

# SYLLABUS

• 2024-25 •

DEPARTMENT OF NEW MEDIA

PG DIPLOMA IN

*Digital*  
*media*



Indian Institute of Mass Communication  
(Deemed to be University)

*Education is not the learning of facts  
but the training of the minds to think.*

**Albert Einstein**



The principal objectives of the Institute as set out in its Memorandum are:

- To organize training and research in the use and development of media, mass communication with special reference to the requirements of socio-economic growth in the country.
- To provide training to the Information and Publicity personnel of Central and State Governments; to make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.
- To arrange lectures, seminars and symposia on problems related to mass communication, information and publicity in collaboration with universities, educational and research institutions as well as trade and industry.
- To organize refresher courses and workshops and invite mass communication experts and research scholars from within the country and abroad for delivering lectures.

### **COURSE OBJECTIVES**

- To develop in students an understanding of Digital Media and enable them to appreciate potential and limitations of Digital Media.
- To encourage students to appreciate and participate in Digital Media researches.
- To develop skills to encourage the production of media messages using variety of digital tools.
- To introduce students to various career opportunities in Digital Media.

### **INTRODUCTION**

1. The program will commence on 5th August, 2024 and conclude on 30th April 2025. The academic session will be divided into two semesters, followed by internship for a period of one month.
2. In the first semester elements and concepts of various papers will be taken up along with practical/field work wherever required. In this term major emphasis will be on conceptual inputs.
3. In the second semester students will be working individually and in groups to learn hands-on-skills in various areas of the curriculum. The term also includes one-month industry attachment.
4. In examination and evaluation, a certain proportion of the total marks will be assigned to external faculty experts.
5. The students are advised to learn the use of computer, various softwares, including multi-media and internet during their stay at the Institute.
6. The institute is Wi-Fi enabled.
7. While the institute has computer labs and limited number of still and video cameras which can be used by students, those who can afford, are encouraged to have their personal laptops and professional digital camera.
8. The institute has the best library in the country in the field of Mass Communication. Students are encouraged to visit library regularly in their free time and in the periods assigned for library work.
9. The syllabus reflects SUGGESTED READINGS under various papers.

**ACADEMIC CALENDAR FOR THE SESSION OF 2024-25**

<b>PARTICULARS</b>	<b>DATES</b>
Commencement of classes	5th August, 2024
Registration & Document Verification	5th, 6th and 7th August, 2024
Orientation Lectures	8th and 9th August 2024
Commencement of Classes	12th August, 2024
Internal assignments etc.	9th December to 13th December, 2024
First semester examinations	16th December to 20th December, 2024
Semester end break	21st December to 5th January, 2025
Commencement of Second semester classes	6th January, 2025
Internal assignments etc.	17th to 21st March, 2025
Second semester examinations	24th to 28th March, 2025
One-month compulsory Internship/ Placement	April, 2025
Submission of internship certificates	30th April, 2025
Announcement of final result	First week of May, 2025

- Each Semester shall comprise of five papers

**PG DIPLOMA IN DIGITAL MEDIA**

*Course Outline*

	<b>PAPER</b>	<b>SUBJECT</b>	<b>L*</b>	<b>T*</b>	<b>P*</b>	<b>Total Credits</b>	<b>Marks</b>		
							<b>EOSE</b>	<b>CA</b>	<b>Total</b>
<b>SEMESTER I</b>	I (Part I)	Communication Theories, Concepts and Process	3	1	-	4	60	10	70
	II	Understanding Digital Media	3	1	-	4	70	30	100
	III	Media Laws and Ethics	3	1	-	4	70	30	100
	IV	Multimedia Content Creation	2	-	2	4	70	30	100
	V	Data Journalism – Reporting and Editing	2	-	2	4	70	30	100

	<b>Course Code</b>	<b>Course Title</b>	<b>L*</b>	<b>T*</b>	<b>P*</b>	<b>Total Credits</b>	<b>EOSE</b>	<b>CA</b>	<b>Total Marks</b>
VI	Introduction to CMS	2	-	2	4	70	30	100	
VII	Digital PR and Corporate Communication	3	1	-	4	70	30	100	
VIII	Fact Checking and Verification	2	-	2	4	70	30	100	
IX	Social Media for Communications	3	1	0	4	70	30	100	
X	Emerging Technologies	3	-	1	4	70	30	100	
		<b>Internship Report</b>	-	-	2	2	-	-	-
	<b>TOTAL</b>					<b>44</b>			<b>1000</b>

L\* - Lecture, T\* - Tutorial, P\* - Practical

## FIRST SEMESTER

### **Paper 1: Communication Theories, Concepts and Process**

Unit 1: Understanding Communication  
Unit 2: Models and Theories of Communication  
Unit 3: Technology and Society  
Unit 4: Communication Research

### **Paper 2: Understanding Digital Media**

Unit 1: Understanding Media Landscape  
Unit 2: Understanding Digital Media & its Characteristics  
Unit 3: Internet as a Medium & Digital Audiences  
Unit 4: Digital Media: Political Economy & International Relations

### **Paper 3: Media Laws and Ethics**

Unit 1: Introduction to Media Laws

Unit 2: Media Laws

Unit 3: Acts, Regulations & Regulatory Bodies

Unit 4: Open Sources/ Resources Movement in Digital Age

### **Paper 4: Multimedia Content Creation for Journalism**

Unit 1: Introduction to Journalism  
Unit 2: Writing for News Media  
Unit 3: Multimedia Journalism  
Unit 4: Production Techniques and Methods

### **Paper 5: Data Journalism- Reporting & Editing**

Unit 1: Introduction to Data Journalism  
Unit 2: Big Data Integration and Processing  
Unit 3: Sources of Data  
Unit 4: Data Gathering , Analysis and Visualization

## SECOND SEMESTER

### **Paper 6: Content Management System**

Unit 1: Introduction to CMS  
Unit 2: Introduction to HTML  
Unit 3: Working with WordPress, Joomla and Drupal  
Unit 4: Design and Development of Digital Portal

### **Paper 7: Digital Marketing, Advertising, PR and Corporate Communication**

Unit 1: Understanding Marketing  
Unit 2: Advertising Concepts  
Unit 3: Introduction to PR  
Unit 4: Introduction to Corporate Communication

### **Paper 8: Fact Checking & Verification**

Unit 1: Introduction to Misinformation Ecosystem

Unit 2: Types of Misinformation and Disinformation

Unit 3: Fact Checking Visuals (Photos and Videos)

Unit 4: Fact Checking Locations

### **Paper 9: Social Media for Communication**

Unit 1: Understanding Social Media  
Unit 2: Social Media for Research  
Unit 3: Strategic Planning for Social Media  
Unit 4: Creating And managing Content for Social Media

### **Paper 10: Emerging Technologies**

Unit 1: Artificial Intelligence  
Unit 2: Augmented Reality  
Unit 3: Virtual Reality  
Unit 4: Entrepreneurship and Innovation

Credits: 04  
L:3, T:1, P:0

End of Semester Evaluation (EOSE): 90 Marks  
Continuous Evaluation (CA): 10 Marks

**OBJECTIVES:**

- To familiarize students with the concept of communication and media practices.
- To introduce them to prominent theoretical paradigms and models.
- To introduce students to the digital culture and new media environments to understand the potential and limitations of the same.
- To encourage them to assess the communication process, especially digital communication in light of social contexts and its effects.

**LEARNING OUTCOMES**

- Students will be able to define key concepts related to communication and media practices
- Students will be able to identify and explain prominent theoretical paradigms and models in communication and media studies, illustrating their application to real-world scenarios.
- Students will be able to analyze the characteristics and impact of digital culture and new media environments, including their benefits and limitations.
- Students will be able to evaluate digital communication processes within various social contexts, assessing their effects and implications on society.

