

**BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)**  
**6<sup>TH</sup> SEMESTER**  
**DISCIPLINE SPECIFIC ELECTIVE-4A (DSE-4A)**  
**(OPTION-I)**

**MCH620D2A: NARRATIVE JOURNALISM**

**CREDITS: THEORY: 4; PRACTICAL: 2**  
**MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30**  
**MINIMUM MARKS: THEORY: 24; PRACTICAL: 12**

***Objectives/Expected Learning Objectives:***

- *How to tell a story in an impressive and creative way is the main objective of the subject.*

**THEORY (4 CREDITS: 60 HOURS)**

**Unit I (15 HOURS)**

- Introduction to Narrative Journalism
- History and form of creative non-fiction
- Ideation and Research, Immersion Journalism
- Conducting interviews

**Unit II (15 HOURS)**

- Crafting Scenes, Painting Word Pictures
- Scene and Summary
- Imagery, Metaphor and Theme
- Setting and Symbol

**Unit III (15 HOURS)**

- Building Convincing Characters
- Character and Complication, Characterization and Description
- Revealing character through Dialogue and Action
- Character and Voice

**Unit IV (15 HOURS)**

- Structure: Putting Scenes together into coherent structure
- Narrative Hook, Literary Devices, Point of View
- Ethical considerations of Literary Journalism
- Critical study of award winning narrative pieces

**PRACTICALS (2 CREDITS: 60 HOURS)    MAXIMUM MARKS: 30 MINIMUM MARKS 12**

**Practicals: Based on Theory Course**

***SUGGESTED READINGS:***

- ✓ Bloom, Stephen G. Inside the Writer's Mind: Writing Narrative Journalism. Ames: Iowa State University Press.
- ✓ Hart, Jack. The Complete Guide to Writing Narrative Nonfiction. University of Chicago Press.

**BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)**  
**6<sup>TH</sup> SEMESTER**  
**DISCIPLINE SPECIFIC ELECTIVE-4B (DSE-4B)**  
**(OPTION-II)**

**MCH620D2B: COMMUNICATION SKILLS**

**CREDITS: THEORY: 4; PRACTICAL: 2**  
**MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30**  
**MINIMUM MARKS: THEORY: 24; PRACTICAL: 12**

***Objectives/Expected Learning Objectives:***

- *To instil knowledge and fundamentals of communication in the students, and hone.*

**THEORY (4 CREDITS: 60 HOURS)**

**Unit I (15 HOURS)**

- Listening and its importance; Listening vs Hearing
- Components of Listening: Hearing, Attending, Understanding
- Barriers to proper listening; Tips for effective listening

**Unit II (15 HOURS)**

- Importance of Reading, Effective Reading
- Types of Reading: skimming, scanning, reading for information, pleasure
- Techniques of Reading: SQ3R Reading Strategy

**Unit III (15 HOURS)**

- Various forms of Writing- Essays, Short Stories, Poetry
- Kinds of Sentences, Parts of Sentence, Parts of Speech
- Report writing, Letter/email writing, Cover letter, Resume writing

**Unit IV (15 HOURS)**

- Public Speaking process and types
- Factors that affect public speaking, Knowing your audience
- Body Language, Voice Modulation
- Presentation Plan, Visual Aids

**PRACTICALS (2 CREDITS: 60 HOURS)      MAXIMUM MARKS: 30 MINIMUM MARKS 12**

**Practicals: Based on Theory Course**

***SUGGESTED READINGS:***

- ✓ Basic Communication Skills by P Kiranmai Dutt and Geetha Rajeevan
- ✓ 'Messages: The Communication Skills Book' by Matthew McKay et al
- ✓ Interplay: The Process of Interpersonal Communication by Ronald Adler et al