

	MAHATMA GANDHI UNIVERSITY Kottayam, Kerala Undergraduate Programmes (HONOURS) 2026 Admission Onwards
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SYLLABUS				
SIGNATURE COURSE				
Name of the College	Marthoma College for Women, Perumbavoor			
Faculty/ Discipline	English			
Programme	BA (Hons) English			
Course Coordinator	Minu Susan Koshy			
Contributors	Dr. Minu Susan Koshy,Preethi Sara Joseph, Chaithanya Elsa Achankunju, Dr.Sangeetha Rachel Koruth, Roshin T. Roy			
Course Name	Introduction to Publishing and Digital Culture			
Type of Course	DSE			
Specialization title	Digital Publishing Studies			
Course Code	MG3DSEENGA00			
Course Level	200			
Course Summary	A foundation course introducing students to the field of publishing studies, enabling them to understand the structure and functions of the publishing industry, with emphasis on digital media, publishing platforms and ethical responsibilities involved in publishing.			
Semester	3	Credits		4
Course Details	Learning Approach		Lecture	Practical/Lab-P
	Credits		3	1
Pre-requisites, if any	Total Hours		75	

Course Outcomes (CO)

Number of COs		4	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand the structure and functions of the publishing industry	U	PO1, PO7, PO9
2	Analyze the impact of digital culture on reading and literary practices	An	PO1, PO2, PO3, PO9
3	Identify major digital publishing platforms and models	U	PO3, PO9, PO10
4	Recognize ethical responsibilities in publishing and digital content dissemination	An	PO2, PO6, PO8

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	-	-	-	-	-	2	-	3	-
CO 2	3	2	3	-	-	-	-	-	2	-
CO 3	-	-	2	-	-	-	-	-	2	1
CO 4	-	2	-	-	-	3	-	3	-	-

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1		Publishing: An Overview		
	1.1	History of publishing - manuscript traditions - print culture - digital transition	5	["1"]
	1.2	Types of publishing - trade - academic - educational - media publishing - professional roles	6	["1"]
	1.3	Practicum - Identification of publishing sectors - role mapping - short written note	7	["1"]
2		Digital Culture and Reading Practices		
	2.1	Digital culture - media environments - technological mediation - reading interfaces	5	["2"]
	2.2	Reader behaviour - print versus digital reading - attention - literary consumption patterns	6	["2"]
	2.3	Practicum- Observation of digital reading platforms - reader practices - brief report	7	["2"]
3		Digital Publishing Platforms		
	3.1	Digital publishing models - online platforms - websites - blogs - digital magazines	6	["3"]
	3.2	Self-publishing - open-access models - institutional publishing - academic repositories	6	["3"]
	3.3	Practicum-Review of a digital publishing platform - features - access - documentation	8	["3"]
4		Ethics and Responsibility in Publishing		
	4.1	Ethics in publishing - editorial responsibility - professional standards - accountability	5	["4"]
	4.2	Plagiarism - copyright awareness - misinformation - credibility in digital spaces	6	["4"]
	4.3	Practicum - Discussion of ethical cases	8	["4"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lecture, Practicum, Group Activities, Case Studies, Exploring blogs, websites and digital publishing platforms, Reviewing online magazines and e-publishing interfaces. Simple content creation and upload to websites
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Theory
	A. Continuous Comprehensive Assessment (CCA) • Theory - 30 Marks Class Test, Assignment, Seminar
	B. End Semester Evaluation (ESE) • Theory - 70 Marks Assessment Methods - Semester-End Examination Duration of Examination - 2.00 Hrs Pattern of examination for Theory - Non-MCQ Different parts of written examination - Part - A , B , C Answer Type: ◦ PART - A ◦ MCQ - (10 out of 10) - $10 \times 1 = 10$ ◦ PART - B ◦ Short answer - (6 out of 9) - $6 \times 5 = 30$ ◦ PART - C ◦ Essays - (2 out of 4) - $2 \times 15 = 30$

References

- Thompson, John B. Books in the Digital Age: The Transformation of Academic and Higher Education Publishing. Polity Press, 2005.
- Feather, John. A History of British Publishing. Routledge, 2006.
- Greco, Albert N., Clara Rodríguez, and Robert M. Wharton. The Culture and Commerce of Publishing in the 21st Century. Stanford University Press, 2007.
- Murray, Simone. The Digital Literary Sphere: Reading, Writing, and Selling Books in the Internet Era. Johns Hopkins University Press, 2018.

