



AUXILIUM COLLEGE (Autonomous)

(Accredited by NAAC with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd cycle)
Gandhi Nagar, Vellore – 6.

**DEPARTMENT OF
COMMUNICATION MEDIA
LESSON PLAN
2020-2021**

10	Static to Multi-shot, Beginning of Narrative (Trip to Moon, Birth of a Nation)	Internet Source – clips from Youtube	Google Classroom
11	Editing – multiple Exposure (The Four Troublesome heads),	Internet Source – clips from Youtube	Google Classroom
12	Montage (Battleship Potemkin)	Internet Source – clips from Youtube	Google Classroom
13	Cross-cutting (The Great train Robbery) and technicolour (The Wizard of Oz)	Internet Source – clips from Youtube	Google Classroom
14	Essays on classics: Citizen Kane, The Tramp, (discussion of film elements)	Internet Source – clips and videos from Youtube	Google Classroom
15	Essays on classics: Psycho, Rashomon, Bicycle thieves(discussion of film elements)	Internet Source – clips from Youtube	Google Classroom

ODD SEMESTER

Lesson Plan for the year 2020 – 2021

PCEMC20 – VIDEOGRAPHY

Sr. Juliana Victor (4 hour per week)

Sr. Juliana Victor
 Head of the Department
 Department of Communication Media
 Auxilium College (Autonomous)
 Gandhi Nagar, Vellore - 632 006.

Week	Portions to be covered	Reference	Platform (LMS)
1	Parts of the Camera Basic Camera functions - Types of Cameras - Sony A7S III.	Internet Source – clips from Youtube	Google Classroom
2	Black magic Pocket Cinema Camera 4K, Panasonic Lumix GH5S ,Fujifilm X-T4.	Internet Source – clips from Youtube	Google Classroom
3	Lens Characteristics - Exposure – Types of lens	Internet Source – clips from Youtube	Google Classroom

4	Nature of Light – Lighting purposes and functions – Nature of shadows – Outer orientation functions – Inner orientation functions	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Google Classroom
5	Time Orientation - Standard lighting techniques – Chiaroscuro, Rembrandt, cameo, flat and silhouette lighting.	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Google Classroom
6	Single and Multi-camera Lighting- Aesthetics- Lighting Instruments	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Google Classroom
7	Field and Studio, Lighting Control Instrument, – Types of Lamps	Internet Source – clips from Youtube	Google Classroom
8	Visualization – storyboard, - Camera Framing and Composition - Camera Manipulating picture depth	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Google Classroom
9	Two dimensional fields: Area, Field, Screen forces – Three Dimensional: Depth and volume, screen Volume	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Google Classroom
10	Narrow angle distortion, Wide	Internet Source – clips	Google Classroom

	angle distortion, Spatial paradoxes - The Nature of Colours	from Youtube	
11	Colour Function and Composition - Colour Temperature,	Internet Source – clips from Youtube	Google Classroom
12	Camera Operation and Techniques - Camera shots, angles, movements and filters - Camera support equipment: shoulder mount, monopod, tripods, pedestals, cranes, dolly, trolley, jibs, etc.	Internet Source – clips from Youtube	Google Classroom
13	Lighting for Indoor/Outdoor Shoots - Camera and Lighting for specific programmes: News, Interviews, Talk shows, Panel, etc.	Internet Source – clips from Youtube	Google Classroom
14	Video Recording Formats - Videotape Recording systems - Videotape Recording process	Internet Source – clips examples from Youtube	Google Classroom
15	Video Storage Systems: compact discs, DVD, Digital Memory Cards, Video Streaming etc.	Internet Source – clips from Youtube	Google Classroom

Dr. Julius Datta

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

EVEN SEMESTER

Lesson Plan for the year 2020 – 2021

PCEMF20 – ADVANCED TELEVISION PRODUCTION

Sr. Juliana Victor (5 hour per week)

Week	Portions to be covered	Reference	Platform (LMS)
1.	Generating a television picture, picture scanning. Basic video signals, CMOS.	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes
2.	CCD, Digital television. Types of Production - Production Team	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes
3.	Production Environment. Television Standards and formats – PAL, NTSC, SECAM.	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes
4.	Production Management: Organizing crew – Scheduling. Team work - shooting Spots	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes

5.	Final Package (show copy), Audience Ratings and Feedback	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes
6.	Structure and working of a Television Production Centre. Production elements and equipments	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes
7.	Pre-Production - Planning of story, Discussion - Storyboard – Screenplay	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes
8.	Dialogue Writing - Selection of Characters, Costumes and Location, Production planning and coordination - Background of Production	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes
9.	Directors Role - Production practices: Single Camera, Multi Camera techniques - Field Production and big remotes	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes

10.	Production Process - Planning and Management Understanding different Production Environments	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition Internet Source – clips from Youtube	Face to face classes
11.	Floor Management and Studio Management Set Design background - Budgeting - Talent management.	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition	Face to face classes
12.	Auditions - Organizing the production Team - delivering the finished product. Types of telecasting. Field Production and Big Remotes.	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition	Face to face classes
13.	Switcher Function - Layout - Operations - Types and Functions Video Editing - Editing modes (offline, online) - Editing systems (Linear, Non-Linear).	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition	Google Classroom
14.	Editing Principles - Computer Editing - Video Effects. Analog, Digital, Optical, Mechanical, Graphics for Television - Graphic Equipment	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition	Google Classroom
15.	Titling - Special Effects - Audio Dubbing - Background Music Synchronizing Audio and Video - Voice Over - Compeering Skills - Anchoring Live Programs.	Herbert Zettl - Sight, Sound, Motion, 9 th Edition, Herbert Zettl - Television Production, 8 th Edition	Google Classroom

Dr. Julius Luther

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

EVEN SEMESTER

Lesson Plan for the year 2020 – 2021

USCMD617 – PRINTING AND PUBLISHING

Sr. Juliana Victor (2 hour per week)

Week	Portions to be covered	Reference	Platform (LMS)
1.	Type and Font, Font family, spacing and design	The fundamentals of typography	Face to face class
2.	Letterpress, Lithography	Print and Finish,	Face to face class
3.	Gravure, Silk-screen printing,	Printing Technology, 5 th edition	Face to face class
4.	Hot metal printing.	Printing Technology, 5 th edition	Face to face class
5.	Substrates - Paper Types,	Print and Finish	Face to face class
6.	Unusual Substrates, Ink.	Print and Finish	Face to face class
7.	Varnish, Folding,	Print and Finish	Face to face class
8.	Emboss and Demboss,	Print and Finish	Face to face class
9.	Binding - Wiro, Spiral, Comb	Print and Finish, Internet source	Google Classroom
10.	Canadian, case binding, Perfect binding.	Print and Finish, Internet soude	Google Classroom
11.	Eclecticism,	Print and Finish, Internet source	Google Classroom
12.	Integrating type and image, Environment	Print and Finish, Internet source	Google Classroom

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Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021

-Introduction to Visual Communication- UCVCA20

Week	Portions to be covered	Reference	Platform (LMS)
September II week (7 th to 12 th)	1.1 Definition: communication. (K1, K2) 1.2 Need and Importance of Communication. (K1, K2) 1.3 Introduction to Visual Communication: Sensing, Selecting and Perceiving. (K1, K2, K3, K4)	1.KevalJ.Kumar - Mass Communication in India – 4 th Edition Jaico Publications, 2011. 2. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 3.Power Point Presentation, 4.You tube Video Presentation.	Google Meet, and Google Classroom-Code 775clet
September III week (14 th to 19 th)	1.3 Introduction to Visual Communication: Sensing, Selecting and Perceiving. (K1, K2, K3, K4)- Continuation	1. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code 775clet
September IV week (21 st to 26 th)	1.4 Visual Cues: Color, Form, Depth. (K1, K2, K3, K4)	1. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition -	Google Meet, and Google Classroom-Code 775clet

	K3, K4)	Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 2.Power Point Presentation, 3.You tube Video Presentation.	
October IV week (26 th to 29 th)	2.4 Cognitive Theory, (K1, K2, K3, K4)	1. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code 775clet
November I week (2 nd to 6 th)	2.5 Visual Persuasion in Advertising, (K1, K2, K3, K4) 2.6 Visual Recurring. (K3, k4)	1. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code 775clet
November II week (9 th to 13 th)	3.1 Visual Stereotypes: Reinforcing Stereotypes with Images. (K1, K2, K3, K4)	1. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code 775clet
November III week (16 th to 18 th)	3.2 Visual Analysis: Composition. (K1, K2, K3,	1. Paul Martin Lester – Visual	Google Meet, and Google

	<p>K4) 3.3 Semiotic Signs and Codes. (K3, k4) 3.4 Cognitive Elements. (K1, K2, K3, K4) 3.5 Purpose of the Work, (K3, k4) 3.6 Image Aesthetics. (K3, k4)</p>	<p>Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 2. Power Point Presentation, 3. You tube Video Presentation.</p>	<p>Classroom-Code 775clet</p>
<p>November IV week (25th to 27) & 30</p>	<p>4.1 Principles of Visual & other Sensory Perceptions. (K1, K2, K3, K4) 4.2 Color Psychology & theory (some aspects). (K1, K2, K3, K4)</p>	<p>1. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 2. Power Point Presentation, 3. You tube Video Presentation. 4. Browsed Material</p>	<p>Google Meet, and Google Classroom-Code 775clet</p>
<p>December I week (1st to 5)</p>	<p>4.3 Color symbolism, Visual Thinking. (K3, K4) 4.4 Principles of Design. (K1, K2, K3, K4) 4.5 Elements of Design. (K1, K2, K3, K4) 4.6 process of developing creative ideas, Visual Culture. (K3, k4)</p>	<p>1. Paul Martin Lester – Visual Communication: Images with Messages, 5th Edition - Wadsworth Cengage Learning, 2011. 2. Power Point Presentation, 3. You tube Video Presentation. 4. Browsed material</p>	<p>Google Meet, and Google Classroom-Code 775clet</p>
<p>December II week (7th to 12th)</p>	<p>5.1 Definition: Media. (K1, K2) 5.2 Types of Media – Traditional Media & folk. (K1, K2, K3, K4) 5.3 Print Media, Electronic media and New Media. (K1, K2, K3, K4)</p>	<p>1. Keval J. Kumar - Mass Communication in India – 4th Edition Jaico Publications, 2011. 2. Browsed material 3. Power Point Presentation, 3. You tube Video</p>	<p>Google Meet, and Google Classroom-Code 775clet</p>

		Presentation.	
December III week (14 th to 18 th)	5.4 Visual language. (K3, K4) 5.5 visual pleasure. (K3, K4)	1.KevalJ.Kumar - Mass Communication in India – 4 th Edition Jaico Publications, 2011. 2. Stanley J. Baran – Introduction to Mass Communication: Media Literacy and Culture, 5th Edition - Tata McGraw Hill, 2010 3.You tube Video Presentation. 4.Browsed material	Google Meet, and Google Classroom-Code 775clet
December IV Week (21 st to 22 nd)	5.6 Concept of gaze. (K3, K4) Revision	1.KevalJ.Kumar - Mass Communication in India – 4 th Edition Jaico Publications, 2011. 2. Stanley J. Baran – Introduction to Mass Communication: Media Literacy and Culture, 5th Edition - Tata McGraw Hill, 2010 3.You tube Video Presentation. 4.Browsed material	Google Meet, and Google Classroom-Code 775clet

S. Julius Victor

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-

Television Production-UCVCE17

Week	Portions to be covered	Reference	Platform (LMS)
July II week (July 8 th to 14 th)	Introduction to Television production	1. Zettle - Television Production Handbook- Eleventh Edition. 2. Herbert - Television Production Handbook - Wardsworth Thompson Learning, 2000. 3. Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet, and Google Class room-Code 4bm4ikk &2r6vpuf
July III week (13 th to 18 th)	Origin of television in the World – The Coming of Indian Television Phases and development of television	1. KevalJ.Kumar - Mass Communication in India – 4 th Edition Jaico Publications, 2011. 2. Browsed Material – PPT, Word document and You tube videos.	Google Meet, and Google Class room-Code 4bm4ikk &2r6vpuf
July IV week (20 th to 25 th)	Generating ideas Clustering and Brain storming	1. Zettle -Television Production Handbook-Eleventh Edition. 2. Herbert -	Google Meet, and Google Class room-Code 4bm4ikk &2r6vpuf

		<p>Television Production Handbook - Wardsworth Thompson Learning, 2000.</p> <p>3.Zettl Herbert – Video Basics 3 – Wardsworth, 2001</p> <p>Browsed Material – PPT and You tube videos</p>	
July V week (27 th to 31 st)	The Production team members and their Responsibility	<p>1.Zettle -Television Production Handbook-Eleventh Edition.</p> <p>2. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000.</p> <p>3.Zettl Herbert – Video Basics 3 – Wardsworth, 2001</p> <p>Browsed Material – PPT and You tube videos</p>	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf
August I week (1st to 8th)	<p>Creative Script writing Screen play Writing -</p> <p>Talent, clothing, Makeup: Performer Techniques - Acting Techniques</p>	<p>1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000.</p> <p>2.Zettl Herbert – Video Basics 3 – Wardsworth, 2001</p> <p>Browsed Material –</p>	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf

		PPT and You tube videos	
August II week (10th to 14th)	Audition – Clothing - Make up Indoor set - outdoors set	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zetl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf
August III week (17 th to 21 st)	Budget preparation.	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zetl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf
August IV week (24 th to 29 th)	Basic Camera function and elements	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zetl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material –	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf

		PPT and You tube videos	
September I week (1 st to 5 th)	Parts of the Camera – Camera operations – techniques Types of Cameras	1. Herbert – Television Production Handbook – Wardsworth Thompson Learning, 2000. 2.Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf
September II week (7 th to 12 th)	Framing a shot - Angle and Movements	1. Herbert – Television Production Handbook – Wardsworth Thompson Learning, 2000. 2.Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf
September III week (14 th to 19 th)	Single Camera set up and multiple cameras set up.	1. Herbert – Television Production Handbook – Wardsworth Thompson Learning, 2000. 2.Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material –	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf

