

FOUR-YEAR UNDER GRADUATE PROGRAMME (FYUGP)
BA ENGLISH LANGUAGE AND LITERATURE HONOURS MINOR
BASKET 1: ENGLISH FOR CONTENT CREATION

Programme	ENGLISH LANGUAGE AND LITERATURE HONOURS				
Course Code	ENG2MN101				
Course Title	TRAVEL NARRATIVES FOR PRINT AND DIGITAL MEDIA				
Type of Course	MINOR				
Semester	2				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic communication skills with emphasis on written communication.				
Course Summary	This course is designed to equip learners with the basic techniques and skills in travel content creation. Through the modules, the learner will understand the prerequisites and skills to produce compelling travel literature and content for the media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level	Knowledge Category	Evaluation Tools Used
CO1	Implement communication proficiency by crafting engaging travel narratives across diverse platforms, integrating advanced language skills and cross-cultural awareness	Ap	P	Assignment, Seminar
CO2	Develop social responsibility by advocating for sustainable tourism practices in travel content creation	C	P	Assignment, Project
CO3	Demonstrate digital proficiency to create compelling travel content for web platforms, utilizing SEO techniques, scripting vlogs, and producing podcasts to reach diverse audiences.	Ap	C	Project, Assignment Group Discussion
CO4	Develop imaginative prowess through creative expression in travel storytelling using different media to convey unique perspectives and experiences.	C	P	Assignment, Exam
CO5	Analyse and interpret literary and cultural texts within travel writing, discerning underlying themes and values.	An	P	Assignment, Project & Presentation

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I	Travel Narratives: An Introduction		12	18
	1	Realms of travel content- features of travel content in newspapers, magazines, books, guidebooks, travel brochures, newsletters, itineraries, promotional literature, blogging and vlogging	7	
	2	History of Sancharam Part 01 by Santhosh George Kulangara (YouTube Video) https://youtu.be/BA6xFbuKNkE?si=cyho_stJO1hhwBVf	2	
	3	“How a stopover at Tokyo Airport changed my life” by Pico Iyer (Newspaper article) https://www.theguardian.com/travel/2020/may/16/pico-iyer-how-stopover-at-tokyo-airport-japan-changed-my-life	2	
	4	Kerala Tourism Newsletter, Issue: 365 January, 2024 (Newsletter) https://www.keralatourism.org/kerala-article/2024/ayiramthengu-kollam/1370	1	
		<p>Activities</p> <ol style="list-style-type: none"> 1. Compare the travel content from newspapers and magazines, vlogs and blogs focusing on the use of language in print and the web. 2. Group Activity– students create a sample itinerary for a chosen destination, focusing on engaging descriptions and practical information. 3. Assess the features of a guidebook for a chosen destination and how it differs based on the target audience. 		

II	Travel Writing for Print and Digital Media		16	24
	4	Finding Your Story- The right subject, travel trends, your voice, professional niche (food, sustainability, lifestyle etc), repurposing (creation of different publishable articles as possible from one trip)	4	
	5	Developing your story -on-trip research, note-taking, interviewing, finding your focus	4	
	6	Writing a structured article, use of dialogues, characters, anecdotes, details, accuracy, avoiding cliches, word count	6	
	7	Rewriting and self-editing, copyright, photo release, electronic rights, responsible and ethical travel practices	2	
	Suggested Activities: <ol style="list-style-type: none"> 1. Visit a local site to hone your narrative skills and apply techniques learned in pre-trip and on-trip research (finding focus, note-taking, interviewing, and writing) 2. Conduct mock interviews with locals or experts to practise effective interviewing techniques and gather insights for your travel narratives. 3. Engage in a content repurposing exercise with the learners to generate maximum travel narratives from one trip. 			
III	Web Publishing and Online Media Production		12	18
	8	Vlogging- narration, length of the content, writing attractive captions for images, script writing, subtitling, and SEO	3	
	9	“The Legacy of Living Root Bridges of Meghalaya” by Neelima Vallangi (Blogpost) https://travelwithneelima.blogspot.com/2015/12/living-root-bridges-meghalaya.html	6	
	10	“A Traditional Onam Experience” National Geographic India, YouTube https://youtu.be/ELY7mjQLwEM?si=8XqIo9MUjDgHGJVV	1	
	11	Content Making - podcasts, travel website, and blog	2	

