B.A. Programme
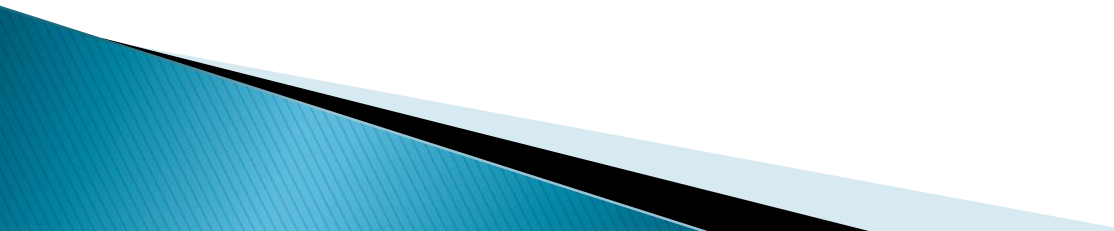
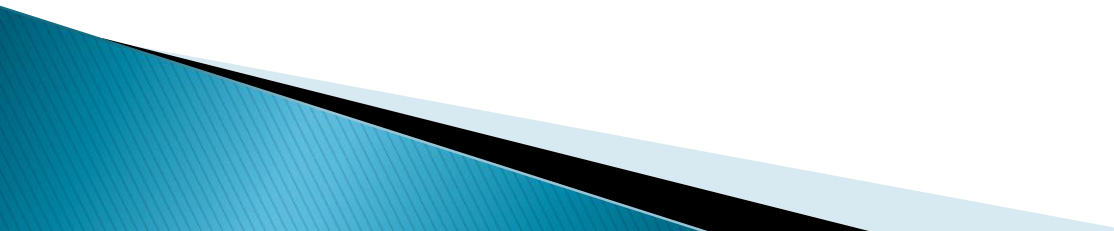# Semester–I

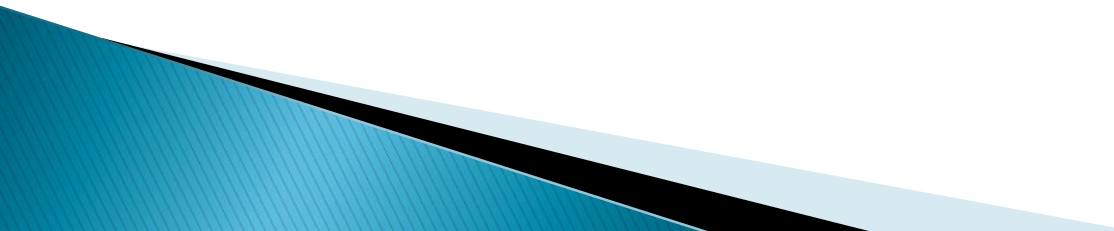# Skill Enhancement Course

Basic IT Tools

ACADEMIC COORDINATORS
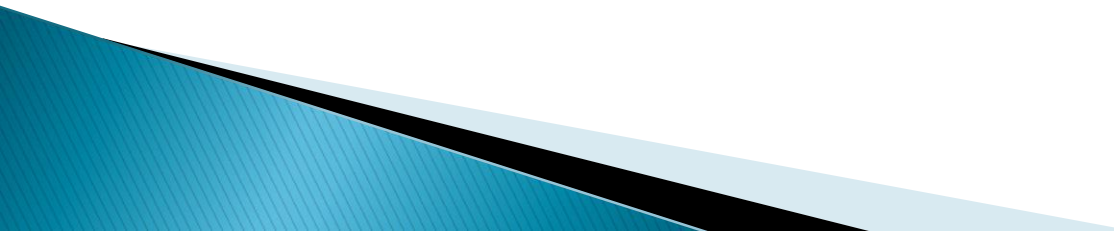
- DR. ASHA DEVI

- DR. JUHI BHATNAGAR

Learning Objectives

- To enable students develp IT Skills that are a pre-requisite in today's work and environment.
- To equip them with basic computing skills that will enhance their employability in general
- To enable the student to analyze and present information in a meaningful manner.
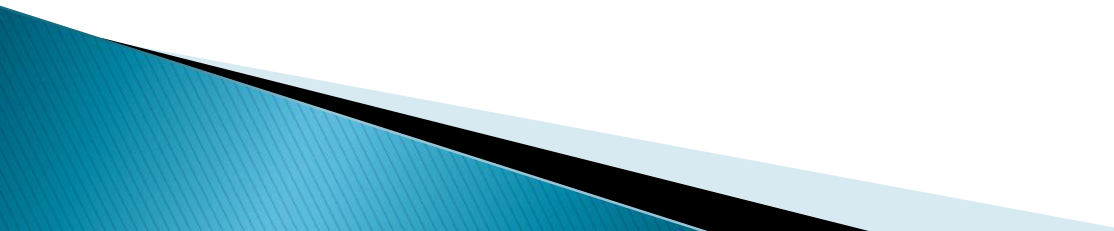
Learning Outcomes

▸ By studying this course, student will be able to use Word processor to generate documents with appropriate formatting, layout, review and referencing.

▸ By studying this course, student will be able to manage data in worksheets and workbooks and analyze it using spreadsheet functions and inbuilt formulas.

- By studying this course, student will be able to draw analysis on data using spreadsheets to make decisions.
- By studying this course, student will be able to make meaningful representations of data in the form of charts and pivot tables.
- By studying this course, student will be able to manage data in database tables and use the same for generating queries, forms and reports.

SYLLABUS

- UNIT-1-Introduction to Spreadsheets

- Unit-2- Data Analysis in Spreadsheets

- Unit-3- Word processing

- Unit-4- Databases

Credit Distribution of the Course

- Credit-2

- Lecture-0

- Practical-2

- Ttutorial-0

Skill Enhancement Course

PAPER:
Business Communication

Learning Objectives:

- To train students to enhance written as well as oral communication in the corporate world.

- To help students in understanding the principles and techniques of business communication.

- To understand the use of electronic media for communication.

Learning outcomes:

- After studying this course, students will be able to appreciate the need of effective writing for communication.

- After studying this course, students will be able to demonstrate the skill of effective report writing and summarizing annual reports.

- After studying this course, students will be able to analyse business correspondence and e-correspondence.

- After studying this course, students will be able to appreciate oral presentations.

SYLLABUS

Unit 1: Introduction to the essentials of Business Communication

Meaning, process and functions. Need and importance. Medium: verbal & non-verbal communication. Channels: formal & informal. Levels of communication. Direction of communication: downward, upward, lateral, & diagonal. Effective communication: difficulties/barriers and solutions. Interactive and non-interactive techniques of communication. Listening as a tool of communication, Guidelines for effective listening.

Unit 2: Effective Writing

Guidelines for clear writing References, bibliographical research tools Citing methods, footnotes, discussion footnotes. Use of library and internet for collection, classification and interpretation of data and information.

Unit 3: Report Writing

Types of reports. Formal report: components and purpose. Organising information: outlining & numbering sections, section headings, sub-headings, & presentation. Writing reports on field work/visits to industries, business concerns. Summarising annual reports of companies: purpose, structure and principles. Drafting minutes.

Unit 4: Business Correspondence and E-Correspondence

Need and importance of business letters. Office memorandum, office circulars, notices and orders. Technology for communication. Effective IT communication tools. Electronic mail: advantages, safety and smartness in email. E-mail etiquettes.

Unit 5: Spoken English and Oral Presentation

Effective negotiation: elements, process and general guidelines. Telephonic conversation. Conducting & facing interviews. Conducting & participating in group decisions. Making presentations: content and organising. Features of a good presentation. Delivering a presentation.

Practical Exercises:

The learners are required to:

- learn how to summarise annual reports of companies.

- prepare presentations using power-point.

- participate in Group discussions and mock interviews.
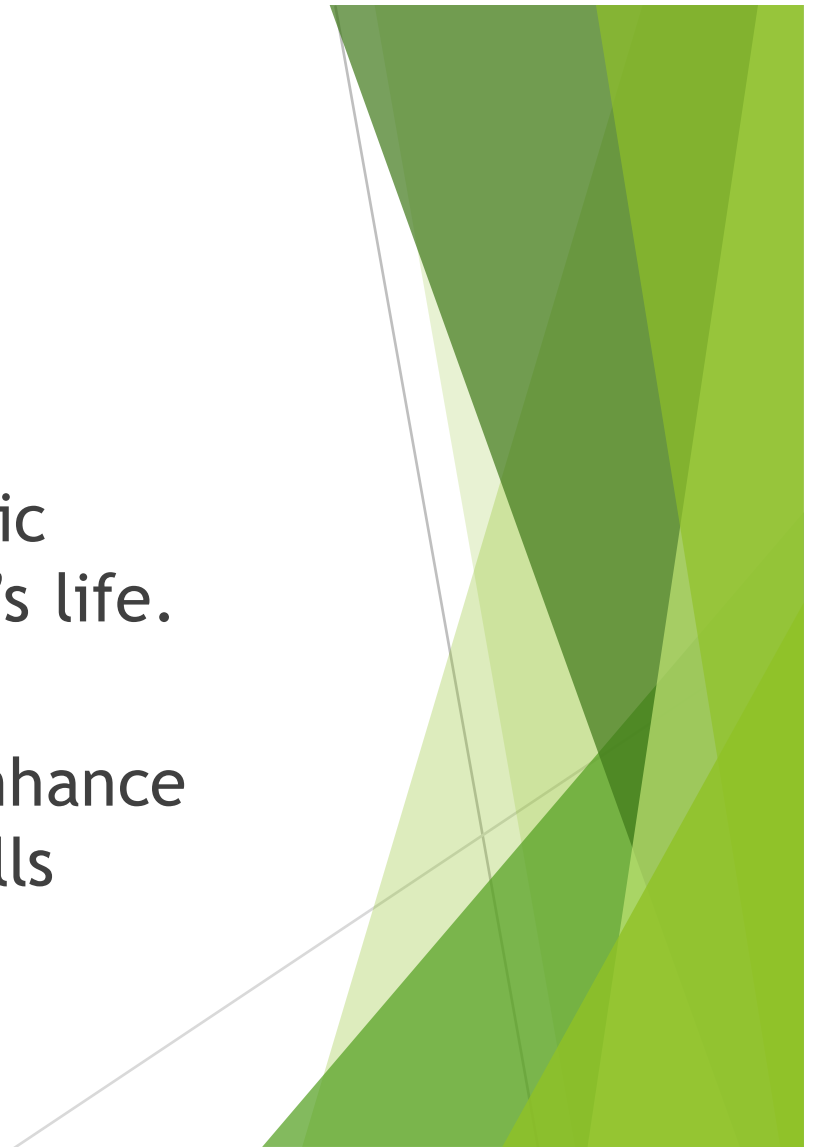
- smartly draft business emails.

