

**CENTRAL UNIVERSITY OF RAJASTHAN**

**Department of Culture and Media Studies**

**PG Diploma in Media Writing and Digital Communication**

**Department – Culture and Media Studies**

**School – School of Social Sciences**

**Intake Capacity: 20 seats**

**Eligibility for Admission:** Graduation degree (three years) in any disciplines from the recognised university possessing a minimum of 50% marks or equivalent grade in aggregate for General category and 45% marks for OBC, SC and ST candidates.

**Admission Procedure :** Through an All-India Entrance Examination (CUCET)

**Fee Structure:** Fee Structure for this programme will be similar to the M.Tech and MBA Programme in CURAJ and a development fee of Rs.5000 (one time).

**Programme Objective:**

The growing demand of changing media industry requires competency in writing and technical skills apart from maintaining the professional ethics. The PG Diploma course in Media Writing and Digital Communication endeavors to train students to meet the challenges of the evolving media scene and to prepare them for a more complex, convergent, and fluid media environment. The programme endeavors to train students to become thinking practitioners with a strong sense of the ethics. The programme will equip the students with necessary conceptual, theoretical and practical skills to meet the challenges of this constantly changing media scenario that would result in rewarding careers that will serve the information needs of India, its various regions, and the world beyond its borders. It is dedicated to prepare students for the futuristic industry of Digital Media Communication. It offers perfect blend of classroom learning, well equipped multimedia labs and industrial exposure. The course aims to equip students with advanced digital media skills, technical abilities to take on the multimedia industry challenges.

**Learning Outcome:**

After completing the course the student shall be able to:

- demonstrate substantial in-depth knowledge about the meaning of digital media, information technologies and their uses in contemporary mediatized societies and cultures.
- be aware of the current research in the area of digital media, culture and society.

- adopt an independent and critical approach to information and research in the field of digital media and society.
- demonstrate the writing skills required in the field of digital communication.
- Gain employment opportunities in the field of digital media and communication landscape.

### **Structure of the Programme:**

The programme follows semester system and there will be two semesters spread over a period of one year. There will be nine papers of 4 credits each and one paper on research project of 8 credits.

#### **Semester 1 ( 20 credits)**

1. Communication: Concept and Process [4 credits]
2. Journalism: Theory and Practice [4 credits]
3. Writing for Media [4 credits]
4. Audio-Visual Communication [4 credits]
5. Digital Media & Convergence [4 credits]

#### **Semester 2 (24 credits)**

1. Web Journalism [4 credits]
2. Social Media: Concepts & Strategies [4 credits]
3. Digital Marketing [4 credits]
4. Website Design and Development [4 credits]
5. Research Project [8 credits]

### **SEMESTER ONE**

**Course Code – CMS 421**

**Course Title – Communication: Concept and Process**

**Credits – 04**

#### **Course Description**

Communication being one of the significant aspects in media, this course will help students understand various communication theories and its relation with journalism. This course will establish the connection between the theory and the practice of mass communication and mass media. It will cover vast ground beginning with the first models of communication that were suggested in the Euro- American world to the latest theorization of communication. It will also look extensively at trends in de-westernizing communication and media studies with special focus on Indian approaches to communication and media.

#### **Course objective**

The objective of this course is to:

- Explain the meaning of communication and why human beings communicate.
- Explain different types of communication
- Know the various channels of distributions of Mass Communication
- Explain important theories of communication
- Explain various models of communication

**Students learning outcome:**

After successfully completing this course the student would be able to:

- Develop a practical understanding of the various theories and models of Communication.
- Understand the effects of mass communication on society, audiences and people.
- Develop the sociological and psychological understanding of the society.
- Apply communication model and theories to critically analyse real world issues and employ practical, innovative solutions.

**Module 1: Introduction to communication and Process:** This module will make the students learn the meaning, types, functions, and barriers of communication that would facilitate better understanding of communication process. It would also introduce to the student the different ways of media function in different social set up. This module also deals the corporatization of media which will help students to understand media business scenario.

**Lecture Topics:**

**Lectures- 10**

Communication: Historical overview, Concept, Definition, Process, Scope, Elements and Functions, Nature of Human Communication, Verbal and Non-Verbal Communication, Types of Communication and Barriers of Communication, Mass Communication: ‘Mass’ Concept, Defining Mass Media; Typologies of Audiences; Functions of Media; Normative media systems; The Changing Media Landscape in India; Media chains, Monopolies and Conglomerates.

**Module 2: Models of Mass Communication:** This module deals about four different eras of communication studies which will help the students to understand the development of media studies as an important academic discipline. It will also introduce to the students about various models of communication.

**Lecture Topics:**

**Lectures- 15**

Models of Communication: Lasswell, Shanon-Weaver, Osgood, Schramm, Newcomb, Westley Maclean, Gerbner. Introduction to Communication Theory: Four Eras of Mass Communication Theory Mass Society Theories, Limited-Effects Perspectives, Critical and Cultural Approaches, and Meaning making Perspectives.

