Detailed Syllabus for

Master of Arts(Digital Journalism)

M.A. (DJ)

[Two Years]

Effective from- 2020

(Session Year : 2020-22)

Department of Journalism

**MakhanlalChaturvedi National University of
Journalism & Communication**

B-38, VikasBhavan, Press Complex, Zone-1, M.P. Nagar, Bhopal (M.P.) 462 011

Department of Journalism

Department of Journalism was established in the year 1991 with the inception of the University. The department was established for developing Media professionals in mainstream and core areas of Journalism. It is committed to providing excellence in teaching and training students as well as research scholars in the area of journalism. The Department offers M.A. in Journalism; MA in Digital Journalism and an undergraduate programme BA(JCW). The department closely studies market trends and new developments in the media industry and conducts brainstorming discourse with leading academia and industry professionals to enrich the course content.

The department has a well-equipped media lab and a departmental library. It conducts regularly hands-on workshop on recent trends in Digital Journalism, Photo Journalism and Mass Communication, Media Law and Ethics.

Many alumni of the department are now working with top Media houses like DD News, AAJ TAK, ABP, ZEE News, NDTV, ETV, Indian Express, Times of India, DainikBhaskar, DainikJagran, Hindustan Times, Pioneer, The Hindu, India Today, Jansatta, Nav Bharat, Patrika, NavDuniya, Doordarshan, AIR, News 18, CNBC, Web Dunia, Economic Times and Hindi Oneindia, Hari Bhoomi, Sahara Samay, FM & Community Radios etc.

M.A. (DJ)
Level - Postgraduate **Duration -** 2 years (4 semesters) Seats - 40
Eligibility Criteria - Applicant must be Graduate in any discipline from a recognised University.

About the Programme
M.A. (Digital Journalism) programme focuses on different aspects of Digital Journalism such as Digital Reporting, Content Editing and the study of Digital Technology for modern media. Theoretical and practical training of page layout and designing for Online Newspapers, Magazines, Channels & Social Media. The department conducts educational tours of various Press and Media Houses, apart from weekly discussions/seminars under the guidance of media experts. The course focuses on Digital Journalism along with electronic and online media contents to enhance the knowledge of students.

Career path you can choose after the programme

- Digital Journalist
- Vlogger
- TV News Producer/Reporter/News Anchor
- Filmmaker/Document Maker
- Radio Reporter
- Digital Photo Journalist
- Digital Reporter and Correspondents
- Freelance Journalist
- Blogger/Columnist
- Commentator/Voiceover Artist
- Magazine Journalist
- Political Analyst
- Content Copy Writer
- Content Creator
- Sports Journalist
- Public Relation Officer
- Indian Information Services
- Advisors in Political Parties
- Event Manager (Event Management)
- Non-Governmental Organisations (NGOs)
- Video Editor
- Graphic Designer
- Social Media Implanter
- Social Media Manager
- Marketing Manager

Master of Arts in Digital Journalism

(Two Year Course)

M.A (DJ) Programme Educational Objectives (PEO)

PEO-1: Familiarize students with the field of all Digital Mediums.

PEO-2: To develop emphasis working knowledge and skills required for Digital Journalism.

PEO-3: Improve Creative and Journalistic writing skills for Digital Reporting.

PEO-4: To Develop attitude knowledge in the field of Web Journalism, Online Journalism, Mobile Journalism, Social Media Journalism etc.

PEO-5: Inculcate a team spirit in students for working in digital media organizations.

PEO-6: Enhancing the research skills fordifferent digital media platforms.

PEO-7: To develop aptitude for critical appraisal of different sections of the media.

PEO-8: To develop entrepreneurship skills among students to help the understand digital aspects of the media sector.

PEO-9: Emphasis on language to help students improve journalistic writing skills.

PEO-10: To equip the students with the knowledge & skills of developing self-regulatory Channels & YouTube contents.

PEO-11: Understanding and enhancing skills for digital media working culture.

PEO-12: Enhance Critical and analytical thinking of students on contemporary National and International issues.

Programme Outcomes (POs)

PO-1: Ability to understand digital media technology and its content. **(Disciplinary knowledge)**

PO-2: Ability to express thoughts and ideas effectively in writing and speaking with conscious efforts in public sphere. **(Communication skills)**

PO-3: Capacity to apply analytical and critical thinking for discussion and writing on contemporary national and international issues. **(Critical thinking)**

PO-4: Capable to produce multimedia creativity and digital content management for digital journalism. **(Problem solving)**

PO-5: Acquire ability to write correctly and lucidly in the forms and styles appropriate for communication professions. **(Analytical reasoning)**

PO-6: Acquire fundamental reporting skills including developing and cultivating sources, preparing questionnaires for interviews and conducting online researches. **(Research-related skills)**

PO-7: Acquire work efficiency to function independently as well as a member of editorial and production teams. **(Cooperation/Team work)**

PO-8: Recognize and apply basic journalistic terminology and concepts as well as tools and technologies**(Scientific reasoning)**

PO-9: Able to critically appreciate and discuss culture, social and ethical role of the media. **(Reflective thinking)**

PO-10: Capable to understand and work with various digital journalism branches like- Mobile Journalism, Web Journalism, Audio-Video Journalism, TV-Radio Journalism etc.**(Information/digital literacy)**

PO-11: Acquire an in-depth ability to report on news and analyse the reports in accurate, detailed, balanced, professional and timely manner. **(Self-directed learning)**

PO-12: Acquire skills and values needed to cope with multicultural communities. **(Multicultural competence)**

PO-13: Demonstrate an understanding and application of professional ethics in pursuit of truth, accuracy, fairness and diversity. **(Moral and ethical awareness/reasoning)**

PO-14: Ability to critically evaluate their own work as well as of others with accuracy, fairness and clarity **(Leadership readiness/qualities)**

PO-15: Ability to apply computer softwares and technical skills for designated production and research functions in journalism. **(Lifelong learning)**

PEO	POs														
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**
1	3	2	2	1	2	1	2	1	2	1	3	2	1	2	3
2	3	3	3	1	1	1	-	2	1	1	2	3	3	2	2
3	3	3	3	2	3	1	1	3	3	1	2	3	2	1	3
4	3	2	3	1	3	2	-	1	2	1	3	3	3	1	2
5	3	3	3	3	2	2	1	3	3	3	3	3	2	1	3
6	2	1	2	3	2	1	2	1	3	1	3	3	3	3	3
7	1	1	3	3	3	1	2	1	3	-	3	3	3	2	1
8	3	3	3	2	3	2	1	1	3	1	2	2	3	1	2
9	3	1	3	2	3	2	3	3	2	3	2	2	1	3	3
10	3	2	3	3	3	3	3	3	2	2	1	1	2	1	3
11	1	3	1	2	2	-	3	1	2	-	1	3	3	3	2
12	3	1	3	3	3	2	3	2	2	1	2	2	3	3	3

PEO Alignment with **POs**

1. Low   2 .Significant   3. High
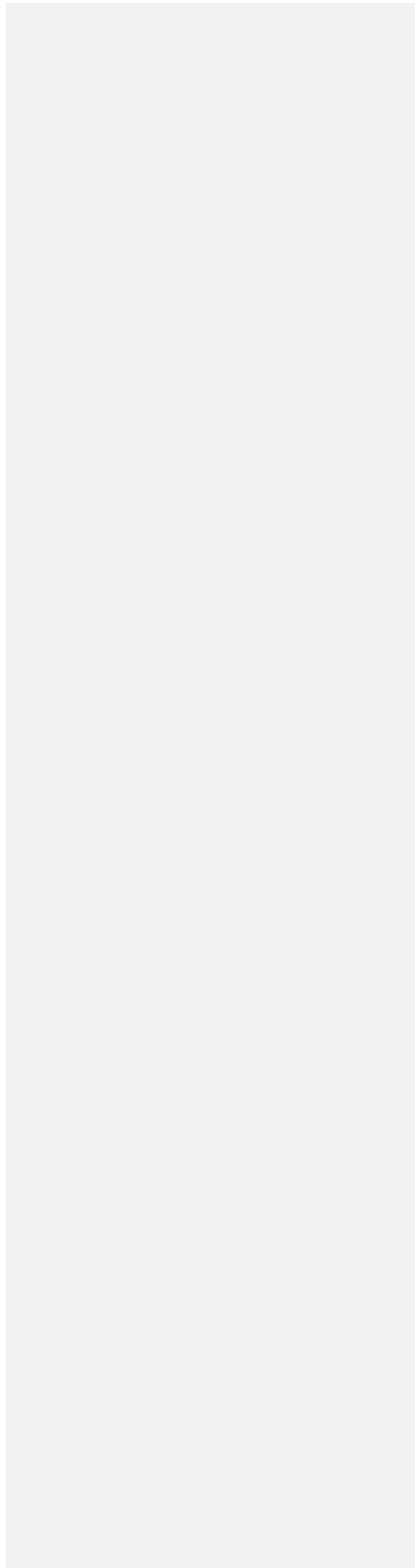
Evaluation and Examination: Provided in detail scheme

SEMESTER – I

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
1MADJ CCC1	Journalism Basics : Reporting, Editing and Presentations	06	04	01	01	50	30	20	100
1MADJ CCC2	Principles of Mass Communication	06	05	01	-	80	-	20	100
1MADJ CCC3	Foundations of Digital Journalism	06	04	01	01	50	30	20	100
1MADJ CCE 1	Computer Applications for Digital Journalism	06	04	01	01	50	30	20	100
1MADJ OE01	Issue Based Writing	03	02	--	01	25	15	10	50
Total		27							450

SEMESTER – II

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
2MADJ CCC4	Writing for the Web	06	04	-	02	50	30	20	100
2MADJ CCC5	Digital Photography, Graphic Design & Animation	06	04	-	02	50	30	20	100
2MADJ CCC6	Digital Audio & Video Production	06	04	-	02	50	30	20	100
2MADJ CCE2	Technologies for Multimedia Journalism	06	04	01	01	50	30	20	100
2MADJ OE02	Digital Media and Audience Behaviour	03	02	--	01	25	15	10	50
Total		27							450

SEMESTER – III

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
3MADJ CCC7	Digital Multimedia & Studio Production	06	04	-	02	50	30	20	100
3MADJ CCC8	Media Laws and Ethics	06	05	01	-	80	--	20	100
3MADJ CCC9	Data Journalism	06	04	--	02	50	30	20	100
3MADJ CCE3 (A)/(B)	Digital Content Management & Security	06	04	01	01	50	30	20	100
	Structure and Job Roles in Digital Journalism Organization		05	01	--	80	--	20	100
3MADJ OE03	SEO for Editorial Teams and Journalists	03	02	--	01	25	15	10	50
Total		**27**							**450**

SEMESTER – IV

Module Code	Module Name	Total credit	Lec. credit	Tut. credit	Pra. credit	Th. M	Pr. M	Int. M	Total
4MADJ CCC10	Digital Journalism Research	06	04	--	02	50	30	20	100
4MADJ CCC11	Digital Marketing, Monetization & Public Relations	06	04	--	02	50	30	20	100
4MADJ CCC12	Digital Journalism Project	06	03	01	02	50	30	20	100
4MADJ CCE4 (A)/(B)	Visual Communication	06	04	01	01	50	30	20	100
	Convergence Technologies and Journalism		04	01	01	80	-	20	100
4MADJ OE04	Podcast and Digital Radio Production	03	02	--	01	25	15	10	50
Total		**27**							**450**

SEMESTER – I

1MADJCCC1:JOURNALISM BASICS: REPORTING, EDITING AND PRESENTATIONS

Total Credit-06
Max Marks-100(Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES :

- To impart theoretical and practical knowledge aboutreportingandediting.
- To provide knowledge and techniques about different types of reporting.
- To develop writing skills for headlines, intro and organizedstory.

LEARNING OUTCOMES :

- Students would aquire skills to wirte news reports and features for news websites.
- Demonstrate good understanding of editing skills and able to apply their principles and techniques in the field of online journalism.
- Students will be able to produce the content for news websites.

CO-PO MAPPING:

PO/ CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
1	3	3	2	2	2	2	2	2	2	2	2	2	3	1	3
2	3	3	2	2	2	2	2	2	2	3	2	2	3	2	3
3	3	2	3	3	2	2	3	2	2	2	2	2	1	2	3
4	2	3	1	-	-	-	-	-	1	2	1	-	2	-	2
5	2	1	-	-	-	-	-	-	-	3	1	-	-	-	3

Unit-1	Reporting : Concept and Practice	L	T	P
1.1	Reporting Unit in a Newspaper, Its Hierarchy, Duties, Functions and Responsibilities of Chief Reporter, Reporter, Stringers, Special Correspondents, Freelancers, Commissioned Writers, Reporter's Qualities.	04	01	---
1.2	Principles of Reporting, Lead Writing, Types of Leads, Characteristics of a News Report, Structure of News Report, Importance of Intro.	03	---	02
1.3	Organizing The News Story: Angle, Attribution, Quote, Background and Context, Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story, Qualities &Characteristics of Good Writing,	02	---	02
1.4	Different Types of Reporting - Beat Reporting: Sports, Crime, Politics, Business, Education, etc. Practical Exercises in Writing News Reports, Analysis of Different Kinds of News Reports.	02	---	---
1.5	Different Types of Stories: Follow-Up Stories, Curtain Raiser, NewsFeatures, Developing Stories, Breaking News, Exclusive Stories and Scoops. News Sources: Role, Importance, Types, Identification and Development, Interviews; Objectives, Questions, Research, Ethical Questions	02	---	---

	Total Hours		**18**	

Unit-2	**Editing : Concept and Practice**	**L**	**T**	**P**
2.1	Editing; Concept, Importance, Process; Guiding Principles of Editing,	02	---	01
2.2	Types and Sources of News Copy, Editorial Department: Hierarchy, Functions of The Staff; Editor, News Editor, Chief Sub-Editor, Sub-Editors, Translators, Proof Readers	03	01	02
2.3	Concept of News Desk and Distribution of Work.	01	01	---
2.4	Preparation of Various Pages.	01	01	02
2.5	News Flow and Co-Ordination of Copy, Practical Exercises for Editing.	01	---	02
	Total Hours		**18**	

Unit-3	**Editing and Layout : Concept and Practice**	**L**	**T**	**P**
3.1	Headlines: Kinds, Purpose, Editing and Proof Reading Symbols, Editing of Special Pages.	02	---	01
3.2	Concept of Design and Layout, Elements of Design, Types of Layout of Various Pages, Editing Techniques to Add Variety, Use of Photos and Graphics.	02	---	01
3.3	Practical Exercises in Editing and Layout, Analysis of Layout of Newspaper and Magazine Pages.	01	---	---
3.4	Feature: Concept, Objectives Difference Between Feature and Essay, News Report, Editorial, Types of Features: Timeless Features News Feature, Columns, Vox Pop, Backgrounder.	02	01	03
3.5	Photo Feature, Travelogues, Lifestyle, Interviews, Personality Sketch, Reviews, Agony Aunt, String of Pearls.	03	01	01
	Total Hours		**18**	

Unit-4	**Use of Feature**	**L**	**T**	**P**
4.1	Process of Feature Writing: Idea Generation, Data Collection, Data Processing, Writing of Feature.	02	---	01
4.2	Structure of Feature Story, Lead and its Types.	02	---	01
4.3	Use of Pictures and Graphics.	02	---	---
4.4	Interviewing process for Features, Analysis of Features in Magazines and Newspaper Supplements,	03	02	01
4.5	Practical Exercises for Feature.	03	01	---
	Total Hours		**18**	

Unit-5	Edit Page	L	T	P
5.1	Edit Page- Content and Layout	02	---	01
5.2	Editorials - Concept, Objectives, Language, Types, Style, Language	02	---	01
5.3	Process of Editorial Writing	01	---	---
5.4	Op Ed Page, Letters to The Editor, Articles, Interviews, Religious Features	02	01	03
5.5	Significance and Content.	03	01	01
	Total Hours		18	

Practical/Projects/Assignments:

1-. News reporting (field visits) and News Writing–10 News (Sports/politics/cinema/local news/global news/science and technology/development/crime/religious/education/business/ administration)
2. Attend minimum three press conferences and write press release on same.
3. Conduct and write and write aninterview of a politician or any renowned personality.