		Suggested Activities: <ol style="list-style-type: none"> 1. Create a blog on a historically relevant place in your locality. 2. Plan the theme and script of a travel podcast. 3. Create content for a travel website of your choice 		
IV	Travel Narratives: Career Prospects		8	10
	12	Career prospects - Freelance writing, travel columnist, sustainable tourism advocate, travel influencing (content collaborations, destination marketing, event and festival promotion), social media managers for travel brands/ agencies, travel journalist/editor	5	
	13	Portfolio Preparation	3	
		Suggested Activities: <ol style="list-style-type: none"> 1. Create a portfolio incorporating the travel content created across a variety of platforms. 2. Analyse the prospects of creating content on crowd-sourced sustainable travel. 3. Create a travel brochure 		
V	OPEN ENDED		12	

Note: The course is divided into five modules, with four having total 13 fixed units and one open-ended module with a variable number of units. There are total 48 transaction hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 13 units from the fixed modules.

Suggested Reading:

1. "The Sound of Travelers: Analysing Online Travel Podcasts Interest Communities" by Leonor Lima & Maria João Antunes Part of the Communications in Computer and Information Science book series (CCIS, volume 1655)
2. *The Lonely Planet's Guide to Travel Writing* by Don George, published by Lonely Travel Publishers, 2010 ebook
3. *The Cambridge History of Travel Writing* edited by Nandini Das and Tim Youngs published by Cambridge University Press, 2019
4. <https://www.nation>
5. algeographic.com/travel/article/the-new-world-of-travel-writing
6. Travel Writing and Global Change: TedTalk by Lavinia Spalding at TEDxParkCity https://youtu.be/_CNulcWfi-0?si=C87xfxBb36o2uhb6

7. Part 1 of *The Lonely Planet's Guide to Travel Writing* by Don George. Lonely Planet Publications, 2010 (e-book)
8. Part II of *The Lonely Planet's Guide to Travel Writing* by Don George, Lonely Travel Publishers, 2010(e-book)
9. <https://egyankosh.ac.in/bitstream/123456789/13661/1/Unit-14.pdf>
10. Jonathan Raban changed travel writing forever | The Spectator
11. <https://egyankosh.ac.in/bitstream/123456789/13661/1/Unit-14.pdf>
12. www.writtenroad.com
13. www.thetravelwriterslife.com
14. www.freelancetravelwriter.com
15. https://youtu.be/N-DN34Zdvo8?si=QVyc_z1chOzuZBd
16. <https://www.nomadicmatt.com/travel-blogs/my-current-list-of-favorite-blogs/>
17. https://link.springer.com/chapter/10.1007/978-3-031-19682-9_49
18. <https://thetraveldiariespodcast.com/>
19. <https://open.spotify.com/show/3AwRGIPRytKa9Txnz1cGBK>
20. <https://www.lonelyplanet.com/>
21. “How to Make Travel Videos for Beginners” by Pascal Basel
<https://youtu.be/QYA7Jy8Z0lA?feature=shared>
22. “Shoot CINEMATIC travel videos on your Smartphone” by Content Creators
<https://youtu.be/owLFKbRbvN8?si=G4IT6B-fjHDqbHYJ>

Mapping of Cos with PSOs and POs:

	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6	PO1	PO2	PO 3	PO 4	PO 5	PO 6	PO7
C O 1	3	-	-	2	3	-	2	3	-	1	-	-	-
C O 2	-	1	-	-	3	-	-	-	-	-	-	3	2
C O 3	-	1	3	-	-	-	3	-	-	-	-	-	-
C O 4	-	-	-	3	3	-	3	-	-	3	-	1	-
C O5	1	-	-	2	3	-	2	2	-	2	-	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment (10%)
- Project/Seminar (10%)
- Midterm Exam (10%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Assignment	Seminar	Internal Evaluation	Project Evaluation	End Semester Examination
CO 1	✓	✓	✓		✓
CO 2	✓		✓	✓	✓
CO 3	✓			✓	✓
CO 4	✓				✓
CO 5	✓			✓	✓