		PPT and You tube videos	
September IV week (21 st to 26 th)	Lighting - Lighting Instruments Lighting Techniques	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2. Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet, and Google Classroom-Code 4bm4ikk & 2r6vpuf
September V week (28 th to 30 th)	Lighting Techniques Production Standard NTSC, PAL, SECAM etc.,	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2. Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet, and Google Classroom-Code 4bm4ikk & 2r6vpuf
October I week (5 th to 9 th)	Various kinds of Mike and their Usage – Sound Pickup Pattern The role of the Director - Art Direction	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2. Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material –	Google Meet, and Google Classroom-Code 4bm4ikk & 2r6vpuf

		PPT and You tube videos	
October II week (12 th to 16 th)	Scenery Properties and set Dressing -	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zetl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf
October III week (19 th to 23 rd)	Floor Management - Production Management.	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zetl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf
October IV week(26 th to 29 th)	Editing Functions Aesthetic Principles of Continuity editing, complexity editing	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zetl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material –	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf

		PPT and You tube videos	
November I week (2 nd to 6 th)	Voice over (or) Narration Music – Dubbing	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet, and Google Class room-Code 4bm4ikk &2r6vpuf
November II week (9 th to 13 th)	5.5. Video Editing: Linear Editing - Nonlinear Editing (K1,K2, K3, K4) II CA EXAM	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material – PPT and You tube videos	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf
November III week (16 th 18 th)	Types of Editing Modes (Assemble, Insert, Online Modes)	1. Herbert – Television Production Handbook - Wardsworth Thompson Learning, 2000. 2.Zettl Herbert – Video Basics 3 – Wardsworth, 2001 Browsed Material –	Google Meet,and Google Class room-Code 4bm4ikk &2r6vpuf

		PPT and You tube videos	
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Dr. Juhana Oulter

Head of the Department
 Department of Communication Media
 Auxilium College (Autonomous)
 Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-

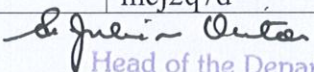
2D Animation-UCVC217

Week	Portions to be covered	Reference	Platform (LMS)
July II week (July 8 th to 14 th)	Basics of 2d Animation	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code l46ir4j&mcj2q7d
July III week (13 th to 18 th)	Introduction to Flash software	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code l46ir4j&

			mcj2q7d
July IV week (20 th to 25 th)	Demo on Macromedia Flash software Tools and Techniques	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code l46ir4j& mcj2q7d
July V week (27 th to 31 st)	The basics of key framing Techniques Practical demo-Eye movement animation and text animation using keyframing Techniques	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code l46ir4j& mcj2q7d
August I week (1 st to 8 th)	The Basics of Tweening Techniques (Motion Tween, classic, Shape Tween) (Formative Assessment) Practical Demo on Moving Car animation using the Tweening Techniques.	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
August II week (10 th to 14 th)	Techniques on Classic motion Guide, masking. Practical demo on Flag animation using shape Tweening and Masking Technique.	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
August III week (17 th to 21 st)	Techniques on Classic motion Guide, masking Practical demo on Butterfly Animation using Tweening and Motion guide technique.	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
August IV week (24 th to 29 th)	Detail description on story boarding and animated cartoons (Step by step process)		
September I week (1 st to 5 th)	How to create 2d animated Greeting card (Step by step process) (Formative Assessment)	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d

September II week (7 th to 12 th)	How to create 2d animated rhymes (Step by step process) And CA Assessment	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
September III week (14 th to 19 th)	How to create Web advertisement using Flash	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
September IV week (21 st to 26 th)	How to create Slide show using Flash	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
September V week (28 th to 30 th)	How to create small stories in 2d Animation	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
October I week (5 th to 9 th)	First exercise (Revised on the Technical Features of key framing animation) (Formative Assessment)	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
October II week (12 th to 16 th)	Second exercise (Revised on the Technical Features of animated cartoon and Tweening)	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
October III week (19 th to 23 rd)	Third exercise ((Revised on the Technical Features of Greeting card and Tweening)	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
October IV week (26 th to 29 th)	Fourth exercise (Revised on the Technical Features of Web advertisement and Tweening)	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
November I week (2 nd to 6 th)	Fifth exercise (Revised on the Technical Features of Slideshow and Tweening)	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d

November II week (9 th to 13 th)	Completion of Documentation works (II CA Exam)	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d
November III week (16 th 18 th)	Model practical exams	You Tube Videos and online Tutorials	Google Meet, and Google Classroom-Code mcj2q7d


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Lesson Plan for the year 2020 – 2021-

Mass Communication and Journalism-PCEMA20

Week	Portions to be covered	Reference	Platform (LMS)
October II week (12 th to 16 th)	1.1 Communication, Need of Communication. (K1, K2)	1. Keval J. Kumar – Mass Communication in India – 3rd Edition – Jayco publication 1982. 2. D. S. Mehta – Mass Communication and Journalism in India – Allied Publication 2003. 3. Virbala Aggarwal & V. S. Gupta – Handbook of Journalism and Mass communication – Concept Publishing Company 2002. Browsed material 4. Power Point Presentation, 5. You tube Video Presentation.	Google Meet, and Google Classroom- Code 45hnmex
October III week (19 th to 23 rd)	1.2 Functions of Communication, Levels of Communication, Patterns of Communication. (K1, K2, K3)	1. Keval J. Kumar – Mass Communication in India 3rd Edition – Jayco publication 1982.	Google Meet, and Google Classroom-

		<p>2.D.S. Mehta–Mass Communication and Journalism in India–AlliedPublication2003.</p> <p>3.Virbala Aggarwal& V.S.Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4.Power Point Presentation,</p> <p>5.You tube Video Presentation.</p>	Code 45hnmcx
October IV week (26 th to 29 th)	1.3The Mass concept, Mass Communication process, The Mass Audience. (K1, K2, K3, K4)	<p>1.KevalJKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2.D.S. Mehta–Mass Communication and Journalism in India–AlliedPublication2003.</p> <p>3.Virbala Aggarwal& V.S.Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4.Power Point Presentation,</p> <p>5.You tube Video Presentation.</p>	Google Meet, and Google Classroom- Code 45hnmcx
November I week (2 nd to 6 th)	1.4MassCulture and popular culture. (K3, K4) 1.5Barriers of Communication. (K3, K4, K5) 1.6Media democracy. (K5, K6)	<p>1.KevalJKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2.D.S. Mehta–Mass</p>	Google Meet, and Google Classroom- Code 45hnmcx

		<p>Communication and Journalism in India– AlliedPublication2003.</p> <p>3. Virbala Aggarwal & V.S. Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material 4. Power Point Presentation, 5. You tube Video Presentation.</p>	
<p>November II week (9th to 13th)</p>	<p>2.1 Transmission model, Ritual or Expressive model. (K1, K2) 2.2 Publicity model., Lasswell Model. (K1, K2, K3) 2.3 Shannon & Weaver model, Osgood and Schramm Circular model. (K2, K3, K4)</p>	<p>1. Keval J Kumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2. D.S. Mehta–Mass Communication and Journalism in India– AlliedPublication2003.</p> <p>3. Virbala Aggarwal & V.S. Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material 4. Power Point Presentation, 5. You tube Video Presentation.</p>	<p>Google Meet, and Google Classroom- Code 45hnmcx</p>
<p>November III week (16th to 18th)</p>	<p>2.4 Two Steps flow model, Westley and Maclean model. (K3, K4, K5) 2.5 Agenda Setting model, Spiral of Silence model. (K3, K4, K5, K6) 2.6 Indian theories of communication. (K4, K5, K6)</p>	<p>1. Keval J Kumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2. D.S. Mehta–Mass Communication and Journalism in India–</p>	<p>Google Meet, and Google Classroom- Code 45hnmcx</p>

		<p>AlliedPublication2003.</p> <p>3.Virbala Aggarwal& V.S.Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4.Power Point Presentation,</p> <p>5.You tube Video Presentation.</p>	
<p>November IV week (25th to 27) & 30</p>	<p>3.1Basicsofwriting and editing. (K1, K2)</p> <p>3.2Newsvalues. (K1, K2, K3)</p> <p>3.3Sourcesofnewsand confidentiality. (K2, K3, K4)</p>	<p>1.KevalJKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2.D.S. Mehta–Mass Communication and Journalism in India– AlliedPublication2003.</p> <p>3.Virbala Aggarwal& V.S.Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4.Power Point Presentation,</p> <p>5.You tube Video Presentation.</p>	<p>Google Meet, and Google Classroom- Code 45hnmcx</p>
<p>December I week (1st to 5)</p>	<p>3.4Makeup, Newspaper organization. (K2, K3, K4)</p> <p>3.5Presscouncil. (K3, K4, K5, K6)</p> <p>3.6Presscommission. (K4, K5, K6)</p>	<p>1.KevalJKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2.D.S. Mehta–Mass Communication and Journalism in India– AlliedPublication2003.</p>	<p>Google Meet, and Google Classroom- Code 45hnmcx</p>

		<p>3. Virbala Aggarwal & V.S. Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4. Power Point Presentation,</p> <p>5. You tube Video Presentation.</p>	
December II week (7 th to 12 th)	<p>4.1 Journalism And the concept of news. (K1, K2)</p> <p>4.2 Journalism principles. (K1, K2, K3)</p>	<p>1. Keval J Kumar-Mass Communication in India 3rd Edition-Jayco publication 1982.</p> <p>2. D.S. Mehta-Mass Communication and Journalism in India-Allied Publication 2003.</p> <p>3. Virbala Aggarwal & V.S. Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4. Power Point Presentation,</p> <p>5. You tube Video Presentation.</p>	<p>Google Meet, and Google Classroom-Code 45hnmcx</p>
December III week (14 th to 18 th)	<p>4.3 Brief history of press in the world, India and Tamilnadu. (K2, K3, K4)</p> <p>4.4 Online Journalism. (K2, K4)</p>	<p>1. Keval J Kumar-Mass Communication in India 3rd Edition-Jayco publication 1982.</p> <p>2. D.S. Mehta-Mass Communication and Journalism in India-Allied Publication 2003.</p> <p>3. Virbala Aggarwal & V.S. Gupta-Handbook of</p>	<p>Google Meet, and Google Classroom-Code 45hnmcx</p>

		Journalism and Mass communication-Concept Publishing Company 2002.	
		Browsed material 4.Power Point Presentation, 5.You tube Video Presentation.	
December IV Week (21 st to 22 nd)	4.5 Tabloid Journalism. (K2, K4, K5, K6) 4.6 Yellow Journalism. (K3, K4, K5, K6)	1. Keval JKumar–Mass Communication in India 3rd Edition–Jayco publication 1982. 2. D.S. Mehta–Mass Communication and Journalism in India–Allied Publication 2003. 3. Virbala Aggarwal & V.S. Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002. Browsed material 4. Power Point Presentation, 5. You tube Video Presentation.	Google Meet, and Google Classroom-Code 45hnmcx
January I Week (4 th to 8 th)	5.1 Art of writing a newspaper story. (K1, K2, K3)	1. Keval JKumar–Mass Communication in India 3rd Edition–Jayco publication 1982. 2. D.S. Mehta–Mass Communication and Journalism in India–Allied Publication 2003. 3. Virbala Aggarwal & V.S. Gupta-Handbook of Journalism and Mass communication-Concept	Google Meet, and Google Classroom-Code 45hnmcx

		<p>Publishing Company 2002.</p> <p>Browsed material</p> <p>4. Power Point Presentation,</p> <p>5. You tube Video Presentation.</p>	
<p>January II Week (11th to 15th)</p>	<p>5.2 Inverted pyramid style. (K2, K3, K4)</p>	<p>1. Keval JKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2. D.S. Mehta–Mass Communication and Journalism in India–Allied Publication 2003.</p> <p>3. Virbala Aggarwal & V.S. Gupta–Handbook of Journalism and Mass communication–Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4. Power Point Presentation,</p> <p>5. You tube Video Presentation.</p>	<p>Google Meet, and Google Classroom-Code 45hnmcx</p>
<p>January III Week (18th To 22nd)</p>	<p>5.3 Feature writing. (K1, K3, K4, K5)</p>	<p>1. Keval JKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2. D.S. Mehta–Mass Communication and Journalism in India–Allied Publication 2003.</p> <p>3. Virbala Aggarwal & V.S. Gupta–Handbook of Journalism and Mass communication–Concept Publishing Company 2002.</p>	<p>Google Meet, and Google Classroom-Code 45hnmcx</p>

		<p>Browsed material</p> <p>4.Power Point Presentation,</p> <p>5.You tube Video Presentation.</p>	
<p>January IV Week (25th to 29th)</p>	<p>5.5Qualities of a Reporter, Role of Editor. (K2, K4, K5, K6)</p>	<p>1.KevalJKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2.D.S. Mehta–Mass Communication and Journalism in India–AlliedPublication2003.</p> <p>3.Virbala Aggarwal& V.S.Gupta-Handbook of Journalism and Mass communication–Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4.Power Point Presentation,</p> <p>5.You tube Video Presentation.</p>	<p>Google Meet, and Google Classroom-Code 45hnmcx</p>
<p>February I Week (1st to 5th)</p>	<p>5.6 Copy flow, Proofreading. (K4, K5, K6)</p>	<p>1.KevalJKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2.D.S. Mehta–Mass Communication and Journalism in India–AlliedPublication2003.</p> <p>3.Virbala Aggarwal& V.S.Gupta-Handbook of Journalism and Mass communication–Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4.Power Point Presentation,</p>	<p>Google Meet, and Google Classroom-Code 45hnmcx</p>