**UNIT 1 : Understanding Communication**

- Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication
- Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication
- Verbal and Non-verbal Communication: Types and Importance
- Barriers to Communication
- Media and Information Literacy

**UNIT 2 : Models and Theories of Communication****Part A) Classical, Intermediary, Interactive, Transactional Models:**

- Aristotle's definition of Rhetoric, Lasswell's Model, Berlo's SMCR Model, Charles Osgood Model
- Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model,
- Newcomb's Model of Communication, George Gerbner's Model,
- Wilbur Schramm's Interactive Model,
- Dance's Helical Spiral Model and Ecological Models

**Part B) Theories and Ideologies of Mass Communication**

- **Media Effects:** Hypodermic Needle, Two-Step/Multi Step Flow Theory, Gatekeeping
- **Psychological Theories:** Individual Difference Theory, Selective Exposure, Selective Perception, Selective Retention and Cognitive Dissonance
- **Sociological Communication Theories:** Cultivation Theory, Agenda Setting Theory and Needs and Gratification Theory
- **Powerful Effects of Media:** Dominant Paradigm, Diffusion of Innovations, Spiral of Silence
- **Media and Social Theory:** Emile Durkhiem, Max Weber, Ferdinand Tonnies, Karl Marx, Network Society: Manuel, Castells.
- **Indian Communication Theories:** Concept & Process (Sahridaya and Sadharanikaran, Natya Shastra)

**Part C) Digital Media Theories'**

- Concept and definitions of Digital Media
- Concept and theories of Virtual Identity, Social and Para-social media
- CMC and theories of Digital Media: Network theory, Mediatiation theory and actor-network theory, Online Disinhibition

### UNIT 3 : Part A) Technology & Society

- Understanding Technology : Conceptualisations & Terminologies
- Sociology of Technology : Socio–Techniques & Impact on Everyday Life
- Technology and Environment: Innovation, Capabilities and Global Changes

### Part B) Media Effects and Society

- Audience Effect Theories: Direct effect paradigm, Limited effect paradigm, Alternative paradigm (Cultural effect)
- Changing practices of journalism and political economy of digital media
- Cinema: Digital processes and effects
- Animation and Gaming: Children as Audience
- Digital Media and Participatory Culture: Public Sphere

### UNIT 4: Communication Research

- Defining Research: Various approaches to research, Types of research

- Research Problem: Questions & Hypotheses, Theoretical Framework, Literature Review and Analysis, Synopsis Writing.
- Primary and Secondary Research data sources, Research Design: Objectives, study Area, Variables, Sampling
- Qualitative and Quantitative Research methods.
- Data Analysis, Referencing and citations.
- Social Media Research, computer Assisted analysis, Social Media Analytics tools ( Hootsuite/ netlytics / Brand watch).
- Report Writing/ Research Paper

### Examination Scheme

#### End of Semester Evaluation (EOSE): (90 Marks)

1. Theory Paper: 60 Marks
2. Research Dissertation: 30 Marks

#### Continuous Evaluation: (10 Marks)

1. Research Proposal (10 marks)

### Suggested Readings:

- ❑ McQuail, D. 2010. *McQuail's Mass Communication Theory*. 6th Edition. London: Sage.
- ❑ Baran, S.J. & Davis, D.K. 2006. *Mass Communication Theory: An Introduction*. Indian Edition. South West Coengage Learning.
- ❑ Kumar, K.J. 2017. *Bharat mein Jan Sanchar*. Mumbai:Jaico Publishing House. **(HINDI)**
- ❑ Adhikari N., *Theory and Practice of Communication – Bharat Muni*, Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya
- ❑ Fiske, J. 1982. *Introduction to Communication Studies*. Routledge.
- ❑ Dewdney A. & Peter R. 2014. *The Digital Media Handbook*. 2nd Edition. Routledge. Oxon.
- ❑ Lipshultz, J.H. 2014. *Social Media Communication: Concepts, Practices, Data, Law*. New York: Routledge.
- ❑ Sharma, R., (2015). 'Media Literacy and Governance: A study of Sangrampur Block in Bihar'. In *Democracy and Good Governance: Reinventing the Public Service Delivery System in India*, Rumki Basu, M. Badrul Alam and Furqan Ahmad. (eds.). India: Bloomsbury.
- ❑ Thussu, D. K. 2010. *International Communication: A Reader*. London: Routledge.
- ❑ Sreberny, A. 1997. *Media in global context: A reader*. London: Arnold.



- ❑ Seargent, P. and Tagg, C. 2014. *The Language of Social Media: Identity and Community on the Internet*. New York: Pal- grave Macmillan.
- ❑ Grant, A.E. & Wilkinson, J. 2009. *Understanding Media Convergence: The State of the Field*. United Kingdom: Oxford University Press
- ❑ Silverblatt, A, Yadav, Anubhuti &Kundu, V. (2022). *Media Literacy: Keys to Interpreting Media Messages ( Indian Edition)*
- ❑ Fukuyama, F. (2018). *Identity: Contemporary identity politics and the struggle for recognition*. Profile books.
- ❑ Sood, Ritu, Utpal, Vinit Kumar Jha & Mitra, Archan (2021), *Information Age: Culture, Identity & Society*, New Delhi, Yash Publications.

**Credits: 04**  
**L:3, T:1, P:0**

**End of Semester Evaluation (EOSE): 70 Marks**  
**Continuous Evaluation (CA): 30 Marks**

**OBJECTIVES:**

- To introduce the basics of Digital Media and its characteristics.
- To explain the internet as a Medium and its practices
- To introduce student to the Digital Audiences and its types
- To describe about Digital Media Design and its techniques

**LEARNING OUTCOMES**

- Students will be able to describe the fundamental concepts and characteristics of digital media, demonstrating an understanding of its various forms and functions.
- Students will be able to explain how the internet functions as a medium, including its key practices, challenges and opportunities
- Students will be able to identify different types of digital audiences and analyze their characteristics and behaviors
- Students will be able to outline fundamental principles of digital media design and apply various design techniques to create effective digital media content

**UNIT 1: Understanding Media Landscape**

- Early History of media & the role of the media in the Freedom Struggle
- Forms of Media: Print, Cinema, Radio, Television, New Media, Social Media, Online gaming, Animation and VFX, OTT (Over the Top)
- Global Media Industry- Major Players, Ownership Dynamics, Market Share and recent developments
- Indian Media and Entertainment Industry- Major Players, Ownership dynamics and Market Share and recent developments

**UNIT2: Understanding Digital Media & its Characteristics**

- Understanding Digital Media: Evolution and Development.
- Digital Media Revolution: Mass Media Adaptation, Trends, Revolution
- Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, Telepresence
- Understanding Credibility of Digital Media, Net Neutrality, Mobile Revolution, Digital Literacy, Convergence, Digital Divide, Language Barriers

**UNIT 3: Internet as a Medium & Digital Audiences**

- Understanding the internet and network communication

- Analyzing internet mediums: blogs, forums, wikis, and social networking sites
- Basics of Digital Audiences
- Understanding Audiences: Difference between Public, Crowd, Group, Mass & Audience
- Characteristics of Audiences, Types of Audiences, Passive, Active and Participatory Audience
- Audience Conception Tradition: Structural, Behavioural and Cultural
- Audience Autonomy-free or controlled content creators
- Search Engine Strategies for Digital Audience Acquisition
- Social Media Campaigns and Engagement
- Digital Audience Research and Behaviour
- Digital Audience Analytics
- Digital Audience Management