Suggested Readings:

1. Agrawal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
2. JayapalanN.(2001) Journalism, Atlantic
3. Flemming and Hemmingway(2005), An Introduction to journalism, Vistaar Publications
4. Frost, C.(2001). Reporting for Journalists, Routledge, London.
5. Garrison, B.(2000). Advanced Reporting, LEA.
6. Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
7. Pro. Kiran, Hand book of print media, MakhanlalChaturvedi National University of Journalism and Communication
8. Trikha, N.K, Reporting, MakhanlalChaturvedi National University of Journalism and Communication
9. सुभाष धूलिया, आनंद प्रधान(2004); समाचार अवधारणा और लेखन प्रक्रिया, भारतीय जनसंचार संस्थान, नई दिल्ली
10. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.
11. Harcup Tony (2006), Journalism Principles and Practice, Vistaar
12. Harcup Tony (2009),Journalism : Principles and Practice (second edition), Sage South Asia Edition
13. सुष्मिताबाला(2011) जनमाध्यमों की लेखनविधायें, कनिष्कपब्लिशर्स, नईदिल्ली।
14. डॉ. राजेन्द्रमिश्र, (2011) साक्षात्कारप्रक्रियाऔरप्रविधि, तक्षशिलाप्रकाशन, नईदिल्ली।

E-Resource:

- https://www.bbc.co.uk/academy/hi
- http://www.newswriters.in/
- https://www.scotbuzz.org/2017/12/patrakarita-ke-vibhinn-kshetra.html

1MADJCCC2: PRINCIPLES OF MASS COMMUNICATION

Total Credit-06
Max Marks-100 (Th.-80, Int.-20)

COURSE OBJECTIVES :

- To critically understand the models and theories of Mass Communication.
- To explore how mass communication can be effectively used for social communication.
- To develop communication experts through digital journalism

LEARNING OUTCOMES :

- Students can differentiate between various kinds of communication and perform as an effective Communicator.
- Students can become capable of applying analytical and critical thinking to explore the working of media industry.
- Students will have understanding of various communication perspectives.

CO-PO MAPPING:

PO/ CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	3	3	3	1	2	1	2	-	1	1	2	1	1	2	1
2	3	3	3	3	2	1	2	1	1	1	1	1	1	1	2
3	3	3	2	2	2	2	2	2	1	1	2	1	2	2	2
4	3	2	2	-	-	-	-	-	1	3	1	-	2	-	3
5	2	2	2	-	1	1	-	-	1	3	1	1	1	-	2

Unit-1	Communication Models and Theories	L	T	P
1.1	Models and Theories of Communication	03	02	---
1.2	Models of Communication- Lasswell, Shannon and Weaver Osgood and Schramm, Gerbner, Westley and Maclean Model	05	01	---
1.3	Cognitive Consistency Theories- Heider, Newcomb and FestingerTheory	03	01	---
1.4	Concept of Selective Exposure, Selective Perception and Selective Retention	02	---	---
1.5	Media System Dependency Theory	01	---	---
	Total Hours		**18**	

Unit-2	Sociological & normative theories	L	T	P
2.1	Sociological & Normative Theories	02	---	---
2.2	Sociological Theories - Cultivation Theory, Spiral of Silence, Media Hegemony, Agenda Setting	04	02	---
2.3	User and Gratification Theory	01	02	---

2.4	Normative Theories, Marshall Mcluhan's Approach, Raymond Williams	03	02	---
2.5	Social Scientific Media Theories, HabermassTheory	02	---	---
	Total Hours		**18**	

Unit-3	**International communication**	**L**	**T**	**P**
3.1	Mass Communication and International Communication	02	01	---
3.2	Concept of Mass and Culture	02	01	---
3.3	Philosophy of New World Information and Communication Order	03	01	---
3.4	Challenges of Cultural Imperialism and Neo-Colonialism	03	01	---
3.5	Contemporary Issues Related to Transnational Broadcasting and Its Impact on Culture, Various Perspectives and Cultural Impact	03	01	---
	Total Hours		**18**	

Unit-4	**Concept of Mass media**	**L**	**T**	**P**
4.1	Mass Media, Public Opinion &Propaganda	03	01	---
4.2	Mass Media Institutions and Organizations	02	01	---
4.3	Mass Media Contents, Mass Media Audience, Mass Communication Effects	03	01	---
4.4	Manufacturing Consent (Chomsky)	02	---	---
4.5	New Media Theories : Networked Societies and Digital Convergence : Manuel Castells, Christian Fuchs, EvgenyMorozov	03	02	---
	Total Hours		**18**	

Unit-5	**Perspective on Communication**	**L**	**T**	**P**
5.1	Oriental Perspective on Communication- Asian Perspective, Indian Perspective.	02	01	---
5.2	Communication in India.	02	01	---
5.3	Indian Communication Theories.	03	01	---
5.4	Indian Position & Approach to International Communication Issues.	03	01	---
5.5	Mass Communication : Current Scenario and Future.	03	01	---
	Total Hours		**18**	

Practical/Projects/Assignments:
- Prepare a speech on any current Social/Political/Economic/Technological issue, present it individually.
- Write an essay/article on Mass Communication Effects (800-1000 words)
- Group study and presentation through PPT on transnational broadcasting and its impact on culture.

Suggested Readings:
- McQuail, Denis (2010). McQuail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Werner, Severin J. and Tankard W. James. Communication Theories. Origin, Methods, Uses. London: Longman.
- Kumar. J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing house (New Ed.)
- Vilanilam, J.V (2002). Mass Communication: Theory and Practice. Bhopal, India: MCNUJC.
- Wilbur Schramm (1973). Men, Messages and Media. New York, USA: Harper& Row.

E-Resources:
- Communication Theory: http://communicationtheory.org
- Mass Communication Theory: https://masscommtheory.com/
- Global Media and Communication: https://journals.sagepub.com/home/gmc

1MADJCC3: FOUNDATIONS OF DIGITAL JOURNALISM

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES :

- To be acquaint with multimedia content and history of digital journalism.
- To be familiar with internet settings and web terminologies.
- To acquire the knowledge of various social media applications.
- To understand the working of websites, web portals and blogs.

LEARNING OUTCOMES :

- Students can understand the use of multimedia technology and its content.
- Students will be able to understand the internet terminologies & application ofbrowsers.
- Students will develop the capacity to apply,digital journalism concepts in web designing and writing.

CO-PO MAPPING:

PO/ CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	2	1	1	-	-	3	-	-	-	1	1	1	1	-	2
2	2	1	-	-	-	-	-	-	-	3	2	1	-	-	2
3	3	2	-	1	-	-	-	-	2	3	1	1	3	2	2
4	3	3	-	-	-	-	3	-	-	1	1	3	-	-	3
5	2	1	-	-	2	-	-	-	-	3	2	1	-	-	2

Unit-1	History of Journalism	L	T	P
1.1	History of Journalism - Global &Indian	05	01	---
1.2	Print to Online: Major Milestones & Learning's, Evolution and Development of Electronic Media, History of World Wide Web (www)	04	01	---
1.3	Computer Assisted Journalism, Equipment Requires for Digital Journalism – Computer, Modem, Scanner, Camera, Webcam, Digital Tablet, Printer Etc. Their Need and Specifications	03	01	---
1.4	Multimedia News on The Web: Its Impact &User Behavior, Mobile Revolution,	01	---	---
1.5	Media Convergence & Its effects on The News Presentation, Journalism&Business Media.	02	---	---
	Total Hours	**18**		

Unit-2	Introduction to Digital Journalism	L	T	P
2.1	Introduction to Digital Journalism, Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals & Their Presentations, News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components	02	---	---

2.2	Role of Browsers and Plug-Ins, Searching: Tips & Tools for Better Search in Digital Era for Journalists.	04	01	---
2.3	Using Online Reporting Sources, The Internet as aReporting Source, E-Mail Related Sources - Using E-Mail, Newsgroups, Listservs	05	01	---
2.4	Web Page Based Sources - General Reference Sources, Wikis, Specialized Sources For Journalists	03	01	---
2.5	Search Engines - Basic Search Engines, Searching The Deep Web, Directories, Online Journalism Sites, Databases	01	---	---
	Total Hours		**18**	

Unit-3	**Social Media**	L	T	P
3.1	Social Media Platforms: Historical Overview, Citizen &Collaborative Journalism	02	---	---
3.2	Social Networking & Collaboration Through Whatsapp, Snap Chat, Skype etc.	04	02	---
3.3	Profiling And Social Media: Facebook, LinkedIn, Tweeter, Instagram, Flicker etc.	03	01	---
3.4	Video And Audio Social Sharing: Youtube, Sound Cloud etc.	03	01	---
3.5	Online Advertisement&Revenue Generation Basicsfrom Online Journalism.	02	---	---
	Total Hours		**18**	

Unit-4	**Approach to Digital Journalism**	L	T	P
4.1	Approach to Digital Journalism, Writing in Digital World, Digital Reporting Techniques	04	---	---
4.2	Using Multimedia Components-Text, Graphics, Audio, Video &Animation Together into News, Content Generation & Writing: Blog and Social Platforms	03	01	---
4.3	Do's &Dont's During Traditional Journalism Versus The Multimedia Mindset, E-Journals, E-Zines, Online Magazines, Webzine Conferences, Webinars, Video Conferencing, Blogging	03	01	---
4.4	Mobile Journalism (Mojo): Tools & Operating Systems, Convergence & Citizen Journalism	02	01	---
4.5	Apps for Digital Journalists, Virtual Communities, How to Work in a Fast-Paced Digital Media Landscape?	02	01	---
	Total Hours		**18**	

Unit-5	Website	L	T	P
5.1	Building Your Own News Website Using Word Press - Choose The Right Platform - HTML V/S CMS Based System, Paid or Free Open Source CMS, Popular Web Site Building Platforms	02	---	---
5.2	Get a Domain & Web Hosting - Choose a Domain Name Top Level or Sub Domain, Free or Paid Hosting, Choose Website Hosting Plan - Various Factors for Choosing The Plan	04	02	---
5.3	Set Up & Customize Your Site, Installing Word Press on Your Server, Click or Manual Installation Choice, Choose Your Password, Choosing a Theme/Template for Your Site, Log into Your Word Press Dashboard,	03	01	---
5.4	Access Free Themes, Install Your New Theme, Add Content and Create New Pages. Adding and Editing Posts, Changing Your Title and Tagline, Enabling / Disabling Comments for Posts & Pages,	03	01	---
5.5	Setting Up a Static Front Page, Editing Sidebar, Installing Plug-Ins to Get More Out of Word Press, Launch Your Website.	02	---	---
	Total Hours		18	

Practical/Projects/Assignments:
- Create a blog and publish content on it.
- Develop and build your own news websits using word press.
- Capture, Process and Publish a news/ programme through mobile using applications.

Suggested Readings:
- Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Saxena Sunil (2006), Headline Writing, Sage
- Kim Jihoon :**Between film, video and the digital,** Bloomsbury
- Davisson Amber, **Controversies in Digital ethics**, Bloomsbury
- Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S.
- Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge
- Tapas Ray, Online Journalism, Cambridge University Press, 2011
- हर्षदेव, **ऑनलाइनपत्रकारिता,**समसामयिकप्रकाशन, नईदिल्ली

E-Resource :
- https://www.bbc.co.uk/academy/hi
- http://www.newswriters.in/
- https://www.scotbuzz.org/2017/12/patrakarita-ke-vibhinn-kshetra.html
- https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques
- http://cij.co.in/index.php
- http://www.dailywritingtips.com/the-art-of-writing-news/

1MADJCCCE1:COMPUTER APPLICATIONS FOR DIGITAL JOURNALISM

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES :

- To acquaint students with the basics of computer & Operating Software.
- Practice on MS Word and text formatting.
- Practice on MS Excel & Power Point Applications.
- To give knowledge on web creation and management through basic HTML tags.

LEARNING OUTCOMES :

- Students will understand and evaluate theworking of computer, OS & MS Word.
- Students will be able to implementofExcel Work sheets, Work books & Slides for Power Point presentation.
- Students will be able to plan and creation and publishing of basicwebpage.

