

University of Gour Banga
Buniadpur Mahavidyalaya
Department of English
Semester I- ENGMJ SEC-1
(3credits)
Total Marks: 50
(LH:80+10=90Hrs; 10 for
Tutorial)

Title of the Course: Soft Skill Enhancement and Business Communication

Course Outcome:

Enhancing soft skills and business communication can significantly boost professional effectiveness, relationship-building, and career growth. Here's a breakdown of some key areas and strategies to develop these essential skills. Upon successful completion of the Soft Skill and Business Communication course, students will be able to:

- Demonstrate Effective Verbal and Non-Verbal Communication
- Apply Active Listening Techniques in Professional Interactions
- Exhibit Strong Written Communication Skills
- Manage Conflict and Negotiate Solutions
- Present Confidently to Groups

Programme Outcome:

By achieving these outcomes, participants should leave the programme with a competitive edge in their careers. They will be equipped not only with the skills to communicate effectively but also with the self-awareness and adaptability necessary for thriving in dynamic and diverse professional settings. This will ultimately enhance their employability, career advancement, and the ability to contribute positively to their organizations.

Module 1: Introduction to Business Communication (LH: 25)

Essentials of Business Communication: Definition of Communication, Principles of Communication, Communication models and processes, Seven Cs of effective communication, Types of communication (Verbal, Non-Verbal, etc.), Channel and Media, Effective Listening, Audience Analysis.

Module 2: Minutes and Meetings (LH: 20)

Writing Agenda, Minutes of Meeting, Memo Writing, and Notice Writing

Module 3: E-Correspondence (LH: 20)

E-Correspondence (Responding to official e-mails)

Business Letters, Good News & Bad News Letters, Sales Letters, Writing Applications

Module 4: Emotional Intelligence (LH: 15)

Emotional Intelligence, Time Management, Preparation of Resume

Evaluation Instruction and Marks distribution

- a) Project based on Module 1,2 and 3 (20 marks)
- b) Making a Resume (5 marks)
- c) Group Discussion (15 marks)
- d) Class Performance and Attendance (5marks)
- e) Viva (5marks)

Recommended Reading List:

1. *The Essence of Effective Communications* by F.Ladlow and R.Panton, Prentice Hall,1995
2. Basic Business Communication Skills for Empowering the Internet Generation by M.E.Flatley and R.V.Lesikar, Tata McGraw Hill Education, 2008
3. Contemporary Business Communication by Scot Ober,5th ed, Dreamtech Press,2004
4. Business Communication by R.C. Bhatia,2nd ed, Ane Books Pvt Ltd,2009
5. *Writing Meeting Minutes and Agendas; Taking Notes of Meetings, Sample Minutesand Agendas, Ideas for Formats and Templates: Minute Taking Training* by Heather Baker, Universe of Learning Ltd, 2010.
6. *Elite Communication Skill for Young Professionals* by Ty Hoesgen, Advance Growth Institute, INC, June 2022.

University of Gour Banga

Buniadpur Mahavidyalaya

Department of English Semester II- ENMJ SEC-2 (3 credits)

Total Marks: 50

LH (80+10=90Hrs; 10 for Tutorial)

Title of the Course: Journalism and Media Writing

Course Outcome:

The outcomes for a Journalism and Media Writing course are designed to equip students with essential skills in writing, reporting, and ethical journalism. These outcomes ensure that students are prepared to create clear, accurate, and engaging content across various media platforms. Upon

successful completion of the Journalism and Media Writing course, students will be able to:

Demonstrate Proficiency in News Writing and Reporting

Apply Media Ethics and Legal Standards

Conduct Effective Interviews and

Investigations Adapt Writing for Various

Media Platforms

Analyze and Critique Media Content

Utilize Research and Fact-Checking

Skills

Produce Engaging Feature and Long-Form Journalism

Programme Outcome:

The Journalism and Media Writing programme aims to produce graduates who are skilled in storytelling, ethical reporting, and digital media adaptation. By the end of the programme, students will be ready to enter diverse media roles with a strong foundation in writing, research, and multimedia communication. They will also be equipped with the basics of Media ethics and implement ethical principles in journalism, including fairness, objectivity, and transparency. Recognize and respect legal issues such as copyright, defamation, and privacy, ensuring compliance in all media work. This program aims to cultivate journalists who are not only skilled writers but also conscientious media professionals who understand their role in shaping society's understanding of current events and issues.

