

Role of PR Elements of PR–

Scope of PR

*Extra Reading /Key words: Tools and Techniques, PR specialists*



## **UNIT II: UNDERSTANDING PUBLIC RELATIONS**

**15 Hrs**

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.

*Extra Reading /Key words: Propaganda, Enigma of public relation*

## **UNIT III: GENERAL PRACTISE**

**15 Hrs**

Understanding the media

News releases

Media alerts

Broadcast media

PSAs

Direct mail

Do and don't's of PR

*Extra Reading /Key words: Press conference, Press kits*

## **UNIT IV: PR CAMPAIGN**

**15 Hrs**

Audience

demographics and medium

Budget

Plan

Implement

Effectiveness

*Extra Reading /Key words: Mass Audience, Budget, Campaign.*

## **UNIT V: WRITING FOR PUBLIC RELATIONS**

**15 Hrs**

Writing news releases

Brochures, pamphlets

Letters

Handouts

Oral presentations

Company publications

Write for company relation.

*Extra Reading /Key words: Write ups, Company communication*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:****The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall and state the public relations	PSO 1	R, U
CO-2	Review elocution of PR	PSO 2	R
CO-3	Analyze the public opinion and how it affects PR	PSO 2	U
CO-4	Discuss the importance of ethics in PR	PSO 3	R
CO-5	Co-ordinate and contribute to the planning of PR activities	PSO 4	An
CO -6	Apply basic PR theories and principles to practice	PSO2	An

**TEXT BOOK:**

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

**BOOKS FOR REFERENCE:**

Anuja B.N, Chhabra, S.S – Advertising and Public Relations, Sage Publication, NewDelhi (1998)

Deepak Nayyar, ABD publishing, Chennai, (1998)

Gupta, O.M – Basic aspects of Media Writing., Rupa Publishers, New Delhi (2002)

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

Shelburne Merry, Effective Public Relations Atomic Dog Publishing, USA 2003.

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**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -V**

<b>Course Title</b>	<b>MAJOR CORE 10 – WOMEN AND MEDIA</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC5MCT10</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General 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.

**Course Objectives:**

**The Learner will be able to**

CO.No	Course Objectives
CO-1	Understand and analyse the status of women in Vedic society, Colonial Period &Mughal Era.
CO-2	understand and critically analyze women issues in the society
CO-3	analyze feminism types and its history and evaluate the field works of contemporary feminists in Tamilnadu
CO-4	critically analyze the opportunities and challenges of women in Mass Communication
CO-5	analyze challenges faced by women in Media and evaluate issues.

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

**18Hrs**

Women in Vedic era  
 Women in Colonial period  
 Women in Mughal Era  
 Status of women in emerging India  
 case studies

**Extra reading /Key words:** *Property rights of women in different era, Position in the society*

**UNIT II: WOMEN'S ISSUES**

**18Hrs**

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

Domestic Violence

**Extra reading /Key words:** *Wage system, Violence in Working place, Harassment*

**UNIT III: FEMINISM IN INDIA**

**19Hrs**

Feminism: History, Types of Feminism

Eco Feminism and Eco feminists move

Contemporary Feminists in India

Radical Feminist Activist in India

Working Women's day History

**Extra reading /Key words:** *Three waves of feminism, Chipko movement*

**UNIT IV: STATUS OF WOMEN IN MASS COMMUNICATION INDUSTRIES** **17Hrs**

The progress of women in Journalistic workforce

Women's Employment and status in the Print Media

Place of women in the broadcast industry

Women in public relations: feminist perspectives

**Extra reading /Key words:** *Wage differentiation, Male domination*

**UNIT V: WOMEN IN MEDIA**

**18Hrs**

Women in Television

Women in Journalism

Women in Radio

Women in Films

Women in Advertisements

Women in Alternative media

**Extra reading /Key words:** *Empowerment, Portrayal of women, Challenges*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:****The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall Women's Position in the Pre Independent India	PSO 1	R, U
CO-2	Discuss the Case Studies of domestic Violence	PSO 2	R
CO-3	Discuss Bharathiyar and Periyar,s Contribution in women Education	PSO 2	U
CO-4	Discuss Clara Zetkin and Rosa Luxemberk,s work	PSO 3	R
CO-5	Question women's rights	PSO 4	An
CO- 6	Solve women's problem in the society	PSO 4	An

**TEXT BOOK:**

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

**BOOK FOR REFERENCES**

Carter, Cynthia & Steiner, Linda. (2004). (Eds.).Critical Readings: Media and Gender.Open University Press, Maidenhead, England

Gauntlett, David. (2002) Media, Gender and Identity: Introduction, Routledge, New York

Lorber, Judith. (2000). Gender and the Social Construction of Illness. Altamira Press,Walnut Creek, CA

Creedon , Pam L., (2002) Women in Mass Communication, Sage ,Beverly Hills, CA;

Dines, Gail and Jean M. Humez, eds. (1995).Gender, Race and Class in Media: A Text–Reader. Sage Publications, Thousand Oaks, California.

