Master of Arts (Digital Journalism)

M.A. (DJ)

(Two Years)

Syllabus

Effective from- 2026

(Session Year : 2026-28)

Department of Journalism

Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

Bisankhedi, Bhopal (M.P.)-462044

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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 regular

Eligibility: Applicant must be Graduate in any discipline from a recognised University.

1 year Certificate in English Journalism

2 years Diploma in English Journalism

3 years: Degree in English Journalism

4 years BA: English Journalism (Honors)

Or 4 years BA: English Journalism (Research)

About The Program

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

Career path you can choose after the Program

- 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 Behavior	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 about reporting and editing.
- To provide knowledge and techniques about different types of reporting.
- To develop writing skills for headlines, intro and organized tory.

LEARNING OUTCOMES:

- Students would acquire skills to write 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 – Concepts, Structure and Practices	L	T	P
1.1	**Reporting Unit in a Newspaper:** Structure and Hierarchy of Reporting Department; Duties, Functions and Responsibilities of Chief Reporter, Reporter, Stringers, Special Correspondents, Freelancers and Commissioned Writers; Essential Qualities and Skills of a Reporter in the Digital	04	01	---
1.2	**Principles of Reporting:** News Gathering Process, Lead Writing, Types of Leads, Characteristics of a News Report, Structure of News Report, Importance of Intro, News Values and Newsworthiness.	03	---	02

1.3	**Organizing the News Story:** News Angle, Attribution, Quotes, Background and Context; Fact Verification and Accuracy; Objectivity, Fairness and Balance; Qualities and Characteristics of Good News Writing.	02	---	02
1.4	**Types of Reporting:** Beat Reporting (Politics, Crime, Sports, Business, Education, Health, Environment, Judiciary and Entertainment ; Practical Exercises in News Writing and Analysis of News Reports.	02	---	---
1.5	**Types of News Stories:** Follow-up Stories, Curtain Raisers, News Features, Developing Stories, Breaking News, Exclusive Stories and Scoops; News Sources – Role, Importance, Identification and Development; Interview Techniques – Objectives, Research, Question Framing and Ethical Considerations.	02	---	---
	Total	18		

Unit – II:	Editing: Concepts, Techniques and Newsroom Practices-I	L	T	P
2.1	Editing: Concept and Fundamentals – Meaning, Nature and Importance of Editing; Objectives and Principles of Editing; Accuracy, Clarity, Brevity, Balance and Readability; Ethical Issues in Editing.	02	---	01
2.2	Editorial Department and Newsroom Structure – Organization and Hierarchy of Editorial Department; Roles and Functions of Editor, Executive Editor, News Editor, Chief Sub-Editor, Sub-Editor, Copy Editor, Translator and Proof Reader; Integrated and Convergent Newsrooms	03	01	02
2.3	News Desk Operations and Copy Management – Concept of News Desk; News Selection and Prioritization; News Flow; Copy Distribution; Coordination among Reporting, Editing and Production Teams; Newsroom Management Systems.	01	01	---
2.4	Page Planning and News Presentation – Front Page Design, Inside Pages, Editorial Page, Feature Page and Special Pages; Principles of Layout and Design; Headlines, Sub-heads, Captions, Info graphics and Visual Presentation.	01	01	02
2.5	Copy Editing and Proofreading – Editing News Copies, Agency Copies and Feature Articles; Fact Verification; Language and Style; Proofreading , Practical Exercises in Editing and Rewriting.	01	---	02

	Digital Editing and Contemporary Practices – Online Editing, Web Headlines, SEO-friendly News Writing, Social Media Editing, Mobile Journalism Content Editing, AI-assisted Editing Tools and Verification Techniques.			
	Total Hours	18		

Unit– III:	Editing: Concepts, Techniques and Newsroom Practices-II	L	T	P
3.1	Headlines; Kinds, Purpose, Sub-heads, Editing and Proofreading; Symbols;	02	---	01
3.2	Concept of design and layout, Element of Design, types of layout of various Pages.	03	01	02
3.3	News Desk Operations and Copy Management – Concept of News Desk; News Selection and Prioritization; News Flow; Copy Distribution; Coordination among Reporting, Editing and Production Teams; Newsroom Management Systems.	01	01	---
3.4	Page Planning and News Presentation – Front Page Design, Inside Pages, Editorial Page, Feature Page and Special Pages; Principles of Layout and Design; Headlines, , Captions, Info graphics and Visual Presentation.	01	01	02
3.5	Copy Editing and Proofreading – Editing News Copies, Agency Copies and Feature Articles; Fact-Checking; AI-assisted Editing and Ethical Considerations Fact Verification; Language and Style; Proof reading ,Practical Exercises in Editing and Rewriting. Digital Editing and Contemporary Practices – Online Editing, Web Headlines, SEO-friendly News Writing, Social Media Editing, Mobile Journalism Content Editing, AI-assisted Editing Tools and Verification Techniques.	01	---	02
	Total Hours	18		

Unit – IV	Feature Writing and Production	L	T	P
4.1	Feature Writing Process – Idea Generation, Topic Selection, Research Methods, Data Collection, Data Verification, Data Processing and Organization; Planning and Writing of Features.	02	---	01
4.2	Structure and Style of Feature Stories – Components of a Feature Story; Feature Leads and Their Types; Narrative Techniques; Storytelling Approaches; Use of Anecdotes, Description and Human Interest Elements.	02	---	01
4.3	Visual Elements in Features – Use of Photographs,	02	---	---

	Graphics, Info graphics, Illustrations and Data Visualization; Visual Storytelling Techniques in Print and Digital Media.			
4.4	Interviewing for Feature Writing – Planning and Conducting Feature Interviews; Research and Question Framing; Building Profiles and Human-Interest Stories; Analysis of Features Published in Newspapers, Magazines and Online Platforms.	03	02	01
4.5	Feature Analysis and Production – Critical Analysis of Newspaper Supplements, Magazine Features and Digital Long-form Stories; Editing and Presentation of Features. Practical Exercises in Feature Writing – Writing News Features, Personality Profiles, Travel Features, Lifestyle Features, Cultural Features and Multimedia Features for Digital Platforms.	03	01	---
	Total Hours	18		

Unit – V	Editorial Writing and Opinion Journalism	L	T	P
5.1	Editorial Page: Structure and Significance – Concept, Objectives and Functions of the Editorial Page; Content Planning, Layout and Design; Role of Editorial Page in Public Opinion Formation.	02	---	01
5.2	Editorial Page: Structure and Significance – Concept, Objectives and Functions of the Editorial Page; Content Planning, Layout and Design; Role of Editorial Page in Public Opinion Formation.	02	---	01
5.3	Editorial Writing – Meaning, Objectives and Characteristics of Editorials; Types of Editorials (Interpretative, Critical, Persuasive, Explanatory and Commendatory); Style, Tone and Language of Editorial Writing. Process of Editorial Writing – Topic Selection, Research, Fact Verification, Argument Development, Logical Structure, Drafting and Editing of Editorials. Writing Editorials, Op-Ed Articles, Letters to the Editor, Opinion Pieces and Analytical Commentaries; Critical Analysis of Editorial Pages of Newspapers and Digital News Platforms	01		

5.4	Opinion and Interpretative Journalism – Op-Ed Page, Guest Columns, Articles, Expert Opinions, Letters to the Editor, Interviews and Analytical Writing; Role of Opinion Journalism in Democratic Society.	02	01	03
5.5	Specialized Editorial Content – Cultural, Social, Educational, Religious and Public Affairs Features; Editorial Campaigns; Advocacy and Public Interest Journalism.	03	01	01
	Total Hours	18		

Practical/Projects/Assignments:

- 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)
- Attend minimum three press conferences and write press release on same.
- Conduct and write and write an interview of a politician or any renowned personality.

Suggested Readings:

- Agrawal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. New Delhi: Concept Publishing Company
- JayapalanN.(2001) Journalism, Atlantic
- Flemming and Hemmingway(2005), An Introduction to journalism, Vistaar Publications
- Frost, C.(2001). Reporting for Journalists, Routledge, London.
- Garrison, B.(2000). Advanced Reporting, LEA.
- Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
- Pro. Kiran, Hand book of print media, MakhanlalChaturvedi National University of Journalism and Communication
- Trikha, N.K, Reporting, MakhanlalChaturvedi National University of Journalism and Communication
- सुभाष धूलिया, आनंद प्रधान (2004); समाचार अवधारणा और लेखन प्रक्रिया, भारतीय जनसंचार संस्थान, नई दिल्ली
- Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, India.
- Harcup Tony (2006), Journalism Principles and Practice, Vistaar
- Harcup Tony (2009), Journalism : Principles and Practice (second edition), Sage South Asia

Edition

- सुष्मिता बाला, 2011, जनमाध्यमों की लेखन विधाएं, कनिष्क पब्लिशर्स, नई दिल्ली।
- डॉ. राजेन्द्र मिश्र, 2011, साक्षात्कार प्रक्रिया और प्रविधि, तक्षशिला प्रकाशन, नई दिल्ली।

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 :History of Journalism in global context ,Development of early newspapers and print culture ,Evolution of modern journalism and press freedom ,History of Journalism in India ,Role of Indian press during British rule, Journalism in the freedom movement and post-independence era	5	1	--
1.2	Print to Online: Major Milestones & Evolution of Electronic Media:Transition from print journalism to digital journalism ,Major milestones in media evolution ,Growth of radio journalism , Development of television	4	1	---

	news media ,Emergence and growth of online journalism ,History and development of the World Wide Web (WWW) ,Impact of internet on journalism			
1.3	Computer-Assisted Journalism & Digital Tools :Introduction to Computer-Assisted Journalism (CAJ) ,Role of technology in modern journalism ,Equipment used in digital journalism: Purpose, use, and basic specifications of equipment, Importance of digital tools in news production	3	1	--
1.4	Multimedia News on the Web: Impact & User Behavior :Concept of multimedia journalism ,Use of text, images, audio, and video in online news ,Impact of multimedia on news presentation ,Changing user behavior in digital media consumption ,Mobile revolution in journalism and news access	1	--	--
1.5	Media Convergence & Its Effects :Meaning of media convergence ,Integration of print, broadcast, and digital media ,Impact on news presentation and storytelling , Convergence in journalism and business media ,Advantages and challenges of media convergence	1	--	--
	Total	18		

Unit - 2	Introduction to Digital Journalism	L	T	P
2.1	Introduction to Digital Journalism: Evolution of Digital Journalism, Digital Newsroom, AI-assisted Journalism, Mobile Journalism (MoJo), Web Browsers and Browser Security, Newspaper Websites (International & National), News Portals and Their Presentation, News Websites of Electronic Media Houses, Independent Digital News Platforms, News Agencies and Their Web Portals, Methods of Digital News Delivery, Components of Digital News Content	2	--	--
2.2	Web Browsers and Online Search: Role of Modern Browsers, Browser Extensions (Plug-ins), Privacy and Security Settings, Search Operators, Advanced Search Techniques, AI-powered Search Tools, Reverse Image Search, Fact-Checking Tools, Digital Verification Techniques, Search Strategies for Journalists.	4	1	--
2.3	Online Reporting Sources: Internet as a News Source, Government Portals, Open Data Sources, E-mail Communication, Newsletters, Mailing Lists, Newsgroups, Social Media as a Reporting Source, Verification of User-Generated Content (UGC), Digital Interview Techniques, Online Collaboration Tools.			

2.4	Web-based Information Sources: General Reference Websites, Digital Libraries, Wikis, Online Encyclopedias, Specialized Journalism Resources, Research Databases, Open Access Journals, Public Records, Data Journalism Resources, Archives and Multimedia Repositories.	3	1	--
2.5	Search Engines and Online Databases: Search Engines (Basic & Advanced), Deep Web and Surface Web, Academic Search Engines, News Databases, Media Directories, Online Journalism Websites, AI Search Platforms, Digital Archives, Ethical Use of Online Information and Copyright Issues.	1		--
	Total	18		

Unit–3	Social Media and Digital Communication	L	T	P
3.1	Introduction to Social Media: Evolution and History of Social Media, Types of Social Media Platforms, Social Media Ecosystem, Citizen Journalism, Collaborative Journalism, Participatory Media, User-Generated Content (UGC), Social Media Ethics and Digital Citizenship.	2	--	--
3.2	Social Networking and Collaboration: Professional and Personal Networking, Collaboration through WhatsApp, Telegram, Microsoft Teams, Zoom, Google Meet, Online Communities, Group Communication, Digital Collaboration Tools, Cloud-based Communication.	4	2	--
3.3	Professional Profiling and Social Media Management: Creating Professional Profiles, Personal Branding, Audience Engagement, Social Media Management, Content Planning, Analytics, Profile Optimization on Facebook, LinkedIn, X, Instagram, Threads and Pinterest.	3	1	--
3.4	Video, Audio and Live Content Sharing: Video Journalism, Podcasts, Live Streaming, Short-form Video Content, Audio Storytelling using YouTube, Spottily (Podcasts), Sound Cloud, Instagram Reels, YouTube Shorts and Live Streaming Platforms.	3	1	--
3.5	Digital Marketing, Online Advertising and Revenue Generation: Display Advertising, Native Advertising, Affiliate Marketing, Sponsored Content, Subscription Models, Membership Programs, Crowdfunding, Programmatic Advertising, Search Engine Optimization (SEO), Social Media Marketing (SMM), Creator Economy, Influencer Marketing, AI-powered Content Promotion and Digital Analytics.	2	--	--
	Total	18		

Unit–4:	Digital Journalism Practices and Multimedia Storytelling	L	T	P
4.1	Approaches to Digital Journalism: Principles of Digital Journalism, Digital News Writing, Online Reporting Techniques, Multimedia Storytelling, Live Reporting, Data-driven Journalism, AI-assisted Journalism, News Verification, Fact-checking, Ethical and Legal Issues in Digital Reporting.	4	--	--
4.2	Multimedia Content Creation: Integrating Text, Graphics, Photographs, Audio, Video, Animation, Infographics, Interactive Content, Blog Writing, Social Media Content Writing, SEO Writing, Content Management Systems (CMS), AI-assisted Content Generation, and Multimedia News Packaging.	3	1	--
4.3	Traditional vs Digital Journalism: Differences between Print, Broadcast, and Digital Journalism, Multimedia Mindset, Cross-platform Publishing, Digital Editorial Workflow, E-Journals, E-Magazines, Webzines, Online Publishing Platforms, Webinars, Virtual Conferences, Video Conferencing, Blogging, Podcasting, Digital Publishing Ethics.	3	1	--
4.4	Mobile Journalism (MoJo): Mobile Reporting Techniques, Smartphone Journalism, Mobile Photography and Videography, Mobile Editing Apps, Mobile Live Streaming, Android and iOS Platforms, Cloud-based Reporting, Convergence Journalism, Citizen Journalism, Safety and Security in Mobile Reporting.	2	1	--
4.5	Digital Journalism Tools and Future Trends: Essential Apps and Software for Digital Journalists, AI Tools for Newsrooms, Collaboration Platforms, Virtual Communities, Digital Newsroom Workflow, Audience Analytics, Productivity Tools, Cybersecurity for Journalists, Personal Branding, Freelance Digital Journalism, Emerging Trends in Digital Media.	2	1	--
	Total	18		

Unit–5	Digital Journalism and Internet Communication	L	T	P
5.1	Digital Journalism and Internet Communication: Definition, Characteristics and Scope of Digital Journalism, Evolution of Internet Communication, Role of the Internet in Journalism, Digital Media Ecosystem, Online News Consumption, Social Media Integration, AI	3	2	--

	in Digital Communication, Ethical and Legal Issues in Internet-based Journalism.			
5.2	Internet Fundamentals: History and Evolution of the Internet, Internet Architecture, Internet Services (WWW, E-mail, Cloud Computing, VoIP, Streaming Services, Social Media, Search Engines), Internet Governance, Net Neutrality, Cybersecurity Awareness, Digital Privacy and Safe Internet Practices.	2		--
5.3	Internet Technologies and Web Infrastructure: Internet Protocols (TCP/IP, HTTP, HTTPS, FTP, DNS), Web Servers, Web Pages and Websites, Domain Name System (DNS), Domain Registration, Web Hosting, SSL Certificates, Website Security, Responsive Web Design, Basic Website Architecture.	2	2	1
5.4	Web Publishing and Digital Content Management: Evaluating Online Information Sources, Internal and External Hyperlinks, Hypertext Structure, Website Planning, Publishing Websites, Web Publishing Platforms, Search Engine Optimization (SEO), Accessibility Standards, Web Analytics, Copyright and Digital Licensing.	2	1	--
5.5	Content Management Systems (CMS) for News Websites: Introduction to CMS, Features and Workflow, Open-source and Commercial CMS, News Website Development, Theme and Plugin Management, User Roles, Content Publishing Workflow, Multimedia Integration, AI-assisted Content Management, Website Maintenance and Security.	2	1	--
	Total	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
- हषर्देव, ऑनलाइन पत्रकारिता, समसामयिक प्रकाशन, नई दिल्ली

