

**Choice Based Credit System**

**Master of Arts in Digital Journalism**

**MA (DJ)**

**[Two Year]**

**Syllabus  
2018-2020**



**Department of Journalism**

**Makhanlal Chaturvedi National University of  
Journalism & Communication, Bhopal (MP)**

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1

### SEMESTER – III

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
CCC7	Digital Multimedia & Studio Production	06	04	-	02	50	30	20	100
CCC8	Media Laws and Ethics	06	05	01		80	--	20	100
CCC9	Data Journalism	06	04	--	02	50	30	20	100
CCE3 (A)/(B)	Digital Content Management & Security	06	05	01	--	80	--	20	100
	Structure and Job Roles in Digital Journalism organization								

#### OPEN ELECTIVE: (ANY ONE IN EACH SEMESTER)

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
OE01	Issue based Writing	03	02	--	01	25	15	10	50
OE02	Digital Media and Audience Behaviour	03	02	--	01	25	15	10	50
OE03	SEO for Editorial Teams and Journalists	03	02	--	01	25	15	10	50
OE04	Podcast and Digital Radio Production	03	02	--	01	25	15	10	50

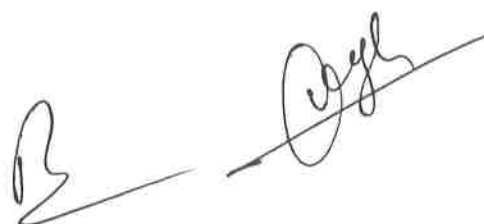
### SEMESTER – IV

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
CCC10	Digital Journalism Research	06	04	--	02	50	30	20	100
CCC11	Digital Marketing, Monetization & Public Relations	06	04	--	02	50	30	20	100
CCC12	Digital Journalism Project	06	04	--	02	50	30	20	100
CCE4 (A)/(B)	Visual Communication	06	05	--	01	50	30	20	100
	Convergence Technologies and Journalism								

### OPEN ELECTIVE: (ANY ONE IN EACH SEMESTER)

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
OE01	Issue based Writing	03	02	--	01	25	15	10	50
OE02	Digital Media and Audience Behaviour	03	02	--	01	25	15	10	50
OE03	SEO for Editorial Teams and Journalists	03	02	--	01	25	15	10	50
OE04	Podcast and Digital Radio Production	03	02	--	01	25	15	10	50





# SEMESTER-III

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**Semester-III**  
**CCC7: DIGITAL MULTIMEDIA AND STUDIO PRODUCTION**

**COURSE OBJECTIVES**

- To make students understand the basics of Digital Multimedia.
- To enhance their knowledge about multimedia for production.
- To learn about various aspects of production for digital news.
- To make them learn about pre-production elements and techniques for digital journalism.
- To strengthen their editing skills for digital news.

**LEARNING OUTCOMES**

- Enhanced knowledge of writing for digital news.
- A keen knowledge of visual and graphics creation for news production.
- A Sound knowledge of setting up studio for digital production.
- Hands on experience of handling multi-camera setups for studio production.
- Increased confidence in handling productions of digital news studios.
- Exposure to various job opportunities in digital production.

**UNIT-I**

Introduction to Digital Multimedia; Concepts and Definition of Digital Multimedia, Elements of Digital Multimedia. Basics of Visuals - Elements, Composition and Principles, Compression Techniques for audio and video. Multimedia Story Design & Planning.

**UNIT-II**

Multimedia for Production. Introduction to Multimedia for Production. Audio Setup for multimedia production. Creating Visualization using Info graphics, Multimedia Authoring. Multimedia Data Convergence.

**UNIT-III**

Digital Production Studio. Introduction to Digital Studios for Production. Type of Digital Studio Setups. Studio for Digital News Production. Types of Lights and lighting Setups. Audio Production in digital studio

#### UNIT-IV

Pre Production Studio. Script writing for digital journalism. Timeline creation for digital news. Multi-camera setup for digital news production. Chrome setup for digital news production. Background visual creation for news production.

#### UNIT-V

Post Production Studio. Sequencing of Multimedia data for news production. Chrome cutting, editing and compositing for digital news. File formats for various platforms. Recording voice over and folly sound. Compositing and final rendering.



**Semester-III**  
**CCC 8: MEDIA LAWS AND ETHICS**

**COURSE OBJECTIVE**

- To create conceptual understanding about Media laws, its role and functioning.
- To ensure media practicing under the constitution with social responsibility
- To aware students to legal and ethical aspects of the media and its values.
- To give an overview of recent amendment and future challenges media regulation
- To know what media ethics and how its leads media persons and media establishments to the path of professional rectitude.
- To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment.

**LEARNING OUTCOMES**

- Student to know Constitution Aspect of Indian Media.
- Student to understand Laws and Regulation of Media.
- Student to understand Media Ethics and its adaptation in media profession.
- Student to understand media coded and conduct and self regulatory.
- Student to able to do fare and honest journalism with social responsibility.

