

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

Department of Communication BA Digital Communication

SEMESTER-III

Course title	MEDIA PRESENTATION SKILLS
Category (Mention the appropriate category (a/b/c) in the course description.)	Existing course without changes
Course code	BADCC201
Semester	III
Number of credits	04
Maximum intake	
Day/Time	Monday 2PM - 4PM & Thursday 11AM – 1PM
Name of the teacher/s	Prof. Sujatha Mukiri
Course description	This is a practicum and performance course that will give the students an opportunity to develop and strengthen their oral public presentation skills. The major emphasis will be on researching, preparing and presenting various media messages including news, live reporting and presenting, voiceovers and interviews. It helps students to face job interviews with confidence therefore increases the prospects of building their career successfully. Objectives of the course PO 1 To help students master effective verbal and verbal techniques of presentations, dealing with stress and calming the nerves, and adding diversity, technique and style to make their messages and presentations more effective. PO 4 To make students aware of their speech habits, improve posture, voice, diction and other mechanics of public speaking PO 3 To develop their ability to communicate effectively to various media audience PO8 To build confidence to face job interviews and enhance their opportunities in the job markets. Learning outcomes 1. The students will learn the various aspects of presentation in public. 2. They will practice to research and report various media messages live. 3. They will learn how to improve their verbal and non verbal skills. 4. They will have practical applications of dealing with stress and develop techniques of making effective presentations.
Course delivery	Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): 50 marks End-semester (mode of evaluation): 50 marks
Reading list	

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SEMESTER-III

Course title	DIGITAL STORY TELLING
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	BADCC202
Semester	III
Number of credits	04
Maximum intake	
Day/Time	Tuesday & Wednesday, 2PM – 4PM
Name of the teacher/s	Dr. Supriya S and Mr. Sriram
Course description	Course description Digital Storytelling refers to the use of new digital technologies in the art and craft of storytelling. This course is designed to introduce the potential and possibilities of new transmedia forms used in the domains of traditional audiovisual production, as well as new types of narratives made possible by digital media. Course Objectives PO 4 To provide an overview of the basic principles of media storytelling. PO 5 To introduce both the technical foundation of digital media production– devices, software, and distribution networks – as well as the conventions of different genres of storytelling. PO 5 Discuss the various applications of digital storytelling techniques in different domains such as journalism, advertising, filmmaking, social media content, and documentary production. This is a practical course and is structured around a mix of lectures and hands-on classroom exercises. The course will also enable you to begin your own portfolio of original creative work across media. i.Learning outcomes 1. Will have knowledge of digital camera features and functions. 2. Will learn to identify the use of color, flash, lighting and other aspects of photography. 3. Will learn the origin and history of photojournalism 4. Will have practical hands-on experience in shooting different subjects. 5. Will learn the process of data storage and retrieval.
Course delivery	Lecture/Seminar/ Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	1. Internal (modes of evaluation): 50 Practical Assignments) 2. End-semester (mode of evaluation): 50 (Assignments on Different topics related to Lifestyle, Market place, Human Interest stories etc.

Reading list	• Miller, C.H. (2020), <i>Digital Storytelling: A Creator's Guide to Interactive Entertainment</i>. Fourth Edition. CRC Press. • Alexander, B. (2017), <i>The New Digital Storytelling: Creating Narratives with New Media</i>. Praeger. • Dunford, M., & Jenkins, T., (2017), <i>Digital Storytelling: Form and Content</i>. Palgrave Macmillan. • Lambert, J. (2013), <i>Digital Storytelling: Capturing Lives, Creating Community</i> (Digital Imaging and Computer Vision). Routledge.
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THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

Department of Communication BA Digital Communication

SEMESTER-III

Course title	WRITING FOR MEDIA
Category (Mention the appropriate category (a/b/c) in the course description.)	No change
Course code	BADCC207
Semester	III
Number of credits	04
Maximum intake	
Day/Time	Wednesday 11AM – 1PM & Friday 2PM – 4PM
Name of the teacher/s	Dr. Srinivas Lankala
Course description (a)	i) A brief overview of the course: This course is designed to introduce the techniques, styles and genres of writing for different forms of audiovisual media, including digital convergent media, as well as radio, television, and film. The course will cover the different formats of writing in each medium and the role of the writer in each of these forms. The course is structured as a series of weekly lectures and writing workshops where students will produce original writing in class. It is expected that by the end of the course students will have produced a portfolio of original writing in different genres of electronic media <i>Modules:</i> • Journalism: Old vs. new media; the impact of hypertext and digital convergence; online journalism; ‘citizen’ journalism; writing for the web; blogs and social media; the online audience; style and tone; effective design and typography for the web; feedback and interactivity; issues of plagiarism, privacy, defamation and censorship. • Scriptwriting: Principles of production and programming; rules of sound recording, camera shots, angles and movements; lens properties; principles of editing; style and format; sound and visual effects; scriptwriting conventions; writing storyboards, treatments and screenplays; adapting from other media for radio and television; news and sports writing; features, documentaries and interviews; corporate and educational programming; fiction and drama. ii) Objectives in terms of Programme Specific Outcomes Knowledge and understanding: • acquire knowledge of emerging digital media technologies and the convergence of media practices (PO2) • gain comprehensive knowledge of digital communication by integrating practice-based content with theory (PO3) Skills required to perform and accomplish tasks: • effectively utilise the craft of writing and storytelling for digital media and online platforms (PO4)