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**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -V**

<b>Course Title</b>	<b>MAJOR ELECTIVE – 2 VIDEO EDITING</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC5MEP01</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To enable the students to understand Editing techniques of audio and visuals of movies and television shows and serials and programs.

**Course Objectives :**

**The learner will be able to**

<b>CO No.</b>	<b>Course Objectives</b>
CO-1	understand the <b>introduction to the editing softwares</b> using the fundamentals of editing.
CO-2	Apply, analyze and create in <b>FCPor AVID AND PREMIER PRO softwares</b> using various tools to make editing
CO-3	Apply, analyze the softwares for mpeg format making.
CO-4	Apply and edit the animation films too.
CO-5	Apply, analyze and create <b>practical</b> work using the above software as a part of final project.

**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.

### **PRACTICALS : 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

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course Outcomes:****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Creating basic titles, Adjust Basic Motion Attributes, Title Effects, Beat Editing, Song Remixing for the feature films and television shows.	PSO 1	R, U, C
CO-2	Design and create an illustration in adobe illustrator.	PSO 2	R
CO-3	Design layouts for web pages, Paper Adverts, Broachers, CD Covers, and Package Designing	PSO 2	U
CO-4	Use Flash tools and tactics learned throughout the course to create an interactive flash based website.	PSO 3	R
CO-5	Invent a high quality work portfolio.	PSO 4	An
CO-6	Create 2d animation advertisement for 30seconds using the above software.	PSO 4	An

**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



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**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -V**

<b>Course Title</b>	<b>MAJOR ELECTIVE – 2 TELEVISION PRODUCTION</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC5MEP02</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To equip the students with technical skills in production stages and to enable them to produce television programmes.

**Course Objectives :**

**The learner will be able to**

<b>CO. No.</b>	<b>Course Objectives</b>
CO-1	Remember and understand the <b>history of television-I</b> from cable to DTH.
CO-2	Remember and understand the <b>history of television-II</b> in various formats from analog to digital.
CO-3	Understand and apply <b>Pre-production</b> process in their projects.
CO-4	Understand, apply and evaluate the <b>production</b> process to produce proper films.
CO-5	analyze and create <b>post production</b> to make short films, documentaries and other videography works.

**UNIT I: HISTORY OF TELEVISION – I**

**15 Hrs**

Global scenario

Indian scenario

Terrestrial and satellite broadcasting

Cable television and DTH

*Extra Readings /key words: photo conductivity, image rasterizing*

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

**15 Hrs**

Black and white TV

Colour TV–Colour systems

VHS and other formats

Analog and digital TV–HDTV

*Extra Readings /key words: cable to satellite*

**UNIT III: PRE–PRODUCTION**

**15 Hrs**

Research and planning

Script and story board

Budgeting

Scheduling

*Extra Readings /key words: cal sheet*

#### **UNIT IV: PRODUCTION**

**15 Hrs**

Camera and cassettes

Accessories

Camera movements, angles, shots, focus, zoom,

Lenses

Microphones and their uses

Natural–Lighting artificial

Interviews and anchoring

*Extra Readings /key words: shooting process, types of cameras*

#### **UNIT V: POST – PRODUCTION**

**15 Hrs**

Log sheet and selecting the shots

Rewriting the scripts

Editing techniques-Special effects

Titles and sub–titles

Brochures and covers

Publicity

*Extra Readings /key words: VFX, mixing*

#### **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

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course outcomes:**

**The Learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall history of television from cable to DTH	PSO 1	R, U
CO-2	Recall and identify the formats used in television	PSO 2	R
CO-3	Describe the preproduction process for a film	PSO 2	U
CO-4	Construct production process for a film	PSO 3	R
CO-5	Assemble the footage in post-production to produce film.	PSO 4	An
CO -6	Create a short film	PSO 4	An

**TEXT BOOK:**

Millesson, Gerald – Effective TV production, 1993

**BOOK FOR REFERENCES:**

Wurtezel Allan – Television production, 1983

Grob, Bernard, Basic –Television and video systems, 1984

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**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER -V**

<b>Course Title</b>	<b>MAJOR ELECTIVE – 2 COMPUTER GRAPHICS II</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC5MEP03</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

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

**Course Objective (CO):**

**The learner will be able to**

<b>CO. No.</b>	<b>Course Objectives</b>
CO-1	Understand and create to apply layer effects and filters to create special effects.
CO-2	Analyze and create the components of the Photoshop workspace and Adobe Bridge Define image size, resolution, and colour modes.
CO-3	Apply to utilize tweens and articulated motions with inverse kinematics to morph shapes. Design, create, and edit a flash- based navigation menus and interactive movies.
CO-4	Analyze to Publish flash movies in numerous formats and contexts in a professional and web friendly manner.
CO-5	Understand and evaluate the basic functionality, features and principles behind 3d Max Design.

