

**UNIVERSITY OF MYSORE**  
Estd.1916

Vishwavidyalaya Karyasoudha  
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A')  
(NIRF-2023 Ranked 44 in University Category & 71 in Overall Category)

No.: PMEB-1/02/Spl./2024-25

Date: 04-11-2024

**NOTIFICATION**

Sub.: Syllabus and Examination pattern of BA (English Literature & Digital Media Communication) course under Specialized Programmes from the academic year 2024-25-reg.

Ref.: 1. Decision of the BOS Meeting held on 03-10-2024.  
2. Decision of the Academic Council meeting held on 22-10-2024.

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The Board of Studies in BA (English Literature & Digital Media Communication) (UG) at its meeting held on 03-10-2024 has recommended approve the 1<sup>st</sup> year Syllabus of BA (English Literature & Digital Media Communication) course in University of Mysore under specialized/specified programs from the academic year 2024-25.

The Academic Council has also approved the above said proposals at its meeting held on 22-10-2024 and the same is hereby notified.

The 1<sup>st</sup> year syllabus of BA (English Literature & Digital Media Communication) course may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

**REGISTRAR**  
**REGISTRAR**

University of Mysore  
MYSURU - 570 005

To,

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Arts, PG Centre, Hemangotri, Hassan.
3. Prof. C.K. Puttaswamy, DoS in Journalism & Mass Communication, Manasagangothri, Mysuru.
4. The Centre Head, Universal Institute For Private Training, Moghera Bin Shoba Street, P.O. Box 6938, Salmiya, Kuwait.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.



10/10/10

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**Proceedings of the Meetings of the Board of Studies in  
BA(English Literature & Digital Media Communication) (UG) Universal Institute  
For Private Training, Kuwait, held on 03-10-2024 at 11:00 a.m. through Virtual  
Mode.**

Ref.: UA-5/ BoS /21/Spl./2022-23, Dated: 05-08-2024.


**Members Present:**

- |                             |                     |
|-----------------------------|---------------------|
| 1. Prof. Puttaswamy C.K.    | - Chairperson, BOS. |
| 2. Mrs. Jane Thomas         | - Member            |
| 3. Mrs. Reshni Naveen Gopal | - Member            |
| 4. Mrs. Joya Shree Rajkhowa | - Member            |
| 5. Mrs. Syeda Fathima       | - Member            |

The meeting was initiated with a welcome speech by Chairman of the board through Virtual Mode. The importance of the meeting was presented along with the agenda of framing the syllabus and regulation for BA (English Literature & Digital Media Communication) programme as per SEP.

After detailed discussion among the members, the following were resolved to be recommended through Virtual Mode.

**The proposed BA (English Literature & Digital Media Communication) program offered under the SEP regulations being followed by the university from time to time.**

  
**The Eligibility criteria, Syllabus, and methodology of assessment and evaluation for BA (English Literature & Digital Media Communication) program- Prepared & approved.**

Finally, the chairman of BoS thanked all the members for their valuable time, support and valuable suggestions.

  
(Prof. Puttaswamy C.K.)  
Chairperson, BOS

(no. 1)

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**B.A(ENGLISH AND DIGITAL MEDIA COMMUNICATIONS)**

**Under SEP System 2024-25**

**Proposed SEP Regulations for 3-Years Semester Course Leading to**

**B.A(ENGLISH AND DIGITAL MEDIA COMMUNICATIONS)REGULATIONS -2024**

**NOTE:**

Regulations are applicable to students' taking admission to I semester B.A. ENGLISH AND DIGITAL MEDIA COMMUNICATIONS From the Academic Year 2024-25

1. The duration of the course shall be 3 years consisting of 06 semesters.
2. Each semester shall extend over a minimum period of SIXTEEN weeks teaching duration.

**1.0 NAME OF THE COURSE AND DURATION OF THE COURSE.**

**B.A(ENGLISH AND DIGITAL MEDIA COMMUNICATIONS)**

The duration of the B.A(ENGLISH AND DIGITAL MEDIA COMMUNICATIONS)course shall be of 03 years of 6 semester A candidate shall complete his/her degree within 06 academic year from the date of admission

**2.0 ELIGIBILITY FOR ADMISSION**

Students who have passed Pre-University Examination (10+2) or equivalent examination in any discipline are eligible for admission.