**Module 3: Communication Theory:** Theories have always been base to develop better understanding of any subject. Looking at the same this module deals in detail about different communication theories which will help students to learn uses of communication and media as an important tool of social empowerment.

**Lecture Topics:**

**Lectures- 15**

Mass Media Effects & Uses: Hypodermic Needle; Two Step Flow Theory; Limited -Effects; Cultivation Theory; Social Learning Theory; McLuhan's Media Determinism; Spiral of Silence; Media Hegemony; Agenda Setting; Uses and Gratification Approach.

**Module 4: Communication Approaches:** The student, in this module, will learn the communication theories and their application in Indian society. It would enable the student to analyse the working of media industry and its relation to Indian society.

**Lecture Topics:**

**Lectures- 10**

Socio-Psychological Approach to Communication: Festinger Theory of Cognitive Dissonance; Theories of Persuasion.

**Module 5: Emerging perspectives in Communication:** This module will make the students understand the power and functioning of media using different models of communication. It also deals with emerging and new perspectives in the field of communication.

**Lecture Topics:**

**Lectures- 10**

Emerging perspectives in Communication Studies: Alternatives to the dominant and the classical, Political economy perspective; Propaganda model.

**Students exercise:**

The students are expected to perform group activities related to storytelling and writing information pieces which will help them to learn about issues in communication process like barriers and aberrant decoding. Students will also have to perform "mime" as an exercise to learn effectiveness of non-verbal communication.

**Class/Learning activities**

Lectures, workshops, group work, in-class presentations, literature study, written assignments

**Reading List**

1. D. McQuail, McQuail's *Mass Communication Theory*, New Delhi: Sage Publications, 2010

2. Stanley J. Baran, Dennis K. Davis, *Mass Communication Theory: Foundations, Ferment, and Future*, Wadsworth Publishing, 7<sup>th</sup>, 2014
3. John Fiske, *Introduction to Communication Studies*, Routledge, 2<sup>nd</sup>, 1990
4. Keval J. Kumar, *Mass Communication in India*, Jaico Publishing House, 4<sup>th</sup>, 2010
5. Mike Wayne, *Marxism and Media Studies: Key Concepts and Contemporary Trends*, Pluto Press, 2003
6. N. Stevenson, *Understanding media culture: Social theory and mass communication*, 1997
7. McQuail, D. (Ed.), *Mass Communication. Volm. I, II, III & IV*. New Delhi: Sage Publications, 2007
8. Joseph R. Dominick, *The Dynamics of Mass Communications*. 9th Edition. Boston: McGraw Hill, 2007
9. Key Readings in Media Today : Mass communication in contexts.-- New York: Routledge, 2009
10. Turow, Joseph *Media today: An introduction to mass communication*.-- New York: Routledge, 2008
11. Watson, James *Media Communication: An Introduction to Theory and Process* -- New York: Palgrave, 2004
12. Uma Narula, *Communication Models*, Atlantic Publication, 2013
13. Uma Narula, *Mass Communication: Theory and Practice*, Hindustan Publishing Corporation, 2008.

## **SEMESTER ONE**

**Course Code – CMS 422**

**Course Title – Journalism: Theory and Practice**

**Credits – 04**

### **Course Description**

This course aims at providing the students with a comprehensive knowledge about the world of Journalism with pedagogy of a judicious mix of theoretical orientation complemented by adequate practical assignments. Following completion of the study of this course, the students would be expected to be ready for joining the industry and work satisfactorily from the initial period. They would be rendered sound in all aspects of the business of Journalism.

### **Course objective**

- To develop intellectual skills in order to evaluate and analyse the meanings of news and information.
- To develop the basic understanding of the organizational set of Media houses.
- To create a foundation to further understand journalism and communication processes in context of political, economic, social and cultural realities of contemporary world.

**Students learning outcome:**

After successfully completing this course the student would be able to

- Understand the concept of News and issues ( National/International )
- Inculcate the habit of remaining informed and knowledgeable about current and contemporary affairs.
- Be able to adhere to core concepts of journalism (Objectivity, Fairness, Balance and Accuracy)
- Developing the writing skill and techniques for news.

**Module 1: News:** This module will introduce the students to the definition and types of news. It will also make the students learn the importance of Objectivity and Authenticity along with Principles of news writing and News story structure. Module will also acquaint students with the techniques of writing headlines and news intro.

**Lecture Topics:****Lectures- 10**

Definition of News, news value, Types of news, news sense, Sources of News, Objectivity and Authenticity, Principles of news writing, News story structure, 5 Ws 1 H, inverted pyramid, lead paragraph, quotations, Headlines

**Module 2: Reporting & Editing:** This module will introduce to the students the key concept of Reporting and different types of Reporting like Investigative, Interpretative Reporting beats. The students will also learn about the concept of Editing and Newsroom set up.

**Lecture Topics:****Lectures- 15**

Concept of Reporting, different types of Reporting – Investigative, Interpretative Reporting beats, Background research, concept of Editing, Newsroom set up, functions, deadline, layout, division of responsibilities.