**UNIT I: ADOBE PHOTOSHOP CS**

**15Hrs**

Introduction – Image Essentials

Photoshop Basics – Tools and Panels - Try all tools on images

Working with Layers -Creating multiple layers for one image

Channels and Masks -Adding effects to the images and masking parts of the image

Retouching- Using retouching tools, blur, masks, dodge and burn

Selection and Cut outs - Cutting out objects or people from the images and placing them on other backgrounds

Photo Manipulation - Cutting out, placing on new backgrounds, adding appropriate shadows and lightning effects to the image, creating new concepts of the images.

*Extra Readings /key words: cinimograph*

**UNIT II: ADVANCED ADOBE PHOTOSHOP**

**15Hrs**

Basic features and tools of Photoshop

Image editing and manipulation techniques

Creating original graphics

Fundamentals of Web design

How to prepare and process photos for the Web  
*Extra Readings /key words: colour grid effect, Prisma app*

**UNIT III: ADOBE FLASH 8**

**16Hrs**

Creating a Flash Document - Reviewing the Interface  
Creating Shapes - Using the Primitive Tools  
Drawing with Pen, Pencil and Line Tools - Editing Shapes  
Using the Selection Tools - Managing Colour and Gradients  
*Extra Readings /key words: Moho software*

**UNIT IV: ADVANCED ADOBE FLASH**

**14Hrs**

Importing Files - Managing the Workspace  
Creating Rectangles - Using a Gradient Fill  
Making Selections - Drawing Ovals  
Creating a Simple Animation - Working with Lines  
Manipulating Objects - Masking Objects  
Creating and Editing Symbols - Getting Started with Motion Presets  
*Extra Readings /key words: Animate CC*

**UNIT V: 3D MAX**

**15Hrs**

Creating and Editing Primitive Objects - Selecting Objects and Using Layers Transforming Objects, Pivoting, Aligning.  
Snapping Cloning Objects  
Creating Object Arrays Adding effects to objects.  
2D SHAPES - Drawing, Editing and adding 2D Splines, Segments and Vertex  
Convert from 2D to 3D - Bevel Extrude Bevel profile Lathe sweep.  
Modelling 3D Accessing Sub objects and Modifiers - Using the Modifier Stack - Using Subdivision Surface  
Modelling with Polygons - Editable poly  
Working with Compound Objects - Booleans – Pro Boolean Operations - Lofts  
*Extra Readings /key words: 3D Modelling*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course outcomes:****The learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall several Flash tools and tactics learned throughout the course to produce an interactive flash based website.	PSO 1	R, U
CO-2	Demonstrate the ability to effectively utilize the timeline and motion tween affects to produce animation.	PSO 2	R
CO-3	Design layouts for web pages, Paper Adverts, Broachers, CD Covers, and Package Designing	PSO 2	U
CO-4	Invent a high quality work portfolio.	PSO 3	R
CO-5	Demonstrate proficiency with 2d and 3d a short movie for 10mits.	PSO 4	An
CO- 6	Demonstrate proficiency with 2d and 3d a short movie for 10mits.	PSO 4	An

**BOOKS FOR REFERENCE**

Gregory Georges: Photoshop Ver 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.

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –V**

<b>Course Title</b>	<b>NON MAJOR ELECTIVE I –BASICS OF ADVERTISING</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U15VC5NMT01</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To understand the basics skills and techniques involved in producing advertisements and to provide basics training in the advertising industry.

**Course Objectives (CO):**

**The learner will be able to**

<b>CO. No.</b>	<b>Course Objectives</b>
CO-1	Remember, Understand and evaluate the benefits, roles and types of advertising in the India.
CO-2	Understand and analyze the target audience in the advertising market industry.
CO-3	Comprehend and evaluate the process of designing and advertising with the use of visualization, copywriting and photography.
CO-4	Remember and understand the advertising and the society
CO-5	Prepare and creates assignments for print, radio and tv ads.

**UNIT I: INTRODUCTION TO ADVERTISING**

**6 Hrs**

Advertising definition - History of advertising  
 Benefits of advertising  
 Ads in India  
 Role of advertising - Types of ads  
*Extra Readings /key words: Infomercials, Branding*

**UNIT II: ADVERTISING AND MARKETING**

**6 Hrs**

Target audience - Market segmentation  
 Types of market segmentation - Sales promotion  
 Ad campaign - Rules for making Ad campaign  
*Extra Readings /key words: The paid non-personal announcement, demographic and psychographic segments*

**UNIT III: THE PROCESS OF DESIGNING AN AD****6 Hrs**

Visualization - Copywriting

Photography

The final output

*Extra Readings /key words: Artwork, Brand awareness***UNIT IV: ADVERTISING AND SOCIETY****6 Hrs**