**3.0 SCHEME OF INSTRUCTIONS:**

In the first four semesters, there shall be 19 subjects from Discipline Specific Courses and 10subjects from Ability Enhancement Compulsory Courses. In the last two semesters, there shall be 6 subjects each Discipline Specific Elective. For each subject, there shall be lecture classes, tutorials/ practical's. The credits for each subject vary between 3 and 5 per subject per week as prescribed in the curriculum.



**Credits Matrix:**

SL No	Course	Minimum Credits
1	Discipline Specific Course	90
2	Discipline Specific Elective	04
3	Two Languages	24
4	Practical and Skill Enhancement Course/ Research Methodology	06
5	Constitutional Moral Values	04
	<b>Total</b>	<b>Minimum 128 Credits</b>

**4.0 SCHEME OF EXAMINATION AND EVALUATION**

There shall be university examination at the end of each semester for examination marks of 80 for Theory examination and the internal Assessment will be for 20marks.

All papers of this course except papers that are common to all other graduate course of the University of Mysore, shall be set/valued/reviewed by BOE for a maximum of 80 marks. The pattern of question paper will be as follows:

**Part- A: Answer any Five of the following questions**      **5x4=20**  
**Part- B: Answer any Four of the following questions**      **4x5=20**  
**Part- C Answer any Four of the following questions**      **4x10=40**

**TOTAL**      **80**

Evaluation of the each subject is divided into internal assessment (IA) and end term examination with marks allocated as shown in the table. Internal assessment will be carried out in two stages: One, after the eight weeks of instructions designed as C1, the second, after sixteen weeks of instruction designed as C2. The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. IA marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers/ seminars/ quizzes/ case discussions, viva, and practical's.

**The breakup of marks will be as follows:**

- a. C1 ( Covering the first half of the syllabus)      - 10 Marks
- b. C2 ( Covering the second half of the syllabus)      - 10 Marks
- c. C3 ( Covering entire syllabus)      - 80 Marks

**Total      - 100 Marks**

Term end examinations (C3) will be of 3 hours duration for each subject.



Evaluation of each subject is divided into internal assessment (IA) and end term examination with marks allocated as shown in the table. Internal assessment will be carried out in two stages: One, after the eight weeks of instructions designated as C1, the second, after sixteen weeks of instruction designated C2, The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. IA marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / semester / Quizzes / case discussions, viva, and practical's.

### **Scheme of Assessment**

<b>Course Type</b>	<b>C1</b>	<b>C2</b>	<b>C3</b>		<b>Total</b>
	<b>Marks</b>	<b>Marks</b>	<b>Marks</b>	<b>Duration (Hrs)</b>	
<b>AECC</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>3</b>	<b>100</b>
<b>DSE</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>3</b>	<b>100</b>
<b>DSC</b>	<b>10</b>	<b>10</b>	<b>80</b>	<b>3</b>	<b>100</b>

**Course in the programme is of three types: Ability Enhancement Compulsory Courses, Discipline Specific Elective and Discipline Specific Course**

#### **5.0 ATTENANCE**

- ❖ Each semester shall be taken as a unit the purpose of calculate attendance and a student shall be consider to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number working days ( lectures during each semester)
- ❖ A candidate who does not satisfy the requirement of attendance shall be not be eligible to take the examination of the concerned semester
- ❖ A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester by obtaining prior permission from the university.

#### **6.0 MEDIUM OF INSTRUCTION:**

The medium of instruction shall be English

#### **7.0 APPEARANCE FOR THE EXAMINATION:**

A candidate shall apply for all the papers of a semester when he/she appears for examination of each semester for the first time

## **8.0 BOARD OF EXAMINERS, VALUATION:**

- ❖ There shall be a Board of examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the university
- ❖ There will be single valuation for all the papers

## **9.0 DECLARATION OF RESULT:**

- ❖ Minimum for a pass in each paper shall be 35%, and for all the papers in the semester average shall be 40%. However, a candidate has to score minimum of 35% of theory component of semester end examination i.e. 28(rounded off) marks out of 80 marks.
- ❖ There shall be no minimum marks for C1 and C2.
- ❖ Classification of successful candidate and Gradation of result shall be as per the University regulations as shown below;

<b>Letter grade</b>	<b>Grade point</b>
<b>O (outstanding )</b>	<b>10</b>
<b>A+ (Excellent )</b>	<b>9</b>
<b>A (Very Good)</b>	<b>8</b>
<b>B+ (Good)</b>	<b>7</b>
<b>B (Above Average)</b>	<b>6</b>
<b>C (Average)</b>	<b>5</b>
<b>P (Pass)</b>	<b>4</b>
<b>F (Fail)</b>	<b>0</b>
<b>Ab (Absent)</b>	<b>0</b>

## **10.0 PROVISION FOR REPEATERS:**

- ❖ A candidate is allowed to carry all the previous un-cleared paper/s to the subsequent semester.
- ❖ The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.