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 Computer Hardware & Software	L	T	P
1.1	Definition of computer, basic components of computer, hardware & software, peripherals, input/output devices.	5	1	--
1.2	Introduction to operating system, necessity and functions of OS, desktop and mobile OS: Windows, Linux, Macintosh, Android, etc.	4	1	--
1.3	Introduction to Windows, working with Windows: My Computer, Desktop, Accessories, Control Panel, files and folders, Recycle Bin, etc.	3	1	--
1.4	Working with files and folders; simple operations like copy, delete, moving files, shortcuts and autostarts, Start button and program lists.	1	--	--
1.5	Information technology: definition and use, telecommunication and various networks.	--	--	--
	Total	18		

Unit 2	MS Office-1 (MS Word)	L	T	P
2.1	Introduction to MS Office, features of MS Office suite, need and use of MS Word as an application for journalists, MS Office and OpenOffice comparison	2	--	--
2.2	Introduction to MS Word, MS Word basics, features and areas of use, document creation and editing	4	1	--
2.3	Working with MS Word: new document, wizards and templates, different page views and page layouts, saving, text attributes, text editing, bullets and numbering, AutoText, grammar, spell check, thesaurus, find and replace	5	1	--
2.4	Inserting page numbers, headers and footers, pictures, files, shapes, working with pages and columns, mail merge.	3	1	--
2.5	Tables and table options, inserting mathematical symbols and special characters, print options	1	--	-
	Total	18		

Unit 3	MS Office-3 (MS Excel)	L	T	P
3.1	MS Excel: introduction, workbook and worksheets	2	--	--
3.2	Working with MS Excel: columns and rows, insert, copy and move selections, sorting	4	1	--
3.3	Use of formulas, calculations and functions, cell formatting, column freezing	5	1	--
3.4	Creating charts and graphs, chart types, manipulating charts and data	3	1	--

3.5	Borders and shading, print options, moving charts to other documents.	1	--	-
	Total	18		

Unit 4	MS Office-4 (MS PowerPoint)	L	T	P
4.1	MS PowerPoint: introduction and area of use.	2	--	--
4.2	Working with MS PowerPoint, creating a new presentation	4	1	--
4.3	Working with presentation, using wizards, backgrounds and designs, inserting, deleting and copying slides.	5	1	--
4.4	Inserting text boxes, multimedia objects, shapes, pictures, graphics, sounds and movies into slides.	3	1	--
4.5	Adding transitions, animation and effects, presentation of a slide show, notes and handouts, print options	1	--	-
	Total	18		

Unit :5	Digital Journalism & Internet Communication	L	T	P
5.1	Definition of digital journalism, role of internet in communication	3	2	--
5.2	Brief history and services of the internet	2	--	--
5.3	Internet protocols: FTP, HTTP, TCP/IP, web pages and websites, domain name registration.	2	2	1
5.4	Evaluating sources, internal and external links, publishing a website, web publishing tools	2	1	--
5.5	Using content management systems (CMS) for building news websites, paid and open-source CMS	2	1	--
	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	Introduction to Issues-Based Writing	L	T	P
1.1	Introduction to Issues-Based Writing: Meaning, Nature and Importance of Issues-Based Writing, Public Interest Journalism, Role of Journalists in Democracy, News Values, Critical Thinking, Research-based Reporting, Ethical and Responsible Journalism.	5	1	--
1.2	Ideas, Ideology and Media: Concept of Ideas and Ideology, Media and Public Opinion, Media Framing and Agenda Setting, Political Economy of Media, Bias and Objectivity, Media Ethics, Diversity and	4	1	--

	Inclusion, Impact of Digital and Social Media on Public Discourse.			
1.3	Formats of Journalistic Writing: News Reports, Features, Articles, Editorials, Columns, Opinion Pieces, Interviews, Profiles, Explainers, Backgrounders, Digital Storytelling, Blog Writing, Multimedia News Writing, AI-assisted Writing and Editing, Fact-checking Techniques.	3	1	--
1.4	Reporting Contemporary Issues: Economic, Political, Social, Cultural, Educational, Health, Gender, Human Rights, Science and Technology, Artificial Intelligence, Digital Governance, Media Literacy and Cybersecurity Issues.	1	--	--
1.5	Development and Sustainable Journalism: Sustainable Development Goals (SDGs), Environment and Climate Change, Biodiversity, Disaster Reporting, Rural Development, Poverty, Agriculture, Public Health, Education, Urban Development, Digital Inclusion, Government Welfare Schemes and Community Journalism.	2	--	--
	Total	18		

Unit -2	Introduction to International Politics: Current Major Issues	L	T	P
2.1	Meaning of International Politics Current Major International Issues: Climate change ,Terrorism, Cyber security ,International trade disputes ,Nuclear weapons ,Refugee crisis ,Global health issues (pandemics) ,Energy security	2		
2.2	Bilateral Relations Between Powerful Countries, Conflicts and War, Corruption, Terrorism Bilateral Relations: Bilateral relations are political, economic, and diplomatic relations between two countries. Conflicts &War: Causes, Effects., Corruption: Meaning, Causes, Effects, Prevention. Terrorism: Meaning, Causes ,Religious extremism ,Political instability ,Poverty ,Radicalization Effects; Prevention	4	1	
2.3	Natural Resources, Climate Change and Pollution :Natural Resources; Types, Climate Change, Meaning, Causes, Effects ,Prevention, Pollution; Water ,Air ,Soil ,Sound (Noise)Pollution, Effects, Control ,Energy: Conventional and Non-Conventional Sources, Oil :Importance &Challenges, Global Warming; Meaning, Effects & Prevention	5	1	
2.4	Crime: Human Trafficking, Immigration, Racial and Religious Issues Human Trafficking: Meaning, Causes & Prevention Immigration: Advantages & Challenges Racial Issues: Effects & Solutions	3	1	

	Religious Issues: Causes & Solutions			
2.5	International, Regional and Economic Groupings :South Asian Association for Regional Cooperation (SAARC),United Nations :Objectives& Main Organs ,BRICS: Organization of the Petroleum Exporting Countries, African Union, Association of Southeast Asian Nations, Organization of Islamic Cooperation, Brexit	1		
	Total	18		

Unit–3	National Issues	L	T	P
3.1	National Issues : Internal security ,National integrity ,Unemployment ,Poverty ,Illiteracy ,Corruption ,Population growth Internal Security: Threats to Internal Security: Terrorism, Cybercrime , Naxalism /Left-wing extremism ,Organized crime ,Communal violence ,Drug trafficking ,Measures to Improve Internal Security National Integrity: Importance & Ways to Promote National Integrity	4	--	--
3.2	River Water Dispute and Illegal Migration: River Water Dispute: Meaning, Causes, Effects, Solutions Illegal Migration: Meaning, Causes, Effects &Prevention	2	2	
3.3	Literacy, Population, Infrastructure and Employment Literacy: Meaning, Importance & Measures to Improve Literacy, Population, Meaning, Advantages ,Problems of Over population ,Population Control Measures,Infrastructure:Meaning&Importance,Employment:Meaning ,Types,Causes of Unemployment ,Solutions	3	1	--
3.4	Black Money, Health-Hygiene Issues and Casteism Black Money: Meaning ,Causes, Effects, Measures to Control Black Money, Health and Hygiene: Importance, Good Hygiene Practices , Casteism :Meaning, Causes, Effects, Solutions	3	1	--
3.5	Human Resources, Women Empowerment and Child Education Human Resources: Importance, Human Resource Development, Women Empowerment: importance, Measures, Child Education: Importance, Measures	--	--	--
	Total	18		

Unit -4	Regional Issues	L	T	P
4.1	Writing for Regional Issues: Identification and Challenges	4	---	---
4.2	Regional Disparities and Conflict.	3	1	---
4.3	Urban and Rural Development.	3	1	---
4.4	Agricultural and Land Reforms, Education and Sanitary Issue.	2	1	---
4.5	Centre-State Relationship.	2	1	---
	Total	18		

5.1	Writing for Current Media Issues and Emerging Trends	03	02	---
5.2	News Credibility, Fact-Checking, Paid News, Fake News, Misinformation, Disinformation and Channel/Price War	02	---	---
5.3	Social Media: Importance, Credibility, Influencer Culture, Digital Journalism and Audience Engagement	02	02	01
5.4	Ethical Media Issues, Media Trials, Privacy, Hate Speech and Artificial Intelligence in Media	03	---	---
5.5	Cross-Media Ownership, Media Monopoly, Paid News, Press Council, Press Associations (National & International) and Media Regulation	02	--	01
5.1	Writing for Current Media Issues and Emerging Trends	03	02	---
	Total	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

- 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 familiar with various graphics & images in web contents.
- T o be acquaint with traditional news writing and web writing.
- 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***	***PO 11***	***PO 12***	***PO 13***	***PO 14***	***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	Writing for the Web, Web Content Writing Rules, Importance of a Great Introduction	2	1	-
1.2	Headlines and Hyperlinks, Writing Hyperlinks	2	1	2
1.3	Writing for the Web, Search Engine Optimized Writing,	2	-	-
1.4	Sharp, focused and Crispy Writing, Editorial standard	2	-	-
1.5	Challenges in Contemporary Writing	2	1	3
	Total	18		

UNIT -2	Use of Graphics & Images	L	T	P
2.1	Graphics & Images in Web Writing, Graphics and Images in Digital Content,SEO Best Practices,	3	2	3
2.2	Writing Nonlinear and Interactive Stories, Nonlinear Storytelling, Interactive Stories	2	-	1
2.3	Information Architecture and Navigation, Information Architecture (IA),Navigation Styles, User Experience (UX) and Navigation, The Footer	2	-	-
2.4	Graphic and Visual Design, Fundamentals of Visual Design	2	-	-
2.5	Content Elements and Layout Considerations, Fonts and Typography, Layout Considerations, Responsive and Mobile-First Design	3	-	-
	Total	18		

Unit–3:	Web Content Governance	L	T	P
3.1	Introduction to Web Content Governance ,Accessibility ,Screen Readers, Captioning, Digital Rights ,Web Standards ,Tags and Key words, File Naming	2	1	-
3.2	Story Formats and Audience Engagement, Digital Story Formats, Format of a Web Report, Writing an Audience Profile, Blog Writing ,DIY Journalism (Do-It-Yourself Journalism)	3	1	2
.3.3	Storyboarding and Content Planning and content writing ,Writing Techniques, Headlines, Blurbs and Briefs ,Image Use with Text	2	-	2
3.4	Digital Storytelling and Caption Writing, Things to Avoid in Digital Content The Art of Good Caption Writing, Digital Storytelling, Embedding Photographs in Your Story	2	-	1

3.5	Plagiarism ,Protecting Copyright, Emerging Issues	2	-	-
	Total	18		

Unit -4	Writing for online media -1	L	T	P
4.1	Writing for Microblogging Platforms (X/Twitter, Threads, Blue sky)	2	-	1
4.2	Writing for Social Networking Platforms (Facebook and Meta Ecosystem)	2	1	-
4.3	Writing for Wikis and Collaborative Knowledge Platforms –	2	1	1
4.4	Blog Writing and Digital Content Creation	1	1	2
4.5	Writing for Digital Publishing and AI-Assisted Content Creation	2	-	2
	Total	18		

UNIT -5	Writing for Online Media – 2	L	T	P
5.1	Emerging Trends in Digital Visual Communication, AI-Assisted Visualization Tools, Real-Time Dashboards and Live Data Graphics	1	1	2
5.2	Use of Signs, Symbols, and Abbreviations; Monitoring Trends and Hashtags, ,Crowdsourcing Information, Audience Feedback and Engagement	1	1	2
5.3	Live Reporting and Rolling Updates, Breaking News Coverage, Verification before Publication, Updating Stories across Multiple Platforms, Audience Engagement during Developing Stories	1	1	1
5.4	Use of Blogs, Tweets, and Social Media for Story Generation and Development, Real-Time Reporting and Audience Interactions, ,Verification of User-Generated Content, Social Media for Story Development	1	1	2
5.5	Ethical and Legal Considerations ,Verification before Publication, Privacy and Consent, Handling Misinformation and Disinformation, IAI-Assisted Content Discovery ,Social Media Algorithms and Content Visibility	1	-	2
	Total	18		

Suggested Readings:

1. Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
2. Saxena Sunil (2006), Headline Writing, Sage
3. हषर्देव, ऑनलाइन पत्रकारिता, समसामियक प्रकाशन, नई दिल्ली
4. Kim Jihoon :Between film, video and the digital, Bloomsbury
5. Davisson Amber, Controversies in Digital ethics, Bloomsbury
6. Rey G Rosales (2006), The Elements of Online Journalism, Universe, U.S.
7. Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge.
8. 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 will understand the tools of photo editing software's for photo editing.
- Students will gain the knowledge of basic animation principles in relation to the web production.

CO-PO MAPPING:

PO/ CO	P01	P02	PO3	PO4	PO5	PO6	P07	PO8	PO9	PO10	PO 11	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	Fundamentals of Digital Photograph	L	T	P
1.1	Photography as profession and art in the digital era; history, impact on journalism; advantages and limitations of digital			
1.2	Digital cameras and smartphones: anatomy, terminology (ISO, shutter, aperture, RAW), file formats (JPEG, RAW, HEIF), basic workflow			
1.3	Core shooting techniques: exposure, white balance, composition, focusing modes, flash basics, shutter speed, motion control			
1.4	Image formats for print and web: resolution, DPI, raster vs vector,			

	color spaces (RGB, AdobeRGB), formats (JPEG, TIFF, PNG, GIF, WEBP)			
1.5	Basic editing and publishing: editing on desktop and mobile, metadata, uploading to web, ethics of image modification			
	Total	18		

UNIT :2	Image Editing with Photoshop (Part 1)	L	T	P
2.1	Photoshop fundamentals: interface, document setup, layers, masks, adjustment layers, styles, templates			
2.2	Color management: color modes, profiles, LUTs, calibrations.			
2.3	Selections and transformations: selection tools, refining edges, transformations, saving/loading selections.			
2.4	Retouching and painting: brushes, cloning, healing, color work, layer management.			
2.5	Filters and smart objects: filter gallery, smart objects, text editing basics.			
	Total	18		

UNIT :3	Image Editing with Photoshop (Part 2)	L	T	P
3.1	Advanced drawing and paths: vector shapes, pen tool, work with paths.			
3.2	Color theory in editing: color correction, grading, color harmonies.			
3.3	Masks, effects, and live adjustments: advanced masking, smart filters, adjustment layers.			
3.4	Typography in design: advanced text, styles, alignment, typographic best practices			
3.5	Exporting and print readiness: color conversions, PDFs, print settings, exporting for web and print.			
	Total	18		

UNIT :4	Elements of Designing	L	T	P
4.1	Design fundamentals: color, line, shape, space, texture; principles of balance, contrast, emphasis, harmony, rhythm, proportion, repetition, unity			
4.2	Typography and layout: anatomy of letters, fonts, measurement, readability, typography guidelines.			
4.3	Introduction to Illustrator: essential tools, palettes, vector basics.			

