THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD
Semester I

Course title	BASICS OF DIGITAL JOURNALISM
Category (Mention the appropriate category (a/b/c) in the course description.)	Existing course without changes
Course code	**BADCC101**
Semester	I
Number of credits	4
Maximum intake	20
Day/Time	
Name of the teacher/s	Dr K Rajaram
Course description (a)	The emergence of digital technology has changed the face and practice of journalism across the world in the past two decades. There are sweeping changes in the way news is created, reported, consumed, and shared through different platforms including the conventional ones. **ii) Course Objectives** PO3 To explore the shifts and new practices of journalism and their impact on the public and the world democracies. PO4 To familiarize students with the history and evolution of journalism into its multifaceted forms such as Web Journalism, Mobile Journalism, Citizen Journalism and Social Media Journalism PO4 To understand the practices of journalism in the digital environment. iii) Course Outcomes ● Understand the workings of media industries in the digital world. ● Understand the workings of the dynamics of news and information generation of media houses. ● Understand the challenges faced by the shift in journalism practices. ● Explore the new media and social media practices. ● Get familiar with the concepts related to Information Society.

Course delivery	*Lecture/Seminar/**Experiential learning*** (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): Assignment submission End-semester (mode of evaluation): Written Exam
Reading list	

	INTRODUCTION TO TELEVISION PRODUCTION
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	**BADCC102**
Semester	I
Number of credits	4
Maximum intake	
Day/Time	
Name of the teacher/s	Dr A Nagraj
Course description	The course intends to provide a basic understanding of the Camera anatomy, lighting, sound and single camera production. Objectives of the course PO 3 To expose the students to the basic camera and visual equipment. PO 3 To provide an understanding of the different aspects of television production PO 5 To provide a hands-on experience of handling the camera and understand the different technical angles and roles. Learning outcomes— 1. To understand the basic production process involved in video production, especially pre-production, production and post-production 2. To understand different parts of the camera and its functions 3. Use of lighting for indoor and outdoor productions, understanding lighting for different genres. 4. Able to produce a short video (PSM)with a single camera (single camera production)
Course delivery	Experiential learning (highlight the portion in the course description that lends itself to these)
Evaluation scheme	50 marks for continuous evaluation. Final semester end examination for 50 marks

Reading list	1. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques.* McGraw-Hill 2. Zettl,H.(2006) *Handbook of Television Production*, wadsworth. 3. Rabinger, Michael (1998). *Directing the Documentary,* Focal Press 4. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press. 5. Compesi, Ronald J et.al (1997) *Video field Production and Editing,* Allyn& Bacon 6. Belavadi. V. (2008) *Video Production*, Oxford University Press.

Course title	**COMMUNICATIVE ENGLISH**
Category (Mention the appropriate category (a/b/c) in the course description.)	NEW COURSE
Course code	**BADCSEC101**
Semester	I
Number of credits	3
Maximum intake	20
Day/Time	Tuesday 11Am-1pm, Wednesday 9-11Am
Name of the teacher/s	Prof Sujatha Mukiri

Course description (a)	This new course is designed to enhance students' ability to communicate effectively and confidently in English in real-world situations. This helps gain confidence in facing job interviews. This course was earlier offered by the English Department. So with feedback provided by the teachers, a new course oriented to suit the needs of the Digital Communication students is being offered from the current semester. Through a dynamic blend of speaking, listening, reading, and writing activities, learners will develop practical language skills necessary for both academic and everyday communication. Students will engage in role plays, group discussions, presentations, and other simulations that provide soft skills and insights into entering any profession with confidence. ii) **Course Objectives** PO 3 To emphasize interactive learning with a strong focus on spoken English, pronunciation, vocabulary development, and conversational fluency required for every communication student. PO 4 To gain experience in communicative tasks that simulate real-life contexts such as interviews, social conversations, meetings and professional communicative practices. PO 4 To provide the tools and practice needed to express oneself clearly, appropriately and confidently. PO 8 To provide training in professional communication which enables in pursuing a career in IT and media related fields. iii**) Course Outcomes** By the end of the course, students will be able to: Communicate fluently and accurately in English in a variety of situations Use appropriate vocabulary and expressions in different social and professional contexts Improve pronunciation, intonation, and listening skills Participate confidently in conversations, discussions, and formal presentations. Engage in professional interviews to pursue jobs and careers in the IT and media related fields.
Course delivery	Lectures and practicum sessions

Evaluation scheme	Assessment will be conducted in two parts: internal and end-of-term.
	The internal assessment, worth 50 marks, will include tests, presentations and role play. Final assessment will be of 50 marks.

