



**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**  
JNANASAGARA CAMPUS, BALLARI-583105

**Department of Studies in**  
**Journalism and Mass Communication**

**PG Diploma in**  
**Electronic Media Syllabus**

**PGDC**

**With effect from 2025-26 onwards**

## **INTRODUCTION:**

About a decade into it, few doubt that web journalism is distinct from print or broadcast media. The technical differences as well as the differences in presentation and content are obvious. Deeper distinctions are either emerging or are in the process of developing. Online media heralds the convergence of what were seen as components of print and broadcast media: text, graphics, audio and video. It is carried by a new technology that has linked virtually every corner of the world.

This course will teach students to identify news, develop story ideas, research and report information, write in a journalistic style, and publish or broadcast information by using internet. The course will prepare students for jobs with newspapers, magazines and Internet sites, as well as in radio and television and related fields, including public relations, political and corporate communications, and nonprofit organizations. A significant component of the course will focus on the ethics of the industry.

**DURATION OF THE COURSE:** 1 year.

**ELIGIBILITY:** One should complete PUC (pre university course) from recognized institute with minimum 50% from any college are eligible to seek admission to this course.

**FEE STRUCTURE:** As per University Rules

**INTAKE CAPACITY:** The intake capacity of this course is 30.

**AWARD OF DIPLOMA:** The student shall be eligible for the award of respective Diploma after he/she has successfully completed all the prescribed course programme and has secured minimum of marks in all papers.

## **COURSE OBJECTIVES:**

- To develop in students an understanding of Electronic Media and enable them to appreciate potential and limitations of Digital Media.
- To encourage students to appreciate and participate in Electronic Media researches.
- To develop skills to encourage the production of media messages using variety of digital tools.
- To introduce students to various career opportunities in Digital & Electronic Media.

## **COURSE DESCRIPTION:**

1. The program will commence from 2025-26 academic year. The academic session will be divided into two semesters, *followed by internship for a period of one month.*
2. In the first semester elements and concepts of various papers will be taken up along with practical/fieldwork wherever required. In this term major emphasis will be on conceptual inputs.
3. In the second semester students will be working individually and in groups to learn hands-on skills in various areas of the curriculum. The term also includes one-month industry attachment.
4. In examination and evaluation, a certain proportion of the total marks will be assigned to external faculty experts.
5. The students are advised to learn the use of computer, various softwares, including multi-media and internet during their stay at the Institute.
6. The university is Wi-Fi enabled.
7. While the institute has computer labs and limited number of still and video cameras which can be

used by students, those who can afford, are encouraged to have their personal laptops and professional digital camera.

8. The institute has the best library where students are encouraged to visit library regularly in their free time and in the periods assigned for library work.
9. The syllabus reflects SUGGESTED READINGS under various papers.

**Course Outcomes:**

After completion of the course student will be able to:

1. demonstrate an understanding of the key concepts, technologies, and trends in digital and electronic media, including various platforms and content delivery methods.
2. develop the ability to create, edit, and produce multimedia content such as videos, podcasts, blogs, and interactive media, utilizing industry-standard software and tools.
3. effectively craft and communicate narratives through digital platforms, understanding the role of storytelling in engaging audiences across various media types.
4. analyze current trends in digital media and evaluate how different types of content influence audience behavior, engagement, and retention.
5. examine ethical and legal considerations in the creation and distribution of digital media content, including copyright, privacy, and responsible digital communication.

## PGDIPLOMAINELECTRIONICMEDIA

### Course Structure

SEMESTER I		Title of the paper	L*	T*	P*	Total Credits	ESS	CA	Total
	I	CommunicationTheories	3	1	-	4	70	30	100
	II	Understanding Electronic Media	3	1	-	4	70	30	100
	III	Media Laws and Ethics	3	1	-	4	70	30	100
	IV	Multimedia Content Creation	2	-	2	4	70	30	100
	V	Data Journalism	2	-	2	4	70	30	100

SEMESTERII		Title of the paper	L*	T*	P*	Total Credits	ESS	CA	Total Marks
	VI	Introduction to CMS	2	-	2	4	70	30	100
	VI I	Digital PR and Corporate Communication	3	1	-	4	70	30	100
	VI II	Fact Checking and Verification	2	-	2	4	70	30	100
	IX	Social Media for Communications	3	1	0	4	70	30	100
	X	Emerging Technologies	3	-	1	4	70	30	100
		<b>InternshipReport</b>	-	-	2	2	-	-	-
		<b>TOTAL</b>				<b>42</b>			<b>1000</b>

L\*-Lecture,T\*-Tutorial,P\*-Practical

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-I**

<b>Course Title: Communication Theories</b>	<b>Course code: 25JMCPGDC1</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- To familiarize students with the concept of communication and media practices.
- To introduce them to prominent theoretical paradigms and models.
- To introduce students to the digital culture and new media environments to understand the potential and limitations of the same.
- To encourage them to assess the communication process, especially digital communication in light of social contexts and its effects.

