

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

2025-26 (Odd Semester)

**B.A. (H) Journalism (Semester IV)**

<b>Name of Paper and Code</b>	<b>Allocation of Lectures</b>	<b>Month wise Schedule followed by Department</b>	<b>Tutorial/ Assignment/Presentation, etc.</b>
<b>DSC 11- Multimedia Journalism</b>			
<b>UNIT I: Introduction to Multimedia (15 hours)</b> <ul style="list-style-type: none"><li>• Development of multimedia journalism</li><li>• Basics of multimedia journalism – features and elements</li><li>• Importance of multimedia skills in contemporary newsroom</li><li>• Writing and editing for online</li><li>• Interviewing for the web</li><li>• Developing content for multimedia publishing</li><li>• Online media law, ethics &amp; multicultural sensitivity</li></ul>	15	January-February	<ol style="list-style-type: none"><li>1. Live demonstrations</li><li>2. Workshop on emerging trends</li><li>3. Discussion of Multimedia campaigns, selection of topic.</li></ol>
<b>UNIT II: Multimedia Production (15 hours)</b> <ul style="list-style-type: none"><li>• Multimedia production process and multimedia newsroom function</li><li>• Online research, planning, sources, news gathering, storyboarding</li><li>• Developing website, website design, editing</li></ul>	15	March	<ol style="list-style-type: none"><li>1. Class Test</li><li>2. Discussion of Campaigns</li><li>3. Production of Campaign file</li></ol>

and publishing – tools and software			
<ul style="list-style-type: none"> <li>• <b>UNIT III: Packaging and Integration (15 hours)</b></li> <li>• Basics of developing photos, audio and video production for online</li> <li>• Different forms and formats of online photo stories</li> <li>• Tools, techniques and software for photo editing</li> <li>• Mobile journalism – shooting, editing and storytelling using mobile phones</li> <li>• Social media as a reporting and distribution tool</li> <li>• Concepts of multimedia narrative, packaging and multimedia documentary</li> <li>• Social media integration – tools and techniques</li> <li>• Social media optimization of content</li> <li>• User Generated Content integration – forms and techniques</li> </ul>	15	March-April	<ol style="list-style-type: none"> <li>1. Report Writing of Campaigns</li> <li>2. Presentations</li> </ol>