

# CERTIFICATE COURSE IN NEW AND EMERGING MEDIA

## COURSE-1 Communication Concepts, History, Law and Ethics (4 Credits)

### Block-I : Conceptualizing Communication

Unit-1	Dimensions of Communication, Intra, Inter and group communication
Unit-2	Verbal & Nonverbal Communication
Unit-3	Functions and Elements of Communication
Unit-4	Language in used in Media Literacy
Unit-5	Media Literacy

### Block-II : History Of Press

Unit-1	Early History of Press in India
Unit-2	Role of Media in Freedom Struggle, Media Since Independence
Unit-3	Prominent Newspapers, Magazines & News agencies
Unit-4	Role of Media in Impacting Socio-Cultural Dynamics of Odisha

### Block-III : Media Organizations

Unit-1	Press Council of India(1 <sup>st</sup> and 2 <sup>nd</sup> Press Commission recommendations),International bodies: IPI,UNESCO
Unit-2	Broadcast Regulatory bodies and TRAI,BRAI,IBF Media Associations and Organizations: INS, Editors Guild, IFWJ, NUJ(I),IJU,NBA,BEA, etc. All India Advertising Agencies Guild, Women Media Bodies
Unit-3	Government Information Systems: Concept and philosophy, Organizational setup in India: management and operation for union Government (PIB, DAVP, DFP, Song and Drama Division, Films Division, etc.)State Government Information and public Relations Dept.
Unit-4	Media Support Services, reference and Feedback

### Block-IV : Media Laws

Unit-1	Indian Constitution: Fundamental Rights, Directive Principles of State Policy, Freedom of Speech and Expression: Article 19 1 (a) and 1 (b) Contempt of Court and Contempt of Legislature, Defamation: Libel and Slander
Unit-2	Sedition and Inflammatory writings, IPC and CRPC, Official Secrets Act, Right to Information Act, Press and Books registration act, IPR and Copyright Act
Unit-3	Broadcasting Laws: Prasar Bharati Act, Cable TV network Regulation Act, Digitization and Conditional Access System, Proposed Broadcast Regulatory of India Act, Broadcasting and Advertising codes.
Unit-4	Journalism as an organized/unorganized sector; Working journalist Act, Wageboards

<b>Block-V : Media Ethics</b>	
Unit-1	Values and Ethics of Journalism (Objectivity, Truth, Decency and Impartiality, Balance and Independence), Conflict of Interest Ethical Issues: Notions and debates ,Resolving Ethical Dilemmas: Different methods
Unit-2	Right to Privacy, String Journalism, Yellow Journalism, Paid News, Private Treaties, Media Net Pressures (Political, market, legal and Professional)
Unit-3	Journalists code of conduct, Self Regulation, Ombudsman pros and Cons of Media Activism
Unit-4	Ethical aspects of Social Media: Privacy and security issues , Social Media Code of Conduct, Verification and authenticity of Information

<b>CENMS-2</b>	
<b>COURSE-2 Reporting and Editing (4 Credits)</b>	
<b>Block-I : News Reporting</b>	
Unit-1	Concept of News, Elements and Structure of news reports Types of News: Hard and Soft, News leads and Their Types, Inverted pyramid style, feature style, Sand clock style and Nut graph Covering press conferences and writing from press releases, events and meets
Unit-2	Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting
Unit-3	Differences in reporting for Newspapers/News agencies, TV, Radio, Web
Unit-4	Speech/meeting reporting, event reporting, covering writing based on press releases, Press conferences
<b>Block-II : Specialized Reporting and Beats</b>	
Unit-1	Understanding beats and their categories City reporting: City and Local news, Crime reporting: sources and related laws, Reporting Political parties and politics, Legislative(Covering Assembly and Parliament),Legal reporting Specialized reporting: Defence, Science and Technology, Education, art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc. Reporting Conflict: Armed and Social Conflict, Religion Community and Human Rights
Unit-2	Interview: types and techniques, Opinion writing: Editorial, Op-ed page and Middle, Special articles, Weekend pullouts, Supplements
Unit-3	Backgrounders, Reviews, (Books/Films/Documentaries), Review of Performing Arts Magazine Reporting: Current trends, style and future
Unit-4	News Photography
<b>Block-III: Editing</b>	
Unit-1	Editing: Concept, Process and Significance
Unit-2	Editorial Values: objectivity, facts ,impartiality and balance
Unit-3	Concept of News and News making, News selection: News values and other parameters
Unit-4	Difference between newspaper/Radio and TV news editing
Unit-5	Handling News Copy, Planning and Visualizing of News, Rewriting News Stories, Writing Headlines and Intro
<b>Block-V : Reporting &amp; Editing Practical</b>	
Unit-1	Writing Columns, Editorials and Op-eds