COMMUNICATION IN EVERYDAY LIFE
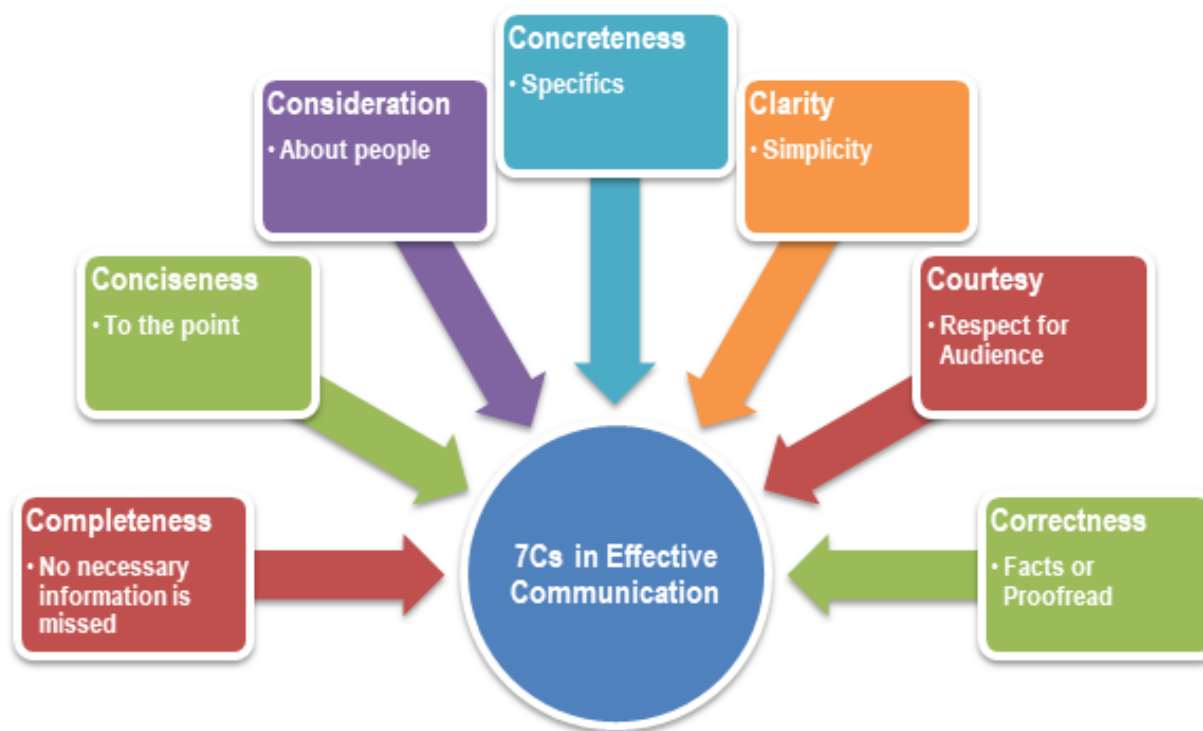
By : Dr MANJU GOEL AND DR MALI DEVI SAWARIYA

COURSE CREDIT - 2

- Learning objectives:
- Lay down basic foundation for basic communication as part of student's life.
- To inculcate the fundamentals of communication with the aim to enhance listening, speaking and writing skills

UNIT – 1 – COMMUNICATION – MEANING, 7Cs AND BARRIERS

UNIT – 2 LISTENING SKILLS – NETTIQUETES, AUDIO BOOK LISTENING AND NOTE TAKING

UNIT – 3 – SPEAKING SKILLS

UNIT – 4 READING SKILLS

Scanning– quick reading to find a specific piece of information.
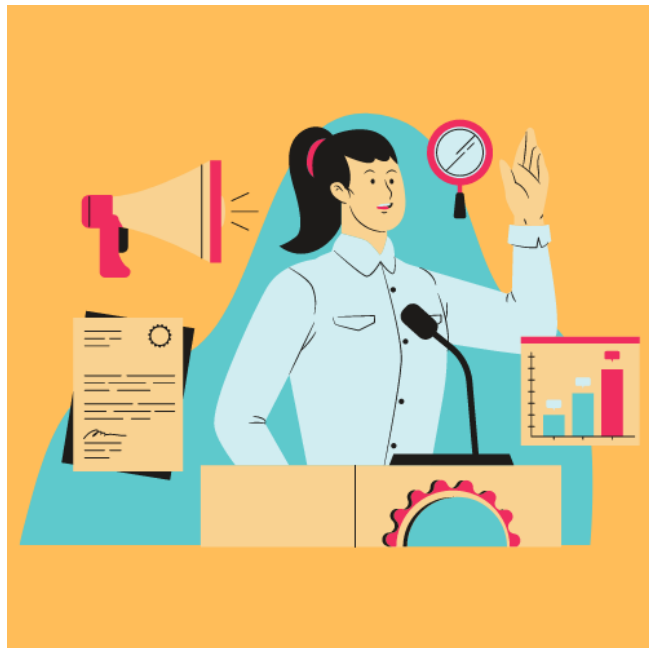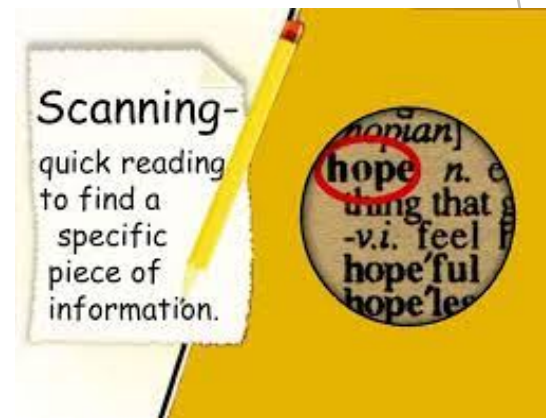
UNIT – 5 WRITING SKILLS
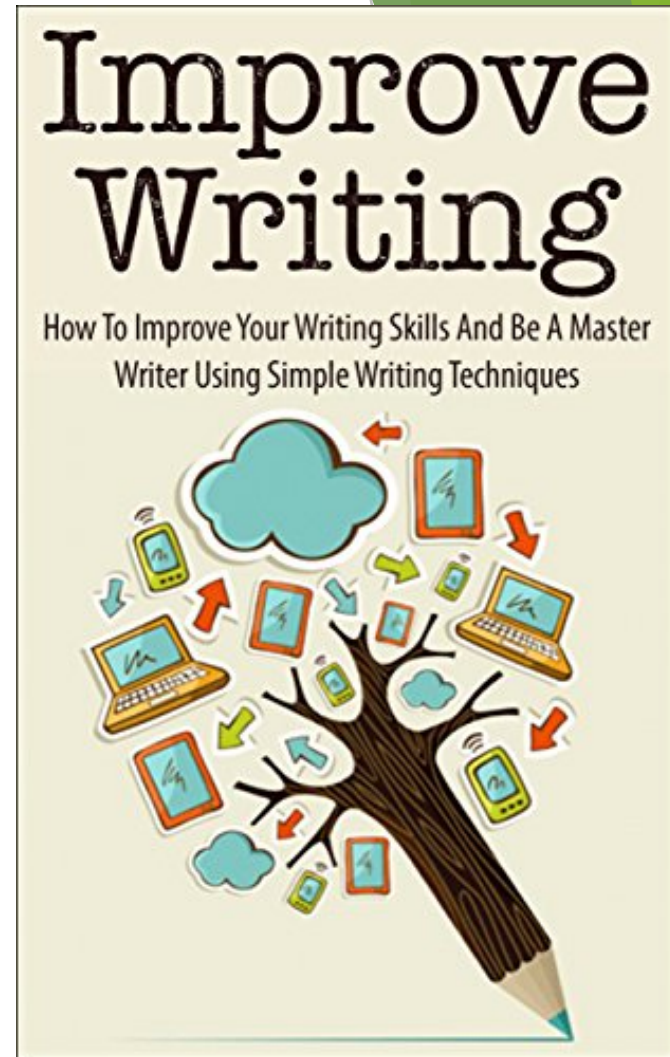
Examination Scheme

- Total Marks – 100 marks
- Internal Assessment – 25 marks (participation in class, assignment, test, project, field work and presentation)
- Practical Exam – 25 marks
- End Semester Exam – 50 marks

Learning Outcomes

- ▶ Improvement in mediation skills
- ▶ Building human relationships
- ▶ Foster individual and social understanding
- ▶ Enhance effective communication

SEC

Hindi Journalism and Mass Communication

Digital Film Production

Learning Objectives

- To introduce the students to the art of digital video making and editing

- To learn about the tools required for video making and editing

- To learn about the various aspects in the pre and post production of videos.

Learning Outcomes

- After studying this course, students will be able to understand the importance of various aspects of audio- video production.

- After studying this course, students will be able to prepare an effective layout for making an effective video.

- After studying this course, students will be able to apply the tools required for video production and editing.

Unit- 1 Introduction, Financial Planning and Budgeting

Audio Production- Concept of Sound, Types of Sound, Audio range, Know your equipment's (Acoustic, Microphone, Recorder, Audio Mixer, Cables & connectors), Process of recording, Mixing, Sound processing, Recording level, Audio Editing, Dubbing & voiceover (Process, steps)

Unit-2 Video Production (Pre- Production)

Concept, What is pre-production, Concept/ visualization, R & D, Screen play writing, Storyboard making, Shooting script writing, Peoples involved in pre- production, Set making, Copyright, Music making, Budgeting, Production Design, Location hunting, Hiring of equipment & crew members.

Unit-3 Video Production (Production)

Know your equipment, Camera & accessories, Lights & Camera support, Clapboard, Sound equipment, Field Monitor, Blocking, Rehearsal, Lighting, shooting.

Unit-4 Video Production (Post Production)

Compiling the concept and shooting material to final stage, Peoples involved in Post- Production,

Know your equipment, Editing, Color grading, Publicity, Transmission, Distribution and Rating

Practical Exercises and Projects

- Recording & Mixing of multi-track audio

- Budget Making & Script writing 05 minutes program

- Shooting for 05 minutes program (News/ Music video / Documentary/ Feature/ Chat show/ Discussion etc)

- Editing of 05 minutes video program

Audio Production (Project)

- Knowing the audio equipment's & software

- Recording process

- Mixing & Editing of various sound

- Exporting sound in various audio formats & project

Video Production (Project)

- Story writing , Storyboard making, Shooting script writing

- Location hunting, Breakdown making, Budget making

- Set making, Lighting, Shooting

- Editing, BGM posting, Color grading, publicity, exhibition and transmission

Suggested Readings

- Digital Filmmaking for Beginners A Practical Guide to Video Production(ELECTRONICS) by Michael K. Hughes, MeGraw Hill TAB

- Digital Filmmaking for Beginners A Practical Guide to Video Production, MeGraw Hill TAB

- The Digital Filmmaking Handbook, Mark Brindle

- Video Production, Vasuvi Belavdi, Oxford Higher Education

- Editing Digital Video: The Complete Creative and Technical guide, Robert Goodman and Patrick McGrath, McGraw Hill Education TAB

- Digital Video Camerawork, Peter Ward, Routledge.

- Digital Video Hacks: Tips & Tools for Shooting, Editing, and Sharing, Joshua Paul, O'Reilly Media

Digital Marketing

By

Dr. Parul Goel

Learning Objectives

- To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era.

- To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives.

Unit 1:

Marketing in the Digital World (3weeks)

Digital marketing: Concept, Features, Difference between traditional and digital marketing, Moving from traditional to digital Marketing; c Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based Display Advertising; Community Based-Social Media Marketing: Others Affiliate, Email, Content, Mobile. Customer Value Journey: SAs Framework; The Ozone O3 Concept Key; Traits of online consumer

Unit 2:

Content and Email Marketing (2 weeks)

Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy Email Marketing: Types of Emails in email marketing, Email Marketing best practices

Unit 3:

Social Media Marketing and Display Marketing Social Media Marketing

Building Successful Social Media strategy; Social Media Marketing Channels; Facebook, Linkedin, YouTube (Concepts and strategies) Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format Budget, Media, Ad Formats, Ad Copy.

Unit 4:

Search Engine Marketing (5 weeks)

Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI's SP Customer Search Insights Model. Search Engine Optimization: Overview of SEO Process; Goal Setting-Types. On-Page Optimization: Keyword Research, SEO Process-Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects- Compatibility, Structured Data Markup. Off Page Optimisation: Link Fomats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Recommended Readings

Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.

Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.

Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.