CO-PO MAPPING:

PO/ CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	3	-	-	-	-	-	3	-	-	1	2	-	-	-	3
2	3	-	-	-	-	-	-	-	-	2	1	-	2	-	3
3	2	-	2	-	3	-	-	-	-	2	2	-	-	-	3
4	2	-	-	-	-	-	-	-	-	2	2	-	-	-	2
5	3	-	-	-	2	-	-	-	-	2	1	-	3	-	3

Unit-1	Introduction to ComputerHardware &Software	L	T	P
1.1	Definition of Computer, Basic Components of Computer, Hardware &Softwre, Peripherals - Input/Output Devices.	05	01	---
1.2	Introduction to Operating System, Necessity & Functionsof O.S., Desktop &Mobile O.S. – Windows, Linux, Macintosh, Android etc.	04	01	---
1.3	Introduction to Windows Working with Windows - My Computer,Desktop, Accessories, Control Pnel. Files & Folders, Recycle Bin etc.	03	01	---
1.4	Working with Files &Folders; Simple Operations Like Copy, Delete, Moving of Files, Shortcuts &Autostarts. Start Button & Program Lists.	01	---	---
1.5	Information Technology – Definition & Use, Telecommunication & Various Networks.	02	---	---
	Total Hours		**18**	

Unit-2	MS-Office-1 (MS Word)	L	T	P
2.1	Introduction to MS Office. Features of MS Office Suit, Need & Use of MS Word as Application for Journalists.MS Office &Open-Office a comparison.	02	---	---
2.2	Introduction to MS Word, MS Word Basics, Features &Area of use. Document Creation & Editing.	04	01	---
2.3	Working with MS Word:New Document-Wizards &Templates, Different Page Views and Page Layouts, Saving, Text Attributes,Text Editing: Bullets&Numbering, Auto Text,Grammer, Spell Check, Thesaurus, Find & Replace;	05	01	---
2.4	Inserting - Page Numbers, Headers & Footers, Pictures, Files, Shapes etc., Working with Pages &Columns, Mail Merge.	03	01	---
2.5	Tables & Table Options, Inserting Mathematical Symbols & Special Characters, Print Options.	01	---	---
	Total Hours		**18**	

Unit-3	MS-Office-2 (MS Excel)	L	T	P
3.1	MS Excel: Introduction, Workbook & Worksheets.	02	---	---
3.2	Working with MS Excel: Columns &Rows, Insert, Copy & Move Selections, Sorting.	04	02	---
3.3	Use of Formulas, Calculations& Functions, Cell Formatting.Column Freezing.	03	01	---
3.4	Creating Charts & Graphs, Chart Types, Manipurlating Chart & Data.	03	01	---
3.5	Borders & Shading, Print Options, Moving chart to other documents. Print Options.	02	---	---
	Total Hours		**18**	

Unit-4	MS-Office-3 (MS Power Point)	L	T	P
4.1	MS Powerpoint: Introduction & Area of Use.	04	---	---
4.2	Working with MS Powerpoint, Creating A New Presentation.	03	01	---
4.3	Working with Presentation, Using Wizards; Background &Deisgns, Inserting, Deleting and Copying of Slides.	03	01	---
4.4	InsertingText Box, Multimedia Objects, Shapes, Pictures, Graphics, Sounds and Movies to Slide.	02	01	---
4.5	Adding Transitions, Animation & Effects, Presentation of A Slide Show, Notes&Handouts, Print Options.	02	01	---
	Total Hours		**18**	

Unit-5	Digital Journalism & Internet Communication	L	T	P
5.1	Definition of Digital Journalism, Role of Internet in Communication.	03	02	---
5.2	Brief History & Services of Internet.	02	---	---
5.3	Internet Protocols – FTP, HTTP, TCP/.IP, Web Pages & Web Sites, Domain Name Registration.	02	02	01
5.4	Evaluating Sources, Internal & External Links, Publishing a Website, Web Publishing Tools.	02	01	---
5.5	Using Content Management Systems (CMS) for Building News Websites, Paid & Open Source CMS.	02	01	---
	Total Hours	**18**		

Practical/Projects/Assignments:
- Analyze a website on the basis of its formatting and structure.
- Create design and present a layout of a website through power point presentation.
- Evaluate a website on the basis of external links, keywords and taggings etc.

Suggestive Readings :

- Windows 8.1 in Easy Steps by Vandome Nick, In Easy Steps Limited, ISBN13 : 9781840786149, ISBN10 : 1840786140
- Windows 8.1 Step by Step by Ciprian Adrian Rusen and Joli Ballew, PHI Limited,
- MOS Study Guide 2010 (Word, Excel, Power point and Outlook) Exam PHI
- INTRODUCTION TO INTERNET & HTML SCRIPTING by Ivan Boris, BPB Pblications
- Microsoft Office 2013, Microsoft Official Academic Course, Microsoft Press,
- Microsoft Office 2013 Bible By Lisa A Bucki, John Walkenbach, FaitheWempen, Michael Alexander, Dick Kusleika, Wiley India

E-Resource

- https://turbofuture.com/computers/Introduction-to-windows
- https://www.free-online-training-courses.com/windows/
- https://www.youtube.com/watch?v=fUkh3yWm3d4
- https://pagosalibrary.org/wp-content/uploads/2014/07/Word-Basics-Class-Handout.pdf
- https://edu.gcfglobal.org/en/word2010/
- https://themeisle.com/blog/starting-a-news-website/
- https://www.competethemes.com/blog/make-news-website/
- https://wordpress.com/create-website/
- https://www.thebalancecareers.com/start-a-news-website-in-5-easy-steps-2315325

1MADJOE1: ISSUE BASED WRITING

Total Credit-03
Max Marks-50 (Th.-25, Pr-15, Int.-10)

COURSE OBJECTIVES :

- To make the student familiar with issue based writing concept.
- To give knowledge on writing for national and international issues.
- To develop an understanding on regional, national, and international issues.

LEARNING OUTCOMES :

- Student will be able write on current issues.
- They will get to learncritical thinking and writing capacity on national and international issues.
- Student will be able to develop an idea on media issues.
- Student will beable to implement their understading of national, regional and local issues inpractice

CO-PO MAPPING:

PO/ CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	3	1	2	1	2	3	-	2	2	1	2	1	3	2	3
2	3	2	2	1	2	2	-	2	2	1	1	2	2	1	2
3	2	1	2	1	1	1	-	1	1	-	2	-	1	1	2
4	2	-	1	2	-	-	1	-	2	2	3	-	2	2	2
5	3	1	3	-	-	1	-	-	3	3	2	2	-	-	1

Unit-1	Significance of Issues	L	T	P
1.1	Significance of Issues Based Writing.	05	01	---
1.2	Idea, Ideology and Media	04	01	---
1.3	Formats of Writing-News, Feature, Article, Editorial etc.	03	01	---
1.4	Economical, Political, Cultural and Social Issues	01	---	---
1.5	Developmental Issues: Environment, sustainability, poverty, Rural Scenario, Basic Facilities.	02	---	---
	Total Hours		**18**	

Unit-2	International Issues	L	T	P
2.1	Introduction to International Politics: Current Major Issues.	02	---	---
2.2	Bilateral Relations between Powerful Countries. Conflicts and War, Corruption, Terrorism	04	01	---
2.3	Natural Resources, Climate Change, Pollution: Water, Air, Soil, Sound, Energy, Oil, Global warming.	05	01	---

2.4	Crime: Human Trafficking, Immigration, Racial and Religious Issues	03	01	---
2.5	International, Regional and Economic Grouping such as SAARC, United Nations, BRICS, OPEC, African Union, ASEAN, OIC, BREXIT.	01	---	---
	Total Hours		**18**	

Unit-3	National Issues	L	T	P
3.1	Writiningfor National Issues: Internal Security and National Integrity.	02	---	---
3.2	River Water Dispute, Illegal Migrations.	04	02	---
3.3	Literacy, Population and Infrastructure, Employment.	03	01	---
3.4	Black Money, Health-Hygiene Issue. Casteism.	03	01	---
3.5	Human Resources, Women Empowerment, Child Education.	02	---	---
	Total Hours		**18**	

Unit-4	Regional Issues	L	T	P
4.1	Writing for Regional Issues: Identificatin and Challenges	04	---	---
4.2	Regional Disparities and Conflict.	03	01	---
4.3	Urban and Rural Development.	03	01	---
4.4	Agricultural and Land Reforms, Education and Sanitary Issue.	02	01	---
4.5	Centre-State Relationship.	02	01	---
	Total Hours		**18**	

Unit-5	Media Issues	L	T	P
5.1	Writing for Current Media Issues.	03	02	---
5.2	News Credibility, Paid News, Fake News, Channel War, Price War	02	---	---
5.3	Importance and Credibility of Social Media.	03	02	01
5.4	Ethical Media Based Issues, Media Trials.	02	---	---
5.5	Cross Media Ownership, Paid News. Press Council and Press Associations; National and International.	02	--	01
	Total Hours		**18**	

Practical/Projects/Assignments:
- PPT on Fake News, Paid News

- PPT on Role of Social Media in Society; Critical Analysis.
- Essay on Child and Women Issues
- Essay on Internal Security, National Integrity, Education and Sanitary Issue

Suggestive Readings :

- McWhorter Kathleen T. (2016), Reading and Writing About Contemporary Issues
- Ackley Katherine Anne (2005), Perspectives on Contemporary Issues
- Mearsheimer John (2001), The Tragedy of Great Power Politics
- John Baylis, Patricia Owens and Steve Smith (1997), The Globalization of World Politics
- Kennedy Paul (1987), The Rise and Fall of the Great Power
- Stovall, James. Glen. (2008), Writing for the Mass Media, Pearson.
- Fink, Conrad C. (2005), Writing Opinion for Impact: Blackwell, reprinted in India by Surjeet.
- Raman, Usha. ((2010), Writing for The Media, Oxford University Press.
- Rao, N.M. Raghavendra. (2012), Feature Writing, PHI Lerning Pvt., New Delhi.
- Hicks Wynford, Writing for Journalists, London.

E-Resource
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- https://ijnet.org/en/story/how-media-can-better-understand-fake-news-phenomenon
- *by JAMES BREINER, Dec 02 in FACT-CHECKING AND VERIFICATION*
- https://www.mea.gov.in/Images/pdf/India-foreign-relation-2012.pdf
- https://www.e-ir.info/publications/download/file/66825/66829
- https://www.dailywritingtips.com/creative-writing-101/
- http://www.writerstreasure.com/creative-writing-101/
- http://www.newswriters.in/

SEMESTER – II

2MADJCCC4 - WRITING FOR THE WEB

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES:

- To be acquaint with traditional news writing and web writing.
- To be familiar with various graphics & images in web contents.
- To acquire the knowledge on digital story format and web content governance.
- To develop on understanding blog writing and others social media.

LEARNING OUTCOMES:

- Students will be able to apply their knowledge towards various methods of web writing.
- Students will create an ability to understand and creatthe digital contents of websites.
- Students will be able to create digital stories and social content.
- Will develop creative content of different styles by utilizing various techniques of media writing.

CO-PO MAPPING:

PO/CO	P01	P02	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	1	3	3	-	-	-	-	1	2	1	-	2	-	1
2	1	3	-	-	-	3	-	2	-	3	2	-	2	-	3
3	3	3	2	-	1	2	-	-	3	2	1	1	1	-	1
4	2	2	1	2	-	-	1	-	1	2	3	-	2	-	2
5	2	1	2	-	-	-	-	-	3	1	1	-	-	-	3

Unit-1	Basics of News Writing	L	T	P
1.1	Traditional News Writing V/s Writing for the web, Web content writing rules – Refer Web Writing Style Guide, Interacting with the text , Importance of Great intro.	2	1	-
1.2	Writing Headlines, Writing with hyper links	2	1	2
1.3	Writing for the Web - Readability and Tone, Scan ability, Length, Hyperlinks, Search Engine Optimized Writing	2	-	-
1.4	Editorial Standards, Cultural Sensitivities (language, colloquialisms, acronyms, etc.)	2	-	-
1.5	Writing with Style and Good Grammar - Style or Grammar, Choosing Your Style, Grammar Rules, Challenges	2	1	3
	Total Hours		**18**	

Unit-2	Use of Graphics & Images	L	T	P
2.1	Use of Graphics & Images in Writing for Web, Web content writing & its relation with Search Engines, Search Engine Optimization – Need and advantages, SEO best practices,	3	2	3

		L	T	P
	best practices for organizing and delivering web content.			
2.2	Writing Nonlinear, Interactive Stories - Managing Content, Adding Links, Nonlinear, Interactive Stories, Challenges	2	-	1
2.3	Information Architecture & Navigation – Navigation Styles, The Footer - Useful Information on Every Page	2	-	-
2.4	Graphic & Visual Design, Color Palette, Main Color Palette, Alert Colors, Tertiary Accent Colors	2	-	-
2.5	Content Elements ,Fonts, Why This Font, Headers, Photograph & Images, Graphics, Videos, Layout Considerations - Primary & Secondary Content	3	-	-
	Total Hours	**18**		

Unit-3	**Web Content Governance**	L	T	P
3.1	Web Content Governance - Accessibility, Screen Readers, Captioning, Digital Rights, Web Standards, Tags and Keywords, File Naming	2	1	-
3.2	Digital Story Format, Format of Web report, Writing an audience profile, Blog Writing: DIY Journalism	3	1	2
3.3	Story Boarding and Planning, Writing Techniques, Headlines, Blurbs and Briefs,Image use with text	2	-	2
3.4	Things to avoid , The art of good caption Writing, Digital Story Telling, embedding photographs in your story	2	-	1
3.5	Best practices for using Images online- Plagiarism, Protecting Copyright	2	-	-
	Total Hours	**18**		

Unit-4	**Writing for Online Media - 1**	L	T	P
4.1	Creating slideshow, Feature Writing for Online Media	2	-	1
4.2	Use of graphs, Info graphics, Maps and Cartoons on Digital Media	2	1	-
4.3	Use of Signs, symbols and Abbreviations, Story Idea Development and News Updates	2	1	1
4.4	Writing e-mails, Best practices & tips for writing effective e-mail writing.	1	1	2
4.5	Use of blogs, tweets, etc. for story generation and development,	2	-	2
	Total Hours	**18**		

Unit-5	**Writing for Online Media - 2**	L	T	P
5.1	Writing for Twitter - tweet- writing guideline, What to Tweet - Twitter tips, tools, and best practices	1	1	2
5.2	Writing on Face book – Tips & Tactics for Writing the Best Face book Posts	1	1	2
5.3	Writing for Wiki- Style Guide, Best practices for Writing	1	1	1

	Wikis.			
5.4	Blog writing,WritingBlogs,Choosing Topics and Themes, Composing a Succession of Stories, Sustaining Readership, Challenges	1	1	2
5.5	How to Write the Perfect Blog Post	1	-	2
	Total Hours		**18**	

Practical/Projects/Assignments:
- News Writing – 20 News on different issues
- Blog Posts minimum 5 writes ups on differents issues.
- Write post content for your blog writeup for atleast three social media platforms.