		5.You tube Video Presentation.	
February II Week (8 th to 10 th)	Revision	<p>1.KevalJKumar–Mass Communication in India 3rd Edition–Jayco publication 1982.</p> <p>2.D.S. Mehta–Mass Communication and Journalism in India– AlliedPublication2003.</p> <p>3.Virbala Aggarwal& V.S.Gupta-Handbook of Journalism and Mass communication-Concept Publishing Company 2002.</p> <p>Browsed material</p> <p>4.Power Point Presentation,</p> <p>5.You tube Video Presentation.</p>	<p>Google Meet, and Google Classroom- Code 45hnmex</p>

S. Jeyaraj

Head of the Department
 Department of Communication Media
 Auxilium College (Autonomous)
 Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-

Journalism-UAJLA17

Week	Portions to be covered	Reference	Platform (LMS)
January week 1 (4 th to 8 th)	Unit I: Introduction to Journalism Evolution of Journalism, News, Types of news News values, Structure of news story,	1. Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, Google Classroom-Code sk2yckv
January week-2 (11 th to 13 th)	Journalism ethics, Functions of news,	Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv
January week 3 (18 th to 22 nd)	Journalism in action (finding, choosing, sourcing, gathering, writing, editing and taking news further)	1. Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv
January Week -4 (25 th to 29 th)	History of newspaper, Press council, Code of ethics of Indian journalist, News agencies,	1. Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv Face to face classes
February Week -1 (1 st to 5 th)	Newspaper organizations (ABC – RNI – INS - India Press council), Style of writing, journalist as investigator	1. Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv Face to face classes

February Week -2 (8 th to 12 th)	Journalist as entertainer, Difference between newspaper and news magazine,	1.Mass communication Principles and Concepts-Seema Hassan 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv Face to face classes
February Week -3 (15 th To 20 th)	Types of news magazine News flow in broadcast media	1.Mass communication Principles and Concepts-Seema Hassan 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv Face to face classes
February Week -4 (22 nd to 27 th)	News-room structure (station manager - news director - assignment editor - production and engineering department),	1.Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3.You tube Video Presentation. 4. Brad Schultz – Broadcast News Producing - Sage Publication, 2007.	Google Meet, and Google Classroom-Code sk2yckv Face to face classes
March Week -1(1 st to 6 th)	ICA EXAM	1.Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv Face to face classes
March Week -2(8 th to 12 th)	Writing for packages- local, regional, national (Voice over, Sound on Tape),	1.Mass communication Principles and Concepts-Seema Hassan	Google Meet, and Google Classroom-Code sk2yckv Face to face

		2. Power Point Presentation, 3. You tube Video Presentation. 4. Brad Schultz – Broadcast News Producing - Sage Publication, 2007	classes
March Week-3 (22 nd to 27 th)	Broadcasting reporter and audio production, Bulletin analysis and construction	1. Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3. You tube Video Presentation. 4. Brad Schultz – Broadcast News Producing - Sage Publication, 2007	Google Meet, and Google Classroom-Code sk2yckv Face to face classes
March Week -4 (29 th to 31 st)	Introduction to Photojournalism, Basic Photojournalism - Responsibilities of Photojournalist –	1. B.K. Desh Pandey - Photojournalism – Sonali Publications, 2007 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv Face to face classes
April Week -1 (7 th to 09 th))	Paparazzi, Photojournalism profession, Picture story assignment Difference between Photojournalist and photographer, Photo truth,	1. B.K. Desh Pandey - Photojournalism – Sonali Publications, 2007 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv Face to face classes
April Week -2 (12 th to 17 th)	Photojournalism ethics, challenges in photojournalism	1. B.K. Desh Pandey - Photojournalism – Sonali Publications, 2007 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv
April Week-3	II CA EXAM	1. Mass	Google Meet, and

(19 th to 23 rd)		communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3.You tube Video Presentation.	Google Classroom-Code sk2yckv
April Week -4 (26 th to 30 th)	Newspapers and News reporting in the digital age, News flow in online media, Media differences in news coverage,	Mass communication Principles and Concepts-Seema Hassan 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv
May Week -1 (3 rd to 5 th)	Organization of online newspapers, Internet news producing strategies, Future of internet news	Mass communication Principles and Concepts-Seema Hassan 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code sk2yckv

S. Juliana Anton

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-

Media Analysis Techniques-PCEMH20

Week	Portions to be covered	Reference	Platform (LMS)
January week 1 (4 th to 8 th)	Unit I: Semiotic Analysis 1.1 Problem of meaning, social aspects of semiotics. (K1, K3) 1.2 Signs, Signifiers, Signified. (K2, K4, K5)	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, Google Classroom-Code 4bh4p06
January week-2 (11 th to 13 th)	1.3 Hyper reality, Connotation and Denotation. (K3, K4, K5, K6) 1.4 Syntagmatic analysis, Paradigmatic analysis. (K2, K4, K5)	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06
January week 3 (18 th to 22 nd)	1.5 Application: Murderers on the Orient Express, Football. (K3, K4, K5) 1.6 Application: Murderers on the Orient Express, Football(cont.). (K2, K3, K4, K5, K6)	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06
January Week -4 (25 th to 29 th)	Unit II: Marxist Analysis 2.1 Materialism, The base, and the super structure. (K2, K3, K4) 2.2 False consciousness and ideology. (K2, K3, K4,	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes

	K5)		
February Week -1 (1 st to 5 th)	2.3 The Frankfurt school, Class conflict, Hegemony. (K2, K4, K5)	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes
February Week -2 (8 th to 12 th)	2.4 Marxist criticism in postmodern world, Critical Theory. (K2, K3, K4, K5, K6)	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes
February Week -3 (15 th To 20 th)	2.5 Social learning theory, Social role theory, Cognitive dissonance theory. (K2, K4, K5)	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes
February Week -4 (22 nd to 27 th)	2.6 Application: Fidji Perfume “Snake” advertisement. (K4, K5, K6)	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes
March Week -1 (1 st to 6 th)	ICA EXAM	1. Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes

March Week -2(8 th to 12 th)	Unit III: Psychoanalytic criticism 3.1 The unconscious. (K1, K2) 3.2 sexuality. (K2, K3) 3.3 Oedipus complex. (K1, K2, K3, K4)	Presentation. 1.Arthur Asa Berger, Media Analysis Techniques4th and 6th Edition, Sage publications,2012. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes
March Week-3 (22 nd to 27 th)	3.4 Id, ego, Super ego. (K2, K3, K4) 3.5 Jugian Psychoanalytic theory. (K2, K3, K4, K5, K6) 3.6 Application: Analyzing sexuality, violence, and additive elements of video games. (K3, K4, K5, K6)	1.Arthur Asa Berger, Media Analysis Techniques4th and 6th Edition, Sage publications,2012. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes
March Week -4 (29 th to 31 st)	Unit IV: Feminist Analysis 4.1 Identity, position, and authority. (K1, K3, K4) 4.2 Social conception of knowledge, Phallogentric theory. (K2, K3, K4)	1.Arthur Asa Berger, Media Analysis Techniques4th and 6th Edition, Sage publications,2012. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes
April Week -1 (7 th to 09 th))	4.3 Liberal feminism, social feminism, Radical feminism. (K3, K4, K5) 4.4 Marxist feminism, Postmodern feminism.	1.Arthur Asa Berger, Media Analysis Techniques4th and 6th Edition, Sage publications,2012. 2.Power Point Presentation, 3.You tube Video	Google Meet, and Google Classroom-Code 4bh4p06 Face to face classes

	(K2, K4, K5)	Presentation.	
April Week -2 (12 th to 17 th)	4.5 The male gaze and the female spectator. (K3, K4, K5, K6) 4.6 Application: Analysing feminist perspectives including male gaze based on any movie. (K4, K5, K6)	1.Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06
April Week-3 (19 th to 23 rd)	II CA EXAM	1.Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06
April Week -4 (26 th to 30 th)	Unit V: Sociological and Discourse Analysis 5.1 Sociological Analysis: Alienation, Anomie. (K4, K5, K6) 5.2 Bureaucracy. (K2, K3) 5.3 Discourse analysis: Spoken and Written discourse. (K2, K4, K5)	1.Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code 4bh4p06
May Week -1 (3 rd to 5 th)	5.3 Styles and written discourse, Prisma techniques. (K3, K4, K5, K6)	1.Arthur Asa Berger, Media Analysis Techniques 4th and 6th Edition, Sage publications, 2012. 2. Power Point	Google Meet, and Google Classroom-Code 4bh4p06

	5.5 meta-Analysis, Business Analysis. (K3, K4, K5) 5.6 Critical Review. (K5, K6)	Presentation, 3.You tube Video Presentation.	
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Dr. Juliana Vinter

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Lesson Plan for the year 2020 – 2021-

Media Management-UCVCP17

Week	Portions to be covered	Reference	Platform (LMS)
January week 1 (4 th to 8 th)	Managing Media –Concept of Management principal Levels of Management-	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet,Google Classroom-Code c2mfd54
January week-2 (11 th to 13 th)	Agenda setting - Management skills - Management functions	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54
January week 3 (18 th to 22 nd)	Management roles – Strategic alliances -	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54
January Week -4 (25 th to 29 th)	Implications for management - Radio, TV and Cable	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54 Face to face classes
February Week -1 (1 st to 5 th)	Structure of Media companies – Consolidation	1.Alan B.Alberran - Management of	Google Meet, and Google

	and Convergence – kinds of Media ownership	Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3.You tube Video Presentation.	Classroom-Code c2mfd54 Face to face classes
February Week -2 (8 th to 12 th)	Combining forces and news roles - Financial Management -	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54 Face to face classes
February Week -3 (15 th To 20 th)	Meeting financial goals – Budgeting - Cross media ownerships	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54 Face to face classes
February Week -4 (22 nd to 27 th)	The internet and electronic media management - Online Management	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54 Face to face classes
March Week -1(1 st to 6 th)	I CA EXAM	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54 Face to face classes
March Week -2(8 th to 12 th)	Utilization of the Internet - The web department - Web formations and	1.Alan B.Alberran - Management of Electronic Media -	Google Meet, and Google Classroom-Code

	management -	Thomson Publishers, 2002. 2. Power Point Presentation, 3. You tube Video Presentation.	c2mfd54 Face to face classes
March Week-3 (22 nd to 27 th)	Revenue streams: advertising - e-Commerce -ERP- Local Portal, live streaming, e-zines, web TV.	1. Alan B. Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54 Face to face classes
March Week -4 (29 th to 31 st)	Case studies on Ownership of radio and television station - Obtaining a Broadcast license -	1. Alan B. Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54 Face to face classes
April Week -1 (7 th to 09 th))	Ownership limits - Station organization - Ownership patterns in cable television- Cable TV structure.	1. Alan B. Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54 Face to face classes
April Week -2 (12 th to 17 th)	Ethical codes and Media management- Fairness doctrine - Controversies over programming -	1. Alan B. Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54
April Week-3 (19 th to 23 rd)	II CA EXAM	1. Alan B. Alberran - Management of Electronic Media - Thomson Publishers,	Google Meet, and Google Classroom-Code c2mfd54

		2002. 2. Power Point Presentation, 3.You tube Video Presentation.	
April Week -4 (26 th to 30 th)	Ethics in news and public affairs, media conglomeration, affecting media agenda,	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54
May Week -1 (3 rd to 5 th)	Predatory marketing – News journalists Vs News Managers.	1.Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code c2mfd54

Dr. Juliana Venter

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Lesson Plan for the year 2020 – 2021-

Basic Photography-UCVCC20

Week	Portions to be covered	Reference	Platform (LMS)
January week 1 (4 th to 8 th)	1.1. History of Photography. (K1, K2, K3) 1.2. Analog Photography. (K1, K2, K3)	1. Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, Google Classroom-Code gvdcw2v
January week-2 (11 th to 13 th)	1.3. Digital Photography. (K1, K2, K3) 1.4. Parts and function of a Digital Camera Works – The Sensor – Angle of View – Shutter Speed	1. Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v
January week 3 (18 th to 22 nd)	1.5. Aperture – Focal Length – Depth of Field. (K1, K2, K3, K4) 1.6. Camera Features. (K1, K2, K3), Camera Modes. (K1, K2, K3)	1. Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3. You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v
January Week -4 (25 th to 29 th)	2.1. Composition – Rules – Subject – Focal Point – Centre of Interest – Rule of Thirds. (K1, K2, K3)	1. Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation,	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes

		3.You tube Video Presentation.	
February Week -1 (1 st to 5 th)	2.2. Perspective and choosing the Viewpoint. (K1, K2, K3) 2.3. Viewfinder and View Screen. (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes
February Week -2 (8 th to 12 th)	2.4. Exposure Controls. (K1, K2, K3) 2.5. texture – Pattern – Shapes and Forms – Emphasis – Filters. (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes
February Week -3 (15 th To 20 th)	2.6. Basic Shots –High and Low Angle. (K1, K2, K3) 3.1. Characteristics of Light and color. (K1, K2, K3) 3.2. Quality of light, guidelines for lighting (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes
February Week -4 (22 nd to 27 th)	3.3. Color Temperature, Lighting Control, and lighting equipment – Diffused Light – Bounced Light – Reflection Light – Refraction Light (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes
March Week -1(1 st to 6 th)	I CA EXAM	1.Michael Langford, Philip Andrews -	Google Meet, and Google

		Langford's starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3.You tube Video Presentation.	Classroom-Code gvdcw2v Face to face classes
March Week -2(8 th to 12 th)	3.4. Natural Light – Artificial Light – Flashlight – Portraiture Light (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes
March Week-3 (22 nd to 27 th)	3.5. Three Point Lighting (K1, K2, K3) 3.6. Four Point Lighting (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes
March Week -4 (29 th to 31 st)	4.1. Lens and special lens Types. (K1, K2, K3) 4.2. Camera Types – Zoom Types. (K1, K2, K3) 4.3. Image Resolution – Types of Resolution. (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes
April Week -1 (7 th to 09 th)	4.4. Image File Format – Raster and Vector Formats, Properties of common image file format. (K1, K2, K3, K4) 4.5. Image Adjustment Tools. (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford's starting Photography-The Guide to great image with digital or films. 2.Power Point Presentation,	Google Meet, and Google Classroom-Code gvdcw2v Face to face classes