Module 1: Writing for Media (LH: 20)

Introduction to Print Media, broadcast media, Sports media, the new media.

Module 2: Journalistic Reporting (LH: 20)

Journalistic Report writing, Journalistic photography, Media for children

Module 3: Advertisement and Propaganda (LH: 25)

Introduction to Advertisement, Writing Advertisement, Censorship, Advertisement and Propaganda.

Module 4: (LH: 15)

Introduction to Editorial Column, Writing Editorial.

Evaluation Instruction and Marks distribution

- a) Project based on Module 1,2 and 3 (20 marks)
- b) Making an Advertisement Video (5 marks)
- c) Newsletter on Children media (15 marks)
- d) Class Performance and Attendance (5marks)
- e) Viva (5marks)

Recommended Reading list

Kovach, Bill, and Tom Rosenstiel. *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. 3rd ed., Crown, 2014.

Zinsser, William. *On Writing Well: The Classic Guide to Writing Nonfiction*. 30th anniversary ed., Harper Perennial, 2006.

The Associated Press Stylebook and Briefing on Media Law. 55th ed., Associated Press, 2020.

Cappon, René J. *The Associated Press Guide to News Writing*. 2nd ed., Peterson's, 2000.

Ogilvy, David. *Ogilvy on Advertising*. Crown, 1985.

Kleppner, Otto, and J. Thomas Russell. *Kleppner's Advertising Procedure*. 18th ed., Pearson, 2010.

Pricken, Mario. *Creative Advertising: An Introduction*. Thames & Hudson, 2008.

University of Gour Banga
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Department of English Semester III- ENMJ SEC-3 (3 credits)

Total Marks: 50

LH (80+10=90Hrs; Tutorial: 10)

Title of the Course: Digital Media and Artificial Intelligence

Course Outcome:

A course on Digital Media and Artificial Intelligence aims to equip students with knowledge and skills at the intersection of media and AI technologies. Students learn how AI is transforming media

content creation, distribution, personalization, and audience engagement. By the end of the course, students should understand the technical, ethical, and strategic implications of AI in digital media. Upon successful completion of the Digital Media and Artificial Intelligence course, students will be able to:

- (i) Explain the Role of AI in Transforming Digital Media Utilize AI Tools for Media Content Creation and Curation
- (ii) Analyze and Apply AI for Marketing and Audience Targeting Understand and Implement Data-Driven Content Strategy Evaluate Ethical and Legal Implications of AI in Media Adapt Digital Media Content for AI-Driven Platforms

Programme Outcome:

Graduates of the Digital Media and AI program will be equipped with a comprehensive skill set that spans technical proficiency, creative problem-solving, data-driven decision-making, and ethical responsibility. They will be prepared to contribute to the growing intersection of AI and digital media, addressing real-world challenges, driving innovation, and shaping the future of how media is created, consumed, and experienced across the globe.

Module 1: Writing for Media (LH: 20)

Introduction to Digital Media, Cultural and social impact of Digital Media, Ethical consideration in Digital Media, Digital Media and Audience.

Module 2: Digital Media Production (LH: 20)

Blogging and Content Creation, Story board, Photography and Image editing, Video production and editing.

Module 3: Artificial Intelligence (LH: 20)

Generative AI and content creation, Using ChatGPT, Jenni Ai, Meta Ai.

Module 4: Digital Media Tools (LH: 20)

Snapseed, Adobe, Canva, Google photos and Google Drive.

Evaluation Instruction and Marks distribution

- a) Project based on Module 1,2 and 3 (20 marks)
- b) Making a Digital Profile and content creation (5 marks)
- c) Video editing and Blogging (15 marks)
- d) Presentation (5marks)
- e) Viva (5marks)

Recommended Reading List

1. Athique, A. (2013). *Digital Media and Society: An Introduction*. John Wiley & Sons.
2. Buckingham, D. (2007). *Youth, Identity, and Digital Media* (p. 216). The MIT Press.
3. Dewdney, A., & Ride, P. (2006). *The Digital Media Handbook*. Routledge.
4. Feldman, T. (2003). *An Introduction to Digital Media*. Routledge.
5. Lindgren, S. (2017). *Digital Media and Society*. Sage.
6. Balbi, G., & Magaudda, P. (2018). *A History of Digital Media: An Intermedia and Global Perspective*. Routledge.
7. *The Digital Media Handbook* (2014) by Andrew Dewdney & Peter Ride published by Atlantic Publishers & Distributor