Social aspects - Current issues

Commercialism in advertising

Advertising and children - Advertising and women

Ethics

*Extra Readings /key words: complex levels, Consumer Behavior and Culture***UNIT V: PRACTICALS****6 Hrs**

Practical assignments in advertising

Preparation of print and Radio ad - Preparing ads for specific target Group

*Extra Readings /key words: PSA, AD campaigns***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.****Course outcomes:****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the needs of advertising and benefits of advertising in India	PSO 1	R, U
CO-2	Prepare and create print ads for soap product	PSO 2	R
CO-3	Analyze the portrayal of women in Advertisements	PSO 2	U
CO-4	Compose a PSA for radio	PSO 3	R
CO-5	Justify the ethics for Indian advertisements	PSO 4	An
CO- 6	Criticize the current issues in advertising	PSO 4	An

**TEXT BOOK**

Chunnawalla. S .A Selthia K.C – Foundation of Advertising –theory and Practice, Himalaya Publication, Mumbai (2000)

**BOOKS FOR REFERENCE**

Dennis – The Advertising Handbook (2000), Philip Kent Publishers, New Delhi (2000)

June.A.Valladaves, the Craft of Copywriting, Sage publication, New Delhi (2001)

Jefkins, Frank – Advertising made simple, Jaico Publication, New Delhi (2002)

Kotler, Philip – Marketing Management, Ruggles Publishers, USA (1980)

J.V.Vilaniliam, Advertising basics, Sage publication, New Delhi (2000)



(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –V**

<b>Course Title</b>	<b>SBE 4 - DESKTOP PUBLISHING</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U15VC5SBP04</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General 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.

**Course Objectives (CO):**

**The learner will be able to**

<b>CO. No.</b>	<b>Course Objectives</b>
CO-1	understand and analyze the concept of <b>Desk Top Publishing</b> to know the basic knowledge of various printing process.
CO-2	define, develop and create the <b>Different page format</b> using in newspaper, page orientations, columns and gutters to be successful for getting a good publication.
CO-3	state, build and apply the <b>Page maker Icon and help</b> to do the tool box styles, text, pictures, spell check, find & replace the font sizes, spacing in introduction using by adobe page maker.
CO-4	find, assume and categorize the <b>Uses of Desk Top Publishing</b> in advertisements, books & managements and news paper production.
CO-5	list, choose and apply the <b>Features and various versions for Creating presentation</b> using slide master and templates in various color scheme, working with different views and menus using by Microsoft power point.

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

**6 Hrs**

Introduction to Desk Top Publication  
Use of Desk Top Publishing in Publications  
Importance of D.T.P in publication  
Advantage of D.T.P in publication  
*Extra Reading /Key words: lithography, photolithography*

## **UNIT 2: PAGE LAYOUT**

**6 Hrs**

Different page format/Layouts  
News paper page format  
Page orientations: Columns & Gutters  
Printing in reduced sizes.  
*Extra Reading /Key words: Work orientation Inventory*

## **UNIT 3 : INTRODUCTIONS TO PAGE MAKER**

**6 Hrs**

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  
*Extra Reading (Key words): Portable network graphics, Scalable Vector graphics*

## **UNIT 4: PRESENTATION GRAPHICS– MS POWER POINT**

**6 Hrs**

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, and 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.  
*Extra Reading /Key words: Microsoft windows, Robert Gaskins and Dennis Austin (Software Company)*

## **UNIT 5 : USE OF D.T.P IN**

**6 Hrs**

Advertisements  
Books & Magazines  
News paper  
Table Editor  
*Extra Reading /Key words: Data transfer process*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course outcomes:****The learner will be able to**

<b>CO. No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Apply the function and features of DTP	PSO 1	R, U
CO-2	Design layout formation in PageMaker	PSO 2	R
CO-3	Using advanced DTP software's for creating business card, brochures, flyers, magazines.	PSO 2	U
CO-4	Format the documents using templates and create document templates.	PSO 3	R
CO-5	Using text boxes, pictures and graphics in Desk Top Publishing.	PSO 4	An
CO - 6	Creating presentation using Slide master and templates in various colour scheme	PSO 4	An

**TEXT BOOK:**

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

**(For candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>MAJOR CORE 11 – STUDIO AGENCY INTERNSHIP</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>U15VC6MCP11</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

The aim of this course is to use the internship experience to enable students to develop their industrial skills and practice.

**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.

**(For candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>MAJOR CORE 12 – PROJECT</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>U15VC6MCP12</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General 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.
- Plan and implement her project
- Conduct research related to her topic
- Present her project for evaluation by media professionals.
- Viva voce will complete the process of evaluation.

**Outcome:**

Produce an innovative work in his/her area of specialization under the mentorship of a faculty member.