4.4	Creative drawing and composition: emphasis, experimentation with media, cross-disciplinary approaches.			
4.5	Working with groups and layers: object attributes, selection tools, layer management.			
	Total	18		

UNIT :5	Animation Basics	L	P	T
5.1	When to use animation; principles of animation (squash and stretch, anticipation, staging).			
5.2	Core animation principles: timing, arcs, slow-in/out, follow-through, secondary actions, exaggeration.			
5.3	Web animation overview: history, practical web animation types, interface elements, storytelling vs decorative animation.			
5.4	Web animation formats: GIF, CSS, SVG, WebGL, Canvas basics.			
5.5	Creating web animations: projects like banners, simple interactive elements.			
	Total	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, pitch, intensity, timbre, tone color.	2	1	-
1.2	Analog and digital signals, sampling rate, bit depth, channels, bitrate	3	1	2
1.3	Audio recording devices, digital recorders, microphones, and basic setup	2	-	2
1.4	File formats and codecs: WAV, MP3, AAC, FLAC, and compressed vs uncompressed audio.	2	-	1
1.5	Audio streaming, podcasting, voice-over writing, and production workflow	2	-	-
	Total	18		

Unit–2:	Unit 2: Video Journalism	L	T	P
2.1	TV journalism vs online video journalism	2	1	-
2.2	Use of video in websites, e-papers, and social platforms	3	1	2
2.3	Video cameras, smartphones, capturing footage, storage, and video codecs.	2	-	2
2.4	Video formats, conversions, and basic digital video editing concepts.	2	-	1
2.5	Publishing video on the web, clipping packages, and compression for online delivery.	2	-	-
	Total	18		

Unit–3:	Unit 3: Adobe Premiere I	L	T	P
3.1	Introduction to Adobe Premiere Pro and its role in video editing	2	1	-
3.2	Features and importance of Premiere in modern post-production	3	1	2
3.3	Starting a project, organizing files, and customizing workspace.	2	-	2
3.4	Understanding source monitor, program monitor, bins, and timeline.	2	-	1
3.5	Media import, project settings, and editing environment setup	2	-	-
	Total	18		

UNIT:4	Adobe Premiere II	L	T	P
4.1	Importing footage, stills, and assets			
4.2	Timeline editing, tracks, sequences, ripple/roll/trim basics			
4.3	Working with multiple sequences and editing inside the timeline			
4.4	Creating titles, lower thirds, roll/crawl text, and simple graphics			
4.5	Using transitions and managing clip timing			
	Total	18		

UNIT :5	Adobe Premiere III	L	T	P
5.1	Audio editing on the timeline, recording audio, and syncing sound			
5.2	Using audio effects, mixers, volume control, and track balancing			
5.3	Applying video transitions and customizing them			
5.4	Exporting for web, social media, and broadcast delivery			
5.5	Adding captions/subtitles and using current export workflows, including content credentials where needed			
	Total	18		

Projects/Assignments:

- Demonstrate the end-to-end process of digital production through a presentation
- Produce a podcast or voice-over package with clean audio and proper export settings
- Create a short video news package with graphics, titles, and transitions
- Submit one web-ready edited video with captions and one audio file in MP3 and WAV formats Produce and submit a PODCAST

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
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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	PO 14	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	2S	1	-	-	-	-	-	-	-	3	1	-	-	-	3

Unit–1	Internet & Journalism	L	T	P
1.1	Internet: Evolution, Architecture and Working – Evolution of the Internet, characteristics, architecture, World Wide Web (WWW), domain names, cloud computing, Internet governance and how the Internet works.	5	1	-
1.2	Internet Protocols, Web Technologies and Browsers – IP (IPv4 & IPv6), TCP/IP, HTTP/HTTPS, DNS, FTP, APIs, ISPs, web browsers, browser security, extensions and web utilities.	4	1	-
1.3	Internet Services for Journalists – E-mail, search engines, advanced search operators, cloud storage, video conferencing, livestreaming, webcasting, podcasting, RSS, newsletters, collaborative tools and AI-assisted research.	3	1	-
1.4	Digital Publishing Platforms and Journalism Applications – Blogs, Wikis, CMS (WordPress), RSS/Atom feeds, newsletters, podcast publishing, multimedia storytelling, mobile journalism (MoJo) and audience engagement tools.	1	-	-
1.5	Multimedia Content Creation and Language Technologies – Photo and video sharing platforms, screencasting, podcast production, live streaming, Unicode, multilingual publishing, AI translation tools, accessibility standards and digital publishing ethics.	2	-	-
	Total	18		

Unit -2	Website Design Technologies	L	T	P
2.1	Fundamentals of Website Design Technologies – HTML5, CSS3, JavaScript (Introduction), Dynamic Web Pages, Content Management Systems (CMS), front-end and back-end concepts, web standards and accessibility	2	--	--
2.2	Responsive Web Design and User Experience (UX) – Responsive web design, mobile-first approach, UI/UX principles, Bootstrap framework, website navigation, usability, accessibility (WCAG) and cross-browser compatibility.	4	1	-
2.3	Web Servers, Databases and Content Delivery – Web servers, databases, FTP/SFTP, hosting, domain management, streaming servers, APIs, Content Delivery Networks (CDNs) and website deployment basics.	4	1	--
2.4	Cloud Computing and Digital Collaboration for Journalists – Cloud computing concepts, SaaS, PaaS and IaaS, cloud storage, collaborative tools (Google Drive, OneDrive, Dropbox), version	3	1	--

	control, online newsroom workflow and remote collaboration.			
2.5	Cloud Security, AI Tools and Emerging Web Technologies – Cloud security, privacy, backup, legal and ethical issues, OCR, Speech-to-Text, Text-to-Speech, AI-powered productivity tools, generative AI applications and automation in digital journalism.	2	--	--
	Total	18		

Unit -3	Mobile Journalism (MoJo)	L	T	P
3.1	Introduction to Mobile Journalism (MoJo) – Concept, evolution, newsroom workflow, storytelling with smartphones, essential skills, mobile reporting kit, mobile photography and videography, editing apps, live reporting and ethical considerations.	2	--	--
3.2	Social Media Platforms for Journalism – Social networking platforms, professional networking, microblogging, messaging platforms, content distribution strategies, audience engagement, social media algorithms and analytics.	4	2	--
3.3	Multimedia Sharing and Digital Content Publishing – Video, audio and photo-sharing platforms, livestreaming, podcast hosting, short-form video, multimedia storytelling, copyright, licensing and content optimization for digital platforms.	3	1	--
3.4	Online Communities, Forums and Audience Engagement – Online discussion forums, community platforms, niche communities, crowdsourcing, community journalism, moderation, digital ethics, misinformation management and audience interaction.	3	1	--
3.5	Blogging and Independent Digital Publishing – Blogging platforms, content planning, SEO basics, long-form storytelling, newsletters, personal branding, AI-assisted writing tools and blog monetization fundamentals.	2	--	--
	Total	18		

Unit -4	Digital Content Distribution Platforms	L	T	P
4.1	Fundamentals of Digital Content Distribution – Concepts, digital publishing ecosystem, owned, earned and paid media, content distribution channels, digital news platforms and cross-platform publishing.	4	-	-
4.2	Content Distribution Technologies and Strategies – Third-party aggregators, RSS feeds, APIs, Content Delivery Networks (CDNs),	3	1	-

	push notifications, newsletters, syndication, SEO, organic and paid content distribution strategies.			
4.3	Digital Rights Management (DRM) and Content Governance – Copyright, licensing, Creative Commons, Digital Rights Management (DRM), content security, plagiarism, AI-generated content, ethical distribution practices and platform policies.	3	1	-
4.4	Social Media Distribution and Audience Growth – Social media platforms, influencer marketing, creator economy, social media algorithms, audience engagement, website integration, social sharing tools, analytics and performance measurement.	2	1	-
4.5	Streaming Technologies and OTT Content Delivery – Streaming servers, live streaming, Video-on-Demand (VOD), IPTV, OTT platforms, adaptive streaming, cloud streaming, podcast distribution and emerging trends in digital broadcasting.	2	1	-
	Total	18		

Unit -5	News Aggregators & Search Engine Optimization (SEO)	L	T	P
5.1	News Aggregators and Content Discovery – Concept, evolution, types of news aggregators, RSS feeds, web-based feed readers, personalized news delivery, AI-powered recommendation systems and content discovery platforms.	2	1	-
5.2	News Curation, Personalization and Audience Analytics – Social news aggregators, personalized news services, algorithmic curation, media bias awareness, audience segmentation, news recommendation systems and ethical issues in aggregation.	2	-	-
5.3	Search Engine Optimization (SEO): Fundamentals – Search engines, crawling, indexing, ranking, keyword research, search intent, on-page vs. off-page SEO, white-hat vs. black-hat SEO, technical SEO basics and SEO for news websites.	3	2	1
5.4	Advanced SEO and Content Optimization – Information architecture, metadata, structured data (Schema Markup), Core Web Vitals, link building, content marketing, image and video SEO, mobile-first indexing and voice search optimization.	2	-	-
5.5	SEO Performance Measurement and Emerging Trends – Google Search Console, Google Analytics, SEO auditing, performance metrics, local and international SEO, AI-assisted SEO tools, Generative Engine Optimization (GEO) and future trends in search.	3	1	1
	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/201/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	PO11	PO12	PO1 3	PO14	PO15
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
5.1	Understanding Audience Behavior – Meaning, nature, determinants of audience behavior; Psychological, sociological and cultural perspectives; Audience needs, motivations and media consumption patterns.	2	1	-
1.2	Digital Media and Social Behavior – Digital communication, online identity, social interaction, social influence, digital citizenship, echo chambers, filter bubbles and online communities.	4	1	--
1.3	Digital Media Audience: Concepts and Audience Analytics – Types of digital audiences, active vs. passive audience, audience segmentation, audience engagement, audience metrics, web analytics and user behavior analysis.	3	1	--
1.4	Interactivity, Fragmentation and Social Media Environment – User-generated content (UGC), participatory culture, influencer ecosystem, personalization algorithms, recommendation systems and multi-platform media consumption.	1	--	--
1.5	Role of ICT and Emerging Technologies in Reshaping Media Audience – ICT in media, Artificial Intelligence (AI), Big Data, Machine Learning, immersive media (AR/VR), privacy, ethics and future trends in audience research.	2	--	--
	Total	18		

Unit -2	Web Groups	L	T	P
2.1	Introduction to Web Groups and Online Communities – Concept, evolution and types of web groups; Online communities, forums, discussion boards, collaborative platforms, virtual communities and information sharing.	2	--	--
2.2	2.2 Interactivity and Sociability in Social Media – Social interaction, user engagement, participatory culture, online collaboration, community building, digital identity and social presence.	4	1	--
2.3	2.3 Social Networking Platforms and Their Impact on Relationships – Personal and professional networking, online friendship, influencers, parasocial relationships, networking ethics, mental well-being and social capital.	5	1	--
2.4	2.4 Computer-Mediated Communication (CMC) – Concept, characteristics, models, synchronous and asynchronous communication, digital collaboration tools, communication effectiveness and virtual teamwork.	3	1	--

2.5	2.5 Information Overload, Digital Well-being and Emerging Trends – Information fatigue, misinformation, disinformation, media literacy, cyber etiquette (Netiquette), AI-assisted communication, digital wellness and responsible online participation.	1	--	--
	Total	18		

Unit -3	Web Groups	L	T	P
3.1	Youth and Social Media: Concepts and Trends – Definition, characteristics, digital natives, social media usage patterns, opportunities, challenges and emerging trends among youth.	2	--	--
3.2	Digital Identity, Virtual Communities and Self-Presentation – Online identity, digital footprint, personal branding, virtual communities, avatars, privacy, online reputation and identity management.	4	2	--
3.3	Children, Online Culture, Education and Entertainment – E-learning platforms, educational technology, gamification, digital creativity, screen time, parental guidance, child online safety and responsible media use.	3	1	--
3.4	Public Discourse and Civic Participation on the Internet – Online public sphere, citizen journalism, digital activism, e-governance, social campaigns, public opinion formation and ethical online participation.	3	1	--
3.5	Youth Engagement, Cyberbullying and Digital Well-being – Cyberbullying, cyber harassment, trolling, hate speech, mental health, cyber laws, digital resilience, AI-driven social media challenges and safe online practices.	2	--	--
	Total	18		

Unit -4	Digital Media	L	T	P
4.1	Introduction to Digital Media – Concept, evolution, characteristics, scope and applications; Digital communication ecosystem; Types of digital media platforms and emerging technologies.	4	--	---
4.2	Credibility, Trust and Verification in Digital Media – Media credibility, trustworthiness, misinformation, disinformation, fake news, fact-checking, verification techniques and media literacy.	3	1	--
4.3	Credibility Assessment and Algorithmic Information Environment – Indicators of credibility, source evaluation, AI-generated content, deepfakes, algorithmic curation, recommendation systems and ethical	3	1	--

	challenges.			
4.4	Building Digital Credibility and Public Participation – Personal and organizational credibility, online reputation management, participatory media, user-generated content (UGC), influencer communication, citizen journalism and public engagement.	2	1	--
4.5	Internet Users, Public Opinion and Digital Democracy – Political communication, digital campaigns, e-governance, public opinion, online activism, echo chambers, filter bubbles, reinforcing spirals and responsible digital citizenship.	2	1	--
	Total	18		

Unit -5	Cyber Crime & Cyber Laws			
5.1	Introduction to Cyber Crime, Cyber Media and Cyber Laws – Concept, evolution, types of cyber crimes, cyber space, cyber ethics, need for cyber laws, digital governance and legal framework in India.	2	1	--
5.2	Information Technology Act and Emerging Cyber Laws – Information Technology Act, 2000 (with major amendments), cyber offences, cyber investigations, digital evidence, cyber forensics, data protection, intermediary liability and emerging legal challenges.	2	--	--
5.3	Digital Transactions, Banking Security and Electronic Records – Cyber security in banking, digital payment systems, electronic records, digital signatures, cyber frauds, phishing, ransomware, identity theft, record management and compliance practices.	3	2	1
5.4	Cyber Regulation, Content Governance and Internet Monitoring – Website blocking mechanisms, intermediary regulations, online content moderation, privacy, surveillance, cyber security policies, national cyber security initiatives and digital rights.	2	--	--
5.5	Ethical Hacking, Cyber Security and Emerging Threats – Ethical hacking, penetration testing, vulnerability assessment, malware, AI-enabled cyber threats, social engineering, cyber hygiene, incident response and professional ethics.	3	1	1
	Total	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:

- हषर्देव, ऑनलाइनपऽकाि रता,समसामियकूकाशन, नईिदल्ली
- 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=UERGQnJvY2h1cmVzfC84NjIucGRmf C84NjIucGRm

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	P	T
1.1	Fundamentals of Digital Multimedia – Concept, definition, characteristics, evolution, multimedia communication, applications and emerging trends in digital multimedia.	4	1	--
1.2	Elements of Digital Multimedia – Text, graphics, images, audio,	4	1	1

	video, animation, interactive media, immersive media (AR/VR) and multimedia formats.			
1.3	Principles of Visual Communication and Design – Elements and principles of design, visual composition, colour theory, typography, layout design, visual hierarchy, accessibility and user-centred design.	4	1	1
1.4	Multimedia File Formats and Compression Technologies – Image, audio and video formats, codecs, lossy and lossless compression, streaming media, optimization techniques and quality management.	3	1	1
1.5	Multimedia Story Design and Production Planning – Story ideation, scripting, storyboarding, production workflow, project planning, multimedia ethics, copyright and AI-assisted content creation.	3	--	--
	Total	18		

Unit -2	Multimedia for Production	L	P	T
2.1	Fundamentals of Multimedia Production – Multimedia production process, pre-production, production and post-production workflow, digital content planning, storytelling and production management.	4	1	--
2.2	Multimedia Production Tools and Software – Image editing, audio editing, video editing, animation, graphic design, screen recording, AI-assisted creative tools and collaborative production platforms.	4	1	1
2.3	Data Visualization and Infographics – Principles of data visualization, infographic design, charts, maps, timelines, interactive graphics, data storytelling and AI-assisted visualization tools.	4	1	1
2.4	Multimedia Authoring and Interactive Content Development – Multimedia authoring concepts, authoring tools, interactive multimedia, hypermedia, user interface (UI), user experience (UX), web and mobile multimedia applications.	3	3	3
2.5	Multimedia Convergence and Emerging Technologies – Media convergence, cloud-based production, collaborative workflows, cross-platform publishing, AI, AR/VR, XR, immersive storytelling and future trends in multimedia production.	3	--	--
	Total	18		