## **11.0 PROVISION FOR RE- ADMISSION**

- ❖ Such of those candidate who have discontinued the course/ failed to take admission to the next semester, shall get admitted to the concerned semester in the immediate next academic



year only. This provision is available to a student only two times in the entire duration of the course.

- ❖ **Any other issue not envisaged above** shall be resolved by Vice Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
- ❖ Wherever the regulation is silent, the provisions of university regulations shall be applicable.

**Example: 3 Majors with a general degree – number of course and credit course wise in all semesters**

Sem	Major-1 (English And Digital Media Communication) DSC-1	Major-2 (History ) DSC-2	Major-3 (Economics) DSC-3	Elective/ Optional DSE	Language	Compulsory AECC
1	5				Language -1 (3Credit) Language -2 (3Credit)	Compulsory- 1 Constitutional Value (2Credit)
2	5				Language -1 (3Credit) Language -2 (3Credit)	Compulsory- 1 Constitutional Value (2Credit)
3	5			Elective -1 (2Credit)	Language -1 (3Credit) Language -2 (3Credit)	
4	5			Elective -2 (2Credit)	Language -1 (3Credit) Language -2 (3Credit)	Compulsory- 2 (practical Knowledge/ Skill -1 (2Credit)
5	3+3					Compulsory- 2 (practical Knowledge/ Skill -2 (2Credit)
6	3+3					Compulsory- 2 (practical Knowledge/ Skill -3 (2Credit)
	32	30	30	04	24	10

**DSC = Discipline Specific Course**

**DSE= Discipline Specific Elective**

**AECC= Ability Enhancement Compulsory Courses**

\*Any one of the language from Kannada/ Sanskrit/ Urdu/ Tamil/ Telugu/ Marathi/ Hindi/ French/ German/ Persian/Arabic

\*\* English Language Compulsory



**UNIVERSITY OF MYSORE**  
**UNIVERSAL INSITUTE FOR PRIVATE TRAINING, KUWAIT**

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**Dr. C K PUTTASWAMY**

**BOS CHAIRMAN**

Proceedings of the Board of Studies online meeting held on 4/10/2024, in the Department of Journalism and Mass Communication, University of Mysore, Mysore  
Ref: PMEB-/BOS/2024-25

**Members Present:**

1. Dr. C K Puttaswamy Chairman Sd/-
2. Mrs. Jane Thomas Member Sd/-
3. Mrs. Rashmi Naveen Gopal Member Sd/-
4. Mrs. Joya Shree Rajkhowa Member Sd/-
5. Mrs. Syeda Fathima Member Sd/-

The Chairman welcomed the members to the meeting. Then the Board took up the agenda for discussion. The meeting of BOS (Board of studies) in **BA ENGLISH AND DIGITAL MEDIA COMMUNICATION** was held on October 04, 2024 in the Department of Journalism and Mass Communication. The resolutions are as follows:

**Modifications in the regulations of B A English And Digital Media Communication:**

According to SEP System the Regulations of B A (UG) English and Digital Media Communication is revised.



**RULES AND REGULATIONS FOR THREE-YEAR B A  
(ENGLISH AND DIGITAL MEDIA COMMUNICATION)**

PROGRAMME UNDER SEMESTER SCHEME WITH EFFECT FROM-2024-25

**General Objectives of the Programme**

The Digital Media scenario in the World in general and in Kuwait in particular has seen revolutionary changes over the years. **Technology, Foundations of Literature & Media, Social Narratives in Language, Literature, and Media, Narrative Techniques in Literature and Digital Media, Writing for Literature and Media: Techniques and Applications etc.** changes have contributed for this transformation of Digital media in world. Digital Media education in Kuwait will have to measure up to these changes. Its curricula will have to reflect the changing environment and be able to prepare the students to take on the new challenges. Keeping all these developments in mind, the course has been re-structured with the following broad objectives.

