

**Faculty of Mass Communication and Media Technology**  
**DIGITAL MEDIA**

**Learning Objectives**

The program will enable students to:

- To make students well acquainted History and Growth of Digital Media.
- Make students aware about Media ethics, cyber laws etc.
- Teach students News trends and future of Digital Journalism.

Credit Distribution			
L	T	P	C
4	0	0	4

**Course Outcome (At the end of the session the student should be able to)**

- To achieve an knowledge History and Growth of Digital Media
- To achieve knowledge E-newspaper, E-magazine etc.
- Gain knowledge about Characteristics and types of social media.
- Impart knowledge of Media ethics, Cyber laws etc.
- To make students know practical use of Digital media in AD, PR and Media Metrics

**A – Syllabus**

S No.	TOPIC	DOMAIN	HOURS
1	<p><b>INTRODUCTION TO DIGITAL MEDIA</b></p> <p>History and development of Digital media</p> <p>Basics and characteristics of Digital Journalism</p> <p>Differences with the print and broadcast media</p> <p>New Trends in Digital Media</p> <p><b>Practical:</b> PPT presentation and students’ seminar</p>	Must know	<b>As per the Syllabus</b>
2	<p><b>NEWS ON THE WEB</b></p> <p>E-newspapers, E-magazines,</p> <p>Digital tools for journalist</p> <p>Basics of digital news publishing</p> <p>Web writing, Editing of digital content, SEO</p> <p>Useful applications</p> <p><b>Practical:</b> Blogging, Writing and editing for web.</p>	Must know	<b>As per the Syllabus</b>

3.	<b>SOCIAL MEDIA</b> Characteristics of social media Types of social media: Facebook, Twitter, Linked-in, WhatsApp, youtube etc. Blogging and micro blogging Characteristics of social bookmarking sites Launching your own website, youtube channel Social Media Movements, Social Media & Elections, Issues of Concern	Must know	<b>As per the Syllabus</b>
4.	<b>LAWS &amp; ETHICS</b> Major Cyber Laws and cyber security Ethics of Digital Media <b>Practical:</b> Group Discussions and students' seminar	Must know	<b>As per the Syllabus</b>
5.	<b>AD, PR AND MEDIA METRICS</b> Digital media as a tool for Ad and PR Marketing and branding Metrics, Audience Development, Statistics of Social Media Sites	Must know	<b>As per the Syllabus</b>

### B-Curriculum

S No.	TOPIC	Learning Objectives (At the end of the session the student should be able to)	TEACHING GUIDELINES	METHODOLOGY	TIME
1	<b>INTRODUCTION TO DIGITAL MEDIA</b>	To achieve an knowledge History and Growth of Digital Media	To make students well acquainted History and Growth of Digital Media.	Lecture, PPT, Interactive sessions, Assignments	<b>As per the Syllabus</b>

2	<b>NEWS ON THE WEB</b>	To achieve knowledge E-newspaper, E-magazine etc.	To impart knowledge with students about E-newspaper, E-magazine etc.	Lecture, PPT, Interactive sessions, Assignments	<b>As per the Syllabus</b>
3	<b>SOCIAL MEDIA</b>	Gain knowledge about Characteristics and types of social media.	Emphasis should be on Social Media.	Lecture, PPT, Interactive sessions, Assignments,	<b>As per the Syllabus</b>
4	<b>LAWS &amp; ETHICS</b>	Impart knowledge of Media ethics, Cyber laws etc.	Make students aware about Media ethics, cyber laws etc.	Lecture, PPT, Interactive sessions, Assignments,	<b>As per the Syllabus</b>
5.	<b>AD, PR AND MEDIA METRICS</b>	To make students know practical use of Digital media in AD, PR and Media Metrics	Teach students News trends and future of Digital Journalism.	Practical	<b>As per the Syllabus</b>

**SUGGESTED READINGS:**

- 1) Marshall, P. D. (2004). New Media Cultures, Oxford University Press.
- 2) Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- 3) Felix, L. Stolarx, D. (2006). Video blogging & Podcasting, Focal Press.
- 4) Schmidt, E. & Cohen, J. (2013). The New Digital Age, John Murray.
- 5) Ward, M. (2002). Journalism Online, Focal Press.
- 6) Thornburg, R. M. (2011). Producing Online News: Stronger Stories, CQ Press, Washington.
- 7) Hall, J. (2001). Online Journalism, A Critical Primer, Pluto Press, London
- 8) Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.