

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Mass Media	
UG First Year Programme	
Semester II	
Title of Paper	Credits 2
Communication in Digital Age	2
From the Academic Year	2024-2025

COMMUNICATION IN DIGITAL AGE

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Communication in Digital Age aims to equip students with the skills and knowledge needed to navigate and effectively communicate in a rapidly evolving digital landscape.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. To study the basics of communication in digital era 2. To explore the growth of digital communication platforms and its impact on communication 3. To outline the role of digital communication in framing online identity and relationships 4. To study diverse digital platforms and their contribution in formulating effective communication strategies for virtual collaborations 5. To acquire digital literacy skills in order to evaluate, interpret and create digital content	
8	Course Outcomes: (List some of the course outcomes) 1. Learners will develop proficiency in using a variety of digital communication tools and platforms to effectively convey messages and engage with audiences. 2. Learners will be able to analyze digital communication trends and implement effective strategies to achieve specific communication goals. 3. Learners will realize the ethical and legal considerations associated with digital communication, ensuring responsible and compliant practices.	

9	Modules:- Per credit One module can be created
	Module 1: COMMUNICATION IN DIGITAL AGE
	1. Introduction 2. Impact of Digitalization on society, culture and communication 3. Digital Communication channels and multimedia communication tools 4. Influence of Digital media on interpersonal communication
	Module 2: INFORMATION MANAGEMENT
	1. Usage of online resources for research, personal development, career advancements 2. Importance of tools for information management like Search engine, Bookmarks, cloud storage, more 3. Digital footprint
	Module 3: INTERPERSONAL COMMUNICATION IN THE DIGITAL WORLD
	1. Self-presentation in online communities and online identity 2. Dynamics of interpersonal communication and conflict resolution 3. Understanding nonverbal communication cues in digital communication 4. Norms for polite and respectful communication on digital media
10	Module 4: COMMUNICATION IN DIGITAL WORKPLACE
	1. Establishing effective communication in virtual office spaces 2. Role of digital communication in leadership and management practices 3. Techniques to facilitate virtual meetings, collaborations and employee engagement 4. Digital interface for crisis communication 5. Using digital channels of communication for brand building
10	Text Books: 1. Rheingold, Howard. (2014). Net Smart: How to Thrive Online. 2. Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. 3. Boyd, Danah. (2014). It's Complicated: The Social Lives of Networked Teens. 4. Turkle, Sherry. (2011). Alone Together: Why We Expect More from Technology and Less from Each Other. 5. Castells, Manuel. (2009). Communication Power

11	Reference Books: 1. Rheingold, Howard. (2014). Net Smart: How to Thrive Online. 2. Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. 3. Boyd, Danah. (2014). It's Complicated: The Social Lives of Networked Teens. 4. Turkle, Sherry. (2011). Alone Together: Why We Expect More from Technology and Less from Each Other. 5. Castells, Manuel. (2009). Communication Power																
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination															
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. ORAL & PRACTICAL PRESENTATIONS 2. PROJECTS / ASSIGNMENTS 3. DEBATES /GROUP DISCUSSION 4. OPEN BOOK TESTS 5. QUIZ															
14	Format of Question Paper: for the final examination Question.1 is compulsory. Attempt any 1 from Q2. And Q3. Each question carries 15 Marks <table><tr><th>Question No</th><th>Questions</th><th>Marks</th></tr><tr><td>Q 1</td><td>Practical/ Case study</td><td>15</td></tr><tr><td>Q 2</td><td>Practical/ Theory</td><td>15</td></tr><tr><td>Q 3</td><td>Practical/ Theory</td><td>15</td></tr><tr><td></td><td>TOTAL</td><td>30</td></tr></table> Note: 1. Equal Weightage is to be given to all the modules. 2. Internal option shall be given in Q1. 3. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two. 4. Use of simple calculator is allowed in the examination. 5. Wherever possible more importance is to be given to the practical problems.		Question No	Questions	Marks	Q 1	Practical/ Case study	15	Q 2	Practical/ Theory	15	Q 3	Practical/ Theory	15		TOTAL	30
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Q 1	Practical/ Case study	15															
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	TOTAL	30															

Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Mala Lalwani
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities