

|                |   |                  |                   |                    |             |
|----------------|---|------------------|-------------------|--------------------|-------------|
| Programme      | <b>BA HINDI LANGUAGE AND LITERATURE HONOURS</b>                                 |                  |                   |                    |             |
| Course Title   | <b>E- Hindi</b>   |                  |                   |                    |             |
| Type of Course | <b>MINOR (FUNCTIONAL HINDI II)</b>  |                  |                   |                    |             |
| Semester       | <b>I</b>  |                  |                   |                    |             |
|                | 100-199   |                  |                   |                    |             |
| Course Details | Credit  | Lecture per week | Tutorial per week | Practical per week | Total Hours |
|                | 4   | 4                | -                 | -                  | 60          |
| Pre-requisites | Awareness in Hindi Language and its peculiarities.                              |                  |                   |                    |             |
| Course Summary | Developing proficiency in Hindi language skills relevant to different contexts. |                  |                   |                    |             |

**Course Outcomes (CO):**

| CO  | CO Statement  | Cognitive Level* | Knowledge Category# | Evaluation Tools used |
|---|---|------------------|---------------------|-----------------------|
| CO1   | Hindi in the digital world could include proficiency in using Hindi in various digital platforms such as social media websites and digital communication tools. | An               | P                   | Created exams         |
| CO2   | Students will learn to create digital content in Hindi.   | Ap               | P                   | Assignment            |
| CO3   | Understand digital marketing strategies in Hindi speaking contexts and navigate the nuances of language use in the online world.                                | U                | C                   | Seminar Presentation  |
| CO4   | Gain skills in digital story telling multimedia production and the use of Hindi in software localisation and digital media campaigns.                           | Ap               | P                   | Assignment/ Quiz      |
| CO5   | Understanding Hindi terminology related Hindi terminology related to electronics and technology and possibly even programming in Hindi.                         | U                | C                   | Created exams/Seminar |
| CO6   | Proficiency in using digital operation tools and platform to create and distribute content in Hindi.  | Ap               | P                   | Viva Voce             |
| * - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)<br># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)<br>Metacognitive Knowledge (M) |   |                  |                     |                       |

**Detailed Syllabus:**

| Module     | Unit                                     | Content  | Hrs.<br>(48+12<br>= 60) | Marks<br>(70) |
|------------|--|--|-------------------------|---------------|
| <b>I</b>   | <b>Hindi in the Digital world</b>        |  | <b>14</b>               | <b>20</b>     |
|            | 1  | Introduction to the Digital World                    | 2                       |               |
|            | 2  | Information Technology and Hindi Language            | 2                       |               |
|            | 3  | Significance of Digital world and Mass communication | 2                       |               |
|            | 4  | Globalisation and Electronic Communication           | 2                       |               |
|            | 5  | Globalisation and Mass Communication                 | 2                       |               |
|            | 6  | Types of Mass Media--- Traditional. Modern           | 1                       |               |
|            | 7  | Audio and Visual Medium                              | 1                       |               |
|            | 8  | Social Media and Journalism                          | 2                       |               |
| <b>II</b>  | <b>E-Hindi</b>                           |  | <b>13</b>               | <b>15</b>     |
|            | 9  | Introduction to E Hindi                              | 2                       |               |
|            | 10                                       | E- Learning  | 2                       |               |
|            | 11                                       | E- Governance  | 3                       |               |
|            | 12                                       | Typing Softwares                                     | 2                       |               |
|            | 13                                       | Online Keyboards                                     | 1                       |               |
|            | 14                                       | Websites   | 1                       |               |
|            | 15                                       | Apps   | 1                       |               |
|            | 16                                       | Scope and importance of E Hindi                      | 1                       |               |
| <b>III</b> | <b>Creating Digital Content in Hindi</b> |  | <b>12</b>               | <b>20</b>     |
|            | 17                                       | Techniques for Creating Content in Hindi             | 2                       |               |
|            | 18                                       | Blog   | 2                       |               |
|            | 19                                       | Digital Marketing                                    | 2                       |               |
|            | 20                                       | WordPress  | 2                       |               |
|            | 21                                       | Video content, YouTube, Educational Content          | 2                       |               |
|            | 22                                       | Challenges in Digital Content creation               | 2                       |               |

