

Course: SOCIAL MEDIA		CBCS
Course Code:	L T P	Credits: 2

Objective:

- Apprise the students of the different forms of Social Media and their characteristics.
- Explain how Social Media is impacting the information flow and teach how interactive social platforms have led to the birth of citizen journalism.
- Devise strategies for producing relevant content for specifically determined audiences.
- Separate fact from opinion and develop critical thinking skills. Understanding biases and distortions in the content.
- Use social media to build networks and enhance job prospects.

This course is imparting transferable and life skills to apprise the student about different social media platforms and its applicability in enhancing networking and career prospects. Also to develop skills to understand the biases and distortions in the content for its effective utilization in day to day personal and professional life.

SYLLABUS

Unit 1: Social Media

What is Social Media?

Brief History of Social Media

Differences with Traditional Media

Types of Social Media- Facebook, Instagram, Google Hangout, Twitter, Linked-in, WhatsApp etc.

Characteristics of Social Media

Unit 2: Blogging and Microblogging

What is blog and micro blog?

Characteristics of blogs and micro blogs

Writing headlines for blogs

Twitter and the art of microblogging

Unit 3: Social Networking and Social Bookmarking

Characteristics of social networking sites

Characteristics of Social Bookmarking sites

Unit 4: Media sharing

Video sharing

Picture sharing

Audio sharing

Unit 5: Citizen Journalism

Tools of Citizen Journalists

Citizen Journalism in India

Ethics and Cyber Laws

Text

Nancy Flynn, The Social Media Handbook, Wiley India Publication

References

- Matthew A. Russell , Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites, Shroff/O'Reilly
- Dentsu, Social Media Handbook, Popular Prakashan Pvt Ltd
- John Lovett , Social Media Metrics Secrets, Wiley India Publication