IT SKILLS &DATA ANALYSIS – I

Dr. Santosh Kumar Yadav
Department of Mathematics
Aditi Mahavidyalaya

Data table from the particle detector…

```
In [6]: dataset=pd.read_csv('C:/Users/Isabel/Documents/CERN/cms-jupyter-materia
   ...: ls-english-master/Data/Zmumu_Run2011A.csv')

In [7]: dataset
Out[7]:
          Run        Event       pt1      eta1       phi1   Q1       dxy1  \
0       165617     74969122   54.70550  -0.432396   2.574210   1  -0.074544
1       165617     75138253   24.58720  -2.052200   2.866570  -1  -0.055437
2       165617     75887636   31.73860  -2.259450  -1.332290  -1   0.087917
3       165617     75779415   39.73940  -0.712338  -0.312266   1   0.058481
4       165617     75098104   41.29980  -0.157055  -3.040770   1  -0.030463
5       165617     77255513   38.94250   0.352210  -2.264920  -1   0.038368
6       165617     76042048   42.82780  -0.954909  -0.241833  -1   0.051331
7       165617     76661162   17.35930  -1.480880  -1.704590  -1   0.141148
8       165617     77076988   38.15110  -0.870204   1.716480   1  -0.083988
9       165617     77459740   51.64370  -1.215330   1.867000  -1  -0.082574
10      165617     76405662   42.47140  -0.669585  -1.630270  -1   0.072769
11      165617     76583723   34.51040   0.747187  -1.621030   1   0.074875
12      165617     76179155   45.06240  -1.945880  -1.034740   1   0.084812
13      165617     75954345   33.50150   0.815032  -1.210450  -1   0.086110
14      165617     78956967   12.36590  -1.939010  -2.588570   1   0.077146
15      165617     77629816   43.24040   2.085250  -1.348880  -1   0.080776
16      165617     78897689   40.52480   0.615439  -2.414700   1   0.022800
17      165617     78700766   38.99490  -1.295750  -0.583314  -1   0.071123
18      165617     78348203   26.06280  -1.204130   2.036310   1  -0.083516
19      165617     78693707   21.39860  -1.686450   0.090534   1   0.026345
20      165617     78814907   26.45570  -1.303620   1.412150  -1  -0.069671
21      165617     78974110   41.44110   1.535720   1.315320   1  -0.066548
22      165617     80578768   34.61500   1.433280  -2.317280  -1   0.029877
23      165617     80284893    3.46369  -0.770495  -2.889680  -1  -0.014957
24      165617     80456027   38.88250   1.280970   2.002440   1  -0.091024
25      165617     79285182   46.85490  -1.527400   0.606702   1  -0.013381
26      165617     79848134   58.68770  -1.021260   0.836241   1  -0.031928
27      165617     79997894   36.41990   1.543270   1.897660   1  -0.083796
28      165617     79973412   34.65230   1.378200   1.242720  -1  -0.066831
29      165617     80814088   81.39010  -1.165510   1.359540   1  -0.066260
...        ...          ...        ...        ...        ...  ..        ...
10553   173692   1294976715   28.78210   1.328580   1.407350   1  -0.062354
10554   173692   1294924620   71.71350   1.026810  -1.690150  -1   0.068170
10555   173692   1295047932   71.07110  -0.500784  -1.675680   1   0.070272
10556   173692   1294961297   24.79900  -1.829720   1.591100  -1  -0.069658
10557   173692   1295309621   13.17360  -1.977100   2.467650  -1  -0.085066
10558   173692   1294681424   48.88620   0.908995   2.218520  -1  -0.086377
10559   173692   1295113744   37.94820  -0.446353  -1.445680   1   0.074889
10560   173692   1296382198   27.62610   1.365850  -1.510140   1   0.068986
10561   173692   1295818522   44.43670   1.132310   0.462685  -1   0.008330
10562   173692   1295875802   44.37540  -0.231891   3.097220   1  -0.051325
10563   173692   1296591036   30.58910  -1.827060  -1.036090   1   0.088614
10564   173692   1296043907   27.99150  -1.148680  -0.342203   1   0.069249
10565   173692   1296985256   18.97240   0.277090  -2.057490   1   0.044894
10566   173692   1297181344   34.34350   0.576123  -1.124240  -1   0.085634
10567   173692   1297661914   51.51780  -1.368060  -1.490620  -1   0.081069
```
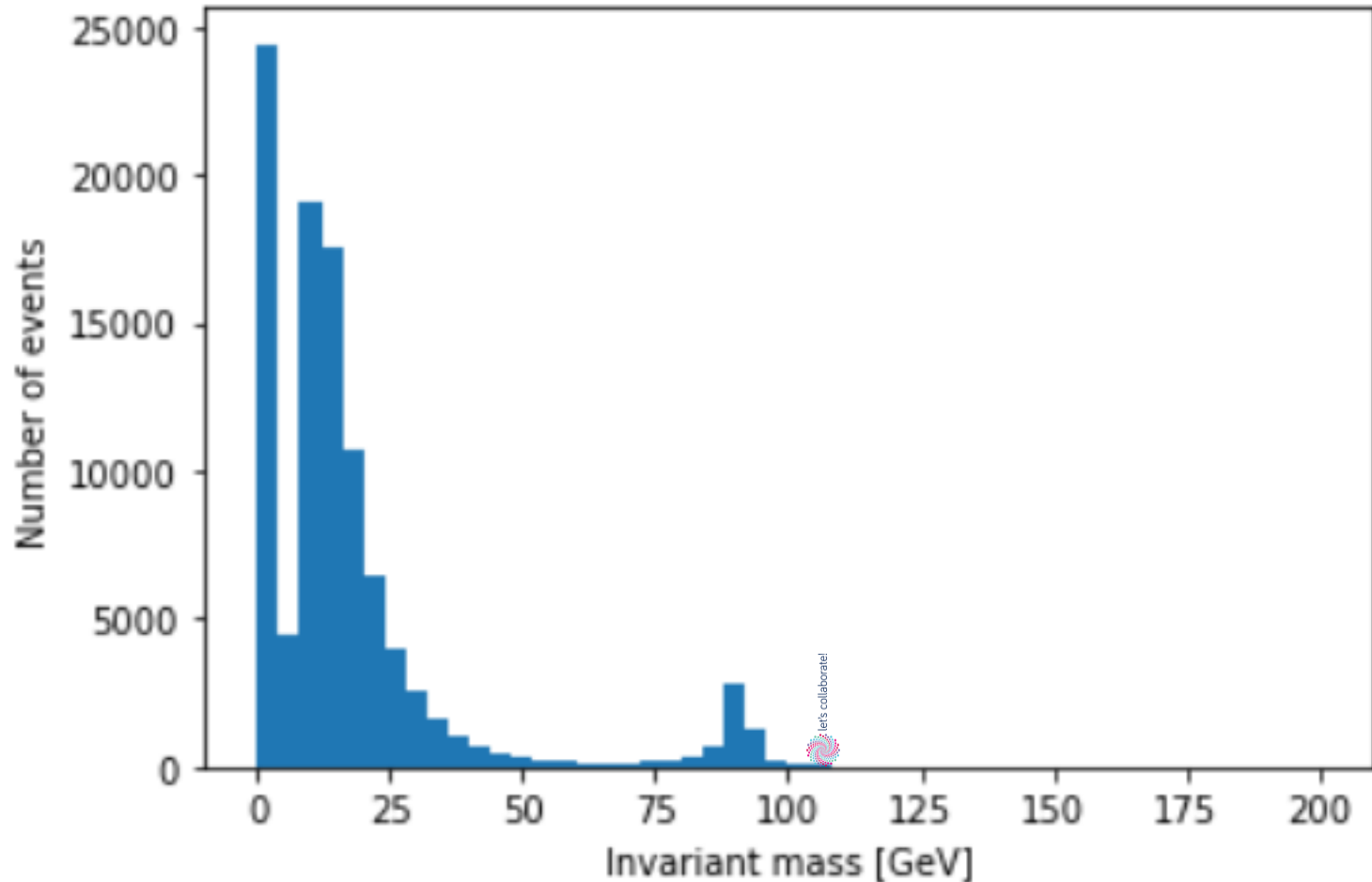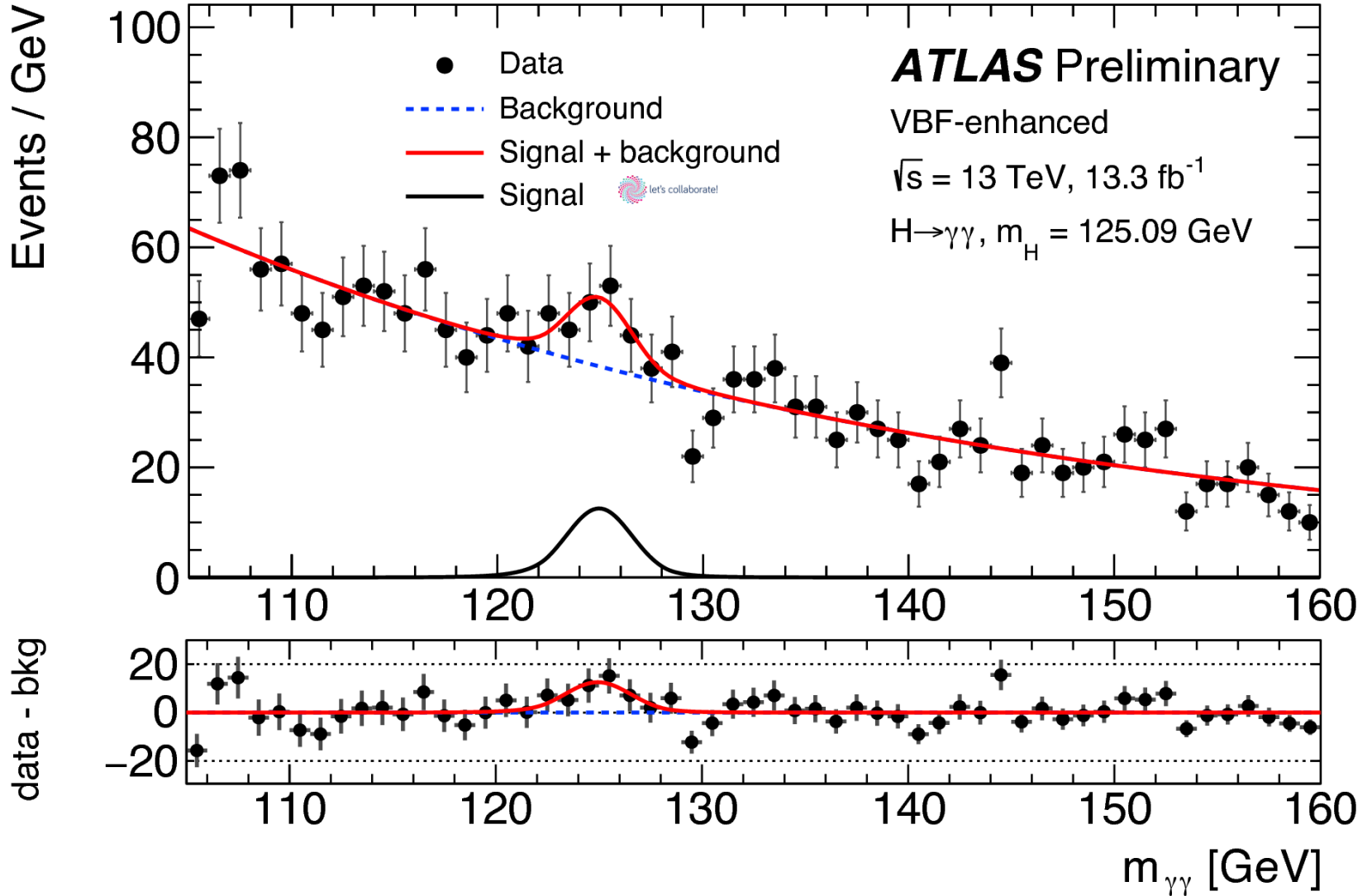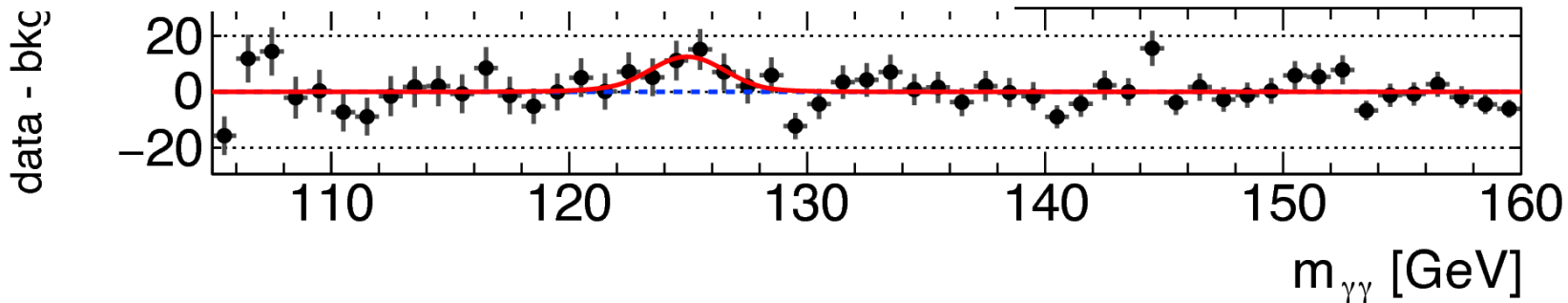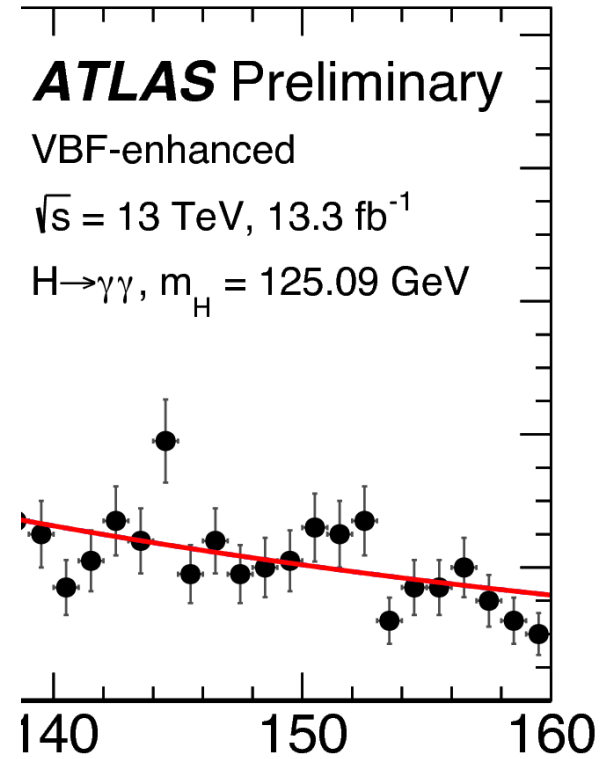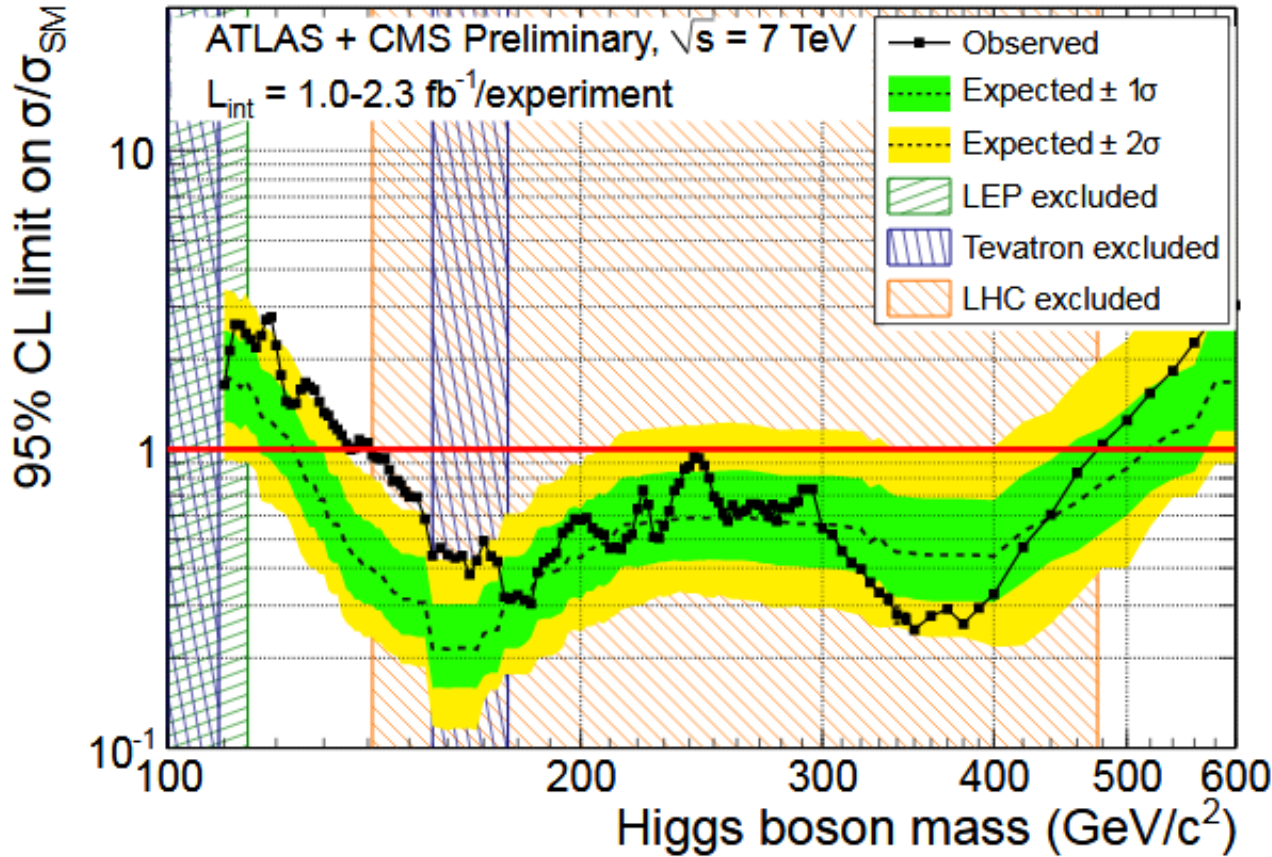
Analysis of data

