



# HARIDEV JOSHI UNIVERSITY OF JOURNALISM AND MASS COMMUNICATION,

INFORMATION CENTRE, SAWAI RAM SINGH ROAD, JAIPUR-302004 (RAJ.) Tel. 0141-2373761-62

## **Regulation and Syllabus relating To Master of Journalism (Electronic Media)**

### **M.J. (E.M.) PG Degree Examination**

#### **Semester System (with effect from 2013-14)**

1. The course for the M.J.(E.M.) degree examination shall be of 2 years duration, consisting of four semesters, two in Previous and two in Final Year of the course.
2. Candidates seeking admission into the M.J. (E.M.) Course shall be required:
  - a. To have passed any Bachelor degree of any recognized university
  - b. To have passed the entrance test/screening conducted by Haridev Joshi University of Journalism and Mass Communication, Jaipur subsequently to become eligible for the purpose of admission. The question paper shall include the following:
    1. Journalism and Mass Communication
    2. Current Affairs and General Knowledge
    3. Language skills
  - c. No. of students to be admitted in an academic year : 30
3. Admission procedure: Admission into the course shall be made according to the rules as prescribed by the university from time to time.
4. Academic requirements:
  - a. The two-year study consists of four semesters, covering theory papers and practical.
  - b. Every student shall be required to attend 75% of theory and practical classes individually in all the four semesters.
  - c. Every student shall work for the practice journal or news bulletin and studio-Presentation under the guidance of the teaching faculty of the department.
  - d. Students in the second, third and fourth semester shall undergo an internship in any media organization for a period of one month and produce a certificate to that effect from the organization concerned. The members of the teaching faculty also will undergo training from time to time and do internships in their respective fields.
  - e. No student shall be allowed to appear for the examinations (both theory and practical) Admission procedure: Admission into the course shall be made according to the rules as prescribed by the university unless he/she produces a certificate of completion of all the academic requirements (practice journal or, news bulletin, audio and video cassettes, internship certificate and professional tour) as the case may be.
  - f. Students are required to take active part in seminar workshops etc., wherein they should present papers and participate in the discussion that follows.

**MJ (E.M), HJUJ**  
**Scheme of Examination**

SUBJECT CODE	SUBJECT TITLE	THEORY PAPERS		DURATION	TOTAL MARKS
		Internal Exam	External Exam		
<b>Semester I</b>					
EM 101	Introduction to Journalism and Mass Communication	30	70	3 hours	100
EM 102	Understanding Contemporary India	30	70	3 hours	100
EM 103	News Concepts and Reporting Techniques	30	70	3 hours	100
EM 104	Photography	30	70	3 hours	100
<b>Semester II</b>					
EM 201	Radio Production	30	70	3 hours	100
EM 202	Television Journalism	30	70	3 hours	100
EM 203	Media Ethics & Laws	30	70	3 hours	100
EM 204	Computer Applications in Media	30	70	3 hours	100
<b>Semester III</b>					
EM 301	Television Production theory	30	70	3 hours	100
EM 302	Television Production practical	30	70	3 hours	100
EM 303	Cinema Studies	30	70	3 hours	100
EM 304	Advertising ( Electronic media)	30	70	3 hours	100
<b>Semester IV</b>					
EM 401	Photojournalism & Visual Communication	30	70	3 hours	100
EM 402	Documentary Film Production	30	70	3 hours	100
EM 403	New Media Technology	30	70	3 hours	100
EM 404	Dissertation	30 Viva-Voce	70	3 hours	100

\*Besides the Papers, students will have to undergo **Internship** in Media Organizations – about one month

## **Paper-EM-101**

### **Introduction to Journalism and Mass Communication**

#### **Unit – 1**

##### **Introduction to Communication**

- Communication – Definition, Concept, process and functions
- Types and Models of Communication, Changing concept of communication in Indian Context
- Mass Communication: Definition, Type, Functions and Role in Society Mass Media and its effects on audience, merits and demerits of different media

#### **Unit – 2**

##### **Theories of Communication**

- Theories of Communication – Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory
- Normative Media Theory – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, New Normative media Theory- Developing Nations Media Theory, Democratic Participant Media Theory.
- Interactive Theory
- Psychological & Individual differences Theory

#### **Unit – 3**

##### **Journalism: Concept, Objective and Functions**

- Elements, Foundations and Role of Journalism in Society
- Journalism and Democracy: Concept of Fourth Estate
- Journalism and its accountability: Journalistic Ethics
- Journalism: Contemporary Issues and Debates
- Journalism in Changing Times: As a Mission, Profession and Business
- Types: Yellow Journalism, Citizen Journalism, Alternative Journalism, Development Journalism