**LEARNING OUTCOMES:**

- Students will be able to define key concepts related to communication and media practices
- Students will be able to identify and explain prominent theoretical paradigms and models in communication and media studies, illustrating their application to real-world scenarios.
- Students will be able to analyze the characteristics and impact of digital culture and new media environments, including their benefits and limitations.
- Students will be able to evaluate digital communication processes within various social contexts, assessing their effects and implications on society.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Understanding Communication:</b> Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication, Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication, Verbal and Non-verbal Communication: Types and Importance, Barriers to Communication, Media and Information Literacy	12
2	<b>Models and Theories of Communication:</b> Classical, Intermediary, Interactive, Transactional Models, Aristotle's definition of Rhetoric, Lasswell's Model, Berlo's SMCR Model, Charles Osgood Model, Media Effects: Hypodermic Needle, Two-Step/Multi, StepFlowTheory, Gatekeeping, Indian Communication Theories: Concept & Process (Sahridaya and Sadharanikaran, Natya Shastra)	12
3	<b>Digital Media Theories:</b> Concept and definitions of Digital Media, Concept and theories of Virtual Identity, Social and Para-social media, CMC and theories of Digital Media: Network theory, Mediatisation theory and actor-network theory, Online Disinhibition,	12
4	<b>Communication Research:</b> Defining Research: Various approaches to research, Types of research, Research Problem: Questions & Hypotheses, Theoretical Framework, Literature Review and Analysis, Synopsis Writing, Social Media Research, computer Assisted analysis, Social Media Analytics tools ( Hootsuite/ netlytics / Brand watch).	12

### **Suggested Readings:**

- ❑ McQuail,D.2010.*McQuail's Mass Communication Theory*. 6<sup>th</sup> Edition. London:Sage.
- ❑ Baran, S.J. & Davis, D.K. 2006. *Mass Communication Theory: An Introduction*. Indian Edition. South West Coengate Learning.
- ❑ Kumar,K.J.2017.*Bharatmein JanSanchar* Mumbai: Jaico Publishing House.
- ❑ Adhikari N., *Theory and Practice of Communication – Bharat Muni*, Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwa vidyalaya
- ❑ Fiske,J.1982.*Introduction to Communication Studies*. Routledge.
- ❑ DewdneyA. & Peter R. 2014. *The Digital Media Hand book*. 2nd Edition. Routledge. Oxon.
- ❑ Lipshultz,J.H.2014.*Social Media Communication: Concepts, Practices, Data, Law*. New York :Routledge.
- ❑ Sharma, R., (2015). 'Media Literacy and Governance :A study of Sangrampur Block in Bihar'. In *Democracy and Good Governance: Reinventing the Public Service Delivery System in India*, Rumki Basu, M. Badrul Alamand Furqan Ahmad. (eds.). India : Bloomsbury.
- ❑ Thusu,D.K.2010.*International Communication :AReader*. London: Routledge.
- ❑ Sreberny,A.1997. *Media in global context: Areader* London: Arnold.

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-I**

<b>Course Title: Understanding Electronic Media</b>	<b>Course code: 25JMCPGDC2</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- To introduce the basics of Digital Media and its characteristics.
- To explain the internet as a Medium and its practices
- To introduce student to the Digital Audiences and its types
- To describe about Digital Media Design and its techniques

**LEARNING OUTCOMES:**

- Students will be able to describe the fundamental concepts and characteristics of digital media, demonstrating an understanding of its various forms and functions.
- Students will be able to explain how the internet functions as a medium, including its key practices , challenges and opportunities
- Students will be able to identify different types of digital audiences and analyze their characteristics and behaviors
- Students will be able to outline fundamental principles of digital media design and apply various design techniques to create effective digital media content

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Understanding Media Landscape:</b> Early History of media & the role of the media in the Freedom Struggle, Forms of Media: Print, Cinema, Radio, Television, New Media, Social Media, Online gaming, Animation and VFX, OTT (Over the Top), Global Media Industry- Major Players, Ownership Dynamics, Market Share and recent developments	12
2	<b>Understanding Digital Media&amp; its Characteristics:</b> Understanding Digital Media: Evolution and Development, Digital Media Revolution: Mass Media Adaptation, Trends, Revolution, Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, Tele presence.	12
3	<b>Internet as a Medium &amp; Digital Audiences:</b> Understanding the internet and network communication, Analyzing internet mediums: blogs, forums, wikis, and social networking sites, Search Engine Strategies for Digital Audience Acquisition, Social Media Campaigns and Engagement.	12
4	<b>Digital Media: Political Economy &amp; International Relations:</b> Overview of key concepts in political economy and Digital media, Digital Media Ownership and Control: Exploration of consolidation trends in digital media.	12