1. Equip students with an understanding of digital media technologies and their impact on global communication landscapes, with a particular focus on the evolving digital environment in Kuwait and how it influences local and global media dynamics.
2. Develop critical skills in news gathering, writing, and editing techniques across traditional and digital media platforms.
3. Prepare students for specialized roles in technical writing, digital content creation, and multimedia storytelling.
4. Foster a critical understanding of the intersection of literature, language, and media, emphasizing how digital narratives influence social, cultural, and political discourses at both global and local levels.
5. Encourage students to critically engage with and analyze social narratives and media representations of issues such as gender, race, and class, exploring how these are reshaped by digital media technologies.
6. Empower students and prepare them to become socially conscious while promoting socially conscious media practices.

**1. Eligibility for Admission:**

PUC or 10+2 PASS or Equivalent. The department shall admit a maximum of 40 students to the statutory provisions of the reservations based on the following criteria. (Eligibility for admission is university norms)

**2. Duration of the course**

The course of study for the English and Digital Media Communication B.A degree shall be of three academic years comprising of six semesters. The course commencement, programme, Examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the University from time to time.

**3. Course of Study and Scheme of Instructions**

English and Digital Media Communication – Subject Study & Scheme of Examination

**UNIVERSAL INSTITUTE FOR PRIVATE TRAINING, KUWAIT**

**B.A ENGLISH AND DIGITAL MEDIA COMMUNICATION**

**SEP SYSTEM**

WITH EFFECT FROM THE ACADEMIC YEAR 2024-25

Sem	Course	Title of the paper	Instruction Hours (L:T:P)/ Week	Credit	Duration of Exam	Marks		Total
						Formative Assessment IA	Summative Assessment	
1	DSC-1 Theory	Foundations of Literature & Media	3:1:0	03	03	20	80	100
	DSC-1 Practical	Foundations of Literature & Media	0:0:4	02	03	10	40	50
2	DSC-2 Theory	Social Narratives in Language, Literature, and Media	3:1:0	03	03	20	80	100
	DSC-2 Practical	Social Narratives in Language, Literature, and Media	0:0:4	02	03	10	40	50
3	DSC-3 Theory	Narrative Techniques in Literature and Digital Media	3:1:0	03	03	20	80	100
	DSC-3 Practical	Narrative Techniques in Literature and Digital Media	0:0:4	02	03	10	40	50
4	DSC-4 Theory	Narrative Writing for Literature and Media: Techniques and Applications	3:1:0	03	03	20	80	100
	DSC-4 Practical	Narrative Writing for Literature and Media: Techniques and Applications	0:0:4	02	03	10	40	50



**L=Lecturing , T=Tutorial , P=Practical ( 1 Theory = 2 Practical class )**  
**UNIVERSAL INSTITUTE FOR PRIVATE TRAINING, KUWAIT**  
**B.A ENGLISH AND DIGITAL MEDIA COMUNICATION**  
**SEP SYSTEM**  
**WITH EFFECT FROM THE ACADEMIC YEAR 2024-25**

**FIRST SEMESTER**  
**Course Title: Foundations of Literature & Media**

<b>Program Name</b>	<b>B A</b>	<b>Semester</b>	<b>I</b>
<b>Course Title</b>	<b>Foundations of Literature &amp; Media</b>		
<b>Course Code</b>		<b>No. of Credits</b>	<b>3</b>
<b>Contact Hours (Theory)</b>	<b>48 Hours</b>	<b>Duration of SEA/Exam (3Credits)</b>	<b>3 Hours</b>
<b>Formative Assessment Marks</b>	<b>20</b>	<b>Summative Assessment Marks</b>	<b>80</b>

**PEDAGOGY:** Lecture, Assignment, Interactive Session, ICT and Group Discussion.

**Formative Assessment**

C1 -10 Marks Test.

C2 – 10 Marks Activities/ Seminar/ Presentation/ Media Visits / Assignment/ Case study/  
 Field Work / Project Work

**Course Outcome:**

**CO1:** Demonstrate proficiency in grammar, sentence structure, and vocabulary for effective communication.

**CO2:** Apply literary theories to analyze and interpret poetry, prose, and drama.

**CO3:** Examine the relationship between literature and society, including the impact of major literary movements.

**CO4:** Develop effective verbal and interpersonal communication skills, including public speaking and media interactions.