**Module 3: History of Print Journalism:** This module will cover history of print journalism and its development in the countries like India, USA, China and other European countries.

**Lecture Topics:****Lectures- 10**

Origin and evolution of Print media – China, Europe, USA, India

**Module 4: Opinion in Journalism:** The students in this module will learn the concept and techniques of writing editorials and opinion pieces for newspapers and magazines. It would enable the student to write different types of features. Students will also get to learn the role and responsibilities of an editor.

**Lecture Topics:****Lectures- 15**

Concept of opinion, types of opinions in a newspaper / magazine, Writing opinion pieces, Editorial page and Op-Ed page Editor as leader of the society, feature, different types

**Module 5: Freedom of Expression:** This module will make the students understand the concept of freedom of speech and expression. This module will also help students to learn about importance of free press and its role for social and national building.

**Lecture Topics:**

**Lectures- 10**

Concept, importance, constitutional provisions for freedom of expression, media trial, media ethics, legal provisions for media ethics, Society and media ethics, role of various agencies.

**Students exercise:** The students are expected to analyze daily newspapers and rewrite the published news. They are also required to cover the events in campus and in locality as well and write news and features for lab journal.

**Reading List**

1. Kessler, Lauren & McDonald, Duncan. *When Words Collide: A Media Writer's Guide to Grammar and Style*, Belmont, California: Wadsworth, 1996.
2. Lunsford, Andrea A. *The St. Martin's Handbook: With 2003 MLA Update*, Bedford/St.Martin's, 2003.
3. Clark, Roy Peter & Scanlan, Christopher. *America's Best Newspaper Writing*, Boston:Bedford/St.Martin's, 2001.
4. Strunk, William & White, E.B. *The Elements of Style*, Longman, 1999.
5. Carl Sessions Stepp. *The Magic and Craft of Media Writing*. Chicago: NTC, 2000.
6. Carol Rich, *Writing and Reporting News*, 5th edition, Thomson Publishing, 2007.
7. Christopher Scanlan. *Reporting and Writing*. New York: OUP ,2000.
8. Fox, Walter, *Writing the News: A Guide for Print Journalists*, Iowa State University Press, 2001.
9. Gupta, Om *Basic aspects of media writing.--* New Delhi: Kanishka Publishers, 2002.
10. Saxena Ambrish, *Fundamentals of Reporting and Editing*, New Delhi: Kanishka Publishers, 2007.
11. Aggarwal Virbala, Gupta V.S, *Handbook of Journalism and Mass Communication*, Neha Publishers and Distributers, 2012.
12. Keval J. Kumar, *Mass Communication in India*, Jaico Publishing House, 4<sup>th</sup>, 2010.

**SEMESTER ONE**

**Course Code : CMS 423**

**COURSE TITLE: Writing for Media**

**Credits: 04**

**Course Objective:** To acquaint students with advanced journalism and writing for media practices. To make the students understand about the news values, representation of news-views and ethical issues associated with it. To offer proper understanding about the writing skills and it's techniques for different mass media.

**Students learning outcome:** The course will equip students with knowledge of Reporting/Writing/News room functioning/Understanding media. They will learn the importance of writing skills and various styles for different mass media.

**Module 1: Media Writing:** This unit will make the students learn the media writing style and principles. Students will learn the basic tools and techniques for media writing. And also will understand the grammar and syntax of media writing.

#### **Lecture Topics**

Concept and meaning of media writing, origin and development of writing for media, Media writing as communication, Principles of good writing, basic tools of writing, Characteristics of media writings, Revision of grammar, syntax and style. Drafting and revising

**Module 2: Forms of writing:** This unit will make the students learn the narrative style of writing and will make them understand about the importance of an idea to write information piece of writing..

#### **Lecture Topics**

Ideas for writing, Narrative writing, Introduction to narratives, Telling stories, Nonfiction, Engaging the reader Descriptive writing; Explanatory writing; Persuasive writing, writing for community

**Module 3: Writing News:** This unit will make the students learn about the various aspects of News starting from its concept and meaning to structure, principles and values. Students will have nose for news after completing this module and they will be able to understand the language of journalism.

#### **Lecture Topics**

News meaning and definition, The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist. Principles of news writing, News values, News story, News structure, concept of inverted pyramid, quotations and back grounding, Lead writing

**Module 4: Writing of different media:** Students will learn about different way of storytelling for different media and will be able to write any piece of information in various style either it is for print, TV, Radio or Web.

#### **Lecture Topics**

Print Media Writing: Headlines and caption writing. Feature writing, types of feature, writing book reviews and film reviews, writing columns. Stylebook, writing for magazines, writing for broadcast: Writing for eyes and ears, and writing for web

NOTE: The students need to submit a project file on various style of writing for different media along with types of headline writing.