| IV | Digital Publishing in Hindi |  | 9  | 15 |
|----|-----------------------------|--|----|----|
|    | 23                          | Digital Era  | 2  |    |
|    | 24                          | E- Journalism  | 2  |    |
|    | 25                          | E-books  | 1  |    |
|    | 26                          | Online Magazines   | 1  |    |
|    | 27                          | Email  | 1  |    |
|    | 28                          | Usage of Artificial Intelligence   | 2  |    |
| V  | Suggested Topic/ Open End   |  | 12 |    |
|    |                             | Hindi Typing<br>Machine learning<br>Class Radio<br>E – Journals<br>Students Blog<br>Students Journal<br><br>The topic Suggested by the concerned faculty with prior permission from UGBOS Hindi. |    |    |

### Prescribed Text

**E- Hindi, Dr. Sindhu.S.L, Dr. P.K .Prathibha., Dr. Meera.P.I, (Ed), Vani Prakashan, New Delhi.**

### Reference Books:

1. Janasanchar Aur Pathrakaritha – Dr. Poornima.R (Vaniprakashan, Dariyaganch, New Delhi 110002)
2. Vyavasayik Sampreshan – Dr. Anoopchandru , Pu. Bhayani (Rajpaal, Delhi 110006)
3. Hindi Pathrakaritha Ka Ithihas -Jagadeesh Prasad Chaturvedi
4. Pathrakaritha – Jo Mene Dekha , Jana, Samjha – Sanjay Kumar Singh
5. Janasanchar Aur Rachanathmak Lekhan – Dr. Alok Ranjan Pandey and Harshith Raj Sreevasthav
6. Media Lekhan Evam Janasanchar – Kailash Pusthak Sadan, Bhopal

**Mapping of COs with PSOs and POs:**

|       | PSO 1 | PS O2 | PS O3 | PSO 4 | PSO 5 | PSO 6 | PSO 7 | PSO 8 | PSO 9 | PSO 10 | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|------|------|------|------|------|------|------|
| C O 1 | 1     | -     | -     | -     | -     | -     | -     | 2     | -     | -      | 2    | -    | -    | -    | -    | -    | 1    |
| C O 2 | -     | 2     | -     | -     | -     | -     | -     | -     | 3     | -      | 1    | 2    | -    | -    | -    | -    | -    |
| C O 3 | -     | -     | -     | 3     | -     | -     | -     | -     | 2     | -      | -    | -    | 2    | -    | -    | 3    | -    |
| C O 4 | -     | -     | -     | -     | 2     | -     | -     | 2     | 3     | -      | -    | -    | 2    | 1    | -    | -    | -    |
| C O 5 | 1     | -     | -     | -     | -     | -     | -     | 3     | 3     | -      | -    | -    | 3    | 2    | -    | -    | -    |
| C O 6 | -     | -     | -     | -     | 3     | -     | -     | 2     | -     | -      | -    | -    | 2    | 3    | -    | -    | -    |

**Correlation Levels:**

| Level | Correlation        |
|-------|--------------------|
| -     | Nil                |
| 1     | Slightly / Low     |
| 2     | Moderate / Medium  |
| 3     | Substantial / High |

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

**Mapping of COs to Assessment Rubrics:**

|      | Internal Exam | Assignment | Project Evaluation/Seminar | End Semester Examinations |
|------|---------------|------------|----------------------------|---------------------------|
| CO 1 | ✓             |            |                            | ✓                         |
| CO 2 | ✓             |            |                            | ✓                         |
| CO 3 | ✓             |            | ✓                          | ✓                         |
| CO 4 |               | ✓          |                            | ✓                         |
| CO 5 | ✓             | ✓          | ✓                          | ✓                         |
| CO 6 | ✓             |            |                            | ✓                         |