

Skill Enhancement Course
Semester-III
Media and English Communication

Title of the Course	Media and English Communication
SEC Paper Code	
Semester- III	
Objectives of the Course	<ul style="list-style-type: none"> • Understand the evolution and impact of media on society and literature. • Develop proficiency in various forms of media writing. • Analyze the role of language in media and communication. • Gain practical skills in scriptwriting, journalism, and digital content creation. • Explore career opportunities in media-related fields.
Learning Outcomes of the Course	<ul style="list-style-type: none"> • The students will learn about media communication and develop media communication skills • The students will acquire written and oral communication skills for better communication in the virtual world • Students will be effective communicators and gain confidence to face interviews. • Student will learn Media Ethics.
Course Content	
Module: I Introduction to Mass Communication	<ul style="list-style-type: none"> a. Definition and scope of mass communication. b. Evolution of media: Print, Radio, Television, and Digital platforms. c. The role of media in globalization and cultural exchange.
Module: II Advertisement and Public Relations	<ul style="list-style-type: none"> a. Types of advertisements: Print, Broadcast, and Digital. b. Advertising ethics and regulations. c. Crafting effective advertisements and storyboards. d. Public Relations strategies and media relations.
Module: III Media Writing and Journalism	<ul style="list-style-type: none"> a. News writing: Structure, style, and ethics. b. Writing for electronic media: TV and Radio scripts. c. Editorial writing and opinion pieces. d. Editing for print and online media.
Module: IV Digital Media and Social Media	<ul style="list-style-type: none"> a. Overview of digital media platforms: Blogs, Vlogs, Websites, Social Networks. b. The impact of social media on communication and society. c. Cyber media: Online journalism and citizen reporting. d. Ethics and challenges in digital communication.
Suggestive Readings	<ol style="list-style-type: none"> 1. "Journalism in India" by Rangaswami Parthasarathy – A comprehensive history of Indian journalism. 2. "Writing for the Media" by U.L. Burhan – Practical guide on media writing techniques. 3. "Media and Communication Skills" by S.V. Parasher – Textbook

	<p>covering various aspects of media communication.</p> <p>4. "Introduction to Mass Communication" by Keval J. Kumar – Foundational text on mass communication principles.</p>
Method of Assessment, Measurement & Evaluation	<p>The assessment would consist of two parts:</p> <ol style="list-style-type: none"> 1. 10 marks for internal which would be divided into class attendance (4 Marks) and class performance (6 marks) 2. 40 marks would be allotted for one presentation/Assignment
Method of Internship, Apprenticeship, Project, Community Engagement	Not Applicable