	- develop skills in design, visualization, and audio-visual production and their applications in digital media forms (PO5) Generic learning outcomes: - pursue careers in emerging professional fields in the digital media industries (PO8) - produce a portfolio of original work in various digital media formats that can be used for professional advancement and creative fulfilment (PO9) iii) Learning outcomes: a) domain specific outcomes - Understand the different formats and genres of each medium, and the role of the writer in different forms of electronic communication such as journalism, television and film scriptwriting, and advertising. b) value addition - Learn to critically review the work of peers in class and to accept and edit your work based on feedback. c) skill-enhancement - Learn and apply the principles and techniques of visualization, storytelling, and scriptwriting for radio, television, and film, to produce a variety of scripts in different genres including advertising, fiction, and documentary. d) employability quotient - Produce an individual portfolio of original writing at the end of the course that can be used for professional career opportunities, and personal fulfilment.
Course delivery	<i>Lecture / Experiential learning</i>
Evaluation scheme	Internal evaluation includes regular in-class and take-home writing assignments. (40 marks) Final evaluation will take the form of a fiction or documentary film script to be written individually, in consultation with the instructor. (60 marks)
Reading list	- Carroll, Brian (2010). <i>Writing for Digital Media</i>. Routledge: New York. - Friedmann, Anthony (2010). <i>Writing for Visual Media</i>. Focal Press. - Hilliard, Robert L. (2015). <i>Writing for Television, Radio and New Media</i>. Cengage Learning - Musburger, Robert B. (2007). <i>An Introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres</i>. Focal Press. - Thompson, Rick (2009). <i>Writing for Broadcast Journalists</i>. Routledge: London.

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SEMESTER-III

Course title	Indian Culture & Society
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	BADCCVA200
Semester	III
Number of credits	02
Maximum intake	
Day/Time	Friday, 11AM – 1PM
Name of the teacher/s	Prof. G. Nagamallika
Course description	The course intends to provide a basic understanding of the social and cultural dimensions of the Indian society, which is essential as students of Communication and Media. An insight into the social and cultural aspects of Indian society will reflect in ways a student interacts and becomes sensitive in a multicultural society. This in turn influences their profession and the way they mould themselves to become sensitized citizens of this country. Course Outcomes CO 1 To provide an understanding of the social environment. CO 2 To provide an understanding of the multicultural aspects of a society. Co 3 To provide an insight into the linkages between digital environment and society. Syllabus Unit 1 Human society, characteristics and functions – Individual and society- Conflict between individual and social good. Foundations of individualism. Historical contribution of Individualism to understanding society. Culture and Personality- Heredity and Environment. Norms, Values and Customs. Unit 2 Meaning of society and social sciences –. Founding fathers: Auguste Comte, Herbert Spencer, Karl Marx, Emile Durkheim and Max Weber. Unit 3 Power and Authority in society. Distinction between traditional and modern societies. Concepts of Class, Caste, Power and Gender. Traditional and contemporary sources of power. The use of power in society and its patterns of expression. Globalization and consequences. Unit 4 Indian society and its evolution. System of varnas and jatis. Caste, region and religion as part of a multi-layered system. India as multicultural society. Unit 5 Understanding and explaining differences in India. Diversity and

	multiculturalism in a digital world. Echo chambers and resistance. The power of anonymity and dissonance.
Course delivery	Lecture/Seminar/Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal tests, Presentations, papers and/or Quiz for 40 marks for continuous evaluation. Final semester end examination for 60 marks
Reading list	Das, Veena, Handbook of Sociology, Oxford University Press. Williams, Raymond, Key Words A vocabulary of culture and society Joseph Jonathan, (ed) Social Theory- A Reader. Rao, Shankar C.N. Sociology, S Chand.