**CO5:** Create structured and engaging media content, including news reports, features, digital media writing, and advertising copy.

### **Theory Content**

**Unit 1: Grammar and Usage:** Parts of speech, sentence structure, and punctuation, Common grammatical errors and their correction, Building a rich vocabulary for effective communication, idioms, phrases, and everyday expressions, Techniques for active reading, basics of essay writing, summarizing, and paraphrasing.

**Unit 2. Literary Studies:** Introduction to Literary Criticism, Basics of literary theory and criticism, Important schools of thought (Formalism, Structuralism), Analytical reading techniques for poetry, prose, and drama.

**Unit 3: Literature and Society:** Role of literature in reflecting and shaping society, Literary movements and their historical contexts, English Literature from the Old English Period to the Romantic Age ( Old and Middle English Literature, Renaissance and Elizabethan Age, The Neoclassical Period, The Romantic Age)

**Unit 4. Basics of Communication:** Elements of effective verbal communication, Listening skills and active engagement, Interpersonal Communication, Public Speaking, Communication in Media.

**Unit 5. Writing for the Media:** Basics of Media Writing, Inverted pyramid structure, news values, Reporting, feature writing, and editorial writing, Writing for Digital Media (Blogging, website content, and social media writing), Copywriting and Advertising.

#### **First Semester Practical**

Program Name	B A	Semester	I
Course Title	Foundations of Literature & Media		
Course Code		No. of Credits	2
Contact Hours (Theory)	64 Hours	Duration of SEA/Exam (3Credits)	3 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40

**PEDAGOGY:**Lecture, Assignment, Interactive Session, ICT and Group Discussion

#### **Formative Assessment**

Content of Practical Course 2 Credit. Marks: 10+40=50 (19 Student Per Batch)

10 Marks Practical Record. 40 Marks Practical Exam

### **Practical Content**

1. Grammar and Editing Exercise - review and correct given passage for grammatical errors, punctuation, and sentence structure (no. based on the teacher teaching the course).
2. Debate on Literature's Role and Media Role in Society, how literature has shaped societal views on issues such as class, gender, and race. A minimum of 2-3 debates on various topics as classroom exercise.



3. Presentations – It could be a presentation on particular literary works or by selecting two literary works from different periods and to compare and contrast.
4. Public Speaking Exercises - a short speech on a chosen topic, focusing on verbal communication techniques and public speaking skills.
5. News article writing – writing at least 5 news articles using styles taught in the class
6. Writing letters to the editors, editorials and middles – Minimum 3

#### References:

Title	Author(s)	Year
Dynamics of Mass Communication	Joseph R. Dominick	1983
Writing for the Mass Media	James G. Stovall	1985
Understanding Media and Culture: An Introduction to Mass Communication	University of Minnesota Libraries Publishing	2016
The Post Modern Turn	Steven Best, Douglas Kellner	2012
Encoding and Decoding in the Television Discourse	Stuart Hall	1975
New Media: A Critical Introduction	Martin Lister, Jon Dovey, Seth Giddings	2008
Critical Theory: A Reader for Literary and Cultural Studies	Robert Dale Parker	2012
The Language of Literature	Kelly A. McCarty	2013
The Language of Literature Literature and Social Justice	David L. Smith	2015
Language and Power: A Resource Book for Students	Paul Simpson, Andrea Mayr	2010
Interpersonal Communication: A Goal-Driven Approach	Steven A. Beebe, Susan J. Beebe, Diana Ivy	2016
Understanding Media: The Extensions of Man	Marshall McLuhan	1964

### Second Semester

**Course Title: Social Narratives in Language, Literature, and Media**

<b>Program Name</b>	B A	<b>Semester</b>	II
<b>Course Title</b>	<b>Social Narratives in Language, Literature, and Media</b>		
<b>Course Code</b>		<b>No. of Credits</b>	3
<b>Contact Hours (Theory)</b>	48Hours	<b>Duration of SEA/Exam (3 Credits)</b>	3 Hours

<b>Formative Assessment Marks</b>	<b>20</b>	<b>Summative Assessment Marks</b>	<b>80</b>
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**PEDAGOGY:** Lecture, Assignment, Interactive Session, ICT and Group Discussion.