Suggested Readings:
- *Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication*
- *Saxena Sunil (2006), Headline Writing, Sage*
- हर्षदेव, **ऑनलाइनपत्रकारिता,**समसामयिकप्रकाशन, नईदिल्ली
- Kim Jihoon :**Between film, video and the digital,** Bloomsbury
- Davisson Amber, **Controversies in Digital ethics**, Bloomsbury
- Rey G Rosales (2006), The Elements of Online Journalism, Universe, U.S.
- Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge.
- Tapas Ray, 2011, Online Journalism, Cambridge University Press.

E-Resource :
- https://www.bbc.co.uk/academy/hi
- http://www.newswriters.in/
- https://www.scotbuzz.org/2017/12/patrakarita-ke-vibhinn-kshetra.html
- https://www.scribd.com/doc/23738974/7-Reporting-Editing-Techniques
- http://cij.co.in/index.php
- http://www.dailywritingtips.com/the-art-of-writing-news/

2MADJCCC5 - DIGITAL PHOTOGRAPHY, EDITING AND ANIMATION

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES:
- To acquaint the student with the digital photography techniques.
- To learn the Photo Editing techniques in Adobe Photoshop.
- To give knowledge on principles of animation and graphic designing techniques.

LEARNING OUTCOMES:
- Students will be capable of understanding the working of camera techniques and various image format.
- Student willsunderstandthe tools of photo editing softwares for photo editing.
- Students will gain the knowledge of basic animation principles in relation to the webproducation.

CO-PO MAPPING:

PO/CO	P01	P02	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	1	3	3	-	-	-	-	3	1	3	-	2	-	3
2	1	-	-	-	-	2	3	2	-	3	2	-	1	3	3
3	2	3	2	3	1	2	-	-	3	1	3	1	3	-	1
4	2	-	1	2	-	-	1	-	2	2	3	-	2	2	2
5	3	1	3	-	-	1	-	-	3	3	2	2	-	-	1

Unit-1	**Digital Photography Techniques**	L	T	P
1.1	Technique and Art of Photography, Digital Photography - Photography - A Critical Tool for Journalists, Digital Photography History, Advantages	03	-	-
1.2	Digital Photography Equipment: Professional Camera, Mobile Phones, etc. , Understanding the terminology used for the digital camera - CCD, ISO, DSLR	02	01	-
1.3	Acquiring basic knowledge of taking a picture with the digital camera - Basic Camera Functions, How to push the shutter , Good composition of photos, White balance setting, Exposure compensation, Flash control, Shutter speed priority mode, Selective focus,	02	01	01
1.4	Creating images for print & web - Image Formats, Resolution, Raster Vs Vector, Resolution and other characteristics of different formats of Digital Images : JPEG, TIFF, BITMAP, GIF etc, Colour Theory	02	01	01
1.5	Basic photo editing on PC and Mobiles , Uploading and Using Photos on Web, Concept and Making of Photo features online	02	01	01
	Total Hours		**18**	

Unit-2	Image Editing with Photoshop - 1	L	T	P
2.1	Image Editing with Photoshop - Photoshop: Introduction, Exploring Photoshop Interface, Screen Modes, Creating New Documents, Using Styles and Templates, Custom Creation Tools.	03	-	-
2.2	Editing Image, Color mode in Photoshop, Color Modes & Models.	02	01	01
2.3	Working with Selection tools, Modifying and transforming Selections. Saving and Loading Selections.	02	01	-
2.4	Using Drawing and Painting tools, Using Retouching tools, Setting foreground and background color, Layers : Creating, Moving, Editing, Linking & Unlinking layers Masking Layers.	02	01	02
2.5	Applying Filters, Creating and editing smart objects. The Filter Gallery, Text editing in Photoshop	01	-	02
	Total Hours		**18**	

Unit-3	Image Editing with Photoshop - 2	L	T	P
3.1	Advanced Drawing and Editing Path	03	-	-
3.2	Working with Color, Transformation and Positioning	02	01	01
3.3	Working with Masks, Applying Filters and Live Effects	02	01	01
3.4	Advanced Text Editing, Modifying styles	02	01	01
3.5	Exporting files to other programs, Print Options and Printing of designs/works	02	-	01
	Total Hours		**18**	

Unit-4	Elements of Designing	L	T	P
4.1	Elements of Designing - Color, Line, Shape, Space, Texture, Value Principles of Design - Balance, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity, Variety	03	01	01
4.2	Typography - Anatomy of a letter, Typefaces, Typographic Measurement, Typographic Standards, Typographic Guidelines,	02	01	-
4.3	Introduction to Adobe Illustrator: Roll & importance, Tools of Illustrator. Practice on Palettes	01	-	02
4.4	Advanced concept of drawing, - Emphasis on design and - composition and experimental techniques in different media	02	01	01
4.5	Use of selection Tool - objects attributes - Working with Groups and Layers	02	-	01
	Total Hours		**18**	

Unit-5	Animation Basics	L	T	P
5.1	When to Use Animation, Animation Basics - Principles of Animation - Squash and stretch.	03	01	-
5.2	Principles : Anticipation, Staging, Straight Ahead Action and Pose to Pose, Follow Through and Overlapping Action, Slow In and Slow Out, Arc, Secondary Action, Timing, Exaggeration, Solid Drawing & Appeal.	03	---	---
5.3	Animation on the Web: A short history, Animation Principles for the Web, Types of web animation - Interface element animation, waiting animations, Story-telling animations, purely decorative animations, Animation in advertising	03	01	-
5.4	Web animations file types: GIF, CSS, SVG, Flash, WebGL etc.	01	01	-
5.5	Creating GIF and animated Banners ads for your website	02	01	02
	Total Hours		**18**	

Practical/Projects/Assignments:

- Writing a project on web animation file type- GIF,CSS,SVG, FLASH,WEBGL.+

- Prepare a steps charrt for Photo Editing.

- Create animation for the web.

- Prepare a clipping file on advanced text editing.

Suggestive Readings :

- Farrell Ian, Complete Guide to Digital Photography, Quercus

- Tom Ang (2018), Digital Photography an Introduction, DK

- B K Desh Pandey (2017), Photo Journalism, Sonali Publications

- KeshavSathaye (2011), Broadcast Journalism and Digital Media, Diamond Publications Pune

- Convergence culture: Where old and new media collide by Henry Jenkins New York University Press

- Understanding Media Convergence by August E Grant

E-Resource : `

- http://academyofdigitalarts.com/

- https://www.maacindia.com/blog/an-introduction-to-digital-photography

- https://digital-photography-school.com/

- https://digital-photography-school.com/10-tips-for-enjoying-a-photo-walk/

- https://www.nationalgeographic.com/photography/photo-tips/digital-photography-tips/

2MADJCCC6 - DIGITAL AUDIO AND VIDEO PRODUCTION

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES:

- To acquaint the students with basics of digital audio and video format and terms.
- To be familiar with online video journalism and its contents.
- To learn the video editing techniques in Adobe premiere.

LEARNING OUTCOMES:

- Students can understand the basics of audio and video file formats its terms.
- Able to differentiate TV and Online journalism to prepare digital contents for broadcasting.
- Students can prepare a project on video editing and mixing.

CO-PO MAPPING:

PO/CO	P01	P02	PO3	P04	PO5	P06	P07	P08	P09	PO10	PO11	PO12	PO13	PO14	PO15
1	2	1	1	-	-	-	-	-	-	1	1	1	3	-	2
2	2	1	-	-	-	-	1	-	-	3	2	-	1	-	2
3	3	2	2	-	-	-	-	-	1	3	1	-	2	-	3
4	2	2	2	-	1	1	-	-	1	3	1	1	1	-	2
5	3	2	1	-	-	2	1	-	2	3	1	1	3	2	2

Unit-1	**Digital Audio Basics**	L	T	P
1.1	Sound Basics - Frequency and Pitch, Intensity of Sound, Timbre, Tone Color, Digital Audio Basics.	05	01	---
1.2	Analog & Digital Signals, Sampling Rate, Bit depth, Channels, Bit rate, Digital Audio file formats.	04	01	---
1.3	Digital Recording tools & Equipment. Digital Audio Recorders.	03	01	---
1.4	Audio recording, Saving in various formats, Basic audio editing, CODEC, Audio Encoders and Decoders.	01	---	---
1.5	Audio Streaming Server& its use, Saving sound files & podcast on Web, Tips for writing for Audio, Tools and Techniques for Voice Over &Podcasting.	02	---	---
	Total		**18**	

Unit-2	**Video Journalism**	L	T	P
2.1	TV Journalism v/s Online Video Journalism, Use of Videos in E-paper or Website.	02	---	---
2.2	Various Video Cameras, Capturing a Video, Storing Videos, Editing Videos & Video Codecs.	04	01	---

2.3	Video Formats and Conversions, Basics of digital video and Movie Editing, Linear &Non Linear Editing.	05	01	---
2.4	Editing and uploading videos in Web, Viewing videos on the Web, Creating packages with Different Lengths.	03	01	---
2.5	Packaging and Compacting Audio/ Video Size for Application and Web Medium, Video Stream Servers, Uploading Video on Web.	01	---	---
	Total	**18**		

Unit-3	Adobe Premiere - I	L	T	P
3.1	Introduction to Video Editing with Adobe Premiere. Uses& Importance.	02	---	---
3.2	Importance& Features of Premiere Applications, Adobe Premier Video Editing Techniques.	04	02	---
3.3	Introduction to Moviemaking, Getting Started with Adobe Premiere. Creating & Opening of Project files in Adobe Premiere.	03	01	---
3.4	Introduction to Adobe Premier Screen. Working with Workspace.	03	01	---
3.5	Customizing the Workspace in Premiere, Assets and Imported files. Source Monitor &Programme Monitor.	02	---	---
	Total	**18**		

Unit-4	Adobe Premiere - II	L	T	P
4.1	Importing and Capturing Footage - Importing files as footage, importing stills.	04	---	---
4.2	Dealing with Timeline and Assets, Sequence and Clip Management. Timeline& Video & Audio Tracks.	03	01	---
4.3	Using Multiple Sequences, Basic Video Editing - Basic Editing Concepts& Tools.	03	01	---
4.4	Working with Monitor Panels, Editing in the Timeline.	02	01	---
4.5	Creating Titles and Graphics - Creating titles from templates, Modifying, Super-imposing a Title, Creating a title roll or crawl.	02	01	---
	Total	**18**		

Unit-5	Adobe Premiere - III	L	T	P
5.1	Editing Audio - Timeline Audio Tracks, Editing Audio, Recording Audio.	02	01	---
5.2	Using Audio Effects and Transitions. Mixing and	02	---	---

	Creating Effects with the Audio Mixer.			
5.3	Audio Mixer Overview, Setting Track Volume & Mixing Tracks, Applying effects with Audio Mixer.	03	02	01
5.4	Creating Transitions - About Video Transitions, Applying Transitions, Adjusting Transitions, Customizing Transitions, Various Transitions Effects.	02	---	---
5.5	Wrapping Up and Exporting - Preparing to export video, Exporting Frame, Audio & Video, Sharing Your Movies Online.	03	01	01
	Total	**18**		

Practical/Projects/Assignments:

- Demonstrate the process of digital production with a presentation.
- Produce and submit a PODCAST or a Voice Over package.
- News presentation in video format with the use of graphics.

Suggested Reading:

- Thulow, Crispin, Laura Lengel and Alice Tomic, 2004, Computer Mediate Communication.
- Journalism and new media by John V Pevlik
- August E Grant, Understanding Media Convergence, Oxford University Press.
- Stephen Quinn and Vincent Falk, Convergent Journalism: An Introduction, Focal Press.

E-Resources:
- 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

2MADJCCE2 - TECHNOLOGIES FOR MULTIMEDIA JOURNALISM

Total Credit-06
Max Marks-100 (Th.-50,Pra-30, Int.-20)

COURSE OBJECTIVES:

- To be familiar with internet concepts and protocols.
- To acquaint with basic of website design technologies.
- To acquire the knowledge of mobile journalism and various social media & networking technologies.
- To give knowledge on basics of digital content distribution for different digital platforms.
- To be familiar with the Search Engine Optimization and news aggregators.

LEARNING OUTCOMES:

- Students can understand internet concepts and various protocols.
- Able to understand and implement the internet terminologies & design technologies.
- Will be capable to impement their ideas about Mobile Journalism and digital content production.
- Will evaluate and build their perspective on SEO and news aggregation.