**Suggested Readings:**

- ❑ Athique,A.(2013).*Digital media and society :An introduction*. John Wiley & Sons.
- ❑ Buckingham, D. (2007).*Youth, identity, and digital media* (p.216).The MIT Press.
- ❑ Dewdney,A., &Ride,P. (2006). *The Digital Media Handbook*. Rout ledge.
- ❑ Feldman,T.(2003). *An introduction to digital media*. Routledge.
- ❑ Lindgren,S.(2017). *Digital media and society*. Sage.
- ❑ Balbi,G.,& Magaudda,P. (2018). *A history of digital media: An inter media and global perspective*. Routledge.
- ❑ The Digital Media Handbook (2014) by Andrew Dewdney & PeterRide published by Atlantic Publishers & Distributor.

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-I**

<b>Course Title: Media Laws and Ethics</b>	<b>Course code: 25JMCPGDC3</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- To make student saw are of the Constitutional rights and duties
- To introduce students to legal and ethical issues of digital media and communication
- To familiarize students with digital media legal framework in India and its implication
- To identify and analyze ethical challenges pertaining to digital media communication

**LEARNING OUTCOMES:**

- Students will be able to describe their Constitutional rights and duties, explaining how these rights and duties impact their roles as citizens.
- Students will be able to identify and discuss key legal and ethical issues related to digital media and communication, demonstrating an understanding of its impact on media practices.
- Students will be able to outline the legal framework governing digital media in India, including key regulations
- Students will be able to compare and contrast digital media legal frameworks from different countries.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Introduction to Media Laws:</b> Concept of Ethics and Law, The Constitution of India, Fundamental Rights, Directive Principles of State, Fundamental duties, Censorship: Balancing Freedom of Expression with Social Responsibility, The impact of Digital Media on Freedom of Speech: Social Media, Blogs, and User-generated Content.	12
2	<b>Media Ethics: Media Accountability and Transparency:</b> Ethical Audits and Codes of Conduct, Journalists' Code of Conduct, Contempt of Court, Digital Ethics Code, 2021, AI Guidelines – MEITY, Ethical Journalism: Confidentiality, Source Protection, and the Public's Right to Know, Defamation, Libel, Slander, and Intellectual Property Rights.	12
3	<b>Acts, Regulations &amp; Regulatory Bodies:</b> Official Secrets Act, 1923, The Press Council Act, 1978: Objectives, Functions, and Limitations, The Cinematograph Act, 1952: Film Certification and Censorship, The Cable Television Networks (Regulation) Act, 1995, Telecom Regulatory Authority of India Act.	12
4	<b>Open Sources/Resources Movement in Digital Age:</b> Plagiarism, IPR, Copyright Act, 1957 and Copy left, Open Source Movement and need for open resources in communication, Creative Commons Licenses and their usages, Open access in Indian Education Sector (Inflibnet, National Digital Library, Repositories etc.)	12

### **Suggested Readings:**

- ❑ Basu, D.D. 1986. *Law of the Press*. 2<sup>nd</sup> Edition. New Delhi: Prentice Hall Inc.
- ❑ Beall, J. 2013. 'The Open-Access Movement is Not Really about Open Access' . *Triple C*. 11. 589-597. 10.31269/vol11is- s2pp589-597.
- ❑ Bist, R.S. & Mohanty, V.P. (N.D.). *Open Access Movements and Open Initiatives in India@ Infilibnet Centre, Ahmedabad* Accessed Online <https://ir.infilibnet.ac.in/bitstream/1944/1227/1/236-246.pdf>
- ❑ Duggal, P. 2018. *Cyber Law 3.0*. Universal, Lexis Nexis.
- ❑ Ess, C. 2020. *Digital Media Ethics*. 3<sup>rd</sup> Edition. Cambridge: Polity Press.
- ❑ Jordan, T. 2013. *Hacking: Digital Media and Technological Determinism*. Cambridge: Polity Press.
- ❑ Kashyap, S.C. 1994. *Our Constitution: An Introduction to India's Constitution*. New Delhi: National Book Trust.
- ❑ Lipschultz, J. H. 2022. *Social Media Law and Ethics*. New York: Routledge.
- ❑ Mangan, D. & Gillies, L.E. (eds.). 2017. *The Legal Challenges of Social Media*. Cheltenham, UK: Edward Elgar Publishing.
- ❑ Mittal, R. 2008. 'Cyber Laws'. In K. Sankaran & U.K. Singh (eds.) *Towards Legal Literacy: An Introduction to Law in India*. New Delhi: Oxford University Press. PP. 168-180.
- ❑ Packard, A. 2013. *Digital media Law*. 2<sup>nd</sup> Edition. Sussex: Wiley-Blackwell.
- ❑ Mhiripiri, N.A. & Chari, Tendai. (eds.). 2017. *Media Law, Ethics, and Polity in the Digital Age*. Hershey PA, USA: IGI Global
- ❑ Moor, J. 1985. 'What is Computer Ethics'. In *Metaphilosophy*, Vol 16, No. 4.
- ❑ Poster, M. 2004. 'The Mode of Information and Postmodernity'. In Blom, R. Karvonen, E. & Melin, H. (eds.). *The Information Society Reader*, New York: Routledge.
- ❑ Price, M.E., Verhulst, S.G. & Morgan, L. (Eds.) 2013. *Routledge Handbook of Media Law*. New York: Routledge.
- ❑ Stewart, D.R. (ed.) *Social Media and the Law: A Guide book for Communication Students and Professionals*. 2<sup>nd</sup> Edition. New York: Routledge.
- ❑ Thakurta, P.G. 2011. *Media Ethics*. 2<sup>nd</sup> Edition. India: Oxford University Press.

