

DEEN DAYAL UPADHYAY KAUSHAL KENDRA

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Voc. DIGITAL JOURNALISM

COURSE SYLLABUS

B.Voc. DIGITAL JOURNALISM							
COURSE SYLLABUS - RESTRUCTURING - 2019-20 Batch onwards							
Sl. No	SECTION	SUBJECT CODE	SUBJECT TITLE	GC/SC	T/L/P	CATEGORY	CR
SEMESTER - I							
1	PART-I		Language – I – Tamil (Voc) - I / Basic French (Voc) –I / Advanced French (Voc) - I / Hindi (Voc) – I	GC	T	RL	3
2	PART-II		General English (Voc) – I	GC	T	GE	5
3	PART-III		Basic Tamil – I (Voc) (L)/ Advanced Tamil (Voc) – I (T)/ Leadership Skills - I (T)	GC	T/L	NME	2
4	PART-III		Value Education - I (Voc)	GC	T	VE	2
5	PART-IV	19UDJ1MC01	Understanding Journalism	SC	T	MC	6
6	PART-IV		Understanding Digital Journalism	SC	T	MC	6
7	PART-IV		Basic Computer Skills	SC	L	AL	6
							30
SEMESTER - II							
8	PART-I		Language – II – Tamil (Voc) – II / Basic French (Voc) – II /Advanced French (Voc) – II / Hindi (Voc) – II	GC	T	RL	3
9	PART-II		General English (Voc) –II	GC	T	GE	5
10	PART-III		Basic Tamil (Voc) – II (L)/ Advanced Tamil (Voc) – II (T)/ Leadership Skills - II (T)	GC	T/L	NME	2
11	PART-III		Value Education - II (Voc)	GC	T	VE	1
12	PART-III		Extension Activities (Outreach)	GC	L	EA	1
13	PART-IV		Reporting & Editing for Digital Media	SC	L	MC	6
14	PART-IV		Feature writing for Digital Journalism	SC	T	MC	6
15	PART-IV		Graphic Design & Multimedia	SC	L	AL	6
							30
SEMESTER - III							
16	PART-II		General English (Voc) – III	GC	T	GE	4
17	PART-III		Environmental Studies (Voc)	GC	L	EVS	2
18	PART-III		Media and the Margins	GC	T	SS	6
19	PART-IV		Media Analysis Techniques	SC	T	MC	6
20	PART-IV		Interactive Media Design	SC	L	MC	6

SEMESTER - I

TITLE OF THE PAPER : GENERAL ENGLISH (VOC) - I – STREAM-A

Course Code :

No. of Hrs/week : 5

Credits : 5

Course Objectives:

- To immerse students in English language learning.
- To build their skills in all four language skills – Reading, Writing, Listening and Speaking.
- To produce independent, critically thinking students who can use English confidently in a variety of situations.

Learning Outcomes:

Students will

- Learn the essentials of grammar & enhance their vocabulary and pronunciation skills.
- Acquire basic skills in oral and written communication
- Learn the skills and sub skills of listening & reading
- Acquire confidence to address the audience
- Learn basic presentation skills

Unit-1: Basic Grammar, Vocabulary & Pronunciation

Hours: 12

Parts of speech – Tenses in grammar and grammar concepts – Phrasal verbs, idioms & idiomatic expressions – Features of English pronunciation - Phonemic awareness – Phonics – Word stress - Sentence stress - Intonation – Most common grammatical & pronunciation errors.

Unit-2: Introduction to Reading Skills & Strategies

Hours: 12

Scanning (Reading for specific information) – Skimming (Reading for gist) - Detailed reading and note taking – Developing reading speed – Understanding text and distinguishing text style.

Unit-3: Listening & Oral Communication Skills

Hours: 12

Listening Skills - Active listening – Informational listening – Critical listening - Listening to understand the feelings and emotions of the speaker – **Oral communication skills** – small talk – daily conversations – impromptu speech – persuasive speech – Strategies to achieve fluency in English.

Unit-4: Introduction to writing techniques & strategies

Hours: 12

Structure & content development for formal & informal writing – mechanics of writing – coherence & cohesion in writing – Letter & email writing – Story writing – Note-making, Summarizing & paraphrasing.

Unit -5: Basic Presentation Skills

Hours: 12

Self-introduction – Making presentations using PPT – Strategies for developing confidence to address the audience and deliver short speeches – Ways to make effective & powerful presentations.

Teaching Methodology:

- Classroom Facilitation
- Guided Quiz
- Panel Discussion
- Debate
- Group Activities
- Weekly Journal writing
- Compulsory Reading
- Library Visit
- Field Visit
- Screening of feature films in English
- Video recording and presentation of students' speeches
- In-classroom Presentations
- Seminars & Workshops

Assignments:

- Weekly tests in grammar usage
- Short speeches on daily routines & mundane topics
- Speech Presentation (impromptu & prepared)
- Paragraph & Essay Writing
- Speaking & Writing tasks based on prominent videos & feature films
- Letter writing for all occasions
- Power point Presentations
- Weekly Journal Writing (BBC.Com)
- Presentation of videos of interviews with students, professors & local celebrities
- Skit Presentation (group activity)
- Projects

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. English Grammar in Use by Raymond Murphy Fourth Edition
2. Level English by Helen Toner & John Reynolds (2008) (CUP)
3. Face to face – Advanced Student's Book by Gillie Cunningham & Jan Bell (CUP)
4. Business Communication Today by Courland L. Bovee, John V. Thill, Roshan Lal Raina (2017)

Recommended Reading;

1. The man who knew too much – Alexander Baron

2. Matilda – Hilaire Belloc
 3. Toasted English – R.K. Narayan
 4. Refugee Mother and Child – Chinua Achibe
 5. The Gypsy Goddess – Meena Kandasamy
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TITLE OF THE PAPER : GENERAL ENGLISH (VOC) - I – STREAM-B

Course Code :

No. of Hrs/week : 5

Credits : 5

Course Objectives:

- To make sure students are able to **observe** rather than just see, **listen** rather than just hear and **think** rather than just feel in order to get inspired as a writer or speaker.
- To consciously create environment for inspiration - like habitual reading, listening.
- To get students well versed in basics of grammar to express themselves effectively and flawlessly.

