

Department Name: Journalism and Mass Communication

Semester - III

Course Title: Computer for Mass Media	Course Code: 24MJMCJ3E1
Total Contact Hours: 28	No. of Credits: 2
L:T:P: 2-0-0	
Internal Assessment Marks: 10	Duration of SEE: 1 Hours
Semester End Exam Marks: 40	

Course Description: Paper could explore the intersection of computing technology and its impact on mass communication platforms like television, radio, print media, and digital outlets. It might examine how computers facilitate content creation, distribution, and consumption, enhancing processes such as multimedia production, digital publishing, and online journalism.

Course Outcomes (COs):

At the end of the course, students will be able to:

1. use computer software and digital tools for creating, editing, and publishing multimedia content.
2. understanding of how advancements in computing technology have transformed traditional media practices.
3. critically analyze the ethical and legal challenges associated with the use of computers in mass media.

Unit	Description	Hours
1	Introductory concepts and applications of computers: Introduction to computers, History of Computer, Hardware and Software, Importance of computers	10
2	Computer applications: MS Office, Word, Power Point, Excel etc., Creating Charts, Graphs, Tables etc.	08
3	Media & Computers: Basic Designing for Print and Web Media Internet Usage, E-mail, Data Downloading, Uploading, Data Transfer, File Sharing, Streaming Media, Web Casting, Podcasting, Web Cam, Live Transfer of Audio and Visual Data, Blogging, Social Networking	10

References:

1. Introduction to Information Technology – R. Sarvana Kumar, R.Parameswaran, T.Jayalakshmi (S.Chand)
2. S Patnaik, Fundamentals of Information Technology, Dhanpat Rai & son, New Delhi
3. Anita Goel, Computer Fundamentals, Pearson India
4. Rajaraman,V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press.
5. Discovering computers 2010: Living in a digital world, Fundamentals (Shelly Cashman Series) – Gary B.Shelly and Misty E. Vermaat, March 10, 2009
6. Office 2010 All-in-one for dummies (For dummies [Computer/Tech]) – Peter weverka, May 10, 2010
7. Desktop publishing and design for dubbies – Roger C. Parker
8. The art and business of Photo editing – Selecting and evaluating images for publication – Bob Shepherd
9. Learning web design – A beginner’s guide to (X) HTML, Stylesheets and web graphics – Jennifer Niederst Robbins and Aaron Gustafson – June 15, 2007
10. The internet for dummies – John R. Levine and Margaret Levine Young, January 19, 2010