The histogram of the invariant masses of two muons
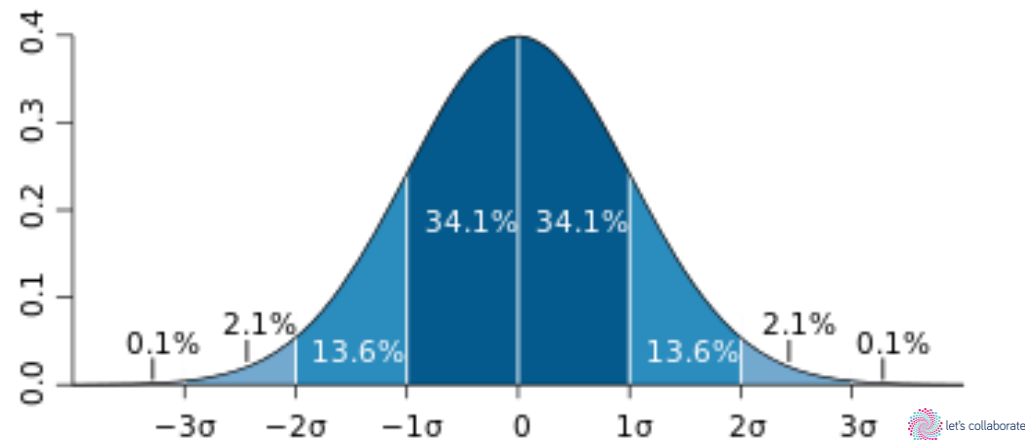
Analysis of data

Analysis of data

Statistics and distributions

[Galton Board](#)

Mean
Standard deviation
68-95-99.7 rule

HEP: 5 sigma rule
(99.9999426697%)

Statistics and distributions: an example

Conception & Challenge

Challenge

Students' Knowledge

01

- Concept of Particle
- Quark
- Lepton

02

- New and classical model
- Interaction of forces
- The charged of particle
- Muon and tau particle

03

let's collaborate!

DECAY

↓

TRANSFORMATION
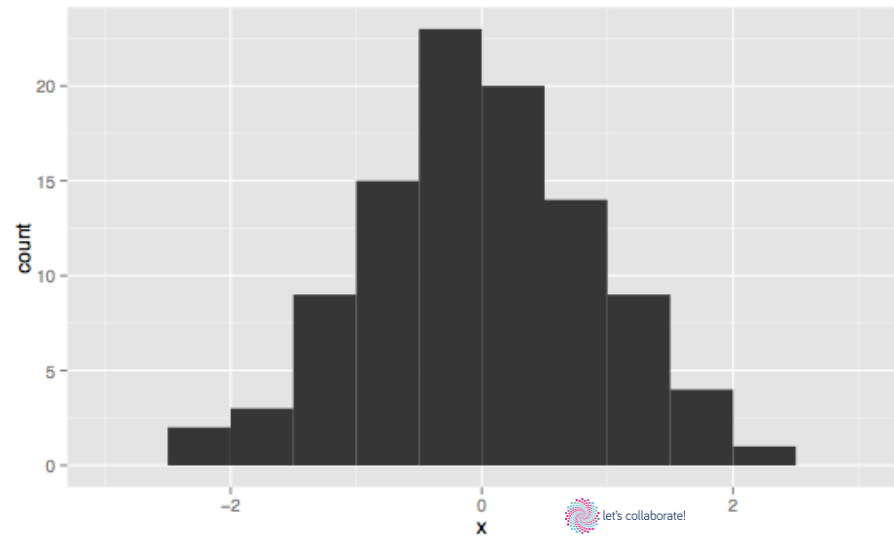
Conception & Challenge

DATA ANALYSIS

Data Distribution and Frequency

Knowledge

**Variability Data
Data Interpretation**

let's collaborate!

Challenge

Data analysis resources:

https://github.com/ ... nstructions and links for t...

https://github.com/ ... rther steps in data analy...

of particles' collisi... ...r statistics).

https://www.contin... ...ork...

and Jupiter Notebo...

https://www.python.org/downloads/ download Python 3 for dat...

https://www.learnpython.org/en/Basic_Operators basic introdu... ...l t...

http://opendata.cern.ch/ education and research resources provided by CERN

https://scool.web.cern.ch/ CSV data files and other teaching resources.

Physics!!!

Computing!

Maths!

Chromatodatanalysis!

let's collaborate!

Complex but enjoyable. Opportunities:

```
In [9]: compare = pd.read_csv('C:\cern data/energy_compare.csv')
```

Below, we subtract the table value of energy from the calculated data.

```
In [10]: Compare = E - compare.E1
```

Next, we plot a histogram of the differences.

Optional// We can make a smilar user-input function as before and ask pupils to find where the values are.

```
In [11]: plt.hist(Compare, bins = 100, range=(0,0.00000001))
         plt.xlabel('Difference between calculated and laboratory energies')
         plt.ylabel('Events')
         plt.title('The histogram of the energy of parrticle 1')
         plt.show()
```

The histogram of the energy of parrticle 1

Task can be repeated for the second particle challenge.

1. Pupils are introduced to writing functions and importing program libraries.

let's collaborate!

2. Pupils then proceed to calculation of the total momentum of a particle and the relativistic energy that it contains .

3. In the final stage of the task pupils have to compare the data from CERN to their calculated value.

Chromodatanalysis!

Data files and instructions are all saved in Github.

The task fits well in other resources that have been developed by teachers and could be used as a starting point for data analysis using Python.

THANK YOU

ALL THE BEST!!!

PARTICIPATORY LEARNING AND ACTION

LEARNING OBJECTIVES

The Learning Objectives of this course are as follows:

- To understand the basic principles and process of using Participatory Learning in field work settings

- To learn various techniques of Participatory Learning for working in rural and urban communities

- To learn the skills involved in application of participatory learning techniques

LEARNING OUTCOMES

At the end of the semester the students will be able to :

- Identify the situations where participatory learning techniques can be applied
- Demonstrate the process of various techniques and skills of participatory learning in field setting
- Analyse PLA data and reflect the same in report writing

UNIT 1: INTRODUCTION TO PARTICIPATORY LEARNING AND ACTION

This unit introduces the students to the concept of Participatory Learning and Action (PLA). The students will also learn the advantages of PLA and its use over other similar techniques.

Subtopics:

- Participatory learning Action (PLA): Meaning, origin and principles

- Participatory learning: Basic rules and phases

- Preparations for PLA

UNIT II: PLA : TOOLS AND TECHNIQUES

This unit aims to familiarize students with various tools and techniques of PLA which can be applied in community setting.

Subtopics:

- PLA techniques I: Community mapping (social & resource mapping),

- PLA Techniques II: livelihood analysis, Venn(chapati) diagram, Time line analysis, Vector scoring, (preference ranking, issue prioritization, wealth ranking), Calendars (Seasonal calendar, Daily routine diagram), Transect walk

- Roles and responsibilities of PLA teams

UNIT III: PRACTICAL APPLICATION OF PARTICIPATORY LEARNING TECHNIQUES

The students will be engaged in hands on learning for practical application of PLA techniques through workshops and group exercises.

Subtopics:

- Project work: Community Mapping

- Project work: Need assessment (Calender/Seasonal Analysis/Transect Walk/Vector scoring)

- Project work: Resource identification & Utilization

UNIT IV: ANALYSIS OF DATA THROUGH PLA TECHNIQUES

The students will learn to analyse the information collected through PLA tools.

Subtopics:

- Use of PLA for research and community action

- Processing, analysis and interpretation of data generated through participatory learning tools

- Report writing: Tips and techniques

*Unit III & IV are application based

SEMESTER –II

SKILL ENHANCEMENT COURSE– POLITICAL LEADERSHIP AND COMMUNICATION

Learning Objectives

- To understand the cross-cutting multi- disciplinary linkage of the subject

- To gain basic understanding of specific concepts and critical review of political communication and election campaign studies

- To be able to construct a linkage between political communication and leadership

- To learn conceptual frameworks and qualitative research skills for the analysis of modes and techniques of political communication and leadership.

Learning Outcome

▸ After studying this course, students will be able to have a professional/career- oriented insight by facilitating their journey as Media managers, policy makers, political analysts, Journalists, Public relations officers in government agencies, political parties and higher education.