#### **Reading List:**



- Quinn Stephen (2005) Convergent Journalism: The Fundamentals of Multimedia Reporting. Lang Publishing.
- Batty Craig and Cain Sandra (2010), Media Writing: A Practical Introduction, Palgrave Macmillan.
- Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
- Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
- Strunk, William & White, E.B. (1999). The Elements of Style. Longman.
- Clark, Roy Peter. (2006). Writing Tools: 50 Essential Strategies for Every Writer. Little, Brown.
- Raman, Usha (2009), Writing for the Media, OUP.
- Foust James, (2005), Online Journalism – Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ.

## **SEMESTER ONE**

**Course Code – CMS 424**

**Course Title – Audio-Visual Communication**

**Credits – 04**

**Course Description:** This module covers various aspects of audio-visual communication including composition, camera operations, lighting, writing, sound etc. It equips the students with various skills and knowledge required for producing different video programmes.

### **Course Objectives:**

- To make the students understand the grammar of audio-visual communication.
- To enable students to write scripts for different video programmes including news.
- To make the students familiar with video camera and other related equipment.
- To provide lighting skills for video production.
- To introduce audio production for video programmes.

**Students learning outcomes:** After successful completion of this course, students will be able to:

- Understand the grammar of audio-visual communication.
- Explain the structure and functioning of a professional video camera and other related equipment.
- Write scripts for different video programmes.
- Do lighting for video production.
- Understand the single as well as multi-camera production.
- Produce audio for different video programmes.

**Module 1: Aesthetics of Audio Video- Production:** This module makes the students learn the grammar of audio-visual communication. It includes different elements of composition which are crucial for storytelling through visuals.

**Lecture Topics:**

*Lectures-15*

What is visual grammar? Perception, Picture Composition- Rule of Thirds, Symmetry, Geometry, Shape, colour What is a shot? Classification of shot, camera angle, camera movement, Frame, lens angle, principles of visual grammar, headroom, noseroom, film vs video, 180-degree rule, shot, reverse sequence Depth of field techniques Exposure modes, light, colour temperature.

**Module 2: Video camera and support systems:** This module provides comprehensive information of the structure and functioning of a professional video camera and other related equipment.

**Lecture Topics:**

*Lectures-15*

Different Parts of a video camera, types of camera How the video camera works, Scanning Systems Electronic characteristics of television camera Lenses, Types and Characteristics Main differences between EFP and Studio cameras Camera mounting Equipment Difference of video from film Analog and Digital Television.

**Module 3: Elements of Video-production:** In this module, students will learn two vital elements of video production – scripting and lighting. Video is an audio-visual medium, so audio is integral part of it. This module also covers audio production for video programmes.

**Lecture Topics:**

*Lectures-15*

Scriptwriting (writing for news, video, documentaries, fiction) Lighting (Properties of light; intensity, colour quality, dispersion, direction), principles of lighting, three point lighting, lighting instruments and accessories, Lighting Techniques, Studio and Field lighting techniques, Care and maintenance of light equipment Sound: Basics of sound, Properties of sound (wavelength, amplitude, frequency), types of audio in video programming, functions of sound effects, sound transitions types, components of sound(pitch, timbre, harmonics, rhythm, loudness), Microphones, types of microphones, pick up patterns, taking care of microphones, studio and field sound equipment, sound control and design.

**Exercise 1:** Write a script for news. **Exercise 2:** Two camera shoot using Three-point lights rotationally by students playing different roles. **Exercise 3:** On location sound recording with microphones.

**Module 4: Single-camera production and Multi-camera production:** In this module, students will learn the different stages and types of production. It covers both single camera and multi-camera productions. Different production personnel and their responsibilities are also covered in this module.

**Lecture Topics:****Lectures-15**

Pre-production: the planning stage, production: the shooting stage, post production: editing, Electronic news gathering, electronic field production, remote productions, multi-camera studio, production personnel and responsibilities.

**Reading List**

1. Zettl H., Handbook of Television Production, 2008, Cengage Learning, New Delhi
2. Belavadi V, Video Production, 2008, Oxford University Press, New Delhi
3. Grant T., Audio For Single Camera Operation, 2003, Focal Press
4. Hartwig R.L., Basic TV Technology Digital and Analog, 2005, 4th edition, Focal Press,
5. Millerson G., Effective TV Production, 3rd Edition, Focal Press, 2009
6. Millerson G, Lighting For Video, 3rd Edition, Focal Press, 2000
7. Millerson G, Video Camera Techniques, 2nd Edition, Focal Press, 2000
8. Chater K., Research For Media Production, 2nd Edition, Focal Press, 2001
9. Robert B. Musburger, Single-Camera Video Production, 4th Edition
10. Alan Bermingham, The Video Studio, 3rd Edition, Focal Press, 1994
11. John Purcell, Dialogue editing for motion pictures, A guide to the invisible art, Focal Press, 2007
12. David Miles Huber, Robert E. Runstein, Modern recording techniques, 7th edition, Focal Press, 2010
13. Bruce Bartlett with Jenny Bartlett, On location recording techniques, Focal Press, 1999
14. John Watkinson, The Art of Digital Audio, 3rd edition, Focal Press, 2001
15. Glen Ballou, Handbook of Sound Engineers, The New Audio Cyclopedia, 2nd edition, 1987, SAMS Macmillan Computer Publishing.

