

**Department of Communication  
BA Digital Communication**

**Semester II (March - July 2023)**

**Course Title:** Digital Storytelling (Domain Specific)

**Course Code:** DC 107

**Course Instructor:** Dr. Lankala Srinivas Reddy

**Credits:** 04

**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. The course will provide an overview of the basic principles of media storytelling. It will introduce both the technical foundation of digital media production— devices, software, and distribution networks – as well as the conventions of different genres of storytelling. It will 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 acrossmedia.

**Syllabus:**

- Principles of Storytelling: Narrative structure, plot, characters, voice, genre, and intertextuality; use of space and time, principles of continuity, principles of light and sound; role of music and visual effects.
- Digital media tools and techniques: Convergence and transmedia storytelling; principles of digital media tools; using audiovisual recording equipment: digital cameras, microphones; lighting and set design; staging and blocking.
- Applications of Digital Storytelling: Writing storyboards, scripts and screenplays for drama, advertisements, documentaries, and journalism; scripting and producing social media content; oral histories, creative art, and personal narratives

**Evaluation:**

- Internal (50%)
  - In-class scriptwriting assignments: 10 marks
  - Two audiovisual production assignments (20 marks each): 40 marks
- Final (50%): Script and production of individual film assignment: 50 marks

**Learning outcomes:**

- Understand the principles of storytelling: narrative, plot, characters, and dialogues
- Demonstrate the aesthetic and conceptual craft of translating ideas into scripts.

- Develop skills in the effective use of digital technologies to create original audiovisual and transmedia content
- Demonstrate the application of digital media techniques and tools in various domains of storytelling such as advertising, journalism, filmmaking, and interactive media
- Produce an individual portfolio of original creative work in digital storytelling that can be used for professional career opportunities, and personal fulfilment.

**References:**

- Miller, C.H. (2020), *Digital Storytelling: A Creator's Guide to Interactive Entertainment*. Fourth Edition. CRC Press.
- Alexander, B. (2017), *The New Digital Storytelling: Creating Narratives with New Media*. Praeger.
- Dunford, M., & Jenkins, T., (2017), *Digital Storytelling: Form and Content*. Palgrave Macmillan.
- Lambert, J. (2013), *Digital Storytelling: Capturing Lives, Creating Community* (Digital Imaging and Computer Vision). Routledge.

**Department of Communication  
BA Digital Communication**

**Semester –II (March - July 2023)**

**Course Title:** Writing For Media –I (Domain Specific)

**Course Code:** DC 106

**Course Instructor:** Dr.K. Rajaram

**Credits:** 04

**Course Description:**

**Objectives**

- To understand basics of news
- To gain hands- on- experience in news gathering , editing and writing news stories
- To be able to write a basic news story , features
- To learn how to meet deadlines
- To learn basics of specialised field reporting
- To be able to identify news sources and conduct interviews

**Unit 1 Basic elements of news**

Define news ;News Values , Sources of News, Types of news, Quotations and attribution , Ethics of news writing, News Jargons, Editorial structure of newspaper/magazines/ /radio and TV

**Unit 2 News Reporting**

Field reporting, Covering events ,Press conferences, news releases , Speech reporting, Social media sources, Interviews, Specialised beats Reporting- Legal , Judicial, Politics, Government , Finance and Commerce, Corporate sectors, sports, crime , investigative reporting and development journalism

**Unit 3 Writing for newspapers and Magazine**

Editing techniques, Editing and rewriting,Press releases and news agency copies, Language styles,Hard news and inverted pyramid structure of news, 5W1H,Importance of headlines,Types of Headlines, type of leads , News format  
News leads, Feature writing, Human interest stories, travelogues, film reviews , book reviews, Writing for magazines, contemporary styles , Long form Journalism , Editorial, columns , Op-ed page and Middle , special articles, weekend pullouts, supplements

**Unit 4 Writing for Television and Radio news**

Audio-Visual medium basics, Broadcast news writing fundamentals, Characteristics of Radio and Television News ,News gathering ,Broadcast style writing ,Scripts writing for radio and TV news, Storyboards.

**Evaluation Pattern:**

Internal assessment : 50 Marks

End-Semester : 50 Marks

## **Suggested Reading**

News Reporting And Editing. (n.d.). India: Sterling Publishers Private Limited.

Craig, R., Scanlan, C. (2014). News Writing and Reporting: The Complete Guide for Today's Journalist. United Kingdom: Oxford University Press.

Barnas, F. (2017). Broadcast News Writing, Reporting, and Producing. United States: Taylor & Francis.

Filak, V. F. (2021). Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age. United States: SAGE Publications.

Moen, D. R. (2019). News Reporting & Writing. United States: Bedford/St. Martin's/Macmillan Learning.

Scott, F., Dear, J. (2014). The Responsible Journalist: An Introduction to News Reporting and Writing. United Kingdom: Oxford University Press.

Beat Reporting and Editing: Journalism in the Digital Age. (2022). India: SAGE Publishing.

News: Reporting and Writing. (n.d.). India: Pearson Education.

**Department of Communication  
BA Digital Communication**

**Semester –II (March - July 2023)**

**Course Title:** Digital Literacy (Domain Specific)

**Course Code:** DC 105

**Course Instructor:** Prof. T. T. Sreekumar

**Credits:** 04

**Course Description:**

This course exposes the students to the digital world, beyond technology and technological skills. UNICEF says that “digital literacy is important to be both safe and empowered in an increasingly digital world. This encompasses their play, participation, socializing, searching, and learning through digital technologies”. Technological advances in the digital world have created a parallel universe, where we are exposed to things from simple graphic arts to complex artificial intelligence (AI) which has allowed for the creation of a metaverse and a chat GPT. While these technological competencies are expected today, soft skills like communication and problem-solving are equally important. Moreover, very little has been done to educate the youth to navigate this parallel universe. A comprehensive understanding of the socio-political implications, and the psychological outcomes are necessary to empower the youth to traverse with ease in this complicated world.

This is a domain course for the students of BA Digital Communication but open to all the undergraduate students as a multi-disciplinary course.