**UNIT-I**

Constitution and Media. Media laws: Concept Nature, scope and significance. A brief history of media laws with special reference statutory regulations, Gaging Act, Vernacular Press Act and other laws.(*Lecture*). Freedom of Speech and Expression: Concept, Historical development of the freedom of press, Constitutional Provisions, Right to Freedom, All the provisions relating to the media, New Dimensions of the Freedom of Speech and Expression, Reasonable restrictions, Freedom of the press as business, Immunity for reporting legislature, Universal declarations of Human Rights, American convention on Human Rights, European convention on Human Rights(*Lecture, Assignment*). Right to privacy: Concept, significance of right to privacy, Is it absolute right?, Purely interruption on the part of right to Phone taping related to privacy. Press & Privilege of parliament And State Legislature, Relation between legislature & the Press, Constitutional provisions, What are the privileges, Press vis-a-vis



Parliament Privileges, Procedure to deal with case of privilege, What precaution should be take to avoid breach of privilege or contempt of a house?, Landmark case on breach of parliamentary privilege, leading case.

## UNIT-II

Various acts related to media. Why contempt of court law? Brief history, Meaning : Civil contempt of court Criminal contempt of court, What does scandalizing the court mean, Journalistic defenses to contempt of court, Fair and accurate report of judicial proceeding, Fair Criticism of judicial act, Report of judicial proceeding held in camera, other important provision, contempt in the face of the supreme court or a High Court, Cognizance of criminal contempt, Punishment of the Contempt of Court: Apology, Appeals. Copy Right Act 1957: Concept, No copyright in News, ideas, Information. Terms of Copyright, Licenses, Infringement of copyright, International copyright, Civil remedies for infringement of copyright, penalties. Working Journalist Act 1955: Need & Significance of Working Journalist Act, Meaning of Working Journalist Act, Special Benefit, Working Hour, Leave, Wage Board and Implementation of Wage Board. Right to Information Act 2005: Background and Significance, What does the RTI act provide? Definition, Right to information, Exemptions, Information which is exempted from disclosure. Through whom the information can be got? PIO's Duty & Function, Appeals, Central & State information Commission: Constitute Function, & Power, Penalties. Information Technology Act 2000: Objective, Definition Authentication of electronic Record, Legal recognition of digital signature, Penalty for damage to computer, computer system, computer Network etc, Offences of hacking etc.

## UNIT-III

Main provision IPC & CrPC for Media 124(A) Sedition, 153(A) Promoting Enmity Between different groups on grounds of religion, race, Place of Birth, residence, language etc. 153(B) Imputation assertions prejudicial to national integration. 171(G) False statement in connection with an election, 292 Sale, etc, of obscene books etc. 293 Sale etc, of obscene object to young person, 294 (A) The publication of any advertisement relating to an unauthorized lottery, 295(A) Deliberate and malicious acts intended to outrage religious feeling of any class by insulting its religion or religious belief Article 499 -504, Defamation: Concept, Civil and criminal law of Defamation, Defamation, Slander and libel, difference between Defamation and Insult, The exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of complaints for Defamation, Punishment Cr.PC : Section 95 - Declaration to seize the publication. Section 96: Application against confiscation. Section 144: Order against nuisance or dreaded offence. Section 108: Bond for Good Behavior. Section 196: Permission of state government against crime.





Section 327: Court open for public. Section 91: Summon to present a document. Section 93: Search Warrant.

#### UNIT-IV

Acts related to Media. Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a Recent Case. Press & Registration of Book Act: Procedure for Commencing and Carrying News paper, Cancellation of Declaration, Appeal, Registration of Newspaper, Annual Report of Press Registrar, Ownership of the title. Press Council Act: Concept and Background, Object of Indian Press council, Constitution, Function and power of press council, various committee of press council, How the complaints are heard by the council?, Suo moto Action, Debate on Power, The Press & Registration Appellate Board. Cinematography Act: Background, Constitution of Film censor board Advisory Panel, Certification of Film, Appeal, Penalty of contraventions, Guideline to Board of film certification. Prasar Bharti Act: Background, Composition of Prasar Bharti, Appointment of Chairman and other member, Term of office, Function & Power of Corporation, Own fund, Power of central government to give direction.

#### UNIT-V

Media Code & Ethics. Concept & Significance of Media Ethics, Ethics and Law. Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence).

Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees. PCI norms 2010, PCI guidelines for coverage of communal disputes and other, ASCI commercial code, Editor Guild. All India Radio (AIR) code for election coverage, Doordarshan commercial code. Paid news- press council and election commission, Fake news.

## Semester-III

### CCC9- DATA JOURNALISM

#### COURSE OBJECTIVES

- To teach students about data Journalism.
- To make them understand the data collection.
- To make understand different techniques of data collection.
- To make them capable of analyzing and interpreting data.
- To make them learn emerging trends of Computer Assisted Reporting and data journalism.

#### LEARNING OUTCOMES

- Students will understand the concept of data journalism.
- Demonstrate the ability of data collection and its analysis.
- Able to apply techniques of data journalism.
- Demonstrate the ability of computer assisted reporting.

#### UNIT - I

**Data Journalism: An Introduction;** Definition and basics of data journalism. Types of Data and Key tools. Data team and ways to get a story Concept, Genealogies and Origin of data Journalism issue with data.

#### UNIT-II

**Data collection.** Government as a major source of Data Collection. Primary and Secondary Sources of Data Collection. Collection of Data from Non-Government Organization. Assembling and Reassembling Data. Data gathering.