CO-PO MAPPING:

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	-	-	-	-	1	3	1	-	2	-	3
2	2	1	-	-	-	1	-	-	-	3	1	-	2	-	3
3	2	2	2	-	1	1	-	-	1	3	1	1	1	-	2
4	2	3	1	-	-	-	-	-	1	2	1	-	2	-	2
5	2	1	-	-	-	-	-	-	-	3	1	-	-	-	3

Unit-1	Internet & Journalism	L	T	P
1.1	Internet – Internet Characteristics, Internet Evolution, Internet Concepts, How it works.	05	01	---
1.2	IP and its Version, TCP/IP and other important protocols, ISP, Web Browsers & its utilities.	04	01	---
1.3	Internet services for Journalists– Email, IRC, Search, Video Conferencing, Webcasting, Podcasting etc.	03	01	---
1.4	Journalism Applications – Wikis, Blogs, Atom and Podcast	01	---	---

1.5	Photo Sharing, Podcasting, Screencast etc.Language issues with computers & Use of Unicode.	02	---	---
	Total		**18**	

Unit-2	**Website Design Technologies**	**L**	**T**	**P**
2.1	Introduction to Website Design Technologies –HTML, DHTML, CSS, JavaScript, ASP, PHP etc.	02	---	---
2.2	Area of Use of Web Technologies.Responsive Web Design – Overview, Need and Technologies available.	04	01	---
2.3	Web, Database, FTP and Streaming Server – Overview& Where to Use.	05	01	---
2.4	Cloud – Overview, Area of Use, utility and advantages, Cloud services for journalists –Dropbox, Google Drive	03	01	---
2.5	Security and legal issues of using Cloud services.Overview& Their use in the area of Journalism – Speech to Text, Text to Speech, Scanning, OCR etc.	01	---	---
	Total		**18**	

Unit-3	**Mobile Journalism**	**L**	**T**	**P**
3.1	Mobile Journalism - Introduction and overview, Origins of the Mojo, Workflow, Skills Required, Tools & Apps for Mojo, Challenges to Mojo work.	02	---	---
3.2	Social Media – Introduction, Types of Social Media & Networking Technologies: Social Networking (Facebook, Twitter, Google+), Professional Networking (LinkedIn etc.,)	04	02	---
3.3	Media Sharing(YouTube, Flicker, SoundCloud) , Hobby Networking (GoodReads), Fav.tv (TV shows).	03	01	---
3.4	Different Forums on Internet – Movie Forums (Movies), Phishy(Phishing),GAMURS (Gaming),Fitocracy (Fitness), etc.	03	01	---
3.5	Blogging (Bloggers, WordPress, Tumbler, Medium), Preference for Preparing Stories for Blogs.	02	---	---
	Total		**18**	

Unit-4	**Digital Content Distribution Platforms**	**L**	**T**	**P**
4.1	Digital Content Distribution Platforms – Basics of Digital content distribution, Platforms for Digital content distribution.	04	---	---
4.2	Third party aggregators, API, Role of Notifications in Content Distribution, Paid and Unpaid Sstrategies for Content Distribution.	03	01	---
4.3	Do and Don't in Digital content distribution. Digital Right Management and its role in Digital Content	03	01	---

		L	T	P
	Distribution.			
4.4	Social Media – Various platforms, Influencers and blockers of Social Media, Integration of Social Media with Website/Portals.	02	01	---
4.5	Streaming Servers – Use, Working of Streaming Servers, Dedicated and Shared Streaming Servers, Recorded Video Streaming, Video-on-DemandServer (VOD) V/s Live Video Streaming (IPTV Server).	02	01	---
	Total		**18**	

Unit-5	**News Aggregators & SEO**	L	T	P
5.1	News Aggregators–Basics of News aggregators, Use, Types - News aggregation websites, Web-based feed readers.	02	01	---
5.2	Feed reader applications, Social News Aggregators, Personalized News Aggregators, Frame-and Media Bias-Aware News Aggregators.	02	---	---
5.3	Search Engine Optimization – What is SEO & Why is it Important? Keyword Research & Keyword Targeting Best Practices, White hat SEO Vs. Black Hat SEO Strategies, On-page SEOVs. Off-page SEO.	03	02	01
5.4	On-Page Optimization Best Practices, Information Architecture Best Practices, How to Execute Content Marketing & Link Building, Common Technical SEO Issues & Best Practices.	02	---	---
5.5	How to Track & Measure SEO Results, Additional SEO Considerations (Such as Mobile, International & Local SEO Best Practices).	03	01	01
	Total		**18**	

Practical/Projects/Assignments:

- Critically write an article on- DO's and DONT's of digital content.

- Prepare a report on SEO of top trending news website/portal.

- Create atleast five GIF fles for a news or feature package.

- Multimedia production of minimum one hour.

- SMO your news package or feature package on social media platforms.

Suggested Readings:
- Mirabito, Michael M. A., 1994, The New Communication Technologies, Focal Press,

- S. Jaiswal, 1999, Fundamentals of Information Technology, Galgotia Publications, New Delhi,

- Janet Kolodzy, Convergence Journalism: Writing and Reporting across the News Media

- Digital Media & Society: An Introduction by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013
- Howard, Philip, N. and Steve Jones, 2003, Society Online: The internet in Context, Sage.
- Convergent Journalism: An Introduction by Stephen Quinn and Vincent Filak
- Convergence Journalism: Writing and Reporting across the News Media by Janet Kolodzy
- Convergence Culture: Where old and new media collide by Henry Jenkins

E-Resources:
- http://www3.weforum.org/docs/GITR/2012/GITR_Chapter1.2_2012.pdf
- http://www.itu.int/osg/spu/youngminds/2007/essays/papadakissteliosym2007.pdf
- Technological Convergence - https://www.sjpub.org/sjp/sjp-221.pdf

2MADJOE 2: DIGITAL MEDIA AND AUDIENCE BEHAVIOR

Total Credit-03
Max Marks-50 (Th.-25, Pr-15, Int.-10)

COURSE OBJECTIVES:

- To be familiar with digital media and audience behavior.
- To acquaint with inter personal life and social media
- Toacquire the knowledge of media credibility
- To impart information about cyber laws, IT act and other regulations of digital media

LEARNING OUTCOMES:

- Students will be able to understand audience behavior for digital media content development
- Student will be capableof generating media credibility through use of digital platforms.
- Student will be able to understand about cyber laws and IT regulations for media.

CO-PO MAPPING:

PO/ CO	P01	PO2	PO3	PO4	P05	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PO1 3	PO 14	PO 15
1	3	3	-	-	-	2	1	-	1	-	1	1	2	-	2
2	2	2	2	1	1	1	2	-	2	2	1	-	2	-	2
3	2	3	2	2	-	-	1	-	2	1	1	1	2	1	1
4	2	2	2	1	1	1	2	-	2	2	1	-	2	-	2
5	2	2	2	1	1	1	2	-	2	2	1	-	2	-	2

Unit-1	Audience Behavior	L	T	P
1.1	Understanding Behavior and Audience Behavior.	05	01	---
1.2	Digital Media and Social Behavior.	04	01	---
1.3	Digital Media audience: An introduction.	03	01	---
1.4	Interactivity and Fragmentation, Introduction to Social Media Environment.	01	---	---
1.5	Role of ICT in reshaping the understanding of media audience.	02	---	---
	Total Hours		**18**	

Unit-2	Web Groups	L	T	P
2.1	Introduction to Web Groups, Understanding Web Groups &Information.	02	---	---
2.2	Interactivity and Sociability on Social Media.	04	01	---
2.3	Social Networking and Effects on Relationships.	05	01	---
2.4	Concept of Computer Mediated Communication (CMC).	03	01	---
2.5	Interpersonal Relationships on CMC, Information fatigue and Overload.	01	---	---
	Total Hours	**18**		

Unit-3	Youth and Social Media	L	T	P
3.1	Youth and Social Media, Definition, Introduction.	02	---	---
3.2	Identities in the virtual world and Online Communities.	04	02	---
3.3	Children and Online Culture: Education and Entertainment.	03	01	
3.4	Public Discussion on the Internet.	03	01	---
3.5	Involvement of the Youth, Cyber Bullying.	02	---	---
	Total Hours	**18**		

Unit-4	Digital Media	L	T	P
4.1	Introduction to Digital Media, Definition, Area of use.	04	---	---
4.2	Understanding Credibility of Digital Media.	03	01	---
4.3	Credibility Assessment and Contemporary forms of Credibility.	03	01	---
4.4	Building Credibility Online, Using Participatory Media and Public Voice Online.	02	01	---
4.5	Internet Users and Political Interests: Growth curves, reinforcing spirals.	02	01	---
	Total Hours	**18**		

Unit-5	Cyber Crime & Laws	L	T	P
5.1	Cyber Media &Cyber Laws, Introduction & Necessity.	02	01	---
5.2	IT Act, Laws against Cyber Crime.	02	---	---
5.3	Banks & E-records Maintenance Policy.	03	02	01
5.4	Powers to Monitor and Block Websites in India.	02	---	---
5.5	Hacking: Ethical & Unethical, Situations and Necessity.	03	01	01
	Total Hours		**18**	

Practical/Projects/Assignments:
- Write a project on cyber crimeand laws.
- Write an article on internet use and political interests.
- Present case studies on cyber media laws.
- Write an article of minimum 1000 words on role of social media and computer mediated communication.

Suggested Readings:
- हर्षदेव, **ऑनलाइनपत्रकारिता**,समसामयिकप्रकाशन, नईदिल्ली
- Kim Jihoon :**Between film, video and the digital,** Bloomsbury
- Davisson Amber, **Controversies in Digital ethics**, Bloomsbury
- Michele Willson&Tama Leaver: **Social, Casual and Mobile Games**, Bloomsbury
- Michael Austin, **Music Video Games**, Bloomsbury
- Michael Salmond, **Video Game Design**, Bloomsbury
- Sivaramakrishnan Arvind, **Public Interest Journalism,**Orient Black Swan, Hyderabad-500029
- Nayar K. Pramod, **Digital Cool,** Orient Black Swan, Hyderabad-500029
- D.H. Stephanie, **Presenting DATA effectively**- Second Edition, Sage
- Farrell Ian, **Complete Guide to Digital Photography**, Quercus

E-Resources:
- 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=UERGQnJvY2h1cmVzfC84NjIucGRmfC84NjIucGRm

SEMESTER – III

3MADJCCC7: DIGITAL MULTIMEDIA AND STUDIO PRODUCTION

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES :

- To make students understand the basics of digital multimedia production.
- 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 :

- Student wil acquire knowledge of visual and graphic creations for news production.
- Student will learn the art of setting up studio for digital production.
- Student can learn handling multi-camera setups for video production.
- Student will comprehend the concept of post production.

CO-PO MAPPING

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	1	3	3	-	-	-	-	3	1	3	-	2	-	3
2	1	-	-	-	-	2	3	2	-	3	2	-	1	3	3
3	2	3	2	3	1	2	-	-	3	1	3	1	3	-	1
4	2	-	1	2	-	-	1	-	2	2	3	-	2	2	2
5	3	1	3	-	-	1	-	-	3	3	2	2	-	-	1

UNIT 1	Introduction to Digital Multimedia	L	T	P
1.1	Concepts and Definition of Digital Multimedia	2	0	1
1.2	Elements of Digital Multimedia	3	0	1
1.3	Basics of Visuals - Elements, Composition and Principles	2	2	1
1.4	Compression techniques for Audio and Video	2	0	2
1.5	Multimedia Story Design & Planning	1	0	1
	TOTAL		18	

UNIT 2	**Multimedia for Production**	L	T	P
2.1	Introduction to Multimedia for Production	2	-	1
2.2	Tools for multimedia production	2	1	1
2.3	Creating Visualization using Info graphics	1	1	2
2.4	Multimedia Authoring	2	-	1
2.5	Multimedia Data Convergence	2	1	1
	TOTAL		**18**	

UNIT 3	**Studio Production**	L	T	P
3.1	Introduction to Studios Production	2	1	1
3.2	Type of Studio Setups	2	1	1
3.3	News Production studio	2	1	1
3.4	Types of Lights and lighting Setups	1	1	1
3.5	Audio Production in studio	1	1	1
	TOTAL		**18**	

UNIT 4	Pre Production Studio	L	T	P
4.1	Script writing for digital journalism	1	1	2
4.2	Timeline creation for digital news	1	1	1
4.3	Multi-camera setup for digital news production	1	1	2
4.4	Chrome setup for digital news production	1	1	2
4.5	Background visual creation for news production	1	1	1
	TOTAL		**18**	

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UNIT 5	Post Production Studio	L	T	P
5.1	Post production studio: Setup, software ,interface	2	1	1
5.2	Chroma cutting, editing and compositing for digital news	1	1	2
5.3	File formats for various platforms	1		2
5.4	Recording voice over and folly sound	1	1	2
5.5	Compositing and final rendering	1	1	1
	TOTAL		**18**	

Practical/Projects/Assignments:

- Prepare a packagecontaining 5 digital news content covering multimedia contents.

- Produce 3 visual graphics creation for news production on any contemporary issues.

- Prepare a presentation on the studio production previously done.

- Submit a voice over for a documentary of minimum 10 minutes.

Suggested Readings:

- The Data Journalist, by Fred Vallance-Jones and David McKee (2017).
- Data Journalism: Past, Present and Future, by Richard Lance Keble, 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 Crumbles.
- Digital Multimedia: Concepts, Methodologies, Tools, and Applcation (3 Volumes)
- Editors: Mehdi Khesrow- Pour DBA- Information Resources Management Association, USA.
- Hand Book of Digital and Multimedia Forensic Evidence, Editors: Barara, John J. (Ed) Springer, Berlin.

E-Resources:

- https://en.wikipedia.org/wiki/Digital_Media_Factory
- https://www.commonsense.org/education/top-picks/best-interactive-video-apps-and-websites
- https://multimedia.journalism.berkeley.edu/tutorials/starttofinish/
- https://www.richterstudios.com/video-production/web-video-production/
- https://en.wikipedia.org/wiki/Web_design
- https://multimedia.journalism.berkeley.edu/tutorials/digital-transform/

3MADJCCC 08: MEDIA LAWS AND ETHICS

Total Credit-06
Max Marks-100 (Th.-80, Int.-20)

COURSE OBJECTIVES :

- To create conceptual understanding about Media laws, its role and functioning.
- To ensure media practicing under the constitution with social responsibility.
- To make the students aware of legal and ethical aspects of media and its values.
- To give an overview of recent amendment and future challenges in media regulation.
- To impart students knowledge of media ethics and how it 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 :
- Students will understand constitutional aspect of Indian media.
- Students will understand Law and Regulation of Media.
- Student will understand Media Ethics and its adaptation in media profession.
- Students will understand media code, conduct and self regulation.
- Students will be able to do fair and honest journalism with social responsibility.