**SEMESTER ONE**

**Course Code : CMS 425**

**COURSE TITLE: Digital Media and Convergence**

**Credits: 04**

**Course Description**

The course examines critically the key theoretical approaches to understand and analyze the role of digital and interactive media in the contemporary society. It introduces students to the core theoretical ideas and concepts that can be applied as analytical tools for understanding, explaining and critically discussing the development, uses, practices and interactions of media technologies and cultures. The course follows a historical perspective that places digital media theory within a broader understanding of technology and its relationship to culture and social change.

**Course objective**

- To understand of the central concepts of digital media technologies.
- To explore the impact of digital media on traditional means of communication.
- To critically assess and synthesis of digital media theories and approaches.

- To determine application of theories on the critical understanding and analysis of contemporary social issues and changes and every-day problems.
- To develop ability to contribute to debates regarding major trends brought by digital media that drive social change

**Students learning outcome:**

1. Approach critically the central digital media theories and apply them to address and explain contemporary changes in society, politics, and economy.
2. Describe the relations and interactions between society and technology.
3. Compare the different digital media theories and understand their similarities and differences.

**Module 1: Overview of online Communication & Internet:** This unit will make the students learn the meaning and feature of online communication that would facilitate better understanding of new media technologies and their usages. It would also introduce to the student the significance and functioning of different new media tools.

***Lecture Topics:***

**Lectures- 10**

Development of internet and online communication – web 1.0, web 2.0, web 3.0, semantic web and beyond, Fundamentals concepts and applications - Multimediality, Hypertextuality, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, Networking, ISP and browsers, Types of websites, video conferencing, Webcasting, micro blogging

**Module 2: Digital Media:** Along with the meaning and definition of digital media this unit will introduce to the students the historical background and special characteristics of digital media. The students will also get to learn about media convergence and its impact of traditional newsroom functioning.

***Lecture Topics:***

**Lectures- 10**

Meaning and definition, History of New/Digital Media, characteristics of Digital Media, types of Digital Media, new/Digital Media vs. old/Traditional Media, Impact of New/Digital Media on Old/traditional Media, Media Convergence

**Module 3: Social Media:** This unit will cover evolutionary and impact of social media which will get the students to learn about concept of digital culture and digital identity. This unit also explores the users generated participatory communication trends and different social networking websites. Students will also be introduced to relevant theories which deal with functioning of social media.

***Lecture Topics:***

**Lectures- 15**

Digital culture and digital identity, User Generated Communication, Facebook, Instagram, YouTube, Participatory culture and Social Media, Citizen Journalism, Content Journalism, New/Digital media & Public sphere, Network theory.

**Module 4: Emerging trends in New Media:** The student, in this unit will learn the new and emerging trends brought by new media technologies. It would enable the student to analyze the role of new media in development, democracy and governance. Unit also deals with impact of new media on society and its importance for social change.

***Lecture Topics:***

**Lectures- 15**

New/Digital Media & e-democracy, Mobile phone: a convergent technology, Smartphone culture and society, ICT and Development, Information Society and E-governance, New/Digital Media and Contemporary social movements.

**Module 5: Laws and Ethics:** Ethics in the era of online communication is on stake. This unit will make the students understand the need of ethics which must be followed. This unit also will develop the understanding of several ethical issues and online crimes. Students will also get to learn about government initiatives in terms of cyber laws and censorship to curtail unethical practices on social media.

***Lecture Topics:***

**Lectures- 10**

Cyber Crimes & Security: Types and case studies, Social Media Trolls, WikiLeaks, Cyber Laws & Ethics, Internet censorship in India, Comparison between America and India .

**Students exercise:** The students need to perform the exercises like selection and presentation of news for online platforms. Writing blogs, creating online content in terms of memes, photos, short videos, and mobile messages will be other important exercises which will be part of evaluation.

**Reading List**

1. LA Lievrouw, S Livingstone, *Handbook of new media: Social shaping and consequences of ICTs*, Sage 2002
2. Sunetra Sen Narayan, Shalini Narayan, *India Connected: Mapping The Impact of New Media*, Sage 2016
3. Martin Lister, *New Media: A Critical introduction*, Routledge, 2009
4. Flew. Terry, *New Media: An Introduction*, Oxford Higher Education, 3rd, 2007
5. Wendy Hui Kyong Chun, Thomas Keenan, *'New media, Old Media, A history and Theory reader*, Routledge, 2006

6. Carolina McCarthy, *Facebook: Our targeted ads aren't creepy*, The Social-CNET news, June 18, 2009
7. Frank Webster, *Theories of the Information Society*, Routledge, 3<sup>rd</sup>, 2006
8. Levinson. Paul, *New New Media*, Allyn & Bacon, 2nd, 2012
9. Lev Manovich, *The language of New Media*, MIT Press, 2001
10. Ronal Dewolk, *Introduction to Online Journalism*, Allyn & Bacon
11. John Vernon Pavlik, *New Media Technology*, Allyn & Bacon
12. Michael M. Mirabito, *New Communication Technologies : Application*
13. Barbara .Mogrenstorn, *Policy & Impact*, Focal Press, 4th edition
14. Xtine Burrough, Paul Martin Lester, *Visual Communication on the Web*, Routledge, 2012
15. Richard Kahn, Douglas Kellner, University of California, Los Angeles, USA, '*New media and internet, activism: from the 'Battle of Seattle' to blogging*', New Media and Society, Sage 2004.

