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

Syllabus of Introduction to Vlogging under NEP 2020 vertical (OE) 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:FYBFM				Semester : I	
Course : Introduction to Vlogging Academic Year: 2024-2025 Batch: 2024-2027				Code: UGBFMIOE324	
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 outline the fundamentals of vlogging • To illustrate the skills of storytelling and content creation in order to create engaging vlogs • To determine the technical skills and equipment required to build an audience				
Learning Outcomes :	• Learners will be able to plan, create and produce engaging vlog content on the topic of their interest • Learners will be able to generate creative and engaging vlog content through different narratives • Learners will be able to identify the components of successful vlogs through niche selection and audience retention				
Pedagogy:	• Lecture • Brainstorming for ideas • Brain mapping activities • Script writing • Hands on practice • Editing				

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	Introduction to Vlogging: • What is vlogging? • Key elements, Niche segmentation and target audience • Vlogging equipment and technical skills • Trending vloggers, their style and content	• Lecture • AV Presentation	15
II	Content creation and storytelling: • Content planning and ideation • Scripting, storytelling and filming styles • Understanding algorithms • Viewers engagement, Social media marketing and collaborations • Content Monetization and growth	• Ideation and brain mapping • Hands on activities	15

REFERENCE BOOKS

1. Kim, D. (2017). Vlog as a branding tool: How to build a brand with a video blog in social media.
2. Schmittauer, A. (2017). *Vlog Like a Boss: How to Kill it Online with Video Blogging*. Author Academy Elite.
3. Figgis, M. (2014). *Digital Film-making Revised Edition*. Faber & Faber.
4. Aran, O., Biel, J. I., & Gatica-Perez, D. (2013). Broadcasting oneself: Visual discovery of vlogging styles. *IEEE Transactions on multimedia*, *16*(1), 201-215.
5. NURHAJATI, D. (2018). Creating Vlog As The Learning Outcome To Teach Speaking. *BICOLE Proceeding 2018*, 1-7.
6. Budi, P. Teenager's Preferences, Creations and Participation in Vlogging Activities.

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