Learning Outcomes:

Students will

- Have developed listening comprehension skills reasonably.
- Be able to read fluently and comprehend simple fiction and nonfiction writing.
- Be able to pen basic sentences and paragraphs confidently.

Unit-1: Basic Writing and Speaking skills:

Hours: 12

Parts of Speech –Sentences-Tenses. Written: How to write simple sentences and how to write paragraphs. Spoken: How to greet people and how to give pep talks.

Unit-2: For reading, paraphrasing and appreciation:

Hours: 12

Selected stories of renowned writers like R.K.Narayan, Ambai, Ashokamitran, Anita Desai, etc.

Unit-3: Different types of sentences, and paragraph writing.

Hours: 12

Attempting basic sentence in S+V+C; S+V+O; S+V+V A forms, paragraphs and short stories in the 3 basic tenses. Familiarizing power adjectives, adverbs, words as different parts of speech. Fill in the blanks exercises.

Unit-4: Short story Writing:

Hours: 12

Introduction to basics of short story writing through Hints development, Exercises with stories, Jumbled sentences.

Unit-5: Letter Writing and paraphrasing news stories.

Hours: 12

Writing formal and informal letters, loud reading and silent reading and reading comprehension.
Reading newspaper articles and writing articles.

Teaching Methodology:

- A lot of written activities given in basic grammar, sentence and paragraph writing.
- Class-room lectures, group activities and student presentations.
- Reading texts in class as a mandatory activity
- Basic grammar tests regularly.

Assignments:

- Tests in grammar and essay writing.
- Letter writing for all occasions.
- Grammar exercises periodically completed from prescribed book.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. Raymond Murphy Essential English Grammar: Cambridge university press.
2. Communicative Grammar of English by Geoffrey Leech and Ian Svartik.
3. English workbook tailor made for students.
4. Alexander, L. G. Longman English grammar practice 1999 - Longman - New York
5. Adair, John. Effective Communication. London: Pan Macmillan Ltd.

Recommended Reading:

1. Barkas, J.L. How To Write Like a Professional (Arco, 1984).
2. Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South
3. Western College Pubg., 2000.
4. Strunk, William, Jr. and White, E.B. The Elements of Style, 3rd ed. (Macmillan, 1979)
5. AZAR, B. S. Fundamentals of English grammar 2003 - Longman - White Plains, NY

TITLE OF THE PAPER : LEADERSHIP SKILLS (VOC) - I

Course Code :

No. of Hrs/week : 2

Credits : 2

Course Objectives:

- Life skills training to equip people with the social and interpersonal skills that enable them to cope with the demands of everyday life.
- To build self-confidence, encourage critical thinking, foster independence and help people to communicate more effectively.

Learning outcomes:

- Self-motivated, positive attitude driven personality.
- To have acquired time and stress handling strategy and efficiency.

Unit-I Basic understanding of soft skills:

Hours: 6

Purpose driven pursuit of life, creator-creation alignment, self-discovery and self-esteem, character versus personality traits, power of positivity and the **attitude** factor. The checklist for life habits.

Unit-II Goals setting and mind mastery:

Hours: 6

Subconscious mind programming; universal laws of the mind-research. Dreaming big, action commitment and written goal setting. Comfort zone breaking skill. Creative visualization process and procedure.

Unit III- Managing Time and stress:

Hours: 6

Time management and stress management basics; self-discipline, concentration and concentricity. Coping with anger, failure, criticism, conflict and change (change adaptation and failure managing principle)

Unit IV- Leadership mastery principle:

Hours: 6

Effective communication (art of speaking and listening); the win-win attitude building blocks; problem solving, decision making and idea generation methods and manners.

Unit-V: Inspirational Leadership skills:

Hours: 6

Having a role-being and becoming one; the journey from ordinary to extraordinary; entrepreneurship and self-mastery design.

Teaching Methodology:

- Classroom Lectures
- Group Discussion
- Workshops
- Guest Lectures
- Student presentations orally and written

Assignments:

- Check list for life habits regular filling and monthly review
- Reading and review of personality enrichment books.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. 60 success principles for your success Dr. A. Peter.
2. Seven habits of highly effective people, Stephen Covey.
3. UNESCO and Indian National Commission for Co-operation with UNESCO(2001).
4. Life Skills in Non-formal Education: A Review, G. Ravindran, S.P. Benjamin Elango and L. Arockiam.
5. “ Success Through Soft Skills”, ICT, 2007.

Recommended Reading:

1. Think and grow rich by Napoleon Hill.
 2. You can win by Shiv Khera.
 3. Understanding Life Skills, Background paper prepared for Education for All: The Leap to Equality, Singh Madhu, (2003).
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TITLE OF THE PAPER : VALUE EDUCATION (VOC) - I

Course Code :

