

## GENERIC ELECTIVES LANGUAGE-6 (GE Language 6) Digital Communication-II

No. of hours- 60(Theory- 45 hrs.+Tutorials-15 hrs.)

### Credit distribution, Eligibility and Pre-requisites of the Course

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course
		Lecture	Tutorial	Practical/ Practice		
GE Language 6- Digital Communication-II	4	3	1	0	Passed Class XII	NIL

### Learning Objectives

The Learning Objectives of this course are as follows:

- To hone skills for online communication and provide interpersonal skills required in the digital world.
- To effectively present themselves in personal and professional capacities using online mediums.

### Learning outcomes

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able 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.

### SYLLABUS OF GE LANGUAGE 6-

#### UNIT – I (15 weeks-1 hour/week)

##### UNIT I: Curating Persona

1. Maintaining profiles (continuity: coherence, cohesion)
2. Innovating content (introducing new ideas, opinions, and facts: style and correctness)

3. Content writing (briefs, press releases, podcast scripts: concise, cohesion, coherence, clarity)

### **UNIT – II (15 weeks-1 hour/week)**

**UNIT II:** Making Institutional Profiles and networks

1. Writing about the institution (describing and assessing)

2. Building networks (compare, contrast, synthesize)

3. Updating Blogs and Vlogs (discourse markers)

### **UNIT – III (15 weeks-1 hour/week)**

**UNIT III:** Online Interactions and Diversity

1. Etiquettes for online interactions (chats, meetings, video conferences).

2. Ethics towards inclusive and integrated participation (addressing gender, ethnicity, special abilities)

3. Drawing boundaries in communication (obscenities, hostility, addressing disrespectful comments and feedback: changing register and tone of communication)

**Practical component (if any) - NIL**

**Essential/recommended readings-** as listed in the units

**Suggestive readings- NIL**