

**West Bengal State University**  
**Curriculum and Credit Framework for Undergraduate Programmes**  
**Based on**  
**National Education Policy, 2020**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

4-year Undergraduate Programme (Major)

Syllabus as decided by UG BOS on 27.09.24

<b>Introduction to New Media (Semester -4 )</b>						
<b>JORDSC408T</b>						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Tutorial)
		Lecture	Tutorial	Practical	Total	
Major DS-08	5	4	1	0	5	50+50= 100

**Learning Objectives:**

- To familiarize the students with the fundamentals of new media technologies and its prospects in journalism.
- Discussing developments of theories and concepts to further understand virtual culture and digital journalism.
- To understand the complexities of digital world and liabilities.
- To study versatility in creating, developing, designing, and promotion of web contents.

**Learning Outcome :**

Students will be able to –

- Define New media and information society.
- List the characteristics of new media after learning the key concepts and theories.
- Understand the implications of digital culture and identify emerging issues from recent developments.
- Acquire the ability to deal critically with challenges of handling digital media.

**The Pedagogy:**

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom-based face to face teaching learning method
- Flipping the classroom which includes
  - a) Collaborative and Cooperative learning
  - b) Case-based learning
  - c) Brainstorming Approach
- Hands on Training

## JORDSC408T – INTRODUCTION TO NEW MEDIA

### Content (Theory)

**Marks: 50**

**Total No of Lectures:**

**Credits: 4**

**Hours/Week:**

#### **UNIT-1:Key Concept and Theory**

Defining New Media, terminologies, and their meanings – Digital media, new media, online media ;Definition, characteristic, types and scope.Information Society and New Media, Technological Determinism, Computer Mediated Communication (CMC), and Networked Society, digital divide, netizen, digital natives & digital immigrants.

#### **UNIT-2 :Understanding Virtual Cultures and Digital Journalism**

Introduction to www, e-mail, web browsers; search engines, Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; social media in Context, Activism and New Media

#### **UNIT-3 :Digitization of Journalism**

Authorship and what it means in a digital age, Piracy, Copyright, Copy left and Open Source, Digital archives, New Media and Ethics

#### **UNIT-4: Visual and Content Design**

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

### Tutorial - Internal Assessment

**Marks: 50**

**Total No of Lectures:**

**Credits: 1**

**Hours/Week:**

**1. Attendance** **Marks – 10**

**2. Presentation/ Home Assignment** **Marks – 20**

- PPT Presentation/ Seminar Presentation on Syllabus Related Topic (Any 1)
  - (PPT file- 10, Presentation- 5, Question – Answer -5)
  - (Seminar Presentation -10, Question Answer – 10)

**OR**

- **Home Assignment**
  - Designing and Publishing a Personal Blog/ Website

**3. Continuous Assessment/ Internal Assessment (CA/IA)** **Marks -20**

- Written Examination

**Suggested Readings:**

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In The Language of New Media. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
- Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, "Iran Protests: Twitter, the Medium of the Movement" Lemann, Nicholas. 2006. Amateur Hour: Journalism without Journalists.
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. Indian Journal of Gender Studies 12: 357-380