



AMALA COLLEGE OF NURSING

(An undertaking of Amala Cancer Hospital Society)

Amala Nagar P.O., Thrissur-680 555, Kerala, India.

Website : www.amalanursingcollege.org

FIRST CYCLE NAAC ACCREDITATION 2022

CRITERION 1

CURRICULAR ASPECTS

1.3 Curriculum Enrichment

1.3.2 Syllabus Value Added

Submitted to



THE NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

SYLLABUS
VALUE ADDED COURSE ON
Media Awareness
Programme



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PREFACE

Amala Institute of Medical Sciences, named after Mary Immaculate, is a Minority Christian Institution, which is open to all irrespective of religion, caste or creed. It aims at giving effective training to the youth to become nursing professionals devoted to the healing ministry, especially in the rural areas. It also strives to strengthen the quality of service offered in the large number of medical institutions run by the community. AIMS is a Unit of Amala Cancer Hospital Society managed by the Devamatha Province of the Carmelites of Mary Immaculate (CMI), founded by St. Kuriakose Elias Chavara, a sage-cum-savant. Amala, at present, offers an MBBS, Medical PG courses, Ph.D. Nursing, M.Sc. Nursing and B.Sc. Nursing courses and is affiliated to the Kerala University of Health Sciences. Students are admitted to this institute as per the admission procedure stipulated by the concerned authorities and in the tenor of the admission policy of the management.

Placement : MSc Nursing

Theory : 15 hours

Title : Media Awareness Programme

COURSE DESCRIPTION

This course is designed to give an introduction to student's regarding media world which is very relevant in this period of time. This course will help students to have a brief out look towards the contemporary media world.

AIM AND OBJECTIVE

On completing this session, the students will be capable enough to make mature and gentle responses to the different media around them. The most important and primary aim of this course is to facilitate the students to become a citizen who gives high priority to the values of the society.

COURSE OUTLINE:

Time	Content
	<ol style="list-style-type: none">1. Introduction to media2. Types of media and its specialties<ul style="list-style-type: none">• Print• Visual• Online/new media3. Development of communication techniques in media<ul style="list-style-type: none">• Pre independent• Post independent4. Communication strategies and media in the modern world5. Challenges in handling the media possibilities6. Development of television in India7. Manipulating the truth and media8. Journalism and modern world history9. World famous media persons who contributed a lot to the society10. World as a global village: Role of media

AMALA COLLEGE OF NURSING

VISION

To establish a Center of Excellence providing value-added education that combines effective teaching, focused academic exposure, and productive research with the aim of training healthcare personnel with professionalism and spirit of love and service as their hallmarks.

MISSION

We constantly seek to recruit brilliant staff and provide state-of-the-art infrastructure in an Eco-friendly ambience with a view to challenging the students to become forward-looking dedicated graduate nurses imbued with compassionate love towards all, especially the poor and the marginalized.



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