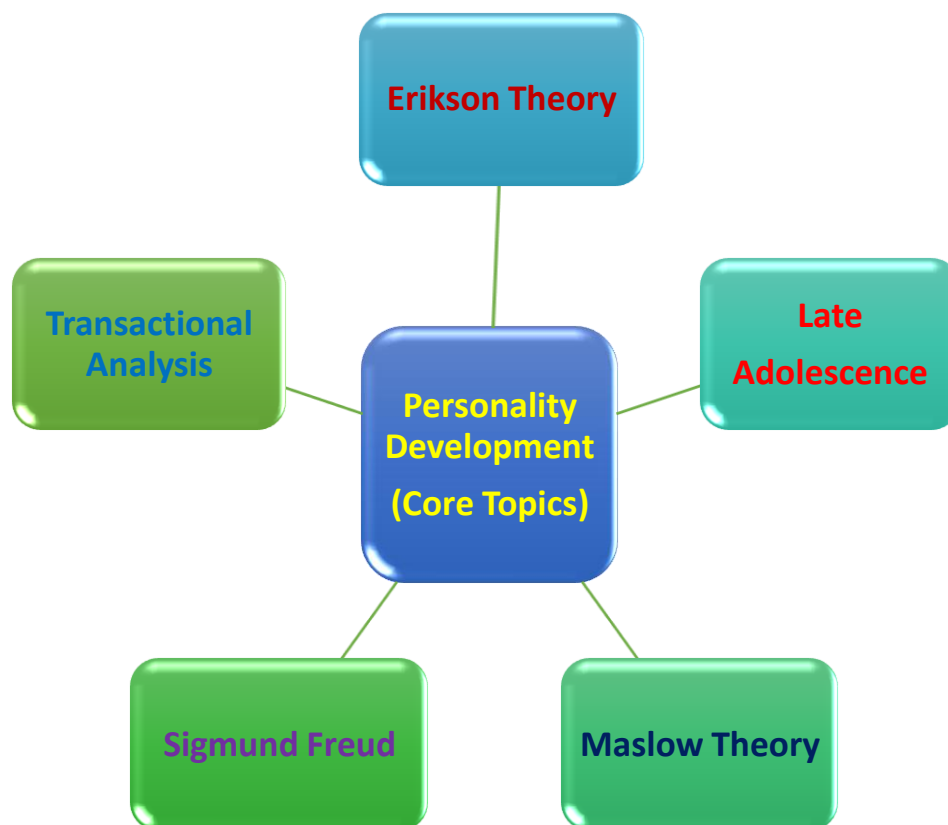
No. of Hrs/week : 2

Credits : 2

PERSONALITY DEVELOPMENT**Course Objectives:**

- To understand one's own motives and character (Self-knowledge)
- To accept one's own understanding of self and focus on areas of development (Self-acceptance)
- To maximize one's own potential in enabling holistic development

OUTLINE



TITLE OF THE PAPER : UNDERSTANDING JOURNALISM

Course Code : 19UDJ1MC01

No. of Hrs/week : 6

Credits : 6

Course Objectives

- Understand the Technological and Cultural Origins of Print Media
- Explore the Functioning of the Press in the Society
- Examine the Government Policies and Regulatory Measures

Learning outcomes

- Providing students with an understanding of the history, social and cultural roles of media in society.
- Ability to understand and explain the importance of press in India
- Students will be made to understand the functionalities and differences between government and press.
- Demonstrate the awareness of journalism as an ethical practice.
- Equipped for a diverse and multi-cultural world and work place

Unit – 1 Basics of Journalism

Hours: 10

Journalism - Definition and Meaning - Purpose of Journalism - Nature and Scope of Journalism, Elements of Journalism - Different Types of Journalism - Key terminologies in Journalism.

Unit – 2 History of Journalism

Hours: 20

History of Journalism in India – Hicky’s Gazette, Indian Language press, Censorship and the mutiny, The Indian press act, Censorship under the emergency - National Movement and Indian Press.

Unit – 3 Theories of Press

Hours: 20

Normative Theories of Press - Authoritarian Theory - Libertarian Theory - Social Responsibility Theory - Totalitarian Theory - **Alternative Theories** - Development Communication Theory - Democratic Participant Theory

Unit – 4 Media Codes and Ethics.

Hours: 20

Press Council - Journalistic Ethics - Laws and Regulations in India – RNI – ABC
Origin of Print Media - Development and fall of News Agencies - Press and Emergency

Unit – 5 Eyes of the Fifth estate.

Hours: 20

Social, Economic and Political Issues – Global issues – International media –
Articles from The guardian, News statesman, China Daily, The Asahi Shimbun (Japan)
Al Jazeera (Qatar), The Moscow times.

Teaching Methodology:

Classroom Lectures
Reading Club Activities
Feature and Documentary Film Screenings

Assignments:

Analyzing the Role of Press
Distinguishing Styles of Newspapers and Magazines
A Term Paper on an Area of Interest

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks
External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. Jeffrey, Robin. *From India’s Newspaper Revolution: Capitalism, Politics and the Indian Language Press*, Oxford University Press, New Delhi, 2000
2. Barns, Margarita. *The Indian Press*, George Allen and Unwin Publications, London, 1940
3. Parthasarathy, Rangaswami. *Journalism in India: From the Earliest Times to the Present Day*, Sterling Publishers Pvt Ltd, New Delhi, 1991

4. Alexander, Bryan. *The New Digital Storytelling: Creating Narratives with New Media USA: ABC-CLIO*, 2011
5. Christopher, Pinney. *Photos of the Gods: The Printed Image and Political Struggle in India*, Reaktion Books, London, 2004

Recommended Reading:

1. *Oxford: A Dictionary of Journalism*, Tony Harcup
2. *Key Concepts in Journalism Studies* edited by Bob Franklin
3. Allan, Stuart. *The Routledge Companion to News and Journalism*. Routledge, 2012.
4. <https://blogs.lse.ac.uk/polis/2018/06/05/what-is-quality-journalism-the-most-important-question-for-news-organisations-today-but-do-we-know-what-it-means/>
5. https://www.gla.ac.uk/media/media_529633_en.pdf

TITLE OF THE PAPER : UNDERSTANDING DIGITAL JOURNALISM

Course Code : 19UDJ1MC02

No. of Hrs/week : 6

Credits : 6

Course Objectives

- Understand key aspects of Digital Media and Journalism
- To harness Digital Media for news gathering purposes
- To create Awareness on ethical/legal issues on writing for Digital Media

Learning Outcomes:

- Good understanding of the digital media, terms and functioning.
- Exhibit skills to utilize digital media for journalistic writing.
- Know the grey areas which may land students into ethical/legal issues.