CO-PO MAPPING -

PO/CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO1 1	PO 12	PO 13	PO 14	PO 15
1	3	2	2	2	3	1	2	2	2	2	3	1	2	2	2
2	3	1	2	2	2	2	1	2	2	2	2	1	2	2	2
3	3	1	2	1	1	2	1	1	-	1	2	1	2	2	2
4	3	2	1	1	1	1	1	-	1	-	1	1	-	2	2
5	2	1	1	2	-	2	1	-	1	-	-	1	1	2	2

Unit-1	Constitution and Media	L	T	P
1.1	Media laws: Concept Nature, Scope and Significance.	02	---	---
1.2	A Brief History of Media Laws With Special Reference Statutory Regulations, Gagging Act, Vernacular Press Act and Other Laws.	02	01	---

1.3	Freedom of Speech and Expression: Concept, Historical Development of The Freedom of Press, International Conventions/Mechanism (Universal Declarations of Human Rights, International Covenant on Civil and Political Rights, American Convention on Human Rights, European Convention on Human Rights. Etc.).	03	01	---
1.4	Right to Freedom, All The Provisions Relating to The Media, Challenges to and New Dimensions of the Freedom of Speech and Expression, Reasonable Restrictions, Freedom of The Press as Business. Right to privacy: Concept, Scope and Limitations.	03	01	---
1.5	Press & Privilege of Parliament and State Legislatures, Relation between Legislature & The Press, Constitutional Provisions, What are the Privileges? Press vis-a-vis Parliament Privileges, Question of Codification of Privilege, Procedure to Deal with Case of Privilege.	04	01	---
	TOTAL		**18**	

Unit-2	Main Provision IPC &CrPC for Media	L	T	P
2.1	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.	02	01	---
2.2	171(G) False Statement in Connection with an Election, 292 Sale, Etc, of Obscene Books etc. 293 Sale etc, of Obscene Objects to Young Person, 294 (A) Publication of Any Advertisement Relating to an Unauthorized Lottery, 295(A) Deliberate and Malicious Acts Intended to Outrage Religious Feelings of Any Class by Insulting its Religion or Religious Belief.	03	01	---
2.3	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.	03	01	---

2.4	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.	02	01	---
2.5	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.	03	---	---
2.5	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.	03	01	---
	TOTAL	**18**		

Unit-3	**Acts Related To Media- I**	L	T	P
3.1	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 Proceedings, Fair Criticism of Judicial Act, Complaint in Good Faith against Judge of a Subordinate Court, Report of Judicial Proceeding Held in Camera, Other Important Provisions.	04	01	---
3.2	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.	02	01	---
3.3	Working Journalists Act 1955: Need & Significance of Working Journalists Act, Meaning of Working Journalists Act, Special Benefits, Working Hours, Leaves, Wage Board, Implementation of Wage Board.	03	01	---
3.4	Right to Information Act 2005: Background and Significance, What Does The RTI Act Provide? Definition, Right to Information, Exemptions, Information Which are Exempted From Disclosure. Through Whom The Information can be Got? PIO"S Duties and Functions, Appeals, Central and State Information Commissions.	02	01	---

3.5	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. Provision of Article 66 A	02	01	---
	TOTAL		**18**	

Unit-4	**Acts Related To Media- II**	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of The Act, Review of The Law and a Recent Case.	02	01	---
4.2	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.	03	01	---
4.3	Press Council Act: Concept and Background, Object of Indian Press Council, Constitution, Function and Power of Press Council, Various Committees of Press Council, How The Complaints are Heard by The Council? Sue Motu Action, Debate on Power, The Press & Registration Appellate Board.	03	01	---
4.4	Cinematography Act: Background, Constitution of Film Censor Board Advisory Panel, Certification of Film, Appeal, Penalty on Contraventions, Guidelines of Board of Film Certification.	02	01	---
4.5	Prasar Bharti Act: Background, Composition of Prasarbharti, Appointment of Chairman and Other Members, Term of Office, Function & Power of Corporation, Own Fund, Power of Central Government to Give Directions.	03	01	---
	TOTAL		**18**	

Unit-5	**Media Code & Ethics**	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law.	03	01	---
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence)	03	01	---
5.3	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 Others, ASCI Commercial Code, Editor Guild of India.	03	01	---

5.4	All India Radio (AIR) Code for Election Coverage Doordarshan Commercial Code	02	01	---
5.5	Paid News- Fake News in The Context of Elections	02	01	---
	TOTAL	**18**		

Practical/Projects/Assignments:-

- Prepare and submit a presentation on PRB Act in reference to the commencement of a newspaper.

- Write an article on Media Laws and Ethicsor Press Laws covering all aspects.

- Prepare a presentation of case studies on Paid/Fake news in context to election procedures covering legal provisions.

Suggested Readings:

- Thakurta, ParanjoyGuha (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.

- Oberon, Gaurav (Edit.) (2009), Ethics of Journalism, Murari Lal and Sons.

- Trikha, N.K. (2012), Media Laws and Ethics.MakhanlalChaturvedi National University of Journalism and Communication, Bhopal.

- Ravindranath, P.K., Press Laws and Ethics of Journalism.

E-Resource:

- https://www.hg.org>media

- https://www.prsindia.org>theprsblog

3MADJCCC9- DATA JOURNALISM

Total Credit-06

Max Marks-100 (Th.-50, Pra.-30, Int.-20)

COURSE OBJECTIVES :

- To develop the ability and understanding of data journalism among students.
- To make studentsskillfull for data collection.
- To inculcate skills for app different techniques of data collection.
- To develop the ability among students to apply rationalization and storytelling skills for data journalism.
- To make them learn emerging trends of Computer Assisted Reporting and data journalism.

LEARNING OUTCOMES :

- Students will be capable of applying knowledge and analytical thinking to explore the field of data journalism.
- Studnets will generate the ability of data collection and its analysis.
- Students will be able to apply methods skills and techniques of data journalism.
- Will be able to generate the ability of computer assisted reporting.

CO-PO MAPPING

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	2	2	-	-	-	-	-	1	3	1	-	2	-	3
2	2	1	-	-	-	1	-	-	-	3	1	-	2	-	3
3	2	2	2	-	1	1	-	-	1	3	1	1	1	-	2
4	2	3	1	-	-	-	-	-	1	2	1	-	2	-	2
5	2	1	-	-	-	-	-	-	-	3	1	-	-	-	3

UNIT 1	Data Journalism	L	T	P
1.1	Definition and basics of data journalism.	2	1	1
1.2	Types of data and key tools	1	1	1
1.3	Data team and ways to get a storyconcept	1	2	1
1.4	Genealogies and origin of data journalism	2	1	1
1.5	Issues with data	2	1	-
	TOTAL		**18**	

UNIT 2	Data collection	L	T	P
2.1	Government as a major source of Data Collection.	2	1	1
2.2	Primary and Secondary Sources of Data Collection.	2	1	1
2.3	Collection of Data from Non-Government Organization.	2	1	1
2.4	Assembling and Reassembling Data.	1	1	1
2.5	Data Gathering.	2	1	
	TOTAL		18	

UNIT 3	Techniques and Data Journalism	L	T	P
3.1	Accounting for method of Data Journalism: Spreadsheet, script and programming notebook.	2	1	1
3.2	Scraping and Cleaning data.	2		1
3.3	Data Visualization & searchable database.	2	1	1
3.4	Storytelling with data and Data-Drive Gold-standards.	2	1	1
3.5	Data mapping and charts.	2		1
	TOTAL		18	

UNIT 4	Data Analysis and Interpretation	L	T	P
4.1	Data analysis and transformations.	2	1	1
4.2	Data tabulation.	1	1	1
4.3	Testing data.	1	1	1
4.4	Processing data : Classification, segregation and identification.	3	1	1
4.5	Data Presentation.	1	1	1
	TOTAL		18	

UNIT 5	Data Journalism and Computer Assisted Reporting	L	T	P
5.1	CAR and Data Journalism.	2	1	1
5.2	Ethical and legal issues of Data Collection.	2	1	1
5.3	Different genre of Web Journalism.	2	1	1
5.4	Co-relation of Market and Data Journalism.	2	-	1
5.5	Trends and future of Data Journalism.	2	1	-
	TOTAL	18		

Practical/Projects/Assignments:

- Prepare a clip with Voice over of 5-10 minutes duration elaborating Data Journalism.
- Pick any online data journalism story with an interactive visualisation and use any web inspector to figure out how they made the visualization.
- Produce 3 Video News Magazine pertainingData Journalism.
- Prepare a Visualisation for publishing with some sample data, analysing its necessity and reality.

Suggested Readings Books:

- The Data Journalism hand book(2012) Edited by Jonathan gray, lillanabounegru and Lucy chanbrs O reillyProdution services.
- Data Journalism: Mapping the Future,Editor: John Mair and Richard Lance Keeble.
- Buryst. Edmonds: Abramis Academic Publishing
- Brant Houston Data for Journalists,Rutledge Publisher

E-Resources:

- **Search Engine Optimisation** – A Guide From Polish Journalists - https://en.ejo.ch/digital-news/search-engine-optimisation-guide-polish-journalists

3MADJCCE 3(A) - DIGITAL CONTENT MANAGEMENT AND SECURITY

Total Credit-06

Max Marks-100 (Th.-50,Pra.-30, Int.-20)

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 :

- Students will be able 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.

CO-PO MAPPING :

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	1	1	-	-	-	-	-	-	1	1	1	3	-	2
2	2	1	-	-	-	-	1	-	-	3	2	-	1	-	2
3	3	2	2	-	-	-	-	-	1	3	1	-	2	-	3
4	2	2	2	-	1	1	-	-	1	3	1	1	1	-	2
5	3	2	1	-	-	2	1	-	2	3	1	1	3	2	2

UNIT 1	Introduction to Digital Content	L	T	P
1.1	Significance of Digital Content Management.	2	1	1
1.2	Digital Media Content & Security.	2	1	-
1.3	Various forms of Digital Contents – Text, Audio, Videos, Animations, Images & Graphics.	2	-	2
1.4	Digital Data Communication – Advantages & Disadvantages.	2	-	1
1.5	Digital Library and E-books..	2	1	1
	TOTAL		18	

UNIT 2	Digital Culture & Information Age	L	T	P
2.1	Traditional Media Content v/s Digital Media Content and Current Trends.	3	-	1
2.2	Digital Content and Intellectual Property.	3	-	1
2.3	Use, Importance and Area of Implementation of Digital Content.	2	-	1
2.4	Importance of Digital Content Management on Social Media.	2	1	1
2.5	Social Network and Cyber Security.	2	1	-
	TOTAL	18		

UNIT 3	Digital Content & Pedagogy	L	T	P
3.1	Paid &Unpaid Digital Contents (News, Advertisements etc.)	2	1	2
3.2	Digital Transformation, Advantages &Disadvantages of Digital Content.	2		2
3.3	Digital Content Creation& its Advantages.	2	1	-
3.4	Digital Story Telling& its Advantages.	2	-	1
3.5	Digital Content & Game Industry.	1	1	1
	TOTAL	18		

UNIT 4	Digital Laws	L	T	P
4.1	Digital Laws :Necessity and Importance.	3	-	--
4.2	Copyright, Database Security & IT Act.	3	1	-
4.3	Storage & access, permission – Keys, Number Locks, Login Password, Mouse Restriction, Fingerprint, Face Lock, OTP etc.	2	1	1
4.4	Document and PDF file copy protection, Ethical & Unethical Hacking	2	1	-
4.5	Introduction and use of word press for webpage creation.	2	1	1
	TOTAL	18		

UNIT 5	Encryption & Decryption	L	T	P
5.1	Use & Necessity of Stenography &Cryptography Techniques.	2		1
5.2	Digital Content Protection, Persistent Protection.	2	1	1
5.3	Digital security – Audio, Video, Image &Text document security measures.	2	1	1
5.4	Importance of Digital Certificates And Water marking.	3	1	-
5.5	Encryption and decryption and data security.	1	1	1
	TOTAL		18	

Practical/Projects/Assignments:
- Write an article on "digital media content and security"
- Write a Project on digital content and intellectual property.
- Workshop on digital content and game industry.
- Critically analyse and write a delailed article on Digital laws.
- Give a Crutical overview on Digital security and theawareness.

Suggested Readings Books:
- Digital Content Management: Author- Matthew k. ATkNS, Publisher- Line Profile Ed.
- The Strategic digital Media Entrepreneur.
- Author- Penelope muse Abernathy, Joann Scarring- Publisher- Wiley Blackwell. - Available at - Amazon.Com.
- Digital India Reflections and Practice.
- Editors-- Arpankumarkar, ShuchiSinha, M.P. Gupta, Publisher--Springer international publishing.
- How India manager its National Security - Author - Arvin Gupta- Publisher - Penguin Viking.

E-Resource:
- 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://d2eeipcrcdle6.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

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

Total Credit-06

Max Marks-100 (Th.-80, Int.-20)

COURSEOBJECTIVES:

- 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.
- Students will generate ablility to grab opportunities in digital media field.
- Students will be able to implement their technical knowledge professionally.
- Students will become capable to understand and differentiate between different departments of digital organisation.

CO-PO MAPPING :

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	1	3	3	-	-	-	-	3	1	3	-	2	-	3
2	1	-	-	-	-	2	3	2	-	3	2	-	1	3	3
3	2	3	2	-	1	2	-	-	3	1	3	-	3	-	1
4	2	-	1	2	-	-	1	-	2	2	3	-	2	2	2
5	3	1	3	-	-	1	-	-	3	-	2	2	-	-	1

UNIT 1	Introduction to Digital Journalism Organisation& Web developing applications	L	T	P
1.1	Conceptual Issues, Roles and Responsibilities of Digital Journalism Organizations.	3	1	1
1.2	Society and Digital Journalism.	3	-	1
1.3	Introduction & use of Word Press for Webpage Creation.	2	-	1

1.4	Introduction & use of Joomla for Webpage Creation.	2	-	1
1.5	Introduction & use of Drupal for Webpage Creation.	1	1	1
	TOTAL	**18**		

UNIT 2	**Behaviour of Digital Media Organization**	L	T	P
2.1	Behaviour In Digital Media Organization And Organizational Behaviour.	3	-	1
2.2	Employment Opportunities In Digital Media Industry.	2	-	1
2.3	Group Behaviour, Innovation and Creativity.	2	1	-
2.4	Culture and Digital Organizations.	2	1	-
2.5	Economics Of Digital Media: Cost Factor, Revenue Models and Market Factor.	3	1	1
	TOTAL	**18**		

UNIT 3	**DigitalMediaTeam**	L	T	P
3.1	Content Strategists	2	1	-
3.2	Content Developer and Writer	2	1	-
3.3	Content Editors, Copywriters / Translators	2	-	2
3.4	Reporters – Feature Writing And News Writing	2	-	2
3.5	Multi DimensionalCAR and Content Generation.	2	1	1
	TOTAL	**18**		

UNIT 4	Digital Media Team-II	L	T	P
4.1	Technical And Design - IT/Website Management Team.	2	2	1
4.2	Social Media and Audience Engagement Team.	2	1	1
4.3	Multimedia Production Team.	1	1	1
4.4	Data Analytics Team.	2	-	1
4.5	Product/App and UI Design and development team.	1	1	1
	TOTAL	18		

UNIT 5	Technical Team: Roles and Responsibilities	L	T	P
5.1	Roles and ResponsibilitiesStudio Director.	2	1	1
5.2	Roles and ResponsibilitiesCamera Producer.	2	1	1
5.3	Roles and ResponsibilitiesVideo Editors.	2	1	1
5.4	Roles and ResponsibilitiesGraphics Editors.	1	1	2
5.5	Roles and ResponsibilitiesSound Producer.	1	1	1
	TOTAL	18		

Practical/Projects/Assignments:

- Build a Commercial Web site on Joomla with appropriate content.
- Build a Web site in Drupal with appropriate content.
- Build a Website with 5 web pages in WordPress and link with other useful websites.
- Visit to any Media Organization's digital wing and Prepare reports on their job positions.

