THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

Semester II

Course title	**WRITING FOR MEDIA - I**
Category (Mention the appropriate category (a/b/c) in the course description.)	Existing course without changes
Course code	BADC C106
Semester	II
Number of credits	5
Maximum intake	
Day/Time	
Name of the teacher/s	Prof Sujatha Mukiri

Course description (a)	i) The course will provide insights understanding basics of news and gain hands-on experience in news gathering and writing news stories.
	
	ii) Course Objectives
	PO3 To understand basics of news
	PO4 To gain hands- on- experience in news gathering , editing and writing news stories
	PO4 To be able to write a basic news story , features
	PO4 To learn how to meet deadlines
	PO3/4To learn basics of specialised field reporting
	PO3/4 To be able to identify news sources and conduct interviews
	
	iii) Course Outcomes
	    a. The student will be able to identify the types of news stories in print media and gain hands-on experience in collecting information through interviews and field reporting
	c. The student will learn the ways in which news media industry operates in meeting deadlines and cultivating sources.
	    d. *. The student will be able to write stories independently that are relevant for publishing in news papers.*

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: 50 marks End-semester (mode of evaluation): Written Exam 50 marks
Reading list	1. Rabinger, Michael (1998). *Directing the Documentary,* Focal Press 2. Zettl,H.(2006) *Handbook of Television Production*, wadsworth. 3. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.

4. Compesi, Ronald J et.al (1997) *Video field Production and Editing,* Allyn& Bacon
5. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques.* McGraw-Hill

Semester – II

Course title	**INDIAN CULTURE AND SOCIETY**
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	**BADCVA 102**
Semester	II
Number of credits	3
Maximum intake	
Day/Time	
Name of the teacher/s	Prof G Nagamallika
Course description	Overview of the course

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.

Objectives of the course
 PO 7 To provide an understanding of the social environment.
PO 7 To provide an understanding of the multicultural aspects of a society.

PO7 To provide an insight into the linkages between digital environment and society.

Learning outcomes
b) Value addition: The student will develop an understanding of the society and the different functional and other social constructs that operate in society.
d)The student will know how to analyse incidents while covering events in his/her profession. |

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.

Semester II

Course title	DIGITAL MEDIA AND SOCIETY
Category (Mention the appropriate category (a/b/c) in the course description.)	C New course
Course code	**BADCC109**
Semester	II
Number of credits	4
Maximum intake	
Day/Time	
Name of the teacher/s	Dr Rajaram K
Course description	Include the following in the course description

i)   A brief overview of the course
It is envisaged as a Seminar series to serve as a platform for students to be aware of the latest information and gain knowledge on digital technology as it intersects with media and society. The impact of techno-culture in society has several ramifications that need to be understood in a digital world

ii.   Objectives of the course |

	PO 2. To acquire knowledge of emerging digital media technologies and the convergence of media
	PO 6. To critically look at the impact that digital advancements will have on the future of media and communication both in society and professionally.
	PO7. To provide a base for students in future endeavours in research.
	iii. Learning outcomes
	The students will be able to acquire knowledge of emerging digital media technologies.
	b) They will be able to critically engage with the technological endeavors in society and its impact.
Course delivery	Lecture/**Seminar/**Experiential learning
Evaluation scheme	Internal (modes of evaluation):40
	End-semester (mode of evaluation):60
	It will be continuous assessment during the whole semester.
Reading list	Downing, John D H., (ed) The Sage handbook of media studies, 2004, Sage Publication
	Nabi, L Robin, Mary Beth Oliver (eds)The Sage Handbook of media processes and effects.2009, Sage Publication.