Unit – 1 Basic Understandings and Impact

Hours: 20

Defining digital media - Evolution of Digital Media: Arpanet project, Worldwide Web, Artificial Intelligence - Five pillars of digital writing - Analytics, aggregation, curation – Convergence – Mixed journalism – Globalization.

Unit – 2 Multiple Arms and Methods of Digital Journalism

Hours: 18

Social Media, Gateway for News – Attention Economy- Hybrid news- Niche sites and audience fragmentation – News sources and reporting techniques of the digital era – Graphical story telling.

Unit – 3 Digital Practices

Hours: 12

Live blogging and real time reporting – Multimedia story telling techniques – e-papers/magazines.

Unit – 4 Niche Domain of Digital Journalism

Hours: 18

Citizen Journalism - Internet and Political Mobilization - New Voice for Marginalized Sections and Political Dissent – Immediacy vs accuracy.

Unit – 5 Political, Legal and Ethical Considerations

Hours: 22

Digital Media ethics and legalities - Obscenity, Pornography and Privacy – Digital manipulation, image, audio, video – socio-political-gender aspects of trolls, paid trolls – Corporatization of digital media – Cross media ventures.

Teaching Methodology

- Classroom Lectures
- Guest Lectures
- Seminar on Specific Readings

Assignments

- Identify Major News Aggregating Websites
- Discuss Readings on Digital Media
- Analyze a Specific Area of Social Media Usage
- Apply Wide Variety of Digital Techniques for Distribution of News

Evaluation Methodology

Internal 50% - CA I + CA II +III Component = 30+30+40 Marks = 100 Marks

External 50% - Semester–Written - 100 Marks

Essential Reading:

1. Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound, by Lynda Felder, [Peachpit Press](#)
2. Online Journalism, Principles and Practices of News for the Web, by James C. Foust, Holcomb Hathaway Pubs
3. Journalism Next: A Practical Guide to Digital Reporting and Publishing by Mark Briggs, Sage Publications
4. Creeber, Glen and Martin, Royston. Digital Cultures: Understanding New Media, McGraw Hill, United Kingdom, 2009
5. Prensky, Marc. Digital Natives, Digital Immigrants On the Horizon, University Press, MCB October 2001, Vol. 9 No. 5

Recommended Reading:

1. Eds. Throes, Eina and Allan, Stuart. Citizen Journalism: Global Perspectives, Peter Lang, New York, 2009
 2. Eds. Bolaer, Megan. Digital Media and Democracy: Tactics in Hard Times, MIT Press, Cambridge, 2008
 3. Eds. Rosenberry, Jack and John, Breton St. Public Journalism 2.0: The Promise and Reality of a Citizen Engaged Press, Routledge, United Kingdom, 2010
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TITLE OF THE PAPER : BASIC COMPUTER SKILLS

Course Code : 19UDJ1AL01

No. of Hrs/week : 6

Credits : 6

Course Objectives

- To Give an Understanding of the Usage and Basics of Computer.
- To impart skills in Documentation and Presentation Software.
- To Illustrate on How Digital Content Created Through Different Tools can be Imported into New Media Environment and Linked to be Part of New Media Delivery.

Learning Outcomes

- Students will Explain the functions of a computer & the function of the system components, identify types and characteristics of various peripherals.
- Discuss the impact of social media, social media etiquette and safe computing practices, including threats to computer safety.
- Perform fundamental tasks common to most application software.
- Use word processing software to create documents and MS Excel software.
- To use presentation software to create a presentation including basic components.

Unit-1 : Introduction to Computers

Hours: 6

Operating Systems -Basics of Storage Concepts - Cloud Computing – Usage of Social Media – Social networking – Social media etiquette – Sorting & archiving emails – Cyber Security - File extension – Online apps – Plagiarism check online – File conversion – Educational search engines – Keyboard shortcuts

Unit-2 : Microsoft Word

Hours: 18

Creating a document & Editing Text: Selecting, Rearranging, Finding and Replacing the Text – Undo & Redo Actions **Formatting Text:** Working with Fonts – Applying Basic Formatting – Changing Case – Text Effects. **Formatting Paragraph:** Align, Justify, Line Spacing – Bullet, Numbered List – Keeping Text Together Through Page Breaks. **Using Styles:** Document Themes – Clearing Formats – **Working with Tables** Creating Tables –Restrict Formatting. **Illustrating Documents:** Using Picture, Shapes. Clip Art, Positioning, Sizing, Cropping, Wrapping, Graphic with Tables, Adjusting Brightness & Contrast, Applying Special Effects Graphics, illustrating with Diagrams Using Smart Art, Screenshots, Word Art. **Building Blocks:** Numbering Pages, Adding Cover and Blank Pages, Custom Headers. **Page Layout:** Margins, Sections, Columns, Watermarks. **Proofing Documents:** Spell Check – Setting Proofing, Autocorrect, Using Thesaurus and Translation Tools. – **Print Settings.**

Unit-3 : Microsoft Excel

Hours: 12

Introduction to Excel: Excel Uses - Menu- Worksheet - Navigation, Shortcuts. **Entering Data:** Data Entry- AutoFill – Date Time - Undo, Redo – Comments - File Save. Formulas and Functions - Formatting – Adjusting Layout and Data – Printing - Charting – Adjusting Worksheet – Multiple Worksheet and Work Books – if, vlookup, and Power Functions – Security and Sharing – Database Features of Excel – Pivot Tables – Data Analysis Tools