Suggested Readings:

- Pattanaya, biswajeet.(2009), human resource management. new delhi: phi learning pvt.ltd.
- Doyle, gillen, media ownership. london: sage publication ltd., london.
- Senguta, sailesh, (2011), business managerial communication. new delhi: phi learning pvt.ltd.
- SandeshShrivastava (2015), Social Media Growth and Development, AsthaPublishiers.

- AshwinRazdan(2008) new media technqiues and trends, a compresensive guide for students and young marketing and sales executives.

E-Resources:

- Introduction to Search Engine Optimization (SEO) - 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/seo-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

3MADJOE3:SEO FOR EDITORIAL TEAMS & JOURNALISTS

Total Credit-03

Max Marks-50(Th.-25, Pra.-15, Int.-10)

COURSEOBJECTIVES:

- 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 be able to measure the results of SEO and the impact of news.
- Students will genearte understanding of close relationship between writing and SEO process.
- Students will 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.

CO-PO MAPPING:

PO/ CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
2	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
3	2	2	-	-	-	-	-	-	-	-	1	-	-	-	-
4	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
5	3	2	-	-	-	-	-	-	-	-	1	-	-	1	2

UNIT 1	Website Overview	L	T	P
1.1	Types Of Websites, Websites V/S Portals, Architecture Of Website.	**2**	**1**	**1**
1.2	Domain, Hosting, Difference Between Dynamic & Static Website.	**1**	**1**	**1**
1.3	Search Engine Optimization.	**2**	**-**	**1**
1.4	Web Traffic, Different Types Of Keywords, Google Trends & Insights.	**2**	**-**	**1**

1.5	Search Engine Optimization Techniques: Black Hat SEO, White Hat SEO.	2	-	1
	TOTAL		18	

UNIT 2	**On Page Optimization**	L	T	P
2.1	Site Analysis, Analysis of Similar Websites.	2	-	1
2.2	Optimize SEO Content, Keyword Research, Keyword Density, Internal Linking, Hyperlink Optimization, Link Validation, Creating Sitemaps.	3	-	1
2.3	Meta Description Tags Optimization,Meta Keywords Tags Optimization, Meta tags creation.	2	1	1
2.4	Navigation & Design Optimization, Text Modification Optimization, Title Tag Optimization.	2	1	1
2.5	Broken Links Checking, Internal Link Structuring.	2	1	-
	TOTAL		18	

UNIT 3	**Search Engine Submission**	L	T	P
3.1	Image Optimization& its Importance.	2	-	1
3.2	Optimization of Keyword, Bold, Italic Effect to Main Keywords.	2	1	-
3.3	CSS Validation, html Validation, H tags optimization (Eg: H1, H2, H3), HTML code clean up& Optimization.	2	1	1
3.4	Competition Analysis, URL rewrite.	2	1	1
3.5	Local Search Engine Optimization, Optimization for Multiple Browsers- Google, Yahoo & Bing, Site Map creation.	3	1	1
	TOTAL		18	

UNIT 4	**Off Page Optimization**	L	T	P
4.1	Page Rank, Page Rank increment.	2	-	1
4.2	Back links - Type of Back Links, Link Building, Quality Link Building,Google friendly Link Building.	3	-	1

4.3	Articles Submission, Web 2.0 Submission, Directory Submission, Search Engine Submission.	3	1	1
4.4	XML site maps submission.	2	1	-
4.5	Customer Review Submission.	2	1	-
	TOTAL		**18**	

UNIT 5	**Site Structure Improvement techniques**	**L**	**T**	**P**
5.1	Document Submission, Regional Directories Submissions, CSS Gallery Submission, Photo Sharing, Paid Submission.	3	-	-
5.2	Classifieds Submission, Google Maps, Business local listing.	3	1	-
5.3	Pagination, Internal Linking, Categories and Tags.	2	-	1
5.4	Optimizing content for search - Keywords , Links, Formatting,Title, Lead.	2	1	1
5.5	Text Formatting, Listings and tables, Readability, Links, Graphics/Images and Video, Photo Captions.	3	1	-
	TOTAL		**18**	

Practical/Projects/Assignments:
- Explain SEO for Mindshare/Branding and SEO For ideological influence.
- Explain the Impact of online search and offline behaviour.
- Prepare 3 Case study of any newspaper Organisation using SEO techniques.
- Measure he results of SEO of any 3 Particular news impacts for a fixed period.

Suggested Readings:

- 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 &LucíaGarcía-Carretero
- 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
- Introduction to Multimedia Systems (Communications, Networking and Multimedia) by SugataMitra
- The Complete Film Production Handbook, Fourth Edition (American Film Market Presents) 4th Editionby Eve Light Honthaner
- Thakurta, ParanjoyGuha. (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.
- f=[kk] uanfd'kksj] ¼2012½ izslfof/k] jktdeyizdk'kuA
- Trikha, N.K., (2012) Media Laws and Ethics. MakhanlalChaturvedi 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

E-Resource:

- 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://d2eeipcrcdle6.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

- 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/seo-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

SEMESTER-IV

`   **4MADJ CCC 10- DIGITAL JOURNALISM RESEARCH**

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES :

- 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 student the knowledge about essential market research methods, including quantitative and qualitative techniques.

LEARNING OUTCOMES:
- Students will be able to design and execute a research plan for digital media.
- Students will be able develop their perception on media research.
- Stuents will acquire the knowledge about recent trends in research methodology.
- Students will be capable of designing and conducting minor research projects.

CO-PO MAPPING:

PO/ CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PO1 3	PO1 4	PO1 5
1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
2	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
3	2	2	-	-	-	-	-	-	-	-	1	-	-	-	-
4	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
5	3	2	-	-	-	-	-	-	-	-	1	-	-	1	2

UNIT-I	New Media – Research And Trends	L	T	P
1.1	Meaning, Definition, Nature and Importance of Research.	2	1	-
1.2	Origin of Research in Communication; What is Scientific Research? The source and modes of knowledge; Pre-Scientific sources and modes of knowledge vs the Scientific method.	3	1	-
1.3	Areas of Communication, Source analysis, Channel analysis, Message analysis, Audience analysis, New trends in Communication Reseach, Status of Communication Research in India.	3	1	-
1.4	Overview of Research Problem and Objective; Deduction, Induction, Experiment and Generalization; Universal and Immutable laws of nature.	2	1	-

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1.5	Steps of Research process, Characterises and requirements, The operational steps for carrying out research.	3	1	-
	TOTAL		**18**	

UNIT-II	Research Designs	L	T	P
2.1	Review of Literature, Functions of the Literature, Review in Research, Developing Theoretical and Conceptual Frameworks, Searching for the Existing Literature.	3	1	1
2.2	Hypothesis, Concept, Function of Hypothesis and Types, Hypothesis formulation, The logic of Hypothesis testing.	2	1	1
2.3	Concepts, Constructs and Variables, Independent vs Dependent Variables, Extraneous Variables, Intervening variables, Scales and measurement, Nominal, Ordinal, Interval and Ratio, Attitude Measurement, Likert, Semantic differential scales.	2	-	-
2.4	Types of Research. (Longitudinal studies, Action, Panel, Cohort, Pre-Poll, Exit Poll, Quasi-Experimental studies, Trend studies etc).	3	1	-
2.5	Research Design-Descriptive, Exploratory, Experimental.	2	1	-
	TOTAL		**18**	

UNIT-III	Research Methods	L	T	P
3.1	Definition of Sampling Terminology, Sampling techniques and its types; Probability versus Non-Probability Sampling, Sampling error.	2	1	-
3.2	Research Methods, Surveys,Types of Surveys, Steps of Survey.	2	1	-
3.3	Content Analysis, Methods of Content Analysis, Limitation of Content Analysis, comparing computer monitored data to self report.	2	1	
3.4	Other Methods, Focus Group Study, Feedback- Feed Forward, Impact study, Effect Study, Case Study.	2	1	1
3.5	Types of Data: Primary and Secondary data. Data collection tools, Observation, Interview, Questionnaire and Schedules. Reliability and Validity of tools: Concepts and its types.	3	1	1
	TOTAL		**18**	

UNIT-IV	FORMATIVE EVALUATION	L	T	P
4.1	Case Study - Why Do a Case Study? What Defines a Case Study? General Steps for Designing a Case.	2	1	-

4.2	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.	3	1	-
4.3	Formative Evaluation - Characteristics of Formative Evaluation, Background, Evaluation as a Research Focus.	2	1	-
4.4	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.	3	2	-
4.5	Formative Evaluation as Mass Communications Research.	2	1	-
	TOTAL		**18**	

UNIT-V	New Theoretical Approaches	L	T	P
5.1	Descriptive Statistics.(Measures of Central Tendency and Measures of Dispersion)	3	1	-
5.2	Graphical Representation of Data; Tabulation of Data; Data Interpretation.	3	1	-
5.3	SPSS and its Application in Research.	2	1	-
5.4	Methodology of Report writing: Indexing, Citation and Bibliography.	3	1	
5.5	Ethical issues in Research, Privacy in Research.	2	1	
	TOTAL		**18**	

Practical Assignments:

- Prepare a Schedule on any otpic assigned by the teacher.
- Perform Literature Review.
- Collect Data from 30 students on any given topic of Research.
- On the basis of collection of Data, interpret and analyze data and preparea a report on your research study.

Suggested Readings:

- Ronald E. Rice and Associates (1984)- The New Media Cmmunication, Research and Technolog
- 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://www.itu.int/osg/spu/youngminds/2007/essays/papadakissteliosym2007.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=UERGQnJvY2h1cmVzfC84NjIucGRmfC84NjIucGRm
- 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/mediaasia2014/MediAsia2014_05899.pdf
- https://www.cukashmir.ac.in/docs/MACJ%20-101%20Unit%20I.pdf

4MADJ CCC 11- DIGITAL MARKETING, MONETIZATION AND PUBLIC RELATIONS

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES :

- 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 student's knowledge about digital PR, their tools and strategies.

LEARNING OUTCOMES :

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

CO-PO MAPPING:

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
2	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
3	2	2	-	-	-	-	-	-	-	-	1	-	-	-	-
4	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
5	3	2	-	-	-	-	-	-	-	-	1	-	-	1	2

UNIT-I	Digital Marketing as New Trends	L	T	P
1.1	Understanding a website - What is a website? Levels of websites? Diff between Blog, Portal and Website? Static or Dynamic websites.	2	1	-
1.2	What is Digital Marketing? Differences with traditional marketing, ROI between Digital and Traditional Marketing, E-commerce foundations, Digital marketing as New trends and current scenario of the world.	3	1	-
1.3	How can digital marketing be a tool of success for companies? Importance of Digital Marketing.	2	1	-
1.4	How did digital marketing help the small companies and top MNC, Categorization of Digital Marketing for the business.	3	1	-

1.5	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.	3	1	-
	TOTAL		**18**	

UNIT-II	Search Engine Optimization	L	T	P
2.1	Search Engine Optimization (SEO) – Introduction, Uses, Advantages, on page optimization techniques, off page Optimization techniques, Reports.	3	1	-
2.2	Social Media Optimization (SMO): Introduction to social Media Marketing, Facebook Marketing, Twitter marketing, LinkedIn Marketing.	3	1	1
2.3	Google plus marketing, Social Media Analytical Tools.	2	1	-
2.4	Search Engine Marketing: Introduction to Search Engine Marketing, Tools used for Search Engine Marketing.	3	1	-
2.5	Display Advertising Techniques, Report Generation and its need.	2	1	-
	TOTAL		**18**	

UNIT-III	Methods of Monetization	L	T	P
3.1	Google Analytics, Online Reputation Management, E-Mail Marketing, Affiliate Marketing.	2	1	1
3.2	Social Media Analytics, Advt Designing.	2	-	-
3.3	What is Website/Digital Monetization, Methods of Monetization - Display Advertising, Affiliate Marketing, Lead generation.	3	1	-
3.4	Digital monetization models - Consumer-paid Model (Subscription).	2	1	1
3.5	Funded Model (Ad-supported), Hybrid Model (Freemium)	2	1	1
	TOTAL		**18**	

UNIT-IV	New Trends, Challenges and Opportunities	L	T	P
4.1	PR in the age of New Media: Scope, Challenges and Opportunities.	2	-	-
4.2	Changing Trends and Leveraging the Potential of New Media. Google Trends.	2	-	-
4.3	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.).	3	1	1
4.4	PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases).	2	1	1
4.5	Social Media –Platforms, Analytics and Campaigns. Relationship Building in an Internet age – How organizations use Websites, Social Networking Sites and other digital platforms to communicate with their Stakeholders and Media.	3	1	1
	TOTAL		18	

UNIT-V	Use Of Digital Media In Pr	L	T	P
5.1	Digital PR Tools. Digital PR in Marketing and Brand Promotions.	3	1	-
5.2	Use of Digital Media in the overall Marketing Mix. Use of Digital Media in Brand Building.	3	1	-
5.3	The need for synergy between Digital Marketing and PR to Achieve Marketing Goals.	2	1	-
5.4	Online Sponsorships and Brand Promotions for Digital Marketing.	3	1	-
5.5	Case Studies of Brands that have used Digital Media to be successful.	2	1	-
	TOTAL		18	

Practical Assignments:

- Prepare an analytical report on Digital Marketing
- Prepare an analytical report on Monitization
- Prepare a PPT Presentation on the financial status of any institution.