Suggested Readings

- Baron, Naomi S. Words Onscreen: The Fate of Reading in a Digital World. Oxford University Press, 2015.
- Striphas, Ted. The Late Age of Print: Everyday Book Culture from Consumerism to Control. Columbia University Press, 2009.
- Darnton, Robert. "What Is the History of Books?" Daedalus, vol. 111, no. 3, 1982, pp. 65-83.
- Weller, Martin. The Digital Scholar: How Technology Is Transforming Scholarly Practice. Bloomsbury, 2011.

Affidavit

- We, Marthoma College for Women, Perumbavoor and Minu Susan Koshy, agree to permit the use of our proposed course syllabus by other faculty members within the same discipline for course delivery at their respective institutions.
- We, Marthoma College for Women, Perumbavoor, agree to appoint a new course coordinator for the proposed Digital Publishing Studies in the event of the unavailability of the currently nominated coordinator. This appointment will ensure the continued coordination of course delivery, assessments, and all related academic responsibilities necessary for the successful implementation of the specialization, for as long as the college offers this programme.
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Programme	BA (Hons) English				
Course Coordinator	Minu Susan Koshy				
Contributors	Dr.Minu Susan Koshy,Preethi Sara Joseph, Chaithanya Elsa Achankunju, Dr. Sangeetha Rachel Koruth, Roshin T. Roy				
Course Name	Digital Writing and Editorial Practices				
Type of Course	DSE				
Specialization title	Digital Publishing Studies				
Course Code	MG4DSEENGA00				
Course Level	200				
Course Summary	The course engages with the nuances of writing for digital platforms and the processes involved in publication. It introduces students to editing and proofreading techniques and the modes in which language must be used in digital communication.				
Semester	4	Credits	4		
Course Details	Learning Approach		Lecture	Practical/Lab-P	Total Hours
	Credits		3	1	75
Pre-requisites, if any					

Course Outcomes (CO)

Number of COs		4	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Apply writing strategies for digital platforms	A	PO1, PO3, PO10
2	Demonstrate basic editing and proofreading skills	A	PO3, PO4, PO10
3	Plan and manage digital content workflows	An	PO1, PO3, PO5
4	Use inclusive and ethical language in digital publishing	A	PO6, PO7, PO8

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	-	3	-	-	-	-	-	-	2

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 2	-	-	3	2	-	-	-	-	-	2
CO 3	3	-	3	-	1	-	-	-	-	-
CO 4	-	-	-	-	-	2	3	3	-	-

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Writing for Digital Media			
	1.1	Digital writing principles - formats - genres - stylistic features - clarity and concision	6	["1"]
	1.2	Audience awareness - content types - platforms - tone - engagement strategies	6	["1"]
	1.3	Practicum- Writing short digital texts - blog - feature - web content	8	["1"]
2	Editing and Proofreading			
	2.1	Copyediting principles - accuracy - clarity - consistency - language refinement	5	["2"]
	2.2	Proofreading techniques - error identification - punctuation - formatting - style awareness	6	["2"]
	2.3	Practicum- Editing and proofreading exercises	8	["2"]
3	Content Planning and Editorial Workflow			
	3.1	Content ideation - planning processes - objectives - thematic organisation	6	["3"]
	3.2	Editorial workflow - collaboration - scheduling - content management - revision cycles	6	["3"]
	3.3	Practicum- Preparation of a simple editorial plan - calendar	7	["3"]
4	Language, Tone, and Inclusivity			
	4.1	Inclusive language - gender sensitivity - non-discriminatory expression - ethical communication	5	["4"]
	4.2	Tone and voice - accessibility - representation - cultural sensitivity - audience respect	5	["4"]
	4.3	Practicum- Revising digital content - clarity - tone - inclusivity	7	["4"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lecture, Practicum, Group activities, Writing Digital Texts (Blogs, Features, Web Content), Editing and Proofreading, Preparing editorial plans and calendars
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Theory
	A. Continuous Comprehensive Assessment (CCA) • Theory - 30 Marks Class Test, Assignment, Seminar
	B. End Semester Evaluation (ESE) • Theory - 70 Marks Assessment Methods - Semester-End Examination Duration of Examination - 2.00 Hrs Pattern of examination for Theory - Non-MCQ Different parts of written examination - Part - A , B , C Answer Type: ◦ PART - A ◦ MCQ - (10 out of 10) - $10 \times 1 = 10$ ◦ PART - B ◦ Short answer - (6 out of 9) - $6 \times 5 = 30$ ◦ PART - C ◦ Essays - (2 out of 4) - $2 \times 15 = 30$

References

- Redish, Janice J. Letting Go of the Words: Writing Web Content That Works. Morgan Kaufmann, 2012. • McGovern, Gerry, Rob Norton, and Catherine McGovern. The Web Content Usability Guidelines. Nielsen Norman Group, 2002. • Einsohn, Amy, and Marilyn Schwartz. The Copyeditor's Handbook. 4th ed., University of California Press, 2019. • Adhikari, R. The Editing Book: A Guide to Editorial Practice. Oxford University Press, 2016.