Unit -3	Unit–3: Studio Production	L	p	T
3.1	Introduction to Studio Production – Concepts, evolution, types of production studios, studio workflow, production team roles and responsibilities, digital and virtual studio environments.	4	1	--

3.2	Studio Design, Equipment and Production Setups – Types of studio setups, cameras, switchers, teleprompters, green screen (chroma key), virtual production, LED walls, production control room (PCR), master control room (MCR) and newsroom integration.	4	1	1
3.3	News and Multimedia Studio Production – News studio operations, live news production, talk shows, interviews, panel discussions, podcast/video podcast studios, mobile production and newsroom automation systems (NRCS).	4	1	1
3.4	Studio Lighting Techniques – Principles of lighting, three-point lighting, key, fill and back light, LED lighting systems, colour temperature, lighting for interviews, chroma key, live streaming and multimedia production.	3	1	1
3.5	Audio Production and Post-Production – Microphones, audio mixers, digital audio workstations (DAWs), sound recording, editing, noise reduction, audio mastering, podcast production, audio streaming and AI-assisted audio enhancement.	3	--	--
	Total	18		

Unit -4	Pre-Production Studio	L	P	T
4.1	Script Writing and Storyboarding for Digital Journalism – News scripting, multimedia script formats, storyboarding, rundown preparation, production planning, AI-assisted script writing and editorial ethics.	4	1	--
4.2	Production Planning and Timeline Management – Production scheduling, timelines, shot lists, call sheets, budgeting, resource allocation, newsroom coordination and project management tools.	4	1	1
4.3	Multi-camera Production and Studio Planning – Multi-camera setup, camera positioning, shot composition, camera movements, vision mixing, switching techniques, live production workflow and remote production.	4	1	1
4.4	Chroma Key (Green Screen) and Virtual Studio Production – Chroma key setup, lighting for green screen, virtual sets, LED walls, background replacement, augmented reality (AR) integration and virtual production techniques.	3	1	1
4.5	Digital Set Design and Background Visual Creation – Graphic design for news studios, virtual backgrounds, lower-thirds, motion graphics, and title design, data visualization, branding, AI-assisted visual creation and broadcast graphics.	3	--	--

	Total	18

Unit -5	Post-Production Studio	L	P	T
5.1	Post-Production Studio: Setup and Workflow – Post-production environment, editing workflow, non-linear editing (NLE), editing software interface, project organization, media management and collaborative workflows.	4	1	--
5.2	Video Editing, Chroma Key and Visual Compositing – Timeline editing, chroma keying, masking, motion tracking, visual effects (VFX), colour correction, colour grading and compositing techniques for digital news production.	4	1	1
5.3	Media Formats, Encoding and Platform Optimization – Image, audio and video file formats, codecs, compression, exporting, transcoding, platform-specific publishing (Web, Mobile, OTT and Social Media), metadata and archiving.	4	1	1
5.4	Audio Post-Production – Voice-over recording, Foley sound, ADR (Automated Dialogue Replacement), sound design, audio mixing, mastering, noise reduction, background music and AI-assisted audio enhancement.	3	1	1
5.5	Final Compositing, Rendering and Digital Delivery – Motion graphics, subtitles and captions, accessibility standards, rendering techniques, quality control (QC), cloud-based rendering, digital asset management (DAM) and final content delivery.	3	--	--
	Total	18		

Practical/Projects/Assignments:

- Prepare a package containing 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 – objectives,3constitutional framework, role of media law in democratic societies, regulation of traditional and digital media.	2	---	---
1.2	. Historical Development of Media Laws – Colonial press	2	1	---

	regulations; Censorship of Press Act (1799), Licensing Regulations (1823), Metcalfe Act (1835), Gagging Act (1857), Vernacular Press Act (1878), Press Acts, Official Secrets Act, Press Council Act, evolution of media regulation in independent India.			
1.3	Freedom of Speech and Expression – Concept and philosophical foundations; historical development of press freedom; constitutional protection under Article 19(1)(a); international standards and mechanisms including Universal Declaration of Human Rights (UDHR), International Covenant on Civil and Political Rights (ICCPR), American Convention on Human Rights, European Convention on Human Rights and contemporary global debates on free speech.	3	1	--
1.4	Freedom, Media and Emerging Challenges – Constitutional provisions relating to media; Article 19 and Article 21; reasonable restrictions under Article 19(2); freedom of the press as a business; media ownership and concentration; fake news, hate speech, misinformation and disinformation; social media regulation; platform governance; digital surveillance; AI-generated content and algorithmic accountability; Right to Privacy – concept, scope, limitations and judicial developments.	3	1	--
1.5	Parliamentary Privileges and Media – Press and privileges of Parliament and State Legislatures; constitutional provisions; relationship between legislature and the press; breach of privilege and contempt; media reporting of legislative proceedings; question of codification of privileges; procedures relating to privilege motions; contemporary issues involving television, digital media and live parliamentary coverage.	4	1	--
	Total	18		

Unit-2	Main Provisions of BNS, BNSS and Related Criminal Laws for Media	L	T	P
2.1	Offences Against State, Public Order and National Integration – Historical understanding of Sedition and its contemporary legal position; provisions relating to acts endangering sovereignty, unity and integrity of India under BNS; promotion of enmity between groups; hate speech; prejudicial assertions affecting national integration; media reporting and public order; journalistic responsibilities in conflict-sensitive reporting.	2	1	---

2.2	Election Communication, Obscenity and Religious Sensitivities – False statements relating to elections; paid news; election silence period; media regulations during elections; obscenity and indecent publication; protection of children from harmful content; publication and advertisement of prohibited lotteries and betting activities; deliberate acts affecting religious sentiments; reporting communal and religious issues responsibly.	3	1	---
2.3	Defamation and Reputation Rights – Concept of reputation; civil and criminal defamation; libel and slander; distinction between defamation and insult; essential ingredients of defamation; exceptions and privileges; journalistic defenses including truth, fair comment and public interest; filing of complaints; remedies and penalties; online and social media defamation.	3	1	---
2.4	Media and Criminal Justice Administration – Reporting of crime and court proceedings; rights of accused persons; protection of victims and witnesses; sub jaundice rule; contempt implications; media trials and their legal consequences; arrest, search and seizure procedures relevant to journalists; access to information during criminal investigations.	3	--	--
2.5	Digital Media, Cyber Crimes and Emerging Legal Challenges – Fake news, misinformation and disinformation; cyber harassment; identity theft; doxing; deep fakes and AI-generated content; intermediary liability; platform accountability; legal implications of viral content; responsibilities of digital journalists and content creators.	3	1	--
	Total	18		

Unit-3	Acts Related To Media- I	L	T	P
3.1	Contempt of Court and Media – History, objectives and significance of contempt law; civil and criminal contempt; scandalizing the court; fair and accurate reporting of judicial proceedings; fair criticism of judicial acts; contempt through digital and social media; reporting of sub judice matters; journalistic defenses; in-camera proceedings; balance between free press and administration of justice.	4	1	---
3.2	Contempt Proceedings and Copyright Law – Cognizance of contempt; punishment, apology and appeals; Copyright Act, 1957; concept and nature of copyright; copyright in literary, artistic, audiovisual and digital works; copyright and journalism; no copyright in facts, news and ideas; fair dealing and fair use; licensing;	2	1	---

	infringement; copyright in digital media, social media and AI-generated content; civil and criminal remedies; international copyright conventions.			
3.3	Working Journalists and Media Employees Rights – Historical development of labour protection for journalists; Working Journalists and Other Newspaper Employees Act, 1955; rights and welfare measures; working conditions; wages and service security; wage boards; occupational safety; challenges faced by freelance, contractual and digital journalists; media employment in the digital era.	3	1	---
3.4	Right to Information Act, 2005 and Transparency in Governance – Background, objectives and significance; right to information as a democratic right; definitions and key provisions; Public Information Officers (PIOs); procedure for seeking information; exemptions from disclosure; first and second appeals; Central and State Information Commissions; RTI and investigative journalism; transparency, accountability and good governance; challenges in implementation.	2	1	---
3.5	Information Technology Act, 2000 and Digital Media Law – Objectives and scope of the Act; electronic records; authentication of electronic records; legal recognition of digital and electronic signatures; cyber offences; damage to computer systems and networks; hacking; identity theft; cyber fraud; intermediary liability; digital journalism and online publishing; Section 66A and its constitutional invalidation; cyber security and media ethics in digital communication.	2	1	---
	Total	18		

Unit-4	Acts Related To Media- II	L	T	P
4.1	Official Secret Act1923:Introduction and significance of the Official Secrets Act ,Objectives and scope of the Act ,Section 3 (Espionage) ,Section 5 (Wrongful communication of official information) ,Brief history of the Act ,Relationship with the Right to Information Act, 2005 ,Criticism and need for reforms ,Recent judicial developments ,Case Study: Rafale Review Judgment (2019) ,national security with transparency.	2	1	---
4.2	Press and Registration of Periodicals Act, 2023 :Background of the 1867 Act ,Need for reform ,Features of the Press and Registration of	3	1	---

	Periodicals Act, 2023 ,Online registration system ,Registration of newspapers and periodicals ,Cancellation of registration ,Appeals ,Newspaper title verification and ownership ,Role of the Press Registrar General,Digital governance of print media Important Changes (2023 Act),Simplified online registration.,Removal of the declaration system before the District Magistrate. Faster title approval. Greater transparency and ease of doing business.			
4.3	Press Council Act, 1978:Background and objectives ,Constitution of the Press Council of India ,Functions and powers ,Code of Journalistic Ethics (Norms of Journalistic Conduct) ,Complaints procedure ,Suo motu powers ,Adjudication process ,Debate on limited powers ,Relationship with media self-regulation ,Press and Registration Appellate Board under the Press and Registration of Periodicals Act, 2023 Current Issues,Fake news and misinformation. ,Paid news. ,Trial by media. ,Ethical reporting. ,Digital news regulation.	3	1	---
4.4	Cinematograph Act, 1952: has been amended by the Cinematograph (Amendment) Act, 2023:Background ,Constitution of the Central Board of Film Certification,Advisory Panels ,Film certification process ,Categories: ,Appeals ,Anti-piracy provisions (2023 Amendment) ,Penalties ,Guidelines for certification ,Freedom of speech versus reasonable restrictions New Additions:Strong anti-film piracy provisions,Age-based UA categories. Digital certification reforms.	2	1	---
4.5	Prasar Bharati Act, 1990:Background ,Objectives ,Composition of Prasar Bharati ,Appointment of Chairperson and Members ,Qualifications ,Term of office ,Functions and powers ,Financial powers and own fund ,Power of the Central Government to issue policy directions ,Role of All India Radio and Doordarshan ,Public Service Broadcasting ,Digital broadcasting initiatives Current Issues:Public broadcasting reforms,Digital media expansion. ,Independence of Prasar Bharati,Financial autonomy.	3	1	---
	Total	18		

Unit-5	Madia code & Ethics			
5.1	Concept & Significance of Media Ethics, Ethics and Law Concept of Media Ethics, Significance of Media Ethics, Ethics and	3	1	

	Law Digital Personal Data Protection Act, 2023 (media implications			
5.2	Ethical Values for Media Persons: Objectivity ,Truth and Accuracy ,Impartiality and Balance, Independence , Accountability , Humanity, Code of Ethics, Meta Ethics and Normative Ethics, Issues in Applied Media Ethics,	3	1	
5.3	Code of Ethics, Meta Ethics and Normative Ethics, Issues in Applied Media Ethics, Media Ethics Codes and Guidelines,Press Council of India (PCI) Norms, PCI Guidelines for Coverage of Communal Disputes, ASCI Commercial Code, Editor Guild of India	3	1	
5.4	AIR Code for Election Coverage & Doordarshan Commercial Code,paid news , Fake News in the Context of Elections	2	1	
5.5	Digital Media Ethics, Artificial Intelligence Ethics ,AI-generated news. ,Deepfake detection. Data Privacy and Media,Ethical use of personal information. .Protection of sources and user data. Digital Personal Data Protection Act, 2023 (media implications)s	2	1	
	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.
- Students 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

11	PO1	PO 2	PO3	PO4	PO5	PO6	PO 7	PO8	PO9	PO1 0	PO 11	PO 12	PO 13	PO 14	PO1 5
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	Introduction to Data Journalism: Definition, Evolution, Importance, Characteristics and Scope	2	1	1
1.2	Types of Data (Structured, Unstructured, Open and Big Data); Data Sources; Data Collection Methods; Introduction to Spreadsheet Tools (Excel, Google Sheets)	1	1	2
1.3	Story Identification through Data; Data Team Structure; Data Cleaning, Verification and Basic Analysis; AI-assisted Data Discovery	2	1	2
1.4	History and Development of Data Journalism; Open Data Movement; Data Journalism Workflow; Case Studies from Indian and International Media	2	1	1
1.5	Data Ethics and Challenges: Data Accuracy, Privacy, Bias, Misinformation, Legal Issues, Transparency and Responsible Use of AI in Data Journalism	2	1	1
	Total	18		

Unit 2:	Unit 2: Data Collection	L	T	P
2.1	Government Data Sources: Open Government Data (OGD), Census, National Sample Surveys, Government Portals, RTI, Budget and Election Data	2	1	1
2.2	Primary and Secondary Data Collection Methods: Surveys, Interviews, Observation, Public Records, Reports, Academic Databases and Digital Archives	2	1	2
2.3	Non-Government Data Sources: NGOs, International Organizations, Research Institutions, Think Tanks, Corporate Reports, Social Media and Crowdsourced Data	2	1	2
2.4	Data Acquisition and Preparation: Web Search, Web Scraping (Introduction), APIs, Data Import, Data Cleaning, Merging and Restructuring Datasets	2	1	2
2.5	Data Gathering and Verification: Fact-checking, Data Validation, Metadata, Documentation, Data Storage, Security and Ethical Considerations	2	1	1
	Total	18		

Unit- 3	Techniques and Data Journalism	L	T	P
3.1	Data Analysis Tools: Spreadsheet Applications (MS Excel, Google Sheets), Introduction to Programming for Data Journalism (Python/R), Jupyter Notebook	2	1	1
3.2	Data Acquisition, Web Scraping and Data Cleaning: Introduction to Web Scraping, APIs, Data Formatting, Cleaning and Transformation using Spreadsheet and OpenRefine	2	1	--
3.3	Data Visualization: Principles of Visual Communication, Charts, Graphs, Dashboards, Interactive Visualizations and Searchable Databases	2	1	1
3.4	Data Storytelling: Story Development, Narrative Structure, Data-driven Reporting Standards, Fact-checking, AI-assisted Analysis and Best Practices	2	1	1
3.5	Geographic Data Visualization: Data Mapping, GIS Basics, Infographics, Interactive Maps and Visualization Tools (Tableau, Flourish, Datawrapper)	2	--	1
	Total	18		

Unit 4:	Unit 4: Data Analysis and Interpretation	L	T	P
4.1	Data Analysis and Transformation: Data Preparation, Filtering, Sorting, Aggregation, Pivot Tables, Statistical Summaries and Data Transformation Techniques	2	1	2
4.2	Data Organization and Tabulation: Frequency Distribution, Cross-tabulation, Descriptive Statistics and Spreadsheet-based Analysis	2	1	2
4.3	Data Validation and Testing: Data Quality Assessment, Accuracy, Reliability, Outlier Detection, Missing Values, Fact-checking and Verification	2	1	2
4.4	Data Processing: Classification, Coding, Segregation, Pattern Recognition, Trend Analysis, Correlation and AI-assisted Data Analysis	2	1	2
4.5	Data Interpretation and Presentation: Interpreting Findings, Data-driven Decision Making, Reports, Tables, Charts, Dashboards and Presentation of Results	2	1	1
	Total	18		

Unit 5:	Unit 5: Computer-Assisted Reporting (CAR) and Data Journalism	L	P	T
5.1	Computer-Assisted Reporting (CAR): Concepts, Evolution, Workflow, Tools and Applications in Investigative and Data-driven Journalism	2	1	1
5.2	Ethical, Legal and Regulatory Issues: Data Privacy, Copyright, RTI, Digital Personal Data Protection, Open Data Licensing, Cybersecurity and Responsible AI in Journalism	2	1	1
5.3	Data Journalism in Digital Media: Integration with Web, Mobile and Social Media Journalism; Multimedia Storytelling; Interactive Content and Audience Engagement	2	1	1
5.4	Data Journalism, Business Intelligence and Media Analytics: Audience Analytics, Market Research, Consumer Behaviour, Web Analytics and Data-driven Editorial Decision Making	2		1
5.5	Emerging Trends and Future of Data Journalism: Artificial Intelligence, Machine Learning, Automation, Generative AI, Predictive Analytics, Open Data Ecosystem and Future Newsrooms	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 :