#### **Unit -4**

##### **Communication Research**

- Introduction to Research
- Media Research: Meaning and Concept
- Types of Research
- Difference between social research and media research
- Methods of Media Research-Scientific method, survey, content analysis, case study and observation.
- Interface between Research and Journalism

#### **Unit 5**

##### **Research Design**

- Formulation of Hypothesis
- Sampling techniques in Media Research.
- Data collection sources- Primary and Secondary sources
- Tools of Research- questionnaire , schedule and interviews
- Statistical methods
- Report writing, data analysis techniques
- Preparation of research report
- Ethical perspective of mass media research.

## **Paper-EM -102**

### **Understanding Contemporary India – Issues and Concerns**

#### **Unit 1:**

##### **Brief History of Contemporary India**

- The Idea of India: Myth and Reality.
- History of Freedom Struggle: 1857-1947 – Highlights and Legacies
- Era of Congress: 1947-67; Emergence of Non-Congress parties: 1967-77.
- Era of Uncertainty 1977- 91; emergence of revivalist forces
- India after Globalization -1991-1999: Era of liberalization and political alliances.
- Post-2000: Revival of Regional and Coalition Politics.

#### **Unit 2:**

##### **Indian Political System and Constitution**

- Democracy; Parliament, Political parties and election system.
- Governance: Parliament, Executive and judiciary.
- Main features of the Constitution: Secularism, Social justice, Federalism.
- Rights and Duties of citizens.
- Directive Principles of State.
- Local Governance and Panchayati Raj- Structure, role, functions.

#### **Unit 3:**

##### **Economic System of India**

- Main features and trends of Indian economy.
- Management of Economy: Finance Ministry, Planning Commission, Reserve Bank.
- Problems of Poverty, Hunger, Malnutrition, Unemployment.
- Agrarian crisis and problems of Rural India.

#### **Unit 4:**

##### **Law Enforcement Institutions**

- Legal system and police.
- Judiciary: Constitutional provisions; Supreme Court, High Courts, Lower Courts.
- IPC and CRPC.
- Police structure: Commissions for police reform.
- Police and society.
- Debates on judiciary: Pending cases and Delay in justice
- RTI – A New Hope

#### **Unit 5:**

##### **Prominent Contemporary Issues**

- World Wars, Cold War, neo colonialism; Global Context - Bipolar to Uni-polar World.
- Theory of Clash of Civilizations; Rise of Terrorism.
- Divisive, Diversionary Politics and Economic Reforms.
- Communalism, Caste-ism, Corruption and Regionalism.
- Criminalization of Politics and role of money in politics ; Electoral reforms.
- Social Movements and Policy Changes.
- Women's empowerment and Gender Justice.

## **Paper-EM-103**

### **News Concepts and Reporting Techniques**

#### **Unit-1:**

##### **News gathering process: Sources of information, Observation and Research**

- Meaning, Definition and Concept of News,
- Sources of News gathering, News Value and elements of news
- Type of News – Hard and Soft News
- Role and Importance of Sources
- Different types of Sources
- Examining and testing News Value
- Changing Concept of News: Factors and Issues
- Future of News: Public to Personal

#### **Unit 2:**

##### **Different types and formats of News Reports**

- Factual and Routine News.
- Analytical, Interpretative and Descriptive News.
- Investigative news and Research based or in-depth news.
- Risks of Reporting.
- Qualities of a good Reporter; responsibilities and rights.

#### **Unit-3:**

##### **News writing process**

- Principles of News Writing, Problems in News Reporting, off the record and on the record, follow up of stories Concept of credibility in News Reporting.
- Structure of News: Five Ws and One H.
- Selection of Information, Writing Intro/Lead, Body.
- Different types of Intro/Lead.
- Organising the News Story: Angle, Attribution, Quote, Background and Context.
- Checking Facts: Ensuring Accuracy, Objectivity and Balance in News Story.
- Writing for magazines and Journals.
- Writing for news agency, writing for television, writing for radio.

#### **Unit 4:**

##### **Different Styles of News writing**

- Inverted pyramid style: Concept, development, writing process, merits and demerits.
- Feature style: Concept, development, writing process, merits and demerits.
- Sand clock style: concept, development, writing process, merits and demerits.
- Interviews: definition, types & preparation of Interviews, qualities of good Interviews.
- Press Release, Press Conference, Press briefing, Meet the Press, Press Room and Press tours.

