

Curriculum Plan: Dr. Aahana Chopra, Assistant Professor, Department of Journalism

2025-26 (Odd Semester)

B.A. (H) Journalism (Semester III)

Name of Paper and Code	Allocation of Lectures	Month wise Schedule followed by Department	Tutorial/ Assignment/Presentation, etc.
DSC 8- Introduction to New Media			
Unit 1: Key Concepts <ul style="list-style-type: none">• Defining new media and digital media,• terminologies and their meaning,• advocacy journalism,• multiplier effect,• technological determinism,• mobile-mediated-communication (MMC),• networked society,• Participatory culture- Blogs, Vlogs, Social Media Trends	20	August-September	<ol style="list-style-type: none">1. Selection of topic for the websites2. Website Layout
Unit II: Digitization of Content: Debates & Concerns <ul style="list-style-type: none">• Piracy, copyright, copy-left and open source• Digital archives• How are new media monetized?• New media and ethics	20	October	<ol style="list-style-type: none">1. Workshop based assignment2. Class Presentations

Unit III: Web Writing and Website Design <ul style="list-style-type: none"> • Online reporting, linking, multimedia, building narratives with multimedia • Website planning and visual design • Content strategy and audience analysis 	20	November	<ol style="list-style-type: none"> 1. Screening of documentary 2. Field trip
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