Suggested Readings

- Clark, Roy Peter. Writing Tools: 55 Essential Strategies for Every Writer. Little, Brown, 2006. • Sword, Helen. Stylish Academic Writing. Harvard University Press, 2012. • Crystal, David. Language and the Internet. 2nd ed., Cambridge University Press, 2006. • Gill, Rosalind. Gender and the Media. Polity Press, 2007.

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Name of the College	Marthoma College for Women, Perumbavoor											
Faculty/ Discipline	English											
Programme	BA (Hons) English											
Course Coordinator	Minu Susan Koshy											
Contributors	Dr. Minu Susan Koshy, Preethi Sara Joseph, Chaithanya Elsa Achankunju, Dr. Sangeetha Rachel Koruth, Roshin T. Roy											
Course Name	Digital Design, E-Publishing and Content Management											
Type of Course	DSE											
Specialization title	Digital Publishing Studies											
Course Code	MG5DSEENGA01											
Course Level	300											
Course Summary	The course introduces students to the visual aspects and designing of matter in digital formats. It also engages with the workflow in the process of digital publishing. Students will be equipped to create pieces for digital platforms with focus on the visual aspects and layout.											
Semester	5	Credits		4								
Course Details	<table><tr><td>Learning Approach</td><td>Lecture</td><td>Practical/Lab-P</td><td>Total Hours</td></tr><tr><td>Credits</td><td>3</td><td>1</td><td>75</td></tr></table>				Learning Approach	Lecture	Practical/Lab-P	Total Hours	Credits	3	1	75
	Learning Approach	Lecture	Practical/Lab-P	Total Hours								
Credits	3	1	75									
Pre-requisites, if any												

Course Outcomes (CO)

Number of COs		4	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Apply principles of visual literacy and layout design	A	PO1, PO3, PO7
2	Use basic digital tools for publishing purposes	C	PO1, PO3, PO10
3	Produce simple digital publications in appropriate formats	C	PO1, PO3, PO4
4	Understand collaborative workflows in digital publishing	U	PO2, PO3, PO5

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CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	1	-	3	-	-	-	2	-	-	-

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 2	2	-	3	-	-	-	-	-	-	2
CO 3	1	-	3	3	-	-	-	-	-	-
CO 4	-	1	3	-	3	-	-	-	-	-

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Visual Literacy and Typography			
	1.1	Visual communication - design principles - layout logic - readability - hierarchy	5	["1"]
	1.2	Typography - fonts - spacing - colour - alignment - visual balance	6	["1"]
	1.3	Practicum- Basic layout preparation - sample digital content	7	["1"]
2	Tools for Digital Publishing			
	2.1	Digital publishing tools - platforms - software environments - tool selection	6	["2"]
	2.2	Content management systems - design tools - workflow integration - version control	5	["2"]
	2.3	Practicum- Tool-based exercises - guided publishing practice	8	["2"]
3	E-Publishing Formats and Metadata			
	3.1	Digital formats - e-books - PDFs - web publications - platform compatibility	6	["3"]
	3.2	Metadata - tagging - keywords - discoverability - search optimisation basics	6	["3"]
	3.3	Practicum- Formatting a short digital document	7	["3"]
4	Publishing Workflow and Collaboration			
	4.1	Publishing stages - production processes - editorial coordination - timelines	6	["4"]
	4.2	Collaboration - team roles - feedback - revision - quality assurance	5	["4"]
	4.3	Practicum- Participation in a collaborative publishing activity	8	["4"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lectures, Discussion, Hands-on training, Layout preparation and formatting exercises, Publishing
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Theory
	A. Continuous Comprehensive Assessment (CCA) • Theory - 30 Marks Class Test, Assignment, Seminar
	B. End Semester Evaluation (ESE) • Theory - 70 Marks Assessment Methods – Semester-End Examination Duration of Examination – 2.00 Hrs Pattern of examination for Theory – Non-MCQ Different parts of written examination – Part - A , B , C Answer Type: ◦ PART - A ◦ MCQ - (10 out of 10) - $10 \times 1 = 10$ ◦ PART - B ◦ Short answer - (6 out of 9) - $6 \times 5 = 30$ ◦ PART - C ◦ Essays - (2 out of 4) - $2 \times 15 = 30$

References

- Kotler, Philip, et al. Marketing 5.0: Technology for Humanity. Wiley, 2021.
- Ryan, Damian. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. 4th ed., Kogan Page, 2017.
- Murray, Simone, and Claire Squires, editors. The Digital Publishing Communications Circuit. Bloomsbury, 2013.
- Thompson, John B. Merchants of Culture: The Publishing Business in the Twenty-First Century. 2nd ed., Polity Press, 2012.