**(For candidates admitted from June 2018 onwards)**  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>MAJOR CORE 13 – PORT FOLIO</b>
<b>Total Hours</b>	<b>90</b>
<b>Hours/Week</b>	<b>6</b>
<b>Code</b>	<b>U15VC6MCP13</b>
<b>Course Type</b>	<b>PRACTICAL</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General 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.

**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

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>MAIN ELECTIVE 3 – WRITING ON ART AND AESTHETICS</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC6MET01</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

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

**Course Objectives (CO):**

**The learner will be able to**

CO.NO	Course Objectives
CO-1	Students must be acquainted with the movements of art theory and aesthetic thought in different historical.
CO-2	To learn the affected expression, aesthetics, functions, techniques and language of art.
CO-3	Understand and evaluate the paintings of orajput rajasthan and modern Indian paintings.
CO-4	Analyze and create the execution of their own art and modern paintings
CO-5	Analyze, apply, and create the social responsible paintings through their own creativity.

**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

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

### Course outcomes:

**The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Organize and plan to study the whole techniques of historic Indian art	PSO 1	R, U
CO-2	Estimate and compile the characteristics of arts and paintings.	PSO 2	R
CO-3	Formulate and improve the new ideologies in architecture and paintings.	PSO 2	U
CO-4	They will develop a facility at remember and analyze the traditional techniques of arts.	PSO 3	R
CO-5	Criticize and deduct hand create the modern art paintings with social responsible ideologies.	PSO 4	An

### TEXT BOOK:

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

### BOOK FOR REFERENCES: 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.



(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>MAIN ELECTIVE 3 – ART OF STORY BOARDING</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC6MET02</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

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

**Course Objectives (CO):**

**The learner will be able to**

<b>CO.NO</b>	<b>Course Objectives</b>
CO-1	This subject will explore the basic concepts of Storyboarding
CO-2	Allow students to create and review storyboards of their own.
CO-3	Students will have the basic skills necessary to produce their own workable storyboards.
CO-4	Students will have a strong foundation in the fundamentals of sequential visual narrative.
CO-5	Analyze, apply, and create the social responsible scripts through their own creativity.

**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.

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

#### **Course outcomes:**

**The learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Organize and plan to study the whole techniques of screen play	PSO 1	R, U
CO-2	Estimate and compile the characteristics of arts and story boardings.	PSO 2	R
CO-3	Formulate and improve the new ideologies for scripts	PSO 2	U
CO-4	They will develop a facility at remember and analyze the traditional techniques of arts.	PSO 3	R
CO-5	Criticize and deduct hand create the current issues for scripts and story board.	PSO 4	An

#### **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

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>MAIN ELECTIVE 3 – MEDIA WRITING SKILLS</b>
<b>Total Hours</b>	<b>75</b>
<b>Hours/Week</b>	<b>5</b>
<b>Code</b>	<b>U15VC6MET03</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>5</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

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

**Course Objectives (CO):**

**The learner will be able to**

<b>CO.NO</b>	<b>Course Objectives</b>
CO-1	Remember and understand the rhetorical effectiveness of <b>Writing in a Media Environment</b> for a range of different examples of media writing
CO-2	Apply, create and evaluate own work competence for <b>Writing for Print</b> in producing a general prose style appropriate for media communication across a range of prose genres;
CO-3	Understand and evaluate for <b>Writing for Broadcast</b> an introductory level, theoretical considerations such as rhetoric, the relationship between print media and democracy, the ethics and practice of public relations, and audience analysis;
CO-4	Analyze and create the execution of their <b>Writing Advertisement Copy</b> for some evidence of a <b>basic awareness of</b> audience, and of theoretical considerations of print media.
CO-5	Analyze, apply and evaluate the <b>Application</b> for planning, editing and revising their own and others' writing in order to enhance and develop written communication skills.

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

**15 Hrs**

News values – Gathering news – Sources: observation, stored sources

Interviewing; techniques and types

Importance of accuracy

Deadlines

Ethical considerations

*Extra Reading/ Key word: News values, Deadlines in media*

**UNIT II: WRITING FOR PRINT****15 Hrs**

Characteristics of news stories

Inverted pyramid structure

Lead paragraph

Developing the story

Use of quotation –Story structures

Editing and rewriting

Features: style, parts, characteristics.

*Extra Reading/ Key word: News stories, writing various leads***UNIT III: WRITING FOR BROADCAST****14 Hrs**

Selection of news

Characteristics of writing

Story structure of broadcast news

Broadcast writing style

Putting together a news cast

*Extra Reading/ Key word: Different writings in media, story structure, Broadcast writing styles***UNIT IV: WRITING ADVERTISING COPY****15 Hrs**

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.

*Extra Reading/ Key word: Writing for advertisement, Target audience, copy platform***UNIT V: CRITICAL THINKING & CREATIVITY****16 Hrs**

Writing articles on various topics

Writing lead paragraph of different news items

Critically analyzing 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.