11	PO 1	PO 2	PO 3	PO 4	PO5	PO 6	PO7	PO 8	PO 9	PO 10	PO1 1	PO1 2	PO 13	PO1 4	PO1 5
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	PO 1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8	PO9	PO1 0	PO 11	PO 12	PO 13	PO 14	PO1 5
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 and Web Developing Applications	L	T	P
1.1	Conceptual issues, roles and responsibilities of digital journalism organizations			
1.2	Society and digital journalism			
1.3	Introduction and use of WordPress for webpage creation			
1.4	Introduction and use of Joomla for webpage creation			
1.5	Introduction and use of Drupal for webpage creation			
	Total	18		

UNIT :2	Behavior of Digital Media Organization	L	T	P
2.1	Behavior in digital media organization and organizational behavior			
2.2	Employment opportunities in the digital media industry			
2.3	Group behaviour, innovation and creativity			
2.4	Culture and digital organisations			
2.5	Economics of digital media: cost factor, revenue models and market factors			
	Total	18		

Unit 3:	Digital Media Team	L	T	P
3.1	Content strategists			
3.2	Content developer and writer			
3.3	Content editors, copywriters/translators			
3.4	Reporters: feature writing and news writing			
3.5	Multidimensional CAR and content generation			
	Total	18		

Unit 4:	Digital Media Team-II	L	T	P
4.1	Technical and design team: IT/website management			
4.2	Social media and audience engagement team			
4.3	Multimedia production team			
4.4	Data analSytics team			
4.5	Product/app and UI design and development team			
	Total	18		

UNIT :5	Technical Team: Roles and Responsibilities	L	T	P
5.1	Roles and responsibilities of studio director			
5.2	Roles and responsibilities of camera producer			
5.3	Roles and responsibilities of video editors			
5.4	Roles and responsibilities of graphics editors			
5.5	Roles and responsibilities of sound producer			
	Total	18		

Practical/Projects/Assignments:

- Build a commercial website on Joomla with appropriate content.
- Build a website in Drupal with appropriate content.
- Build a 5-page website in WordPress and link it with other useful websites.
- Visit any media organisation's digital wing and prepare reports on their job positions.

Suggested Readings

- Pattanayak, Biswajeet. (2009). Human Resource Management. New Delhi: PHI Learning Pvt. Ltd.
- Doyle, Gillen. Media Ownership. London: Sage Publications Ltd.
- Sengupta, Sailesh. (2011). Business Managerial Communication. New Delhi: PHI Learning Pvt. Ltd.
- Shrivastava, Sandesh. (2015). Social Media Growth and Development. Astha Publishers.
- Razdan, Ashwin. (2008). New Media Techniques and Trends: A Comprehensive Guide for Students and Young Marketing and Sales Executives.

E-Resources

- Introduction to Search Engine Optimization (SEO): West Georgia PDF
- SEO Tutorial for Beginners: Hobo Web
- SEO 101 Guide: Startup Geeks PDF
- Data Journalism Handbook: Algorithms Beat
- Handbook of Global Online Journalism: PDF
- Wahl-Jorgensen, K., & Hanitzsch, T. The Handbook of Journalism Studies: 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	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:	Website Overview	L	T	P
1.1	1.1 Introduction to Websites: Types of Websites, Websites vs. Portals, Website Architecture, User Experience (UX) and Information Architecture	2	1	1
1.2	1.2 Domain Names, Web Hosting, DNS, SSL Certificates, Static vs. Dynamic Websites and Content Management Systems (CMS)	2	1	2
1.3	1.3 Search Engine Optimization (SEO): Fundamentals, On-page SEO, Off-page SEO, Technical SEO and SEO Tools	2	1	2
1.4	1.4 Website Analytics: Web Traffic, User Behaviour, Google Trends, Google Search Console, Google Analytics (GA4), Keywords and Search Intent	2	1	2
1.5	1.5 Advanced SEO Practices: White Hat SEO, Black Hat SEO, Grey Hat SEO, Local SEO, Mobile SEO, Voice Search Optimization and AI-assisted SEO	2	1	2
	Total	18		

Unit II:	Unit 2: On-Page Optimization	L	T	P
2.1	Website Audit and SEO Analysis: Site Audit, Competitor Analysis, Technical SEO Audit, Core Web Vitals and Website Performance Evaluation	2	-	1
2.2	Content Optimization: Keyword Research, Search Intent, Content Strategy, Internal Linking, URL Structure, Image SEO, XML Sitemaps and Robots.txt	3	-	1
2.3	HTML and Metadata Optimization: Title Tags, Meta Descriptions, Canonical Tags, Heading Structure (H1–H6), Structured Data (Schema Markup) and Open Graph Tags	2	1	1
2.4	User Experience (UX) and Design Optimization: Mobile-Friendly Design, Navigation, Accessibility, Page Speed Optimization, Content Readability and User Engagement	2	1	1
2.5	Website Maintenance and Link Optimization: Broken Link Detection and Fixing, Internal Link Architecture, Redirect Management (301/302), Crawl Error Resolution, Website Health Monitoring and SEO Audit Tools	2	1	--
	Total	18		

Unit III:	Unit 3: Search Engine Submission and Technical SEO	L	T	P
3.1	Image Optimization: Image Formats (JPEG, PNG, WebP, AVIF), Image Compression, Alt Text, Lazy Loading and Image SEO Best Practices	2	--	1
3.2	Keyword Optimization: Search Intent, Keyword Placement, Content Optimization, Semantic SEO, Natural Language Processing (NLP) and AI-assisted Content Optimization	2	1	--
3.3	Technical SEO: HTML & CSS Validation, Heading Structure (H1–H6), Clean HTML Code, Structured Data (Schema Markup), Mobile-first Indexing and Core Web Vitals	2	1	1
3.4	Competitor Analysis and URL Optimization: Competitor SEO Analysis, SEO Audit Tools, SEO-friendly URL Structure, Canonical URLs and Redirect Management	2	1	1
3.5	Search Engine Submission and Local SEO: Google Search Console, XML Sitemap Submission, Robots.txt, Local SEO, Google Business Profile, Cross-browser Compatibility and Website Indexing	3	1	1
	Total	18		

Unit IV:	Unit 4: Off-Page Optimization	L	T	P
4.1	Off-Page SEO Fundamentals: Domain Authority (DA), Page Authority (PA), Website Reputation, E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) and Search Engine Ranking Factors	2	--	1
4.2	Link Building Strategies: Types of Backlinks, High-quality Link Building, Digital PR, Guest Blogging, Broken Link Building, Outreach Techniques and Link Audit Tools	2	1	--
4.3	Content Promotion and Digital Outreach: Article Marketing, Content Syndication, Social Bookmarking, Social Media Promotion, Influencer Outreach and Online Brand Building	2	1	1
4.4	Local SEO and Business Listings: XML Sitemap Submission, Google Business Profile Optimization, Local Citations, NAP Consistency, Maps Optimization and Local Search Ranking	2	1	1
4.5	Online Reputation Management (ORM): Customer Reviews, Review Platforms, Reputation Monitoring, Review Response Strategies and Ethical Off-Page SEO Practices	3	1	1
	Total	18		

Unit V:	Website Structure Improvement and Content Optimization	L	T	P
5.1	Website Structure and Technical Optimization: Site Architecture, URL Hierarchy, Navigation Design, Breadcrumbs, XML Sitemap, Robots.txt and Crawlability	3	1	--
5.2	Local SEO and Business Optimization: Google Business Profile, Google Maps, Local Citations, NAP Consistency, Business Listings and Location-based SEO	3	1	--
5.3	Content Organization: Pagination, Internal Linking, Categories, Tags, Taxonomy Management and Content Architecture	2	--	1
5.4	Search-Optimized Content Writing: Keyword Strategy, Search Intent, SEO-friendly Titles, Headlines, Meta Descriptions, Featured Snippets, AI-assisted Content Optimization and Editorial Best Practices	2	1	1
5.5	Content Readability and Multimedia Optimization: Readability Standards, Text Formatting, Lists, Tables, Accessibility, Image and Video Optimization, Captions, Alt Text and User Experience (UX)	3	1	--
	Total	18		

Practical Activities

Students should undertake at least five of the following practical exercises:

- Create and publish an SEO-friendly news article using appropriate keywords, headings, meta description, and URL structure.
- Conduct keyword research for a current news topic using Google Trends, Google Keyword Planner, or other SEO tools.
- Perform an SEO audit of a news website using tools such as Google Search Console, Screaming Frog SEO Spider, or Ubersuggest.
- Optimize images for web publishing by compressing images, adding descriptive filenames, alt text, captions, and WebP format.
- Configure technical SEO elements including XML Sitemap, Robots.txt, canonical tags, and structured metadata for a sample website.
- Analyze website traffic using Google Analytics (GA4) and prepare a report on user behaviour, traffic sources, and audience engagement.
- Compare the SEO performance of two news portals and prepare a report highlighting strengths, weaknesses, and recommendations.
- Develop an editorial SEO plan for a news website, including keyword strategy, content calendar, internal linking, and publishing schedule.

- Optimize multimedia content (video, podcast, infographic, and images) for search engines using appropriate metadata and SEO practices.
- Prepare an SEO performance report including keyword rankings, backlinks, Core Web Vitals, page speed, indexing status, and actionable recommendations.

Suggested Readings

- Fishkin, Rand & Hogenhaven, Thomas. The Art of SEO: Mastering Search Engine Optimization. O'Reilly Media.
- Enge, Eric, Spencer, Stephan, Stricchiola, Jessie C., & Fishkin, Rand. The Art of SEO (Latest Edition). O'Reilly Media.
- Ledford, Jerri L. SEO: Search Engine Optimization Bible. Wiley.
- Kent, Peter. SEO for Dummies. Wiley.
- Kaushik, Avinash. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity. Sybex.
- Harsh Agrawal. Blogging and SEO: A Practical Guide for Beginners. ShoutMeLoud Publications, India.
- Deepak Kanakaraju. Digital Deepak Playbook: Digital Marketing and SEO. Digital Deepak Publications, India.
- Puneet Singh Jain. Digital Marketing. BPB Publications, India.
- Rajiv Chhabra & Meenu Chhabra. Digital Marketing. Kalyani Publishers, India.
- Sorav Jain. Digital Marketing Strategy. EchoVME Digital, India.
- Additional Reference Books
- Neil Patel. The Definitive Guide to SEO (Digital Edition).
- Brian Dean. SEO That Works.
- Lee Odden. Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing.
- Seema Gupta & V. K. Gupta. Digital Marketing. S. Chand Publishing.
- Rakesh Khurana. New Media and Digital Journalism. Kanishka Publishers.
- Kiran Yadav. Digital Journalism and Online Media. Rawat Publications.
- Virendra Singh & Neelam Singh. Internet and Web Technology. Pearson India.
- BPB Publications. WordPress Development and Content Management.
- IGNOU. Digital Media and Online Journalism (Self-Learning Material).
- Google Search Central Documentation.

- Google Analytics Academy Learning Resources.
- Google Search Console Help Documentation.
- 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/

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	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:	New Media Research and Emerging Trends	L	T	P
1.1	Introduction to Communication Research: Meaning, Definition, Nature, Scope and Importance of Research; Characteristics and Objectives of Research; Types of Research (Basic, Applied, Action, Evaluation, Quantitative, Qualitative and Mixed Methods); Role of Research in Journalism, Mass Communication and New Media.	2	1	--
1.2	Scientific Foundations of Research: Evolution of Communication Research; Scientific Method; Sources and Modes of Knowledge; Pre-scientific and Scientific Approaches; Theory Building in Communication Research; Ethics in Media Research; Research Integrity, Plagiarism and AI-assisted Research Practices.	3	1	---
1.3	Communication Research Areas and Emerging Trends: Source Analysis, Message Analysis, Channel Analysis, Audience Analysis, Media Effects Research, Content Analysis, Digital Audience Analytics, Social Media Research, Big Data Analytics, Artificial Intelligence in Media Research, Computational Communication Research, Emerging Trends in India and Global Communication Research.	3	1	--
1.4	Research Problem and Research Design: Identification and Selection of Research Problems; Research Objectives; Research Questions; Hypothesis Formulation; Variables and Operational Definitions; Deductive and Inductive Approaches; Experimental Research; Generalization; Overview of Research Design.	2	1	--
1.5	Research Process and Digital Research Tools: Steps in the Research Process; Literature Review; Research Proposal Writing; Sampling Techniques; Data Collection Methods (Survey, Interview, Observation, Focus Group Discussion, Online Research, Digital Ethnography); Data Organization and Interpretation; Report Writing; Referencing Styles (APA/MLA); AI-enabled Research Tools (ChatGPT, Perplexity, Elicit, Scite, Connected Papers) and Responsible Use.	3	1	--
	Total	18		

UNIT –2	UNIT–II: Research Design and Methodology	L	T	P
2.1	Review of Literature and Theoretical Framework: Meaning, Purpose and Importance of Literature Review; Sources of Literature (Books, Journals, Databases, Digital Libraries); Systematic and Narrative Literature Review; Developing Theoretical and Conceptual Frameworks; Citation Management Tools (Zotero, Mendeley, EndNote); AI-assisted Literature Search (Scite, Elicit, Connected Papers) and Research Ethics.	3	1	1
2.2	Research Hypothesis and Research Questions: Concepts and Functions of Hypothesis; Characteristics of a Good Hypothesis; Types of Hypotheses (Null, Alternative, Directional, Non-directional, Statistical); Research Questions; Hypothesis Formulation; Logic of Hypothesis Testing; Type I & Type II Errors; Significance Level and Statistical Power.	2	1	1
2.3	Variables and Measurement: Concepts, Constructs and Variables; Independent, Dependent, Moderating, Mediating, Control and Extraneous Variables; Operationalization of Variables; Reliability and Validity; Levels of Measurement (Nominal, Ordinal, Interval and Ratio); Attitude Measurement Scales—Likert, Semantic Differential, Thurstone and Guttman Scales; Questionnaire and Scale Development.	2	--	--
2.4	Research Approaches and Contemporary Research Designs: Quantitative, Qualitative and Mixed-Methods Research; Cross-sectional and Longitudinal Studies; Panel, Cohort and Trend Studies; Action Research; Case Study; Ethnography; Netnography (Digital Ethnography); Experimental and Quasi-Experimental Designs; Survey Research; Opinion Polls, Pre-Poll and Exit Poll Studies; Big Data and Computational Research Designs.	3	1	---
2.5	Research Design and Proposal Development: Exploratory, Descriptive, Diagnostic, Correlational and Experimental Research Designs; Selection of Appropriate Research Design; Sampling Considerations; Research Proposal Components; Ethical Approval; Data Management Plan; AI-supported Research Planning and Reproducible Research Practices.	2	1	---
	Total	18		

UNIT–III	Research Methods and Data Collection	L	T	P
3.1	Sampling Techniques: Meaning and Importance of Sampling; Census vs. Sampling; Sampling Terminology; Probability Sampling (Simple Random, Systematic, Stratified, Cluster, Multistage); Non-Probability Sampling (Convenience, Purposive, Quota, Snowball); Sample Size Determination; Sampling Errors and Bias; Sampling in Online and Social Media Research.	2	1	--
3.2	Survey Research: Meaning, Characteristics and Types of Surveys (Cross-sectional, Longitudinal, Online, Telephonic, Mobile and Web-based Surveys); Survey Planning; Questionnaire Design; Pilot Testing; Administration of Surveys; Online Survey Platforms (Google Forms, Microsoft Forms, Qualtrics); Ethical Issues in Survey Research.	2	1	--
3.3	Content Analysis and Digital Media Analytics: Meaning, Scope and Types of Content Analysis (Quantitative and Qualitative); Coding Procedures; Coding Sheet Development; Reliability in Content Analysis; Limitations; Computer-Assisted Content Analysis; AI-based Content Analysis; Social Media Analytics; Comparison of Digital Trace Data with Self-Reported Data; Introduction to Computational Content Analysis.	2	1	---
3.4	Qualitative Research Methods: Focus Group Discussion (FGD); In-depth Interview; Case Study; Observation (Participant and Non-participant); Ethnography and Digital Ethnography (Netnography); Impact Assessment; Media Effect Studies; Feedback and Feed-forward Mechanisms; Narrative and Discourse Analysis.	2	1	1
3.5	Data Collection and Research Instruments: Primary and Secondary Data; Data Collection Tools—Observation, Interview, Questionnaire, Schedule, Online Data Collection, Mobile-based Research and Digital Archives; Reliability and Validity (Types and Measurement); Instrument Development; Pre-testing and Pilot Study; AI-assisted Data Collection and Research Ethics.	3	1	1
	Total	18		