	4.6. Editing Digital image – Manipulating an Image. (K1, K2, K3)	3.You tube Video Presentation.	
April Week -2 (12 th to 17 th)	5.1. Darkroom Techniques (K1, K2, K3) 5.2. Film Processing. (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford`s starting Photography-The Guide to great image with digital or films. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v
April Week-3 (19 th to 23 rd)	II CA EXAM	1.Michael Langford, Philip Andrews - Langford`s starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v
April Week -4 (26 th to 30 th)	5.3. Developing and Printing. (K1, K2, K3) 5.4. Printer Resolution and its types. (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford`s starting Photography-The Guide to great image with digital or films. 2. Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v
May Week -1 (3 rd to 5 th)	5.5. Types of Photography: Nature – Architecture – Landscape – Wildlife – Sports – Fashion. (K1, K2, K3, K4) 5.6. Photojournalism. (K1, K2, K3)	1.Michael Langford, Philip Andrews - Langford`s starting Photography-The Guide to great image with digital or films. 2.Power Point Presentation, 3.You tube Video Presentation.	Google Meet, and Google Classroom-Code gvdcw2v

Dr. Juliana Venter

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: I B.Sc. Visual Communication

Practical 1: Drawing and Design - UCVCB20

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week I: 9.9.2020 - 11.9.2020	Introduction to drawing Evolution of drawing	Internet – Basic Drawing	Google Meet & google classroom Code: qglxlrk
2	Week II: 14.9.2020 - 19.9.202	Basic Drawing – introduction : types of drawing and materials used for drawing	Basic Drawing : Practical demo	Google Meet & google classroom Code: qglxlrk
3	Week III: 21.09.2020 - 26.09.2020	Types of lines and curves and pencil grip holding and shading techniques.	Basic Drawing book : Live domo class	Google Meet & google classroom Code: qglxlrk
4	Week IV: 28.09.2020- 2.10.2020	Geometrical shapes 2d & 3d	Basic Drawing book : Live domo class	Google Meet & google classroom Code: qglxlrk
5	Week V: 5.10.2020- 9.10.2020	3d forms – shapes into objects	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk

6	Week I: 12.10.2020- 16.10.2020	Lights and shadows in drawing	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
7	Week IV: 19.10.2020- 23.10.2020	Patterns, design and structures in drawing: Zentangle art, Mandala art, Doodle art.	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
8	Week V: 26.10.2020- 30.10.2020	Introduction about perspective: 1 point and 2-point perspective.	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
9	Week I: 02.11.2020- 06.11.2020	Over lapping shapes and objects Still life drawing.	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
10	Week II: 09.11.2020- 13.11.2020	ICA Exam	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
11	Week III: 16.11.2020- 17.11.2020	Introduction to typography and font family. Covering 2d and 3d alphabets.	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk

12	Week IV: 25.11.2020- 27.11.2020	Birds and animals Drawing using grid lines.	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
13	Week V: 30.11.2020- 5.12.2020	Introduction to water colors and landscape drawing.	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
14	Week I: 7.12.2020- 12.12.2020	Introduction to poster colors and color wheel	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
15	Week II: 14.12.2020- 18.12.2020	Explore outdoor drawing with proper light and shades with perspective.	Basic Drawing book – live domo class	Google Meet & google classroom Code: qglxlrk
16	Week III: 21.12.2020- 22.12.2020	Revision and practice	Domo class	Google Meet & google classroom Code: qglxlrk

Dr. Juliana Ailton

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: II B.Sc. Visual Communication

Practical III: PHOTOGRAPHY – UCVCF17

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week II: 8.7.2020 - 11.7.2020	Introduction to Photography Evolution of photography	The era of photography – book	Google Meet & google classroom Code: m5chquy
2	Week III: 13.7.2020 - 18.7.2020	Basics of photography, camera setup and function	Youtube materials	Google Meet & google classroom Code: m5chquy
3	Week IV: 20.7.2020 - 25.7.2020	Basic Elements and principles of photography	Mad photography website.	Google Meet & google classroom Code: m5chquy
4	Week V: 27.7.2020 - 01.8.2020	Exposure triangle: Shutter speed, Aperture, ISO	Mad Photography, expert photography websites.	Google Meet & google classroom Code: m5chquy
5	Week I: 27.7.2020 - 01.8.2020	Demo class for exposure triangle.	Live demo class	Google Meet & google classroom Code:m5chquy

6	Week II: 03.8.2020 - 08.8.2020	Basic shots and angles explain with live demo	Ppt internet source and live demo	Google Meet & google classroom Code:m5chquy
7	Week III: 10.8.2020 - 14.8.2020	Types of photography	Madphotography.com	Google Meet & google classroom Code:m5chquy
8	Week IV: 17.8.2020 - 22.8.2020	Portraiture, PLAY OF Light , motion and freezing moments photography	Madphotography.com Expertphotography.com	Google Meet & google classroom Code:m5chquy
9	Week V: 24.8.2020 - 29.8.2020	Introduction to lighting and its types	Madphotography.com	Google Meet & google classroom Code:m5chquy
10	Week I: 31.8.2020 - 05.9.2020	Indoor photography and outdoor photography techniques	Madphotography.com	Google Meet & google classroom Code:m5chquy
11	Week II: 07.9.2020 - 12.9.2020	I CA EXAM	-	Google Meet & google classroom Code:m5chquy

12	Week III: 14.7.2020 - 19.7.2020	Advertising photography techniques	Expertphotograpy.com	Google Meet & google classroom Code:m5chquy
13	Week IV: 21.09.2020 - 26.09.2020	Sports photography	Expertphotograpy.com	Google Meet & google classroom Code:m5chquy
14	Week V: 28.09.2020- 2.10.2020	Action photography	Expertphotograpy.com	Google Meet & google classroom Code:m5chquy
15	Week I: 5.10.2020- 9.10.2020	Exercise practice: Ex 1 & 2 submission	-	Google Meet & google classroom Code:m5chquy
16	Week II: 12.10.2020- 16.10.2020	Exercise practice: Ex 3 & 4 submission	-	Google Meet & google classroom Code:m5chquy
17	Week III: 19.10.2020- 23.10.2020	Exercise practice: Ex 5&6 submission	-	Google Meet & google classroom Code:m5chquy

18	Week IV: 26.10.2020- 30.10.2020	Exercise practice: Ex 7 & 8 submission	-	Google Meet & google classroom Code:m5chquy
19	Week V: 02.11.2020- 06.11.2020	Exercise practice: Ex 9 & 10 submission	-	Google Meet & google classroom Code:m5chquy
20	Week I: 09.11.2020- 13.11.2020	Exercise practice: Record verification	-	Google Meet & google classroom Code:m5chquy
21	Week II: 16.11.2020- 17.11.2020	Final record submission	-	Google Meet & google classroom Code:m5chquy

Dr. Juhona Anter

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: III B.Sc. Visual Communication

Elective I: PUBLIC RELATION – UCVCK17

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week II: 8.7.2020 - 11.7.2020	Introduction to Public Relation	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
2	Week III: 13.7.2020 - 18.7.2020	Evolution and History of PR in India	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
3	Week IV: 20.7.2020 - 25.7.2020	Scope of PR, PR in Government and Large Organization	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
4	Week V: 27.7.2020 - 01.8.2020	PR in Small organization and Medium Organization	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn

5	Week I: 27.7.2020 - 01.8.2020	SWOT Analysis in PR	PR and Media Relation book and internet surfing. Demo with class activity	Google Meet & google classroom Code: kzk3pzn
6	Week II: 03.8.2020 - 08.8.2020	PR Process and its steps	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
7	Week III: 10.8.2020 - 14.8.2020	PR Internal and External publics, Service sectors	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
8	Week IV: 17.8.2020 - 22.8.2020	Roles of PRO in house and external agencies	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
9	Week V: 24.8.2020 - 29.8.2020	PR in crisis and crisis management	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
10	Week I: 31.8.2020 - 05.9.2020	Role of a PR Writer	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn

11	Week II: 07.9.2020 - 12.9.2020	ICA EXAM	--	Google Meet & google classroom Code: kzk3pzn
12	Week III: 14.7.2020 - 19.7.2020	Ethical and legal responsibility of PR, Writer	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
13	Week IV: 21.09.2020 - 26.09.2020	Research for a PR, Writer	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
14	Week V: 28.09.2020- 2.10.2020	Writing for mass media audience	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
15	Week I: 5.10.2020- 9.10.2020	Future of PR, Public utilities and PR	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
16	Week II: 12.10.2020- 16.10.2020	Social responsibilities of PR writer, Benefits of PR	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn

17	Week III: 19.10.2020- 23.10.2020	CSR, PR and emerging global market	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
18	Week IV: 26.10.2020- 30.10.2020	Issues affecting the efficiency of Public and Private sector	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
19	Week V: 02.11.2020- 06.11.2020	Concepts of ethics, PRSI	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
20	Week I: 09.11.2020- 13.11.2020	IPRA, PRSA, Council of PR firms	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn
21	Week II: 16.11.2020- 17.11.2020	Charter on Media Transparency Revision	PR and Media Relation book and internet surfing.	Google Meet & google classroom Code: kzk3pzn

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: I B.Sc. Visual Communication

Skill Based Elective: Basic Drawing – USCMA120

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week I: 9.9.2020 - 11.9.2020	Introduction to drawing Evolution of drawing	Internet – Basic Drawing	Google Meet & google classroom Code: ge7yxmz
2	Week II: 14.9.2020 - 19.9.202	Basic Drawing – introduction: types of drawing and materials used for drawing	Basic Drawing: Practical demo	Google Meet & google classroom Code: ge7yxmz
3	Week III: 21.09.2020 - 26.09.2020	Types of lines and curves and pencil grip holding and shading techniques.	Basic Drawing book: Live domo class	Google Meet & google classroom Code: ge7yxmz
4	Week IV: 28.09.2020- 2.10.2020	Geometrical shapes 2d & 3d	Basic Drawing book: Live domo class	Google Meet & google classroom Code: ge7yxmz
5	Week V: 5.10.2020- 9.10.2020	3d forms – shapes into objects	Basic Drawing book – live domo class	Google Meet & google classroom Code: ge7yxmz

6	Week I: 12.10.2020- 16.10.2020	Lights and shadows in drawing	Basic Drawing book – live demo class	Google Meet & google classroom Code: ge7yxmz
7	Week IV: 19.10.2020- 23.10.2020	Patterns, design and structures in drawing: Zentangle art, Mandala art, Doodle art.	Basic Drawing book – live demo class	Google Meet & google classroom Code: ge7yxmz
8	Week V: 26.10.2020- 30.10.2020	Introduction about perspective: 1 point and 2-point perspective.	Basic Drawing book – live demo class	Google Meet & google classroom Code: ge7yxmz
9	Week I: 02.11.2020- 06.11.2020	Over lapping shapes and objects Still life drawing.	Basic Drawing book – live demo class	Google Meet & google classroom Code: ge7yxmz
10	Week II: 09.11.2020- 13.11.2020	ICA Exam	Basic Drawing book – live demo class	Google Meet & google classroom Code: ge7yxmz

11	Week III: 16.11.2020- 17.11.2020	Introduction to typography and font family. Covering 2d and 3d alphabets.	Basic Drawing book – live demo class	Google Meet & google classroom Code: ge7yxmz
12	Week IV: 25.11.2020- 27.11.2020	Exercise practice: Ex 1 & 2 submission	-	Google Meet & google classroom Code: ge7yxmz
13	Week V: 30.11.2020- 5.12.2020	Exercise practice: Ex 3 & 4 submission	-	Google Meet & google classroom Code: ge7yxmz
14	Week I: 7.12.2020- 12.12.2020	Exercise practice: Ex 5&6 submission	-	Google Meet & google classroom Code: ge7yxmz
15	Week II: 14.12.2020- 18.12.2020	Exercise practice: Ex 7 & 8 submission	-	Google Meet & google classroom Code: ge7yxmz
16	Week III: 21.12.2020- 22.12.2020	Record Submission	-	Google Meet & google classroom Code: ge7yxmz

Dr. Juleona Vithan

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: I M.Sc. Electronic Media

Elective: Script Writing and Direction – PEEMA20

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week II: 8.7.2020 - 11.7.2020	Script writing basics, script formats	Book Reference and the Online reference	Google Meet
2	Week III: 13.7.2020 - 18.7.2020	creating concepts, screenplay	Book Reference and the Online reference	Google Meet
3	Week IV: 20.7.2020 - 25.7.2020	storyboard, writing a script	Book Reference and the Online reference	Google Meet
4	Week V: 27.7.2020 - 01.8.2020	writing process Script writing for fiction	Book Reference and the Online reference	Google Meet

5	Week I: 27.7.2020 - 01.8.2020	non-fiction, entertainment programs (Unscripted)	Book Reference and the Online reference	Google Meet
6	Week II: 03.8.2020 - 08.8.2020	writing for special audience, documentaries.	Book Reference and the Online reference	Google Meet
7	Week III: 10.8.2020 - 14.8.2020	Documentaries and its types	Book Reference and the Online reference	Google Meet
8	Week IV: 17.8.2020 - 22.8.2020	Direction basics: Techniques of TV direction – from planning to postproduction	Book Reference and the Online reference	Google Meet
9	Week V: 24.8.2020 - 29.8.2020	The director's role - the director's as active observer	Book Reference and the Online reference	Google Meet

10	Week I: 31.8.2020 - 05.9.2020	job of the director, shooting script.	Book Reference and the Online reference	Google Meet
11	Week II: 07.9.2020 - 12.9.2020	ICA EXAM	--	Google Meet
12	Week III: 14.7.2020 - 19.7.2020	The director prepares: benefits of rehearsing at actual location before the take – after the take	Book Reference and the Online reference	Google Meet
13	Week IV: 21.09.2020 -26.09.2020	– planning coverage	Book Reference and the Online reference	Google Meet
14	Week V: 28.09.2020- 2.10.2020	camera placement – shot and scene identification	Book Reference and the Online reference	Google Meet