### **Formative Assessment**

C1 -10 Marks Test.

C2 – 10 Marks Activities/ Seminar/ Presentation/ Media Visits / Assignment/ Case study/  
Field Work / Project Work

### **Course Outcome:**

**CO1:** Analyze and critically assess the representation of social issues such as race, gender, and class in literature and media.

**CO2:** Examine the relationship between language, culture, and identity through various literary genres and contemporary media.

**CO3:** Demonstrate proficiency in editing skills, including grammar, punctuation, and style, to produce polished written content for both print and digital media.

**CO4:** Develop effective communication skills, encompassing verbal, non-verbal, and interpersonal techniques suitable for media contexts.

**CO5:** Create engaging and relevant content for diverse media platforms, adapting literary principles and editing techniques for effective communication.

### **Theory Content**

**Unit 1: Social Issues in Literature:** Representation of race, gender, and class, Global Concerns (Environmental issues, human rights, and cultural diversity), literary Responses to Social Issues, Media's Role in Shaping Public Discourse.

**Unit 2. Introducing Language and Literature:** Language as a Medium, Language, culture, and identity, exploring different genres (poetry, drama, fiction, and non-fiction), Language in the Digital Era, Analysing the language of advertisements, speeches, and digital media

**Unit 3. English Literature through different age:** Victorian Age to the Postmodern Period, Contemporary Literature,



**Unit 4: Principles of Editing:** Grammar, punctuation, and style, Copyediting and Proofreading, Fundamentals of News Writing, Digital Media Writing, Adapting content for blogs, social media, and online publications

**Unit 5. Interpersonal Skills:** Team Communication, Verbal & Non-Verbal Communication, Negotiation and Persuasion, Media Interviews

### Second Semester Practical

<b>Program Name</b>	B A	<b>Semester</b>	I
<b>Course Title</b>	<b>Social Narratives in Language, Literature, and Media</b>		
<b>Course Code</b>		<b>No. of Credits</b>	2
<b>Contact Hours (Theory)</b>	64 Hours	<b>Duration of SEA/Exam (3Credits)</b>	3 Hours
<b>Formative Assessment Marks</b>	10	<b>Summative Assessment Marks</b>	40

**PEDAGOGY:**Lecture, Assignment, Interactive Session, ICT and Group Discussion

### Formative Assessment

Content of Practical Course 2 Credit. Marks: 10+40=50 (19 Student Per Batch)

10 Marks Practical Record. 40 Marks Practical Exam

### Practical Content

1. Create Blogs and post reviewing a contemporary literary work, considering how it reflects modern societal issues compared to literature from earlier periods.
2. Write feature articles on current issues or feature on interests in the blog along with appropriate headlines and use pictures.
3. Create a multimedia presentation on any topic in literature and see the role of media in handling it.
4. Mock Interviews
5. Genre Analysis group assignment - small groups to analyze a text from a specific

genre (poetry, drama, fiction, or non-fiction) using literary devices and techniques. Each group presents their analysis to the class.

6. Literary Timeline Infographic – Group activity where students create an infographic timeline highlighting major works, authors, and literary movements. This helps visualize the evolution of English literature.

### **References:**

<b>Title</b>	<b>Author(s)</b>	<b>Year</b>
The Social Construction of Difference and Inequality: Race, Class, Gender, and Sexuality	L. Cohen	2018
An Introduction to Discourse Analysis: Theory and Method	J. P. Gee	2014
Language and Linguistics: The Key Concepts	A. Gibbons	2012
The Journalist's Guide to Media Ethics: Reporting in the Digital Age	P. Meyer	2016
English as a Lingua Franca in Asia: Models and Concepts	A. Kirkpatrick	2010
You Just Don't Understand: Women and Men in Conversation	D. Tannen	1990
Children, Adolescents, and the Media	V. C. Strasburger & B. J. Wilson	2009
Editing for Clarity and Style: A Guide for Students and Professionals	R. Harris	2008

### **Third Semester**

**Course Title: Narrative Techniques in Literature and Digital Media**

<b>Program Name</b>	B A	<b>Semester</b>	III
<b>Course Title</b>	<b>Narrative Techniques in Literature and Digital Media</b>		
<b>Course Code</b>		<b>No. of Credits</b>	3
<b>Contact Hours (Theory)</b>	48 Hours	<b>Duration of SEA/Exam (3 Credits)</b>	3 Hours



<b>Formative Assessment Marks</b>	<b>20</b>	<b>Summative Assessment Marks</b>	<b>80</b>
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**PEDAGOGY:** Lecture, Assignment, Interactive Session, ICT and Group Discussion.