#### **Unit 5:**

##### **Language of News - Principles and Practices**

- Attributes of News: Clarity, Precision. Conciseness.
- Pitfalls in use of language: Jargons, Clichés, Metaphor etc.
- Mind your Language and Expressions: Bias, Prejudices etc.
- Pejorative, Connotative vs. Denotative words and meanings.

## **Paper-EM -104**

### **Photography**

#### **Unit 1:**

##### **Introduction to Photography**

- History and development of photography
- Photography – elements and principle
- Types of Camera- Box camera, Polaroid cameras Single lens reflex cameras, Auto SLR cameras, Twin lens reflex cameras & Digital cameras
- Principles of composition, subject and Basic lighting.

#### **Unit 2:**

##### **Equipments of Photography**

- Photographic equipments-lens types and functions, film-types and functions, Tripod, Flash, lens-hood, reflectors & other accessories
- Shots, Focus, Aperture, Shutter speed, Selection of subject, , depth of field, focal length
- White Balancing, types of exposure, ,exposure techniques,
- Photographic filters and effects, Exposure meter.

#### **Unit 3:**

##### **Techniques of Photography**

- Photographic techniques-blur, freeze, panning,
- Selective focusing, Frame within frame
- Zooming, Multi Exposure, long Exposure, Panorama,
- Montage, Fill in flash, , flash away from camera, Candid Photography

#### **Unit 4:**

##### **Taking Photographs in Different Situations**

- Different types of photographs -Portrait and Still
- Wild life, Environment, Landscape, Industrial Disasters
- Photography for Advertising, Sports
- Conflicts, War, Political and Social Photography

#### **Unit 5 :**

##### **News and Photophy**

- News values for pictures; photo-essays; photo features
- Qualities essential for photo journalism
- Digital Photography
- Impact of Technology

## **Paper-EM-201**

### **Radio Production**

#### **Unit-1 :**

##### **Basics of Radio Production**

- Radio as a Medium of Mass Communication
- Microphones- Types and Importance
- Radio Studio Set up
- Recording Equipments

#### **Unit-2 :**

##### **Radio Writing**

- Writing for Radio - Concepts
- Art of writing different Radio Programme Formats: Talk, Radio Play
- Feature, Interview, etc.
- Radio as a tool of development

#### **Unit-3 :**

##### **Radio News Production**

- Voice Training – Effective use of voice – enunciation, flow, pronunciation, modulation
- Radio Interviews - Preparing and Planning, Types of Interviews on Radio, Online interview techniques
- Moderating Skills for Radio Discussion Programmes
- Handling Interactive Live Transmission

#### **Unit-4 :**

##### **Future of Radio**

- FM, Online Radio
- Visual Radio
- Satellite Radio
- Community Radio: Concept & Imp

## **Paper-EM-202**

### **Television Journalism**

#### **Unit -1 :**

##### **Understanding the medium**

Evolution and development of TV; Strengths and weaknesses of the medium; History of TV in India-SITE, Terrestrial, Cable and Satellite; Public Service and Commercial TV Broadcasting; Production and transmission technology; Working of a TV Camera: various camera parts, shots and angles for news coverage, types of ENG cameras; Understanding sound, light and colour.

#### **Unit -2 :**

##### **Organisation and Working of the Newsroom**

The TV newsroom-Input, Output, Assignment Desks; Functionaries and their roles in a news room-reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists; News Flow from the field to going on air.

#### **Unit -3 :**

##### **TV News - Reporting and Skills**

News values, significance of timeliness, news as it happens; sources of news, news agencies; breaking news: definition and practice; news priorities for TV, comparison with other news media; **Reporting Skills:** understanding deadlines, gathering information, cultivating sources, spotting, developing and designing a story ; **Presentation Skills:** VO's, voice modulation, diction, screen presence, body language; Piece-to-camera, phones; **Interview Skills :** significance of sound-bites, getting good sound bites; vox pops, door-steppers, detailed news interviews.

#### **Unit -4 :**

##### **Writing / Scripting for TV News**

Writing to Pictures, thinking audio and video; Conversational style: words, visuals and writing in 'aural' style; Elements and Formats of News Script; Preventing information overload and Permitting visuals to breathe: the significance of silence and Natural Sounds; Writing News Features and News Documentaries; Content of news: writing Anchor Leads, voice over scripts, PtoCs, headlines, drafting of news scrolls; updating information; the human touch.