**UNIT4: Digital Media: Political Economy & International Relations**

- Overview of key concepts in political economy and Digital media
- Digital Media Ownership and Control: Exploration of consolidation trends in digital media

- Informational capitalism and consumption
  - Regulation and Policy- censorship, privacy, digital rights, and net neutrality.
  - Monetization and Digital Labor: New media business models
  - Globalization and Cultural Exchange
  - Digital Media's Role in Democracy and the Public Sphere
  - Theories of Globalisation: Global culture, global society and network society.
  - Connection between digital media and globalization processes.
  - Digital media's role in cultural exchange and identity shaping.
  - Influence of digital media on global activism and politics.
  - Digital media's contribution to economic globalization and market changes.
  - Global governance, policy-making, and regulation efforts in digital media.
  - Information & Communication technologies for Development (ICT4D)
- Examination Scheme**
- End of Semester Evaluation (EOSE): (70 Marks)**
- Theory Paper: 70 Marks
- Continuous Evaluation: (30 Marks)**
- Analyze Indian Media and Entertainment Industry, Print, Broadcast, Digital, Animation and present. (20 Marks)
  - Create Digital Media persona for a brand or organisation. (10 Marks)

#### Suggested Readings:

- ❑ Athique, A. (2013). *Digital media and society: An introduction*. John Wiley & Sons.
- ❑ Buckingham, D. (2007). *Youth, identity, and digital media* (p. 216). The MIT Press.
- ❑ Dewdney, A., & Ride, P. (2006). *The Digital Media Handbook*. Routledge.
- ❑ Feldman, T. (2003). *An introduction to digital media*. Routledge.
- ❑ Lindgren, S. (2017). *Digital media and society*. Sage.
- ❑ Balbi, G., & Magaudda, P. (2018). *A history of digital media: An intermedia and global perspective*. Routledge.
- ❑ The Digital Media Handbook (2014) by Andrew Dewdney & Peter Ride published by Atlantic Publishers & Distributor.
- ❑ वज्रिय, अनंत (2023), ओवर द टॉप का मायाजाल, नई दिल्ली, प्रभात प्रकाशन

**Credits: 04**  
**L:3, T:1, P:0**

**End of Semester Evaluation (EOSE): 70 Marks**  
**Continuous Evaluation (CA): 30 Marks**

**OBJECTIVES:**

- To make students aware of the Constitutional rights and duties
- To introduce students to legal and ethical issues of digital media and communication
- To familiarize students with digital media legal framework in India and its implication
- To introduce students to the digital media legal framework across the world with contextual learning through the cases and develop their understanding to assess implications thereof.
- To identify and analyze ethical challenges pertaining to digital media communication

**LEARNING OUTCOMES**

- Students will be able to describe their Constitutional rights and duties, explaining how these rights and duties impact their roles as citizens.
- Students will be able to identify and discuss key legal and ethical issues related to digital media and communication, demonstrating an understanding of its impact on media practices.
- Students will be able to outline the legal framework governing digital media in India, including key regulations
- Students will be able to compare and contrast digital media legal frameworks from different countries
- Students will be able to identify and critically analyze ethical challenges associated with digital media communication, proposing solutions or strategies to address these challenges effectively.

**UNIT 1: Introduction to Media Laws**

- Concept of Ethics and Law
- The Constitution of India, Fundamental Rights, Directive Principles of State, Fundamental duties.
- Constitutional Law under Freedom of Speech and Expression: Article 19(1) and 19(2)
- Censorship: Balancing Freedom of Expression with Social Responsibility
- The impact of Digital Media on Freedom of Speech: Social Media, Blogs, and User-generated Content.
- Digital Laws across the world.

**UNIT 2: Part A: Media Ethics**

- Ethical Journalism: Confidentiality, Source Protection, and the Public's Right to Know
- Reporting in Sensitive Situations: Ethical Considerations in Reporting
- Media Representation: Ethics of Reporting on Gender, Minorities
- Defamation, Libel, Slander, and Intellectual Property Rights

- Media Accountability and Transparency: Ethical Audits and Codes of Conduct
- Journalists' Code of Conduct, Contempt of Court, Digital Ethics Code, 2021, AI Guidelines – MEITY

**Part B: Ethical concern in Regulatory in Digital Age:**

- Post-Truth, Understanding Fake News, Issues and Challenges, Hate Speech.
- Right to Privacy and digital surveillance; Issues of anonymity
- Cyber bullying, Trolling, Stalking, Hacking v/s ethical hacking
- Dark Web and the challenges of cyber security
- Digital piracy,
- Obscenity and Pornography: Issues of representation of women and children

**UNIT 3: Acts, Regulations & Regulatory Bodies**

- Official Secrets Act, 1923, The Press Council Act, 1978: Objectives, Functions, and Limitations, The Cinematograph Act, 1952: Film Certification and Censorship, The Cable Television Networks (Regulation) Act, 1995, Telecom Regulatory Authority of India Act,

1997, Registration of Press and Periodical Bill, The Digital Personal Data Protection Act, 2023, Information Technology Act, 2000, Cyber Laws Affecting Online Media, Social Media Regulations, The Right to Information Act, 2005.

- The Central Board of Film Certification (CBFC), Self-regulation in Indian Broadcasting and Digital Platforms, Media Advocacy and the Role of Civil Society in Promoting Ethical Journalism, INS, Editors Guild, IFWJ, NUJ, NBA, Government Information System, Government media organisations: PIB, CBC and other media units, Broadcast regulatory bodies: Prasar Bharti, TRAI, IBF, International Bodies: UNESCO, IPI

#### UNIT 4: Open Sources/Resources Movement in Digital Age

- Plagiarism, IPR, Copyright Act, 1957 and Copyleft.
- Open Source Movement and need for open resources in communication
- Creative Commons Licenses and their usages
- Open access in Indian Education Sector (Inflibnet, National Digital Library, Repositories etc.)
- Open Source Platforms – journals, directories and repositories

- Case studies.

#### Examination Scheme

#### End of Semester Evaluation (EOSE): (70 Marks)

Theory Paper: 70 Marks

#### Continuous Evaluation: (30 Marks)

- Students will be required to present case studies concerning media laws and ethics in India, as a part of real-time practical assessment. Make a Presentation on such cases through a comparative legal frame. (20 Marks)
- Quiz on Media Laws (10 Marks)

**Note:** The digital technologies are continuously evolving and changing the social fabric. The newer legal and ethical challenges are faced by the society, for which governments, non-government organizations and other actors are also continuing their efforts of designing and bringing forth the mechanism – legal and ethical – to deal with those challenges. In this backdrop, the syllabus of the course will be revised periodically keep it relevant and contemporary.