### **Formative Assessment**

C1 -10 Marks Test.

C2 – 10 Marks Activities/ Seminar/ Presentation/ Media Visits / Assignment/ Case study/  
Field Work / Project Work

### **Course Outcome:**

**CO1:** Identify and analyze various prose forms and techniques, including narrative, descriptive, and expository writing, as well as character development and plot structure.

**CO2:** Demonstrate an understanding of narratological concepts such as narrative voice, focalization, and time, applying these concepts to both literary texts and digital media formats.

**CO3:** Critically evaluate the application of narratological concepts in films and digital media to understand how narrative structures influence audience engagement and perception.

**CO4:** Develop effective writing skills for digital platforms, including blogs, social media, and websites, employing techniques that engage and retain online audiences.

**CO5:** Learn to adapt traditional reporting practices for digital media by utilizing innovative techniques for online journalism and effective storytelling in digital formats.

### **Theory Content**

**Unit 1: Prose Forms and Techniques:** Narrative, descriptive, and expository, Character Development, Plot and Structure, Fundamentals of Poetry ( Understanding meter, rhyme, and rhythm), Poetic Devices, Modern and Contemporary Poetry

**Unit 2: Introduction to Narratology:** Narratological Concepts ( narrative voice, focalization, and time, diegesis, mimesis, and narrative structure), Narrative Techniques in Literature

**Unit 3: Narratology in Media:** Application of narratological concepts to film and digital media, Narrative structures in various media formats

**Unit 4: Digital Writing & Advertising:** Writing for digital platforms: blogs, social media, and websites, Techniques for engaging online audiences, writing advertising copy and slogans

**Unit 5: Reporting for Digital Media:** Techniques for digital journalism and online reporting, Adapting traditional reporting practices for digital formats

### Third Semester Practical

Program Name	B A	Semester	I
Course Title	Narrative Techniques in Literature and Digital Media		
Course Code		No. of Credits	2
Contact Hours (Theory)	64 Hours	Duration of SEA/Exam (3Credits)	3 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40

**PEDAGOGY:**Lecture, Assignment, Interactive Session, ICT and Group Discussion

### Formative Assessment

Content of Practical Course 2 Credit. Marks: 10+40=50 (19 Student Per Batch)  
10 Marks Practical Record. 40 Marks Practical Exam

Practical Content
<ol style="list-style-type: none"> <li>1. Write a short story</li> <li>2. Turn that story into script for a play</li> <li>3. Make a short introductory video describing the play</li> <li>4. Write an ad copy for digital advertising</li> <li>5. Turn the ad copy into a multimedia advertising campaign</li> <li>6. A 5-7 minute video essay, featuring clips, voiceover, and visual annotations, explaining the adaptation of literary narrative techniques.</li> </ol>

### References

Title	Author(s)	Year
Understanding Media and Culture: An Introduction to Mass Communication	University of Minnesota Libraries Publishing	2020
Writing for the Mass Media	James G. Stovall	2018
Dynamics of Mass Communication	Joseph R. Dominick	2018
The Postmodern Turn	Best, Steven and Kellner, Douglas	2012



Encoding and Decoding in the Television Discourse	Hall, S.	1975
New Media: A Critical Introduction	Lister, Martin; Dovey, Jon; Giddings, Seth	2008
Critical Theory: A Reader for Literary and Cultural Studies	Parker, Robert Dale	2012
The Art of Digital Marketing	Landers, Daniel	2020
Digital Journalism: Emerging Media and the Changing Face of News	N. W. J. W. Greer and J. A. M. B.	2017
The Elements of Journalism	Kovach, Bill and Rosenstiel, Tom	2014

#### **Fourth Semester**

**Course Title: Narrative Writing for Literature and Media: Techniques and Applications**

<b>Program Name</b>	B A	<b>Semester</b>	IV
<b>Course Title</b>	<b>Writing for Literature and Media: Techniques and Applications</b>		
<b>Course Code</b>		<b>No. of Credits</b>	3
<b>Contact Hours (Theory)</b>	48 Hours	<b>Duration of SEA/Exam (3 Credits)</b>	3 Hours
<b>Formative Assessment</b>	20	<b>Summative Assessment Marks</b>	80

<b>Marks</b>			
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**PEDAGOGY:** Lecture, Assignment, Interactive Session, ICT and Group Discussion.