#### UNIT-III

**Techniques and Data Journalism.** Accounting for method of Data Journalism: Spreadsheet, Script and programming Notebook. Scraping and Cleaning data. Data Visualising & Searchable database. Storytelling with data and Data-Drive Gold-standards. Data mapping and charts



#### UNIT-IV

**Data Analysis and Interpretation.** Data Analysis and Transformations. Data Tabulation. Testing. Data processing: Classification, segregation and identification. Data Presentation

#### UNIT-V

**Data Journalism and Computer-Assisted Reporting.** CAR and Data Journalism. Ethical and Legal issues of data Collection. Different genre of web journalism. Co-relation of market and Data Journalism. Trends and future of Data Journalism



## Semester-III

### CCE 3(A) - DIGITAL CONTENT MANAGEMENT AND SECURITY

#### Course Objectives

- To familiarize student with digital content management and security.
- To update students with current trends in digital media industry.
- To make students familiar with IT regulation and acts.

#### Learning Outcomes

- Understand the basics of digital technology and its various types.
- Able to manage all types of digital content related to social media networks.
- Students will have deep understanding of IT regulations with security features of digital content.

#### Unit- 1

Introduction to Digital Content. Significance of Digital Content Management. Digital media content security. Various forms of Digital Contents – Text, Audio, Videos & Animations, Images & Graphics. Digital Data Communication – Advantages & Disadvantages. Digital Library and E-books.

#### Unit- 2

Digital Culture & Information Age. Traditional Media Content v/s Digital Media Content. Current trends in the digital media industry. Use, importance and area of implementation of Digital Content. Importance of Digital content management with Social Media. Social Network and Cyber Security. Digital Content and Intellectual Property.

#### Unit- 3

Paid & Unpaid Digital Contents (News, Advertisements etc.). Advantages & Disadvantages of Digital Content. Digital Content Creation (Steps). Digital story telling. Digital Content & Pedagogy. Digital transformation. Digital Content & Game Industry.



#### Unit- 4

Digital Laws – Necessity and Importance. Copyright, Database Security & IT Act. Storage & Access, Permission – keys, number locks, login password, Mouse restriction, fingerprint, face lock, OTP etc. License & Authorization control. Policy Enforcement. Restricting user from transferring rights over accession of data. Document and PDF file copy protection, Ethical & Unethical Hacking.

#### Unit- 5

Encryption & Decryption. Steganography & Cryptography techniques. Digital Content Protection. Persistent Protection. Digital Security – Audio, Video, Image & Text document Security measures. Digital certificates. Importance of Water Marking. Digital footprints – Advantages & Disadvantages.



### Semester-III

## CCE 3(B)- STRUCTURE AND JOB ROLES IN DIGITAL JOURNALISM ORGANISATIONS

### COURSE Objectives

- To develop an understanding of the evolving digital media environment and consider implications for companies and consumers.
- To make students know about the opportunities in digital media industry.
- To introduce students with content team in digital media organization.
- To give them knowledge about job role of design Team.
- To impart knowledge about technical team and their job role.

### LEARNING OUTCOMES

- Students will be able to analyze emerging trends in digital media and adapt them for better performance.
- Become able to grab opportunities in digital media field.
- Students will be able to implement their technical knowledge professionally.
- Capable to understand and differentiate between different departments of digital organisation.

### Unit-1

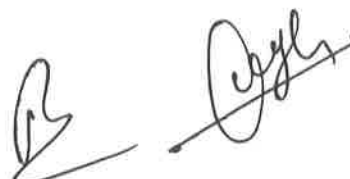
Introduction to Digital Media Organization and Design - Some conceptual issues, Roles and responsibilities of digital journalism organizations, Digital media as Business and social Institute, Society and Digital Journalism, Digital media entrepreneurship, Digital Media Development Model

### Unit-2

Behaviour of Digital Media Organization - Behaviour in Digital Media Organization and Organizational Behaviour, Employment opportunities in Digital Media industry, Group behaviour, Innovation and Creativity, Culture or organization, Economics of Digital Media: Cost factor, Revenue Models and Market Factor

### Unit-3

Digital Media Team: Content - Content Strategists, Content developer and writer, Content Editors, Copywriters / Translators, Reporters – Feature writing and news writing and report writing



#### Unit-4

Digital Media Team: Technical and Design - IT/Website Management Team, Social Media and Audience Engagement Team, Multimedia Production Team, Data Analytics Team, Product/App and UI Design and Development Team

#### Unit-5

Technical Team: Roles and Responsibilities - Camera Producer, Video Editors, Graphics Editors, Sound Producer, Studio Director



## Semester-III (Open Elective) SEO for Editorial Teams & Journalists

### COURSE Objectives

- To make students familiar with websites and search engine optimization.
- To acquaint them with various tags and page optimization techniques.
- To give knowledge about the coordination between SEO and digital journalism.
- To create awareness about site map and site structure.

### Learning outcomes-

- Students will become able to measure the results of SEO and the impact of news.
- Understand the close relationship between writing and SEO writing.
- Produce more effective written content.
- Improve the focus, process and techniques of SEO with valuable hints and tips.
- Gain a broader understanding of the role of SEO within digital journalism.