#### Suggested Readings:

- ❑ Basu, D.D. 1986. *Law of the Press*. 2<sup>nd</sup> Edition. New Delhi: Prentice Hall Inc.
- ❑ Beall, J. 2013. 'The Open-Access Movement is Not Really about Open Access'. *Triple C*. 11. 589-597. 10.31269/vol11iss2pp589-597.
- ❑ Bist, R.S. & Mohanty, V.P. (N.D.). *Open Access Movements and Open Initiatives in India @ Inflibnet Centre, Ahmedabad* Accessed Online <https://ir.inflibnet.ac.in/bitstream/1944/1227/1/236-246.pdf>
- ❑ Duggal, P. 2018. *Cyber Law 3.0*. Universal, LexisNexis.
- ❑ Ess, C. 2020. *Digital Media Ethics*. 3<sup>rd</sup> Edition. Cambridge: Polity Press.
- ❑ Jordan, T. 2013. *Hacking: Digital Media and Technological Determinism*. Cambridge: Polity Press.
- ❑ Kashyap, S.C. 1994. *Our Constitution: An Introduction to India's Constitution*. New Delhi: National Book Trust.
- ❑ Lipschultz, J.H. 2022. *Social Media Law and Ethics*. New York: Routledge.
- ❑ Mangan, D. & Gillies, L.E. (eds.). 2017. *The Legal Challenges of Social Media*. Cheltenham, UK: Edward Elgar Publishing.
- ❑ Mittal, R. 2008. 'Cyber Laws'. In K. Sankaran & U.K. Singh (eds.) *Towards Legal Literacy: An Introduction to Law in India*. New Delhi: Oxford University Press. PP. 168-180.
- ❑ Packard, A. 2013. *Digital media Law*. 2<sup>nd</sup> Edition. Sussex: Wiley-Blackwell.

- ❑ Pearson, M. & Polden, M. 2019. *The Journalist's Guide to Media Law: A handbook for communicators in a digital world*. New York: Routledge.
- ❑ Schiller, H. 1996. *Information Inequality: The Deepening Social Crisis in America*. New York: Routledge.
- ❑ Singh, M.K. & Mishra, S.K. (eds.). (2017). *Adhunik Patrakarita ke Vividh Sopan*. New Delhi: Vishwa Gyan Prakashan. (HINDI)
- ❑ Sorabjee, S.J. 2000. 'Constitution, Courts and Freedom of the Press and the Media'. In Tirpak, B.N. et al (eds.). *Supreme But Not Infallible: Essays in Honour of the Supreme Court of India*.
- ❑ Eko, L. 2013. *American Exceptionalism, the French Exception, and Digital Media Law*. Plymouth, UK: Lexington Books.
- ❑ Lasch, C. 1987. 'The Degradation of the Practical arts'. In Goldberg, S.E. & Strain, C.R. (eds.). *Technological Change and the Transformation of America*. Southern Illinois University Press. PP. 79-90
- ❑ Mhiripiri, N.A. & Chari, Tendai. (eds.). 2017. *Media Law, Ethics, and Polity in the Digital Age*. Hershey PA, USA:IGI Global
- ❑ Moor, J. 1985. 'What is Computer Ethics'. In *Metaphilosophy*, Vol 16, No.4.
- ❑ Poster, M. 2004. 'The Mode of Information and Postmodernity'. In Blom, R. Karvonen, E. & Melin, H. (eds.). *The Information Society Reader*, New York: Routledge.
- ❑ Price, M.E., Verhulst, S.G. & Morgan, L. (Eds.) 2013. *Routledge Handbook of Media Law*. New York: Routledge.
- ❑ Stewart, D.R. (ed.) *Social Media and the Law: A Guidebook for Communication Students and Professionals*. 2<sup>nd</sup> Edition. New York: Routledge.
- ❑ Thakurta, P.G. 2011. *Media Ethics*. 2<sup>nd</sup> Edition. India: Oxford University Press.
- ❑ Weisenhaus, D. & Young, S.N M. (eds.). 2017. *Media Law and Policy in the Internet Age*. USA: Bloomsbury

Credits: 04  
L:2, T:0, P:2

End of Semester Evaluation (EOSE): 70 Marks  
Internal: 30 Marks

**OBJECTIVES:**

- To make students aware about the Journalism Profession.
- To make students understand various types of journalistic writing
- To develop understanding of the importance of convergence in content creation.
- To acquaint students about the tools and techniques on multimedia content creation.

**LEARNING OUTCOMES**

- Students should be able to demonstrate understanding of the field of journalism.
- Students should be able to understand various forms of journalistic writing
- Students will develop skills to create content in multimedia format.
- Students will be able to use appropriate softwares for multimedia content creation.

**UNIT 1: Introduction to Journalism**

- Journalism: Concepts and Processes
- History of Journalism
- Types of Journalism, Elements and Functions of Journalism.
- Role of Journalism in Society: Journalism and Democracy, Concept of Fourth Estate
- Introduction to Journalistic writes

**UNIT 2: Writing for News Media:**

- Fundamental of Reporting, Types of Reporting
- Concepts and Elements of News, Press Releases
- News Leads and their types, Understanding Beats and Specialized Reporting
- Writing for Web Vs Traditional Media
- Feature Writing, Photojournalism, Interviews, OPED, Middle, Reviews, etc.
- Citizen Journalism and User-Generated Content

**UNIT 3: Part A: Multimedia Journalism**

- Evolution of Multimedia Journalism: Global and Indian Perspectives
- Writing for print and the Web: Lab journals, magazines, e-zines, News websites, blogs, etc
- Elements of Digital Multimedia: Text, Graphics, Audio, Video & Animation

- Basics of Visuals: Elements, Composition and Principles
- Story idea development and updates
- Basics of online story writing
- Writing for Twitter, Facebook and Blog etc. & tips, tools, and best practices of storytelling.
- Interactive Storytelling: Data Visualization and Infographics
- Introduction to Audio Storytelling and Podcasting: Formats, Planning, Scripts etc.
- Introduction to Mobile Journalism, Workflow & Skills Required, Tools & Apps for Mobile Journalism

**Part B: Editing Content for Searchers and Scanners**

- Editing : Concept, processes and techniques, Basics of SEO
- Editing for different platforms
- Editing and uploading content on the web

**UNIT4: Production Techniques and Methods**

- Introduction to Photography, Composition, Rule of Thirds, etc.
- Video Production: Pre production, production, post production
- Sound basics and techniques and software
- Video Editing - Adobe Premiere Pro
- Layout Design (Typography & Graphics Design)

- Principles of Layout & design
  - Print Production
  - Photo Editing: Photoshop
- Evaluation Scheme:**
- 1. End of Semester Exam (EOSE): (70 Marks)**
    - a) Podcast (Six Programmes) : 30 Marks (Evaluation by Internal and External examiner)
    - b) Mobile stories (Two): 10 Marks
    - c) Students have to attempt three questions of 10 marks each: 30 Marks (Final Exams)
  - 2. Continuous Assessment: (30 Marks)**
    - a) Assignment on four Lab Journals. (10 Marks)
    - b) Assignments on Feature Writing/ Article/ Interviews/ Reviews. (5 marks each)

### Suggested Readings:

- Adornato, A. (2017). *Mobile and social media journalism: A practical guide*. CQ Press.
- Burum, I., & Quinn, S. (2015). *MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad*. Routledge.
- Dancyger, K. (2018). *The technique of film and video editing: history, theory, and practice*. Routledge.
- Quinn, S. (2011). *MoJo-Mobile JournalisM in the asian region*. KAS.
- Ward, M. (2013). *Journalism online*. Routledge.
- Yadav, Anubhuti (2022) *New Media Journalism: Emerging Media and New Practices in Journalism*, Sterling.
- ALJazeera. Mobile Journalism <https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalisn%20english.pdf>
- Twitter: Digital Media and Society Series (2013) by Dhiraj Murthy published by Atlantic Publishers & Distributors.



**Credits: 04**  
**L:2, T:0, P:2**

**End of Semester Evaluation (EOSE): 70 Marks**  
**Continuous Evaluation (CA): 30 Marks**

**OBJECTIVES:**

- Think Critically and deeply about data and data journalism
- Know how to access the big data and its integration and processing
- Able to find the sources of data and process of data gathering
- Able to analysis and visualize the data

**LEARNING OUTCOMES:**

- Students will be able to evaluate the credibility and relevance of various data sources and understand their implications for journalistic integrity.
- Students will develop a critical perspective on how data can be used to influence public opinion and policy, and will be able to articulate ethical considerations in data journalism.
- Students will be proficient in using tools and techniques to access and retrieve large datasets from various platforms and sources.
- Students will be able to apply methods for processing big data, such as cleaning, transforming, and preparing data for analysis.