15	Week I: 5.10.2020- 9.10.2020	daily organization	Book Reference and the Online reference	Google Meet
16	Week II: 12.10.2020- 16.10.2020	Direction Methods: Directing Documentaries	Book Reference and the Online reference	Google Meet
17	Week III: 19.10.2020- 23.10.2020	directing fiction, Directing non- fiction	Book Reference and the Online reference	Google Meet
18	Week IV: 26.10.2020- 30.10.2020	Directing non- script programs	Book Reference and the Online reference	Google Meet
19	Week V: 02.11.2020- 06.11.2020	Directing non- script programs- case studies of directing.	Book Reference and the Online reference	Google Meet
20	Week I: 09.11.2020- 13.11.2020	Revision	-	Google Meet

21	Week II: 16.11.2020- 17.11.2020	Revision	-	Google Meet
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S. Juliana Vireen

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: I B.Sc. Visual Communication

EVEN SEMESTER

Skill Based Elective: Basic Drawing – USCMA220

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week I January	Introduction to drawing Evolution of drawing	Internet – Basic Drawing	Google Meet & google classroom Code: x5517px
2	Week II: January	Basic Drawing – introduction: types of drawing and materials used for drawing	Basic Drawing: Practical demo	Google Meet & google classroom Code: x5517px
3	Week III: January	Types of lines and curves and pencil grip holding and shading techniques.	Basic Drawing book: Live domo class	Google Meet & google classroom Code: x5517px
4	Week IV: February	Geometrical shapes 2d & 3d	Basic Drawing book: Live domo class	Google Meet & google classroom Code: x5517px
5	Week V: February	3d forms – shapes into objects	Basic Drawing book – live domo class	Google Meet & google classroom Code: x5517px

6	Week I: February	Lights and shadows in drawing	Basic Drawing book – live demo class	Google Meet & google classroom Code: x5517px
7	Week IV: March	Patterns, design and structures in drawing: Zentangle art, Mandala art, Doodle art.	Basic Drawing book – live demo class	Google Meet & google classroom Code: x5517px
8	Week V: March	Introduction about perspective: 1 point and 2-point perspective.	Basic Drawing book – live demo class	Google Meet & google classroom Code: x5517px
9	Week I: March	Over lapping shapes and objects Still life drawing.	Basic Drawing book – live demo class	Google Meet & google classroom Code: x5517px
10	Week II: March	ICA Exam	Basic Drawing book – live demo class	Google Meet & google classroom Code: x5517px

11	Week III: April	Introduction to typography and font family. Covering 2d and 3d alphabets.	Basic Drawing book – live demo class	Google Meet & google classroom Code: x5517px
12	Week IV: April	Exercise practice: Ex 1 & 2 submission	-	Google Meet & google classroom Code: x5517px
13	Week V: April	Exercise practice: Ex 3 & 4 submission	-	Google Meet & google classroom Code: x5517px
14	Week I: May	Exercise practice: Ex 5&6 submission	-	Google Meet & google classroom Code: x5517px
15	Week II: May	Exercise practice: Ex 7 & 8 submission	-	Google Meet & google classroom Code: x5517px
16	Week III: May	Record Submission	-	Google Meet & google classroom Code: x5517px

Dr. Julius Victor

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: III B.Sc. Visual Communication

Elective: ICT and New media – UEVCA17

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week I January	Evolution of ICT (4 stages)	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
2	Week II: January	From ARPANET to internet	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
3	Week III: January	New Media as a Mass Medium	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
4	Week IV: January	Structure and features of Internet – ISP, TCP/IP, E- mail, WWW	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn

5	Week I: February	New source of news – blogs, citizen journalism	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
6	Week II: February	hyper-local news, the converged or single man journalist	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
7	Week III: February	Change in News flow, Online-only Newspapers	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
8	Week IV: February	e-Newspapers, Replica editions, Limitations of online newspapers	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
9	Week V: March	Revision for I CA	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn

10	Week I: March	Revision for I CA	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
11	Week II: March	I CA EXAM	--	Google Meet & google classroom Code: kzk3pzn
12	Week III: March	Scroll News, Image and video digitization	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
13	Week IV: April	Digitization of radio and television news, On-the- spot broadcast	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
14	Week V: April	User-generated content	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
15	Week I: April	Privacy, Copyright issues	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn

16	Week II: April	Traditional vs Web journalism, Interactivity	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
17	Week III: April	Archiving, News feeds	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
18	Week IV: May	Syndicated Content, Future: Evernet and Internet of things	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
19	Week V: May	ISP and browsers, Server, Proxy server	Book Reference and the Online reference	Google Meet & google classroom Code: kzk3pzn
20	Week I: May	Security Socket Layer, Firewalls Open Source	-	Google Meet & google classroom Code: kzk3pzn
21	Week II: May	4G, Uplink and Downlink, Last mile connectivity	-	Google Meet & google classroom Code: kzk3pzn

S. Julius Walter

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: II B.Sc. Visual Communication

Practical III: PHOTOGRAPHY – UCVCF17

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week II: January	Introduction to Photography Evolution of photography	The era of photography – book	Google Meet & google classroom Code: m5chquy
2	Week III: January	Basics of photography, camera setup and function	Youtube materials	Google Meet & google classroom Code: m5chquy
3	Week IV: January	Basic Elements and principles of photography	Mad photography website.	Google Meet & google classroom Code: m5chquy
4	Week V: January	Exposure triangle: Shutter speed, Aperture, ISO	Mad Photography, expert photography websites.	Google Meet & google classroom Code: m5chquy

5	Week I: February	Demo class for exposure triangle.	Live demo class	Google Meet & google classroom Code:m5chquy
6	Week II: February	Basic shots and angles explain with live demo	Ppt internet source and live demo	Google Meet & google classroom Code:m5chquy
7	Week III: February	Types of photography	Madphotography.com	Google Meet & google classroom Code:m5chquy
8	Week IV: February	Portraiture, PLAY OF Light , motion and freezing moments photography	Madphotography.com Expertphotography.com	Google Meet & google classroom Code:m5chquy
9	Week V: February	Introduction to lighting and its types	Madphotography.com	Google Meet & google classroom Code:m5chquy
10	Week I: March	Indoor photography and outdoor photography techniques	Madphotography.com	Google Meet & google classroom Code:m5chquy

11	Week II: March	ICA EXAM	-	Google Meet & google classroom Code:m5chquy
12	Week III: March	Advertising photography techniques	Expertphotograpy.com	Google Meet & google classroom Code:m5chquy
13	Week IV: March	Sports photography	Expertphotograpy.com	Google Meet & google classroom Code:m5chquy
14	Week V: March	Action photography	Expertphotograpy.com	Google Meet & google classroom Code:m5chquy
15	Week I: April	Industrial, Sports/action	Expertphotograpy.com	Google Meet & google classroom Code:m5chquy
16	Week II: April	Picture story assignment	Expertphotograpy.com	Google Meet & google classroom Code:m5chquy

17	Week III: April	Exercise practice:	-	Google Meet & google classroom Code:m5chquy
18	Week IV: April	Exercise practice:	-	Google Meet & google classroom Code:m5chquy
19	Week V: May	Exercise practice:	-	Google Meet & google classroom Code:m5chquy
20	Week I: May	Exercise practice: Record verification	-	Google Meet & google classroom Code:m5chquy
21	Week II: May	Final record submission	-	Google Meet & google classroom Code:m5chquy

Dr. J. S. S. S.

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: II M.Sc. Electronic Media

Practical II: Non-Linear Editing – PCEMI20

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week II: January	Introduction to editing Evolution of editing	Internet surfing and youtube videos	Google Meet
2	Week III: January	Basics of editing	Internet surfing and youtube videos	Google Meet
3	Week IV: January	Basic Elements and principles of editing	Internet surfing and youtube videos	Google Meet
4	Week V: January	Creating sound effects creatively with suitable objects.	Demo class	Google Meet
5	Week I: January	Producing a Radio drama with suitable music and special effects	Live demo class	Google Meet

6	Week II: February	Practice session	-	Face to face Class-Audio Visual Lab
7	Week III: February	Create a signature tune or a Radio jingle	Live demo class	Face to face Class- Audio Visual Lab
8	Week IV: February	Practical session	-	Face to face Class- Audio Visual Lab
9	Week V: February	Compilation of a News production	Live demo class	Face to face Class- Audio Visual Lab
10	Week I: March	Dubbing for a part of animation movie with appropriate music and special effects	Live demo class	Face to face Class- Audio Visual Lab
11	Week II: March	ICA EXAM	-	Face to face Class- Audio Visual Lab

12	Week III: March	Practice session	-	Face to face Class- Audio Visual Lab
13	Week IV: March	Remix of a film song with visuals taken from multiple films	Live demo class	Face to face Class- Audio Visual Lab
14	Week V: March	Dubbing in a different language for part of a feature film and adding subtitles	Live demo class	Face to face Class- Audio Visual Lab
15	Week I: March	Compilation of a travel episode with suitable video transition and voice-over recording	Live demo class	Face to face Class- Audio Visual Lab
16	Week II: April	Practice session	-	Face to face Class- Audio Visual Lab
17	Week III: April	Titling and end credits for a Video presentation	-	Face to face Class- Audio Visual Lab

18	Week IV: April	Produce programs in different formats (Talk, comparing, announcement, anchoring, interviews. using chroma key technique).	-	Face to face Class- Audio Visual Lab
19	Week V: April	Exercise practice	-	Face to face Class- Audio Visual Lab
20	Week I: May	Exercise practice	-	Face to face Class- Audio Visual Lab
21	Week II: May	Exercise practice	-	Face to face Class- Audio Visual Lab

S. J. J. J. J.

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021: II B.Sc. Visual Communication

Environmental Studies- UNEVS17

S.NO	Week	Portions to be covered	Reference	Platform (LMS)
1	Week II: January	Ecosystem – Structure and function of eco system	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
2	Week III: January	Food chain and food web	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
3	Week IV: January	Ecological pyramid- types of ecosystem	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
4	Week V: January	Lake, pond, forest, grassland, desert and ocean ecosystem	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk

5	Week I: February	Energy flow in ecosystem, ecological succession	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
6	Week II: February	Biodiversity, general terms.	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
7	Week III: February	Types of diversity, India as a mega biodiversity zone	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
8	Week IV: February	Threats and conservation of biodiversity	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
9	Week V: February	Values of biodiversity	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
10	Week I: March	Environmental pollution: Air pollution	Book Reference and the Online reference	Google Meet & google classroom Face to face Class

11	Week II: March	I CA EXAM	--	Google Meet & google classroom Code: ocuadsk Face to face Class
12	Week III: March	Water and soil pollution	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
13	Week IV: March	Noise pollution- cause and effects and control measure	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk Face to face Class
14	Week V: March	Rain water harvesting	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk Face to face Class
15	Week I: March	Watershed management	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk Face to face Class
16	Week II: April	Solid waste management	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk

17	Week III: April	Human population and environment: environmental protection Act, 1986	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
18	Week IV: April	Environmental protection agencies	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
19	Week V: April	Air (Prevention and control of pollution) Act, Forest conservation act	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
20	Week I: May	Water prevention and control of pollution act	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk
21	Week II: May	Wildlife protection act, 1972	Book Reference and the Online reference	Google Meet & google classroom Code: ocuadsk

S. Juhina Victor

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021- HUMAN COMMUNICATION - UAHCA17

S.NO	DATE	PORTIONS TO BE COMPLETED	REFERENCE	PLATFORM(LMS)
1	09.09.2020 TO 12.07.2020	Human communication what and why - Define Communication	David Holmes - Communication Theory: Media Technology and Society	Google Meet and Google Classroom-Code evuhyar
2	14.09.2020 TO 19.09.2020	Functions of communication – Types of communication	David Holmes - Communication Theory: Media Technology and Society	Google Meet and Google Classroom-Code evuhyar
3	21.09.2020 TO 26.09.2020	Western Models of communication	Keval J.Kumar - Mass Communication in India	Google Meet and Google Classroom-Code evuhyar
4	28.09.2020 TO 30.09.2020	Language: Power and nature of language	Keval J.Kumar - Mass Communication in India	Google Meet and Google Classroom-Code evuhyar
5	01.10.2020 TO 02.10.2020	Gender and culture of language Listening	Keval J.Kumar - Mass Communication in India	Google Meet and Google Classroom-Code evuhyar
6	05.10.2020 TO 09.10.2020	-Misconceptions about listening	Internet Source	Google Meet and Google Classroom-Code evuhyar
7	12.10.2020 TO 16.10.2020	Challenges of effective listening – Types of informative speaking	Internet Source	Google Meet and Google Classroom-Code evuhyar
8	19.10.2020 TO 23.10.2020	Informative vs persuasive speaking	Internet Source	Google Meet and Google Classroom-Code evuhyar
9	26.10.2020 TO 29.10.2020	Techniques of informative speaking	Internet Source	Google Meet and Google Classroom-Code evuhyar
10	02.11.2020 TO 06.11.2020	Building credibility as a speaker.	Internet Source	Google Meet and Google Classroom-Code evuhyar
11	09.11.2020	I CA EXAMINATION/	Internet Source	Google Meet and

	TO 13.11.2020	Introduction to verbal communication – Functions of verbal communication		Google Classroom-Code evuhyar
12	16.11.2020 TO 18.11.2020	Types of verbal communication – Characteristics of nonverbal communication	Internet Source	Google Meet and Google Classroom-Code evuhyar
13	25.11.2020 TO 27.11.2020	Functions of non-verbal communication - Types of non-verbal communication – Chronemics, Proxemics, Oculistics, Olfactics, Haptics, Kinesics, Chromatics, Silence	Internet Source	Google Meet and Google Classroom-Code evuhyar
14	30.11.2020 TO 05.12.2020	Characteristics of intrapersonal Communication, Characteristics of Interpersonal communication	Internet Source	Google Meet and Google Classroom-Code evuhyar
15	07.12.2020 TO 12.12.2020	Relational development and maintenance – Models of self-disclosure – Introduction to group	Internet Source	Google Meet and Google Classroom-Code evuhyar
16	14.12.2020 TO 18.12.2020	Characteristics of Groups – Types and goals of group – Patterns of interaction - problem solving in groups.	Internet Source	Google Meet and Google Classroom-Code evuhyar
17	21.12.2020 TO 22.12.2020	Public communication- Effective public communication – Purpose – Speech structure –Analyzing and Public speaking– Rhetoric, persuasion and propaganda	Internet Source	Google Meet and Google Classroom-Code evuhyar

