**Semester VI**

**Advanced New Media**

**New Syllabus**

**Objective:** This paper will teach students how to adapt to the digital newsroom. They will also learn how to package content for an online audience. With the help of this course, students will be able to create digital multimedia stories that can be consumed by an online audience

**Unit I–Formats and Genres**

Understanding new media, trans-medial Storytelling, multimedia storytelling, genres of new media: digital art, digital cinema – new media fiction and documentary, gaming and player culture, virality and memes, curating media online

**Unit II-New media and social dynamics**

Social construction of technology,

Utopian-Dystopian Interface,

Digital inequalities – digital divide and access,

New media and popular culture.

**Unit III- Ownership dimensions**

Who controls new media, net neutrality, surveillance and the state, cyber-security and issues of privacy, the internet and public sphere, new media and politics

**Unit IV- New media and Convergence**

Convergence Culture - social media and participatory media culture, digital fandom and online communities, Identity, Gender and new media, digital media and identities, new media campaigns.

**Unit V- Digital production**

Project and Production Digital production in the form of shorts, video, podcast, video blog, photo blog, blogs and micro-blogs etc. related to one of the above three units or all, research and developmental techniques, ideas for final project, scripting/production, social media marketing and publicity, exhibition/screening

**Projects:**

1. Working in groups of two/three the students will be required to undertake the production. The genre can be decided by the faculty in charge.

2. They must also undertake a web based art project or installation where they will experiment with cross platform storytelling techniques leading to a development & understanding of new strategies of exhibition and distribution.

3. An observational field project on use of new media in panchayats and rural areas like the Bharat Broadband project leading to a monograph/short is also recommended.

4. They should also attempt creating a mobile capsule for social activism and marketing it through social networks & actively participate in a cyber media campaign.

**Learning Outcome:** By the end of the course students will be able to create digital multimedia stories that can be consumed by an online audience, they will be able to critique and contribute to debates about digital media ownership, economics, cyber-security, gender and new media, politics and new media, regulation, privacy, identity; understand user behaviour and participatory cultures online, audience analysis for production of content for websites and blogs, integration of social media and journalism.

**Assessment Method:** As per rules of the University of Delhi

**Key words:** trans medial storytelling, multimedia, convergence, surveillance, virality, digital divide, social media, new media, piracy, copyright, cyber-security, trends, campaigns, digital culture, blog, mobile journalism

**Essential Readings:**

New Media and New Technologies‖ by Lister Dovey, Giddings, Grant & Kelly. (2003).

Rosen, J. ―The People Formerly Known as the Audience‖ What video games have to teach us about language and literacy. New York, NY: Palgrave Macmillan.

Bogost, Ian. Persuasive games: The expressive power of videogames. MIT Press, 2007.

Bosker,, “Randi Zuckerberg: Anonymity online has to go away”

Negroponte, N. (1996). Being Digital, Part 3 [pp. 163-233]

Jenkins, Henry. (2006). Convergence Culture: Where Old and New Media Collide. New York,

NY: NYU Press.

May, Keenan & Peter Newcomb. (2008, July) How the Web was won. Vanity Fair, retrieved from http://www.vanityfair.com/culture/features/2008/07/internet200807

“Privacy vs. the Internet: Americans Should Not Be Forced to Choose” (ACLU report, 2008)

Nakamura, ―Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet‖

**Suggested Readings:**

Martin Lister / Jon Dovey (2003) New Media, A Critical Introduction, Routledge Publishers