*Extra Reading/ Key word: Writing articles, features, Interview techniques***Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course outcomes:****The learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Formulate and improve the event and use the stated sources of information while writing a news item	PSO 1	R, U
CO-2	Estimate and compile the characteristics of news stories and will demonstrate an ability to revise for content and edit for grammatical and stylistic clarity	PSO 2	R
CO-3	Organize and plan broadcast news using broadcast writing style	PSO 2	U
CO-4	Reproduce and maximize lead paragraph of different news items and will recognize how writers can transgress or subvert generic expectations, as well as fulfill them. And they will develop a facility at writing in appropriate genres for a variety of purposes and audiences.	PSO 3	R
CO-5	5. Criticize and deduct headlines for various news items.	PSO 4	An

**TEXT BOOK:**

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

**BOOK FOR REFERENCES:**

Hartley, John (2004), Key concepts in communication, Routledge, London

Merril,c. John (1994) , Modern Mass Media , Harper Collins College Publishers, London

Baran, Stanley (2001), Introduction to Mass Communication, McGraw Hill, New York

Biagi, Shirley (2001), Media Impact, Wadsworth, USA

Mathan P.N. (1985), Communication Media, government publication, New Delhi.

(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>NON MAJOR ELECTIVE II – HUMAN COMMUNICATION</b>
<b>Total Hours</b>	<b>60</b>
<b>Hours/Week</b>	<b>4</b>
<b>Code</b>	<b>U15VC6NMT02</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>4</b>
<b>Marks</b>	<b>100</b>

**General Objective:** To enable the students to learn the basics of human communication and to pertain the effectiveness of communication to Visual Communication.

**Course Objectives (CO):**  
**The learner will be able to**

<b>CO. No.</b>	<b>Course Objectives</b>
CO-1	Understands and analyze the evolution of Communication in the human society and a basic understanding of the facts, needs and science of <b>Human Communication</b> .
CO-2	Analyze, and understands the different types of communications and the <b>Barriers</b> which are involved in functioning of human communication.
CO-3	Apply, analyze and evaluate the knowledge of <b>Body language</b> through the selected aspects and dimensions of body language and how they help to interpret in communication.
CO-4	Analyze, apply and create the <b>Scientific Models of Communication</b> relating to the Human Communication and to have better communication in the human society.
CO-5	Understand and apply the concepts of Human growth in the Information <b>Technology</b> through learning the four types of communication <b>Waves and emerging trends</b> .

**UNIT I: EVOLUTION OF HUMAN COMMUNICATION** **12Hrs**  
 Human communication -The fact of communication - The need for communication -Defining communication- Communication as a process -Communication as a science  
*Extra Readings /key words: organizational communication*

**UNIT II: COMMUNICATION – TYPES AND BARRIERS** **12Hrs**  
 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.  
*Extra Readings /key words: Taboos, Grapevine, Lateral, Semantic noise*

**UNIT III: BODY LANGUAGE****12Hrs**

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.  
*Extra Readings /key words: Ethnocentrism, Ethnocentrism*

**UNIT IV: MODELS OF COMMUNICATION****12Hrs**

Western models of Communication  
 Lasswell model  
 Shannon and weaver model  
 Osgood and schranm model  
 Indian Communication Theories  
*Extra Readings /key words: Communication Is Symbolic*

**UNIT V: INFORMATION TECHNOLOGY AND COMMUNICATION****12Hrs**

The first wave, the second wave, the third wave, the fourth wave  
 Information and Communication  
 Introduction to e- marketing and e-governance  
 Introduction Information Transfer- Emerging Trends in information transfer.  
*Extra Readings /key words: Information age*

**Note: Texts given in the Current Contours must be tested only through Assignment and Seminars.**

**Course outcomes:****The learner will be able to**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall and relate the importance of communication and its impact in the society.	PSO 1	R, U
CO-2	Indicate and discuss the types of communication and barriers with the Television actors.	PSO 2	R
CO-3	Describe and appreciate the importance of body language in human communication.	PSO 2	U
CO-4	Illustrate and interpret the application of the scientific models with professional situations.	PSO 3	R
CO-5	Analyze and evaluate the perspective of the four waves of communication in present technological scenario.	PSO 4	An
CO- 6	Evaluate the principles of emerging Information and communication Technology.	PSO 4	An

**TEXT BOOKS:**

Information Technology – Everett M. Rogers

ICT- Vision and Reality – William H. Dutton, Oxford University Press

**BOOK FOR REFERENCE:**

Morreale, Sherwayn.P, Spitzberg, Brain. H & Barge. J Kevin – Human communication - Motivation, Knowledge & Skills.

Kumar Keval J., (2014) *Media Education, Communication and Public Policy*. Mumbai: Himalaya Publications.

Government in information age- Christine Bellamy and John A. Taylor – Open University Press.