Credit Distribution of the Course

- Credits–2
- Lecture–1
- Practical–1

Syllabus

Unit I: Explaining Political Communication (9 hours)
- Meaning, Nature and Scope
- Evolution and Transformation

Unit II: Exploring Leadership (9 hours)
- Themes, Theories and Typologies
- Participation and Performance

Unit III: Expanding Political Communication and Leadership: Orientation and Action (9 hours)
- Developing Communication and Leadership through Research
- Strengthening Techniques of Communication and Leadership

Unit IV: Extending Political Communication and Leadership: Research Issues and Challenges (9 hours)
- Researching Communication and Leadership through Survey: Opinion Poll, Exit Poll.
- Examining Contemporary Issues and Challenges in Communication and Leadership

Unit V: Executing Political Communication and Leadership: Empirical and Professional Implications (9 hours)
- Psephology as an Art and Vocation
- Exploring Career Options

Essential Readings

Essential/recommended Readings:

- Pole (2009). Blogging the Political: Politics and Participation in a networked Society. New York: Routledge.
- D. A. Graber (2005). 'Political Communication Faces the 21st Century', Journal of Communication, September: 479-507.
- Frank Esser and Barbara Pfetsh (eds.). (2004). Comparing Political Communication-Theories, Cases and Challenges. Cambridge: Cambridge University Press.
- G. Gerbner, L. Gross, M. Morgan and N. Signorielli (1982). 'Charting the Mainstream: Television's Contribution to Political Orientations', Journal of Communication, 32(2): 100-27.
- H. A. Semetko and M. Scammell (eds.) (2012). The SAGE Handbook of Political Communication. London: Sage.
- John C Maxwell (2008). Developing the Leader Within You. New Delhi: Harper Collins.
- Kiran Prasad (ed.) (2003). Political Communication: The Indian Experience. New Delhi: B.R. Publishers.
- Max Depree (2004). Leadership is an Art. RHUS Publications.
- Yogesh Atal (2014). 'Matdataoin Ka Sansar', Pratiman, Vol.2, No.1.
- Yogesh Atal (2018). 'Chunav Shastra Aur Rajniti', Pratiman, No.11.

Web Source
- http://www.politicalcommunication.org/history.html

PROGRAMME MEDIA

Learning Objectives

1

To understand the concept of programme media and its importance in field work practice

2

To learn about various types of programme media and their effective use in field work

3

To learn to demonstrate creative ideas and tools in field settings

Learning outcomes

At the end of the semester, the students will be able to

Learn the concept of programme media in social work

Develop various programme media tools to be used in field settings

Demonstrate the skills essential for using programme media in the fieldwork

Unit I: Understanding Programme Media

Unit Description: This unit will give an opportunity to students to understand the concept of programme media in social work.

Subtopics:

❖ Programme media: Concept, characteristics, purpose and significance

❖ Communication in programme media

❖ Role of programme media: propaganda and public opinion

Unit II: Mediums and Methods of Programme Media

Unit Description: Student will learn different types of programme media to be used for diagnostic, problem-solving and therapeutic purposes

Subtopics:

❖ Types of programme media: Talk, public meeting & hearing, group discussion, press conference, movement, advertisement, campaign, storytelling and entertainment/games

❖ Information and digital literacy: Concept, importance and components

❖ People's participation in programme: Film screening, discussion and review

Unit III: Handmade Creations and Creative Writings in Social Work

Unit Description: This unit will give an opportunity to the students to learn various handmade creations and creative writings of programme media to interact with client groups.

Subtopics:

- ❖ Handmade creations: Collage, poster making, wall paintings
- ❖ Creative writings: short story writing, slogans writing and preparing brochures, hand-outs & pamphlets, FAQs
- ❖ EC materials: Flip chart, flashcards, flyers, leaflets, banners, hoardings and standee

Unit IV: Programme Media for Masses

Unit Description: The students will be engaged in various learning activities related to application of programme media in field settings.

<u>Subtopics:</u>

❖ Tools preparation: Puppet shows & folk songs,

❖ Performing arts: street plays, drama & theatre &, mime, skit and role plays

❖ Significance of digital media: TV, community radio broadcast and various social media platforms

Practical component (if any) – Unit III & IV application based (30 hours)

Readings

- **Essential readings**

- Balwant, G. (1991). Folk Theatre in India. Bombay: Rupa & Co.

- Chen, H. T. (2005). Practical Programme Evaluation: Assessing and Improving Planning,Implementation and Effectiveness. California: Sage Publication.

- Cortright, R. & Hinds, G. (1959). Creative Discussion. New York: The MacmillianCompany

- Dev, M. P. (2009). Creative Writing: A Beginner's Manual. New Delhi: Pearson Longman.

- Mathur, D. (2003). AASHAA, Short Stories by Indian Women, Odyssey II. London: IndianBookshelf and New Delhi: Star Publishing.

- Menon, M. & Gandhi, V.P. (1997.) Media and Communications - Vol. I. (New InformationOrder). New Delhi: Kanishka Publishers/Distributors.

- **Suggested readings**

- National School of Drama. (2006). Nukkad Natak Rachnaaur Prastuti. Delhi: NSD.

- Mohan, K. &Banerji, M. (1990). Developing Communication Skills. Pilani: Birla Institute ofTechnology and Science.

COURSE COORDINATORS

- Dr. Mali Devi Sawaria

- Dr. Aneesh T. V.

Thank You

रचनात्मक लेखन

सिलेबस

सिलेबस

- **UNIT - 1 : रचनात्मक लेखन : अवधारणा, स्वरूप आधार विश्लेषण**   **(5 weeks)**
- भाव एवं विचार की रचना में अभिव्यक्ति की प्रक्रिया
- अभिव्यक्ति के विविध क्षेत्र : साहित्य पत्रकारिता विज्ञापन भाषण
- लेखन की विविध रूप मौखिक-लिखित ,गद्य-पद्य, कथात्मक - कथितर
- अर्थ निर्मित के आधार: शब्द और अर्थ की मीमांसा शब्द के पुराने-नए प्रयोग शब्द की बै क्रोनिक बैकग्राउड बैक् रन बैकग्राउड बैकग्राउड   क्रोनिक कोटि

- **UNIT - II: भाषा भंगिमा और साहित्य लेखन**   **(5 weeks)**
- भाषा की भंगिमाएं; औपचारिक - अनौपचारिक मौखिक - लिखित, मानक वार्षिक संदर्भ; क्षेत्रीय, बर्ग- सापेक्ष, समूह- सापेक्ष
- रचना   : सब्दशकित, प्रतीक, बिंब, अलंकारवक्रता
- कविता : संवेदना, भाषिक छंदबद्ध - छंदमुक्त, लय, गति, तुक
- कथा साहित्य : वस्तु, पात्र, परिवेश, कथ्य और भाषा

- **UNIT - III: विविध विधवाओं एवं सूचना माध्यम के लिए लेखन**   **(5 weeks)**
- नाट्य साहित्य: बस्तु, पात्र, परिवेश, कथ्य, रंगमंच और नाट्य भाषा
- विविध गद्य विधाएं: निबंध, संस्मरण, आत्मकथा, व्यंग्य, रिपोर्ताज,,यात्रा वृतांत
- प्रिंट माध्यम के लिए लेखन: फीचर, यात्रा वृत्तांत, साक्षात्कार, विज्ञापन
- इलेक्ट्रॉनिक माध्यम के लिए लेखन : विज्ञापन, पटकथा, संवाद

Practical Component (if any)

- उपयुक्त का परिचय देते हुए इनका अभ्यास भी करवाया जाए

Assessment Methods

- Total Marks: 100

- Internal Assessment : 25 marks

- Practical Exam (Internal): 25 marks

- End Semester Theory Exam : 50 marks

- The Internal assessment for the course may include Class participation, Assignments, Class Test, Projects, Field Works, Presentations, amongst others as decided by the faculty

- Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi from time to time

Learning Objectives

The Learning Objectives of this course are as follows:

- To build creative writing skills of students in the main modes of creative writing vizpoetry, fiction (novel, short stories), non-fiction (life narratives, autobiographies andbiographies) and drama.
- To inculcate practical skills in students by mapping their creative talent which bebeneficial for employability too.
- To perform hands-on-activities to students to develop their creative skills throughpractical sessions.

Learning Outcomes

The Learning Outcomes of this course are as follows:
- After studying this course, students will be able to be sensitive to the texture ofliterary language.
- After studying this course, students will be able to develop craft in creative writing.
- After studying this course, students will be able to develop sense of expressingthemselves through poetry/short story/biography.
- After studying this course, students will be able to induce an understanding of therelationship between an individual and society.
- After studying this course, students will be able to get into different fields andpursue versatile career opportunities.
- After studying this course, students will be able to develop an understanding of theatre and performance through drama will also help them to develop observatoryand behavioural skills.
- After studying this course, students will be able to develop a critical thought processand a knack in putting it in words. Students may also utilise the learnings of proofreading and editing for their academic and professional growth.
- After studying this course, students will be able to go for publishing their own work.
- After studying this course, students will be able to write a book and submit toprofessional bodies & academic organisations.

Syllabus

UNIT 1   (5 Weeks)

- Introduction to Creative Writing- Meaning, Importance
- Imagination & Writing- Peer-interaction, Activities on Imagination
- Tropes, Motifs and Figures- Learning tropes, motifs and figures through videos, Discussion on the findings
- Craft of Writing- Figure of Speech, Word Play, Character Creation
- Character Creation- Dialogue Enaction, Learning Characters through discussion on famous writings, Character Analysis, Writing activities on creating different types ofcharacters (gender/social background/ethnicity etc.)

UNIT 2   (5 Weeks)

- Close Reading
- Analysis and Interpretation- Reading different works in Literature, Discussionin small groups, Practice Writing Session
- Proofreading & Editing- Practice sessions on Proofreading & Editing of different types of writing

UNIT 3   (5 Weeks)

- Steps of Creative Writing- Pre-Writing, Writing, Post-Writing/Final Draft
- Types of Creative Writing- Poetry, Fiction, Non-Fiction (Life Narratives), Drama
- Creative Writing & Media- Film Review, Book Review, Other Writings in Media, Submission, Publication
- Learning to write Poetry- Reading & understanding Poetry; Practising tone, rhyme, metre, verses; Writing sessions
- Learning to write Fiction- Reading & understanding Fiction; Practicing different elements of fiction (Short story, Novella, Novel); Writing sessions
- Learning to write Non-Fiction- Reading & understanding Non-Fiction (Biographies & Autobiographies); Practicing different elements of non-fiction; Writing sessions
- Learning to write Drama- Reading & understanding Drama; Practicing different elements (plot, character, climax, verbal & non-verbal cues) of Drama; Writing sessions
- Submission & Publication (in Print & Digital) - Discussions over how & where to submit and publish (online/offline), Hands-on activities

Suggested Readings

- *Creative Writing: A Beginners' Manual* by Anjana Neira Dev et al. for The Department of English, University of Delhi (New Delhi: Pearson, 2008).

Examination scheme and mode:

Total Marks: 100
Internal Assessment: 25 marks
Practical Exam (Internal): 25
marks
End Semester University Exam: 50 marks
The Internal Assessment for the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.

ADITI MAHAVIDYALAYA Commere Department

FINANCE FOR EVERYONE
(SEC)

FINANCE FOR EVERYONE

- COURSE CREDIT -2

- LEARNING OBJECTIVES

- TO OFFER AN INTEGRATED APPROACH TO THE UNDERSTANDING OF CONCEPTS AND APPLICATIONS OF FINANCIAL PLANNING.

- TO HELP THE STUDENTS IN THEIR FINANCIAL PLANNING.

Learning outcomes

- After studying this course, students will be able to understand the importance of financial literacy and the institutions providing financial services.

- . After studying this course, students will be able to prepare a financial plan, budget and manage personal finances.

- After studying this course, students will be able to open, avail and manage services offered by banks.

- After studying this course, students will be able to open, avail and manage services offered by post offices.

- After studying this course, students will be able to plan for life insurance and property insurance,

- After studying this course, students will be able to choose instruments for investment in shares.

SYLLABUS

Unit 1: Introduction, Financial Planning and BudgetingMeaning, importance and scope of financial literacy; Prerequisites of financial literacy - level of education, numerical and communication ability; Various financial institutions - banks, insurance companies, post offices, mobile app based services. Need of availing of financial services from banks, insurance companies and postal services. Concept of economic wants and means for satisfying these needs; Balancing between economic wants and resources; Meaning, importance and need for financial planning; Personal budget, family budget, business budget and national budget; Procedure for financial planning and preparing a budget; Budget surplus and budget deficit, Avenues for savings from surplus, Sources for meeting the deficit.