Dr. Juliana Veloso

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-SCRIPT WRITING- UASWA17

S.NO		PORTIONS TO BE COMPLETED	REFERENCE	PLATFORM(LMS)
1	08.07.2020 TO 11.07.2020	Definition of scripts, Script formats, Basics of script writing	Keval J. Kumar - Mass Communication in India	Google Meet and Google Classroom-Code 4yqime6 & oo4rr5v
2	13.07.2020 TO 18.07.2020	The four models of writing — Script preparation	Keval J. Kumar - Mass Communication in India	Google Meet and Google Classroom-Code-oo4rr5v
3	20.07.2020 TO 25.07.2020	Selecting and contracting with writers – Adapting the seven methods -	Keval J. Kumar - Mass Communication in India	Google Meet and Google Classroom-Code-oo4rr5v
4	27.07.2020 TO 31.07.2020	Script review- The stages of script development	Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR	Google Meet and Google Classroom-Code-oo4rr5v
5	01.08.2020 TO 08.08.2020	Three act structures for film and television	Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR	Google Meet and Google Classroom-Code-oo4rr5v
6	10.08.2020 TO 14.08.2020	Writing a script with and without dialogue	Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR	Google Meet and Google Classroom-Code-oo4rr5v
7	17.08.2020 TO 21.08.2020	Dramatic structures and forms.	Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR	Google Meet and Google Classroom-Code-oo4rr5v
8	24.08.2020 TO 29.08.2020	Role of the script writer – Screenplay.	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
9	01.09.2020 TO 05.09.2020	Story board – Shot, Scene and Sequence.	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
10	07.09.2020 TO 12.09.2020	I CA EXAM / Television formats and genres.	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
11	14.09.2020 TO	Script formats for corporate videos.	Internet source	Google Meet and Google Classroom-

	19.09.2020			Code-oo4rr5v
12	21.09.2020 TO 26.09.2020	Writing for interactive communication (writing for websites) -	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
13	28.09.2020 TO 30.09.2020	The golden Rule of writing for Radio -	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
14	01.10.2020 TO 02.10.2020	Radio formats and genres. Radio jingle-	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
15	05.10.2020 TO 09.10.2020	Drama for radio-commercial advertisement for radio	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
16	12.10.2020 TO 16.10.2020	PSA (Radio) - creating word pictures .	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
17	19.10.2020 TO 23.10.2020	Write a script for an entertainment show (radio).	Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR	Google Meet and Google Classroom-Code-oo4rr5v
18	26.10.2020 TO 29.10.2020	Script for PSA,	Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR	Google Meet and Google Classroom-Code-oo4rr5v
19	02.11.2020 TO 06.11.2020	Script for Advertisement	Richard Whitakar – Janet E. Ramsey - Ronald D. Smith – Media Writing: Print, Broadcast and PR	Google Meet and Google Classroom-Code-oo4rr5v
20	09.11.2020 TO 13.11.2020	II CA/, Short story.	Internet source	Google Meet and Google Classroom-Code-oo4rr5v
21	16.11.2020 TO 18.11.2020	Script for Drama and Documentary-News	Internet source	Google Meet and Google Classroom-Code-oo4rr5v

Dr. Julius Victor

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-SBE- PHOTOGRAPHY:USCMB317

S.NO	DATE	PORTIONS TO BE COMPLETED	REFERENCE	PLATFORM(LMS)
1	09.09.2020 TO 12.07.2020	Introduction to photography,	Internet Source	Google Meet and Google Classroom- Code tixi5ke
2	14.09.2020 TO 19.09.2020	Basics of camera (set up and functions of a camera).	Internet Source	Google Meet and Google Classroom- Code tixi5ke
3	21.09.2020 TO 26.09.2020	Types of camera.	Internet Source	Google Meet and Google Classroom- Code tixi5ke
4	28.09.2020 TO 30.09.2020	Basics of shot of camera	Internet Source	Google Meet and Google Classroom- Code tixi5ke
5	01.10.2020 TO 02.10.2020	Camera accessories,)	Internet Source	Google Meet and Google Classroom- Code tixi5ke
6	05.10.2020 TO 09.10.2020	Importance of visual elements in photography.	Internet Source	Google Meet and Google Classroom- Code tixi5ke
7	12.10.2020 TO 16.10.2020	Freezing the emotion and experience.	Internet Source	Google Meet and Google Classroom- Code tixi5ke
8	19.10.2020 TO 23.10.2020	Analysis of best photographs (award won photos).	Internet Source	Google Meet and Google Classroom- Code tixi5ke
9	26.10.2020 TO 29.10.2020	Basic shots (long, Mid, close-up, high angle, low angle, eye level)	Internet Source	Google Meet and Google Classroom- Code tixi5ke
10	02.11.2020 TO 06.11.2020	Portraiture, Reflection	Internet Source	Google Meet and Google Classroom- Code

11	09.11.2020 TO 13.11.2020	play of light, shadow	Internet Source	tixi5ke Google Meet and Google Classroom- Code tixi5ke
12	16.11.2020 TO 18.11.2020	Silhouette, Photo feature	Internet Source	Google Meet and Google Classroom- Code tixi5ke

Dr. Juliana Debra

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-NME- ADVERTISING :UGCMA517

S.NO	DATE	PORTIONS TO BE COMPLETED	REFERENCE	PLATFORM(LMS)
1	09.09.2020 TO 12.09.2020	Advertising – definition,	Internet Source	Google Meet and Google Classroom- Code f71f4b4
2	14.09.2020 TO 19.09.2020	History of advertising.	Internet Source	Google Meet and Google Classroom- Code f71f4b4
3	21.09.2020 TO 26.09.2020	Types of Advertising – Benefits of Advertising,	Internet Source	Google Meet and Google Classroom- Code f71f4b4
4	28.09.2020 TO 30.09.2020	Benefits of advertising, Role of advertising, Market segmentation	Internet Source	Google Meet and Google Classroom- Code f71f4b4
5	01.10.2020 TO 02.10.2020	Advertising Pyramid, Marketing Mix,	Internet Source	Google Meet and Google Classroom- Code f71f4b4
6	05.10.2020 TO 09.10.2020	Product Life Cycle, USP, Brand Image, Media Planning	Internet Source	Google Meet and Google Classroom- Code f71f4b4
7	12.10.2020 TO 16.10.2020	Process of Visualization, Copywriting, Photography.	Internet Source	Google Meet and Google Classroom- Code f71f4b4
8	19.10.2020 TO 23.10.2020	Illustration, Image Manipulation.	Internet Source	Google Meet and Google Classroom- Code f71f4b4
9	26.10.2020 TO 29.10.2020	Layout design – Grid, Mondrian thumb nail, roughs and compressive layout, final output	Internet Source	Google Meet and Google Classroom- Code f71f4b4
10	02.11.2020	Social, psycho and economic	Internet Source	Google Meet and

	TO 06.11.2020	effects of advertising on Society,		Google Classroom-Code f71fxb4
11	09.11.2020 TO 13.11.2020	Current issues, Commercialism in advertising, Advertising and children, Advertising and women, Ethics in Advertising	Internet Source	Google Meet and Google Classroom-Code f71fxb4
12	16.11.2020 TO 18.11.2020	Practical assignments in advertising, Preparation of print and Radio ad, Preparing ads for specific target Group.	Internet Source	Google Meet and Google Classroom-Code f71fxb4

Dr. Juhana Patel

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021 - WRITING FOR BROADCAST MEDIA

1	12.10.2020 TO 16.10.2020	Introduction about how to write a script.	Internet Source	Google Meet and Google Classroom-Code mxpual6
2	19.10.2020 TO 23.10.2020	Radio Jingle	Internet Source	Google Meet and Google Classroom-Code mxpual6
3	26.10.2020 TO 29.10.2020	TV Promo,	Internet Source	Google Meet and Google Classroom-Code mxpual6
4	02.11.2020 TO 06.11.2020	Radio promo	Internet Source	Google Meet and Google Classroom-Code mxpual6
5	09.11.2020 TO 13.11.2020	Commercial advertisement for Radio .	Internet Source	Google Meet and Google Classroom-Code mxpual6
6	16.11.2020 TO 18.11.2020	Commercial advertisement for Television	Internet Source	Google Meet and Google Classroom-Code mxpual6
7	23.11.2020 TO 27.11.2020	PSA for Radio	Internet Source	Google Meet and Google Classroom-Code mxpual6
8	30.11.2020 TO 04.12.2020	PSA for Television	Internet Source	Google Meet and Google Classroom-Code mxpual6
9	07.12.2020 TO 11.12.2020	Radio Drama/play	Internet Source	Google Meet and Google Classroom-Code mxpual6

10	14.12.2020 TO 18.12.2020	Radio Drama/play	Internet Source	Google Meet and Google Classroom-Code mxpual6
11	07.12.2020 TO 11.12.2020	Radio Drama/play	Internet Source	Google Meet and Google Classroom-Code mxpual6
12	04.01.2021 TO 08.01.2021	Radio News bulletins	Internet Source	Google Meet and Google Classroom-Code mxpual6
13	11.01.2021 TO 15.01.2021	Radio News bulletins	Internet Source	Google Meet and Google Classroom-Code mxpual6
14	18.01.2021 TO 22.01.2021	TV news bulletins	Internet Source	Google Meet and Google Classroom-Code mxpual6
15	25.01.2021 TO 29.01.2021	TV news bulletins	Internet Source	Google Meet and Google Classroom-Code mxpual6
16	01.02.2021 TO 05.02.2021	Correcting the script.	Manual	Google Meet and Google Classroom-Code mxpual6
17	08.02.2021 TO 10.02.2021	Editing the script.	Manual	Google Meet and Google Classroom-Code mxpual6

Dr. Juliana Victor

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-BASICS IN ADVERTISING– UABAA17

S.NO	DATE	PORTIONS TO BE COMPLETED	REFERENCE	PLATFORM(LMS)
1	04.01.2021 TO 08.01.2021	Advertising – definition. History of advertising, Ads in India	S.N.Murthy's AD IMC perspective.	Slides –group discussion.
2	11.01.2021 TO 13.01.2021	Benefits of advertising - Role of advertising.	Advertising sales	Lecture
3	18.01.2021 TO 22.01.2021	Types of ads, Market segmentation.	Advertising sales	Slides –group discussion.
4	25.01.2021 TO 29.01.2021	Functions of advertising- Advertising agency - Structure of Ad agency.	Advertising sales	Lecture
5	01.2.2021 TO 05.2.2021	Marketing Mix, Product Life Cycle, USP, Brand Image.	Advertising sales	Lecture
6	08.02.2021 TO 12.2.2021	Types of Advertising Media- Media Planning.	Internet Source	Slides –group discussion.
7	15.2.2021 TO 20.2.2021	Advertising codes of ASCI.	Internet Source	PPT
8	22.02.2021 TO 27.02.2021	Revision	-	Class test
9	1.3.2021 TO 6.3.2021	I CA Exam.	-	
10	08.3.2021 TO 12.3.2021	Process of Visualization - Copywriting and its techniques - Photography, Illustration.	Internet Source	PPT
11	15.3.2021 TO 20.3.2021	Image Manipulation - Types of headline - Layout design – Grid - Role of Advertising in Social Media.	Internet Source	Lecture
12	22.3.2021 TO 27.3.2021	Social, psychological and economic effects of advertising on Society - Current issues.	Internet Source	PPT
13	29.3.2021	Commercialism in advertising.	Internet Source	Lecture

	TO 03.04.2021	Advertising and children - Advertising and women. Ethics in Advertising.		
14	5.4.2021 TO 09.4.2021	II CA Exam.	Internet Source	Slides –group discussion.
15	12.04.2021 TO 17.4.2021	Practical assignments in advertising, Preparation of print	Internet Source	PPT
16	19.4.2021 TO 24.4.2021	Preparation of Radio ad	Internet Source	Lecture
17	26.4.2021 TO 1.05.2021	Preparing ads for specific target Group.	Internet Source	Slides –group discussion.
18	3.05.2021 TO 07.05.2021	Preparing ads for specific target Group in TV.	Internet Source	Slides –group discussion.
19	10.05.2021 TO 15.05.2021	Revision	-	Class test
20	17.05.2021 TO 22.05.2021	Revision	-	Class test

S. Jeeva Reddy

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-MEDIA LAWS, AND ETHICS–UCVCO20

S.NO	DATE	PORTIONS TO BE COMPLETED	REFERENCE	PLATFORM(LMS)
1	04.01.2021 TO 08.01.2021	Concept of media freedom - Evolution of Article 19 (a), Rights and Restrictions.	Media Ethics ParanjyGuha.	Slides –group discussion.
2	11.01.2021 TO 13.01.2021	Theories of the press - Rights and Obligations of the media.	Media Ethics ParanjyGuha.	Lecture
3	18.01.2021 TO 22.01.2021	Components of Media Ethics - IPC sections 124A,108, 501, 144.	Media Ethics ParanjyGuha.	Slides –group discussion.
4	25.01.2021 TO 29.01.2021	Defamation, Official Secrets Act - Issues of Privacy.	Media Ethics ParanjyGuha.	Lecture
5	01.2.2021 TO 05.2.2021	Intellectual Property Rights - Copyright Act.	Introduction to constitution.	Lecture
6	08.02.2021 TO 12.2.2021	Obscenity - Source Confidentiality.	Mass communication.	Slides –group discussion.
7	15.2.2021 TO 20.2.2021	Parliamentary Privileges Act - Right to Information Act .	Internet Source	PPT
8	22.02.2021 TO 27.02.2021	Revision.		Class test
9	1.3.2021 TO 6.3.2021	I CA Exam		
10	08.3.2021 TO 12.3.2021	Cable regulation Act - Indian cinematography - Film censorship.	Internet Source	PPT
11	15.3.2021 TO 20.3.2021	Contempt of Court - Press and Registration of Books Act - Regulation related to broadcast media .	Internet Source	Lecture
12	22.3.2021	Laws regulating Foreign Direct	Ethics of	PPT

