

**GENERIC ELECTIVE**  
**MA**  
**4<sup>th</sup> Semester**

**GEPG402**  
**Introduction to Digital and Social Media**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
GEPG402	GE	Introduction to Digital and Social Media	60	20	20	30	20	3	0	0	3

**Legends:** **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

**\*Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class. (Given that no component shall exceed more than 10 marks)

**Course Educational Objectives (CEOs):**

The students will be able:

**CEO 1** To identify the fundamental concepts and technological understanding of Digital media.

**CEO 2** Integrate the practical learning of online journalism

**CEO 3** To acquire knowledge about Mobile journalism and Internet Activism

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes:

**CO 1** The student will be able to evaluate and reflect on the key issues, debates, principles, concepts, and theories of Internet Research.

**CO 2** The student will be able to employ and apply a wide range of concepts relating to Internet, social media and society.

**CO 3** Student will be able to develop an understanding of social media working

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**Course Content:**

**Unit I – Introduction to Digital Media**

- Meaning and concept
- Media literacy
- Types of Digital Marketing
- Trends & Scenarios of the Digital Marketing Industry
- Difference between traditional marketing and digital marketing.

**Unit II – Introduction to social media**

- Meaning and Concept
- Major Social Media Platforms for Marketing
- Social media for Business
- Challenges and opportunities of social media

**Unit III – Dimensions of New media**

- Media convergence
- Ethics for Online Journalism.
- Webpage Interactivity-Blog
- E-Newspapers On-line Editions of Newspapers

**Unit IV – Mobile Journalism**

- Meaning and concept
- Techniques for Audio and video recording
- Concept of mobile video editing

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**Unit V – Cyber Journalism**

- Meaning and concept
- Merits and Demerits of Cyber Journalism over traditional newspapers and magazines
- Socio-economic impact of Cyber journalism
- Fact checking and its importance

**Suggested Readings**

1. Callahan, C. (1990). *Journalist's Guide to the Internet*. Oxford press
2. Andrew, B. (2000). *Web: ABC of the Internet*. New Delhi: Sage Publications
3. Danis, P. C. (2000). *Information Technology*. New Delhi: Sage publications
4. Anil, M. (1990). *Illustrated World of Internet*. New Delhi: Anmol Publishers
5. Preston, G. (2000). *How the Internet Works*. Oxford press
6. Castells, M. (2004). *The Network Society: a cross-cultural perspective*. Edward Elgar. MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45),
7. Kahn, R., Kellner, D. (2006). *New Media and Internet Activism: From The Battle of Seattle to Blogging*. New Media & Society, Vol. 6, No. 1, 2004.
8. Lister, M. (2009). *New Media – A critical Introduction*: Routledge,
9. Saxena, S.(1999). *Web journalism*, New Delhi: Tata Mcgraw Hill Education Pvt. Ltd
10. Sussex(2010). *Web Journalism, A New form of Citizenship* , New Delhi: Academic Press
11. James, G. S. (2000). *Web journalism, Practice and promise of a New Medium*: Oxford press
12. Richard, C. (2008). *Online Journalism, Reporting, Writing and Editing for New media*, Pearson Education