**UNIT 1: Introduction to Data Journalism**

- Definition and basics of data journalism
- Story behind the data
- Types of data and key tools (spreadsheets: rows, columns, cells, importing, sorting, filtering)
- Genealogies and origin of data journalism
- Data Literacy
- Issues with data

**UNIT 2: Big Data Integration and Processing**

- Introduction of Big Data (volume, velocity, variety, veracity)
- Accounting for method of Data Journalism (Excel functions: mean, median, max, min, rank)
- Data coding, mapping and charts
- Retrieving Big Data
- Aggregation Functions & Platforms Aerospike, Mongo DB, Pandas Data Frames
- Querying Data and Data Integration Scenario
- Big Data Management and Techniques (Splunk, Data Meer)
- Information Integration

- Big Data Processing

- Introduction to Apache Spark

**UNIT 3: Sources of Data**

- Sources of Data & Data gathering
- Government Data, Non-Government Data, Primary & Secondary Data
- Running Survey and Data
- Census Data
- Assembling and Reassembling Data
- R for journalists
- Introduction to Tidyverse and Dplyr packages
- Comparison operators, logical operators, missing values, filter, arrange, select, rename
- Filtering data

**UNIT4: Data Gathering, Analysis and Visualization**

- Data Gathering and data investigation
- Apps and their affordance for data investigation
- Data Analysis \* Interpretation
- Transformations
- Data tabulation

- Open-source coding practice and Testing data
- Processing data: Classification, Segregation and Identification
- Data Presentation.
- Visualising Data stories
- Introduction to various chart types and their use.
- Tools for visualisation.
- Data visualization tools / Software

**Examination Scheme:**

**End of Semester Evaluation (EOSE): (70 Marks)**

1. Theory Paper: 30 Marks
2. Write 4 data based stories and pitch it to News Organisations or Write 5 data based stories in collaboration with the journalist/academician ( 40 Marks)

**Continuous Evaluation: (30 Marks)**

1. Cleaning Data (10 Marks)
2. Excel Assignment (10 Marks)
3. Data Visualization (10 Marks)

**References**

- ❑ Gray, J., Chambers, L., & Bounegru, L. (2012). *The data journalism handbook: How journalists can use data to improve the news*. “O’Reilly Media, Inc.”.
- ❑ Bounegru, L., & Gray, J. (2021). *The Data Journalism Handbook: Towards a Critical Data Practice* (p. 415). Amsterdam University Press.
- ❑ Hermida, A., & Young, M. L. (2019). *Data journalism and the regeneration of news*. Routledge.
- ❑ Tong, J. (2022). *Data for Journalism: Between Transparency and Accountability*. Taylor & Francis.
- ❑ <https://s3.eu-central-1.amazonaws.com/datajournalismcom/handbooks/The-Data-Journalism-Handbook-1.pdf>
- ❑ <https://learn.r-journalism.com/en/wrangling/dates/dates/>

**Credits: 04**  
**L:2, T:0, P:2**

**End of Semester Evaluation (EOSE): 70 Marks**  
**Continuous Evaluation (CA): 30 Marks**

**OBJECTIVES:**

- To introduce students to broad types of content management system software so that they can express their creativity using technology.
- To acquaint and equip students with both theory and practical experiences on web development and digital content management so that they become industry-ready using coding as well as codeless web designing.
- To train students to become proficient in basic multimedia process using text ,links ,interactive photos ,audio and video.
- To introduce students to the-commerce and creator economy where they may contribute in multimedia content generation commercially.

**LEARNING OUTCOMES:**

- Students will be able to identify and describe various types of CMS software for creative technology use.
- Students will be able gain industry-ready skills in web development and digital content management with both coding and codeless design.
- Students will be able to develop proficiency in creating multimedia content using text, links, interactive photos, audio, and video.
- Students will be able understand the e-commerce and creator economy to generate commercial multimedia content.

**UNIT 1 : Introduction to CMS**

- Introduction to CMS
- Components and Features of CMS
- How Does CMS Work
- Types of CMS - Open source & Commercial CMS
- Characteristics and Advantages of Open Source CMS
- How to Build a Website with a CMS software

- Business websites, eCommerce stores, Blogs, Portfolios, Resumes, Forums, Social networks, Information portal,
- Information portal; Adding content in Wordpress; Wordpress plugins for adding website features; pros and cons of using Wordpress

- Introduction to Joomla: Joomla Framework and Joomla Community; Features and benefits of Joomla: Install
- Joomla on localhost, Website First Page, Control Panel, Joomla Basics, Add Logo to Joomla Website, Change

**UNIT 2 : Introduction to HTML**

- History of HTML, Types/Version and Purposes of HTML
- Basis of HTML: Tags & Attributes
- HTML Element, HTML Codes, Web Browsers and Page Structure
- HTML Editors
- Different uses of HTML: Web pages development, Web document Creation, Data entry support and HTML tables, Multimedia and embedding, Internet navigation, HTML forms, Responsive images on web pages

- Background color, Joomla Menus, Joomla Settings, Joomla System Settings, Joomla Media Settings, Joomla Templates
- Metadata Settings, Joomla Emails & Messages, Joomla Templates

- Introduction to Drupal: Unique Features of Drupal; PHP language, Package Managers, Version Control

- (Git), Twig Templating, Command line interface tools like Drush, CSS pre-processors like Sass, Debugging,

- Drupal Community

- Introduction to other low-code and no-code web development platforms: Wix, Dreamweaver, etc.

**UNIT 3 : Working with WordPress, Joomla & Drupal**

- Introduction to Wordpress: Benefits and features of Wordpress; Kinds Of Websites supported by Wordpress:

**UNIT 4 : Design and Development of Digital Portal**

- Scope of Web Portal Development: Domain, Web Hosting and Sign Up, Web Page Design, Development,

- Testing and Launch, FTP, Plugins Web development timeline: Gathering Information - Purpose, Main Goals, and Target Audience; Planning: Sitemap and Wireframe Creation; Design: Page Layouts, Review, and Approval Cycle; Coding; Testing, Review, and Launch; Maintenance: Opinion Monitoring and Regular Updating
- Types of Websites: Online store, Portfolio, Blog, Landing page, Resume, Event site, Brand website
- Steps in Web Design: Site's Objective – Domain Name-Website Platform: Website hosting, themes,
- plugins- Theme/Template-Site Map (Home page, About page, Product/services pages, Blog and Contact page)
- Website Graphics -Website Copy- Build the Webpage

- Interactive Experiences -Build website

#### **Examination Scheme**

#### **End of Semester Evaluation (EOSE): (70 Marks)**

1. Theory Paper : 30 Marks
2. Building a website : 40 Marks

#### **Continuous Evaluation: (30 Marks)**

1. Creating and designing content for online platforms; designing and building brand website/e-commerce website (20 marks)
2. Evaluation of different news websites (10 marks)

#### **Suggested Readings:**

- ❑ Cordova, Michael (2017). *WordPress Websites For Business: How Anyone Can Maximize Website Performance And Results*. Published by Wildblue Press
- ❑ Dobbs, Walter (2022). *WordPress: How to Build a WordPress Website on Your Own Domain From Scratch*. Published by Tyson Maxwell
- ❑ Hauschildt, Sofia (2010). *CMS Made Simple 1.6: Beginner's Guide*. Published by Packt Publishing Limited
- ❑ Mehta, Nirav (2010). *Choosing an Open Source CMS: Beginner's Guide*. Published by Packt Publishing Limited; Illustrated edition
- ❑ Yates, Leopold (2022). *HTML Coding: Learn The Fundamentals Of Web Design With This Comprehensive Guide On Website Formatting*. Notion Press, Chennai.