UNIT–IV:	Case Study and Formative Evaluation in Communication Research	L	T	P
4.1	Case Study Method: Meaning, Nature and Characteristics of Case Study; Importance and Applications in Journalism, Mass Communication and New Media; Types of Case Studies (Exploratory, Descriptive, Explanatory, Intrinsic, Instrumental and Collective); Designing a Case Study; Selection of Cases; Sources of Evidence; Triangulation and Ethical Considerations.	2	1	--
4.2	Conducting Case Study Research: Identifying the Research Problem; Defining the Unit of Analysis; Research Planning; Data Collection (Documents, Interviews, Observation, Digital Sources and Multimedia Archives); Data Analysis and Interpretation; Writing and Presenting Case Study Reports; AI-assisted Case Analysis and Digital Documentation.	3	1	--
4.3	Formative Evaluation: Meaning, Objectives, Scope and Characteristics; Historical Development; Evaluation as a Research Method; Types of Evaluation (Formative, Summative, Process and Outcome Evaluation); Role of Evaluation in Media Campaigns, Journalism, Public Relations and Digital Communication.	2	1	---
4.4	Formative Evaluation Process: Defining Objectives and Evaluation Criteria; Developing Indicators and Benchmarks; Selection of Research Design and Data Collection Methods; Stakeholder Analysis; Data Analysis and Interpretation; Feedback Mechanisms; Monitoring and Continuous Improvement; AI-enabled Monitoring and Dashboard-based Evaluation.	3	2	--
4.5	Formative Evaluation in Mass Communication: Application in Development Communication, Advertising, Public Relations, Social Media Campaigns, Digital Journalism, Government Communication, Health Communication and Educational Media; Impact Assessment; Audience Feedback; Media Effectiveness and Evidence-based Decision Making.	2	1	--
	Total	18		

UNIT–V:	Data Analysis, Research Reporting and Emerging Approaches	L	T	P
5.1	Descriptive Statistics: Role of Statistics in Communication Research; Data Classification and Coding; Measures of Central Tendency (Mean, Median, Mode); Measures of Dispersion (Range, Quartile Deviation, Variance, Standard Deviation); Data Visualization and Interpretation.	3	1	--
5.2	Data Presentation and Interpretation: Tabulation of Data; Frequency Distribution; Cross-tabulation; Graphical Representation (Bar Charts, Pie Charts, Histograms, Line Graphs, Scatter Plots and Infographics); Data Interpretation; Introduction to Data Storytelling and Dashboard Reporting.	3	1	--
5.3	Statistical Software and AI Tools: Introduction to SPSS; Data Entry, Coding and Cleaning; Descriptive Statistical Analysis; Basic Inferential Statistics (Correlation, Chi-square, t-test—Overview); Introduction to Excel, Jamovi, PSPP and R for Media Research; AI-assisted Data Analysis and Visualization Tools.	2	1	--
5.4	Research Report Writing: Structure of a Research Report; Thesis and Dissertation Format; Research Proposal and Project Report; Abstract Writing; Referencing Styles (APA 7th, MLA, Chicago); Citation Management (Zotero, Mendeley); Tables, Figures and Appendices; Plagiarism Detection and Academic Writing using AI Responsibly.	3	1	--
5.5	Research Ethics and Emerging Trends: Research Integrity; Ethical Issues in Communication Research; Privacy and Data Protection; Informed Consent; Copyright and Intellectual Property Rights; AI Ethics in Research; Open Science, Open Data, Reproducible Research, Digital Security and Responsible Use of Artificial Intelligence.	2	1	--
	Total	18		

Practical Activities

- Students should undertake at least ten of the following practical exercises:
- Identify and formulate a communication research problem related to digital journalism.
- Prepare a review of literature using Google Scholar, Shodhganga and Scopus-indexed sources.
- Develop research objectives, research questions and hypotheses.
- Design a structured questionnaire using Google Forms or Microsoft Forms.
- Conduct an online survey and collect responses from at least 100 participants.
- Perform probability and non-probability sampling exercises.
- Conduct an in-depth interview with a digital journalist or media professional.
- Organize and moderate a Focus Group Discussion (FGD).
- Conduct a case study of a digital news platform (e.g., The Print, Scroll, Alt News, The Wire, or a regional digital news portal).
- Perform quantitative content analysis of news stories published on online news portals.
- Conduct qualitative content analysis of YouTube news channels or podcasts.
- Compare news framing across television, print and digital media.
- Use Google Trends to analyse public interest in a current issue.
- Analyse audience engagement using publicly available social media metrics.
- Create coding sheets for content analysis and calculate intercoder reliability.
- Prepare datasets and perform descriptive statistics using Excel, SPSS, PSPP or Jamovi.
- Create charts, dashboards and infographics for research findings.
- Use AI tools (ChatGPT, Perplexity, Elicit and Scite) for literature search and compare their outputs critically.
- Detect plagiarism using institutional plagiarism detection software and revise the report accordingly.
- Prepare a complete research proposal following APA 7th edition.
- Write a research paper in IMRAD format.
- Develop a digital media campaign evaluation framework using formative evaluation techniques.
- Conduct a social media sentiment analysis using freely available tools.
- Prepare a final research report incorporating ethical guidelines, AI disclosure and proper referencing.
- Field-Based Assignments
- Study digital news consumption patterns among university students.
- Analyse misinformation during elections using fact-checking portals.
- Compare the social media strategies of Indian news organisations.
- Conduct a content analysis of digital coverage of government welfare schemes.
- Evaluate digital journalism practices during natural disasters or public health emergencies.
- Study the impact of AI-generated news content on audience credibility.

- Analyse regional language digital journalism platforms in India.
- Assess audience engagement with YouTube news channels and podcasts.
- Evaluate media literacy levels among different demographic groups.
- Study ethical challenges in AI-assisted journalism in Indian newsrooms.

Suggested Readings (Indian Context)

Core Text Books

- Kothari, C. R. & Garg, Gaurav. Research Methodology: Methods and Techniques. New Age International Publishers.
- Kumar, Ranjit. Research Methodology: A Step-by-Step Guide for Beginners. Sage Publications India.
- Wimmer, Roger D. & Dominick, Joseph R. Mass Media Research: An Introduction. Cengage Learning.
- Berger, Arthur Asa. Media and Communication Research Methods. Sage Publications.
- Creswell, John W. & Creswell, J. David. Research Design: Qualitative, Quantitative and Mixed Methods Approaches. Sage Publications.
- Babbie, Earl. The Practice of Social Research. Cengage Learning.
- Bryman, Alan. Social Research Methods. Oxford University Press.
- Neuman, W. Lawrence. Social Research Methods: Qualitative and Quantitative Approaches. Pearson.
- Kerlinger, Fred N. & Lee, Howard B. Foundations of Behavioral Research. Wadsworth.
- Yin, Robert K. Case Study Research and Applications. Sage Publications.
- Singh, Yogendra. Social Research Methods. Rawat Publications.
- Sharma, R. D. Research Methodology. National Publishing House.
- Mishra, Shanti Bhushan & Shashi Alok. Handbook of Research Methodology. Educreation.
- Bhattacharyya, Debashis. Research Methodology. Excel Books.
- Pandey, V. C. Communication Research. Radha Publications. .
- Digital Journalism, AI and New Media
- Craig Silverman. Verification Handbook.
- Claire Wardle & Hossein Derakhshan. Information Disorder.
- Nick Couldry & Andreas Hepp. The Mediated Construction of Reality.
- Lev Manovich. The Language of New Media.
- Paul Bradshaw. The Online Journalism Handbook.
- Jonathan Gray, Lucy Chambers & Liliana Bounegru. The Data Journalism Handbook.

- Alfred Hermida. Tell Everyone.
- Charlie Beckett. New Powers, New Responsibilities.
- UNESCO. Journalism, Fake News and Disinformation.
- UNESCO. Guidance for Generative AI in Education and Research.
- AI, Data Analytics and Computational Research
- Field, Andy. Discovering Statistics Using SPSS.
- Andy Field. An Adventure in Statistics.
- James et al. Introduction to Statistical Learning.
- Wickham, Hadley. R for Data Science.
- Knaflic, Cole Nussbaumer. Storytelling with Data.
- Salganik, Matthew J. Bit by Bit: Social Research in the Digital Age.
- Grimmer, Justin et al. Text as Data.

Suggested Journals

- International
- Journalism Studies
- Digital Journalism
- Journalism Practice
- New Media & Society
- Information, Communication & Society
- Communication Research
- Journal of Communication
- International Journal of Communication
- Media, Culture & Society
- Social Media + Society
- Indian
- Media Mimansa
- Journal of Content, Community & Communication
- Global Media Journal – Indian Edition
- Media Watch
- Communication Today
- Indian Journal of Mass Communication and Journalism
- Online Resources
- Research Databases
- Google Scholar
- DOAJ (Directory of Open Access Journals)
- JSTOR
- ERIC
- SSRN
- Shodhganga
- e-ShodhSindhu
- National Digital Library of India (NDLI)
- AI-enabled Research Tools
- ChatGPT
- Perplexity AI
- Elicit
- Scite
- Connected Papers
- Consensus
- Semantic Scholar
- Research Rabbit

- Zotero
- Mendeley
- Survey & Analytics Tools
- Google Forms
- Microsoft Forms
- Qualtrics
- KoboToolbox
- Google Trends
- Google Analytics
- Meta Business Suite
- CrowdTangle (where available)
- Statistical Software
- SPSS
- PSPP
- Jamovi
- R
- Excel
- Power BI
- Tableau Public

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 Emerging Trends	L	T	P
1.1	Introduction to Websites: Concept and Types of Websites, Static vs Dynamic Websites, Website Architecture, Domain, Hosting, CMS (WordPress), Differences among Website, Blog, Portal and Landing Page.	2	1	--
1.2	Fundamentals of Digital Marketing: Meaning, Scope and Evolution of Digital Marketing, Traditional vs Digital Marketing, Digital Marketing Funnel, Customer Journey, ROI & KPI, E-Commerce Ecosystem, Digital Economy, Current Global Trends in Digital Marketing.	3	1	---
1.3	Digital Marketing Strategies: Role of Digital Marketing in Business Growth, Brand Building, Lead Generation, Customer Engagement, Personalization, AI-driven Marketing, Marketing Automation and Omnichannel Marketing.	2	1	---
1.4	Digital Marketing for Business Organizations: Digital Marketing for Startups, SMEs and MNCs, B2B, B2C, D2C and C2C Business Models, Case Studies of Successful Digital Marketing Campaigns, Emerging Trends including Influencer Marketing, Voice Search, Chatbots and AI-powered Customer Experience.	3	1	--
1.5	Digital Marketing Planning and Website Audit: Website Diagnosis and Performance Audit, Business & Competitor Analysis, SWOT Analysis, Digital Presence Assessment, Media and Promotion Planning, Setting Vision, Mission, SMART Goals and KPIs, Digital Marketing Roadmap and Strategy Development.	3	1	--
	Total	18		

UNIT–II :	Search Engine Optimization and Search Engine Marketing	L	T	T
2.1	Search Engine Optimization (SEO): Introduction, Importance and Benefits of SEO, Search Engine Working Process, Keyword Research, On-Page SEO, Off-Page SEO, Technical SEO, Local SEO, Mobile SEO, SEO Audit and Performance Reports.	3	1	--
2.2	Social Media Optimization (SMO): Fundamentals of Social Media Marketing, Social Media Strategy, Facebook Marketing, Instagram Marketing, X (Twitter) Marketing, LinkedIn Marketing, YouTube	3	1	1

	Marketing, Social Media Content Planning and Engagement Techniques.			
2.3	Social Media Analytics: Social Media Metrics and KPIs, Meta Business Suite, YouTube Studio Analytics, LinkedIn Analytics, X Analytics, Google Analytics 4 (GA4), UTM Tracking, AI-powered Social Media Analytics Tools and Dashboard Reporting.	2	1	---
2.4	Search Engine Marketing (SEM): Introduction to SEM, Google Ads Fundamentals, Keyword Planning, Search Campaigns, Display Campaigns, Shopping Ads, Video Ads, Performance Max Campaigns, PPC (Pay-Per-Click) Advertising and SEM Tools.	3	1	---
2.5	Display Advertising and Performance Reporting: Display Advertising Techniques, Programmatic Advertising, Banner and Native Advertising, Remarketing (Retargeting), Ad Performance Measurement, Campaign Optimization, Report Generation and ROI Analysis.	2	1	--
	Total	18		

UNIT–III :	Digital Monetization and Web Analytics	L	T	P
3.1	Web Analytics and Digital Marketing Tools: Google Analytics 4 (GA4), Google Search Console, Online Reputation Management (ORM), Email Marketing, Marketing Automation, Affiliate Marketing, Conversion Tracking and Performance Measurement.	2	1	1
3.2	Social Media Analytics and Digital Content Design: Social Media Analytics Tools, Campaign Performance Metrics, Audience Insights, Dashboard Reporting, Advertisement Designing using Canva and AI-powered Design Tools, Creative Optimization.	2	--	--
3.3	Website and Digital Monetization: Concepts and Importance of Monetization, Revenue Generation Strategies, Display Advertising, Affiliate Marketing, Sponsored Content, Lead Generation, Influencer Marketing, Native Advertising and Digital Partnerships.	3	1	--
3.4	Digital Monetization Models – I: Consumer-Paid Models (Subscription, Membership, Paywall), OTT Subscription Models, Digital Products, E-books, Online Courses, Crowdfunding and Creator Economy.	2	1	1
3.5	Digital Monetization Models – II: Ad-supported Model, Freemium Model, Hybrid Revenue Model, In-App Purchases, Brand	2	1	1

	Collaborations, Creator Monetization (YouTube, Instagram, Facebook), AI-driven Monetization Strategies and Revenue Analytics.			
	Total	18		

UNIT–IV :	Emerging Trends, Challenges and Opportunities in Digital Communication	L	T	P
4.1	Public Relations in the Digital Age: Evolution of Digital PR, Scope, Challenges and Opportunities, Online Reputation Management (ORM), Crisis Communication, AI and Public Relations, Ethics in Digital Communication.	2	--	--
4.2	Emerging Trends in New Media: Digital Transformation, Google Trends, AI-powered Content Creation, Influencer Marketing, Podcasting, Short-form Video Platforms, Voice Search, Augmented Reality (AR), Virtual Reality (VR), Metaverse and Future of Digital Media.	2	--	--
4.3	Digital Communication for Organizations: Internal and External Communication, Enterprise Communication Platforms, Social Networking Services (SNS), Corporate Intranet, Blogs, Portals, YouTube, Google Workspace (Meet), Microsoft Teams, Zoom, Webinars, Podcasts and Digital Collaboration Tools.	3	1	1
4.4	Digital PR Tools and Online Media Relations: Online Media Relations, Digital Press Releases, Media Kits, Newsletters, Blogs, Email Communication, Press Conferences, Online Events, PR Measurement and Media Monitoring Tools.	2	1	1
4.5	Social Media Campaigns and Stakeholder Engagement: Social Media Platforms, Social Media Analytics, Campaign Planning and Execution, Community Management, Influencer Collaboration, Digital Storytelling, Stakeholder Relationship Management, Brand Engagement and Case Studies of Successful Digital Campaigns.	3	1	1
	Total	18		