#### **Unit -5 :**

##### **Editing and Presenting TV News**

Editing Principles and Techniques; Continuity and non-continuity editing; Linear and non-linear editing; TV editing software: uses and limitations; Structure of a news bulletin: headlines, individual stories; telling a story through visuals, graphics, file shots; The LIVE Report- phones, Stand Ups, OBs, etc; Compilation of a bulletin-the Production Process, Line producers, Field producers and their roles; the run downs, leads, teasers, live feed and flow; The Anchor's Role and Skills: news sense, screen presence, alert mind, interview skills, ad-libbing.

(We should have dual assessment - 50 for paper & 50 for internal assessment...teaching should be not only through lectures but also through deadline-driven exercises).

##### **Recommended readings:**

Writing for Television, Radio and New Media (2000) By Hilliard R.I; Wadsworth, Denmark.

Reporting for TV (1984) by Lewis C.D. Publishers Columbia University Press.

Television and Popular Culture in India (1993) by A Mitra, Publishers Sage Publications, London.

Television and Social Change in Rural India (2000) by Johnson Kirk, Publishers Sage Publications.



## **Paper-EM-203**

### **Media Laws and Ethics**

#### **Unit-1 :**

##### **Constitutional Framework and the Media**

- Basics of Indian Constitution and Fundamental Rights.
- Freedom of Speech and Expression, importance of Article 19.
- Free Press and Independent Media – Supreme Court Cases on Article 19.
- Brief history of Press Laws in India.
- Laws on Morality, obscenity and censorship - Impact on Media.

#### **Unit-2 :**

##### **Media Ethics – Evolution and Principles**

- Defining Ethics.
- Evolution of Journalistic Ethics.
- Fundamental values of truth, fairness and objectivity.
- Press Council Code on communal writings.
- Parliamentary Code for Journalists and Ethics of Covering State Assemblies.

#### **Unit-3 :**

##### **Laws relating to Press and Broadcast Media**

- Press Commissions.
- Press Council of India
- Cable TV Network Regulation Act.
- Cinematography Act, 1952
- AIR and DD broadcast code, commercial code, election code.
- Broadcast Regulatory Authority of India Act.
- Cyber Technology- Meaning, Definition scope and importance.
- Information Technology Act, 2000. Indian Telegraphs Act, 1885.
- Cable Television Network (Regulations) Act, 1995.
- TRAI Act.
- Prasar Bharti (Indian Broadcasting Corporation) Act, 1990.

#### **Unit-4 :**

##### **Restrictions on Media**

- Official Secrets Act.
- Contempt of Court and the Judiciary.
- Defamation.
- Legislature and its Privileges.
- Right to Privacy.
- IPC and Cr. PC provisions.

#### **Unit-5 :**

##### **Recent Ethical Issues and Challenges for Media**

- The Rights approach; Right to Information Act and transparency.
- Social audits.
- Ethics for New media and cyber journalism
- Information Technology Act and Debate on Cyber Laws.
- Editorial Ethics.
- Editorial/Advertorial and Paid News Crisis.
- Sting Journalism, Trial by Media- Case Studies.

## **Paper-EM-204**

### **Computer Applications in Media**

#### Unit- 1 :

##### **Computer Basics**

- Definition, Generation and Basic Components of Computers
- Introduction to Operating Systems
- Input/ Output devices and other peripherals
- Functions and Feature of Operating System (Accessories, Control Panel, Desktop, Window Explorer)

#### Unit-2:

##### **M S Word and**

- MS Word
- MS Excel
- MS PowerPoint
- Fonts

#### Unit-3:

##### **Computer Practical-**

- Script writing,
- Types of Scanner & Printer,
- File formats,

#### Unit-4:

##### **Photoshop & Quark Xpress**

- Introduction to Adobe Photoshop
- Various tools of Adobe Photoshop and its uses
- Introduction to Quark Xpress
- Various tools of Quark Xpress and its uses

#### Unit-5:

##### **Multimedia and World Wide Web**

- Introduction to Multimedia and its uses
- Brief history and services of Internet (E-mail, Video conferencing, Internet Telephony, Chatting, Blogs)
- Internet Protocols (FTP, HTTP, TCP/IP)
- Web Portals, E-papers

## **Paper-EM-301**

### **Television Production theory**

#### **Unit- 1 :**

##### **Television Presentation**

- Voice Broadcast Skills-Enunciation, Flow, Modulation
- Facing a Camera; Eye Contact; Use of Teleprompter;
- Live Studio and Field Interviews-Moderating TV studio discussion; anchoring chat shows and cross-fore
- Studio and set design; Types of Lighting; Types of microphones; Outdoor/indoor programs; Graphics and visual effects; News scrolls; Production Team

#### **Unit -2 :**

##### **Studio Based Programs**

- Newscasts, Interviews and discussion,
- Telefilms - Single Camera and Multi-camera set-ups;
- Outdoor Programs: Reporting, vex-pop, meetings, sporting events or concerts, telefilms
- Electronic News gathering and Outdoor Broadcast Van; Live telecasts; Breaking News; Live Editing; Techniques of Effective Picture Making.