### UNIT-I

Website Overview- Types of websites, Websites v/s Portals, Page rank, Architecture of Website, Domain, Hosting, Difference between dynamic & static website, Target Segmentation.

Search Engine Optimization - What is SEO, Need of SEO, Search Engines-How search engines work?, Major functions of a search engine, Web Traffic, Different types of keywords, Google trends & insights. Steps in SEO, Search Engine Optimization Techniques: Black Hat SEO, White Hat SEO.

### UNIT-II

**On Page Optimization** – Site Analysis, Analysis of Similar websites, Meta Tags, Creating Sitemaps, Creating Robots file, Optimize SEO Content, Keyword Research, Keyword Density, Internal linking, Meta tags creation, Hyperlink Optimization, Link Validation, Meta Description Tags Optimization, Meta Keywords Tags Optimization, Navigation & Design Optimization, Text Modification Optimization, Title Tag Optimization, Broken Links Checking, Internal Link Structuring

### UNIT-III

Search Engine Submission, Image Optimization, Optimization of Keyword, Bold, Italic effect to main keywords, Competition Analysis, CSS Validation, Html Validation, H Tags Optimization (Eg: H1, H2,



H3), HTML Code Clean Up & Optimization, URL Rewrite, W3C Validation, Local Search Engine Optimization, Optimization for Multiple Browsers, Google, Yahoo & Bing Site Map Creation

#### UNIT-IV

**Off Page Optimization-** Page Rank, Page Rank Increment, Backlinks - Type of Backlinks, Link Building, Quality Link Building, Type of Link Building, Google Friendly Link Building, Articles Submission, Web 2.0 Submission, Directory Submission, Search engine submission, XML Site maps submission, Customer Review Submission,

#### UNIT-V

Press Release Submission, Document Submission, Regional Directories Submissions, CSS Gallery Submission, Photo Sharing, Paid Submission, HTML Sitemap for users, Classifieds Submission, Google Maps, Business Local Listing, XML Site Map Creation & Submission

Some tips for Improving Site Structure - Pagination, Internal linking, Categories and tags, Sitemap, Optimizing Content for Search - Keywords , Links, Formatting, Optimizing for Mobile, Title, Lead, The length of your story, Keywords , Text formatting, Listings and tables , Readability, Links, Graphics/Images and video , Photo captions

#### Suggested Readings:

- Introduction to Multimedia Systems (Communications, Networking and Multimedia) by Sugata Mitra
- The Complete Film Production Handbook, Fourth Edition (American Film Market Presents) 4th Edition by Eve Light Honthaner
- Thakurta, Paranjay Guha. (2012), Media Ethics-Truth, Fairness and Objectivity, Making and Breaking News. Oxford, University Press, Second Expanded Edition.
- Dass, B.K.(2009) Ethics in Media Communication. Sumit Enterprises.
- Oberoi, Gaurav (Edit.)(2009) Ethics of Journalism, Murari Lal and Sons.
- त्रिखा, नंदकिशोर, (2012) प्रेस विधि, राजकमल प्रकाशन।
- Trikha, N.K., (2012) Media Laws and Ethics. Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- Ravindranath , P.K., Press Laws and Ethics of Journalism.
- Richard A Gershon (2016), Digital media innovation, Sage Publication
- Leah A. lievrouw, The handbook of news media, Sage Publication

- The Data Journalist, by Fred Vallance-Jones and David McKie (2017).
- Data Journalism: Past, Present and Future, by Richard Lance Keeble, John Mair, Megan Lucero (2017)
- Finding Stories in Spreadsheets, by Paul Bradshaw (updated 2016).
- Mapping for Stories: A Computer-Assisted Reporting Guide, by Jennifer LaFleur, David Herzog and Charles Minshew (updated 2017).
- The Curious Journalist's Guide to Data Journalism by Jonathan Stray (2016)
- A Journalist's Guide to the Internet: The Net as a reporting tool by Callahan Christopher.
- Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web by Andrew Bonim.
- ABC of the Internet by Crumilish
- Information Technology by Danis P. Curtin.
- Search Engine Optimization and Online Journalism: The SEO-WCP Framework - LluísCodina, Mar Iglesias-García, Rafael Pedraza & Lucía García-Carretero
- [https://repositori.upf.edu/bitstream/handle/10230/26098/codina\\_search\\_2016.pdf](https://repositori.upf.edu/bitstream/handle/10230/26098/codina_search_2016.pdf)
- Search Engine Optimisation – A Guide From Polish Journalists - <https://en.ejo.ch/digital-news/search-engine-optimisation-guide-polish-journalists>
- The Definitive Guide To SEO For Bloggers - YaroStarak- <https://yaro.blog/seoguide.pdf>
- How SEO is changing journalism- Shane Richmond, <https://doi.org/10.1177/0956474808100865>
- A guide to SEO for editorial teams and journalists - <https://www.wordtracker.com/academy/seo/getting-started/seo-for-editorial-teams-journalists>
- Newsroom SEO: 9 Optimization Tips for Publishers and Journalists : <https://contentinsights.com/newsroom-seo-tips/>
- SEO Guidelines For Editorial - <https://www.forbes.com/sites/denispinsky/2014/08/18/seo-for-editorial/#d9d2b964aa75>
- The Beginner's Guide to SEO - <https://d2eeipercdle6.cloudfront.net/guides/Moz-The-Beginners-Guide-To-SEO.pdf>
- The SEO Copywriting Handbook - <https://ayomenulisfisip.files.wordpress.com/2018/02/the-seo-copywriting-handbook.pdf>
- Introduction to Search Engine Optimization (SEO) - [https://www.westga.edu/its/assets-its/docs/seo\\_class.pdf](https://www.westga.edu/its/assets-its/docs/seo_class.pdf)
- SEO Tutorial For Beginners in 2019 - <https://www.hobo-web.co.uk/seo-tutorial/>