Unit-4: Microsoft Power Point

Hours: 18

Introduction: Managing the Presentation - Customizing the View, Add, Delete & Rearranging Slides - Adding Photos, Clip, Spellcheck, Using Thesaurus, Applying Theme – Running the Show. **Formatting the Presentation:** Using Fonts and Color - Adding Bullets & List Numbering – Changing Text Alignment - Picture Effects - Removing Backgrounds – Understanding Slide bg - Adding Logo to bg-slide Transition. **Adding Tables:** Creating, Formatting & Pasting Tables - Creating Charts - Pasting Charts from Excel. **Working with Shapes:** Adding & Shaping Shapes - Text Shapes – Textboxes – Layers - Animating Text, Shape, Objects. Adding Audio & Video, Cropping Video. **Sharing:** Adding Speaker Notes –Presenting on Another Laptop - Broadcasting on the Web-saving as Video - Saving as pdf - Printing Presentation

Unit-5: Microsoft Publisher

Hours: 9

Creating a Publication - Working with Objects - Creating Publications from Scratch using Page Setup - Inserting Images into Publications - Applying Formatting and Other Corrections to Images - Inserting Shapes and Other Items - Working with Text and Text Boxes - Formatting Paragraphs within Text Boxes - Creating a Catalog - Correcting Text and Design Errors - Use and Format Tables - Pulling it All Together to Create a Publication - Customize Pages - Other Publisher Tasks - Publishing, Printing, and Sharing Basics of Digital Tools

Teaching Methodology

Extensive Practical Sessions
Guest Lectures
Industry Experts
Assignments

Assignments

Create Your Own Document (Lab Manual)
PowerPoint Presentation of Your Creation
Create an Online Gallery

Evaluation

Internal 50% - CA I (30) & II (30) = 60 Marks & Faculty Evaluation = 40 Marks

External 50% - End Semester Evaluation - Practical = 100 Marks

Essential Reading :

1. Fundamentals of Computers by E. Balagurusamy

2. Learning Computer Fundamentals, MS Office and Internet & Web Technology by Dinesh Maidasani
3. Basics of Computer Science by Behrouz Forouzan & Firoz Mosharraf
4. Cloud Computing – Web based Applications that change the way you work and collaborate online by Michael Miller (Pearson)

Recommended Reading:

1. Adobe Creative Team, “Adobe Photoshop CS6 Classroom in a Book”, Adobe (2014).
2. Teach Yourself Visually Word 2010 by Elaine Marmel Paperback.
3. Teach Yourself Visually Excel 2010 by Paul paperback
4. Teach Yourself Visually PowerPoint 2010 by Bill paperback

SEMESTER - II

TITLE OF THE PAPER : GENERAL ENGLISH (VOC) - II – STREAM-A

Course Code :

No. of Hrs/week : 4

Credits : 4

Course Objectives:

- To immerse students in English language learning.
- To build their skills in all four language skills – Reading, Writing, Listening and Speaking.
- To produce independent, critically thinking students who can use English confidently in a variety of situations.

Learning Outcomes

Students will

- Learn to use the English language that will help them become effective communicators in real world.
- Learn basic skills and strategies to communicate orally.
- Acquire basic strategies & skills in writing and contribute to the print and electronic media.
- Understand the various terminologies and basic concepts in academic writing.
- Acquire basic skills in the art of influencing people and learn basic corporate communication skills.
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Unit-1: Grammar and real world

Hours: 6

Grammar structures for usage in daily routines and real world. Functional language - Finding the right information and planning how to respond - Expressing Opinion - Making Suggestion - Expressing Preference – Expressing Agreement, Partial Agreement, Slight Disagreement, Strong

Disagreement - Invitations - Listening, interrupting politely and moving things on - Asking questions, being clear and persuading people - Using formal or informal language

Unit 2: English for Oral Communication

Hours: 10

Longer conversations, Speeches presentation on current and socially relevant topics, persuasive speech, debates, and panel discussions, barriers in oral communication & strategies to overcome the barriers.

Unit-3: English for Written Communication

Hours: 15

Writing letters, effective formal and informal email writing, writing abstracts, writing for newspapers, magazines and social media, argumentative essay writing, report writing.

Unit-4: Introduction to Academic Writing

Hours: 12

Basic concepts and terminologies of academic writing - cohesion & coherence - grammatical accuracy – correct & effective use of linkers - phrases & clauses - plagiarism in writing – Formal language Vs Informal language – Basic rules for referencing.

Unit-5: English for Professional Communication

Hours: 12

Communicative language for professionals - group discussion language - effective language use, strategies and techniques in corporate interactions - effective online interaction

Teaching Methodology:

- Classroom Facilitation
- Guided Quiz
- Panel Discussion
- Debate
- Group Activities
- Weekly Journal writing
- Compulsory Reading
- Library Visit
- Field Visit
- Screening of feature films in English
- Video recording and presentation of students' speeches
- Presentations
- Seminars & Workshops

Assignments:

- Weekly tests in grammar usage
- One Minute Speech A Day
- Argumentative Essay Writing
- Contributing articles to newspapers
- Persuasive Speech Writing & Presentation
- Speaking & Writing tasks based on TED Talks
- Power point Presentations (individual & group presentations)
- Weekly Journal Writing (BBC.Com)
- Report Writing (Group Activity)

- Group Discussion based on various scenarios
- Skit Presentation (group activity)

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. English Grammar in Use by Raymond Murphy Fourth Edition
2. Level English by Helen Toner & John Reynolds (2008) (CUP)
3. Academic Writing: A guide to tertiary level writing – Edited by Dr Natilene Bowker (2007)
4. Business Communication Today by Courland L. Bovee, John V. Thill, Roshan Lal Raina (2017)

Recommended Reading;

1. When Can I Sing A Song Of India – Dr.APJ Abdul Kalam
2. I Know Why The Caged Bird Sings – Maya Angelou
3. Speaking and Writing for Effective Business Communication – Francis Soundararaj
4. Foundations of Business Communication: An integrative approach- New Delhi: Tata McGraw Hill, 2006
5. Become Proficient In Speaking and Writing - Good English: Practical Short Cuts To Write and Speak Correct English Effectively – Archana Mathur (Amazon)

TITLE OF THE PAPER : GENERAL ENGLISH (VOC) - II – STREAM-B

Course Code :

No. of Hrs/week : 4

Credits : 4

Course Objectives:

- To enhance students' confidence in acquiring language through consistent and persistent practice.
- Motivate the learners to become aware and adapt LSRW approach to English language learning.
- Improve students' loud reading, silent reading and on the feet thinking and speaking skills.

