

Programme	BA HINDI LANGUAGE AND LITERATURE HONOURS				
Course Title	E- Hindi				
Type of Course	MINOR (FUNCTIONAL HINDI II)				
Semester	I				
	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Awareness in Hindi Language and its peculiarities.				
Course Summary	Developing proficiency in Hindi language skills relevant to different contexts.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Hindi in the digital world could include proficiency in using Hindi in various digital platforms such as social media websites and digital communication tools.	An	P	Created exams
CO2	Students will learn to create digital content in Hindi.	Ap	P	Assignment
CO3	Understand digital marketing strategies in Hindi speaking contexts and navigate the nuances of language use in the online world.	U	C	Seminar Presentation
CO4	Gain skills in digital story telling multimedia production and the use of Hindi in software localisation and digital media campaigns.	Ap	P	Assignment/ Quiz
CO5	Understanding Hindi terminology related Hindi terminology related to electronics and technology and possibly even programming in Hindi.	U	C	Created exams/Seminar
CO6	Proficiency in using digital operation tools and platform to create and distribute content in Hindi.	Ap	P	Viva Voce
* - 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. (48+12 = 60)	Marks (70)
I	Hindi in the Digital world		14	20
	1	Introduction to the Digital World	2	
	2	Information Technology and Hindi Language	2	
	3	Significance of Digital world and Mass communication	2	
	4	Globalisation and Electronic Communication	2	
	5	Globalisation and Mass Communication	2	
	6	Types of Mass Media--- Traditional. Modern	1	
	7	Audio and Visual Medium	1	
	8	Social Media and Journalism	2	
II	E-Hindi		13	15
	9	Introduction to E Hindi	2	
	10	E- Learning	2	
	11	E- Governance	3	
	12	Typing Softwares	2	
	13	Online Keyboards	1	
	14	Websites	1	
	15	Apps	1	
	16	Scope and importance of E Hindi	1	
III	Creating Digital Content in Hindi		12	20
	17	Techniques for Creating Content in Hindi	2	
	18	Blog	2	
	19	Digital Marketing	2	
	20	WordPress	2	
	21	Video content, YouTube, Educational Content	2	

	22	Challenges in Digital Content creation	2	
IV	Digital Publishing in Hindi		9	15
	23	Digital Era	2	
	24	E- Journalism	2	
	25	E-books	1	
	26	Online Magazines	1	
	27	Email	1	
	28	Usage of Artificial Intelligence	2	
V	Suggested Topic/ Open End		12	
		Hindi Typing Machine learning Class Radio E – Journals Students Blog Students Journal The topic Suggested by the concerned faculty with prior permission from UGBOS Hindi.		

Prescribed Text

Commercial Hindi (E- Hindi and Banking Hindi), Dr. Sindhu.S.L, Dr.Prathibha. P.K, Dr. Meera.P.I, (Ed), Vani Prakashan, New Delhi.

Reference Books:

1. Janasanchar Aur Pathrakaritha – Dr. Poornima.R (Vaniprakashan, Dariyaganch, New Delhi 110002)
2. Vyavasayik Sampreshan – Dr. Anoopchandru , Pu. Bhayani (Rajpaal, Delhi 110006)
3. Hindi Pathrakaritha Ka Ithihas -Jagadeesh Prasad Chaturvedi
4. Pathrakaritha – Jo Mene Dekha , Jana, Samjha – Sanjay Kumar Singh
5. Janasanchar Aur Rachanathmak Lekhan – Dr. Alok Ranjan Pandey and Harshith Raj Sreevasthav
6. Media Lekhan Evam Janasanchar – Kailash Pusthak Sadan, Bhopal

Mapping of COs with PSOs and POs:

Board of Studies in Hindi (UG), University of Calicut

CUFYUGP 2024

BA Hindi Language and Literature Honours

	PSO 1	PS O2	PS O3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
C O 1	1	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	1
C O 2	-	2	-	-	-	-	-	-	3	-	1	2	-	-	-	-	-
C O 3	-	-	-	3	-	-	-	-	2	-	-	-	2	-	-	3	-
C O 4	-	-	-	-	2	-	-	2	3	-	-	-	2	1	-	-	-
C O 5	1	-	-	-	-	-	-	3	3	-	-	-	3	2	-	-	-
C O 6	-	-	-	-	3	-	-	2	-	-	-	-	2	3	-	-	-

Correlation Levels:

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

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation/Seminar	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓			✓