## **SEMESTER TWO**

**COURSE CODE: CMS 426**

**COURSE TITLE: WEB JOURNALISM**

**CREDITS: 04**

**Course Objectives:** To explore basic concepts of new media as well as the role digital media technologies play in society. To understand the impact of new media on communication today.

**Students learning outcome:** The course will equip students with knowledge of web communication and various practices like journalism on internet. They will learn about the importance of web and mobile media in receiving and sending news. They understand value of the public sphere digital era.

**Module 1: Online Communication and Journalism:** This unit will make the students learn a new mode of storytelling that is online way in the context of web journalism. They will learn the various features of online communication and can be used in their day to day digital life.

### ***Lecture Topic***

Meaning and definition of Online Communication, History and development of Web Journalism, Characteristics of Online Journalism: Multimediality, Hypertextuality and Interactivity,

Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts

**Module 2: Marketing for the web:** This unit will make the students learn the social media and its importance in this information age. They understand the importance of common people's comments and views towards national and international as well as other social issues.

***Lecture Topic***

SEO, AdSense, Ad-Words, PPC, Pops, Ad-blocks, Direct mail, new techniques, Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz, Ethical practices involving the Internet and social media

**Module 3: Techniques of Journalism:** This unit will make the students learn about the various aspects of web and traditional journalism and how they are different according to different techniques adopted by them. They will understand news writing and editing using web tools.

***Lecture Topic***

Traditional vs Online Journalism, Selection of news content, presentation of news, Online News Writing & Editing: visual language, Micro-content, Narrative journalism, News Portals, Blogs, Chat, Video, Podcasting, live casting,

**Module 4: Mobile Journalism (MOJO):** Students will learn to use their mobile for updating other media or group and can work as active participants of the society. They will know the importance of mobile to disseminate information. And how it is working as magic multiplier these days.

***Lecture Topic***

Newsroom for online journalism, Backpack journalism, Non-linear storytelling, Readable video, mobile friendly story presentation, conducting Interviews with smart mobile

NOTE: The students need to submit soft news stories for websites or open individual blogs as a part of project and a news capsule by mobile

**Reading List:**

- LA Lievrouw, S Livingstone, *Handbook of new media: Social shaping and consequences of ICTs*, Sage 2002
- Briggs, Mark. (2016). *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (3rd ed.).
- Martin Lister, *New Media: A Critical introduction*, Routledge, 2009
- Flew. Terry, *New Media: An Introduction*, Oxford Higher Education, 3rd, 2007
- Wendy Hui Kyong Chun, Thomas Keenan, *'New media, Old Media, A history and Theory reader*, Routledge, 2006

- Carolina McCarthy, *Facebook: Our targeted ads aren't creepy*, The Social-CNET news, June 18, 2009.

## **SEMESTER TWO**

**COURSE CODE: CMS 427**

**COURSE TITLE: DIGITAL MARKETING**

**CREDITS: 04**

**Course Description:** Digital Marketing Course is aimed to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success. This course enables learners to demonstrate an understanding of how digital marketing communication has influenced traditional market models and strategies. The course takes participants through the steps of developing digital marketing plan for their organization. Participants will also be exposed to the web based marketing tools with the view of incorporating new media into traditional media and marketing planning.

### **Course Objectives:**

- To examine role and importance of digital marketing in today's rapidly changing business environment
- To focus on how digital marketing can be utilized by organizations and how its effectiveness can be measured.
- To get introduced to various digital channels and their advantages.
- To integrate different digital media and create marketing content.

### **Learning Outcomes:**

On successful completion of this module, the learner will be able to:

1. Explain the role and importance of digital marketing in a rapidly changing business landscape
2. Discuss the key elements of a digital marketing strategy
3. Illustrate how the effectiveness of a digital marketing campaign can be measured
4. Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs
5. Design digital marketing strategies



## **Module-1: Various facets of Digital Marketing**

### ***Topics to be covered:***

1. Understanding Digital Marketing
2. Digital Marketing Tools
3. Multimedia Tools for Digital Marketing
4. identifying the touch points & building the right digital assets

**Lectures- 12**

## **Module – 2 New Marketing Era**

### ***Topics to be covered:***

1. end of marketing segmentation and the 1:1 marketing era
2. digital marketing : search, social, video, display, analytics
3. moment marketing vs marketing campaign development
4. marketing automation

**Lectures- 12**

## **Module -3 Understanding Media**

### ***Topics to be covered:***

1. Search Engine Optimization
2. Social Media Optimization
3. Pay Per Click
4. Structural analysis of website
5. Online Lead Generation