#### **Weblinks:**

- ❑ <https://www.w3schools.com/html/>
- ❑ <https://html.com/>
- ❑ <https://wordpress.com/>
- ❑ <https://www.sitecore.com/knowledge-center/>
- ❑ <https://visme.co/blog/how-to-design-a-website/>
- ❑ <https://xbsoftware.com/blog/website-development-process-full>

**Credits: 04**  
**L:3, T:1, P:0**

**End of Semester Evaluation (EOSE): 70 Marks**  
**Continuous Evaluation (CA): 30 Marks**

**OBJECTIVES:**

- To study the growth, impact and implications of digital media in the context of Public Relations and corporate communication.
- To give hands-on-training to students on digital tools
- To familiarize students with the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To study the evolution of corporate communication and its expanded role in organizational and marketing communication.

**LEARNING OUTCOMES**

- Students will be able to analyze the growth, impact, and implications of digital media in Public Relations and corporate communication.
- Students will be able to use digital tools through hands-on training.
- Students will be able to understand the role and scope of PR in management, including its various tools and emerging importance in different areas.
- Students will be able to examine the evolution of corporate communication and its expanded role in organizational and marketing communication.

**UNIT1: Part A) Understanding Marketing**

- Introduction to Marketing: Concepts, Process, Purpose, Principles and Characteristics
- Types or formats of Marketing- Service, Retail, Direct, Digital, Network, Social, Influencer
- Understanding Market Characteristics: Market Size, spread, Dynamics, Stage of Need Evolution, Market Development
- Digital Marketing Concept: Evolution and current status, Digital Media Landscape, Search Marketing, Social Media Marketing, Digital Media Integration, Advertising on web, Web Analytics, Digital Media Planning and Buying
- Branding: Brand Purpose, Elements, Brand Resonance Model, Brand Identity prism, Brand Positioning, Brand portfolio Management, B2B Brand Management.

**Part B) Integrated Marketing Communication**

- The Intrinsic Linkages and Evolution of the Concept of 'Marcom'
- Role of Marketing Communication – Connecting with the Needs and Wants of Consumers
- Integrated Marketing Communication - Concept, Definitions
- Creating an Integrated Marketing Communication Plan, IMC Case Study

**Unit 2: Part A) Advertising Concepts**

- Definitions, Concepts, Role, objectives, Functions, significance and types of advertising
- Advertising as a tool of Communication, Role of advertising in Marketing mix
- Advertising Theories and Models
- Copy writing for advertising
- Advertising statutory Bodies in India

**Part B) Advertising in the Digital Age**

- New Advertising Formats, Programmatic Advertising
- Artificial Intelligence, Machine learning and RPA-Robotic Processes in Advertising Industry
- Mobile-first advertising , App Marketing
- Digital Ad Campaigns

**Unit 3: Part A) Introduction to PR**

- PR – Concepts, Definitions, Role, Scope, Functions, New Emerging Trends
- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, Press Agency, Publicity, Propaganda

- Tools of Media Relations - Press Conferences, Press Meet/Tours, Press Releases, Backgrounders, Rejoinders, Feature Writing, Video News Releases, Blog Writing, Interviews, Editing, Editorial, Proof Reading, Style Book
- The PR process: Research, Strategy, Measurement, Evaluation and Impact
- Media Tracking

#### **Part B) PR in Digital Age**

- Social Media Monitoring: The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, Instagram, YouTube, etc.) and its Impact on Society
- Definition and Scope of Social Media Monitoring
- Social Media for Consumer insight
- The Role of Social Media in Research
- Social Media Data Management
- Primary Social Media Research
- Tracking Brand mentions and search parameters
- Brand perception and sentiment
- Social customer care strategy, Social media listening
- SM monitoring and listening tools: Hootsuite, Sprout

- Social, Agora Pulse, Brand24 and others
- Competitor Analysis, Cross-Channel Tag
- Metrics of engagement and influence

#### **Unit 4: Introduction to Corporate Communication**

- Definition, Role, Scope, Functions & Relevance of Corporate Communication
- Defining and Segmenting Stakeholders in Corporate Communication
- Internal and External Communication
- Elements of a Corporate Communication Plan
- Corporate Social Responsibility
- Emerging Practices in CC

#### **Examination Scheme:**

#### **End of Semester Evaluation (EOSE): (70 Marks)**

Theory Paper: 70 Marks

#### **Continuous Evaluation: (30 Marks)**

1. Conduct a workshop/training on Crisis Communication simulation on a current issue in consultation with the faculty. **(20 marks)**
2. Case studies on digital marketing in India/preparation of PR strategy for an online based firm **(10 marks)**

#### **Suggested Readings:**

- ❑ Gupta, Seema (2020). *Digital Marketing*. Published by McGraw Hill; Second edition
- ❑ Jethwaney, Jaishri (2018). *Corporate Communication: Principles And Practice*. Published by SAGE Publications Pvt. Ltd; Second edition
- ❑ Narayan S, Narayanan S (2016). *India Connected: Mapping the Impact of New Media*. Published by Sage
- ❑ Schmidt, E. & Cohen, J. (2013). *The New Digital Age*. Published by John Murray
- ❑ Shrivastava, K. M. (2013). *Social Media in Business and Governance*. Published by Sterling Publishing

Credits: 04  
L:2, T:0, P:2

End of Semester Evaluation (EOSE): 70 Marks  
Continuous Evaluation (CA): 30 Marks

**OBJECTIVES:**

- Recognize the problem of misinformation and disinformation in India and across the world
- Define different types of misinformation from Satire to Imposter content
- Analyze various type of Media Content
- Fact-check content using variety of tools and techniques

**LEARNING OUTCOMES:**

- Students will be able to recognize the problem of misinformation and disinformation in India and globally.
- Students will be able to define different types of misinformation, from satire to imposter content.
- Students will be able to analyze various types of media content.
- Students will be able to fact-check content using a variety of tools and techniques.

**UNIT 1 : Introduction to Misinformation Ecosystem****Part A: Understanding Information Disorder**

- Misinformation and Disinformation across the world
- Misinformation ecosystem in India
- Why and How of Information Disorder
- Filter Bubble
- Echo Chamber
- Biases
- Social Media Giants and their role
- National and International Fact checking Initiatives
- Deep Fakes and AI
- AI, Deepfakes, Challenges of countering deep fakes

**Part B: Types of Misinformation and Disinformation**

- Misinformation, Disinformation and Malinformation
- Satire- The role satire websites and parody handles in spreading misinformation
- Misleading Content
- Imposter Content
- Fabricated Content
- False Context
- False Connection
- Manipulated Content

**UNIT 2 : Fact checking Visuals ( Photos and Videos)**

- Power of Visuals
- Visuals as vehicle of misinformation and disinformation
- Keyword Search ( Keyword Planner)
- Google Reverse Image Search
- Searching images on other search engines like Baidu and Yandex- TinEye, Reveye ; Google lens
- Remove Background for search ( Remove bg)
- Manipulated Photo- FotoForensics, Forensically
- Identifying Faces- Pimeyes
- Advanced Video search
- Invid for video verification
- Youtube Data viewer
- Analyser- Frame by Frame Analysis
- Extract text from Pictures and Videos- Blackbox
- Archiving Content before verification