ICT & Literacy – ICT, Media, Reading and Writing – Nikki Gamble & Nick Easingwood – Conpinuum press.

Shukla,SK. , *Mass media and Communication*“. Cybertech Publishing, New Delhi. 2006.



(For candidates admitted from June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>SBE 5 – NEWS PRODUCTION</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U15VC5SBT05</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

To provide a thorough insight into the stages of news production from gathering to final broadcast.

**Course Objectives :**

**The learner will be able to**

<b>CO. No.</b>	<b>Course Objectives</b>
CO-1	Understand and analyze the basics of the News story
CO-2	Understand and analyze news room terms of Television
CO-3	Apply in television news writing
CO-4	Analyze and apply the various techniques involved in the making of news
CO-5	apply the techniques of news production and create their own news stories.

**UNIT I: INTRODUCTION TO NEWS**

**6Hrs**

News: Definition

TV news reporting: definition, types

News stories: definition, types

Gathering the news

5 w's and 1 H

News values

**Extra reading /Key words:** *Breaking news, Scoop news, Special stories*

**UNIT II: THE STYLE OF TELEVISION**

**6Hrs**

Print and TV news

Sounding correct

Newsroom terms and operational concepts

Understanding the medium

News sources

Types and benefits

**Extra reading /Key words:** *PTI, UNI, ABC*

**UNIT III: WRITING TO PICTURES**

**5Hrs**

Voice over's and sound bites  
Complementing the picture  
Writing to archival footage linking into sound bites  
Visual Continuity  
Transitions writing to stills  
Composites and split screens  
Sound only reports  
**Extra reading /Key words:** *Teaser, Cues,*

**UNIT IV: NEWS PREPARATION AND INTERVIEWING**

**5Hrs**

Planning a news event  
Shots for news event shooting a news event  
Logging and transcribing  
Interviewing  
Techniques, forms and shots, ethics  
**Extra reading /Key words:** *Survive disaster, Speaking engagement, Entrepreneurial team interviewing*

**UNIT V: PACKAGING A REPORT**

**8Hrs**

An imaginary package  
The shot and edited sequences  
Writing the narration  
Reaching the package  
Routine events  
Guidelines  
**Extra reading /Key words:** *Global market leaders*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course outcomes:****The learner will be able to**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall Reporting and Sub-Editing Techniques	PSO 1	R, U
CO-2	Experiment with Visual Editing Software	PSO 2	R
CO-3	Criticize Current issues	PSO 2	U
CO-4	Collect News and Creating News Documentaries	PSO 3	R
CO-5	Prepare a news cast	PSO 4	An
CO- 6	Analyze the news content with technical skills	PSO 4	An

**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 June 2018 onwards)  
**HOLY CROSS COLLEGE (AUTONOMOUS) – TIRUCHIRAPPALLI -620 002**  
**PG AND RESEARCH DEPARTMENT OF VISUAL COMMUNICATION**  
**B.SC VISUAL COMMUNICATION; SEMESTER –VI**

<b>Course Title</b>	<b>SBE6 – RESEARCH METHODOLOGY</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U15VC6SBT05</b>
<b>Course Type</b>	<b>THEORY</b>
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objectives:**

To provide a general orientation to the various methods of research employed by media groups and introduce the students to the techniques of research.

<b>CO. No.</b>	<b>Course Objectives</b>
CO-1	define, understand and identify the concept of <b>Nature of Social Research</b> in criteria of good research, objectives of social research and etc.
CO-2	Understand and analyze the basics of the News story state, asses and analyze the <b>Levels of Research projects and problem selection</b>
CO-3	state, develop and criticize the <b>Concept, theory and hypothesis.</b>
CO-4	explain, choose, and find the <b>Research design and sample design</b>
CO-5	recall, criticize and illustrate the <b>Schedules, Interviews and processing of data.</b>

**UNIT I: NATURE OF SOCIAL RESEARCH**

**6 Hrs**

Meaning and definition of research  
Criteria of good research  
Classification of science, social research  
Objectives of social research  
Basic assumptions of social research  
Deductive and inductive method  
Objectivity in social research  
Difficulties of social research  
Forms of scientific methods  
Classifications of research

*Extra Reading/ Key words: Qualitative, Quantitative*

**UNIT II: LEVELS OF RESEARCH PROJECTS AND PROBLEM SELECTION** **6 Hrs**

Problem awareness, selection and formulation  
Selecting a topic for research

Types of research problems, in social science  
Sources of research problem  
Review of literature  
Formulating and stating the problem  
*Extra Reading/ Key words: Problem selecting, Contemporary Issues*

**UNIT III: CONCEPT, THEORY AND HYPOTHESIS** **6 Hrs**

Definition: Concepts & Theory  
Functions of theory  
Definition of hypothesis  
Types of hypothesis  
Functions of hypothesis  
Criteria of hypothesis  
Difficulties in formulation of hypothesis  
Testing the hypothesis  
False & barren hypothesis.  
*Extra Reading/ Key words: Null hypothesis, Concept hypothesis*

