

Syllabus of Post Graduate Programme in Mass Communication

Course Code	:		
Course Title	:	New Media Journalism	
Nature of the Course	:	Value Added Course	
Total Credits	:	2	
Marks	:	50 (End Semester : 30	In Semester : 20)

COURSE OBJECTIVES:

- To introduce and develop an understanding of the opportunities and challenges in New Media.
- To cultivate Social Media skills.
- To enable students to write, produce and distribute for the digital platforms.

COURSE CONTENTS:

Unit	Topics	Contents	L	T	P	Total Hours	Marks
1	Introduction to New Media Journalism	<ul style="list-style-type: none"> ○ Digitization, convergence and Journalism ○ News on the web ○ Emerging news delivery vehicles; integrated newsroom ○ Fake news, misinformation and disinformation ○ Web Content Management System ○ Digital Tools for Journalists 	5	1		6	7
2	New Media Journalism Types	<ul style="list-style-type: none"> ○ Data Journalism ○ Entrepreneurship Journalism ○ Mobile Journalism ○ YouTube Journalism ○ Social media and Citizen 	4	1	2	7	8

		Journalism					
3	Writing for New Media	<ul style="list-style-type: none"> ○ Writing for Social Media ○ Digital Story telling formats ○ Content writing, editing, reporting and its management ○ Structure of a web report 	4	1	6	11	7
4	Practicum	<ul style="list-style-type: none"> ○ Data Visualization- Infographics and Interactives ○ Writing for different Social Media platforms ○ Creating and maintaining a YouTube channel ○ Planning and Content creation for news websites ○ Creating stories as a Citizen Journalist 			20	20	8
TOTAL CONTACT HOURS					44		
TOTAL MARKS1							30

MODES OF IN-SEMESTER ASSESSMENT:

(20 Marks)

- One Internal Examination -
- Others (Any one) -
 - Group Discussion
 - Seminar presentation on any of the relevant topics
 - Debate
 - Practical assignments

10 Marks

10 Marks

LEARNING OUTCOMES:

After the completion of the course, the students will be able to:

- Write, produce and distribute for the digital platforms.

- Start entrepreneurial initiatives in the field of new media journalism.

KEY READINGS

- India Connected: Mapping the Impact of New Media, Sunetra Sen Narayan and Shalini Narayanan (ed.), Sage, India, 2016
- The New Media Reader, Ed. Noah Wardrip & Fruin and Nick Montfort, The MIT Press, Cambridge, 2003
- A Journalist Guide to the Internet: The Net as a Reporting Tool, Christopher Callhan, Pearson/Allyn and Bacon, 2007
- Cyber Media Journalism: Emerging Technologies, Jagdish Chakraborty, Authors Press, New Delhi, 2005
- Online Journalism: A Critical Primer, Jim Hall, Pluto press, London, 2001
- Mass Media, Politics and Democracy, John Street, Palgrave Macmillan, Hampshire, 2011
- Producing Online News: Stronger Skills, Stronger Stories, Ryan M. Thornburg, CQ Press, Washington, 2011
- The Psychology of the Internet, Patricia Wallace, Cambridge University Press, 2015.
- The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age.