Reading list	1. "Communicative English" by Anuradha Murthi (Orient BlackSwan) – Indian context-focused, practical examples and activities. 2. "English for Effective Communication" by M.A. Yadagiri – Useful for learners in academic and professional settings. 3. "Cambridge English for Job-Hunting / Presentations / Meetings" (Cambridge University Press) – Practical English for professional situations. 4. "English Grammar in Use" by Raymond Murphy – Intermediate-level grammar with communicative focus. 5. "Speak Now" Series by Jack C. Richards (Oxford University Press) – Great for speaking practice with visuals, audio, and situational dialogues. **Short Stories & Simple Novels (for Fluency and Vocabulary)** 1. "Panchatantra" / "Aesop's Fables" (Retold) – Simple moral stories, easy language, and good for speaking/writing practice. 2. "Stories for English Language Learners" by Paul Nation – Short stories graded for different English levels. 3. "The Old Man and the Sea" by Ernest Hemingway – Simple yet rich English. Great for intermediate learners. 4. "Animal Farm" by George Orwell – Clear language, allegorical themes. Ideal for discussion and critical thinking. 5. BBC Learning English (website) – https://www.bbc.co.uk/learningenglish – News-based lessons, audio, vocabulary. 6. The Hindu – Education or Editorial Sections – Useful for formal writing and opinion development. 7. Reader's Digest (Simplified articles) – Improve general English comprehension and reading speed. TED Talks (with subtitles) – Improve listening skills and vocabulary.

Course title	INTRODUCTION TO COMMUNICATION
Category (Mention the appropriate category (a/b/c) in the course description.)	New Course
Course code	BADCC100
Semester	I
Number of credits	4
Maximum intake	20
Day/Time	Tuesday 2-4 pm, Thursday 11Am - 1Pm
Name of the teacher/s	Prof. T.T Sreekumar

Course description (a)	
	i) Course description
	This foundational course is new and is being offered for the first time, to the first semester BA Digital Communication students with a comprehensive introduction to the key concepts, models, and practices of human communication. It examines how meaning is produced, transmitted, interpreted, and transformed across interpersonal, group, cultural, and mass media contexts. Students will explore the historical evolution of communication theories—from linear models to interactive and critical frameworks—while critically reflecting on how communication shapes and is shaped by power, identity, technology, and society.
	The course emphasizes the role of language, symbols, and media in constructing realities, sustaining relationships, and negotiating cultural differences. Through case studies, media examples, and interactive exercises, students will learn to apply communication theory to everyday interactions, digital platforms, and public discourse.
	Special focus will be given to digital communication ecologies, social media cultures, and emerging communication technologies to equip students with the critical tools necessary for navigating today's media-rich environment. The course also trains students in basic research and analytical skills to understand communication both as a practice and as a field of academic inquiry.
	ii) **Course Objectives**
	·PO 1 To introduce students to foundational concepts and models of human and media communication.
	·PO 3 To develop an understanding of how communication functions across interpersonal, cultural, and digital contexts.
	·PO 6 To equip students with critical tools to analyse the role of communication in shaping social realities and power relations
	iii**) Course Outcomes**

· Students will be able to explain key concepts, models, and theories of communication.

· Students will critically analyse communication practices across interpersonal, cultural, and digital contexts.

· Students will demonstrate an understanding of how communication could shape identity, meaning, and social structures.

Course delivery	Lectures, seminars, class presentations
Evaluation scheme	40% (internal) + 60% (external)
Reading list	1. **Em Griffin et al. –** *A First Look at Communication Theory* 2. **Stephen W. Littlejohn & Karen A. Foss –** *Theories of Human Communication* 3. **Keval J. Kumar –** *Mass Communication in India (for Indian context)* 4. Christian Fuchs – *Social Media: A Critical Introduction* 5. Stuart Hall – *Representation: Cultural Representations and Signifying Practices*