

I
PAPER – II

DIVERSITY AND WRITING FOR MEDIA

Module Code – CCC11
Core Course

Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20Int.)

UNIT –I

DIVERSITY AND PLURALITY					
	L	T	P	Total	
1.1	Diversity-Concept, Structure and Significance	02	01		03
1.2	Diversity of Inert and consciousness in the nature.	03			03
1.3	Diversity in opinions- interpretation and importance	03			03
1.4	Cultural Diversity-interpretation and importance	03	01	01	05
1.5	Plurality in Diversity-Concept and interpretation	02	01	01	04
TOTAL	13	03	03	02	18

UNIT –II

UNITY AND DIVERSITY					
	L	T	P	Total	
2.1	Unity in Diversity- Concept and interpretation	02	01		03
2.2	Diversity in Unity- Concept and interpretation	02	01		03
2.3	Diversity - Concept -Social, Cultural, Economic and Political	02		01	03
2.4	Essential components of Diversity, Merits and Demerits.	03		01	04
2.5	Uniformity v/s Diversity	03	01	01	05
TOTAL	12	03	03	03	18

UNIT –III

EXPRESSION AND DIVERSITY					
	L	T	P	Total	
3.1	Essentiality of diversity and plurality in expression.	03	01		04
3.2	Role of diversity in creative expression.	03	01		04
3.3	Forms and Effects of diversity of expression	03	01	01	05
3.4	Uniformity v/s diversity of expression	03	01	01	05
TOTAL	12	04	02	18	

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UNIT -IV

DIVERSITY AND COMMUNICATION		L	T	P	Total
4.1	Diversity of communication and dialogue- interpretation and forms.	03	01	01	05
4.2	Diversity of communication medium- merits and demerits	02	01	01	04
4.3	Diversity and plurality in the content of communication media Interpretation-Estimate-Measurement Scale	03	01	01	05
4.4	Inter relationship of social and cultural diversity with diversity in Media	02	01	01	04
TOTAL		10	04	04	18

UNIT -V

MEDIA WRITING AND DIVERSITY		L	T	P	Total
5.1	Persuasive Elements and Absorption of diversity and plurality of writings in the News - exercises	03	01	01	05
5.2	Socio - economic diversity of Media professionals	02	01	01	04
5.3	Production of Entertainment programmes, social diversity and plurality - exercises	03	01	01	05
5.4	Role of Mass media in Social Dialogue of diversity.	02	01	01	04
TOTAL		10	04	04	18

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