SYLLABUS

Unit 2: Banking Services Types of banks; Banking products and services - Various services offered by banks; Types of bank deposit accounts savings bank account, term deposit, current account, recurring deposit; pan card, address proof, KYC norm; Various types of loans education loan, consumer durable loan, vehicle loan, housing loan, short term, medium term, long term, microfinance, bank overdraft, cash credit, mortgage, reverse mortgage, hypothecation, pledge, Agricultural and related interest rates offered by various nationalized banks; Cashless banking, e-banking, check counterfeit currency; CIBIL, ATM, net banking, RTGS, NEFT, IMPS, electronic clearance services (ECS), debit and credit card, app based payment system, bank draft and pay order; banking complaints and ombudsman.

SYLLABUS

Unit 3: Financial Services from India Post Office-Post office savings schemes: savings bank, recurring deposit, term deposit, monthly income scheme, kisan vikas patra, NSC, PPF, senior citizen savings scheme, sukanya samriddhi yojana; india post payments bank. money transfer: money order, e-money order, instant money order, collaboration with the western union financial services; mo videsh, international money transfer service, money gram international money transfer, indian postal order.

Unit 4: Insurance Services -Life insurance policies: life insurance, term life insurance, endowment policies, pension policies, ULIP, health insurance plans, comparison of policies offered by various life insurance companies, comparison of policies offered by various health insurance companies. Property insurance policies. Post office life insurance schemes: postal life insurance and rural postal life insurance.

SYLLABUS

Unit 5: Stock Markets - Some Basic Concepts Terms used in stock markets: SENSEX, NIFTY, primary markets, secondary markets, initial public offering(IPO), follow-on public offering (FPO), offer for sale (OFS), block deal, equity shares, preference shares, debentures, bonus shares, stock split, dividend, buyback, DEMAT account, trading account, delivery instruction slip (DI Slips), blue chips, defensive stocks, face value, market value, market capitalization, pre-opening session, trading session, opening price, closing price, business days, bull, bear, bull market, bear market, risk, stop loss. derivatives, call option, put option, hedge, holding period; Tax on short term capital gains and long-term capital gains, Mutual Fund and its various schemes.

THANKS

COURSE CORDINATORS
DR.PARUL CHOPRA
MS.INDU

SEC: PERSONALITY DEVELOPMENT AND COMMUNICATION

DR. RASHMI GUPTA & DR. MANISH KUMATR VATS

Credit distribution, Eligibility and Pre-requisites of the Course

Course Title and Code	Credits	Lecture	Tutorial	Practical	Eligiblity Criteria	Pre-requisite of the course
Personality development and communication	2	1	0	1	Pass in Class 12th	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop inter personal and effective communication skills.
- To develop problem solving skills and understand its influence on behaviour and attitudes of individuals.

Learning outcomes

The Learning Outcomes of this course are as follows:

- After studying this course, students will be able to understand the importance of oral and written communication in day-to-day working of the organisation.
- After studying this course, students will be able to develop inter personal skills and problem-solving skills.
- After studying this course, students will be able to understand the role of body language in effective communication.

SYLLABUS

Unit 1 (4 Weeks)

Introduction, need for Communication, Process of Communication, Written and Verbal Communication, Visual communication, Signs, Signals and Symbols, Silence as a Mode of Communication, Inter-cultural, Intra-cultural, Cross-cultural and International communication, Communication through Questionnaires, Business Letter Writing, Electronic Communication.

Unit 2 (4 Weeks)

Business Cases and Presentations, Letters within the Organizations, Letters from Top Management, Circulars and Memos, Business Presentations to Customers and other stakeholders, presenting a Positive Image through Verbal and Non-verbal Cues, Preparing andDelivering the Presentations, Use of Audio-visual Aids, Report Writing.

Unit 3   (4 Weeks)

Barriers to Communication, Improving Communication Skills, Preparation of Promotional Material, Non-verbal communication, Body language, Postures and gestures, Value of time, Organizational body language, Importance of Listening, Emotional Intelligence. Working individually and in a team, Leadership skills, Leadership Lessons, Team work and Team building, Feedback, Feed forward Interpersonal skills – Delegation, Humour, Trust, Expectations, Values, Status, Compatibility and their role inbuilding team – work Conflict Management – Types of conflicts, how to cope with conflict.

Unit 4 (3 Weeks)

Negotiation Skills, Types of Negotiation, Negotiation Strategies, Selling skills – Selling to customers, Selling to Superiors Selling to peer groups, team mates and subordinates, Conceptual selling, Strategic selling, Selling skills – Body language.

Essential/recommended readings

- Kushal Jin – Business Communication, VK India.
- Krishnamacharyulu, C. S. G, Ramakrishnan Lalitha – Personality Development, Interpersonal Skills and Career Management, Himalaya Publishing.
- Corvette Budjac – Conflict Management: A Practical Guide to Developing NegotiationStrategies, Pearson.

Suggestive Readings

- Mitra, B. K., Personality Development and Soft Skills, Oxford University Press.
- Kumar Sanjay and Pushplata, Communication Skills, Oxford University Press.
- Mandal S. K., Effective Communication and Public Speaking, Jaico Publishing.

Note: Latest edition of the readings may be used

ASSESSMENT SCHEDULE

Examination scheme and mode:

Total Marks: 100

Internal Assessment: 25 marks

Practical Exam (Internal): 25 marks

End Semester University Exam: 50 marks

The Internal Assessment for the course may include Class participation, Assignments, Class tests, Projects, Field Work, Presentations, amongst others as decided by the faculty.

Statistics with R

Dr. Santosh Kumar Yadav

Dr. Bhupinder Chikhara

Aditi Mahavidyalaya

(University of Delhi)

We'll Cover

- **What is R**

- **How to obtain and install R**

- **How to read and export data**

- **How to do basic statistical analyses**

- **Econometric packages in R**

What is R

- **Software for Statistical Data Analysis**
- **Based on S**
- **Programming Environment**
- **Interpreted Language**
- **Data Storage, Analysis, Graphing**
- **Free and Open Source Software**

Obtaining R

- **Current Version: R-2.0.0**
- **Comprehensive R Archive Network:**

    http://cran.r-project.org

- **Binary source codes**
- **Windows executables**
- **Compiled RPMs for Linux**
- **Can be obtained on a CD**

Installing R

- **Binary (Windows/Linux): One step process**
  - exe, rpm (Red Hat/Mandrake), apt-get (Debian)
- **Linux, from sources:**

```
$ tar –zxvf "filename.tar.gz"

$ cd filename

$ ./configure

$ make

$ make check

$ make install
```

Starting R

Windows, Double-click on Desktop Icon

$ R

Linux, type R at command prompt

Strengths and Weaknesses

- **Strengths**
  - **Free and Open Source**
  - **Strong User Community**
  - **Highly extensible, flexible**
  - **Implementation of high end statistical methods**
  - **Flexible graphics and intelligent defaults**
- **Weakness**
  - **Steep learning curve**
  - **Slow for large datasets**

Basics

- **Highly Functional**
  - **Everything done through functions**
  - **Strict named arguments**
  - **Abbreviations in arguments OK (e.g. T for TRUE)**
- **Object Oriented**
  - **Everything is an object**
  - **" < - " is an assignment operator**
  - **"X <- 5": X GETS the value 5**

Getting Help in R

- **From Documentation:**
  - **?WhatIWantToKnow**
  - **help("WhatIWantToKnow")**
  - **help.search("WhatIWantToKnow")**
  - **help.start()**
  - **getAnywhere("WhatIWantToKnow")**
  - **example("WhatIWantToKnow")**
- **Documents: "Introduction to R"**
- **Active Mailing List**
  - **Archives**
  - **Directly Asking Questions on the List**

Data Structures

- Supports virtually any type of data
- Numbers, characters, logicals (TRUE/ FALSE)
- Arrays of virtually unlimited sizes
- Simplest: Vectors and Matrices
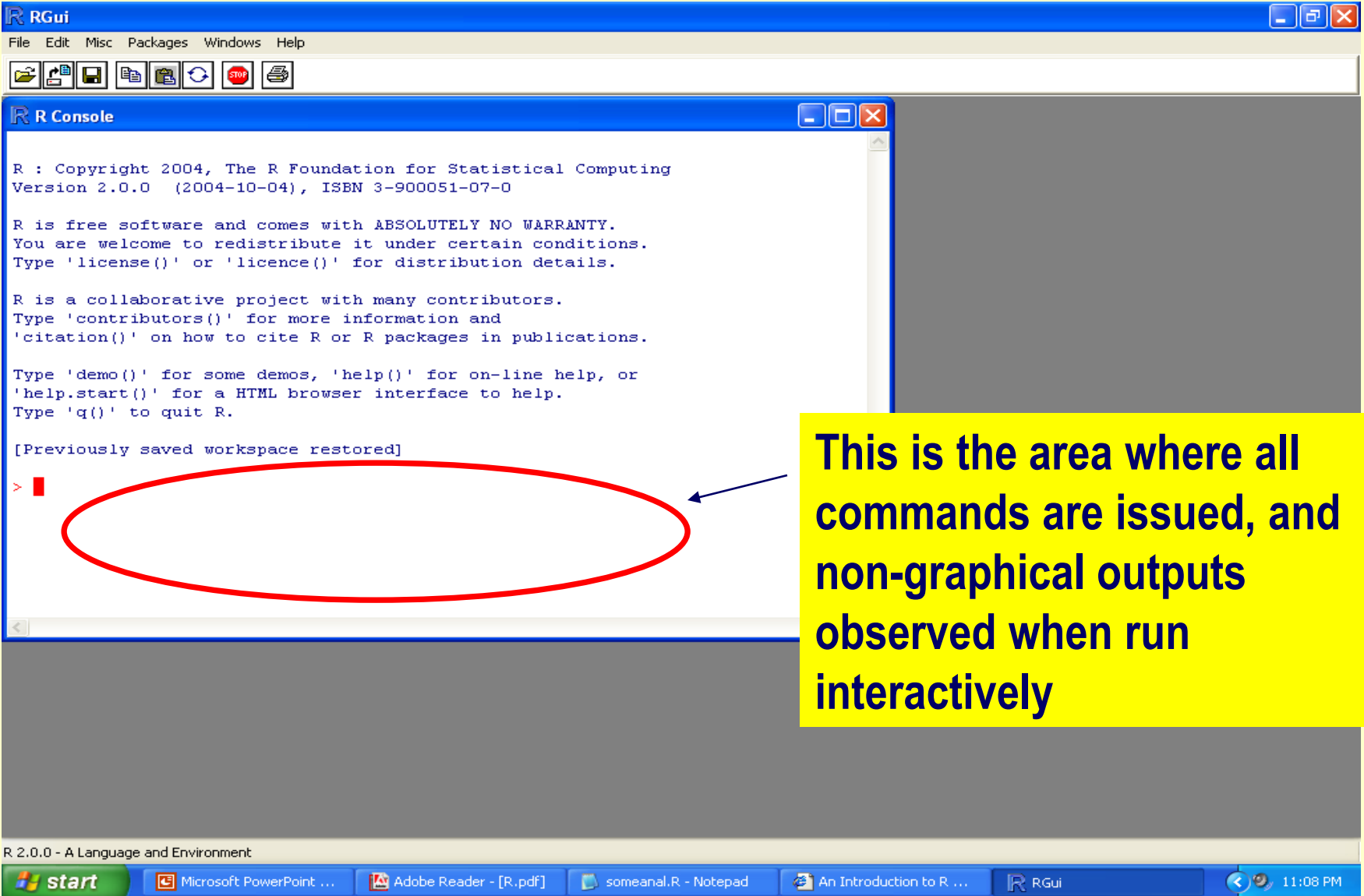- Lists: Can Contain mixed type variables
- Data Frame: Rectangular Data Set

Data Structure in R

	Linear	Rectangular
All Same Type	VECTORS	MATRIX*
Mixed	LIST	DATA FRAME

Running R

- **Directly in the Windowing System (Console)**
- **Using Editors**
  - **Notepad, WinEdt, Tinn-R: Windows**
  - **Xemacs, ESS (Emacs speaks Statistics)**
- **On the Editor:**
  - source("filename.R")
  - Outputs can be diverted by using
    - sink("filename.Rout")

