

Proposal for Writing for Digital Media

(Under the Department of English, Sree Narayana College for Women, Kollam, affiliated to the University of Kerala)

Proposal Summary

1. Proposed by Sree Narayana College for Women, Kollam
2. Certificate course/ Duration : 6 months
3. Course Name : Writing for Digital Media
4. Proposed date of commencement : Academic year 2020- 2021
5. Proposed Strength : 30
6. No. of Batches : One
7. Eligibility for Admission : ongoing Degree and PG students
8. Method of selection : Interview
9. Course curriculum : Enclosed with the proposal
10. Scheme of Evaluation : Enclosed with the proposal

Background

Sree Narayana College for Women, affiliated to the University of Kerala, was established in 1951 and pursues excellence upholding the teachings of the great social reformer and visionary Sree Narayana Guru. Situated in the heart of Kollam town in Kerala, the college has been consistently showing potential for exceptionally high quality education. Sree Narayana College for Women lays a lot of emphasis on the curricular, co-curricular and extra-curricular development and value based enhancement of the potential of students. It is one of the leading centers of learning in the field of higher education offering various course at the undergraduate and post graduate levels in Kerala. The college has been offering undergraduate and post graduate course in English Language and Literature.

The Department of English has been part of Sree Narayana College for Women since its inception in 1951. Apart from being in charge of teaching English, the Department is active in organizing various seminars, workshops and club activities to build up a rich academic and cultural environment in the college. The Department is equipped with nine teachers.

Need of the Course

The transformations and new demands that are placed on writers and content developers form the lynch pin of this course. Effective communication in journalistic contexts, understanding the increasingly altering tastes of audience and exploring how different media behavior will help for creating better content for digital formats and environments learning how to achieve balance and a careful blend of these features is the primary objective of this course.

Objectives of the Course

- To master the creation of digital content primarily for social media and news based websites.
- To develop content for commercial, organizational and professional applications
- To develop marketing strategies that exploit the possibilities of digital media
- To create digital media presentations online
- To develop students' abilities to write clearly, precisely accurately with energy and voice for specific online audience
- To develop an awareness of unintended consequences of new technology
- To become critical consumers of information
- To become better writers and more analytical thinkers

Placement Initiative

The certificate course Writing for Digital Media would initiate appropriate placement campaign for aspiring students. Creating awareness and interest in relevant organizations will assist in establishing a separate niche for higher level placement of the students. A dedicated placement cell at the Department of English, S. N College for Women, Kollam, will spearhead the placement initiative.

Curriculum Design, Course structure and Detailed syllabus

COURSE TITLE : WRITING FOR DIGITAL MEDIA

Subject : English

Course category : Certificate

Total Credits : 18

Total Teaching hours : 144

Sl. No	Course Title/ Paper	Credit
1	Introduction to New Media	4
2	Technical Writing	4
3	Corporate Communication	4
4	Web Journalism	4
5	Project	2
	Total	18

Detailed syllabus

Paper I

Introduction to New Media

Module 1

Fundamentals of digital or online media-examples of New Media -evolution of New Media-characteristics of New Media- New Media aesthetics- Content- design, color and font – New media ethics- obscenity- privacy- copyright- libel-cyber laws

Module 2

Internet access and Digital divide-current trends and future of digital communication-unintended consequences of New Media – critical consumers of information – transitions and challenges

Paper II : Technical Writing

Module 1

Types of technical writing- blogs- planning and writing a blog- vlogs- writing news for the web- effective technical writing- writing for social media.

Module 2

Process of technical writing – pre-writing, writing, rewriting- language used in technical writing- grammar, style-layout of email and SMS- search engines

Paper III Corporate Communication

Module 1

Significance of corporate communication meaning-definition- scope- effective Business Communication- language used in online corporate communication-proposals and reports- document design-key strategies in writing

Module 2

Business letters- drafting e-mails, online job applications- resume- transactional writing- Digital advertising- language of online advertisement.

Paper IV Web Journalism

Module 1

Overview of online journalism around the world- multimedia journalism-Online reporting- internet television-unique features of news websites-language and style- audience- tailor news gathering- online headlines, lead, blurbs- etiquettes of online journalism

Module 2

Elements of multimedia - news determinants in cyber space-online editing- clarity- layout- style- proof reading –ethics of online journalism -traditions and transitions- plagiarism - newsletters, cover lines, script writing.

Teaching Methodology

- Preparing digital presentations
- Group discussions
- Online editing
- Proof reading exercises
- Technical writing exercises

- Basic grammar rules
- Drafting e-mails
- Collaborative learning

Scheme of Evaluation

The course shall have five papers of 100 marks each including a project.

Each theory paper of 100 marks shall have two components of evaluation

- Continuous evaluation of 20 marks
- Written examination of 80 marks

The final project is of 100 marks

Final score of 500 marks shall be calculated for the continuous evaluation and final examination and grade shall be as per the grading system below.

Grading system

Based on the student's performance in all the five papers, a final letter grade will be awarded at the end of the course. The letter grades and the corresponding grade points are given in the table

Sl. No	Grade	Grade Points	Absolute Marks
1	O (Outstanding)	10	90 and above
2	A+ (Excellent)	9	80-89
3	A (Very good)	8	70-79
4	B+ (Good)	7	60-69
5	B (Above average)	6	50-59
6	C (Average)	5	45-49
7	P (Pass)	4	40-44
8	F (Fail)	0	Less than 40
9	Ab (Absent)	0	

Grade point Average

Grade Point Average (GPA) for the course will be calculated according to the formula

$$\text{GPA} = \frac{\sum (C \cdot G)}{\sum C}$$

A student who earns a minimum of 4 grade points (P grade) in the final exam and continuous evaluation put together in each of the five papers, is declared to have successfully completed the course, subject to security a GPA of 5 for a pass in the course

Paper	Continuous evaluation	Written Examination	Total Marks
Paper 1	20	80	100
Paper 2	20	80	100
Paper 3	20	80	100
Paper 4	20	80	100
Paper 5 (Project)	100 marks		