SES's L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)

Syllabus of Introduction to Blogging under NEP 2020 vertical (SEC) with effect from 2024-25

DEPARTMENT OF / BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION

HoD / Sr. Person of the Department: Ms. KAVITA MAKHIJA

Date of approval by the BoS: 26th APRIL 2024

APPROVED by the Academic Council: 29th APRIL 2024

Ratified by the Governing Body: 6th May 2024

Programme: Bachelor of Arts in Multimedia and Mass Communication				Semester : II		
Course : Introduction to Blogging				Code: UGBAMMCIISEC224		
Academic Year: 2024-2025 Batch: 2024-2027						
Teaching Scheme			Evaluation Scheme			
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)	
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks	

Learning Objectives :	• To understand the fundamental principles of blogging and its importance • To gain insights on creating and managing successful blogs
Learning Outcomes :	• Learners will be able to outline the concept, types and importance of blogging • Learners will be able to demonstrate proficiency in creating customized blogs and its content to suit its target audience
Pedagogy:	• Lecture • Presentation • Screenings • Group Discussion

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures

I	**Text and Photo Blogging:**
	 • Introduction to Blogging
	    o Blogging concepts, styles and platforms
	    o Types of blogs and key elements
	 • Micro-Blogging
	    o Platforms like Twitter, X, Quora, Reddit
	    o Crafting effective micro-blog posts
	 • Photo Blogging
	    o Platforms like Instagram, Pinterest, Tumblr etc.
	    o Creating visually appealing content and narratives
	 • Blogging Strategies
	    o Content planning and SEO basics
	    o Monetization and audience engagement
		• Lecture
		 • Presentation
		 • Screenings
			15

II	**Podcasting:** • 1. Introduction to Podcasting o Podcast formats and growth	• Lecture • Presentation	15

		o Planning and scripting episodes	• Screenings	
		• 2. Podcast Creation	• Group Discussion	
		o Recording techniques and editing		
		o Publishing and distribution		
		• 3. Audio Visual Podcasting		
		o Video podcasting essentials		
		o Creating engaging visual content		
		• 4. Podcasting Strategies		
		o Audience building and monetization.		
		o Performance analysis and collaborations		

REFERENCE BOOKS

1. Handley, A., & Chapman, C. C. (2012). *Content rules: How to create killer blogs, podcasts, videos, ebooks, webinars (and more) that engage customers and ignite your business* (Vol. 13). John Wiley & Sons.
2. Huffington, A. (2008). *The Huffington Post complete guide to blogging*. Simon and Schuster.
3. Lovink, G. (2013). *Zero comments: Blogging and critical Internet culture*. Routledge.
4. Rowse, D., & Garrett, C. (2012). *ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income*. John Wiley & Sons.
5. Clarke, A. (2017). *SEO 2018:! b Learn Search Engine Optimization with Smart Internet Marketing Strategies*. Simple Effectiveness Publishing.
6. Handley, A. (2014). *Everybody writes: your go-to guide to creating ridiculously good content*. John Wiley & Sons.

Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	TOTAL	**20**

Term End Examinations (TEE)
Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question **OR**	12
	B. Full Length Theory Question	
3	Short Notes (3 out of 4)	12
	TOTAL	30