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-I**

<b>Course Title: Multimedia Content Creation for Journalism</b>	<b>Course code: 25JMCPGDC4</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- To make students aware about the Journalism Profession.
- To make students understand various types of journalistic writing
- To develop understanding of the importance of convergence in content creation.
- To acquaint students about the tools and techniques on multimedia content creation.

**LEARNING OUTCOMES:**

- Students should be able to demonstrate understanding of the field of journalism.
- Students should be able to understand various forms of journalistic writing
- Students will develop skills to create content in multimedia format.
- Students will be able to use appropriate software for multimedia content creation.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Introduction to Journalism:</b> Journalism: Concepts and Processes, History of Journalism, Types of Journalism, Elements and Functions of Journalism. Role of Journalism in Society: Journalism and Democracy, Concept of Fourth Estate, Introduction to Journalistic writes.	12
2	<b>Writing for News Media:</b> Fundamental of Reporting, Types of Reporting, Concepts and Elements of News, Press Releases, Editing Concept, processes and techniques, Basics of SEO, Editing for different platforms.	12
3	<b>Multimedia Journalism:</b> Evolution of Multimedia Journalism: Global and Indian Perspectives, Writing for print and the Web: Lab journals, magazines, e-magazines, News websites, blogs, etc, Elements of Digital Multi media :Text, Graphics, Audio, Video & Animation.	12
4	<b>Production Techniques and Methods:</b> Introduction to Photography, Composition, Rule of Thirds, etc, Video Production: Preproduction, production, post production, Sound basics and techniques and software, Video Editing-Adobe Premiere Pro, Layout Design (Typography &Graphics Design	12

### **Suggested Readings:**

- ❑ Adornato,A.(2017). *Mobile and social media journalism: Apractical guide* CQ Press.
- ❑ Burum,I.,&Quinn,S. (2015). *MOJO: Themobile journalism handbook: How to make broadcast videos with ani Phone or iPad*. Routledge.
- ❑ Dancyger,K.(2018).*The technique of film and video editing :history, theory, andpractice*. outledge.
- ❑ Quinn,S.(2011).*MoJo-Mobile Journalis Mintheasianregion*. KAS.
- ❑ Ward,M.(2013).*Journalism online*. Routledge.
- ❑ Yadav,Anubhuti(2022)*New Media Journalism :Emerging Media and New Practices in Journalism*, Sterling.
- ❑ ALJazeera. Mobile Journalism  
<https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalisn%20english.pdf>
- ❑ Twitter:Digital Media and Society Series (2013)by Dhiraj Murthy published by Atlantic Publishers & Distributors.

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-I**

<b>Course Title: Data Journalism</b>	<b>Course code: 25JMCPGDC5</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- Think Critically and deeply about data and data journalism
- Know how to access the big data and its integration and processing
- Able to find the sources of data and process of data gathering
- Able to analysis and visualize the data

**LEARNING OUTCOMES:**

- Students will be able to evaluate the credibility and relevance of various data sources and understand their implications for journalistic integrity.
- Students will develop a critical perspective on how data can be used to influence public opinion and policy, and will be able to articulate ethical considerations in data journalism.
- Students will be proficient in using tools and techniques to access and retrieve large datasets from various platforms and sources.
- Students will be able to apply methods for processing big data, such as cleaning,transforming, and preparing data for analysis.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Introduction to Data Journalism:</b> Definition and basics of data journalism, Story behind the data, Types of data and key tools (spreadsheets: rows, columns, cells, importing, sorting, filtering), Genealogies and origin of data journalism, Data Literacy, Issues with data	12
2	<b>Big Data Integration and Processing:</b> Introduction of Big Data (volume,velocity,variety, veracity), Accounting for method of Data Journalism (Excel functions: mean, median, max, min, rank), Data coding, mapping and charts	12
3	<b>Sources of Data :</b> Sources of Data & Data gathering, Government Data, Non-Government Data, Primary & Secondary Data, Running Survey and Data, CensusData, Assembling and Reassembling Data, Comparison operators, logical operators, missing values, filter, arrange, select, rename.	12
4	<b>Data Gathering, Analysis and Visualization:</b> Data Gathering and data investigation, Apps and their affordance for data investigation, Data Analysis Interpretation, Transformations, Data tabulation, Data visualization tools/Software.	12