- SEO - Startup Geeks - <https://www.startupgeeks.it/wp-content/uploads/2018/12/se0-101-guide-v7.pdf>
- <https://datajournalismhandbook.org/handbook/two/investigating-data-platforms-and-algorithms/the-algorithms-beat-angles-and-methods-for-investigation>
- <http://ayorek.org/files/References/Handbook%20of%20Global%20Online%20Journalism.pdf>
- Wahl-Jorgensen, K., & Hanitzsch, T. THE HANDBOOK OF JOURNALISM STUDIES.  
Retrieved from <http://www.rasaneh.org/Images/News/AtachFile/30-9-1390/FILE634600594129473750.pdf>

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# SEMESTER-IV

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## Semester-IV

### CCC 10- DIGITAL JOURNALISM RESEARCH

#### COURSE OBJECTIVE

- To introduce students with the basics of digital journalism research.
- To define the areas and methods of data collection.
- Develop a scientific temperament as well as train them to analyze data.
- To provide students knowledge about essential market research methods, including quantitative and qualitative techniques.

#### LEARNING OUTCOMES

- Students will become able to design and execute a research plan for digital media.
- Develop their perception on media research.
- Acquire the knowledge about recent trends in research methodology.

#### UNIT-I

Perspectives on Research on the New Media, Distinctions in the Study of New Media, New Media — Components and Combinations, Telecommunications, Computing, New Service Applications, Special Qualities of New Media, Some Distinctions of New Media Research, the Research Challenge.

Trends in the Study of New Media - The Influence of Communication Media on Research, The Media and Research Traditions, The Sequence of Media, Children and Media, Communication Theories and Media, The Direction of Communication Research, Paths Not Taken, Communication Policy Analysis, Expanding the Study of Media Technologies.

#### UNIT-II

Choosing among Alternative Research Designs - Conflicts Over Research Methods, Conventional Approaches, Mathematical Modeling, Controlled Experiments, Quasi-experiments, Surveys, Longitudinal Studies, Field Studies, Archival and Secondary Research, Futures Research and Forecasting, Content Analysis, Case Studies, Focus Groups, Assumptions and Criticisms of Conventional and Positivist Approaches, Alternative to Conventional Research Methods and Designs, Sources and Rationales, Interpretive Approach, Contextualize, Action Research, Criteria for Choosing Among Designs and Methods.

Validity, Reliability, and Sampling - Requirements of Research Designs, A Case Study of Teletext Research, Elements of Research Design, Validity, Reliability, Sampling, Studying the New Media Over Time, Need for a Temporal Perspective, Choices in Over-time Research, Problems in Studying New Media Over Time.

### UNIT-III

The Importance of Interactivity, Adoption of Computer-Mediated Communication Systems, Implications of the Critical Mass Concept for Research Methods.

Using Computer-Monitored Data - Automating Data Collection, Characteristics of Computer-Monitored Data, Advantages for Validity and Reliability, Comparing Computer-Monitored Data to Self-Report Data, Research Uses of Computer-Monitored Data, Monitoring and Initiating, Types of Data and Research Design Elements, Computer-Monitored Surveys, Merging Computer-Monitored Data with Questionnaire Data, Data Combinations, Problems, Merging the Data, Results.

### UNIT-IV

Case Study - Why Do a Case Study?, What Defines a Case Study?, General Steps for Designing a Case Study- 1. Specify the Need for a Case Study, 2. Define the Unit of Analysis, 3. Plan Data-Gathering and Analyses, 4. Carry Out the Research Plan.

Formative Evaluation - Characteristics of Formative Evaluation, Background, Evaluation as a Research Focus, Steps in Formative Evaluation- 1. Define Objectives, 2. Select the Scope of the Research, 3. Select Data-Gathering Methods, 4. Analyze Results and Provide Feedback, Formative Evaluation as Mass, Communications Research.

### UNIT-V

Measuring Productivity - Going Beyond Costs and Benefits, Productivity as Efficiency Ratios, Basic Production Ratios, ratios of Revenues Relative to Personnel or Technology, Return-on-Investment Ratios, Ratios Relative to Value Added.

New Theoretical Approaches - The Need for New Theory, The Networks and New Media, Network Paradigm, Data, Measures, and Methods, Influence of Networks on Adoption of Computer Systems, Interaction and Involvement.



Issues of Ethics and Ideology - Making Private Information Public, Personal Privacy Protecting Privacy  
in Research, Ethical Issues.

