FOUR-YEAR UNDER GRADUATE PROGRAMME (CU-FYUGP)

BA ENGLISH LANGUAGE AND LITERATURE HONOURS

MINOR

BASKET 2: ENGLISH AT WORKSPACE

Programme	**ENGLISH LANGUAGE AND LITERATURE HONOURS**				
Course Code	**ENG1MN102**				
Course Title	**THE LANGUAGE OF DIGITAL SPACE: ENGLISH AND NEW MEDIA**				
Type of Course	**MINOR**				
Semester	1				
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 and technological knowledge				
Course Summary	The course is designed for the new age generation, allowing students to use popular media platforms and create collaborative spaces with empathy and social responsibility. It is an analytical syllabus, enriched by student participation and exploring digital media content as cultural texts for analysis.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the relevance of online communication platforms and its intervention in human lives.	U	F	Discussions Classroom Instruction
CO2	Develop creative and engaging content for new media platforms using modern digital tools.	Ap	P	Assignments Discussions
CO3	Practice discretion to use digital platforms with empathy and social responsibility.	Ap	M	Experience Sharing Discussions
CO4	Understand the relationship between economy, society and new media to explore the students to explore entrepreneurial and employment opportunities	U	C	Discussions Presentations
CO5	Enhance creative and analytical skills for content creation in various employment scenarios.	Ap	P	Assignments

* - 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		**NEW AGE DIGITAL SPACES**	13	19
	1	Brief outline of the shift from unidirectional media to dynamic and interactive media	2	
	2	Overview of relevant media platforms -target users-content creation- digital interactions	3	
	3	An introduction and discussion on the types of content on social media, Online News Portals, Blogs, and Audio Visual Content Sharing Platforms	3	
	4	Transformation from traditional literary text to digital literature	3	
	5	Digital literature and Contemporary Media	2	
		Suggested Activities: 1. Tool Sharing: Learners are grouped and asked to work on various innovative tools they are familiar with which aid in content creation and analytics for various platforms. They present the tools before the class and explain its use, effectiveness etc. 2. Presentations and discussions are done on the cultural atmosphere that results in different kinds of popular content and the reasons behind their virality. 3. Prepare a podcast episode on trending online content of the time.		
II		**FICTIONAL NARRATIVES IN DIGITAL SPACE**	9	13
	6	Evolution of Digital storytelling- new media tools and platforms for story telling	2	
	7	Introducing Digital Platforms: OTT - (E.g.: Web Series, Animated series etc.) Vlogs-Audio books-podcast Independent Publishing Platforms-Gaming apps	4	
	8	Co-story writing -websites for Collaborative fiction	3	

		Suggested Activities: 1. Analyse popular fiction and creative content online to delineate novel and effective ways of storytelling and present an assignment 2. Write scripts using interactive media and create stories. 3. Prepare an audiobook or a short film based on a story you have read		
III		**DIGITAL MEDIA AND SOCIAL IMPACT**	**13**	**18**
	9	Impact of digital media in socio political and cultural arena	**2**	
	10	Role of social media and celebrity culture	**2**	
	11	Ethical online etiquette- the use of offensive language and issues of online abuse.	**2**	
	12	Privacy and security in the online space	**2**	
	13	Social media activism- media influence- opinion formation- manufacturing consent	**3**	
	14	The concept of Digital Detox- taking control of the human-media relationship	**2**	
		Suggested Activities: 1. Group discussion -any election campaigns you saw on digital platforms 2. Prepare a write up on any social media influencer you follow giving emphasis on the reason why you do so 3. Identify cyber security laws implemented in India and list it out		

IV		NEW MEDIA AND ITS COMMERCIAL DIMENSIONS	13	20
	15.	Production and consumption in new media- democratisation of media content- shift from passive media consumption to active use and participation-Crowd Sourcing-Linkages-Corporate Sites	4	
	16	Brief introduction to the business model of social media-How users and audiences are commodified -Conflict between Media industry and users-Piracy/Copyright issues-Virality-Monetizing content	3	
	17	Media for Branding and Market Research-Building a personal brand-Practical Strategies to build a strong brand on social media	3	
	18	Use of Digital media in workspace-Content creation and monetization, social media promotions, campaigns, and advertising. How digital media can be effectively used in workspace Opportunities for employment - content creators, social Media Managers-Content Marketing Experts	3	
		Suggested Activities: 1. Organise a discussion on the difference between tools that are ethically permissible and non-ethical. 2. Use the insights from the discussion to put together a creative or critical piece in written or multimedia format and present it before the class. 3. Identify creative methods and apply it to produce content suitable for the platform of their preference.		
V		**OPEN ENDED**	12	

Note: The course is divided into five modules, with four having total 18 fixed units and one open-ended module with a variable number of units. There is total 48 instructional 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 18 units from the fixed modules.

Suggested Reading:

1. *New Media: An Introduction* by Terry Flew, Oxford, 2022 Edition (only Chapter 1- "Introduction to New Media" to be discussed)
2. *Creator Culture: An Introduction* to *Global Social Media Entertainment* by Stuart Cunningham, New York University Press, 2021 Edition (only the introduction part to be discussed)
3. *Social Media and Society* by Quihao Ji, Routledge, 2024 Edition, Part 1, Unit1 (What is Social Media?)
4. *Pragmatics Online* by Kate Scott, Routledge, 2022
5. *The New News* by Joan Van Tassel, Routledge, 2020
6. *The New Digital Storytelling: Creating Narratives with New Media* by Bryan Alexander Praeger,2011.
7. *Digital Story Telling: A Creator's Guide to Interactive Entertainment*, by Carolyn Handler Miller, Routledge, 2017
8. *Language, Creativity and Humour* Online by Camilla Vasquez, Routledge, 2019
9. *Social Media Communication: Concepts, Practices, Data, Law and Ethics* by Jeremy Harris Lipschultz, Routledge, 2024 Edition (Only the Unit on Social Media Ethics needs to be discussed)
10. Basics of Online Safety by Google Guidebooks: https://guidebooks.google.com/online-security/understand-online-security/online-security-basics?hl=en (at least 2 linked articles in this guidebook can be briefly discussed).
11. Article on Digital Detox: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8862700/
12. *Digital Etiquette* by Victoria Turk, Ebury Press, 2019
13. *Understanding Media,* London by Eugenia Siapera Sage publications,2018.
14. Political economy, power and new media & Society, 6(1), 96–105. R Mansell, 2004, New Media
15. In the Social Factory? Immaterial labour, precariousness and cultural work. Theory, Culture & Society, 25(7–8), 1–30 by Gill, R. and Pratt, A.2008
16. *Influencer: Building Your Personal Brand in the Age of Social Media* by Brittany Hennessy. London: Kensington;2018.
17. *Everybody Writes* by Ann Wiley Handley,2014.
18. *Confident Digital Content* by Adam Waters Kogan Page.2018.

Mapping of COs with PSOs and Pos and Correlation:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	-	2	3	-	-	2	-	-	3	-	1	-
CO 2	-	-	-	3	2	-	3	2	1	3	-	-	1
CO 3	-	-	3	2	-	-	1	1	-	2	-	2	-
CO 4	-	2	3	-	1	-	2	-	-	2	-	1	3
CO 5	-	-	3	-	3	2	2	1	-	3	-	-	2

Corelation level:

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

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar

- Presentation
- Midterm Exam
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

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