

JMH 552New Media Technology

Total = 60 hrs

Course objectives

1. Facilitating an in-depth knowledge about the organizational and economic structures of the major electronic, print and new media industries in India
2. Enlightening the pupil about programming methods and strategies used in media industries.
3. Enlightening the pupil about the purposes and activities of most aspects of media organizations including advertising, production and programming.
4. Facilitating an in-depth knowledge about the controversies and issues affecting electronic & print media organizations.
5. Facilitating an in-depth knowledge about the convergence, new technologies, and their impact on the conventional media landscape.
6. The fundamental history of conventional & electronic media in India along with various commissions and regulatory laws and authorities.
7. Legal, ethical and other regulatory challenges facing the print, electronic and new media.
8. To create media in pursuit of social justice and human rights

Course Outcomes

1. Examining newspaper as a business enterprise and its public service role with reference to the Indian experience. Various factors associated with ownership of newspapers, the different types of ownership and source of revenue of a newspaper.
2. Understanding circulation of newspapers and the various factors involved with circulation of newspapers, newspaper's policy, role of the Circulation department, circulation manager,
3. Audit Bureau of Circulation (ABC), advertisement department of a newspaper, role of the advertisement manager, different types of advertisement in newspapers and newspaper as a medium of advertisement.
4. Executing capabilities of end to end solutions to both individual and collaborative interactive media projects.
5. Propose solutions to ethical and professional issues arising in an online environment.
6. Apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.
7. Provide creative leadership that result in the effective design, development and implementation of complex interactive media projects.
8. Evaluate the financial, technical and artistic success of a complex interactive media project and present recommendations for improvement.

Unit – I

Emergence of new communication technologies, characteristics, global village and globalization, satellite television.

10 hrs

Unit – II

ARPANET, internet, Search engines, web radio and TV, technological convergence, ICT and information society - factors influencing information society, theories of information society, WSIS summit on information society.

14 hrs

Unit – III

Electronic governance- issues and priorities, Bhoomi and Sakal project, information super-highway, leap-frogging, digital divide. ICT grass- roots initiatives, case studies.

12 hrs

Unit – IV

Web journalism, journalists and the internet, electronic publishing, virtual reality, Information technology Act 2000. Social media: facebook, twitter, youtube, pinterest, google+, WhatsApp,

14 hrs

Unit – V

Web-designing, HTML, multimedia, animation. Softwares for page designing: Page Maker, QuarkExpress, Indesign, Photo Shop

10 hrs

Books recommended:

1. Indrajit Banerjee & Kalinga Seneviratne (2006). Public Service Broadcasting in the Age of Globalization, AMIC, Philippines
2. Denis McQuail (2010). McQuail's Mass Communication Theory, SAGE Publications Ltd, New Delhi.
3. Frederic E. Davis & John A. Barry (1988). Newsletter Publishing with Page Maker, Irwin Professional Pub, Illinois.
4. Martin Lister, Jon Dovey, Seth Giddings, Iain Grant & Kieran Kelly (2008). New Media: A Critical Introduction, Routledge, United Kingdom.
5. Rajesh Kumar Sharma (2009). Web Designing, Vayu Education of India, New Delhi.
6. Keith Brindley (1993). QuarkXPress for Windows, Butterworth-Heinemann Ltd, United Kingdom.
7. V. Rajaraman (2013). Introduction to Information Technology, Prentice-Hall of India Pvt. Ltd, New Delhi.
8. Gurdip Singh & Gaurav Sharma (2007). Fundamentals of Computer Programming and Information Technology, S.K. Kataria & Sons, New Delhi.
9. Leah A. Lievrouw (2005). Handbook of New Media, SAGE Publications Ltd, London.
10. Clifford G. Christians & Thomas W. Cooper (1998). New Media Technologies: A Special Issue of the Journal of Mass Media Ethics, Routledge, United Kingdom.
11. Brian Winston (1998). Media Technology and Society: A History from the Telegraph to the Internet, Psychology Press, United Kingdom.
12. Paul Bradshaw & Liisa Rohumaa (2011). The Online Journalism Handbook: Skills to survive and thrive in the digital age, Longman, United Kingdom.