Unit-2	Writing Features and human interest stories, backgrounders
Unit-3	News Photo, Photo Feature, Photo Essay
Unit-4	Copy Editing (Editing of Copy Given as Assignment)
Unit-5	Writing Headlines, Intro/Lead Writing

<b>CENMS-3</b>	
<b>Social Media (4 Credits)</b>	
<b>Block-I : Introduction to Social Media</b>	
Unit-1	Definition of Social Media, History of Social Media
Unit-2	Types of Social Media: Facebook, Twitter, WhatsApp, YouTube Etc.
Unit-3	Characteristics of Social Media
Unit-4	Synergy Between Social Media and Mainstream Media
Unit-5	Convergence of Media
<b>Block-II : Citizen Journalism</b>	
Unit-1	Citizen Journalism, Crowd Sourcing and News Aggregation
Unit-2	Social Engagement: Finding Connections, Sources and Stories
Unit-3	Social Curation: Mapping, Interactive Timelines, Infographics and Storify
Unit-4	Online Communities & Discussion Forums
Unit-5	Writing for Social Media
<b>Block-III: Using Social Media (Practical-I)</b>	
Unit-1	Email writing
Unit-2	Creating a Page on Face Book
Unit-3	Opening a Twitter Account
Unit-4	Creating a Community Page in Social Media
<b>Block-IV : Using Social Media (Practical-II)</b>	
Unit-1	Using Instagram and Pinterest
Unit-2	Creating and Designing Blogs
Unit-3	Developing Web Designs
Unit-4	Editing and uploading of Photos with Captions

### **Suggested Reading**

1. “Social Network Sites: Definition, History, and Scholarship“; Boyd & Ellison (2007) Ihlen (2005)
2. Jose Antonio Vargas, “The Face of Facebook” (The New Yorker)
3. “Publicly Private and Privately Public: Social Networking on YouTube” Lange (2008) (Blackboard)
4. Crowdsourcing and Sentiment Analysis (Twitter Sentiment blog)

5. Steve Radick, “Addressing the Digital Divide Within Your Organization”
6. “The New Digital Divide“; Allison Clarke (2009), “Access + Digital Literacy is the New Civil Rights” – Part 1 & Part 2; Stewart et al. (2006)
7. “The Future of Social Media in Journalism” (Mashable); Asur & Huberman (2010)
8. “Predicting the Future With Social Media” (Blackboard)

<b>CENMS-4</b>	
<b>Emerging Media (4 Credits)</b>	
<b>Block-I : Introduction to Emerging Media</b>	
Unit-1	Definition and Types of Emerging Media
Unit-2	Characteristics of Emerging Media and its Status
Unit-3	New Communication Technologies and Emerging Media
Unit-4	Emerging Media and Mainstream Media
Unit-5	Contemporary Trends in Emerging Media
<b>Block-II : Use of Emerging Media</b>	
Unit-1	How Journalists Use Emerging Media
Unit-2	Interactivity and Emerging Media
Unit-3	Use of Multimedia in Emerging Media
Unit-4	Use of Smartphones in Emerging Media
Unit-5	Content Creation for Emerging Media
<b>Block-III: Using Emerging Media (Practical-I)</b>	
Unit-1	Creating and Uploading Podcasts
Unit-2	Creating and Uploading Videos
Unit-3	Creating Slide Shows
Unit-4	Creating a Social Group Through Smart Phones
<b>Block-IV : Using Emerging Media (Practical-II)</b>	

Unit-1	Developing and Uploading News Stories in Open-Source Platforms
Unit-2	Designing Web Pages Using WordPress
Unit-3	Using Multi-Media in Web pages
Unit-4	Creating YouTube Channels

### **Suggested Reading**

1. Katz, J., & Rice, R. (2002). Social consequences of Internet use: Access, involvement, and interaction. Cambridge: MIT Press
2. New Media by John v. pavlik (Coulmbia University Press, 2001)
3. Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition) Manovich, Lev. (2001)
4. The Language of New Media. MIT Press. Lister Martin. (2009).
5. New Media – A critical Introduction. Routledge. Kahn, R and D Kellner,
6. ‘New Media and Internet Activism: From The Battle of Seattle to Blogging’ New Media & Society, Vol. 6, No. 1, 87-95 (2004) Castells, Manuel (2004)
7. The Network Society: a cross-cultural perspective, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45)
8. Why activists cannot afford to neglect the Internet by Arun Mehta from The Public Domain Sarai Reader 01 (P 140-146) Kumar, Keval,
9. Telecommunications and New Media Technology in India: Social and Cultural Implication, Gazette, Volume 54 no 3, pp 267-277, 1995