**UNIT 3 : Fact Checking Locations**

- What places can tell?
- Locating the exact spot ( Google Maps, Bing, Naver, Wikimapia, Baidu)
- Geolocation by satellite imagery
- Street View

- Yandex Panorama
- Time travel ( GOOGLE Earth pro)
- Geotagging
- Content verification – Date and Time: How different platforms display date & time
- Exif Data
- Tweets from a particular location, Tweetdeck-filters
- Snapchat Map

#### UNIT 4: Social Media Audit

- Advanced Twitter search
- Advanced Facebook search
- Analysing followers, hashtags etc
- Who is look-ups – domain tools

- Who posted what? Tweetdeck, Crowdtangle
- Identifying website creators

#### Examination Scheme

#### End of Semester Evaluation (EOSE): (70 Marks)

1. Theory Paper: 30 Marks
2. One week of immersive practical exercise on fact check Create Info graphic/Explainer video to create awareness on Fact checking and Verification (40 Marks)

#### Continuous Evaluation: (30 Marks)

1. Identify misinformation or disinformation against each category-Satire, Misleading Content, Imposter Content, Fabricated Content, False Context False Connection, Manipulated Content. (20 marks)
2. Design a training Programme to create awareness on Misinformation and Disinformation (10Marks)

#### Suggested Readings:

- ❑ Bradshaw, Samantha, and Philip N Howard. ‘Challenging Truth and Trust: A Global Inventory of Organized Social Media Manipulation’, n.d., 26.
- ❑ Routledge & CRC Press. ‘Fake News: Falsehood, Fabrication and Fantasy in Journalism’. Accessed 22 June 2022. <https://www.routledge.com/Fake-News-Falsehood-Fabrication-and-Fantasy-in-Journalism/McNair/p/book/9781032178875>.
- ❑ Mathis-Lilley, Ben. ‘Bashar Al-Assad Uses Phrase Fake News in Dismissing Amnesty International Torture Report’. *Slate*, 10 February 2017. <https://slate.com/news-and-politics/2017/02/assad-amnesty-torture-report-part-of-fake-news-era.html>.
- ❑ Meyer, Robinson. ‘Why It’s Okay to Call It “Fake News”’. *The Atlantic*, 9 March 2018. <https://www.theatlantic.com/technology/archive/2018/03/why-its-okay-to-say-fake-news/555215/>.
- ❑ Posetti, Julie, and Alice Matthews. ‘A Short Guide to the History of ‘fake News’ and Disinformation’, n.d., 20.
- ❑ Ethan Zuckerman. ‘Stop Saying “Fake News”. It’s Not Helping.’, 31 January 2017. <https://ethanzuckerman.com/2017/01/30/stop-saying-fake-news-its-not-helping/>.

#### Books

- ❑ Fact Check Handbook: Navigating the Truth in the Age of Misinformation (Reasoned Debate: Navigating Rhetoric, Fallacies, and the Art of Persuasion) Kindle Edition by Phuong La
- ❑ Misinformation Age: How False Beliefs Spread by Cailin O’connor, James Owen Weatherall
- ❑ Media Literacy: Keys to Interpreting Media Messages by Art Silverblatt, Anubhuti Yadav, Vedabhyas Kundu
- ❑ 11 Ways to Spot Fake News (White-Collar Migrant Worker Book 2) by Gerald Everett Jones
- ❑ Fake News & Cyber Legal Approaches in India by Dr. Pavan Duggal
- ❑ Fake News (Beyond Steampunk Book 2) by Joseph B Cadotte
- ❑ The Psychology of Fake News: Accepting, Sharing, and Correcting Misinformation by Rainer Greifeneder, Mariela Jaffe, Eryn Newman, Norbert Schwarz
- ❑ India Misinformed: The True Story by Pratik Sinha, Dr Sumaiya Shaikh and Arjun Sidharth



**Credits: 04**  
**L:3, T:1, P:0**

**End of Semester Evaluation (EOSE): 70 Marks**  
**Continuous Evaluation (CA): 30 Marks**

**Objectives of the Course**

- To build understanding of social media, its evolution and use cases in the field of communication
- To introduce students to the social media landscape
- To introduce current ethical and legal landscape for working in social media
- To make students understand the role of social media in Research: Listening, Monitoring and Analysis
- To explain the concept of content creation and curation for social media
- To discuss the concept of social media Measurement.

**Learning outcomes**

- Students will be able to understand social media, its evolution, and use cases in communication.
- Students will be able to navigate and comprehend the social media landscape.
- Students will be able to grasp the current ethical and legal considerations
- Students will be able to understand the role of social media in research
- Students will be able to create and curate content for social media effectively.
- Students will be able to discuss and apply concepts of social media measurement.

**Unit 1: Understanding Social Media**

- Role , Scope and Evolution of social media
- Social Media Landscape
- Social Media habits and preferences
- Ethical and Legal Framework
- Case studies: Social Media for Communication

**Unit 2: Social Media for Research**

- Research in Social media practices
- Listening and Monitoring in social media
- Metrics: Types of Metrics
- Social Media Monitoring and Listening Tools
- Developing Monitoring and Listening Plan

**Unit 3: Strategic Planning for Social Media**

- Goals, Objectives strategy and Tactic for Social Media campaign
- Research for Social Media Plan- Understanding market and audiences
- Developing Social Media Plan

- Preparing Social Media Calendar

**Unit 4: Creating and Managing Content for Social Media**

- Content Marketing
- Tools to Create Content: Text, Audio, Video
- Curating Content
- Measurement and Evaluation-AMEC Template
- Case studies on Social Media for Journalists, Social Media for Public Relations, Social Media for Advertising, Social Media for Corporate Communication, Social Media for Development.

**Examination Scheme:****End of Semester Evaluation (EOSE): (70 Marks)**

1. Theory Paper (30 Marks)
2. Social Media Campaign (40 Marks)

**Continuous Evaluation: (30 Marks)**

1. Create visual content for various social media Platforms **(20 Marks)**
2. Develop a personal brand using variety of Social Media Platforms **(10 Marks)**

### Suggested Readings:

- ❑ Adornato, A. (2017). *Mobile and social media journalism: A practical guide*. CQ Press
- ❑ Shrivastava, K. M. (2013). *Social Media in Business and Governance*. Published by Sterling Publishing
- ❑ Siarto, Allie & Cole, T. Richard (2013). *Monitoring & Measuring Social Media: Monitoring and Analyzing Conversations in Social Media*. Published by Racom Communications
- ❑ Bradshaw, Samantha, and Philip N Howard. 'Challenging Truth and Trust: A Global Inventory of Organized Social Media Manipulation', n.d., 26
- ❑ Wilson. (2019). *The Social Media Journalist Handbook*, Routledge. Atlantic Publishers & Distributors.
- ❑ E. Katz , & K. Mays. (2019). *Journalism & Truth in Age of Social Media*. Atlantic Publishers & Distributors.
- ❑ Mortensen, M., Neumayer, C., & Poell, T. (2018, December 19). *Social Media Materialities and Protest*. Routledge.
- ❑ Birks, J. (2019). *Fact-checking journalism and political argumentation: A British perspective*. Springer Nature.
- ❑ Palumbo, M. (2023). *Fact-Checking the Fact-Checkers: How the Left Hijacked and Weaponized the Fact-Checking Industry*. Liberatio Protocol.
- ❑ Zimdars, M., & McLeod, K. (Eds.). (2020). *Fake news: Understanding media and misinformation in the digital age*. MIT Press.
- ❑ Baume, S., Boillet, V., & Martenet, V. (Eds.). (2021). *Misinformation in referenda*. Routledge

