CURRICULUM PLANNER

Introducing GE Language 3

DIGITAL COMMUNICATION - I

DETAILS

NAME OF THE TEACHER

Ms. Gurpreet Kaur Saini (Section 1)
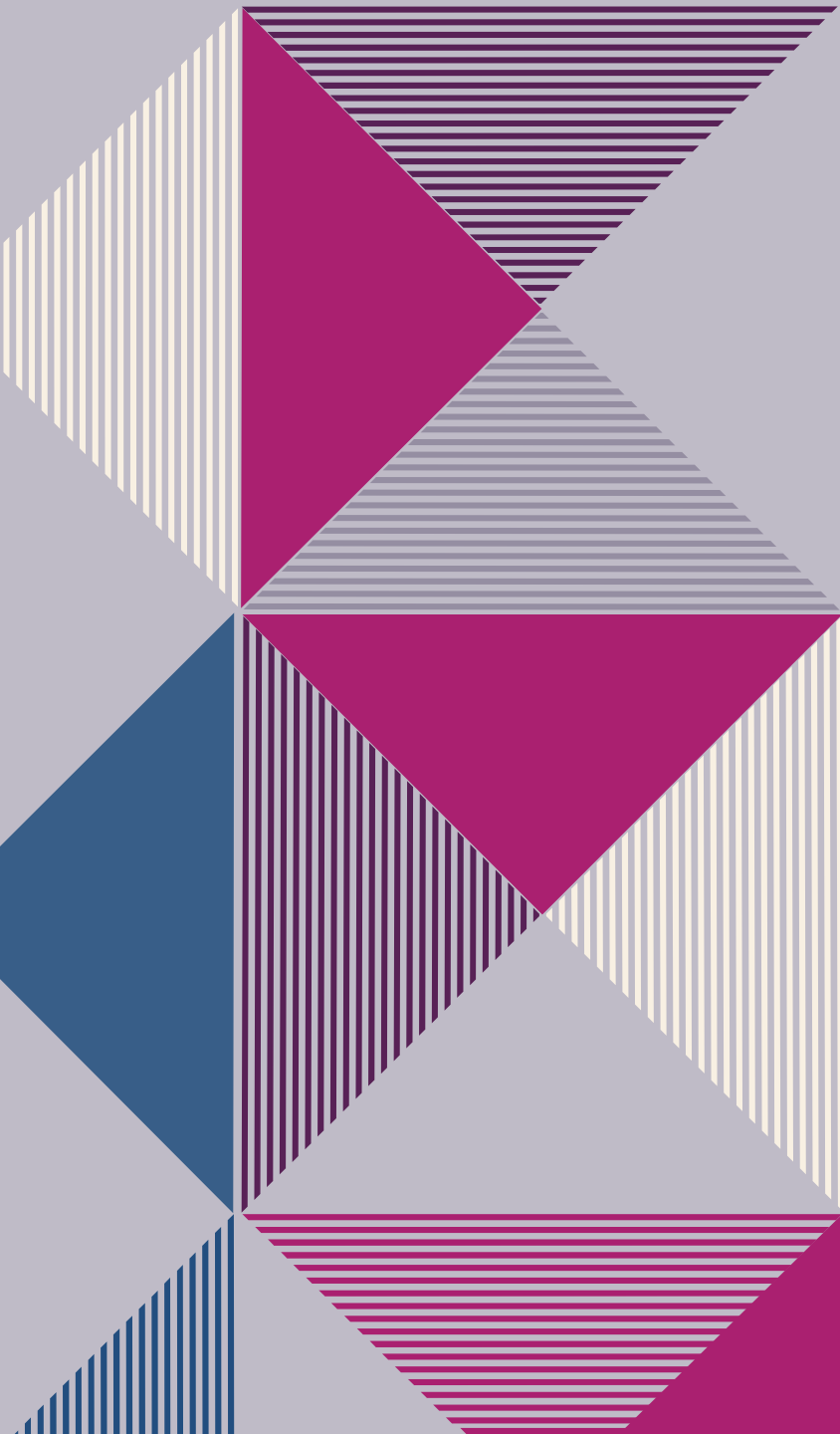
Ms. Nidhi Sharma (Section 2)