Learning outcomes:

- To understand and interpret different texts that the students might encounter.
- To develop awareness of lifelong learning.

- To confidently communicate orally and through writing in different contexts that they may encounter in their daily and professional lives.

Unit-1: Communication and attitude enhancement **Hours: 12**

Enhancing Communication and fine tuning attitude – through appreciation and application of literary texts

- Living Amicably from Dr. A.P.J. Abdul Kalam’s Autobiography ‘Wings of Fire’
- The way we see the Problem is the Problem– Stephen Covey (An excerpt from Seven Habits of highly effective people).
- An extract from ‘The test of my life,’ Yuvraj Singh.
- ‘You can’t be that, no, you can’t be that’ poem by Brian Patten.

Unit 2: Basic Principles of Communication **Hours: 12**

Introduction - Understanding Communication - Communication Process, Barriers, channels of Communication (Intrapersonal and interpersonal).

Importance of Communication in the Workplace. Common expressions for usage in communication.

Unit-3 Forms of Communication **Hours: 12**

Different forms of communication. Advantages and disadvantages of Oral Communication and written communication - Advantages and Disadvantages of Media Communication.

Unit-4- Employability oriented effective written skills **Hours: 12**

Resumes and Cover Letters – Introduction - Writing a Resume

Writing Job Application Letters – proof reading process. Other Letters about Employment , g-mail, drafting formal and informal letters.

Unit -5 Employability oriented effective oral skills: **Hours: 12**

Group Discussion – Interviews skills (self-introduction and FAQs). Common expressions in an interview, resume, and work communication. Describe the organization’s health, safety and security policies and procedures.

Teaching Methodology:

Classroom Lectures, Group Discussion, Workshops, Guest Lectures, Reading texts in class made a mandatory activity and basic grammar test regularly.

Assignments:

- To interpret and present the content taught in class through oral and written exercises.
- To prepare resume, cover letters and job application letters on their own.
- Oral testing through mock GD and interview skills.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. “Your first resume” Ron Fry, Pearson Education 2001.

2. Guffey, Mary Ellen. *Essentials of Business Writing*. Ohio: South Western College Pubg., 2000.
3. Strunk, William, Jr. and White, E.B. *The Elements of Style*, 3rd ed. (Macmillan, 1979)
4. Prasad, H. M. *How to Prepare for Group Discussion and Interview*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2001.
5. Pease, Allan. *Body Language*, Sudha Publications, Delhi, 1998

Recommended Reading:

1. Strunk, William, Jr. and White, E.B. *The Elements of Style*, 3rd ed. (Macmillan, 1979).
2. Barkas, J.L. *How To Write Like a Professional* (Arco, 1984).
3. Adair, John. *Effective Communication*, Pan Macmillan Ltd, London, 2003
4. Prasad, H. M. *How to Prepare for Group Discussion and Interview*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2001

TITLE OF THE PAPER : LEADERSHIP SKILLS (VOC) - II

Course Code :

No. of Hrs/week : 2

Credits : 2

Course Objectives:

- To enable students gain holistic growth through the awareness and attainment of emotional and spiritual intelligence.
- Help students lead a principal based life of positive inspirational leadership.

Learning outcomes:

- Enhanced self-awareness and self-esteem.
- Intrapersonal and Interpersonal skill enhancement.

Unit-I Life changing habits:

Hours: 6

Principles of growth and change. Habits defined. a. Proactivity b. Begin with the end in mind. c. Prioritization d. Win-win attitude. e. Empathy d. Synergy.

Unit-II Life changing attitudes:

Hours: 6

Attitude awareness creation. Thoughts to destiny manifestation process. Relationship between attitude and success. Three factors influencing attitude. -environment, education and experience. Benefits of positive attitude. Consequence of negative attitude. Characteristics of an optimist. Winner versus losers.

Unit III Transformational leadership:

Hours: 6

Daily check list for life: time mastery-gaining more invested time, habitual reading, written goal setting, gestures of love and care to all, gratitude meditation, planning and reflection, intrapersonal positive self-talk, being a volunteer.

Unit IV-Subconscious mind–the connecting link:

Hours: 6

An introduction to NLP, the principle behind. An approach to communication and personal development thorough NLP. Stories from the great masters- motivational stories for NLP.

Unit-V: Concept of Success revisited:

Hours: 6

The definition and measure of success. The problems or challenges to success (real versus imaginary); the gifts of failure; life of choices or chances; qualities of a successful person. 10 qualities that make you a successful person. 20 qualities that make you a failure.

Teaching Methodology

- Topics brainstormed through reading, paraphrasing and analysing, Classroom Lectures, Group, Discussion, Workshops, Guest Lectures, Ted talks and other relevant videos

Assignments

- Check list for life habits regular filling and monthly review
- Reading and review of personality enrichment books.

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Written = 100 Marks

Essential Reading:

1. 60 success principles for your success Dr. A. Peter.
2. Seven habits of highly effective people Stephen Covey
3. Life Skills Resource Manual, Schools Total Health Program, (2006). Health
4. Education and Promotion International Inc., Chennai.
5. Rao P.L. (2008). Enriching Human Capital through Training and Development, Excel Books, Delhi.
6. The 8th habit by Stephen Covey; first published in 1989.