#### **Unit 3 :**

##### **Basic Principles of TV Production**

- TV lighting in field: Using Reflectors; Lighting grid-luminaries
- Studio Lighting.
- Planning Location Shoots- Story boarding and Script writing formats; Securing Permission
- Shooting and editing schedules.

#### **Unit 4 :**

##### **Studio Productions**

- Cues and Commands
- Video editing techniques- cut, mix and dissolve use of cutaway
- AB Roll Editing
- Digital Effects and Post Production

## **Paper-EM-302**

### **Television Production Practical**

Students will be given hands-on practical training of television and studio production.

- They will make individual television programs like advertisement, music video, interview, etc.
- They will make news stories individually – about 5 stories by each student
- They will make group programs like discussions, feature, plays, etc.
- They will make a studio magazine in groups and submit a production portfolio for it.
- They will visit television channels and will be given hands on practical industrial training of production.

## **Paper-EM-303**

### **Cinema Studies**

#### Unit -1 :

##### **Film Language and Evolution**

- Film language, form, movement
- The emergence and development of cinema in diverse technological, economic and political contexts
- The question of national cinemas
- Major film movements such as Italian neo-realism, the French New Wave, German Cinema, Dogma 95, etc.; Indian new Wave or Parallel Cinema

#### Unit -2 :

##### **Major film theories and Criticism**

- Introduction to key concepts ; Major film genres
- Debates concerning cinema within Marxism, feminism, structuralism, psychoanalysis and post-colonialism.
- Realist Theory, Auteurist, Ideological
- How to read Films?, Film Criticism/ Appreciation

#### Unit -3 :

##### **Production, Distribution and Exhibition**

- The studio-system
- Vertical versus Horizontal integration of markets
- Film advertising and promotion campaigns developments in exhibition venues and technologies.

#### Unit -4 :

##### **Auteur, Stars and Fans**

- History of stardom
- Power of the star in film-production
- Cine politics
- Fan activities.

#### Unit -5 :

- Films on Media - A Selection from India like New Delhi Times, Peepli Live, etc

## **Paper-EM-304**

### **Advertising (Electronic media)**

#### **Unit-1**

- Advertising – concept, definition, objectives and importance
- Media for Advertising-newspaper, magazines, radio, television, internet, outdoor and other media.
- Advertising as different from other forms of communication – propaganda, publicity, personal selling, sales promotion & public relations.
- Type of Advertising

#### **Unit-2**

- History and development of advertising. Advertising in the 21<sup>st</sup> century.
- Socio- economic effects of advertising.
- Media planning: media strategies, budgeting and selection of media
- Recent trends in Indian advertising, Advertising Policy.

#### **Unit-3**

- Advertising copy: Types of Copy, headlines, text, and slogans, trademark
- Visualization: Illustrations, Colour, Graphics and Layout
- Effects in advertising
- Evaluations of effectiveness.
- Copy writing – Script writing of radio commercials, television and internet.
- Advertising creativity: Stages in the creative process, advertising appeals and Message Approaches/Execution Styles
- Advertising campaigns: Types and Phases

#### **Unit-4**

- Brief history of advertising agencies, types of agencies.
- Structure of an Advertising agency.
- Advertising agency management-organization and staff.
- Functions of an ad agency

#### **Unit-5**

- Brand management: definition, types of brands, brand positioning strategies and stages of brand management.
- Advertising research: scope and objectives, research as a decision making tool, market research & advertising research.
- Advertising laws & ethics.

## **Paper-EM-401**

### **Photojournalism & Visual Communication**

#### **Unit- 1:**

##### **Introduction to Photojournalism**

- Photo Journalism: Writing Photo Captions, Photo Features and Photo Essay
- Means and Methods of Photographic Imaginations
- Photographic Messages and Techniques of Photo Journalism
- Internet Photo Journalism

#### **Unit -2 :**

##### **Overview of Visual Composition**

- Concept, process and function
- Visual perception and Visual persuasion; Seeing Photographically; Composition; Visual Editing
- Use of colour in design- Physiological and Psychological; Dimensions of colour; colour matching and mixing
- Management of stock shots/ Modern Reference and Retrieval system.