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**Semester-IV**  
**CCC 11- DIGITAL MARKETING, MONETIZATION AND PUBLIC RELATIONS**

**COURSE OBJECTIVE**

- To make students understand the concept of digital marketing, its principles and strategies.
- To introduce students with the concept of SEO and SMO.
- To give students knowledge about digital monetization and its models.
- To impart in students knowledge about digital PR, their tools and strategies.

**LEARNING OUTCOMES**

- Students will be able to understand Online & Offline SEO and develop content accordingly.
- Analyze Marketing and implement strategies for effective digital marketing.
- Capable to increase conversions and sales with real world techniques.
- Develop strong brand identity and enhance brand value.

**Unit - I**

Understanding a website - What is a website?, Levels of websites?, Diff b/w Blog, Portal and Website?, Diff b/w websites either static or dynamic.

What is digital marketing? Differences with traditional marketing, ROI between Digital and Traditional Marketing, E-commerce foundations, New trends and current scenario of the world, Digital marketing a boon or a Bane? How can digital marketing be a tool of success for companies? Importance of digital marketing, How did digital marketing help the small companies and top MNC, Categorization of digital marketing for the business, Diagnosis of the present website and business, SWOT analysis of business, present website and media or promotion plan. Setting up vision, mission and goals of digital marketing.

**UNIT-II**

Search Engine Optimization (SEO) – Introduction, Uses, Advantages, on page optimization techniques, off page Optimization techniques, Reports.

Social Media Optimization (SMO): Introduction to social Media Marketing, Facebook Marketing, Twitter marketing, LinkedIn Marketing, Google plus marketing, Social Media Analytical Tools.

Search Engine Marketing: Introduction to Search Engine Marketing, Tools used for Search engine Marketing, PPC /Google Adwords, Tool, Display advertising techniques, Report generation.



### UNIT-III

Google Analytics, Online Reputation Management, E-Mail Marketing, Affiliate Marketing, Social Media Analytics, Ad designing.

What is Website/digital monetization, Methods of Monetization - Display Advertising, Affiliate Marketing, Lead generation.

Digital monetization models - Consumer-paid Model (Subscription), Funded Model (Ad-supported), \* Hybrid Model (Freemium)

### UNIT-IV

PR in the age of New Media: Scope, Challenges and Opportunities. Changing Trends and Leveraging the Potential of New Media. Communication in Digital Age Introduction and Genesis. Various New Media for Internal Communication (SNS, Intranet, Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts, Organization's Intranet etc).

PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases). Social Media –Platforms, Analytics and Campaigns. Online PR Strategies. Relationship Building in an Internet age – How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media. Building Relationship through Interactivity.

### Unit – V

Digital PR Tools. Digital PR in Marketing and Brand Promotions. Use of Digital Media in the overall Marketing Mix. Use of Digital Media in Brand Building. The need for synergy between Digital Marketing and PR to achieve marketing goals.

Online Sponsorships and Brand Promotions. Case Studies of Brands that have used Digital Media to be successful.



## Semester-IV

### CCC 12- DIGITAL JOURNALISM PROJECT

#### COURSE OBJECTIVE

- Create an original piece of multimedia reporting or a news/information site or service.
- Analyze the creative process via a final report.
- Learn the specific reporting, writing and editing skills necessary to function on various platforms.

#### LEARNING OUTCOMES

- Demonstrate an understanding of convergence journalism.
- Demonstrate an understanding of differences across media platforms.
- Understanding of basic HTML code.
- Demonstrate specific techniques to conduct an effective news interview for print, broadcast and the Internet.
- Demonstrate ability to operate a video camera, audio recording equipment and video and audio and editing software.
- Demonstrate ability to operate a still camera and perform basic photograph manipulation.
- Produce informative and compelling stories on the various platforms.
- Demonstrate ability to maintain a multimedia blog.
- Produce a video and an audio slideshow.

This course will provide opportunities for intensive project work, with detailed feedback from the course teacher and peers. Students will develop the ideas conceived in the starting of the semester of the program and see them to fruition. Students can choose between two project types:

**Reporting-based Projects** – Most student projects will involve reporting and producing an original piece of multimedia journalism. Depending on the student's goals, these projects might emphasize one platform or seek to blend many delivery formats. In general, three reporting-based projects can be pursued:

1. A long-form video project (30+ minutes total, but could involve multi-part installments)
2. A long-form audio project (60+ minutes total, but could involve multi-part installments)
3. A full multimedia package (combining three or more media, e.g., text, photos and audio)



**Development-based Projects** – For students with experience (or a strong interest) in the more technical or entrepreneurial aspects of digital journalism, three development-based projects can be pursued:

1. An original news or information website
  2. A news app for the desktop and/or a mobile device
  3. A tool, service or platform that enhances the delivery of news or information
- For development-based projects, a prototype may be sufficient, depending on the scope of the proposed idea.

#### Topics

- Work with and finalize storyboards and other multimedia planning documents.
- Finalize a project's audience and purpose.
- Use a range of tools to produce and publish an innovative digital journalism project.

The production dissertation enables you to investigate and produce a piece, or a series of pieces, of original digital journalism at length. You will create a substantial multimedia artefact/project of your own work that demonstrates high quality journalism skills and technical proficiency. You will utilise a range of appropriate story-telling platforms e.g. online, audio, video, photography, interactivity, captions and graphics in order to effectively interpret your chosen subject.