### **Suggested Readings:**

- ❑ Gray, J., Chambers, L., & Bounegru, L. (2012). *The data journalism handbook: How journalists can use data to improve the news*. "O'Reilly Media, Inc."
- ❑ Bounegru, L., & Gray, J. (2021). *The Data Journalism Handbook: Towards a Critical Data Practice* (p.415). Amsterdam University Press.
- ❑ Hermida, A., & Young, M. L. (2019). *Data journalism and the generation of news*. Routledge.
- ❑ Tong, J. (2022). *Data for Journalism: Between Transparency and Accountability*. Taylor & Francis.
- ❑ <https://s3.eu-central-1.amazonaws.com/datajournalismcom/handbooks/The-Data-Journalism-Handbook-1.pdf>
- ❑ <https://learn.r-journalism.com/en/wrangling/dates/dates/>

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-II**

<b>Course Title: Content Management System</b>	<b>Course code: 25JMCPGDC6</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- To introduce students to broad types of content management systems of software so that they can express their creativity using technology.
- To acquaint and equip students with both theory and practical experiences on web development and digital content management so that they become industry-ready using coding as well as codeless web designing.
- To train students to become proficient in basic multimedia process using text, links ,interactive photos ,audio and video.
- To introduce students to the-commerce and creator economy where they may contribute in multimedia content generation commercially.

**LEARNING OUTCOMES:**

- Students will be able to identify and describe various types of CMS software for creative technologies.
- Students will be able gain industry-ready skills in web development and digital content management with both coding and codeless design.
- Students will be able to develop proficiency in creating multimedia content using text, links, interactive photos, audio, and video.
- Students will be able understand the e-commerce and creator economy to generate commercial multimedia content.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Introduction to CMS:</b> Introduction to CMS, Components and Features of CMS, How Does CMS Work, Types of CMS-Opensource & Commercial CMS, Characteristics and Advantages of Open Source CMS, How to Build a Website with aCMS software.	12
2	<b>Introduction to HTML :</b> History of HTML, Types /Version and Purposes of HTML, Basis of HTML: Tags & Attributes, HTML Element, HTML Codes, Web Browsers and Page Structure, Different uses of HTML: Webpages development, Web document Creation, Data entry support and HTML tables, Multimedia and embedding, Internet navigation, HTML forms, Responsive images on web pages	12
3	<b>Working with Word Press:</b> Introduction to Word press: Benefits and features of Word press; Kinds Of Websites supported by Word press, Business websites, e-Commerce stores, Blogs, Portfolios, Resumes, Forums, Social net works, Information portal,	12
4	<b>Design and Development of Digital Portal:</b> Scope of Web Portal Development: Domain, Web Hosting and Sign Up, Web Page Design, Development, Types of Websites: Online store, Portfolio, Blog, Landing page, Resume, Event site, Brand website, WebsiteGraphics-WebsiteCopy-BuildtheWebpage.	12

**Suggested Readings:**

- ❑ Cordova, Michael (2017). *Wordpress Websites For Business: How Anyone Can Maximize Website Performance And Results*. Published by Wildblue Press
- ❑ Dobbs, Walter (2022). *Wordpress: How to Build a Wordpress Website on Your Own Domain From Scratch*. Published by Tyson Maxwell
- ❑ Hauschildt, Sofia (2010). *CMS Made Simple 1.6: Beginner's Guide*. Published by Packt Publishing Limited
- ❑ Mehta, Nirav (2010). *Choosing an Open Source CMS: Beginner's Guide*. Published by Packt Publishing Limited; Illustrated edition
- ❑ Yates, Leopold (2022). *HTML Coding: Learn The Fundamentals Of Web Design With This Comprehensive Guide On Website Formatting*. Notion Press, Chennai.

**Weblinks:**

- ❑ <https://www.w3schools.com/html/>
- ❑ <https://html.com/>
- ❑ <https://wordpress.com/>
- ❑ <https://www.sitecore.com/knowledge-center/>
- ❑ <https://visme.co/blog/how-to-design-a-website/>
- ❑ <https://xbsoftware.com/blog/website-development-process-full>

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-II**

<b>Course Title: Digital Marketing, Advertising, PR and Corporate Communication</b>	<b>Course code: 25JMCPGDC7</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- To study the growth, impact and implications of digital media in the context of Public Relations and corporate communication.
- To give hands-on- training to students on digital tools
- To familiarize students with the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To study the evolution of corporate communication and its expanded role in organizational and marketing communication.