**Lectures- 12**

## **Module 4 .Digital Marketing Tools**

### ***Topics to be covered:***

1. Digital Photo Sharing Tools
2. Digital Video Sharing Tools
3. Digital Audio Sharing Tools
4. Content Management Tools
5. Social Media Tools

**Lectures- 12**

## **Module 5: Social Media Tools as per Usage**

### ***Topics to be covered:***

1. .Hubspot
2. .Hootsuite
3. .MailChimp
4. .Trello
5. Followerwonk
6. analytics and evaluation
7. Personalized social media tools

**Lectures- 12**

## **Suggested Readings**

1. Ryan, D. (2014) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, McGraw Hill Education.
3. Blanchard O, (2014) Social Media ROI: Managing and Measuring Social Media Efforts in your Organization
4. Pulii, J. (2013) Epic Content Marketing
5. Chaffey, D, & Ellis-Chadwick, F. (2012) Digital Marketing: Strategy, Implementation and practice, 5/E, Pearson
6. Tapp, A, & Whitten, I., & Housden, M (2014) Principles of Direct, Database, and Digital Marketing, 5/E, Pearson

## **SEMESTER TWO**

**COURSE CODE: CMS 428**

**COURSE TITLE: WEBSITE DESIGN AND DEVELOPMENT**

**CREDITS: 04**

**Course Objectives:** It would impart technical knowledge to students for developing and maintaining websites. It aims to train the students in terms of uploading and managing content in the website.

**Learning Outcomes :** After successfully completing this course the student would be able to:

- Create, design and develop websites
- Maintain and upload content on website

### **Module -1**

1. Topic, Target visitors and domain name.
2. Choosing a web server/hosting service.
3. Creating a layout and navigation architecture plan.
4. Designing graphics for the web, web image types, web image optimization.
5. Web as a medium of communication different from other media.
6. Information overloading, digital divide, addiction, virus and vaccines, research and internet.

### **Module-2 Designing website**

1. Website Planning and Designing
2. Home Page Layout
3. Preparing Multimedia Packages

### **Module 3: Domain**

1. What is domain?
2. Layout and navigation architecture
3. Web hosting & domain names
4. Web server

### **Module 4: Website Development**

What is HTML?

Programming languages-HTML

HTML document

HTML coding & development

### **Module 5: Tags and Headlines**

Tags, Heading, Key words, Paragraphs, Line Breaks, HTML etc

Working with Text, Lists, Tables and Frames

Working with Hyperlinks, Images, Multimedia, Forms and controls

Creating the Web Site, Themes-publishing web sites

Saving the site, working on the web site

Creating web site structure, Creating Titles for web pages

## **SEMESTER TWO**

**COURSE CODE: CMS 429**

**COURSE TITLE: RESEARCH PROJECT**

**CREDITS: 08**

### **Course Description**

As a broad introduction to the scientific and interpretative paradigms, the first part of this course is intended to provide the student with a conceptual map of communication research. It explains the basic concepts and categories that are used in social sciences research especially communication research and delineate their linkages. The aim is to equip the learner with a basic understanding of the different ways in which 'social reality' could be conceptualised and studied and the implications of this for the research process. The aim of this course is to introduce the students to various methodological issues of doing Communication studies research, to enable

them understand and use various methods and reflect on the ethics and politics of representation within their research praxis. The course will also introduce them to the range of methods used for studying media institutions, texts and audiences.

### **Course objective**

- Provide students the knowledge and experience to become informed consumers of scientific research
- Provide students with the skills and knowledge necessary to carry out a research Project
- Provide students with a reflexive and critical attitude towards research.

### **Students learning outcome:**

1. Understand the issues involved in the design of research in the field of Communication
2. Understand the strengths and weaknesses of each research methodology
3. Formulate a clear research question and be able to write a research proposal.
4. Select the appropriate research technique to answer specific research questions in the field of communication
5. Communicate and disseminate the research output.

**Module 1: Approaches to understanding social reality:** This module will make students learn the definition and various elements of research. It will also cover different research approaches and methods used in social science research. The module will also help students to develop better understanding about need and importance of media research.

### **Lecture Topics:**

### **Lectures- 10**

**Definition and Elements of Research, Research methods and Approaches in Social Sciences, Mass media research and Scientific methods, Importance of communication research – Indian scenario.** Positivism and Post-Positivism

### **Readings:**

Srivastava, Vinay Kumar (ed) (2004) *Methodology and Fieldwork*, Oxford University Press: New Delhi. (Introduction)

Durkheim, Emile (1982, 1895), “The Preface” and “What is a Social Fact?” *The Rules of Sociological Method*, the Free Press, New York.

Babbie, Earl, 2004 , (10th edition), *The Practice of Social Research*, Wadsworth/Thompson: Chennai, Ch 14, 16.

**Module 2: Towards an Interpretative Research Process:** This module will introduce to the students the types and several research elements like hypothesis and variables. The students will

also get to know the importance and proper way to review and use literature in study they will be conducting. The module also deals with various sample and sampling methods.

