

## Course Guideline

### Introduction to New Media

Credits: 4 (3 Theory + 1 Practical)

SYLLABUS OF DSC— 8

SEMESTER III

#### UNIT I: Key Concepts

- 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

#### UNIT — II (15 weeks-1 hour/week)

##### UNIT II: Digitization of Content: Debates & Concerns

- Piracy, copyright, copy-left and open source
- Digital archives
- How are new media monetized\*
- New media and ethics

#### UNIT - III (15 weeks-1hour/week) UNIT III: Web Writing and Website Design

- Online reporting, linking, multimedia, building narratives with multimedia
- Website planning and visual design
- Contact strategy and audience analysis