**LEARNING OUTCOMES:**

- Students will be able to analyze the growth, impact, and implications of digital media in Public Relations and corporate communication.
- Students will be able to use digital tools through hands-on training.
- Students will be able to understand the role and scope of PR in management, including its various tools and emerging importance in different areas.
- Students will be able to examine the evolution of corporate communication and its expanded role in organizational and marketing communication.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Understanding Marketing:</b> Introduction to Marketing: Concepts, Process, Purpose, Principles and Characteristics, Types or formats of Marketing-Service, Retail, Direct, Digital, Network, Social, Influencer, Understanding Market Characteristics: Market Size, spread, Dynamics, Stage of Need Evolution, Market Development.	12
2	<b>Advertising Concepts:</b> Definitions, Concepts, Role, objectives, Functions, significance and types of advertising, Advertising a satool of Communication, Role of advertising in Marketing mix, Advertising Theories and Models, Copy writing for advertising, Advertising statutory Bodies in India	12
3	<b>Introduction to PR:</b> Concepts, Definitions, Role, Scope, Functions, New Emerging Trends, Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other, Understanding various concepts, viz. ,PR, Press Agency, Publicity, Propaganda.	12
4	<b>Corporate Communication:</b> Definition, Role, Scope, Functions & Relevance of Corporate Communication, Defining and Segmenting Stakeholders in Corporate Communication, Internal and External Communication, Elements of a Corporate Communication Plan, Corporate Social Responsibility, Emerging Practices in CC.	12

### **Suggested Readings:**

- ❑ Gupta, Seema (2020). *Digital Marketing*. Published by McGraw Hill; Second edition
- ❑ Jethwaney, Jaishri (2018). *Corporate Communication: Principles And Practice*. Published by SAGE Publications Pvt. Ltd; Second edition
- ❑ Narayan S, Narayan S (2016). *India Connected: Mapping the Impact of New Media*. Published by Sage
- ❑ Schmidt, E. & Cohen, J. (2013). *The New Digital Age*. Published by John Murray
- ❑ Shrivastava, K.M. (2013). *Social Media in Business and Governance*. Published by Sterling Publishing.

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-II**

<b>Course Title: Fact Checking and Verification</b>	<b>Course code: 25JMCPGDC8</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- Recognize the problem of misinformation and disinformation in India and across the world
- Define different types of misinformation from Satire to Imposter content
- Analyze various type of Media Content
- Fact-check content using variety of tools and techniques

**LEARNING OUTCOMES:**

- Students will be able to recognize the problem of misinformation and disinformation in India and globally.
- Students will be able to define different types of misinformation, from satire to imposter content.
- Students will be able to analyze various types of media content.
- Students will be able to fact-check content using a variety of tools and techniques.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Introduction to Misinformation:</b> Misinformation and Disinformation across the world, Misinformation ecosystem in India, Why and How of Information Disorder, Filter Bubble, Echo Chamber, Biases, Social Media Giants and their role	12
2	<b>Types of Misinformation and Disinformation:</b> Misinformation, Disinformation and Mal information, Satire- The role satire websites and parody handles in spreading misinformation, MisleadingContent, Imposter Content, FabricatedContent, FalseContext, FalseConnection.	12
3	<b>Fact checking Visuals (Photos and Videos):</b> Power of Visuals, Visuals as vehicle of misinformation and disinformation, Keyword Search (Key word Planner), Google Reverse Image Search, Search in g images on other search engines like Baidu and Yandex- Tineye, Reveye ; Google lens, Remove Background for search (Removebg), Manipulated Photo-Foto forensics, Forensically, Identifying Faces-Pimeyes, Advanced Video search.	12
4	<b>Social Media Audit:</b> Advanced Twitter search, Advanced Face book search, Analysing followers, hashtags etc, Who is look-ups–domain tools, Who posted what? Tweet deck, Crow tangle, Identifying website creator.	12