**Lecture Topics:**

**Lectures- 10**

Types of Research – Exploratory, Formative/Summative, **Formulation of research problem, review of literature, hypothesis** and variables, **research design, Sample and Sampling methods**

**Readings**

Wimmer. R.D, and Dominick J.R (2006) , Mass Media Research – Processes, Approaches and Application (pg 46-96, pg 147-207), Wadsworth CENGAGE Learning, India Edition.

Bryman, Alan (2008), Social Research Methods, (pg 137 – pg 339), Oxford University Press, Oxford.

Somekh B, and Lewin C (Eds)(2005), Research Methods in the Social Sciences (pg 198-225)Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi

**Module 3: Qualitative and Quantitative Research Methods:** This module deals with very important qualitative and quantitative research methods. The students will get to learn various research designs which fall under these two methods. It will also help students in choosing appropriate method and design for their research.

**Lecture Topics:**

**Lectures- 15**

Ethnography, Ethno methodology, Symbolic Interactionism, Policy and archival research, Phenomenology, Action Research, Communication Policy Analysis, Analysing Visual: still and moving images, grounded Theory, Quantitative Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

**Readings**

Allen M, Titsworth S, and Hunt K.S (2009), Quantitative Research in Communication (Pgs 1-16), Sage Publications Inc. 21

Geertz, Clifford. 1973. Thick description: toward an interpretative theory of culture. In *The interpretation of cultures*.

DeWalt, K. M., and B. R. DeWalt. 2002. *Participant Observation: A Guide for Fieldworkers*: Altamira Press.

Goffman, E (1989). On Fieldwork. *Journal of Contemporary Ethnography*, Vol.18; pp.123 – 132.

Pawson, Ray. 1996. Theorizing the interview. *The British Journal of Sociology* 47(2): 295-314.

Shweder, Richard. 1997. The surprise of ethnography. *Ethos* 25(2): 152-163.

Berger, Arthur A, 2005, *Media Analysis Techniques*, Sage : New Delhi, Ch 1.

Cortazzi, M.1999, 'Narrative analysis'. Ch. 23 in Alan Bryman and Robert Burgess, (eds.) *Methods of qualitative research*, Vol. II. Thousand Oaks, CA: Sage Publications.

Jensen Klaus B and Nicholas W Jankowski. 1991, *A Handbook of Qualitative Methodologies for Mass Communication Research*, Routledge: London and New York, Ch 2,10.

**Module 4: Tools and Data Collection:** Students in this module will be introduced to various tools used for data collection in quantitative and qualitative research methods. This module will also help students to select and design data collection tools according to the nature and need of their research.

***Lecture Topics:***

**Lectures- 15**

Observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups, Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement, Reliability, and Validity Measurements.

**Readings**

Wolfinger, N.H. (2002). On writing fieldnotes: collection strategies and background expectancies. *Qualitative Research*, Vol.2, No.1; pp. 85 – 95.

Reinard, John C. (2006). *Communication Research Statistics*, California State University, Fullerton Sage publication.

Fink, Arlene & Kos, J. B. (2005). *How To Conduct Surveys, A Step-By-Step Guide*, 3rd Edition, University Of California, Sage publication

**Module 5: Data Analysis and Report writing:** This module will make students understand the nature and categories of data they collect for their research. This module will not only help students to learn the techniques of data analysis but also will help them in learning coding and tabulation of collected data manually or by the use of software. It will also help students to learn importance and techniques of referencing and citation style. Module also deals with ethical perspective of mass media research.

***Lecture Topics:***

**Lectures- 10**

Data analysis techniques – coding and tabulation – non– statistical methods – descriptive – historical – statistical analysis – univariate, bi-variate, multi – variate tests of significance — central tendency – preparation of research reports/project reports/dissertations, Referencing and Citation Style, Ethical perspectives of mass media research.

**Readings**

Blaikie, N (2000). *Designing Social Research*, Oxford: Blackwell. (Chapter – 2)

Burgess, Robert G. (1982) “Recording and Analysing field data” In *the field: An introduction to field research*, London: Allen & Unwin; pp.166 – 184.

P Cloke, P Cooke, J. Cursons (2000) ‘ Ethics, reflexivity and research: encounters with homeless people’. *Ethics, Place & Environment*, Vol. 3, No. 2.

Babbie, Earl, F. Halley and J. Zaino. 2007, *Adventures in social research: Data Analysis using SPSS*, Pine Forge Press/ Sage : New Delhi, Ch 16 –19.

**Students exercise:**

The students are expected to undertake a research project related to topics of their interest from the field of digital media studies. They are required to have discussions and note taking on the research ideas. Inputs on writing skills will be provided with reference to research reports, sourcing ideas and referencing style. They are required to introduce and discuss the theoretical framework of their research, develop a methodological design; analyse their collected data in the computer using SPSS Software and write the report accordingly. They will be introduced to the notion of ethics in research, role of power, ideology and reflexivity in shaping the research report. This will be a part of their evaluation for their End of Semester examination of this paper.

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