## Semester-IV

### CCE4 (A) - VISUAL COMMUNICATION

#### COURSE OBJECTIVE

- To develop in students a deep understanding towards visual communication.
- To make students understand visual language, culture and its elements.
- To nurture visualization skill in students.
- To introduce students with semiotics, visual media and its features.

#### LEARNING OUTCOMES

- Students will understand visual communication its principles and role in society.
- Develop a holistic approach towards visual communication.
- Learn and apply principles of visualization.
- Analyze visuals and understand its meaning.

#### Unit-I

Elements of Visual literacy; Image and Imagination; Light and visual–Visualization process–Visual image, Principles of Colour: Psychology of Colour, Colour theory and meanings sensual perceptual theories, Attributes of visuals: Colour, Form, Depth and Movement.

#### Unit-II

Visual language and culture, World culture, society and ethics, Understanding Popular Culture and Sub-culture, Develop Abstract thinking, Linear and Lateral thinking, Holistic visual thinking.

#### Unit-III

Visual media – Principles, Image and Imagination, Perspectives of visual images, Visual perception–Communication design, Graphic design and informational designs, Visual persuasion in various fields.

#### Unit-IV

Introduction to semiotics– Analysis, Aspects of signs and symbols–Sign and meanings–Description of signs–Denotations and connotations, Paradigmatic and syntagmatic aspects of signs– Signs and codes–reference systems, Audience interpretations - The semiotic and structural approach to Visuals – Psycho analysis and visualization ; Subjectivity and unconscious–Voyeuristic gaze to the laconian gaze.

### Unit-V

Visual perspectives and its special features, photography, motion picture, television, computer graphics, new media, World Wide Web, Feministic approach to visual media–Post modern and post colonial approach to visuals, ideological approach to visual texts.

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**Semester-IV**  
**CCE4 (B) - CONVERGENCE TECHNOLOGIES AND JOURNALISM**

**Learning Objective:**

- To make students understand the concept of media convergence.
- To introduce students with the changes and opportunities in media industry due to internet and technology.
- To make students aware of eminent news websites and social media platforms.
- To impart writing skills in students for developing digital media content.
- To make students able to utilize internet for effective journalism.

**Learning Outcome:**

- Students will become able to understand web as a medium thoroughly.
- Write effectively for digital media.
- Edit hyperlink for web journalism.
- Develop audio programs for uploading on the internet.

**Unit I:**

Introduction to Web Media, Characteristics and limitations of Web/New Media, Concept and significance of Convergence, Process and effects of Convergence, Convergence: Technologies, Content, Users, C-Dot, ISPs, WAP, Types of Internet connections: Dial-up, ISDN, Lease-line, FTTH, Optical fiber: Structure, advantage and application, Protocols of Internet: SLIP, CSLIP, TCP/IP, PPP, Hypertext Transfer Protocol (HTTP), Hypertext Markup Language (HTML), Cascading Style Sheets (CSS), JavaScript & Its Uses in Web Design, Static & Dynamic Web Site, Web Site Hosting-Windows & Linux.

**Unit II:**

Web as a medium of journalism, Definition of convergent journalism, its evolution, Technology and convergence, scope of convergent journalism, the difference between the virtual and real, Communication Convergence Bill 2001, The Web—and a converged multimedia news environment, Brief Introduction to major Indian News Portals, Social Networking Websites, Face book- You tube, Alternative Media, Web 2.0 –Characteristics & Applications.



### Unit III:

Writing for online media, different genres, Conduct research online, determine reliability of sources found, Online Entertainment media, E publishing, E Paper, E zines Social, Ethical, Political and Legal issues related to New Media, Intellectual Property Rights (IPR) and New Media, Net Neutrality, Security Issues.

### Unit IV:

The elements of digital storytelling, specialized news sites: an evaluation and analysis, Blogging, Blogging evolving as a form of journalism, Death of blog, online censorship, Filtering content, surveillance, Web Content Management System (CMS).

### Unit V:

Internet, Hardware & Software, Web Search Engines, Ranking of Web Pages & Search Engine Optimization (SEO), Net Surfing, Searching, Creating E-mail Accounts, Sending & Receiving Mails, Downloading from sites, Using social media for effective news gathering, Introduction to Multimedia storytelling, Mobile Journalism.



**Semester-IV**  
**OE04 – PODCAST AND DIGITAL RADIO PRODUCTION**

**COURSE OBJECTIVE**

- To introduce students with principles and process of podcast and digital radio production.
- To make students skilled in creating podcasts.
- To make students able to develop and edit audio content.
- To introduce students with podcast distribution system.

**LEARNING OUTCOMES**

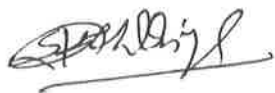
- To make students understand thoroughly the process of podcasting.
- Develop creative audio content and edit them efficiently.
- Capable to distribute podcast at large scale.
- Capable to develop their own online radio channel.