R Working Area

In an R Session…

- **First, read data from other sources**

- **Use packages, libraries, and functions**

- **Write functions wherever necessary**

- **Conduct Statistical Data Analysis**

- **Save outputs to files, write tables**

- **Save R workspace if necessary (exit prompt)**

Specific Tasks

- **To see which directories and data are loaded, type: search()**

- **To see which objects are stored, type: ls()**

- **To include a dataset in the searchpath for analysis, type: attach(NameOfTheDataset, expression)**

- **To detach a dataset from the searchpath after analysis, type: detach(NameOfTheDataset)**

Reading data into R

- **R not well suited for data preprocessing**
- **Preprocess data elsewhere (SPSS, etc…)**
- **Easiest form of data to input: text file**
- **Spreadsheet like data:**
  - **Small/medium size: use read.table()**
  - **Large data: use scan()**
- **Read from other systems:**
  - **Use the library "foreign": library(foreign)**
  - **Can import from SAS, SPSS, Epi Info**
  - **Can export to STATA**

Reading Data: summary

- **Directly using a vector e.g.: x <- c(1,2,3...)**
- **Using scan and read.table function**
- **Using matrix function to read data matrices**
- **Using data.frame to read mixed data**
- **library(foreign) for data from other programs**

Accessing Variables

- **edit(<mydataobject>)**
- **Subscripts essential tools**
  - x[1] identifies first element in vector x
  - y[1,] identifies first row in matrix y
  - y[,1] identifies first column in matrix y
- **$ sign for lists and data frames**
  - myframe$age gets age variable of myframe
 - attach(dataframe) -> extract by variable name

Subset Data

- **Using subset function**
  - – subset() will subset the dataframe
- **Subscripting from data frames**
  - – myframe[,1] gives first column of myframe
- **Specifying a vector**
  - – myframe[1:5] gives first 5 rows of data
- **Using logical expressions**
  - – myframe[myframe[,1], < 5,] gets all rows of the first column that contain values less than 5

Graphics

- **Plot an object, like: plot(num.vec)**
  - **here plots against index numbers**
- **Plot sends to graphic devices**
  - **can specify which graphic device you want**
    - **postscript, gif, jpeg, etc…**
    - **you can turn them on and off, like: dev.off()**
- **Two types of plotting**
  - **high level: graphs drawn with one call**
  - **Low Level: add additional information to existing graph**

High Level: generated with plot()

Number of Airline Passengers over time
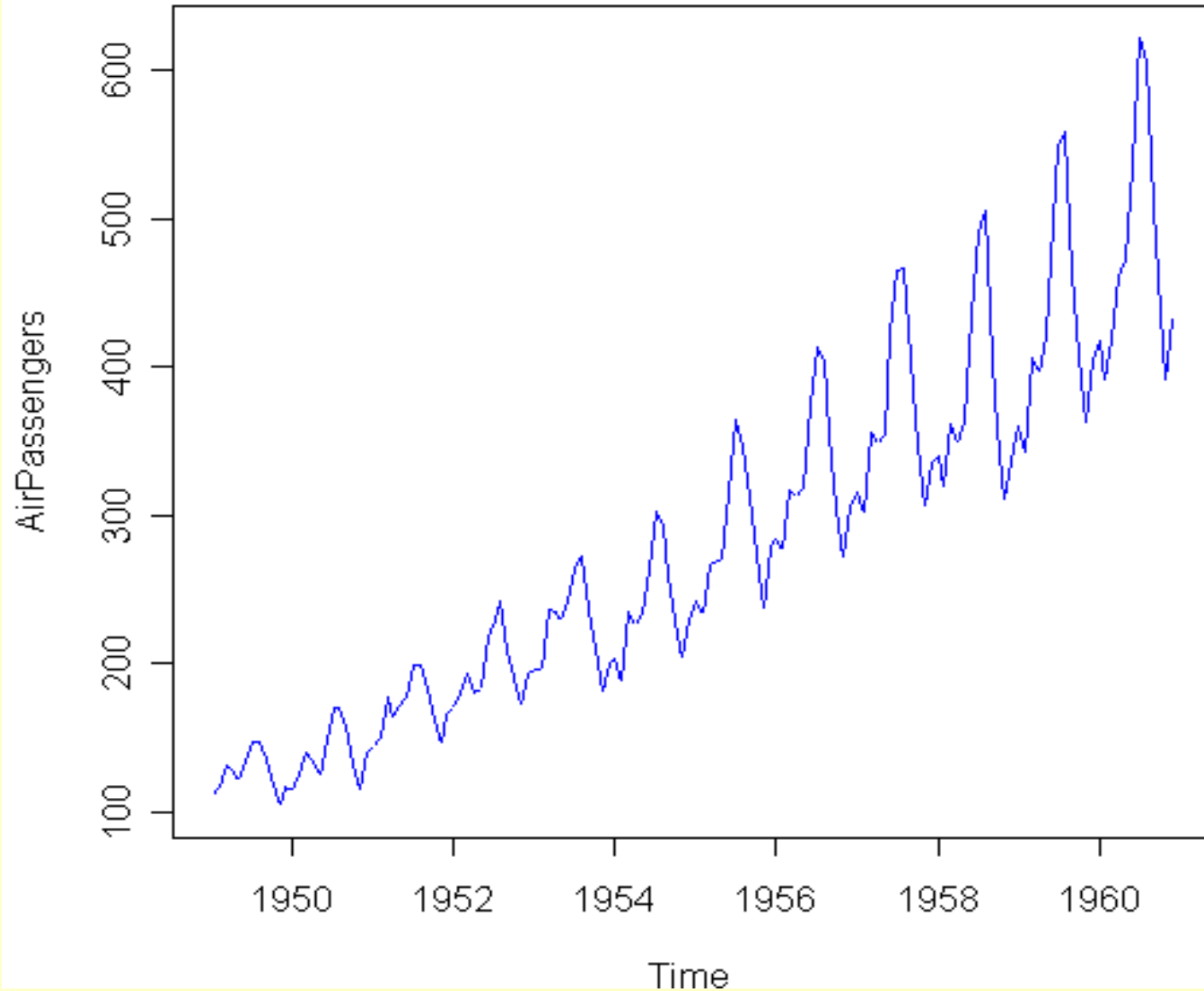
Low Level: Scattergram with Lowess

distance vs speed
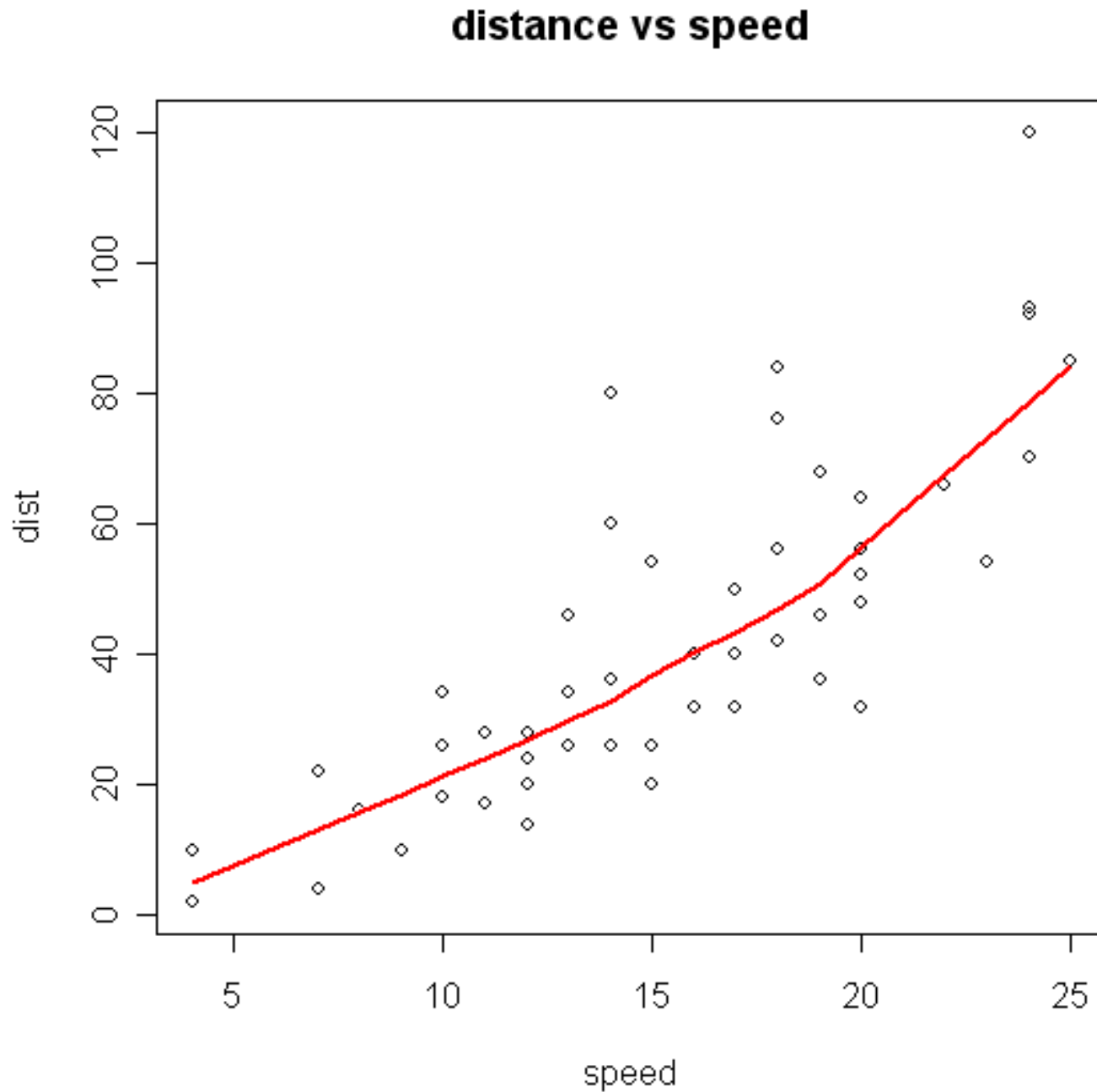
Programming in R

- **Functions & Operators typically work on entire vectors**

- **Expressions surrounded by {}**

- **Codes separated by newlines, ";" not necessary**

- You can write your own functions and use them

Statistical Functions in R

- **Descriptive Statistics**
- **Statistical Modeling**
  - **Regressions: Linear and Logistic**
  - **Probit, Tobit Models**
  - **Time Series**
- **Multivariate Functions**
- **Inbuilt Packages, contributed packages**

Descriptive Statistics

- **Has functions for all common statistics**

- **summary() gives lowest, mean, median, first, third quartiles, highest for numeric variables**

- **stem() gives stem-leaf plots**

- **table() gives tabulation of categorical variables**

Statistical Modeling

- **Over 400 functions**
  - **lm, glm, aov, ts**
- **Numerous libraries & packages**
  - **survival, coxph, tree (recursive trees), nls, …**
- **Distinction between factors and regressors**
  - **factors: categorical, regressors: continuous**
  - **you must specify factors unless they are obvious to R**
  - **dummy variables for factors created automatically**
- **Use of data.frame makes life easy**

How to model

- **Specify your model like this:**
  - **$y \sim x_i + c_i$, where**
  - **y = outcome variable, x_i = main explanatory variables, c_i = covariates, + = add terms**
  - **Operators have special meanings**
    - **+ = add terms, : = interactions, / = nesting, so on…**
- **Modeling -- object oriented**
  - **each modeling procedure produces objects**
  - **classes and functions for each object**

Synopsis of Operators

Operator	Usually means	In Formula means
+ or -	add or subtract	add or remove terms
*	multiplication	main effect and interactions
/	division	main effect and nesting
:	sequence	interaction only
^	exponentiation	limiting interaction depths
%in%	no specific	nesting only

Modeling Example: Regression

carReg <- lm(speed~dist, data=cars)

carReg = becomes an object

to get summary of this regression, we type

summary(carReg)

to get only coefficients, we type

coef(carReg), or carReg$coef

don't want intercept? add 0, so

carReg <- lm(speed~0+dist, data=cars)

Multivariate Techniques

- **Several Libraries available**
  - mva, hmisc, glm,
  - MASS: discriminant analysis and multidim scaling
- **Econometrics packages**
  - dse (multivariate time series, state-space models), ineq: for measuring inequality, poverty estimation, its: for irregular time series, sem: structural equation modeling, and so on…

[http://www.mayin.org/ajayshah/]

Summarizing…

- **Effective data handling and storage**

- **large, coherent set of tools for data analysis**

- **Good graphical facilities and display**
  - **on screen**
  - **on paper**

- **well-developed, simple, effective programming**

For more resources, check out...

