

<b>Semester: VII</b>				
<b>Course : Journalism</b>				
<b>Paper Title: Media and Convergence</b>				
<b>Paper code: B4JO230722T / B4JO230722P</b>			<b>Credits: 4</b>	
<b>Hours/week : 4</b>				
<b>Category: Core/MDC/SEC/VAC : Minor</b>				
<b>Theory / Practical / Composite : Composite</b>				
<b>No of Modules : 1</b>				
<p><b>Course Overview:</b> This course offers a detailed study on the various aspects of electronic media, digital media, convergence and convergence-journalism. It aims to introduce students to various formats and techniques of electronic and convergence journalism, roles of the personnel involved, associated ethics and impact of such on the society.</p> <p>Students will explore how the electronic and digital media is used to create packages of information and how convergence impacts media and society at large.</p>				
<b>Course Outcome:</b>				
1. Understand: The socio-political and cultural context of digital flow of information				
2. Apply: Electronic and digital information through concepts such as objectivity, narrative structures, and representation				
3. Analyse: How journalists negotiate information, tradition, modernity, globalization and how their works reflect evolving notions of local as well as global society				
4. Create: Electronic and digital contents with comparative reflections, creative responses, or thematic projects that synthesize reality with journalistic presentation and objectivity				
<b>Prerequisites: <i>Basic knowledge about any prior course</i></b>				
<b>SYLLABUS</b>				
<b>UNIT/Module</b>	<b>CONTENT</b>	<b>HOURS or NUMBER OF CLASSES</b>	<b>CO Mapping</b>	<b>COGNITIVE LEVEL</b>
I.	<u>Theory</u> <ul style="list-style-type: none"> <li>• Evolution of Television</li> <li>• Characteristics of Television as a medium of mass communication</li> <li>• Significance of TV in India</li> <li>• Introduction to TV advertising</li> <li>• Understanding TV news operation</li> <li>• Basic shots and camera movements</li> <li>• Understanding sound</li> <li>• Visual storytelling</li> <li>• Interview skills</li> <li>• Documentaries</li> <li>• Evolution of Radio</li> <li>• Characteristics of Radio as a medium of mass communication in India</li> <li>• Understanding Radio Broadcasting</li> </ul>	42	CO1 CO2 CO3 CO4	K1,K2,K3,K4

	<ul style="list-style-type: none"> <li>• FM Radio, Ham Radio</li> <li>• Jockeying and Podcasting</li> <li>• Introduction to radio commercials</li> <li>• Community Media and Narrowcasting</li> <li>• Evolution of the Digital Media</li> <li>• Characteristics of Digital Media</li> <li>• Gatewatching and Digital Media Storytelling</li> <li>• Convergence: Importance and Impact</li> <li>• Citizen Journalism</li> </ul>			
	<u>Practical</u> Application of convergence in Journalism- Podcast/vlog/blog etc.	<b>14</b>	<b>CO1</b> <b>CO2</b> <b>CO3</b> <b>CO4</b>	<b>KI,K2,K3,K4</b>
<b>Text Books</b>				
	<ol style="list-style-type: none"> <li>1. Kaushik, S. (2014). <i>Script to Screen: An Introduction to TV Journalism</i>. New Delhi: Macmillan.</li> <li>2. Belavadi, V. (2013). <i>Video Production</i>. Oxford University Press. India</li> <li>3. Shrivastava, K. M. (1989). <i>Radio and TV Journalism</i>. Sterling Publishers.</li> <li>4. Flew, T. (2014). <i>New Media</i>. Oxford University Press ANZ</li> </ol>			
<b>Suggested readings</b>				
	<ol style="list-style-type: none"> <li>1. Edwards, B. (2004). <i>Edward R. Murrow and the Birth of Broadcast Journalism (Turning Points in History)</i>, John Wiley &amp; Sons</li> <li>2. Kaminsky, S M., and Walker, M. (1988). <i>Writing for Television</i>. Dell Pub.</li> <li>3. Tyrrell, R. (1981). <i>The Work of the Television Journalist</i>. Focal Press.</li> <li>4. U.L. Baruah, (2017) <i>This is All India Radio</i>; Publications Division; Ministry of I&amp;B</li> <li>5. Bell, D. J. &amp; Kennedy, B. M. (2000). <i>The Cybercultures Reader (Volume 1)</i>. Routledge</li> <li>6. Hoffman, D. (2014). <i>Citizens Rising: Independent Journalism and the Spread of democracy</i>. Fingerprint Publishing, Prakash Books India Pvt. New Delhi.</li> <li>7. Hohenberg, J. (2010). <i>The Professional Journalist</i>. Holt, Rinehart, and Winston. New York.</li> <li>8. Bruns, A. (2018). <i>Gatewatching and News Curation: Journalism, Social Media and Public Sphere</i>. Peter Lang.</li> </ol>			
<b>Web Resources</b>				
	<ol style="list-style-type: none"> <li>1. SWAYAM NPTEL Online Course on Digital Media by Dr. K S Arul Selvan. Course Code: MJM028: Digital Media</li> <li>2. SWAYAM Online course on 'Society and Media' by Dr. Durgesh Tripathy, Guru Govind Singh Indraprastha University, New Delhi and CEC</li> </ol>			

<b>Evaluation</b>	<u>Theory – 60 marks</u> Attendance: 3 CA: 2 Mid Semester: 10 End Semester Exam: 45	<u>Practical: 40</u> Attendance: 2 CA: 38
<b>Paper Structure for Theory Semester Exam</b>	<ol style="list-style-type: none"> <li>1. 10 Objective type questions of 2 marks each</li> <li>2. 2 Long Answers of 10 marks each from an option of 4 questions</li> <li>3. 1 short note of 5 marks from an option of 2 notes</li> </ol>	

#### Course outcomes (COs) and Cognitive Level Mapping

<b>COs</b>	<b>CO Description</b>	<b>Cognitive levels</b>
<b>CO1</b>	Understand: The socio-political and cultural context of digital flow of information	K1
<b>CO2</b>	Apply: Electronic and digital information through concepts such as objectivity, narrative structures, and representation	K2
<b>CO3</b>	Analyse: How journalists negotiate information, tradition, modernity, globalization and how their works reflect evolving notions of local as well as global society	K3
<b>CO4</b>	Create: Electronic and digital contents with comparative reflections, creative responses, or thematic projects that synthesize reality with journalistic presentation and objectivity	K4