Suggested Readings

- Jenkins, Henry, Sam Ford, and Joshua Green. Spreadable Media: Creating Value and Meaning in a Networked Culture. NYU Press, 2013.
- Zuboff, Shoshana. The Age of Surveillance Capitalism. PublicAffairs, 2019.
- Smith, Zadie. "Generation Why?" The New York Review of Books, 2010.
- Gill, Rosalind. Media and Cultural Theory. Polity Press, 2018.

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Faculty/ Discipline	English			
Programme	BA (Hons) English			
Course Coordinator	Minu Susan Koshy			
Contributors	Dr. Minu Susan Koshy, Preethi Sara Joseph, Chaithanya Elsa Achankunju, Dr.Sangeetha Rachel Koruth, Roshin T. Roy			
Course Name	Digital Publishing, Marketing, Sales and Professional Practice			
Type of Course	DSE			
Specialization title	Digital Publishing Studies			
Course Code	MG6DSEENGA00			
Course Level	300			
Course Summary	The course focuses on the post-publishing aspects of DPS, with emphasis on sales, marketing, an monetization. Students will receive experience in publishing either through a hands-on supervised project or through an internship with a publishing firm.			
Semester	6	Credits	4	
Course Details	Learning Approach		Lecture	Practical/Lab-P
	Credits		3	1
Pre-requisites, if any				

Course Outcomes (CO)

Number of COs		4	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Apply basic digital marketing strategies for publishing	A	PO1, PO3, PO4, PO9
2	Understand sales mechanisms and distribution models in publishing	U	PO2, PO3, PO9
3	Interpret legal and monetization frameworks related to digital publishing	An	PO1, PO3, PO7
4	Undertake a project or internship in digital publishing	C	PO1, PO2, PO3, PO4, PO6

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CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	-	3	2	-	-	-	-	3	-
CO 2	-	2	3	-	-	-	-	-	2	-
CO 3	3	-	2	-	-	-	3	-	-	-
CO 4	2	1	3	3	-	2	-	-	-	-

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Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Digital Marketing for Publishing			
	1.1	Digital marketing fundamentals - publishing context - visibility - discoverability	5	["1"]
	1.2	Branding - promotional strategies - audience engagement - platform-specific outreach	5	["1"]
	1.3	Practicum- Preparation of a simple promotional outline - content plan	7	["1"]
2	Marketing and Sales in Publishing			
	2.1	Publishing markets - readerships - segmentation - distribution channels	5	["2"]
	2.2	Pricing strategies - sales mechanisms - data awareness - reader analytics	6	["2"]
	2.3	Practicum- Drafting a basic sales or outreach note	7	["2"]
3	Rights, Copyright, and Monetisation			
	3.1	Copyright basics - legal frameworks - publishing rights - ethical use	5	["3"]
	3.2	Licensing - royalties - contracts - monetisation models - revenue streams	6	["3"]
	3.3	Practicum- Review of a rights or monetisation case	7	["3"]
4	Project / Internship			
	4.1	Orientation - objectives - scope - professional expectations	6	["4"]
	4.2	Documentation - reporting - reflective writing - presentation skills	7	["4"]
	4.3	Practicum- Submission and presentation of project / internship work	9	["4"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Lectures, Group Discussion, Case Studies, Hands-on training, Project/Internship
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Theory
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References

- Banks, John. Creative Justice: Cultural Industries, Work and Inequality. Rowman & Littlefield, 2017.
- Hesmondhalgh, David, and Sarah Baker. Creative Labour: Media Work in Three Cultural Industries. Routledge, 2011.
- Lessig, Lawrence. Free Culture: The Nature and Future of Creativity. Penguin, 2004.

Suggested Readings

- Noble, Safiya Umoja. Algorithms of Oppression. NYU Press, 2018.
- Couldry, Nick, and Andreas Hepp. The Mediated Construction of Reality. Polity Press, 2017.
- Srnicek, Nick. Platform Capitalism. Polity Press, 2017.

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