

<b>Name of Faculty</b>	:	Faculty of Humanities & Social Science
<b>Name of Program</b>	:	Bachelor of Arts - English
<b>Course Code</b>	:	2BAH05
<b>Course Title</b>	:	Media Skills
<b>Type of Course</b>	:	Skill Enhancement (SE)
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	-
<b>Course Objective</b>	:	The student will be able to acquire basic media skills and understand basic concepts related to media studies such as freedom of the press, historical evolution of media, and various form of media
<b>Course Outcomes</b>	:	At the end students will be able to:
	CO1	Define & understand different terminologies of Media Elements
	CO2	Analyse Sections from Print Media & Create News Report/Magazine Feature/ e-zine article / blog
	CO3	Develop effective non-verbal and verbal communication skills for television/radio, including voice modulation, articulation, body language, and facial expressions

#### Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
2	0	0	2	50	25	0	0	75

*Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P - Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)*

#### Course Content

Unit No.	Topics	Teaching Hours	Weightage %	Mapping with COs
1	<b>Introduction to Media</b> Brief history of the media - Different kinds of Media - Aspects of different kinds of Media.  (i) Radio (ii) Television (iii) Digital Media (iv) Films (v) Advertisements (vi) Comic Strips (vii) The Newspaper (viii) The Column (ix) the Article, (x) The Leader Article (xi) The Sports	10	33	CO1

	Page (xii) The Magazine (xiii) The Blog (xiv) Social Media			
2	<b>The Language of Newspapers/Magazines/e-zines/e-papers</b> (1) From: The Prose Reader: Essays for Thinking , Reading and Writing Opposing Viewpoints: Freedom of the Press (a) 'Freedom of the Press Must be Unlimited' by Mario Cuomo (b) 'Freedom of the Press Must be Limited' by John Merrill (2) Analyzing Sections from Print Media [Leader Articles from the Hindu/ Indian Express on current Events - Style, Language, Headings, Gender, Layout (Look and Feel)] (3) Writing a News Report/Magazine Feature/ e-zine article / blog/	12	40	CO2
3	<b>The Language of Television/Web News/Advertising/Cartoons</b> 1. Analyzing Selections from TV/Web News 2. Drafting a News Story for Audio-Visual Broadcasting 3. Reading and Presentation Skills for the Television/ Radio: Non- Verbal and Verbal, Voice and Articulation Skills 4. Analyzing the Amul Advertisements/ the Daily Cartoons of E. P. Unny of the Indian Express 5. Analysing Images, layout and language of Advertisements (Print and TV) [Images, Space, Neologisms, Relevance, Gender, Audience, Colour]	8	27	CO3

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	20	-	60	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

**Reference Books**

<b>Sr. No.</b>	<b>Name of Reference Books</b>
1	Bell, A.and Garrett, P. Approaches to Media Discourse. Wiley-Blackwell
2	Friedlander, E and Lee,J., Feature Writing -The Pursuit of Excellence. Prentice Hall India, 2011.
3	Goddard, Angela. The Language of Advertising: Written Text, Routledge