	TO 27.3.2021	Investment in media -IT Act, Cyber laws in India -Cyber security concerns	cyberspace.	
13	29.3.2021 TO 03.04.2021	Preventive measures - Penalties - Network service providers' protection.	Internet Source	Lecture
14	5.4.2021 TO 09.4.2021	II CA Exam.	Internet Source	Slides –group discussion.
15	12.04.2021 TO 17.4.2021	Ministry of Information and Broadcasting - Directorate of Advertising & Visual Publicity.	Internet Source	PPT
16	19.4.2021 TO 24.4.2021	Directorate of Field Publicity - Press Council.	Internet Source	Lecture
17	26.4.2021 TO 1.05.2021	Central Board of Film Certification - Advertising Standards Council of India .	Internet Source	Slides –group discussion.
18	3.05.2021 TO 07.05.2021	Telecom Authority.	Internet Source	Slides –group discussion.
19	10.05.2021 TO 15.05.2021	Revision	-	Class test
20	17.05.2021 TO 22.05.2021	Revision	-	Class test

Dr. Juliana Ribeiro

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-ELV: II MOBILE COMMUNICATION–PEEMD20

S.NO	DATE	PORTIONS TO BE COMPLETED	REFERENCE	PLATFORM(LMS)
1	04.01.2021 TO 08.01.2021	Wireless technology – Blue tooth – Satellite network.		Slides –group discussion.
2	11.01.2021 TO 13.01.2021	cellular network – Wireless Applications.		Lecture
3	18.01.2021 TO 22.01.2021	Wireless advantages and disadvantages.		Slides –group discussion.
4	25.01.2021 TO 29.01.2021	Data representation, Binary numbers.		Lecture
5	01.2.2021 TO 05.2.2021	wireless signals – Radio waves – Analog and digital signal		Lecture
6	08.02.2021 TO 12.2.2021	frequency – Analog Modulation.		Slides –group discussion.
7	15.2.2021 TO 20.2.2021	AM, FM, PM – Digital Modulation.	Internet Source	PPT
8	22.02.2021 TO 27.02.2021	Revision.		Class test
9	1.3.2021 TO 6.3.2021	I CA Exam		
10	08.3.2021 TO 12.3.2021	Components of a Radio system, filters - Mixers, amplifiers, antennas.	Internet Source	PPT
11	15.3.2021 TO 20.3.2021	Design of a radio system – Transmission direction - Radio frequency spectrum.	Internet Source	Lecture
12	22.3.2021 TO 27.3.2021	Metropolitan Area Network – Broadband–Free Space Optics		PPT

		-Local multipoint Distribution - Multi channel multi point		
13	29.3.2021 TO 03.04.2021	- Wide Area Network - Cellular phone application - Cellular challenges and outlook - Satellite broadband.	Internet Source	Lecture
14	5.4.2021 TO 09.4.2021	II CA Exam.	Internet Source	Slides -group discussion.
15	12.04.2021 TO 17.4.2021	Advantages of wireless technology - challenges of using wireless technology and -	Internet Source	PPT
16	19.4.2021 TO 24.4.2021	Building a wireless infrastructure. -Overview of Wifi, Wimax.	Internet Source	Lecture
17	26.4.2021 TO 1.05.2021	FF basic features and specifications.	Internet Source	Slides -group discussion.
18	3.05.2021 TO 07.05.2021	Ethical aspects of social media.	Internet Source	Slides -group discussion.
19	10.05.2021 TO 15.05.2021	The Pros and Cons of Social media and its impact on the society.	-	Class test
20	17.05.2021 TO 22.05.2021	Revision	-	Class test

Dr. Juliana Peter

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021-SBE- PHOTOGRAPHY: USCMB417

S.NO	DATE	PORTIONS TO BE COMPLETED	REFERENCE	PLATFORM(LMS)
1	04.01.2021 TO 08.01.2021	Introduction to photography,	Internet Source	Slides –group discussion.
2	11.01.2021 TO 13.01.2021	Basics of camera (set up and functions of a camera).	Internet Source	Lecture
3	18.01.2021 TO 22.01.2021	Types of camera.	Internet Source	Slides –group discussion.
4	25.01.2021 TO 29.01.2021	Basics of shot of camera -	Internet Source	Lecture
5	01.2.2021 TO 05.2.2021	Camera accessories,)	Internet Source	Lecture
6	08.02.2021 TO 12.2.2021	Importance of visual elements in photography.	Internet Source	Slides –group discussion.
7	15.2.2021 TO 20.2.2021	Freezing the emotion and experience .	Internet Source	PPT
8	22.02.2021 TO 27.02.2021	Analysis of best photographs (award won photos).	Internet Source	Class test
9	1.3.2021 TO 6.3.2021	I CA Exam	Internet Source	
10	08.3.2021 TO 12.3.2021	Basic shots (long, Mid, close-up, high angle, low angle, eye level)	Internet Source	PPT
11	15.3.2021 TO 20.3.2021	Basic shots (long, Mid, close-up, high angle, low angle, eye level)	Internet Source	Lecture
12	22.3.2021	Silhouette, Photo feature	Internet Source	PPT

	TO 27.3.2021			
13	29.3.2021 TO 03.04.2021	play of light, shadow.	Internet Source	Lecture
14	5.4.2021 TO 09.4.2021	Portraiture, Reflection.	Internet Source	Slides –group discussion.
15	12.04.2021 TO 17.4.2021	Silhouette, Photo feature	Internet Source	PPT
16	19.4.2021 TO 24.4.2021	play of light, shadow.	Practical	Lecture
17	26.4.2021 TO 1.05.2021	Silhouette, Photo feature	Practical	Slides –group discussion.
18	3.05.2021 TO 07.05.2021	play of light, shadow.	Practical	Slides –group discussion.
19	10.05.2021 TO 15.05.2021	Record submission.	-	-
20	17.05.2021 TO 22.05.2021	-	-	-

Dr. Juliana Peter

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021

**SEMESTER V – PAPER V
MEDIA RESEARCH ORIENTATION**

Class code : htjtyx2

Week	Portions to be covered	Reference	Platform (LMS)
Week II 8.7.20 to 11.7.20	Research: Definition of research- Characteristics of Research	R. Panneerselvam - Research Methodology -	Google classroom
Week III 13.7.20 to 18.7.20	Types of Research - Exploratory Research,	R. Panneerselvam - Research Methodology -	Google classroom
Week IV 20.7.20 to 25.7.20	Conclusive Research, Modeling Research,	R. Panneerselvam - Research Methodology -	Google classroom
Week V 27.7.20 to 1.8.20	Algorithmic Research - Media and Research –	R. Panneerselvam - Research Methodology -	Google classroom
Week I 3.8.20 to 8.8.20	Hypothesis – Types of Hypothesis.	Ranjit Kumar – Research Methodology: A Step by Step Guide for Beginners	Google classroom
Week II 10.8.20 to 14.8.20	Research Process: Problem Definition Objective of the Research – Review of literature	Ranjit Kumar – Research Methodology: A Step by Step Guide for Beginners	Google classroom
Week III 17.8.20 to 22.8.20	- Research Design - Data collection: Primary Data - Secondary Data	Ranjit Kumar – Research Methodology: A Step by Step Guide for Beginners	Google classroom
Week IV 24.8.20 to 29.8.20	Questionnaire construction, Sampling	Ranjit Kumar – Research	Google classroom

	Terminology, Principles of Sampling	Methodology: A Step by Step Guide for Beginners	
Week I 31.8.20 to 5.9.20	Types of Sampling: Probability Sampling, Non-Probability Sampling	Ranjit Kumar – Research Methodology: A Step by Step Guide for Beginners	Google classroom
Week II 7.9.20 to 12.9.20	Historical Analysis - Ethno Methodological Research -	Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches	Google classroom
Week III 14.9.20 to 19.9.20	, Participant observation - Interviews and Depth interview - focus group -	Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches	Google classroom
Week IV 21.9.20 to 26.9.20	Qualitative content Studies - case study - Survey methodology –	Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches	Google classroom
Week I 28.9.20 to 02.10.20	Questionnaire - content analysis	Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Quantitative and Qualitative Approaches	Google classroom
Week II 5.10.20 to 9.10.20	Data Analysis - Interpretation of Results	Arthur Asa Berger - Media and Communication Research Methods: An Introduction to Quantitative and	Google classroom

		Qualitative Approaches	
Week III 12.10.20 to 16.10.20	Statistical analysis – Mean and standard deviation-	R. Panneerselvam - Research Methodology -	Google classroom
Week IV 19.10.20 to 23.10.20	chi square test-T-test -	R. Panneerselvam - Research Methodology -	Google classroom
Week V 26.10.20 to 30.10.20	Data Presentation – Charts and graphs	R. Panneerselvam - Research Methodology -	Google classroom
Week I 2.11.20 to 6.11.20	preparing research report	R. Panneerselvam - Research Methodology -	Google classroom
Week II 9.11.20 to 12.11.20	Pilot study	nil	Google classroom
Week III 16.11.20 to 18.11.20	Revision	nil	Google classroom

S. Jeevana Kumar

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 - 2021

PCEMB20 - BROADCASTING IN INDIA

Class code: wxai557

Week	Portions to be covered	Reference	Platform (LMS)
Week III 12.10.20 to 16.10.20	Early history of Radio - Invention of Radio - Early growth of Radio and its Usage	Keval J Kumar - Mass Communication in India	Google classroom
Week IV 19.10.20 to 23.10.20	- Indian Broadcasting - All India Radio - Underground Congress Radio -	Keval J Kumar - Mass Communication in India	Google classroom

Week V 26.10.20 to 30.10.20	Radio Before and After Independence – FM and AM Broadcasting - AIR Services	Keval J Kumar - Mass Communication in India	Google classroom
Week I 2.11.20 to 6.11.20	school broadcasts – DAB	Keval J Kumar - Mass Communication in India	Google classroom
Week II 9.11.20 to 12.11.20	Early years of Television - Growth and Development of Television in India –	Keval J Kumar - Mass Communication in India	Google classroom
Week III 16.11.20 to 18.11.20	The technology of Television: types of transmission	Keval J Kumar - Mass Communication in India	Google classroom
Week IV 25.11.20 to 27.11.20	– cable, DTH, Satellite, terrestrial – types of signals –	Internet Sources	Google classroom
Week I 30.11.20 to 4.12.20	professions in the industry.	Internet Sources	Google classroom
Week II 7.12.20 to 11.12.20	Radio Formats and Genres - News Bulletin, News reels,	Keval J Kumar - Mass Communication in India	Google classroom
Wee III 14.12.20 to 18.12 120	Documentaries, Movie trailers, Quizzers, jingles	Keval J Kumar - Mass Communication in India	Google classroom
Week IV 21,22.12 .20	Local radio, campus radio, Ham radio, PAS, Satellite radio	Keval J Kumar - Mass Communication in India	Google classroom
Week II 4.1.21 to 8.1.21	Internet radio– Programme composition of AIR	Internet sources	Google classroom
Week III 11.1.21 to 15.1.21	TV programme composition , Formats and content: Action and adventure, detective and mystery,	Keval J Kumar - Mass Communication in India	Google classroom

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Work done for the year 2020 - 2021

Week	Date	Class	Portions Covered	Reference	Methods of Teaching
Week II	8.7.20 to 11.7.20	III viscom	Research: Definition of research- Characteristics of Research	R. Panneerselvam - Research Methodology -	Google classroom
Week III	13.7.20 to 18.7.20	III viscom	Types of Research - Exploratory Research,	R. Panneerselvam - Research Methodology -	Google classroom
Week IV	20.7.20 to 25.7.20	III viscom	Conclusive Research, Modeling Research,	R. Panneerselvam - Research Methodology -	Google classroom
Week V	27.7.20 to 1.8.20	III viscom	Algorithmic Research - Media and Research –	R. Panneerselvam - Research Methodology -	Google classroom
Week I	3.8.20 to 8.8.20	III viscom	Hypothesis – Types of Hypothesis.	Ranjit Kumar – Research Methodology: A Step by Step Guide for Beginners	Google classroom
Week II	10.8.20 to 14.8.20	III viscom	Research Process: Problem Definition Objective of the Research – Review of literature	Ranjit Kumar – Research Methodology: A Step by Step Guide for Beginners	Google classroom

Week IV 18.1.21 to 22.1.21	, Documentary, fantasy, reality show, game show, Talk show and science fiction	Keval J Kumar - Mass Communication in India	Google classroom
Week V 25.1.21 to 29.1.21	Broadcasting Ownership and Control - Broadcasting Policy - Broadcasting code -	Keval J Kumar - Mass Communication in India	Google classroom
Week I 1.2.21 to 5.2.21	Ethics of Broadcasting - Listenership survey- Defining convergence -	Keval J Kumar - Mass Communication in India	Google classroom
Week II 8.2.21 to 10.2.21	Convergence of New Media and old Media - Convergence of Mass Media	Keval J Kumar - Mass Communication in India	Google classroom