PAPER NUMBER

GE Language 3

PAPER TITLE

Digital Communications - I

MARKS CONTINUOUS ASSESSMENT (CA): ATTENDANCE (5) + TEST/ DISCUSSION (35) = 40 INTERNAL ASSESSMENT (IA): ATTENDANCE (6) + ASSIGNMENT (12) + CLASS TEST (12) = 30 FINAL EXAMINATION: 90 MARKS TOTAL = 160

CONTACT HOURS (L+T)
3+1 PER WEEK (3 LECTURE CLASSES +1 TUTORIAL)

COURSE OUTCOMES

❖ This course is for students who intend to understand and learn globally emerging forms of digital communication in English and effectively communicate in their everyday contexts be it in social or professional situations.

❖ The course aims to hone skills for online communication and provide interpersonal skills required in the digital world.

❖ The course will help students effectively present themselves in personal and professional capacities using online mediums.

COURSE CONTENT

UNIT I: Constructing a Self

1. Creating a personal/professional profile for social media. (Facebook, LinkedIn etc.)

2. Striking up formal, informal conversations (register, tone, vocabulary)

3. Social Media etiquette

UNIT II: Expressing the Self

1. Blogs, Facebook posts (expressing likes and dislikes)

2. Formal and informal correspondence (emails, making announcements on social groups: expressing/ declining interests, making requests, sharing information).

3. Acknowledging and negotiating opinions

UNIT III: Expressing Visually

1. Introducing oneself in a vlog (how to create a narrative: biography, autobiography)

2. Striking a rapport/connecting with viewers/audience (colloquial language, discourse markers)

3. Moderating content (integrating narrative with visuals/images

FACILITATING THE ACHIEVEMENT OF COURSE LEARNING OUTCOMES

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
1	Understanding Concepts	Interactive discussions in small groups in Tutorial classes	Reading material together in small groups, initiating discussion topics, participation in discussions
2	Expressing concepts through writing	How to think critically and write with clarity	Writing essay length assignments
3	Demonstrating conceptual and textual understanding in tests and exams	Discussing exam questions and answering techniques	Class tests

ACADEMIC CALENDAR

Dates	Activity
16 August 2023	Commencement of Classes 16 Weeks of teaching 48 lectures + 16 Tutorial Classes
6th December 2023 – 12th December 2023	Preparatory Break
13th December 2023	Examinations
1st January 2024	Semester Break

LESSON PLAN (6-10 LECTURES)

Background Topics Introducing Digital Communications

- Introduction to communication- origin, definition, need for communication.
- Characteristics and purpose of communication.
- Discussion on the communication process.
- Functions of communication.
- Importance of communication.
- Media of communication – oral communication, written communication, non-verbal communication.
- Types of communication – Personal, social, business communication.
- Digital communication characteristics. Introducing several platforms for digital communication.
- Effective communication.

LESSON PLAN (10-12 LECTURES)

Unit 1

- Relevance of creating a social media profile in contemporary times.
- Steps for creating sensible profile across platforms.
- Construction of profiles according to personal demands or professional requirements.
- Keeping language up to date and suiting the trends of the times.
- Working on choice of words, tone and mannerisms specific to one's position.
- Importance of social media etiquettes.
- Must follow social media etiquettes and its benefits.

LESSON PLAN (10-12 LECTURES)

Unit 2

- Meaning of blog writing and its significance in expressing one's thoughts.
- Purpose of creating blogs- educating others and expression of thoughts freely, building online presence, promoting businesses, creating brand awareness, creating awareness about varied issues, to consider a few.
- Steps to create a successful blog.
- Key techniques that should be followed while addressing people through digital modes.
- Focus on formal and informal form of communications.
- Email writing and its purposes.
- How to manage one's expression of thoughts – acceptance or denial publicly.
- The art of making successful negotiations.

LESSON PLAN (12-14 LECTURES)

Unit 3

- What is a vlog?
- The importance of writing vlog scripts.
- Writing types – Descriptive, Narrative, Expository, Argumentative writing.
- Creation of narratives – biographical and autobiographical elements.
- Etiquettes to be followed while using any social media platforms.
- Steps to create a successful vlog.
- Meaning of effective communication and tips for establishing such communications.
- Significance of incorporation of visual elements while creating any kind of content.
- Moderation of content according to the changing requirements.

THANK YOU