**UNIT-I**

Audio Fundamentals (Electricity, Digital I/O, Fletcher Munson Curve, Phase), Choosing Equipment, Hardware (Computers, Audio interfaces, Microphones, Mixers, Outboard gear, Recorders, Tablets, Mobile rigs, boom arm, pop shield), Studio Configuration (Soundproofing, Hardware configurations), Software and Plug-ins (Multi track DAWs, Stereo editors, plug-ins, audio restoration), Setting Up Your Equipment, Installing Your Recording & Editing Software, What's a Podcast?, Why Podcasting?, Podcast Strategy, Podcast Formats, Recording a Show, Podcast Production Process.

**UNIT-II**

Planning Your Podcast - Getting Your Ideas Together, Brainstorming Sounds, Podcast Structure, Scripting Your Podcast, How to Record Your First Audio Clip - What 'Sample Rate' to Select?, What 'Bit Depth' to Select?, What 'Bit Rate' to Select?, Recording (Signal flow, Gain staging, Recording levels, multiple guests, Overdubbing, Pop filters, shock mounts, boom arms, Working the mic, Pre-recorded elements, on location, Clipping & Peaking, Limiting, Limit & Normalize), Selecting the most appropriate recording settings, Saving Podcast – Using Compression technique to save podcast, Solo and In Person Recordings, Remote hosts Recording with Phone/Skype, Connecting Guests (Internet connectivity, sound checking, Guest audio quality, recording multi track, multiple remote guests, In-studio Guests/Co-Hosts, fixing bad audio).





### UNIT-III

Editing & Production, Characteristics of a good podcast , Music and Other Podcast Audio Elements, Mixing (Monitors, Checking mixes, EQ, Compression, Expansion/Gating, Specialty Plug-ins, Noise reduction, Mixing techniques, Leveling different elements, Fixing bad audio, Effects, Zero Crossing, Fade In Fade Out Effect, Multi tracking & Music, Splitting & Joining Tracks), Editing (Techniques, keyboard shortcuts, Naturalness), Creating Your Podcast Tagging Document.

### UNIT-IV

Mastering (Plug-ins, web services, Loudness standards, Stereo/Mono, Multi-band compression, Limiting), Podcast Production - What Makes A Good Interview / Story / Programme, Preparing For Field Recording, Scripting Your Podcast, Voicing The Podcast, Production Tips, Production Ethics - The Unkindest Cuts, Other Production Issues. Podcast Hosting & Publishing, An Effective Launch Plan.

### UNIT-V

Podcast Distribution System: i-Tunes, Stitcher, Tune-in and More, Publishing (Platforms to Publish to, Podcast Feeds, Podcast Directories), The Web-Radio Relationship, Growing an Audience, The Business Aspect (Getting clients, time management, pricing your services, profitability, marketing), Podcast Sponsorship & Advertising, Pros & Cons of Sponsorship & Advertising, Host Read Vs Inserted Ads, Dynamic Ads, Ad Placement Within Your Episodes, Affiliates and commission, Pros and cons of affiliates and commission, Finding affiliate programs in your niche.



### Suggested Readings:

- Convergent Journalism: An Introduction by Stephen Quinn and Vincent Filak
- Convergence Journalism: Writing and Reporting across the News Media by Janet Kolodzy
- Understanding Media Convergence by August E Grant
- Journalism and New Media by John V Pavlik
- Convergence Culture: Where old and new media collide by Henry Jenkins
- Digital Media & Society: An Introduction by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013
- Convergence culture: Where old and new media collide by Henry Jenkins New York University Press
- Howard, Philip, N. and Steve Jones, 2003, Society Online: The internet in Context, Sage,
- Thulow, Crispin, Laura Lengel and Alice Tomic, 2004, Computer Mediate Communication, London, Sage,
- Mirabito , Michael M. A., 1994, The New Communication Technologies, Focal Press,
- S. Jaiswal, 1999, Fundamentals of Information Technology, Galgotia Publications, New Delhi,
- Stephen Quinn and Vincent Falk, Convergent Journalism: An Introduction, Focal Press
- Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media
- August E Grant, Understanding Media Convergence, Oxford University Press.

### E-Resources:

- [http://www3.weforum.org/docs/GITR/2012/GITR\\_Chapter1.2\\_2012.pdf](http://www3.weforum.org/docs/GITR/2012/GITR_Chapter1.2_2012.pdf)
- <http://www.itu.int/osg/spu/youngminds/2007/essays/papadakissteliiosym2007.pdf>
- Technological Convergence - <https://www.sjpub.org/sjp/sjp-221.pdf>
- Convergence in Journalism: implications for the higher education of journalism students:  
<https://lib.dr.iastate.edu/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=2331&context=etd>
- Media Convergence: Different Views and Perspectives -  
<http://www.publishingindia.com/GetBrochure.aspx?query=UERGQnJvY2h1cmVzfC84NjlucGRmfC84NjlucGRm>
- Convergence of Knowledge, Technology, and Society:  
<http://www.wtec.org/NBIC2/Docs/WTEC-Convergence%20of%20KTS-010814.pdf>
- Convergence Journalism - [http://papers.iafor.org/wp-content/uploads/papers/mediasia2014/MediAsia2014\\_05899.pdf](http://papers.iafor.org/wp-content/uploads/papers/mediasia2014/MediAsia2014_05899.pdf)
- <https://www.cukashmir.ac.in/docs/MACJ%20-101%20Unit%20I.pdf>

