

FOUR-YEAR UNDER GRADUATE PROGRAMME (FYUGP)

BA ENGLISH LANGUAGE AND LITERATURE HONOURS

MINOR

BASKET 2: ENGLISH AT WORKSPACE

Programme	BA ENGLISH LANGUAGE AND LITERATURE HONOURS				
Course Code	ENG2MN102				
Course Title	PROFESSIONAL SKILLS IN MEDIA PRESENTATION				
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 giving emphasis to spoken communication.				
Course Summary	The course is designed to enhance the professional competency of the learners by improving their presentation skills. The course covers a range of topics, including news anchoring, reading, virtual presentations, and business presentations, providing a comprehensive understanding of effective communication in English.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify practical techniques to master public speaking successfully.	R	C	Presentations
CO2	Understand different types and modes of presentations and their varied requirements in each field.	U	F	Assignments and presentations
CO3	Discuss different components of presentations in each area.	Ap	P	Seminar Presentation Presentation with peers
CO4	Use verbal and non- verbal skills that are required for presentation	Ap	M	Group assignments and brainstorming sessions
CO5	Develop presentations to engage and captivate the audience using technology and digital tools	Cre	M	Mock 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	INTRODUCTION TO PUBLIC SPEAKING IN DIGITAL ERA		14	22
	1	Synchronous and Asynchronous Public Speaking	2	
	2	Overcoming nervousness and adapting to changes in social media platforms.	2	
	3	The benefits of Persuasive Speaking for social media influencers and aspirants	2	
	4	Captivating audiences with delivery techniques, mastering the art of vocal projection and modulation	2	
	5	Digital public speaking, exploring Virtual Reality and Augmented Reality in presentations.	3	
	6	Building a personal brand through public speaking	3	
		Suggested Activities: <ol style="list-style-type: none">1. Use AR apps on smartphones or tablets and they will create presentations with overlays of additional information (e.g., graphs, images) to enhance their delivery and engage the audience.2. Participate in a VR platform where they present to a simulated audience that reacts in real-time. This helps them practise adapting to audience cues and feedback.3. Participate in a TED-Ed Club and deliver a persuasive talk on a topic of your choice. They can use the TED-Ed platform to create and share their talks with a global audience.		

II	NEWS READING, ANCHORING SKILLS AND TECHNIQUES		13	19
	7	News Anchor versus News Reader	2	
	8	Anchoring from an Outdoor Location-Sports Anchoring Business Anchoring-Entertainment Anchoring- Lifestyle Anchoring-Weather Anchoring	2	
	9	Deciphering Fake from Fact	1	
	10	Conducting Phonos, OBs, and Interviews	2	
	11	Panel Discussions and Talk Shows	1	
	12	Reading a Teleprompter and voice modulation	2	
	13	Preparing for a Career in Anchoring	2	
	14	Preparing anchoring scripts	1	
		<p>Suggested Activities:</p> <ol style="list-style-type: none"> 1. Record yourself reading the anchor links of five news stories with the smartphone. Analyse the performance for tone, pace, and clarity, then practise and re-record to improve. 2. Use AI-powered tools that analyse anchoring performances and provide real-time feedback on aspects like tone, pacing, and body language. For instance, certain media offer AI-powered tools that can analyse video content, including anchoring performances and emotion recognition technology that can analyse facial expressions and provide insights into the emotional impact of an anchoring performance. 3. Record a short news segment script and practice voice modulation to convey different emotions and tones (e.g., serious, empathetic, enthusiastic). 		

III	ESSENTIAL SKILLS FOR RADIO AND PODCAST PRESENTATION		11	17
	15	Introduction to Radio and Podcast Presentation- Engaging the audience through voice	3	
	16	Voice Modulation and Tone-Pitch and Volume, Pace and Rhythm, Clarity and Pronunciation	3	
	17	Engagement Techniques – Story telling, Audience Interaction, Imagery and Description; Script writing- Structure, Conversational Tone, Brevity	2	
	18	Technical Skills and Content Preparation	2	
	19	Time Management and Adaptability	1	
	Suggested Activities: <ol style="list-style-type: none"> 1. Record a podcast on any topic and analyse the tone variation. 2. Draft a script for a radio programme/ drama and peer review the drafted script. 3. Conduct mock interviews with your peer group and draft the audio as a radio/ podcast interview. 			

