

# CURRICULUM PLAN

(Winter Semester)

(January to April 2022)

**Ms Bharti**

Assistant Professor

Department of Journalism

Year – 2022

**Paper** – Advanced New Media

**Year:** Third (VI Semester)

**Paper Type:** Core

**Paper Shared with:** None

**Classes per week:** 5 Theory, 3 Tutorials

Name of Unit and Sub-Topics	Allocation of lectures	Month-wise schedule by the department	Tutorial/ Presentation
<b>UNIT: Basics of New Media Frameworks – Genres and Environments</b> <ul style="list-style-type: none"><li>• Understanding New Media,</li><li>• Trans-medial Storytelling,</li><li>• Multimedia Storytelling</li><li>• Genres – Digital art,</li><li>• Digital Cinema – New Media Fiction and Documentary,</li><li>• Gaming and Player Culture,</li><li>• Virality and Memes,</li><li>• Content Curating</li></ul>	<b>10</b>	<b>January-February</b>	<b>Assignment:</b> Trans-Media Storytelling  <b>Presentation:</b> Digital Cinema
<b>UNIT 2: Sociology of the Internet and New Media</b> <ul style="list-style-type: none"><li>• Social Construction of Technology,</li><li>• Utopian-Dystopian Interface,</li><li>• Digital inequalities – Digital Divide and Access,</li><li>• New media and popular culture</li></ul>	<b>14</b>	<b>February</b>	<b>Group Discussion:</b> New Media and Popular Culture  <b>Debate:</b> Digital Inequalities
<b>UNIT 3: Critical New Media</b> <ul style="list-style-type: none"><li>• Who controls New Media,</li><li>• Questions surrounding net neutrality and related issues,</li><li>• Surveillance and the state, Cybersecurity and issues of privacy,</li></ul>	<b>12</b>	<b>March</b>	<b>Idea and Concept Sharing Discussion:</b> New Media Control  <b>Assignment Discussion:</b> Concept

<ul style="list-style-type: none"> <li>• The Internet and public sphere - politics and public sphere in the digital age</li> </ul>			Writing and Story Telling (Related to Unit:5 Production)
<b>UNIT 4: Participatory culture</b> <ul style="list-style-type: none"> <li>• Convergence Culture - social media and participatory media culture,</li> <li>• Digital fandom and online communities,</li> <li>• Identity, Gender and new media- digital media and identities,</li> <li>• New media campaigns</li> </ul>	<b>10</b>	<b>March-April</b>	<b>Discussion:</b> Identity, Gender and new media  <b>Class Presentation:</b> Selected topic from unit 4
<b>UNIT 5 Project and Production (Practical/Assignment)</b> <ul style="list-style-type: none"> <li>• Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and microblogs etc. related to one of the above three units or all,</li> <li>• research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening</li> </ul>	<b>12</b>	<b>April</b>	<b>Workshop:</b> Script writing and Production for Social Media  <b>Class Assignment:</b> Evaluations and Presentation on the production

