

Department of Communication
BA Digital Communication
Semester I (September – December, 2023)

Programme : B.A Digital Journalism

Course: DC 102 Basics of Digital Journalism (Domain Specific)

Credits: 04

Course Instructor: Dr. K. Rajaram

The emergence of digital technology has changed the face and practice of journalism across the world in the past two decades. There are sweeping changes in the way news is reported, consumed and shared through different platforms including the conventional ones. This course aims to explore the shifts and new practices of journalism and their impact on the public and the world democracies. It also aims to familiarize students with the history and evolution of journalism into its multifaceted forms such as Web Journalism, Mobile Journalism, Netizen Journalism and Social Media Journalism, make them understand the practices of journalism in the digital environment.

Evaluation:

Internal Assessment 50%

Final Examination : 50%

UNIT –I

History and Practice of Journalism - Introduction to Digital Journalism and Digital Publics - Organizational Structure & Hierarchy of Digital Media Houses – Production, Distribution and Consumption of News

The Conventional Media vs New Media -Participatory Journalism and its influence on Journalistic Practices –Characteristics of Digital Journalism –Online Reporting –Multimediality & Hypertextuality.

UNIT II

Types of News Sites & New Agencies - Time, Space & Speed - the dynamics of news and information generation - the professional practices and skills that are required by the new generation journalists –D New Approaches to Reporting, Story Telling & Technical abilities.

UNIT III

Challenges in Digital Journalism – Convergence Technologies – Information and Infographics – News Algorithms - Challenges, opportunities, ethical and legal issues of digital journalism.

UNIT IV

Social Networking Sites & Social mobilization – Citizen/ Netizen reporting – Blogs-Democratization of Information –Networking Communities – Twitter – Facebook- YouTube – Instagram- LinkedIn –Flickr etc.,

UNIT V

Understanding Information Society- Digitality & Diversity –Inclusive Journalism – Sustainability -Misinformation , Disinformation and Fake News –the Future of the Digital Media

Course: DC 104 Understanding Digital India (Domain Specific)

Credits: 04

Course Instructor: Prof.T.T.Sreekumar

Course Description:

Understanding Digital India course aims to study...

The concept, objectives, and goals of Digital India, Initiatives taken up at different levels to promote Digital India, Issues of digital inclusivity, connectivity, accessibility, and affordability, Digital Divide, Growth and Status of Digital eco-system in India, Telecom sector, Mobile revolution, 2G to 5G networks, Cyber cities, Software Technology Parks of India, Information Technology and IT Enabled Services industry growth and status in India, Bharat Net, Rural Connectivity, Digital Initiatives for Good Governance, Understanding Digital Economy, Digital Education in India Tracing and understanding the present status of Digital Technologies, and Digital Communication revolution in India, India's growth and standing in Digital Communication and its role at the global level.

Initiatives for empowerment through Digital technologies and initiatives Future of Digital India and the socio-economic and cultural transformation through digital technologies in India.

Evaluation Scheme:

The evaluation will include classroom presentations, assignments, internal assessment and semester-end examination.

The assessment includes:

Internal Assessment: 40 %

Final Examination (external): 60%

Readings:

1. The Digital India Initiative Concept Notes of the GoI
2. Arvind Singhal and Everett M Rogers (2001 and Ninth printing 2007), India's Communication Revolution from Bullock Carts to Cyber Marts, Sage Publications, New Delhi/Thousand Oaks/London
3. Subash Bhatnagar and Robert Schware (2000), Information and Communication Technology in Development: Cases from India, New Delhi/Thousand Oaks/London
4. Singhal, A., & Rogers, E.M (1989), India's Information Revolution, Sage Publications, New Delhi
5. Other latest publications related to Digital India

Course: DC 103 Introduction to Audio Visual Production (Domain Specific)

Credits: 04

Course Instructor: Dr. A. Nagraj

Unit I: Visual Culture

Understanding visual culture, Visual Theories, Visual Design, Symbolism, Time and Sound, Point of View, Visual experience of historical artifacts, understanding and relating the visual experience to cultural context.

Unit II: Visual Art History

Art history to come as various eras, styles and isms, brief introduction to Pre-Renaissance: Prehistoric Era, Ancient Civilizations, Classical Civilizations, Early Christian, Byzantine, Islamic, Romanesque, Gothic, Renaissance; Post-Renaissance: Baroque and Rococo, Neo-Classicism, Impressionism, Expressionism, Cubism, Futurism, Surrealism, Pop art, Contemporary art.

Unit III: Visual Analysis

What is visual analysis, how does visual analysis work, Walk-through of visual analysis, Understanding Visual Elements- Style, Colour, Line, Texture, Space, Composition and Scale. The five step process of visual analysis, choosing the artifact, Context: who, what, when, where, why. Rhetorical: Means of persuasion, design principles involved, argument.

Assignment I Close Observation: Pick one artwork in a gallery (photo/art) that you find especially interesting. Spend at least 20 minutes closely observing it and taking notes. Write a detailed description of the artwork. Try to write your description without including any of your own interpretations or any interpretations given in the label.

Unit IV: Visual Rhetoric

What is visual rhetoric, how does visual rhetoric work, what is not visual rhetoric, why should we care about visual rhetoric. Understanding the five rhetorical canons: Invention, arrangement, style, memory and delivery.

Assignment II Interpretation: In the chosen exhibition (photo/art) find 2 artworks that you feel express one of the themes like (love, conflict, power, beauty, etc.) and write an essay comparing and contrasting how these works express the theme.

Reference:

- Suzanne Hudson and Nancy Noonan-Morrissey, *The Art of Writing about Art* (Belmont, CA: Thomson Learning, 2002).
- Henry M. Sayre, *Writing about Art* (Upper Saddle River, NJ: Prentice Hall, 2005).