IV	EFFECTIVE PRACTICES FOR VIRTUAL PRESENTATIONS IN MEDIA		10	12
	20	Challenges of virtual presentations: Information overload, screen fatigue, and lack of emotional connection	02	
	21	Crafting an engaging language: Use of compelling openings, short sentences, engaging audience, inclusive language, and avoiding jargons	03	
	22	Necessary etiquettes and the use of Vocal and Visual Elements in Virtual Presentation for Media	03	
	23	Use of Web and AI tools in virtual presentations for Media Platforms: Presentation Creation Tools, Interactive Engagement Tools, Virtual Background Tools and Visual Engagement Tools	02	
		<p>Suggested Activities:</p> <ol style="list-style-type: none"> 1. Make a virtual team presentation on a desired topic. Constructive feedback is given on the use of language, clarity, structure, audience engagement and the use of visual aids 2. Prepare an integrated presentations using virtual platforms, web tools and storytelling techniques for any media platform. 3. Create a Personal Brand for advertisement using virtual platform and present it in your classroom 		
V	OPEN-ENDED		12	

Note: The course is divided into five modules, with four having a total of 23 fixed units and one open-ended module with a variable number of units. There are a total of 48 instructional hours for the fixed modules and 12 hours for the open-ended module. 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 23 units from the fixed modules.

Suggested Reading:

1. Budhale, Prajeet. *The Golden Book of Business Presentation Skills*. Bloomsbury, 2021.
2. Coughter, Peter. *The Art of the Pitch: Persuasion and Presentation Skills that Win Business*. Palgrave Macmillan, 2012.
3. Lightheart, Andrew (2016) *Presentation Now: Prepare a Perfect Presentation in Less than Three Hours*. Pearson, 2016
4. Ofoegbu, Nnenna. (2024) *Talk Like TED: Public Speaking Secrets Revealed - The Art of Persuasive Speaking: Public Speaking Secrets for Social Media Influencers and Coaches*
5. Robert T. and Cindy Malone, (2004), *Broadcast journalism handbook: A Television news survival guide*, Lanham, Rowman and Littlefield
6. Kalra, R. (2012), *The ABC of News Anchoring*, Noida, Pearson education India

Reardon N. (2006), On Camera: how to report anchor and interview, London, Focal Press.

7. Bird, Malcolm. *The Complete Guide to Business and Sales Presentation*. Quarto, 1990

8. The Official Ted Guide: https://www.youtube.com/watch?v=HN0hkfD6c_c

9. AI-powered soft skills training in virtual reality (VR) :<https://virtualspeech.com/>

10. Practise Public Speaking using VR

<https://youtu.be/volEftVfLh>

11. Anchoring Script samples:

<https://testbook.com/articles/news-anchoring-script>

12. Tips for improving reporting skills

<https://www.wikihow.com/Read-and-Speak-Like-a-TV-News-Reporter>

<https://www.decklinks.com/sales-tips/top-10-virtual-presentation-tricks-and-tips-that-will-make-you-shine/>

Mapping of COs with PSOs and POs:

	PS O1	PS O2	PS O3	PSO 4	PS O5	PS O6	PO1	PO2	PO3	PO4	PO5	PO 6	PO 7
CO 1	2	-	-	-	2	-	2	1	1	-	-	-	-
CO 2	-	-	-	2	3	-	3	2	2	1	1	-	-
CO 3	3	-	-	1	3	-	1	1	3	1	-	-	-
CO 4	2	-	-	2	2	-	3	3	2	2	-	-	-
CO 5	3	-	-	3	2	-	2	2	1	3	1	-	2

Correlation Levels:

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

Assessment Rubrics:

- Assignment/ Discussion / Seminar
- Midterm Exam
- Presentation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Presentation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2		✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