**UNIT IV: RESEARCH DESIGN AND SAMPLE DESIGN** **6 Hrs**

Meaning of research design  
Definitions of research design  
Important concepts relating to research design  
Major steps in formulating a research design  
Factors affecting research design  
Meaning of sample  
Principles of sampling  
Methods of sampling  
Criteria for a sample  
*Extra Reading/ Key words: Sampling, Formulation*

**UNIT V: SCHEDULES, INTERVIEWS AND PROCESSING OF DATA** **6 Hrs**

Meaning and purpose of schedule  
Types of schedules  
Types of questions  
Meaning and forms of questionnaire  
Meaning and definition of Interview  
Types of interview  
Steps in data processing  
Content analysis  
*Extra Reading/ Key words: Data collection, Questionnaire*

**Note: Texts given in the Extra reading /Key words must be tested only through Assignment and Seminars.**

**Course outcomes:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>PSOs Addressed</b>	<b>Cognitive Level</b>
CO-1	Recall the nature of social research	PSO 1	R, U
CO-2	Analyze the problem selection for levels of research projects	PSO 2	R
CO-3	Recall and apply the concept, theory and types of hypothesis	PSO 2	U
CO-4	Analyze and apply the major steps in formulating a research design	PSO 3	R
CO-5	Identify and apply the random sample selection of students own research project	PSO 4	An
CO-6	Apply Major steps in formulating a research design	PSO 2	U

**TEXT BOOK**

Saravanavel, P (2003) – Research Methodology, kitapmahal publications, Alagabhad

**BOOK FOR REFERENCES**

Hansen, Andresse A.L (1998) –Mass Communication Research Methods, Sage, California

Sharma, S.R., (1996) Research in Mass Media, Radha publications, New Delhi

Roger D.Wimmer & Joseph R Dominick (1998) The Survey Research Handbook.

Belmont, USA

Denscombe, Martyn (1999) The Good Research Guide, Viva Books, New Delhi

Wimmer D. Roger (2003), Mass Media Research, Wadsworth, Canada.

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

<b>Course Title</b>	<b>SKILL BASED ELECTIVE 6 : RESEARCH METHODOLOGY</b>
<b>Total Hours</b>	<b>30</b>
<b>Hours/Week</b>	<b>2</b>
<b>Code</b>	<b>U15DS6SBT06</b>
<b>Course Type</b>	(Theory cum Project)
<b>Credits</b>	<b>2</b>
<b>Marks</b>	<b>100</b>

**General Objective:**

Students get introduced to concept of research and to carry out research projects.

**Course Objective:**

The student will be able to

1. understand the different types of research.
2. analyze the research objectives and frames the hypothesis
3. understand the structure of dissertation.
4. evaluate their research work.

**Unit I**

**6Hrs**

**Introduction to research:** Concept of research – types of research – introduction to research literature base – collection of research information from different sources; maintenance of information.

**Extra reading / Key Words:** *Primary data, Secondary data collection*

**Unit II**

**6Hrs**

**Research focusing:** identifying research area – drawing objectives \ hypothesis – designing the work

– data collection – analysis.

**Extra reading / Key Words:** *Test of Hypothesis and Levels of significance.*

**Unit III**

**6Hrs**

**Preparation of dissertation:** Structure of dissertation – editing – bibliography.

**Extra reading / Key Words:** *Summarizing any Two research article.*

**Unit IV Project work**

**12Hrs**

**Note:** 1. Extra reading/Key words are only for internal testing (Seminar/Assignment)

**3. The students will be evaluated internally by a test for 50 marks. The Project will be evaluated by an external evaluator and a viva- voce will be conducted for 50 marks. 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 Technioques, 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”, VaigaraiPathipagam.
4. Grose. D.N. (2000), “A text book on Value Education”, DominantPublishers.

**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(Heb13: 4, Psalm 127 :4)
- Ideal Wife – Sarah (I Peter 3: 1-6), Ruth,(Eph 5)

**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 and Accountability
- Justice and Love
- Choices in Life – Making Decisions (Studies, job, life Partner)
- Model to follow – Who is your model? (John 15:1-17)
- Social Evils – Dowry, Caste discrimination, Accumulation of wealth

**UNIT – V: MISSIONARIES DOWN THE LANE**

- William Carrié(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:U15VE6LV03**

**CREDIT:1**

**MARKS :100**

**OBJECTIVES:**

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

**UNIT – I: LITURGY**

Personal prayer ( Know oneself) – Vocal prayer – Community prayer – Meditation – Contemplation – Knowing the prayers : Our Father – Hail Mary – Holy Rosary – Mysteries of the Rosary- Litany of Mary – Family prayer-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, Bombay1966.