UNIT–V :	Digital Media in Public Relations and Brand Communication	L	T	P
5.1	Digital PR Tools and Brand Communication: Digital PR Tools, Online Media Relations, Press Release Distribution, Digital Newsrooms, Influencer Relations, Online Reputation Management (ORM), Digital PR for Marketing and Brand Promotion.	3	1	--
5.2	Digital Media in Integrated Marketing Communication (IMC): Role of Digital Media in the Marketing Mix, Integrated Marketing Communication (IMC), Brand Building, Customer Engagement, Content Marketing, Storytelling and AI-powered Personalization.	3	1	--
5.3	Integration of Digital Marketing and Public Relations: Synergy between Digital Marketing and PR, Reputation Management, Customer Relationship Management (CRM), Marketing Automation, Data-driven Communication, Measuring PR Effectiveness and ROI.	2	1	--
5.4	Online Sponsorships and Digital Brand Promotion: Sponsored Content, Native Advertising, Influencer Marketing, Affiliate Partnerships, Event Marketing, Social Media Promotions, Brand Collaborations, AI-powered Advertising and Campaign Optimization.	3	1	--
5.5	Case Studies in Digital PR and Brand Success: Analysis of National and International Brands, Integrated Digital Campaigns, Crisis Communication Cases, Viral Marketing Campaigns, Social Impact Campaigns, Ethics and Best Practices in Digital Communication.	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:
- A long-form video project (30+ minutes total, but could involve multi-part installments)
- A long-form audio project (60+ minutes total, but could involve multi-part installments)
- 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:
- An original news or information website
- A news app for the desktop and/or a mobile device
- 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	Introduction to Visual Literacy: Concept and Importance of Visual Literacy, Image, Imagination and Visual Thinking, Principles of Visual Communication, Visual Perception and Interpretation.	**2**	**1**	**1**
1.2	Light and Visualization Process: Nature of Light, Visual Perception Process, Formation of Visual Images, Human Vision, Composition, Framing and Visual Storytelling.	**2**	**1**	**1**
1.3	Principles of Colour: Colour Theory, Colour Wheel, Colour Harmony, Colour Psychology, Emotional and Cultural Significance of Colours, Colour in Visual Communication and Branding.	**2**	**1**	**1**
1.4	Theories of Colour and Visual Perception: Additive and Subtractive	**2**	**1**	--

	Colour Models (RGB & CMYK), Gestalt Principles of Perception, Sensory and Perceptual Theories, Colour Meaning in Print and Digital Media.			
1.5	Attributes of Visuals: Colour, Form, Shape, Texture, Balance, Contrast, Depth, Perspective, Movement, Space, Typography and Visual Hierarchy in Print and Digital Media.	**2**	**1**	--
	Total	18		

UNIT II	Visual Language and Culture	L	T	P
2.1	Visual Language and Culture: Concept of Visual Language, Visual Symbols, Signs and Semiotics, Cultural Representation, Visual Identity, Cross-cultural Communication and Media Literacy.	2	1	--
2.2	World Culture, Society and Ethics: Visual Culture in a Global Context, Diversity and Inclusion, Cultural Sensitivity, Ethics in Visual Communication, Copyright, Intellectual Property Rights (IPR) and Responsible Use of AI-generated Visual Content.	2	1	---
2.3	Popular Culture and Subcultures: Popular Culture, Folk Culture, Digital Culture, Youth Culture, Internet Memes, Fandom, Influencer Culture, Visual Representation in Traditional and Digital Media.	2	1	--
2.4	Creative and Critical Thinking: Abstract Thinking, Linear Thinking, Lateral Thinking, Design Thinking, Creative Problem Solving, Brainstorming Techniques and Visual Ideation Methods.	3	2	--
2.5	Holistic Visual Thinking: Systems Thinking, Visual Mapping, Infographics, Mind Mapping, Information Visualization, Data Storytelling and User-Centered Visual Communication.	2	2	---
	Total	18		

UNIT-III	Principles and Perspectives of Visual Media	L	T	P
3.1	Principles of Visual Media: Fundamentals of Visual Communication, Principles of Design (Balance, Contrast, Emphasis, Rhythm, Unity, Proportion, Alignment, Repetition, White Space), Visual Hierarchy and Composition.	2	1	--
3.2	Image and Imagination: Role of Images in Communication, Visual Storytelling, Creative Visualization, Image Interpretation, Symbolism, AI-assisted Image Generation and Ethical Use of Visual Content.	2	1	1
3.3	Visual Perception and Communication Design: Perspective in Visual	2	1	1

	Images, Human Visual Perception, Gestalt Principles, User-Centered Design (UCD), Communication Design Process and Visual Narrative.			
3.4	Graphic Design and Information Design: Fundamentals of Graphic Design, Typography, Layout Design, Iconography, Infographics, Data Visualization, Brand Identity, UI/UX Design Basics and Digital Publishing.	2	1	1
3.5	Visual Persuasion and Media Influence: Principles of Visual Persuasion, Visual Rhetoric, Advertising Design, Political Communication, Public Relations, Social Media Campaigns, Digital Branding and Ethical Issues in Visual Communication.	2	1	--
	Total	18		

UNIT 4	Introduction to Semiotics:	L	T	0
4.1	Introduction to Semiotics: Signs, Symbols and Meaning Making:Concept, Nature and Scope of Semiotics ,Historical Development of Semiotics ,Theory of Sign ,Charles Sanders Peirce's Triadic Model Types of Signs: (Icon ,Index ,Symbol)Signifier and Signified ,Functions of Signs in Communication ,Semiotic Analysis of Visual and Digital Media ,Applications of Semiotics in Journalism, Advertising, Film and Social Media	2	1	--
4.2	Meaning, Description of Signs, Denotation and Connotation:Construction of Meaning ,Literal and Cultural Meaning ,Denotation and Connotation ,Theory of Myth Polysemy and Multiple Meanings ,Cultural Context and Interpretation ,Ideology in Visual Communication ,Representation and Meaning in Media Texts ,Case Studies National Flag ,Brand Logos ,Political Posters ,Social Media Memes,Public Service Advertisements	2	2	--
4.3	Paradigmatic and Syntagmatic Relations: Signs, Codes and Reference System:Paradigmatic Relationships (Selection) ,Syntagmatic Relationships (Combination) ,Structural Analysis of Visual Texts ,Media Codes (Technical Codes ,Symbolic Codes ,Cultural Codes ,Narrative Codes).Reference Systems ,Intertextuality ,Semiotic Codes in Film, Television and Digital Platforms ,AI-generated Images and Visual Codes	2	1	
4.4	Audience Interpretation: Structuralism, Semiotic Analysis and Psychoanalysis: Audience Reception Theory ,Encoding and Decoding ,Structuralism and Visual Communication ,Semiotic	3	2	--

	Analysis of Visual Narratives ,Psychoanalytic Theory in Media Studies ,Visualization and Visual Storytelling ,Symbolism in Cinema, OTT Platforms and Digital Media Contemporary Applications: Political Communication ,Social Media Campaigns ,Brand Storytelling ,AI-generated Visual Narratives			
4.5	Subjectivity, Unconscious and Gaze Theory:Subjectivity and Identity Formation ,Conscious and Unconscious Mind ,Desire, Identity and Representation ,Voyeuristic Gaze ,Male Gaze (Laura Mulvey) ,Lacanian Gaze ,Feminist Perspectives on Visual Culture ,Gaze in Cinema, Television and OTT Platforms ,Surveillance Culture and Digital Gaze ,Self-Representation in Social Media (Selfie Culture) ,Ethical Issues in Visual Representation	2	1	--
	Total	18		

UNIT -5	Visual Perspectives and Special Features	L	T	P
5.1	Visual Perspectives and Special Features: Photography and Motion Picture:Concept of Visual Perspective ,Evolution of Visual Media,Characteristics of Visual Communication ,Visual Literacy and Visual Thinking ,Elements of Photography ,Types of Photography ,Motion Picture as Visual Narrative ,Language of Cinema ,Camera Angles and Camera Movements ,Visual Storytelling Techniques ,Digital Photography and Mobile Photography	2	1	--
5.2	Television, Computer Graphics and New Media:Television as Audio-Visual Medium ,Television Genres ,News Graphics and Broadcast Design ,Computer Graphics ,Motion Graphics ,Infographics ,Animation Basics ,Virtual Reality (VR) ,Augmented Reality (AR) ,Mixed Reality (MR) ,Artificial Intelligence in Visual Production ,New Media Platforms ,OTT Platforms ,Streaming Media ,Interactive Visual Communication ,Social Media Visual Content	2	1	1
5.3	WW W and Feminist Approaches to Visual Posts:World Wide Web as Visual Platform ,Visual Communication on Websites ,User Interface (UI) ,User Experience (UX) ,Digital Visual Design Principles ,Visual Culture in Social Media,Memes and Internet Visual Culture ,Feminist Media Theory ,Representation of Women in Media ,Gender Stereotypes in Advertising ,Body Image and Media ,Digital Feminism ,Social Media Activism ,Inclusive Visual Communication	3	1	--

5.4	Media: Modern and Postcolonial Approaches to Visuals:Modernism in Visual Communication ,Characteristics of Modern Visual Culture ,Postmodern Visual Culture ,Representation of Culture and Identity ,Indigenous Media Representation ,Globalization and Visual Media ,Decolonizing Visual Narratives ,Representation of Tribal and Marginalized Communities ,Visual Diversity in Indian Media	2	1	1
5.5	Ideological Approaches to Visual Texts: Concept of Ideology ,Visual Ideology .Media and Power ,Political Communication through Visuals ,Propaganda and Persuasion ,Cultural Hegemony ,Ideological State Apparatus ,Representation and Identity ,Nationalism in Visual Media ,Consumer Culture and Advertising ,Brand Ideology ,Artificial Intelligence and Algorithmic Visual Bias ,Ethics in Visual Communication	1	2	--
	Total	18		

Practical Activities

Students should undertake at least five of the following:

- Photo essay on a social issue.
- Visual analysis of a documentary film.
- Design an infographic using Canva or Adobe Express.
- Comparative study of television and OTT visual presentation.
- Analyze the representation of gender in advertisements.
- Critically examine visual narratives from a postcolonial perspective.
- Study ideological messages in political campaign posters.
- Evaluate AI-generated images for visual bias and ethics.
- Develop a multimedia visual storytelling project.
- Analyze Instagram or YouTube visual branding strategies.

Suggested Readings

- Core Books
- Berger, John. Ways of Seeing.
- Mirzoeff, Nicholas. An Introduction to Visual Culture.
- Hall, Stuart. Representation: Cultural Representations and Signifying Practices.
- Rose, Gillian. Visual Methodologies.
- Chandler, Daniel. Semiotics: The Basics.
- Barthes, Roland. Image, Music, Text.
- Mulvey, Laura. Visual Pleasure and Narrative Cinema.

- Sturken, Marita & Cartwright, Lisa. Practices of Looking.
- Lester, Paul Martin. Visual Communication: Images with Messages.
- Kress, Gunther & van Leeuwen, Theo. Reading Images: The Grammar of Visual Design

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/mediasia2014/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	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	-	-	-	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	Basics of Digital Audio	L	T	P
1.1.	Audio Fundamentals and Digital Audio Basics: Introduction to Digital Audio ,Nature and Characteristics of Sound ,Basics of Acoustics ,Audio Fundamentals ,Digital Input and Output (Digital I/O) ,Audio Phase and Phase Cancellation ,Mono, Stereo and Surround Sound ,Audio File Formats ,Choosing Audio Equipment for Different Production Needs	2	1	--
1.2	Audio Hardware and Studio Configuration: Audio Production Hardware ,Computers for Audio Production, Audio Interfaces ,Types of Microphones ,Microphone Polar Patterns ,Mixers and Digital Mixers ,Audio Recorders ,Headphones and Studio Monitors ,Tablets and Mobile Recording Rigs ,Boom Arms ,Pop Filters and Shock Mounts ,Cables and Connectors ,Home Studio Setup ,Professional Studio Configuration, Soundproofing and Acoustic Treatment ,Portable Podcast Studios	3	1	--
1.3	Audio Software, Plug-ins and Digital Audio Workstations (DAWs): Introduction to Digital Audio Workstations (DAWs) ,Multi-track Recording ,Stereo Audio Editors ,Popular DAWs ,Audio Plug-ins ,Audio Restoration ,Noise Removal ,Installation and Configuration of Recording Software ,Installation of Audio Drivers ,Project Organization ,Export Settings ,AI-assisted Audio Editing Tools	3	1	---
1.4	Podcasting: Concepts, Strategy and Planning:Introduction to Podcasting ,Evolution of Podcasts ,Importance of Podcasting ,Podcast Ecosystem ,Podcast Audience Analysis , Branding ,Strategy ,Topic Selection ,Content Planning ,Script Writing for Podcasts ,Episode Planning ,Distribution Platforms (Spotify ,Apple Podcasts ,YouTube Podcasts ,Amazon Music ,Google Podcasts (Historical Overview),Monetization of Podcasts ,AI-assisted Podcast Planning	2	1	--
1.5	Podcast Formats, Recording and Production Process: Podcast Formats :Solo Podcast ,Interview Podcast ,Panel Discussion ,Narrative Podcast ,Educational Podcast ,News Podcast ,Storytelling Podcast,Podcast Recording Techniques ,Remote Recording ,Online Interview Recording ,Editing Workflow ,Mixing and Mastering ,Intro and Outro Production ,Background Music and Sound Effects S,Podcast Metadata ,Publishing and Distribution ,Podcast Analytics, Audience Engagement ,AI-assisted Voice Enhancement ,Ethical and Copyright Issues in Podcast Production	3	1	--
	Total	18		

UNIT-2	Pre-production of Podcasts	L	T	P
2.1	Planning and Pre-production of Podcasts : Podcast Objectives ,Brainstorming Ideas ,Content Planning, Research for Podcasts ,Podcast Formats ,Episode Structure ,Podcast Script Writing ,Show Notes ,Preparing Interview Questions ,Voice Preparation ,Selecting Sample Rate (44.1 kHz ,48 kHz ,Professional Standards) ,Recording Checklist ,Production Planning Calendar	3	1	--
2.2	Recording Techniques and Audio Settings : Bit Depth (16-bit ,24-bit ,32-bit)0Float (Introduction) Bit Rate (128 kbps ,192 kbps ,320 kbps),Audio Signal Flow ,Gain Staging ,Recording Levels ,Avoiding Noise and Distortion ,Microphone Placement ,Working with Different Microphones ,Pop Filters ,Shock Mounts ,Boom Arms ,Headphone Monitoring ,Recording Multiple Speakers ,Overdubbing ,Monitoring Audio During Recording	2	1	1
2.3	Recording Workflow, Audio Quality and File Management : Pre-recorded Audio Elements ,Background Music ,Ambient Sound Recording ,Field Recording (On-location) ,Handling Clipping and Peaking ,Audio Limiting ,Loudness Standards for Podcasts ,Selecting Recording Settings ,File Naming Conventions ,Saving Projects ,Exporting Audio ,Backup and Archiving ,Metadata for Podcast Files ,Cloud Storage for Audio Projects	2	1	--
2.4	Audio Processing, Compression and Remote Recording : Audio Compression ,Dynamic Range Control ,Noise Reduction, Equalization (EQ) ,Limiting ,Loudness Normalization ,Audio Restoration ,Solo Podcast Recording ,In-person Interviews ,Recording through Internet Platforms (Zoom ,Riverside ,Zencastr,Cleanfeed,Microsoft Teams ,Google Meet)smartphone-based Podcast Recording ,AI-assisted Audio Cleanup	2	1	--
2.5	Guest Recording and Multi-track Podcast Production : Connecting Remote Guests ,Internet Connectivity Requirements, Audio and Video Quality Checks ,Pre-session Technical Testing ,Recording Multi-track Sessions ,Managing Multiple Remote Guests ,In-studio Guest Recording ,Co-host Recording Techniques ,Audio Synchronization ,Fixing Poor Audio Quality ,Echo and Background Noise Reduction ,AI-assisted Voice Enhancement ,Recording Ethics ,Consent and Privacy in Podcast Interviews ,Backup Recording Strategies	2	1	1
	Total	18		