## Suggested Readings:

- ❑ Bradshaw, Samantha, and Philip N Howard. 'Challenging Truth and Trust: A Global Inventory of Organized Social Media Manipulation', n.d., 26.
  - ❑ Routledge & CRC Press. 'Fake News: Falsehood, Fabrication and Fantasy in Journalism'. Accessed 22 June 2022. <https://www.routledge.com/Fake-News-Falsehood-Fabrication-and-Fantasy-in-Journalism/McNair/p/book/9781032178875>.
  - ❑ Mathis-Lilley, Ben. 'Bashar Al-Assad Uses Phrase Fake News in Dismissing Amnesty International Torture Report'. *Slate*, 10 February 2017. <https://slate.com/news-and-politics/2017/02/assad-amnesty-torture-report-part-of-fake-news-era.html>.
  - ❑ Meyer, Robinson. 'Why It's Okay to Call It "Fake News"'. *The Atlantic*, 9 March 2018. <https://www.theatlantic.com/technology/archive/2018/03/why-its-okay-to-say-fake-news/555215/>.
  - ❑ Posetti, Julie, and Alice Matthews. 'A Short Guide to the History of Fake News and Disinformation', n.d., 20.
- Ethan Zuckerman. 'Stop Saying "Fake News". It's Not Helping.', 31 January 2017. <https://ethanzuckerman.com/2017/01/30/stop-saying-fake-news-its-not-helping/>.
- ❑ Misinformation Age: How False Beliefs Spread by Cailin O'Connor, James Owen Weatherall
  - ❑ Media Literacy: Keys to Interpreting Media Messages by Art Silverblatt, Anubhuti Yadav, Vedabhyas Kundu
  - ❑ 11 Ways to Spot Fake News (White-Collar Migrant Worker Book 2) by Gerald Everett Jones
  - ❑ Fake News & Cyber Legal Approaches in India by Dr. Pavan Duggal
  - ❑ Fake News (Beyond Steampunk Book 2) by Joseph B. Cadotte
  - ❑ The Psychology of Fake News: Accepting, Sharing, and Correcting Misinformation by Rainer Greifeneder, Mariela Jaffe, Eryn Newman, Norbert Schwarz
  - ❑ India Misinformed: The True Story by Pratik Sinha, Dr Sumaiya Shaikh and Arjun Sidharth

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-II**

<b>Course Title: Social Media for Communication</b>	<b>Course code: 25JMCPGDC9</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- To build understanding of social media, its evolution and use cases in the field of communication
- To introduce students to the social media landscape
- To introduce current ethical and legal landscape for working in social media
- To make students understand the role of social media in Research: Listening, Monitoring and Analysis

**LEARNING OUTCOMES:**

- Students will be able to understand social media, its evolution, and use cases in communication.
- Students will be able to navigate and comprehend the social media landscape.
- Students will be able to grasp the current ethical and legal considerations
- Students will be able to understand the role of social media in research

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Understanding Social Media:</b> Role, Scope and Evolution of social media, Social Media Landscape, Social Media habits and preferences, Ethical and Legal Framework, Case studies: Social Media for Communication.	12
2	<b>Social Media for Research:</b> Research in Social media practices, Listening and Monitoring in social media, Metrics: Types of Metrics, Social Media Monitoring and Listening Tools, Developing Monitoring and Listening Plan.	12
3	<b>Strategic Planning for Social Media:</b> Goals, Objectives strategy and Tactics for Social Media campaign, Research for Social Media Plan-Understanding market and audiences, Developing Social Media Plan	12
4	<b>Creating and Managing Content for Social Media:</b> Content Marketing, Tools to Create Content :Text, Audio, Video, Curating Content, Measurement and Evaluation-AMECTemplate, Case studies on Social Media for Journalists, Social Media for Public Relations, Social Media for Advertising, Social Media for Corporate Communication, Social Media for Development.	12

### Suggested Readings:

- ❑ Adornato, A. (2017). *Mobile and social media journalism: A practical guide*. CQ Press
- ❑ Shrivastava, K.M. (2013). *Social Media in Business and Governance*. Published by Sterling Publishing
- ❑ Siarto, Allie & Cole, T. Richard (2013). *Monitoring & Measuring Social Media: Monitoring and Analyzing Conversations in Social Media*. Published by Racom Communications
- ❑ Bradshaw, Samantha, and Philip N Howard. 'Challenging Truth and Trust: A Global Inventory of Organized Social Media Manipulation', n.d., 26
- ❑ Wilson. (2019). *The Social Media Journalist Handbook*, Routledge. Atlantic Publishers & Distributors.
- ❑ E. Katz, & K. Mays. (2019). *Journalism & Truth in Age of Social Media*. Atlantic Publishers & Distributors.
- ❑ Mortensen, M., Neumayer, C., & Poell, T. (2018, December 19). *Social Media Materialities and Protest*. Routledge.
- ❑ Birks, J. (2019). *Fact-checking journalism and political argumentation: A British perspective*. Springer Nature
- ❑ Palumbo, M. (2023). *Fact-Checking the Fact-Checkers: How the Left Hijacked and Weaponized the Fact-Checking Industry*. Liberatio Protocol.
- ❑ Zimdars, M., & McLeod, K. (Eds.). (2020). *Fake news: Understanding media and misinformation in the digital age*. MIT Press.
- ❑ Baume, S., Boillet, V., & Martenet, V. (Eds.). (2021). *Misinformation in referenda*. Routledge

**Name of the Department: Journalism and Mass Communication (PGDC)  
Semester-II**

<b>Course Title: Emerging Technologies</b>	<b>Course code: 25JMCPGDC10</b>
<b>Course Credits: 4</b>	<b>Contact Hours: 48</b>
<b>Internal Assessment Marks: 30</b>	<b>Semester End Examination(SEE): 70</b>

**OBJECTIVES:**

- To introduce students with basics of emerging technologies in the Digital Media Industry
- To acquire skill and knowledge on the principles and techniques of artificial intelligent systems and their practical applications relevant to digital media.
- To analyze, differentiate, and evaluate the differences between current augmented reality and virtual reality devices and have practical exposure with their respective environments, uses, perils, and promise
- To identify and learn various practical applications for virtual reality technologies in human interaction/communication

**LEARNING OUTCOMES:**

- Students will be able to demonstrate a clear understanding of the basics of emerging technologies in the digital media industry.
- Students will be able to acquire knowledge of the principles and techniques of artificial intelligence systems.
- Students will be able to analyze and differentiate between current AR and VR devices.
- Students will be able to identify and demonstrate the use of VR technologies in various human interaction and communication scenarios.