Recommended Reading:

1. Morgan and King, (1993). Introduction to Psychology, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
2. Think and grow rich by Napoleon Hill.
3. You can win by Shiv Khera.
4. Understanding Life Skills, Background paper prepared for Education for All: The Leap to Equality, Singh Madhu, (2003).
5. Who will cry when you die by Robin Sharma.

TITLE OF THE PAPER : VALUE EDUCATION (VOC) - II

Course Code :

No. of Hrs/week : 2

Credits : 2

LIFE ISSUES AND COPING STRATEGIES

Course Objectives:

- To help the students to identify the various challenges faced in adolescence
- To develop a sense of empathy in interpersonal relationship
- To regulate their own behavioural patterns for an improved state of well-being

Unit-1: Physical Wellbeing

1.1 Physical Fitness & Exercise

- Personal Hygiene
- Habitual Actions
- Grooming and other Deviations

1.2 Eating & Sleeping Disorders

1.3 Physiology of sex (Adolescent sexual Health)

Unit-2: Mental Wellbeing

2.1 Adolescent Idealism and egocentrism

2.2 Cognitive Perspectives: Thinking, Intelligence, Creativity, Problem Solving, Decision Making, conflict resolution, Stress Management, Optimism Vs Pessimism

2.3 Emotional Perspectives: Anger, Anxiety, Depression, Phobia, Shame, Guilt, Grief, Frustration, Inhibition, Resilience, Success and Failure

2.4 Behavioural Perspectives: Maladjustments, Attitude, Withdrawal, Attention Seeking Behaviour, Etiquettes (Class, phone, worship place, public)

Unit-3: Interpersonal Relationship (Social Wellbeing)

3.1 Family Relationship

- Values in family relationship
- Nuclear Vs joint family
- Dependence Vs overdependence
- Happy family Vs Broken Family
- Special lecture on Love, Sex, Marriage

3.2 Rapport Building with Peers/ Friends, Strangers, Transgender

3.3 Professional Relationship

- Officials
- Mentors
- Staff & Service Personnel

Unit-4: Addiction

4.1 Introduction to the stages of addiction: Passion Vs Addiction

4.2 Gadgets addiction

4.3 Substance abuse

4.4 Media addiction

4.5 Pornography addiction

TITLE OF THE PAPER : REPORTING & EDITING FOR DIGITAL MEDIA

Course Code : 19UDJ2MC01

No. of Hrs/week : 6

Credits : 6

Course Objectives:

- Students will be introduced to the concept of News.
- Student will be taught the basic principles of reporting.
- Students will be basics if editing a news story.

Learning Outcomes:

- Students will be able to understand and analyse, what is news.
- Student will be able to identify the news value and report.
- Students will be able to have hands on experience to edit a news story.

UNIT 1 - Understanding News – What is news? - Functions of News - News values - elements of Newsworthiness - Types of News - characteristics of news story – Influence of digital platforms.
15

UNIT 2- Principles and Techniques of Reporting - 5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story –lead and kinds of lead – News writing styles – problems and pitfalls in reporting – Attribution – Using online-offline sources – Offline and online verification. 20

UNIT 3 - Types of Reporting – kind of beats – News feature – Investigative reporting – Editorial - Letters to Editor - Role and qualities of a journalist – Issues involved in reporting National, International and regional news – Digital beats. 20

UNIT 4 - Editing – Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance – Editing using digital devices. 15

UNIT 5 - Online Journalism - Online Research and Reporting - Development Journalism - Practical Exercises in Online Writing and Editing. 20

Teaching Methodology

Classroom Lectures, Workshops, Interaction with Journalists, Industry Visit

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Briggs, Mark, *Journalism 2.0*, Knight Foundation, 2007
2. Harrower, Tim, *Inside Reporting, A Practical guide to the craft of journalism*, McGraw Hill Education, 2012.
3. Mencher, Melvin, *Basic News Writing*, Universal Book Stall, New Delhi, 2002
4. Crump, Spencer, *Fundamentals of Journalism*, Mc-Graw Hill Book company, 1974
5. Saxena, Sunil, *Headlines Writing*, Sage Publications India, 2006

Recommended Reading:

1. Hodgson, F.W. *News Sub-editing*, Focal Press, 1998
2. Mencher, M. *News Reporting and Writing*, Dubuque, 1991
3. Stone, G. *News Gathering*. Harper Collins, 1992
4. Rich, E. *Writing and Reporting News: Coaching Methods*, Thomson Learning, 2000
5. Ward, Mike. *Journalism Online*, Oxford, Taylor and Francis 2013

TITLE OF THE PAPER : FEATURE WRITING FOR DIGITAL JOURNALISM

Course Code : 19UDJ2MC02

No. of Hrs/week : 6

Credits : 6

Course Objectives

- Learn Feature Writing Formats
- Acquire Skills for Writing for Specialized Magazines/ Target Audience
- Write Opinion Piece

Learning outcomes

- Gather, analyze and curate their own features stories for contemporary issues and popular media.
- Write, edit, vet and grammatically correct prose.
- Generate ideas and themes on content specific feature articles.
- Understand the aesthetics and POV of writings

- Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues.

Unit – 1 Essentials of writing

Hours: 10

Definition of News - Hard News and Soft News - Feature Writing: Interpretive Writing, Investigative Writing – Short form vs long form – immersive writing – Audience interaction – Creativity and feature writing.

Unit – 2 Anatomies of Features

Hours: 20

Difference between news and features, generate ideas, pitching, theme, picking up subject matter, sourcing, finding and cultivation resource, extrapolation, synthesis, localization, projection, viewpoint switching, and Nut graph, Logical and ethical considerations, first drafts, voicing out, getting commissioned. Primary story point, producing research based evidences. Narrative journalism first, second and third person feature writing.