Suggested Readings:

- Berger, A.A. (2000(, Media and Communication Research Methods: An Introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.

- Kothari, C.R. (1990) Research Methodology: Methods and Techniques: New Delhi: New Age International (P) Limited.
- Kumar, Ranjit. (2009), Research Methodology, A step by step guide for Beginners: Australia: Pearson Education.
- 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://www.itu.int/osg/spu/youngminds/2007/essays/papadakissteliosym2007.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=UERGQnJvY2h1cmVzfC84NjIucGRmfC84NjIucGRm
- 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
- https://www.cukashmir.ac.in/docs/MACJ%20-101%20Unit%20I.pdf

4MADJCCC 12- DIGITAL JOURNALISM PROJECT

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES :
- 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 :
- Students will generate understanding of convergence journalismacross media platforms.
- Students will be able to understand the basic HTML code.
- Students will learn specific techniques to conduct an effective news interview for print, broadcast and the Internet.
- Students will be able to operate a video camera, audio recording equipment and video and audio and editing software.
- Students will produce informative and compelling stories on the various platforms.

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.

4MADJ CCE4 (A) - VISUAL COMMUNICATION

Total Credit-06
Max Marks-100 (Th.-50, Pr-30, Int.-20)

COURSE OBJECTIVES :

- 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.
- Students will develop a holistic approach towards visual communication.
- Students will learn and apply principles of visualization.
- Students will analyze visuals and understand its importance.

CO-PO MAPPING:

PO/ CO	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	2	3	-	-	-	2	-	-	-	-	2	-	-	-	-
2	3	1	-	-	1	-	2	-	2	-	2	2	-	1	2
3	2	2	-	1	-	2	-	-	-	-	1	-	-	-	-
4	3	2	2	-	-	-	-	1	-	2	1	-	-	1	2
5	3	1	-	-	2	-	1	-	2	-	2	2	-	1	2

Unit-1	Visualization–Elements And Process	L	T	P
1.1	Elements of Visual literacy; Image and Imagination.	2	1	1
1.2	Light and Visual Visualization Process–Visual Image.	2	1	1
1.3	Principles Of Colour: Psychology Of Colour.	2	1	1
1.4	ColourTheory And Meanings Sensual Perceptual Theories,	2	1	-
1.5	Attributes Of Visuals: Colour, Form, Depth And Movement.	2	1	-
	TOTAL		**18**	

Unit-2	Visual Language	L	T	P
2.1	Visual language and culture.	2	2	-
2.2	World culture, society and ethics.	3	1	-
2.3	Understanding Popular Culture and Sub-culture.	2	1	-
2.4	Develop Abstract thinking, Linear and Lateral.	3	2	-
2.5	Holistic visual thinking.	2	2	-
	TOTAL		18	

Unit-3	Principles And Perspectives Of Visual Media	L	T	P
3.1	Principles of Visual media.	2	1	-
3.2	Image and Imagination.	2	1	1
3.3	Perspectives of visual images, Visual perception–Communication design.	2	1	1
3.4	Graphic design and informational designs.	2	1	1
3.5	Visual persuasion in various fields.	2	1	-
	TOTAL		18	

Unit-4	Introduction To Semiotics	L	T	P
4.1	Introduction to semiotics– Analysis, Aspects of signs and symbols– Sign.	2	1	-
4.2	Meanings–Description of signs–Denotations and Connotations.	2	2	-
4.3	Paradigmatic and syntagmatic aspects of signs– Signs and codes– Reference Systems.	2	1	-
4.4	Audience interpretations - The semiotic and structural approach to Visuals– Psycho Analysis and Visualization.	3	2	-
4.5	Subjectivity and unconscious–Voyeuristic gaze to the laconian gaze.	2	1	-
	TOTAL		18	

Unit-5	Perspectives And Special Features Of Visual Media	L	T	P
5.1	Visual perspectives and its special features, photography, motion picture.	2	1	-
5.2	Television, Computer Graphics, New Media.	2	1	1
5.3	World Wide Web,Feministic approach to Visual Post.	3	1	-
5.4	Media– Modern and post colonial approach to visuals.	2	1	1
5.5	Ideological approach to Visual Texts.	1	2	-
	TOTAL		18	

Practical /Assignment/Project:

- Write an article on visual litrecy.
- Write a project on holistic visual thinking.
- Make a chart/list on difrencebitween image and imagination,
- Write a case study on post colonial approach to visuals.
- Pursuing of feministc approach create the content and graphics of E-magzine

Suggested Readings:

- 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
- Jim Kruse, 2014, Visual Design, New Riders Publications
- Ellen Lupton, 2015, Graphic Design-the new basic, Princeton Architectural Press.
- Alina Wheeler, 2012, Designing Brand Identity, John Willey and Sons Publishers

E-Resources:

- http://www3.weforum.org/docs/GITR/2012/GITR_Chapter1.2_2012.pdf
- http://www.itu.int/osg/spu/youngminds/2007/essays/papadakissteliosym2007.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=UERGQnJvY2h1cmVzfC84NjIucGRmfC84NjIucGRm
- 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/mediaasia2014/MediAsia2014_05899.pdf

4MADJCCE4 (B) - CONVERGENCE TECHNOLOGIES AND JOURNALISM

Total Credit-06
Max Marks-100 (Th.-80, Int.-20)

LEARNING OBJECTIVES:

- 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 be able to understand web as a medium thoroughly.
- Students will be capable of writing effectively for digital media.
- Students will beacome technically strong for web journalism.
- Students will develop audio programs for uploading on the internet.

CO-PO MAPPING:

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
2	3	1	-	-	-	3	-	-	2	-	2	2	-	1	2
3	2	2	-	2	-	-	-	-	-	-	1	-	-	-	-
4	3	2	-	-	-	3	-	2	-	-	1	-	-	1	2
5	2	1	-	-	3	-	2	-	2	-	2	2	-	1	2

Unit-1	Web Media- Concept and Significance	L	T	P
1.1	Introduction to Web Media, Characteristics and limitations of Web/New Media.	2	1	-
1.2	Concept and significance of Convergence, Process and effects of Convergence, ConvergenceTechnologies, Content, Users, C-Dot, ISPs, WAP.	3	1	-
1.3	Types of Internet connections: Dial-up, ISDN, Lease-line, FTTH.	2	1	-

1.4	Optical Fiber: Structure,Aadvantage and Application.	3	1	
1.5	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.	3	1	-
	TOTAL		**18**	

Unit-2	**Convergent Journalism**	**L**	**T**	**P**
2.1	Definition of Convergent Journalism, its Evolution, Technology and Convergence.	3	1	-
2.2	Scope of Convergent Journalism, Difference between Virtual and Real Convergent Journalism.	2	1	-
2.3	Communication Convergence Bill 2001, The Web–and a Converged Multimedia news Environment	2	1	-
2.4	Brief Introduction to major Indian News Portals,	2	1	-
2.5	Networking Websites, Face book- You tube, Alternative Media, Web 2.0 –Characteristics & Applications.	3	1	-
	TOTAL		**18**	

Unit-3	**Writing For Online Media**	**L**	**T**	**P**
3.1	Writing for online media, Different Genres, Conduct research online	3	1	-
3.2	Determine reliability of sources found, Online Entertainment media	2	1	-
3.3	E publishing, E Paper, E Magazines Social, Ethical, Political and Legal issues related to New Media	3	1	-
3.4	Intellectual Property Rights (IPR) and New Media.	2	1	-
3.5	NET Neutrality, Cyber Security Issues.	3	1	-
	TOTAL		**18**	

Unit-4	**Web Content Management**	**L**	**T**	**P**

4.1	The elements of digital storytelling.	3	1	-
4.2	Specialized news sites: evaluation and analysis, Blogging,	2	1	-
4.3	Blogging evolving as a form of journalism	3	1	-
4.4	Death of blog, online censorship, Filtering content, surveillance	2	1	-
4.5	Web Content Management System (CMS).	3	1	-
	TOTAL		**18**	

Unit-5	Internet Services	L	T	P
5.1	Internet, Hardware & Software.	3	1	-
5.2	Web Search Engines, Ranking of Web Pages & Search Engine Optimization (SEO).	2	1	-
5.3	Net Surfing, Searching, Creating E-mail Accounts, Sending & Receiving Mails, Downloading from sites.	3	1	-
5.4	Using social media for effective news gathering.	2	1	-
5.5	Introduction to Multimedia Storytelling, Mobile Journalism.	3	1	-
	TOTAL		**18**	

Practical Assignments:

- Prepare an E-paper or Ezine and publish it on your blog.
- Conduct a research online and prepare an article for online media.
- Evaluate and analyze a top tending website's article and figure out the elements of effctive digital story telling.

Suggested Readings:

- 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.

E-Resources:

- http://www3.weforum.org/docs/GITR/2012/GITR_Chapter1.2_2012.pdf
- http://www.itu.int/osg/spu/youngminds/2007/essays/papadakissteliosym2007.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=UERGQnJvY2h1cmVzfC84NjIucGRmfC84NjIucGRm
- 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
- https://www.cukashmir.ac.in/docs/MACJ%20-101%20Unit%20I.pdf

4MADJOE04 – PODCAST AND DIGITAL RADIO PRODUCTION

Total Credit-03
Max Marks-50 (Th.-25, Pra-15, Int.-10)

COURSE OBJECTIVES :

- 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 :

- Students will understand thoroughly the process of podcasting.
- Students will be able to develop creative audio content and edit them efficiently.
- Students will become capable to distribute podcast at large scale.
- Students will be able to develop their own online radio channel.

CO-PO MAPPING:

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
2	3	1	2	-	2	-	3	-	2	-	2	2	-	1	2
3	2	2	-	-	-	-	-	-	-	-	1	-	-	-	-
4	3	-	-	2	-	2	-	-	3	-	1	-	-	1	2
5	2	3	-	-	2	-	-	-	-	-	2	-	2	-	-

Unit-1	Basics Of Digital Audio	L	T	P
1.1	Audio Fundamentals (Electricity, Digital I/O, Fletcher Munson Curve, Phase), Choosing Equipment.	2	1	-
1.2	Hardware (Computers, Audio Interfaces, Microphones, Mixers, Outboard Gear, Recorders, Tablets, Mobile Rigs, Boom Arm, Pop Shield), Studio Configuration (Soundproofing, Hardware configurations).	3	1	-
1.3	Software and Plug-ins (Multi track DAWs, Stereo editors, plug-ins, audio restoration), InstallationofRecording & Editing Softwares.	3	1	-

1.4	What's a Podcast? Why Podcasting? Podcast Strategy.	2	1	-
1.5	Podcast Formats, Recording a Show, Podcast Production Process.	3	1	-
	TOTAL		**18**	

Unit-2	Basics of Podcast Recording	L	T	P
2.1	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.	3	1	-
2.2	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.	2	1	1
2.3	Pre-recorded elements, on location, Clipping & Peaking, Limiting, Limit & Normalize), Selecting the most appropriate recording settings, Saving Podcast.	2	1	-
2.4	Using Compression technique to save podcast, Solo and In Person Recordings, Remote hosts Recording with Phone/Skype.	2	1	-
2.5	Connecting Guests (Internet Connectivity, Sound Checking, Guest Audio Quality, Recording Multi Track, Multiple Remote Guests, In-Studio Guests/Co-Hosts, Fixing Bad Audio).	2	1	1
	TOTAL		**18**	

Unit-3	Editing and Production for Podcast	L	T	P
3.1	Editing & Production, Characteristics of a good podcast , Music and Other Podcast Audio Elements	2	1	1
3.2	Mixing (Monitors, Checking mixes, EQ, Compression, Expansion/Gating, Specialty Plug-ins, Noise reduction,	2	1	1
3.3	Mixing techniques, Leveling different elements, Fixing bad audio, Effects, Zero Crossing, Fade In Fade Out Effect, Multi tracking & Music, Splitting & Joining Tracks),	2	1	1
3.4	Editing (Techniques, keyboard shortcuts, Naturalness).	2	-	-
3.5	Creating Your Podcast Tagging Document.	2	1	1
	TOTAL		**18**	

Unit-4	Podcast Production-I	L	T	P
4.1	Mastering (Plug-ins, web services, Loudness standards, Stereo/Mono, Multi-band compression, Limiting).	3	1	-
4.2	Podcast Production - What Makes A Good Interview / Story / Programme. Preparing For Field Recording.	2	1	-
4.3	Scripting Your Podcast, Voicing The Podcast, Production Tips.	2	1	1
4.4	Production Ethics - The Unkindest Cuts.	2	1	-
4.5	Production Issues. Podcast Hosting & Publishing, An Effective Launch Plan.	3	1	-
	TOTAL		**18**	

Unit-5	Podcast Production – II	L	T	P
5.1	Podcast Distribution System: i-Tunes, Tune-in and others.	3	1	-
5.2	Publishing (Platforms to Publish to, Podcast Feeds, Podcast Directories).	2	1	-
5.3	The Web-Radio Relationship, Growing an Audience, The Business Aspect (Getting clients, time management, pricing your services, profitability, marketing)	3	1	-
5.4	Podcast Sponsorship & Advertising, Pros & Cons of Sponsorship & Advertising, Host Read Vs Inserted Ads, Dynamic Ads, Ad Placement Within Your Episodes	2	1	-
5.5	Affiliates and commission, Pros and cons of affiliates and commission, Finding affiliate programs in your niche.	3	1	-
	TOTAL		**18**	

Practical Assignment:

- Draft a script for interview/ news/ programme for your PODCAST.

- Preparing audio recording content with a report on an event.

- Record, edit and publish a PODCAST on youtube.

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://www.itu.int/osg/spu/youngminds/2007/essays/papadakissteliosym2007.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=UERGQnJvY2h1cmVzfC84NjIucGRmfC84NjIucGRm
- 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
- https://www.cukashmir.ac.in/docs/MACJ%20-101%20Unit%20I.pdf