**Credits: 04**  
**L:3, T:0, P:1****End of Semester Evaluation (EOSE): 70 Marks**  
**Continuous Evaluation (CA): 30 Marks****OBJECTIVES:**

- To introduce students with basics of emerging technologies in the Digital Media Industry
- To acquire skill and knowledge on the principles and techniques of artificial intelligent systems and their practical applications relevant to digital media.
- To analyze, differentiate, and evaluate the differences between current augmented reality and virtual reality devices and have practical exposure with their respective environments, uses, perils, and promise
- To identify and learn various practical applications for virtual reality technologies in human interaction/communication
- To familiarize the importance of understanding the relationship between human cognition, perception, interaction, and virtual reality technology and the social and ethical implications of virtual reality technology
- To acquaint students with fundamentals of Entrepreneurship and Innovation and its implications in the Digital Market

**LEARNING OUTCOMES:**

- Students will be able to demonstrate a clear understanding of the basics of emerging technologies in the digital media industry.
- Students will be able to acquire knowledge of the principles and techniques of artificial intelligence systems.
- Students will be able to analyze and differentiate between current AR and VR devices.
- Students will be able to identify and demonstrate the use of VR technologies in various human interaction and communication scenarios.
- Students will be able to understand the relationship between human cognition, perception, interaction, and VR technology, and discuss the social and ethical implications.
- Students will be able to understand the fundamentals of entrepreneurship and innovation and evaluate their implications in the digital market.

**UNIT 1: Artificial Intelligence**

- Scope of Artificial Intelligence: Definition, goals and applications
- Different types of AI-based systems
- AI tools
- Applications of AI in media and other fields: AI in Controlling Bias - AI in Social Media - AI in Automated Journalism
- AI automation/augmentation of production, distribution and consumption of news Journalism
- AI & Society: Ethical challenges accompanying AI automation/augmentation
- Implications of AI for media consumers; Implications of AI for future media producers
- Knowledge representation and knowledge engineering
- Means–ends analysis
- TensorFlow and Artificial neural networks
- Machine Learning
- Deep Learning
- Natural Language Processing
- Internet of Things (IOT)
- Computer vision and its users
- Block Chain
- Robotic Process, Cybernetics approach to Algorithm: Types of Algorithms and their Uses, Algorithms ethics and manipulation, Algorithm Information, Algorithm Research, Analytics Algorithms and Algorithm for Online Shopping
- AI for marketing analytics
- The Future of Artificial Intelligence
- Artificial Intelligence and the Changing Face of News Media

- Use of Drones in Video/News Gathering

### **UNIT 2: Augmented Reality**

- Augmented Reality Concepts
- Definition and scope of Augmented Reality
- Augmented Reality as a Digital Media experience
- Applications of AR
- Augmented Environments and Digital Media Forms
- Disadvantages/Dangers of AR
- Benefits of Augmented Reality
- Augmented Reality in Print Media: Technology, Uses, and Problems
- Augmented reality and Social Media: AR virtual stories on social media - AR and live events - AR videos - Increase brand awareness - Augmented Reality (AR) as the Future of Social Media Apps
- Difference between AR and VR
- Future of Augmented Reality

### **UNIT 3: Virtual Reality**

- Introduction to Virtual Reality: Concepts and Definitions
- History of VR and VR Development Fundamentals:
- From Greek theater to immersive worlds
- Types of Virtual Reality: Immersive, Non-immersive, Collaborative, web based
- How Virtual Reality Works and practical applications for virtual reality technologies in human interaction/communication
- Understanding Human Perception in virtual environments (Understanding the relationship between human cognition, perception, interaction, and virtual reality technology): The science and theory of human sensory and cognitive systems; Multi-sensory interactions with virtual environments
- Key terms associated with virtual reality technologies (such as AR, VR, XR, mixed reality)
- Immersive Technologies: Immersion and Presence in VR
- Virtual Reality Design and Communication/Interfaces and Interaction: Definitions and fundamental principles of interaction with virtual environments; User interface design; Interface devices
- Social Worlds and Virtual Communities: Early online social worlds; Player/User types; Contemporary VR social worlds: Facebook, Rec Room and others; Flat screen versus immersive VR experiences and social

interactions

- Storytelling in Virtual Worlds: Features of VR storytelling versus narrative in films, books or TV; Story structures - linear, branching, alternative endings; The role of POV in virtual storytelling; User interactions and experiences through environmental storytelling; The role of artificial intelligence in VR storytelling
- Applications of Virtual Reality
- Social and ethical implications of virtual reality
- Future of virtual reality technologies
- Drone Technology

### **UNIT 4: Entrepreneurship and Innovation**

- Introduction to Entrepreneurship
- Understanding the dynamics of innovation: Different approaches to digital innovation processes; Analyze, evaluate and develop digital innovation process
- Digital Innovation Strategy and Management
- Innovation tools and techniques: User journey mapping, Affinity diagram, Prototyping, Brainstorming, Rapid ideation, Innovation and collaborative innovation frameworks and others
- Understanding the market
- Exploring revenue opportunities
- Developing Product
- Growing Community
- Entrepreneurial journalism
- Content Strategy
- Platforms and Ecosystem
- Digital Innovations environment – organizational, legal, ethical and security issues
- Creating Interactive Content in Unity, Co Spaces, Build Chatbots, Social outreach apps, live video platforms, text to video creation

#### **Examination Scheme:**

#### **End of Semester Evaluation (EOSE): (70 Marks)**

Theory Paper: 70 Marks

#### **Continuous Evaluation: (30 Marks)**

One week Workshop on Artificial Intelligence and Machine Learning and a three-day workshop on Virtual Reality and Immersive Journalism (atleast 2 or 3 times focusing on different aspects of VR) may be organized during the Academic session.

### Suggested Readings:

- ❑ Abernathy, Muse Penelope & Sciarrino, JoAnn (2018). *The Strategic Digital Media Entrepreneur*. Published by John Wiley & Sons; Illustrated edition.
- ❑ Bucher, John (2017). *Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives*. Published by Routledge; 1st edition
- ❑ Connock, Alex (2022). *Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age*. Published by Routledge; 1st edition (18 November 2022)
- ❑ Daniela, Linda (2020). *New Perspectives on Virtual and Augmented Reality*. Published by Routledge; 1st edition
- ❑ Goel, Lavika(2021). *Artificial intelligence: concepts and applications*. Published by Wiley India Pvt Ltd(1 January, 2021)
- ❑ Guha, Suman(2022). *Win The Digital Age with Data: How To Use Analytics To Build Products That Customers Love*. Published by Notion Press; 1st edition
- ❑ Idemudia, C. Efosa (2019). *Handbook of Research on Social and Organizational Dynamics in the Digital Era*. Published by IGI Global
- ❑ Konasani, Reddy Venkata & Kadre, Shailendra. *Machine learning and Deep learning using Python and Tensor flow*. YourPublished by McGraw Hill; first edition (8 October, 2021); McGraw Hill Education (India) Private Limited, B-4, Sector-63, Dist. Gautam Budh Nagar, Noida – 201 301, UP
- ❑ Pradhan, Manaranjan & Kumar, Dinesh U (2019). *Machine Learning using Python*. Published by Wiley India Pvt. Ltd.
- ❑ Rich, Elaine; Knight, Kevin & Nair, B. Shivashankar (2017). *Artificial Intelligence*. Published by McGraw Hill Education; 3rd edition
- ❑ Russell, Stuart & Norvig, Peter (2015). *Artificial Intelligence: A Modern approach*. Published by Pearson Education India; 3rd edition (1 January 2015)
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