

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Sandeep Kumar

Course BAMC , EVEN Semester

Govt PG College, Ambala Cantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

PO1- Acquire knowledge related to the discipline under study.

PO2 - Communicate and reflect effectively and efficiently on the issues related to the discipline.

PO3- Exhibit the professional skills and competencies acquired during the Programme of study.

PO4- Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

PO5- Explore, analyze and provide solutions to the problems related to the discipline and life.

PO6 - Develop exposure to actual working environment leading to employability and entrepreneurship.

PO7- Exhibit scientific & research capabilities in academic, professional and general life pursuits.

PO8- Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

PSO1 - Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

PSO2 – Learn communication and professional skills related to various fields of mass communication.

PSO3 - Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

PSO4 - Become ethically committed media professional adhering to the human values and the values of the Indian culture.

PSO5 - Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

Paper-XVII

New Media

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I

Internet as a medium of communication
History and evolution of internet
Reach and access of Internet in India
Various applications of Internet

Unit-II

Growth and development of online journalism in India.
Important news websites and their characteristics
Characteristics of online journalism- hypertext, multimedia; online aesthetics — content, design, colours, font, templates, navigation bars, and hyperlinks

Unit-III

Online Writing & Editing: do's and don'ts
Live writing
Participatory journalism; portals;
Blogging, podcasting, video casting, micro blogging.

Unit- IV

Web team members – project manager, visualizer, graphics designer, animator, audio-video expert, web site manager
Web and its uses in different media
Web as a medium of communication
Social impact of Web and Various Social Media Platform

Reference Books:

- Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
- The New Media Handbook — Andrew Dewdney and Peter Ride
- The Cyberspace Handbook — Jason Whittaker

BAMCPaper- XVII – New Media

Course objectives: This course is designed to make the students aware about the concept of new media, online journalism writing, editing and designing.

Course Learning Outcomes:

After completing the Course, the student will be able to:

1. explain New Media, its origin and evolution and impact on readers, business and society.
2. distinguish New Media from print and electronic media.
3. identify the milestones of internet journalism in India and worldwide.
4. define important terms of digital world.
5. explain the role of a New Media Journalist.

BAMC_SEMESTER_IV_New Media

15-01-2024 to 30-04-2024

Week 1	Internetasamediumofcommunication,Historyand Evolutionofinternet
Week 2	Reach andaccessof InternetinIndia
Week 3	Variousapplicationsof Internet
Week 4	GrowthanddevelopmentofonlinejournalisminIndia
Week 5	Importantnewswebsitesandtheircharacteristics
Week 6	Characteristicsofonlinejournalism-hypertext,multimedia
Week 7	onlineaesthetics— content,design,colours,templates,navigation bars,and hyperlinks
Week 8	OnlineWriting&Editing:do’s anddon’ts
Week 9	onlineaesthetics —content,design,colours,font,navigationbars,andhyperlinks
Week 10	LivewritingParticipatoryjournalism
Week 11	HoliVacations
Week 12	Portals;Blogging,podcasting
Week 13	videocasting,microblogging
Week 14	Webteammembers—projectmanager,visualizer,graphicsdesigner,animator,
Week 15	audio-videoexpert,websitemanager
Week 16	Revision
	ExamStarts01-05-2024