Dr. Juliana Kilar

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021

UCVCG20 - MEDIA, CULTURE AND SOCIETY

Week	Portions to be covered	Reference	Platform (LMS)
January week 1 (4 th to 8 th)	1.1. The definition of society (K1, K2) 1.2. Essential elements of society (K1, K2) 1.3. Understanding Mass Media (K1, K2, K3)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011.	Google Meet,Google Classroom-Code ug3y6wf
January week-2 (11 th to 13 th)	1.4. Theories of society: the mass society theory, functionalism, uses and Gratification theory, social construction theory (K2, K3, K4)	Graeme Burton - Media and Society Critical Perspectives, 2 nd Edition - Tata McGraw Hill, 2010 PaulHodkinson,Media,Culture and Society:An Introduction,SAGE Publication Ltd,2010.	Google Meet,Google Classroom-Code ug3y6wf
January week 3 (18 th to 22 nd)	1.5. Communication technology determinism (K3, K4) 1.6. the information society. (K3, K4)	Michael O'Shaughnessy,JaneStadler,Media and Society an Introduction,Oxford University press,2005	Google Meet,Google Classroom-Code ug3y6wf
January Week -4 (25 th to 29 th)	The definition of culture, characteristics of culture, (K1, K2) 2.2 Components of culture,	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013.	Google Meet,Google Classroom-Code ug3y6wf Face to face

	functions of culture. (K1, K2, K3)	KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	classes
February Week -1 (1 st to 5 th)	2.3 Media and popular culture,(K1, K2, K3)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet,Google Classroom-Code ug3y6wf Face to face classes
February Week -2 (8 th to 12 th)	2.4. Mass media culture and development (K1, K2, K3)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet,Google Classroom-Code ug3y6wf Face to face classes
February Week -3 (15 th To 20 th)	2.5 Development communication, modernization, (K1, K2, K3)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet,Google Classroom-Code ug3y6wf Face to face classes
February Week -4 (22 nd to 27 th)	2.6. Models of development, dependency/structuralism model.(K1, K2, K3, K4)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet,Google Classroom-Code ug3y6wf Face to face classes
March Week - 1 (1 st to 6 th)	I CA EXAM		Google Meet,Google Classroom-Code ug3y6wf Face to face classes
March Week - 2 (8 th to 12 th)	Reception, (K1, K2) 3.2. Audience positioning, (K1,	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi,	Google Meet,Google Classroom-Code ug3y6wf

(19 th to 23 rd)			Classroom-Code ug3y6wf
April Week -4 (26 th to 30 th)	Alternative approaches to developments, (K1, K2, K3) 5.2. Revival of modernization models, (K1, K2, K3) 5.3. Peculiarity of Indian Society, Media in Indian society, (K1, K2, K3, K4)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet, Google Classroom-Code ug3y6wf
May Week -1 (3 rd to 5 th)	Internet initiatives for rural development, (K1, K2, K3, K4) 5.5. communication for development (K1, K2, K3) 5.6. Sensationalism, 4G, VR, gaming, mobile addiction. (K1, K2, K3, K4)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet, Google Classroom-Code ug3y6wf

Dr. Jelinek P. V.

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021

UCVCQ20 - WEB DESIGNING

Week	Portions to be covered	Reference	Platform (LMS)
January week 1 (4 th to 8 th)	Introduction to Web design - Elements of Hypertext – markup language	Video Tutorials	Adobe Dreamweaver

	K2,K3) 3.3. Subjectivity, Pleasure (K1, K2)	2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Face to face classes
March Week-3 (22 nd to 27 th)	Audience dynamics (K3, K4) 3.5. Impact of Media on Society (K1, K2,K3)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet,Google Classroom-Code ug3y6wf Face to face classes
March Week -4 (29 th to 31 st)	. Ecological perspectives.(K3, K4)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet,Google Classroom-Code ug3y6wf
April Week -1 (7 th to 09 th))	Media Text, (K1, K2) 4.2. Media Ideology, (K1, K2, K3) Media and Realism (class, Gender, Race, Age, Minorities, children),(K1, K2, K3, K4)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet,Google Classroom-Code ug3y6wf
April Week -2 (12 th to 17 th)	4.4. Approaches to Media Analysis (K1, K2, K3) 4.5. Marxist theory, semiotics, (K1, K2, K3) 4.6. Psychoanalytic.(K1, K2 K3, K4)	Mukul Sahay – A Textbook of Communication Media and Society – Wisdom Press, Delhi, 2013. KevalJ.Kumar - Mass Communication in India, 4 rd Edition - Jaico Publication, 2011	Google Meet,Google Classroom-Code ug3y6wf
April Week-3	II CA EXAM		Google Meet,Google

January week-2 (11 th to 13 th)	heading section, body section, other HTML tags, advanced tags, frame tags – up linking the sites.	Video Tutorials	Adobe Dreamweaver
January week 3 (18 th to 22 nd)	Demo Class	Video Tutorials	Adobe Dreamweaver
January Week -4 (25 th to 29 th)	Creating Web pages and giving hyperlink	Video Tutorials	Adobe Dreamweaver
February Week -1 (1 st to 5 th)	Creating Homepage	Video Tutorials	Adobe Dreamweaver
February Week -2 (8 th to 12 th)	Creating Sub link pages	Video Tutorials	Adobe Dreamweaver
February Week -3 (15 th To 20 th)	Working on Ex.No:1	Video Tutorials	Adobe Dreamweaver
February Week -4 (22 nd to 27 th)	Working on Ex.No:1	Video Tutorials	Adobe Dreamweaver
March Week -1(1 st to 6 th)	I CA EXAM		Adobe Dreamweaver
March Week -2(8 th to 12 th)	Working on Ex.No:2	Video Tutorials	Adobe Dreamweaver
March Week-3 (22 nd to 27 th)	Working on Ex.No:2	Video Tutorials	Adobe Dreamweaver
March Week -4 (29 th to 31 st)	Working on Ex.No:3	Video Tutorials	Adobe Dreamweaver
April Week -1 (7 th to 09 th))	Working on Ex.No:3	Video Tutorials	Adobe Dreamweaver
April Week -2 (12 th to 17 th)	Working on Ex.No:4	Video Tutorials	Adobe Dreamweaver
April Week-3 (19 th to 23 rd)	II CA EXAM		Adobe Dreamweaver
April Week -4 (26 th to 30 th)	Working on Ex.No:5	Video Tutorials	Adobe Dreamweaver
May Week -1 (3 rd to 5 th)	Working on Ex.No:5	Video Tutorials	Adobe Dreamweaver

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Lesson Plan for the year 2020 – 2021

Dr. J. J. Chelvan
Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.

NON MAJOR ELECTIVE

UGCMA620 - DEMOCRACY & MEDIA

Week	Portions to be covered	Reference	Platform (LMS)
January week 1 (4 th to 8 th)	Definition of Democracy and Democratic theory,	Curran, J. (2011). Media and democracy. Routledge.	Google Meet, Google Classroom-Code ru3cxye
January week-2 (11 th to 13 th)	Media as the fourth estate, Democratic responsibilities of media	Chattarji, S., & Ninan, S. (Eds.). (2013). The Hoot reader: media practice in twenty-first century India. New Delhi: Oxford.	Google Meet, Google Classroom-Code ru3cxye
January week 3 (18 th to 22 nd)	Freedom of press, Media as the voice of the voiceless,	Ghosh, S., & Thakurta, P.G. (2016). Sue the Messenger: How Legal Harassment by Corporates is Shackling Reportage and Understanding Democracy in India. Paranjay GuhaThakurta	Google Meet, Google Classroom-Code ru3cxye
January Week -4 (25 th to 29 th)	Media as the watching dog of the democracy.	Web /materials	Google Meet, Google Classroom-Code ru3cxye Face to face classes
February Week -1 (1 st to 5 th)	Contemporary structure of media within capitalism; Democratic capitalism, Internet and Democracy (E-Democracy).	Web /materials	Google Meet, Google Classroom-Code ru3cxye Face to face classes
February Week -2 (8 th to 12 th)	Media as big business. Use of SLAAP on media houses and self-censorship,	Web /materials	Google Meet, Google Classroom-Code ru3cxye

			Face to face classes
February Week - 3 (15 th To 20 th)	Media concentration, Conglomeration,	Web /materials	Google Meet,Google Classroom-Code ru3cxye Face to face classes
February Week - 4 (22 nd to 27 th)	Commercialization& its effects on Democracy.	Web /materials	Google Meet,Google Classroom-Code ru3cxye Face to face classes
March Week - 1 (1 st to 6 th)	I CA EXAM		Google Meet,Google Classroom-Code ru3cxye Face to face classes
March Week - 2 (8 th to 12 th)	Media Reform and democratic media, , Media policy and democratic reform,	Web /materials	Google Meet,Google Classroom-Code ru3cxye Face to face classes
March Week-3 (22 nd to 27 th)	Ethics of journalism, understanding , structure and construction of news, news (Organizing a news story, 5W's and 1H, Inverted pyramid).	Web /materials	Google Meet,Google Classroom-Code ru3cxye Face to face classes
March Week -4 (29 th to 31 st)	Role of Media in a Democracy <ul style="list-style-type: none"> • Responsibility to Society • Press and Democracy • Contemporary debates and issues relating to media, 	Web /materials	Google Meet,Google Classroom-Code ru3cxye
April Week -1 (7 th to 09 th))	Normative roles of media in democracy(Monitorial role, Facilitative role, Radical role, Collaborative role, Emergency of Digital News Platform and their role in democratic communication.	Web /materials	Google Meet,Google Classroom-Code ru3cxye
April Week -2	(The wire, Quint, News	Web /materials	Google

(12 th to 17 th)	Laundry, The News Minute, Scroll), Representation of cast and minorities in media.		Meet,Google Classroom-Code ru3cxye
April Week-3 (19 th to 23 rd)	II CA EXAM		Google Meet,Google Classroom-Code ru3cxye
April Week -4 (26 th to 30 th)	Social Media as the new public sphere, social media and democratic elections in the current era (case studies of 2016 US election & 2019 Indian election),	Web /materials	Google Meet,Google Classroom-Code ru3cxye
May Week -1 (3 rd to 5 th)	Alternative Media spaces: Exploring community Radio, Dalit camera, Video Volunteers and Alt News, Critical examination of alternative models of media.	Web /materials	Google Meet,Google Classroom-Code ru3cxye

Auxilium College (Autonomous), Gandhi Nagar, Vellore – 632 006.

Dr. Julius Victor

Head of the Department

Department of Communication Media

Auxilium College (Autonomous)

Gandhi Nagar, Vellore - 632 006.

Lesson Plan for the year 2020 – 2021

PCEMG20 - RADIO PRODUCTION

Week	Portions to be covered	Reference	Platform (LMS)
January week 1 (4 th to 8 th)	Basic sound Principles - Sound wave. (K1, K2, K3) Psychophysics of sound – Frequency. (K1, K2, K3, K4) Timbre - Loudness – amplitude– velocity.(K1, K3, K5)	David Miles, Robert Runstein - Modern Recording Techniques, 6 th Edition - Focal Press, 2005.	Google Meet,Google Classroom-Code g22m7yr
January week-2 (11 th to 13 th)	Recording studio - Control room. (K2, K3,	Carl, Philip, Firtz, Louis - Modern	Google Meet,Google Classroom-Code g22m7yr

	K5) Project studio - Portable studio.(K1, K3, K5, K6)	Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	
January week 3 (18 th to 22 nd)	Recording Process-Audio Formats. (K3, K5, K6)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr
January Week -4 (25 th to 29 th)	Sound equipment – transducers. (K1, K3, K5, K6)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr Face to face classes
February Week -1 (1 st to 5 th)	Types of Mikes - Pickup Patterns. (K1, K2, K3, K4) Mixers – Console - Loud speakers. (K2, K3, K4)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr Face to face classes
February Week - 2 (8 th to 12 th)	Monitors - Audio meters – Dubbing. (K3, K4, K5, K6)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr Face to face classes
February Week -3 (15 th To 20 th)	Voice over - Audio Editing Procedures -	Carl, Philip, Firtz, Louis - Modern	Google Meet,Google Classroom-Code

)	sound aesthetics. (K2, K3, K4, K6)	Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	g22m7yr Face to face classes
February Week -4 (22 nd to 27 th)	Production of multi-channel sound: DTS, Dolby digital, mono, stereo.(K3, K4, K5, K6)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr Face to face classes
March Week - 1(1 st to 6 th)	I CA EXAM		Google Meet,Google Classroom-Code g22m7yr Face to face classes
March Week - 2(8 th to 12 th)	Sound design elements – Acoustics – Psychoacoustics.(K1, K2, K3, K4) Spatial hearing - Acoustical requirement of an ideal studio.(K2, K3, K4)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr Face to face classes
March Week-3 (22 nd to 27 th)	Types and application of sound proofing.(K2, K3, K4) Special Audience programme on Radio. Programme for Children. (K3, K4, K5, K6) Women, and Youth etc. (K4,	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr Face to face classes
March Week -4	Reflection-Sound	Carl, Philip, Firtz,	Google

(29 th to 31 st)	isolation. (K3, K4, K6) Basic of psychoacoustics. (K3,	Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Meet,Google Classroom-Code g22m7yr
April Week -1 (7 th to 09 th))	Sound transmission - Sound Absorption.(K4, K5, K6)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr
April Week -2 (12 th to 17 th)	Types of Radio programming - Radio talks. (K3, K4) Features - discussion. (K3, K4, K5) Interviews - Radio play. (K2)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr
April Week-3 (19 th to 23 rd)	II CA EXAM		Google Meet,Google Classroom-Code g22m7yr
April Week -4 (26 th to 30 th)	Field Programme Production, Live Programme Production. (K2, K3, K4, K6) Final editing and mastering.(K3, K4, K5, K6) Producing Edutainment and Infotainment Programmes for Radio. (K2, K3, K4)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr

May Week -1 (3 rd to 5 th)	Disaster Coverage News Bulletins – Emergency Management. (K3, K4, K5, K6) Community Radio; satellite radio. (K5, K6) Private FM Radio stations-Digital Radio Podcast. (K3, K4, K5, K6)	Carl, Philip, Firtz, Louis - Modern Radio Production, 6 th Edition - Thomson Wardsworth, 2004.	Google Meet,Google Classroom-Code g22m7yr
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d. julian Wilson

Head of the Department
Department of Communication Media
Auxilium College (Autonomous)
Gandhi Nagar, Vellore - 632 006.