#### **Unit- 3 :**

##### **Visual Information System in News Production Presentation**

- Graphics, Spreadsheet, Paint boxes and Special effects
- Digital effects; Character Generators, etc.
- Introduction to Multimedia Tools and Techniques
- Desktop Production.

#### **Unit- 4 :**

##### **Visual Presentation in Newspapers**

- Type Faces- Structure and Classification of type; some popular type faces.
- Newspaper Designing – Definition, Concept, Principles of newspaper design, Spacing point system, Page make-up
- Use of Illustration and Pictures
- Importance of White Space and Optical Centre in newspaper designing

## **Paper-EM-402**

### **Documentary Film Production**

#### **Unit -1 :**

##### **Historical Perspective of Documentary Films**

- History of Documentary Cinema
- World Documentary Film Movement
- Documentary film making in India
- Important persons in Documentary Development in India

#### **Unit -2 :**

##### **Documentary Film Theories and Issues**

- Documentary film theory the concept of the document (legal, human interest, testimony etc.)
- Reality and realism in Cinema; Propaganda, Information and Television Documentary.
- Copyright and Intellectual Property Issues
- Documentary & the World Wide Web

#### **Unit- 3 :**

##### **Post Production in Documentary**

- Documentary Film Circulation and Distribution; Small-audience Screenings
- Films for Socio-political campaigns
- Special-Interest and alternative film festivals
- Questions of Film society movement

#### **Unit -4 :**

##### **Production**

Students in groups of 1-05 will make documentary films of about 30 minutes on relevant issues.

- They will make a production portfolio of the topic taken up for the documentary. It will be a comprehensive guide of their research, issue and treatment of the film.
- They will make DVDs, posters and DVD covers as a part of their practical.
- The films will be screened and evaluated by an external expert.

## Paper-EM-403

### New Media Technology

#### Unit-1

- Introduction to New Media; Development of New Media, New Media Technology.
- Communication Technology (C.T.)-Concept and Scope.
- CT and IT Similarities and differences; telephone, electronic, digital exchange, C-Dot-Pagers, cellular, telephone.
- Internet LAN, MAN, WAN, E-Mail. Web.

#### Unit-2

- Ownership and administration of Internet, ISPs, WAP, types of Internet Connection: Dial-up, ISDN, lease line.
- Optical fibre: Structure, advantages and application: Protocols of Internet: CSLIP, TCP/IP, P.P.P. Web page Website, home pages.
- Multi Media; Meaning, concept, systems, elements and applications. Digital and hyper media.
- Convergence: Need, nature and future of convergence.

#### Unit-3

- Introduction to HTTP, HTML, ELP, D.N.S., JAVA, browsing and browsers, bookmarks, searching through directory search engine, search resources.
- Video conferencing, Audio-conferencing, E-commerce, E-Advertising, E-Governance, E-Paper, E-Book, E-Library on Internet.
- Web page development, linking, writing, editing, publishing, promoting and maintaining a website.
- Website, e-mails, SMS, MMS, VOIP.
- Reading online newspaper; basic features, menu, tool tags, animation, Channel media.

#### Unit-4 :

##### **Cyber Journalism**

- Concept of Netizens, online newspapers and magazines, major news portals.
- Cyber Journalism- on line editions of newspapers- management and economics.
- Cyber Newspapers- creation, feed, marketing.
- Online editing, E-publishing.
- Security issues on Internet-Social, political issues related IT and CT.
- Role of new media towards society, judiciary, executive and legislature.
- New Media and Democracy-advantages, limitations and risks in new media.

#### Unit-5:

##### **Social Media and Citizen Journalism: Concept and models**

- Evolution, Limitations and possibilities.
- Experiments in Citizen Journalism in India
- Blogging: Concept, development and basic features
- Main technical aspects: Possibilities and problems.
- Ethical issues: Importance of comments and controversies of anonymous comments.
- Role of blogging in alternative journalism.
- Social Media and journalism
- Orkut, Facebook, Twitter, Digital diary, chatting, social networking sites.
- Social messaging and journalism: Twitter phenomenon.
- Platform of criticism for existing institutions including media.
- The Phenomenon of Wikileaks.



**Paper-EM-404**

**Dissertation**

Students will put together either a group of news stories or a documentary or write a dissertation on a relevant theme.