Unit – 3 Crafting the story

Hours: 16

Leads and endings, managing the middle, Six part guide of reporter -History, scope, reasons, impacts, counters moves, futures, altering stories, Story dimension- Time, scope, variety, movement, reporter’s role. Word crafts language, style, cadence, pace, rhythm, consistency of tone, person, tense and style. Using sources and feature interviewing techniques.

Unit – 4 Types of features

Hours: 16

Types of Features - Personality Profiles – Interviews - Trend Stories - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute Specialized Writing - Issue-based Features - Music, Theatre, Books and Art - Science and Technology - Travel, Food and Fun – Lifestyle

Unit – 5 Editorials

Hours: 10

Opinion Piece – Editorial: Importance of Editorials, Who Writes Editorials? The Editorial Board, Editorial Page Editor- Open Editorials – Column - Commentary – Middle, Editorial Cartoons

Teaching Methodology

- Classroom Lectures
- 10 Outdoor Writing Assignments as Project Work
- Interaction with Columnist/Journalists
- Guest Lectures

Assignments

- Writing Assignments:
- Specialized Writing
- Personality Profile
- Conducting Interviews
- Writing Columns

- Writing Commentary

Evaluation

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Pape, Susan and Featherstone, Sue. *Feature Writing: A Practical Introduction*, Sage Publications, New Delhi, 2006
2. Witt, Leonard. *The Complete Book of Feature Writing*, Writer's Digest Books, Ohio, 1991
3. Rowe, *Feature Writing for Journalism and Media Students*, Oxford University Press, Oxford, 2016

Recommended Reading:

1. Garrison, Bruce. *Professional Feature Writing*, Routledge Publications, United Kingdom, 2014
2. Eds Ruberg, Michelle. *Handbook of Magazine Article Writing*, Writer's Digest Books, Ohio, 2008
3. Blundell, William E. *The Art and Craft of Feature Writing: Based on the Wall Street Journal Guide*. New American Library, 1988.

TITLE OF THE PAPER : GRAPHIC DESIGN & MULTIMEDIA

Course Code : 19UDJ2AL01

No. of Hrs/week : 6

Credits : 6

Course Objectives:

- Communicate concepts, design solutions and arguments clearly and concisely through visual, verbal and written means.
- Understand the relationship of graphic design to other disciplines and to society
- Experiment with Designing

Learning outcomes

- Create original visual designs that exhibit a distinctive, unique personal voice.
- Apply the principles of color, composition, hierarchy, typography as they relate in the various media—digital, print, motion, 3-D, etc.—that exist in design
- Create graphic designs that meet the specifications and requirements of communication problems.
- Develop necessary techniques and execution of form and content relevant to the field of graphics and multimedia.
- Demonstrate competency with industry standards through a professional design experience.

Unit – 1: Introduction to graphic design**Hours: 15**

Introduction to graphic design- role of design in society- visual elements of graphics design- color wheel – color spectrum- shapes – geometric- organic- textures – pattern- space – form – typography- space- contrast – hierarchy- alignment- balance- proximity – repetition- functions.

Unit – 2: Mediums and Layouts**Hours: 10**

Types of Printing Medium- Principles of Layout and Designing - Elements of Layout
Adding Images - Typography on Computer Layout - Dummy Make-up

Unit – 3: Branding**Hours: 30**

What is branding- brand identity- design brief – branding methods and techniques- monitoring and rebranding- iconography – typography- using branding style guides- brand story- audience – supporting graphics

Unit – 4: Introduction to Computer Graphics / Multimedia**Hours: 20**

Computer Graphics, Multimedia – hardware and software- application of computer graphics pixels- co-ordinates- real number co-ordinate system – aspect ratio- color models-- multimedia in terms of computing – classification – system impaction – text- graphics-audio- video – multimedia modality- encoding type- storage material – transmission strategy

Unit – 5: Introduction to multimedia**Hours: 15**

Creating poster design using basics tools – selection- magic wand- pen tool – text – clone tool – stamp – color correction and adjustments.

Teaching Methodology:

Classroom Lectures, Lab Sessions, Preparation of Dummy Pages, Designing Exercises

Assignments:

- Designing: Magazine Cover Page
- Magazine/Tabloid
- Logo/ Geometric Logo
- Icons
- Brochure
- Print Ad and Poster
- kiosks

Evaluation Methodology:

Internal 50% - CIA-I + CIA-II + III Component = 30 + 30 + 40 Marks = 100 Marks

External 50% - Semester Examination – Practical = 100 Marks

Essential Reading:

1. Moen, Daryl R. *Newspaper Layout and Design*, Iowa State Press, Iowa, 2008
2. Harrower, Tim. and Elman, Julie. *The Newspaper Designer's Handbook*, McGraw Hill, New York, 2012
3. Strunk Jr, William. and White E. B. *The Elements of Style*, Pearson Publications, United Kingdom, 1999
4. Lupton, Ellen and Phillips, Jennifer Cole, *Graphic Design: The New Basics* Princeton Architectural Press and Maryland Institute College of Art, New York, 2008
5. Hofmann, Armin. *Graphic Design Manual: Principles and Practices*, Nigli Verlag Publishers, Switzerland, 2011

Recommended Reading:

1. Adobe Resources Photoshop
<https://www.adobe.com/in/products/photoshop.html?promoid=PC1PQQ5T&mv=otherIllustrator>:
<https://www.adobe.com/in/products/illustrator.html>
InDesign:
<https://www.adobe.com/in/products/indesign.html>
 2. <https://faculty.washington.edu/farkas/dfpubs/Farkas-Farkas-Graphic%20Design-Ch11Principles%20of%20Web%20Design.pdf>
 3. <https://d3ui957tjb5bqd.cloudfront.net/ebooks/BeginnersGuidetoBranding.pdf>
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