

Introduction to New Media, (DSE-8)
B.A. (H) Journalism (Semester III)

Teacher: Dr. Keshav Patel

Unit & Sub-Topics	Lectures (L+P)	Month wise schedule followed by Department	Tutorial/Assignment/Presentation
<p>Unit I – Key Concepts (15 hours)</p> <ul style="list-style-type: none"> • Defining new media and digital media, • terminologies and their meaning, • advocacy journalism, • multiplier effect, • technological determinism, • mobile-mediated-communication (MMC), • networked society, • Participatory culture- Blogs, Vlogs, Social Media Trends • 	20	August – September	<p>By engaging with these concepts, students will be able to:</p> <p>Understand key terminologies related to new media, digital media, and their broader meanings.</p> <p>Differentiate traditional and digital media and recognize how new media impacts communication.</p> <p>Analyze advocacy journalism and its role in creating social change.</p> <p>Evaluate technological determinism and its influence on media evolution.</p> <p>Examine networked society concepts such as participatory culture through blogs, vlogs, and social media trends.</p> <p>Apply mobile-mediated communication (MMC) tools effectively in real-world scenarios.</p>

<p>Unit II – Digitization of Content: Debates & Concerns (15 hours)</p> <ul style="list-style-type: none"> • Piracy, copyright, copy-left and open source • Digital archives • How are new media monetized* • New media and ethics 	15	September - October	<p>1. Understand the legal and ethical framework</p> <p>Analyze the differences between copyright, copyleft, and open source models and their impact on content creation and distribution. Examine monetization strategies used in new media platforms (ads, subscription models, sponsored content). Critically evaluate ethical challenges such as privacy concerns, misinformation, and content regulation in the digital age.</p>
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<ul style="list-style-type: none"> • Unit III: Web Writing and Website Design (15 hours) <ul style="list-style-type: none"> • Online reporting, linking, multimedia, building narratives with multimedia • Website planning and visual design • Content strategy audience analysis 	12	November	<ol style="list-style-type: none"> 1. Master online reporting techniques by learning to use links, multimedia elements, and tools to create engaging digital stories. 2. Develop skills in website planning and visual design, understanding how structure, aesthetics, and usability impact audience engagement. 3. Design effective content strategies through audience analysis, ensuring relevance and appeal for target demographics. <p>Website Design Workshops</p> <ol style="list-style-type: none"> 4. Organize practical sessions using platforms like WordPress, Wix, or Google Sites to teach website planning, layout design, and
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