R home page

http://www.r-project.org

R discussion group

http://www.stat.math.ethz.ch/mailman/listinfo/r-help

Search Google for R and Statistics

For more information, contact

drskyadav@hotmail.com

SEC

Hindi Journalism and Mass Communication

Visual Communication and Photography

Learning Objectives

- To synthesize a comprehensive view of principles involved in VisualCommunication.

- To appreciate and express the cultural significance of photography as visual art and understand its evolution and purposes.

- To develop an awareness of compositional and organizational strategies for the effective deployment of formal elements of visual art.

- To read visual texts with a deep knowledge of visual history and theory.

- To create an ability of situating the content and form of the visual representation of thematic context.

Learning Outcomes

- After studying this course, students will be able to acquire knowledge of the cultural and historical importance of the visual medium.

- After studying this course, students will be able to explore the fundamentals and underlying theories of Visual Communication.

- After studying this course, students will be able to develop a thorough knowledge of concepts, and skills in creating photographs.

- After studying this course, students will be able to learn to identify and analyze semiotics in photographs.

- After studying this course, students will be able to develop a craftsmanship in creating aesthetically pleasing photographs

Unit- 1 Historical Background and Basics of Visual Communication

Unit Description: The Unit I will give a brief history of the visual arts from the caveman to modern man. Skills of artistic schools of thought and Intertextuality in art in relation to culture.

Topics- Concept and History of communication, Human Eye and Visual Process, Visual culture and Informatión Education Communication, Theories of visual communication

- Gestalt Theory of visual communicatron, Percepant theory of Visual communication, Semiotics and cognitive approach in visuals

Unit-2 Theories of Visual Communication

Unit Description- This unit will put emphasis on theories, semiotics and the study of signs. Through semiotic theories improve critical thinking skills, and learn to use semiotics to think logically and to analyze visual media in context of culture.

Topics: Fundamentals of Design: Definition, Approaches to Design, Centrality of Design, Elements of Design, Principles of Visual and other Sensory Perceptions. Colour psychology and theory (some aspects), Definition, Optical / Visual Illusions, etc., Various stages of design process, Learning skills to read signs and signifier in visuals for social messaging

Unit-3 Photography as Visual Communication

Unit Description: This unit will provide skills to learn camera and lighting techniques

Topics: Introduction to photography, Camera- structure and function of camera. Characteristics of light, Sources of Light - Nature, Artificial and Available, Lighting techniques - three point fighting, Exposure - focusing, aperture, shutter speed, Depth of field. Kinds of light indoor and outdoor - Electronic flash and artificial lights, Light meters.

Unit-4 Camera Compositions and Accessories

Unit Description: This unit will provide skills about camera accessories and designing aesthetically rich compositions.

Topics: Camera lenses and accessories, Basic shots, angle, and view, Composition, Role of photographic image in visual communication, Basics of photojournalism, photo-features, photo - essays, writing captions, visual storytelling.

Essential Readings

- Barnes, Susan B. An Introduction to Visual Communication: From Cave Art to Second Life, Peter Lang Pub, 2011.
- Berger, Arthur As, Seeing is Believing An Introduction to Visual Communication, McGraw-Hill Education, 2012.
- Lester, Paul Martin, Visual Communication: Images with Messages (Ged), Cengage Learning. 2013.
- Photography: A Critical Introduction - edited by Lie Wells London, Routledge, Oxon, 2015
- Farrell, 1. Complete Guide to Digital Photography, Quercus Publishing, UK, 2014.

Skill Enhancement Course(SEC)

YOGA IN PRACTICE

Learning Objectives

- Students will be able to discern real significance of yogic oprations from original sources andwill be prone to practicing in their day to day life.

Learning Outcomes

(i) Student will form an understanding of the concept of yoga.

(ii) Students will learn various aspects of the science of yoga.

(iii) Theoretical and practical knowledge of Aasanas and pranayams to lead a balanced life.

Unit-1

(i)   Definition and types of yoga:Karma yoga, Gyana yoga, Bhakti yoga, Laya yoga, Raja yoga, Hatha yoga, Mantrayoga,Kundalini yoga.

(ii)   Ashtanga Yoga:Yam- Ahinsa, Satya, Asteya, Brahmacharya,Aparigrah.Niyam-sauch,Santosha, Tapa, Swadhyaya, Ishwarpranidhana Asan, Pranayam- (the types of Pranayaama: Puraka, rechak & Kumbhaka), Pratyahara,Dharana, Dhyana & Samadhi etc.

(iii)   Shat Chakra,s: Mooladhara, Swadhishthana, Manipur, Anahata, Vishudha, Aagya, Sahasrara.

Unit-2

- Asana's and their advantages:-

(i) Asana in standing position:Surya Namaskara, Tadasana, Padahastasana, Garudasana, Natarajasana, Cakrasana,

(ii) Asana in sitting position: Padmasana, Vajrasana, Siddhasana, Bhadrasana, Gomukhasana,Shashankasana, Mandukasana, Kukkutasana.

(iii) Asana in stomach side position:Dhanurasana, Bhujangasana, Mayurasana, Marjarasana, Makrasana.

(iv) Asana in backbone side position:Uttanapadasana, Naukasana, Sarvangasana, Sheershasana, Savasana etc.

(v) Practice of pranayama- Purak, Rechak and Kumbhaka

- Course Cordinators:
- Dr. Rashmi Gupta
- Dr. Manish Kumar Vats

पटकथा लेखन

Course objective

01. पटकथा लेखन का परिचय करना।

02. विद्यार्थी की लेखन क्षमता और भाषा कौशल को बढ़ावा देना।

03. विद्यार्थी को लेखन मे रोजगार संबंधी क्षेत्रों के लिए तैयार करना।

Course Learning outcomes

- पटकथा लेखन तथा उसके तकनीकी शब्दों से विद्यार्थी अवगत हो सकेगा ।
- पटकथा लेखन की जानकारी मिलने के उपरान्त विद्यार्थी के लिए रोजगार की संभावनाएँ बनेंगी ।
- विद्यार्थी भाषायी सम्प्रेषण को समझते हुए लेखन से सम्बन्धित विभिन्न पक्षों से अवगत हो सकेगा ।
- विद्यार्थी में अभिव्यक्ति कौशल का विकास हो सकेगा ।

SYLLABUS

Unit 2

- पटकथा लेखन में शोध का महत्व
- चरित्र की निर्मिति और विकास
- एक दृश्य का लिखा जाना
- तीन अंक (थ्री एक्ट) और पाँच अंक (फाइव एक्ट) को समझना

Unit 3

- वेबसीरीज के लिए पटकथा लेखन
- लघु फ़िल्म के लिए पटकथा लेखन
- वृत्तचित्र के लिए पटकथा लेखन
- विज्ञापन फ़िल्म के लिए पटकथा लेखन

Unit 4

- पटकथा का पाठ और विश्लेषण
- किसी आईडिया को स्क्रीन प्ले के तौर पर विकसित करना

COURSE CORDINATOR

Dr. Ritu khatri

रंगमंच
SEC

Learning Objectives

- हिन्दी रंगमंच का सामान्य परिचय कराना ।

- नाट्य- प्रस्तुति की प्रक्रिया की जानकारी देना ।

- अभिनय के विभिन्न पक्षों से अवगत कराना ।

- रंगमंच के खेलों और गतिविधियों से अवगत कराना ।

Learning Outcomes

- नाट्य - प्रस्तुति की प्रक्रिया से विद्यार्थी अवगत हो सकेगा ।

- रंगमंच की सामान्य जानकारी मिलने के उपरान्त इस क्षेत्र में विद्यार्थी के लिए रोजगार की संभावनाएँ बनेंगी ।

- रंगमंचीय गतिविधियों से विदयार्थी के व्यक्तित्व का विकास हो सकेगा।

- विद्यार्थी में अभिव्यक्ति कौशल का विकास हो सकेगा ।
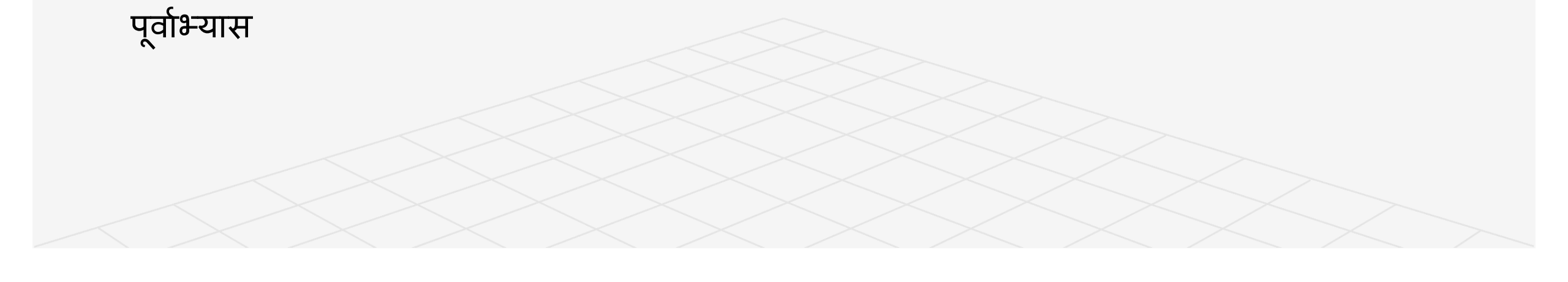
Syllabus

यूनिट 1

- भरत मुनि कृत नाट्यशास्त्र (संक्षिप्त परिचय)

- हिन्दी का पारंपरिक रंगमंच (संक्षिप्त परिचय)

यूनिट 2

प्रस्तुति प्रक्रिया : आलेख का चयन, अभिनेताओं का चयन, दृश्य-परिकल्पना (ध्वनि-संगीत-नृत्य-प्रकाश),
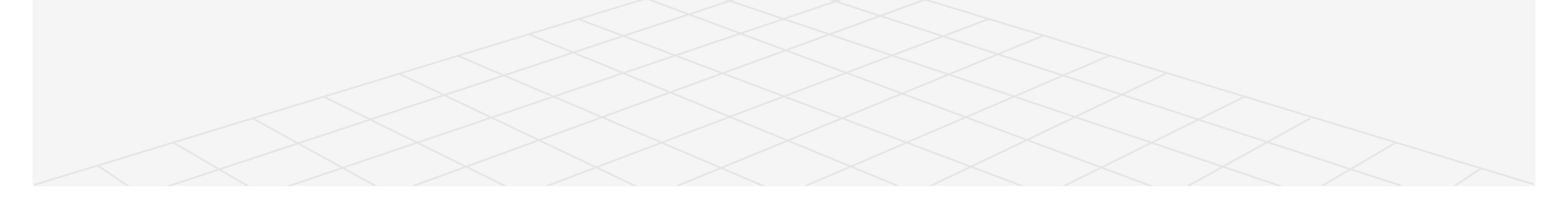
पूर्वाभ्यास

यूनिट 3

अभिनय की तैयारी : वाचिक, आंगिक, आहार्य, सात्विक

यूनिट 4

आशु अभिनय, थिएटर गेम्स, संवाद वाचन, शारीरिक अभ्यास, सीन वर्क

यूनिट 5

मंच प्रबंधन : सेट, रंग सामग्री, प्रचार-प्रसार, ब्रोशर-निर्माण

सन्दर्भ पुस्तकें

- संक्षिप्त नाट्यशास्त्रम् - राधावल्लभ त्रिपाठी, वाणी प्रकाशन, दिल्ली, 2009

- रंग स्थापत्यः कुछ टिप्पणियाँ - एच. वी. शर्मा राष्ट्रीय नाट्य विद्यालय प्रकाशन,दिल्ली, 2004

- पारंपरिक भारतीय : रंगमंच अनंतधाराएँ- कपिला वात्स्यायन, अनुवाद- बदी उजम्मा, नेशनल बुक ट्रस्ट, दिल्ली, 1995

- हिंदी रंगमंच का लोकपक्ष, सं प्रो. रमेश गौतम, स्वराज प्रकाशन, दिल्ली 2020

- मंच आलोकन - जी. एन. दासगुप्ता, अनुवाद - अजय मलकानी, नेशनल बुक ट्रस्ट,दिल्ली, 2006

- रंगमंच के सिद्धांत - सं महेश आनंद, देवेन्द्र राज अंकुर, राजकमल प्रकाशन, दिल्ली 2008

COURSE CORDINATORS

Dr. Sangeeta Kumari

Ms. Gomti

THANKS