### **Formative Assessment**

C1 -10 Marks Test.

C2 – 10 Marks Activities/ Seminar/ Presentation/ Media Visits / Assignment/ Case study/

Field Work / Project Work

### **Course Outcome:**

**CO1:** Analyze and differentiate various narrative forms, including short stories, novels, and novellas, while understanding genre conventions such as mystery, science fiction, and fantasy.

**CO2:** Apply key concepts in linguistics—including phonetics, syntax, semantics, and pragmatics—to analyze language use in literature and media, considering social factors influencing language variation.

**CO3:** Demonstrate proficiency in business writing by crafting professional documents such as business letters, memos, reports, résumés, and cover letters, while adapting these for digital platforms.

**CO4:** Explore translation theory and practice, gaining insights into literary translation techniques and the challenges of translating texts across languages and cultures.

**CO5:** Develop skills in scriptwriting for various media formats, including radio dramas, podcasts, television shows, and documentaries, focusing on effective storytelling and audience engagement.

### **Contents**

**Unit 1: Narrative Modes and Forms:** Analysis of narrative forms: short stories, novels, and novellas, understanding genre conventions: mystery, science fiction, fantasy, etc., Fiction Writing Techniques - developing plot, character, and setting

**Unit 2: Language and Linguistics:** Key concepts in linguistics: phonetics, syntax, semantics, and pragmatics, Language variation and social factors influencing language use, The relationship between language and cognition, Application of linguistic concepts to language use in literature and media

**Unit 3: Business Writing:** Fundamentals of Business Writing, Writing business letters, memos, and reports, Professional Documents (Crafting résumés, cover letters, and proposals), Adapting business writing for digital platforms



**Unit 4. Translation:** Introduction to Translation Theory, Literary Translation, Translation Practice

**Unit 5: Writing for Radio and Television :** Scriptwriting for radio dramas, podcasts, and news, Writing for TV shows, documentaries, and news segments, Stage and Screenplay Writing

#### Fourth Semester Practical

Program Name	B A	Semester	I
Course Title	Writing for Literature and Media: Techniques and Applications		
Course Code		No. of Credits	2
Contact Hours (Theory)	64 Hours	Duration of SEA/Exam (3Credits)	3 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40

**PEDAGOGY:**Lecture, Assignment, Interactive Session, ICT and Group Discussion

#### Formative Assessment

Content of Practical Course 2 Credit. Marks: 10+40=50 (19 Student Per Batch)

10 Marks Practical Record. 40 Marks Practical Exam

Practical Content
<ol style="list-style-type: none"> <li>1. Translation Practice – atleast 5 copies to be translated</li> <li>2. Write the scripts for radio announcements</li> <li>3. Practice news reading for radio and TV</li> <li>4. Business Writing Exercise - A business document portfolio, including a letter, memo, and a detailed report, each adhering to professional standards</li> <li>5. Résumé and Cover Letter Writing</li> <li>6. Scriptwriting for a Podcast or Radio Drama</li> </ol>

#### References

Title	Author(s)	Year
The Elements of Fiction Writing	Orson Scott Card	2001
Narrative Fiction: Contemporary Poetics	Shlomith Rimmon-Kenan	2002
Linguistics: An Introduction to Language and Communication	Adrian Akmajian, Richard A. Demers, Ann K. Farmer, Robert M. Harnish	2017
Business Writing Today: A Practical Guide	Natalie Canavor	2019

Translation Studies	Susan Bassnett	2014
Writing for Television, Radio, and New Media	Robert L. Hilliard	2014
The Craft of Translation	John Biguenet, Rainer Schulte	1989
Scriptwriting for Film, Television and New Media	Alan C. Hueth	2019
The Cambridge Companion to Narrative	David Herman	2007
Writing for Business	Ellen Jovin	2020

Sd/  
Dr. C.K Puttaswamy  
Professor and Chairman  
BOS