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	<b>Artificial Intelligence:</b> Scope of Artificial Intelligence: Definition, goals and applications, Different types of AI-based systems, AI tools, Applications of AI in media and other fields: AI in Controlling Bias-AI in Social Media-AI in Automated Journalism, AI & Society: Ethical challenges accompanying AI automation/augmentation.	12
2	<b>Augmented Reality:</b> Augmented Reality Concepts, Definition and scope of Augmented Reality, Augmented Reality as a Digital Media experience, Applications of AR, Augmented Environments and Digital Media Forms, Disadvantages /Dangers of AR, Benefits of Augmented Reality.	12
3	<b>Virtual Reality:</b> Introduction to Virtual Reality: Concepts and Definitions, History of VR and VR Development Fundamentals, From Greek theater to immersive worlds, Types of Virtual Reality: Immersive, Non-immersive, Collaborative, web based, How Virtual Reality Works and practical applications for virtual reality technologies in human interaction/communication.	12
4	<b>Entrepreneurship and Innovation:</b> Understanding the market, Exploring revenue opportunities, Developing Product, Growing Community, Entrepreneurial journalism, Content Strategy, Platforms and Ecosystem, Digital Innovations environment–organizational, legal, ethical and security issues.	12

### **Suggested Readings:**

- ❑ Abernathy, Muse Penelope & Sciarrino, JoAnn (2018). The Strategic Digital Media Entrepreneur. Published by John Wiley & Sons; Illustrated edition.
- ❑ Bucher, John (2017). Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives. Published by Routledge; 1st edition
- ❑ Connock, Alex (2022). Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age. Published by Routledge; 1st edition (18 November 2022)
- ❑ Daniela, Linda (2020). New Perspectives on Virtual and Augmented Reality. Published by Routledge; 1st edition
- ❑ Goel, Lavika (2021). Artificial Intelligence: Concepts and Applications. Published by Wiley India Pvt Ltd (1 January, 2021)
- ❑ Guha, Suman (2022). Win the Digital Age with Data: How to Use Analytics to Build Products That Customers Love. Published by Notion Press; 1st edition
- ❑ Idemudia, C. E. (2019). Handbook of Research on Social and Organizational Dynamics in the Digital Era. Published by IGI Global
- ❑ Konasani, Reddy Venkata & Kadre, Shailendra. Machine learning and Deep learning using Python and TensorFlow. Your Published by McGraw Hill; first edition (8 October, 2021); McGraw Hill Education (India) Private Limited, B-4, Sector-63, Dist. Gautam Budh Nagar, Noida – 201301, UP
- ❑ Pradhan, Manaranjan & Kumar, Dinesh U (2019). Machine Learning using Python. Published by Wiley India Pvt. Ltd.
- ❑ Rich, Elaine; Knight, Kevin & Nair, B. Shivashankar (2017). Artificial Intelligence. Published by McGraw Hill Education; 3rd edition
- ❑ Russell, Stuart & Norvig, Peter (2015). Artificial Intelligence: A Modern approach. Published by Pearson Education India; 3rd edition (1 January 2015)
- ❑ Schmalstieg, Dieter & Höllerer, Tobias (2016). Augmented Reality: Principles & Practice. Published by Pearson Education India; First edition
- ❑ Shetty, G. Chetankumar (2020). Augmented Reality: Theory, Design and Development. Published by McGraw Hill; First edition (5 August 2020); McGraw Hill Education (India) Private Limited, B-4, Sector-63, Dist. Gautam Budh Nagar, Noida – 201301, UP.

## **QP Pattern**

### **Department of Journalism and Mass Communication (PGDC)**

**Paper Code:**

**Paper Title:**

**Time: 3 Hours**

**Max. Marks: 70**

#### **PART-A**

**Answer any 10 of the following. (All questions are compulsory (10x2=20))**

- 1.**
- a.**
- b.**
- c.**

#### **PART-B**

**Answer any 5 of the following (Total number of questions to be asked-7)(5x6=30)**

- 2.**
- 3.**
- 4.**
- 5.**
- 6.**
- 7.**
- 8.**

#### **PART-C**

**Answer any 2 of the following (Total number of questions to be asked-3) (2x10=20)**

- 10.**
- 11.**
- 12.**

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