UNIT-3	Editing and Production for Podcast	L	T	P
3.1	Podcast Editing and Production Fundamentals : Podcast Post-production Workflow ,Principles of Audio Editing ,Characteristics of a High-quality Podcast ,Editing for Clarity and Engagement ,Voice Editing Techniques ,Removing Mistakes and Unwanted Noise ,Editing Pace and Rhythm ,Podcast Music ,Intro and Outro Music ,Background Music ,Sound Effects (SFX),Royalty-free Music ,Copyright and Licensing ,Podcast Audio Branding ,Loudness Standards for Podcasts	2	1	1
3.2	Audio Mixing and Signal Processing: Fundamentals of Audio Mixing ,Studio Monitors and Headphones ,Monitoring Techniques ,Equalization (EQ),Compression ,Expansion and Noise Gating ,Limiting ,De-esser ,Noise Reduction ,Reverb and Delay ,Specialty Plug-ins ,Stereo Imaging ,Loudness Normalization ,AI-assisted Audio Mixing	2	1	1
3.3	Advanced Mixing Techniques and Multi-track Production : Multi-track Editing ,Layering Audio Elements ,Balancing Voice and Music ,Level Matching ,Automation ,Audio Effects ,Fade In and Fade Out ,Crossfade ,Zero Crossing Editing ,Splitting and Joining Tracks ,Time Alignment ,Repairing Distorted Audio ,Multi-speaker Podcast Mixing ,Final Mix Preparation ,Export Settings for Podcast Platforms	2	1	1
3.4	Professional Editing Technique : Non-destructive Editing ,Editing Workflow ,Keyboard Shortcuts in DAWs ,Ripple Editing, Precision Editing ,Natural Speech Editing ,Breath and Pause Management ,Silence Management ,Removing Filler Words ,Audio Restoration ,Workflow Optimization ,Editing Ethics ,AI-assisted Editing Tools	2	--	--
3.5	Podcast Metadata, Tagging and Publishing Documentation : Podcast Metadata ,ID3 Tags ,Episode Title ,Description ,Keywords ,Cover Art Specifications ,RSS Feed Basics ,Show Notes ,Chapter Markers ,Podcast Transcripts ,Accessibility in Podcasting ,Publishing Checklist ,Distribution Platforms ,Analytics and Audience Insights ,Documentation and Archiving ,AI-generated Show Notes and Metadata	2	1	1
	Total	18		

UNIT 4	Podcast Mastering	L	T	P
4.1	Podcast Mastering and Audio Delivery : Introduction to Audio Mastering ,Difference between Mixing and Mastering ,Mastering Workflow,Mastering Plug-ins ,Web-based Mastering Services ,Loudness Standards ,Stereo and Mono Mastering ,Multi-band Compression ,Limiting ,Equalization for Mastering ,Loudness Normalization ,Export Settings for Podcast Platforms ,AI-assisted Audio Mastering ,Quality Control before Publishing	3	1	--
4.2	Podcast Production: Interviews, Storytelling and Field Recording : Storytelling in Podcasts ,Interview-based Podcast Production, Preparing Interview Questions ,Research for Interviews ,Communication Skills for Podcasters ,Narrative Podcast Production ,Documentary-style Podcasts ,Preparing for Field Recording ,Portable Recording Equipment ,Ambient Sound Recording ,Managing Background Noise ,Safety and Logistics during Field Recording	2	1	--
4.3	Podcast Scripting, Voice Presentation and Production Techniques : Podcast Script Development ,Writing Conversational Scripts ,Structuring Podcast Episodes ,Voice Modulation ,Presentation Skills ,Voice Recording Techniques ,Narration Styles ,Production Tips ,Time Management ,Audience Engagement Techniques ,AI-assisted Script Drafting ,SAI-assisted Voice Enhancement (Ethical Use)	2	1	1
4.4	Production Ethics and Editorial Responsibility : Ethics in Podcast Production ,Editorial Integrity .Fairness and Accuracy .Responsible Editing ("The Unkindest Cuts") ,Consent and Privacy ,Copyright and Music Licensing ,Defamation and Legal Risks ,Representation and Inclusivity ,Fact-checking ,Transparency in Sponsored Content ,AI-generated Audio: Ethical Considerations ,Accessibility in Podcast Production	2	1	--
4.5	Production Issues, Podcast Hosting, Publishing and Launch Strategy: Common Podcast Production Challenges ,Time and Workflow Management ,Budgeting for Podcast Production, Podcast Hosting Platforms (Spotify for Creators ,Buzzsprout ,Libsyn ,Podbean ,Transistor) ,RSS Feed Management ,Publishing Workflow ,Metadata and SEO for Podcasts ,Cover Art and Branding ,Distribution to Podcast Directories ,Marketing and Promotion ,Social Media Promotion ,Audience Building ,Analytics and Performance Metrics ,Launch Planning ,Sustainability and Monetization Basics	3	1	--

	Total	18

UNIT 5	Podcast Distribution and Management	L	T	P
5.1	Podcast Distribution Systems: Introduction to Podcast Distribution ,Podcast Hosting vs Distribution ,RSS Feed Fundamentals ,Major Podcast Distribution Platforms (Spotify ,Apple Podcasts ,YouTube Podcasts,Amazon Music ,TuneIn Radio ,Pocket Casts ,Overcast ,Castbox ,Audible Podcasts),Cross-platform Distribution ,Metadata Optimization ,Podcast Index ,Distribution Workflow ,AI-assisted Distribution and Scheduling	3	1	--
5.2	Podcast Publishing and Discovery: Podcast Publishing Process ,Podcast Hosting Platform, Publishing Workflow ,Podcast RSS Feeds ,Podcast Directories ,Metadata and Tags ,Episode Titles and Descriptions ,Podcast Categories ,Cover Art Standards ,Search Engine Optimization (Podcast SEO) ,Accessibility ,Podcast Transcripts ,Chapter Markers ,Scheduling and Automation ,Analytics Integration	2	1	--
5.3	Podcast Audience Growth and Business Management : Relationship between Web Radio and Podcasting ,Streaming vs On-demand Audio ,Building a Podcast Audience ,Audience Retention ,Community Engagement ,Social Media Promotion ,Cross-promotion ,Podcast Branding , Creator Economy ,Podcast Business Models ,Freelance Podcast Production ,Client Acquisition ,Budgeting ,Profitability, Personal Branding ,Marketing Strategies ,Podcast Analytics and KPIs	3	1	--
5.4	Podcast Sponsorship and Advertising : Podcast Sponsorship Models ,Advertising in Podcasts ,Direct Sponsorship ,Brand Partnerships ,Native Advertising ,Host-read Advertisements ,Dynamically Inserted Ads ,Programmatic Advertising ,Ad Placement Strategies ,Pre-roll, Mid-roll and Post-roll Ads ,Advantages and Limitations of Sponsorship ,Audience Trust and Transparency ,Advertising Ethics ,Measuring Advertising Effectiveness	2	1	--
5.5	Affiliate Marketing, Monetization and Emerging Revenue Models : Affiliate Marketing ,Commission-based Revenue Models, Affiliate Networks ,Finding Affiliate Programs ,Product Reviews and Recommendations ,Ethical Affiliate Marketing ,Membership and Subscription Models ,Crowdfunding, Donations ,Premium Content ,Merchandise Sales ,Live Podcast Events ,Podcast Consulting	3	1	--

	,Corporate Podcasting ,AI-assisted Marketing ,Future Trends in Podcast Monetization			
	Total	18		

Suggested Practical Activities

- Students should undertake at least ten of the following practical exercises:
- Record clean speech using different types of microphones and compare their performance.
- Experiment with microphone placement techniques and evaluate their impact on recording quality.
- Compare audio recordings using different sampling rates, bit depths, and bit rates.
- Set up and configure a basic podcast recording studio with appropriate recording equipment.
- Install and configure a Digital Audio Workstation (DAW) for podcast production.
- Record a solo podcast of 5–10 minutes on a current topic.
- Produce a multi-speaker or interview-based podcast using multi-track recording.
- Record a remote podcast using an online recording platform.
- Develop a podcast concept, script, storyboard, and production plan.
- Restore poor-quality recordings using noise reduction and audio restoration tools.
- Mix voice, music, and sound effects to produce a professional-quality podcast episode.
- Design podcast branding, including cover artwork, title, logo, description, and metadata.
- Create professional intro and outro segments using royalty-free music and sound effects.
- Export podcast episodes in multiple formats (WAV and MP3) following industry standards.
- Prepare show notes, episode metadata, and maintain a production log with backup procedures.
- Publish a podcast on a hosting platform (or through a simulated workflow) and generate an RSS feed for distribution.
- Analyze production quality, storytelling techniques, and audience engagement of successful podcasts available on platforms such as Spotify and YouTube.
- Compare AI-assisted audio enhancement and mastering tools with manual editing and mastering techniques.
- Develop a podcast marketing, promotion, and audience growth strategy using social media and digital marketing tools.
- Analyze podcast analytics and prepare an audience engagement and performance report.
- Prepare a sponsorship proposal, advertising plan (pre-roll, mid-roll, post-roll), and evaluate monetization opportunities for a podcast.
- Develop a complete podcast launch and distribution strategy, including directory submission and promotional planning.
- Prepare a digital portfolio containing the complete podcast production workflow—from concept development and recording to editing, publishing, promotion, and evaluation.

Suggested Readings (Core Books)

- Alten, Stanley R. Audio in Media. Cengage Learning.
- Burum, Ian & Quinn, Stephen. MOJO: The Mobile Journalism Handbook. Focal Press.
- Burum, Ian. Mobile Media Reporting. Focal Press.
- Briggs, Mark. Journalism Next: A Practical Guide to Digital Reporting and Publishing. CQ Press.
- Gibson, David Miles. The Art of Mixing: A Visual Guide to Recording, Engineering and Production. Routledge.
- Hinden, Richard. The Business of Podcasting. Routledge.
- Izhaki, Roey. Mixing Audio: Concepts, Practices and Tools. Routledge.
- Katz, Bob. Mastering Audio: The Art and the Science. Focal Press.
- Lambert, Joe. Digital Storytelling: Capturing Lives, Creating Community. Routledge.
- Miles, Jason. Podcast Marketing Strategy. (Latest Edition).
- Owsinski, Bobby. The Recording Engineer's Handbook. Bobby Owsinski Media Group.
- Rumsey, Francis & McCormick, Tim. Sound and Recording: Applications and Theory. Focal Press.
- Spinelli, Martin & Dann, Lance. Podcasting: The Audio Media Revolution. Bloomsbury Academic.
- UNESCO. Journalism, Fake News & Disinformation: Handbook for Journalism Education and Training. UNESCO Publishing.
- White, Paul. Basic Home Studio Design. Sanctuary Publishing.
- Reference Books
- McHugh, Siobhán. The Power of Podcasting: Telling Stories Through Sound.
- Kern, Jonathan. Sound Reporting: The NPR Guide to Audio Journalism and Production.
- Hausman, Carl, Messere, Fritz, Benoit, Philip & O'Donnell, Lewis. Modern Radio and Audio Production.
- Priestman, Chris. Web Radio: Radio Production for Internet Streaming.
- Menduni, Charles, Walker, Susan & Volpe, Ben. The Producer's Manual

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&articl

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- Media Convergence: Different Views and Perspectives - http://www.publishingindia.com/GetBrochure.aspx?query=UERGQnJvY2h1cmVzfC84NjIucGRm f C84NjIucGRm
- 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 for audio, analogue vs digital I/O, sample rate & bit depth overview, Fletcher-Munson (equal-loudness), phase and polarity; choosing gear basics.	2	1	
1.2	Hardware: modern setups — computers (specs), audio interfaces (I/O types), dynamic/condensor/ribbon mics, mixers, outboard (preamp, c ompressor), portable recorders, tablets & mobile rigs; mic stands, boom arms, pop shields, shock mounts; basic studio configuration and sound-treatment	3	1	
1.3	Software & plug-ins: overview of current multitrack DAWs and stereo editors, common plug-ins (EQ, comp, noise reduction, de-esser, limiter), audio restoration tools (iZotope RX etc.), installing & licensing software, backups.	3	1	
1.4	Podcasting : what is a podcast, audience trends (platforms), why podcasting — formats and goals, podcast strategy & niche selection.	2	1	
1.5	Podcast formats & production workflow: episode formats (solo/interview/narrative/news/serial), planning, pre-prod, recording, post, publishing pipeline.	3	1	
	Total	18		

Unit-2:	Basics of Podcast Recording	L	T	P
2.1	Planning & preproduction: idea development, sound design & SFX brainstorming, structure, scripting basics, choosing sample rate.	3	1	
2.2	Digital settings & mic technique: bit depth, bitrate, signal flow, gain-staging, ideal recording levels, working the mic, pop filters/shock mounts, overdubbing, recording multiple guests.	2	1	1
2.3	Field & location recording: portable recorders, lavs vs handhelds, managing clipping/peaking, limiters, normalize vs true peak, recommended file formats and saving workflows.	2	1	
2.4	Remote recording: tools and services (Zencastr/ Riverside/ SquadCast/Cleanfeed), recording phone/VoIP sources, latency and sync, using compression/codec considerations for bandwidth.	2	1	
2.5	Guest management & quality control: internet connectivity checks, soundchecks, remote multitrack vs stereo mix, multiple remote guests, in-studio guest flow, quick fixes for bad audio.	2	1	1
	Total	18		

Unit-3:	Editing and Production for Podcast	L	T	P
3.1	Podcast characteristics & audio elements: storytelling, pacing, music beds, stings, ambiences, legal use of music, sourcing free/licensed tracks.	2	1	1
3.2	Mixing fundamentals: monitoring (nearfield/headphones), checking mixes on multiple devices, EQ, compression, gating/expansion, specialty plug-ins, noise reduction basics.	2	1	1
3.3	Advanced mixing/editing: leveling dialogue vs music, fixing bad audio (spectral repair), effects, zero crossing, fades, splitting & joining, multitrack music integration	2	1	1
3.4	Editing efficiency: workflow, keyboard shortcuts, markers, versioning, preserving naturalness (breath, pauses)	2	-	-
3.5	Metadata & tagging: creating podcast tagging/document (ID3 tags, chapter markers, show notes template).	2	1	1
	Total	18		

Unit-4	Podcast Production — I	L	T	P
4.1	Mastering & loudness: mastering plugins, web services, loudness standards (LUFS, true peak), stereo vs mono considerations, multiband compression, final limiting. (3L,1T	3	1	
4.2	Interview & storytelling craft: preparing interviews, research, question design, narrative arcs, preparing for field recording (permission, legal/ethics).	2	1	
4.3	Scripting & voicing: scripting styles (full script vs outline), voice techniques, performance tips, remote VO recording.	2	1	1
4.4	Production ethics & legal: consent, editorial ethics, fair use, corrections/retractions, privacy considerations ("the unkindest cuts").	2	1	
4.5	Hosting & launch strategy: hosting platforms, RSS feeds, launch checklist, artwork, trailer, promotional plan.	3	1	
	Total	18		

Unit-5	Podcast Distribution and Monetization)	L	T	P
5.1	Distribution ecosystem: major directories (Apple Podcasts, Spotify, Google, TuneIn), submission requirements, validating RSS	3	1	--
5.2	Publishing workflow: platforms to publish (Libsyn/Anchor/Podbean/Castos), feed settings, episode assets, chapter markers, analytics basics.	2	1	--
5.3	Growth & business: audience growth strategies (SEO for show notes, social, collaboration), monetization models, pricing services, time management, measuring ROI	3	1	--
5.4	Sponsorship & advertising: host-read vs inserted ads, dynamic ad insertion, ad placement strategies, pros & cons.	2	1	
5.5	Affiliates & partnerships: affiliate programs, revenue share, ethical considerations, finding niche affiliates.	3	1	--
	Total	18		

Practical Assignments

- Draft a 12–15 minute scripted interview episode: include preface, questions, cues for music/SFX, time-stamped show notes.
- Record a field report (3–5 minutes) on a local event using a mobile rig; submit raw files + brief production log (gear, settings, problems faced).
- Produce, edit, master and publish one episode to YouTube and one to an audio host (provide RSS link). Include episode artwork, description, tags, and analytics snapshot after 2 weeks.
- Bonus: Create a short portfolio page (one A4) summarizing recording chain, DAW session screenshot, and lessons learned.

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