

Department of English

COURSES OFFERED BY DEPARTMENT OF ENGLISH

SEMESTER -VII

[UG Programme for Bachelor in Journalism (Honours) degree]

DISCIPLINE SPECIFIC CORE COURSE-19 (DSC-19) : New Media and Digital Communication

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title and Code	Credits	Credit distribution of the Course			Eligibility Criteria	Pre-requisite of the Course (if any)
		Lecture	Tutorial	Practical /Practice		
DSC-19: New Media and Digital Communication	4	3	0	1	Passed Class XII with English	NIL

Learning Objectives

The Learning Objectives of this course are as follows:

- To develop an understanding of various new media formats and genres of new media
- To familiarise students with a philosophical understanding of debates around human-machine interaction.

Learning Outcomes:

The Learning Outcomes of this course are as follows:

- By the end of the course students will be able to create engaging digital multimedia stories and effective content for websites, blogs, and social media by understanding online user behaviour and participatory cultures.
- Students will be able to critically analyse key issues in digital media, including ownership, economics, cybersecurity, gender, politics, regulation, privacy, and identity.

Syllabus of DSC-19

Unit I: Introduction to New Media Forms and Genres (15 hours)

- Understanding New Media and Digital Communication: Definition, Key Concepts and Characteristics
- Forms of Storytelling: Trans-media Storytelling, Multimedia storytelling, Interactive Storytelling, Data-Driven Storytelling, Immersive Storytelling, Social Media Storytelling
- Genres of new media: digital art, digital cinema – new media fiction and documentary, Video Games, Memes, Vlogs, Podcasts, AR/VR

Essential Readings:

1. *The New Media Theory Reader*, edited by Robert Hassan and Julian Thomas, Open University Press, 2006. (Pages 5-13)
2. *New Media Old Media: A History and Theory Reader*, edited by Wendy Hui Kyong Chun & Thomas Keenan, Routledge, 2006. (Pages 418-431)
3. *New Media: a critical introduction*, edited by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly, Routledge, 2003 (Pages 9-13), (Pages 105-132)

UNIT II: Application in Society: Technology and social dynamics (15 hours)

- Social construction of technology, Utopian-Dystopian Perspectives
- Digital inequalities – digital divide, access and participation
- New Media Campaigns, Digital Identities
- Digital Preservation of Indigenous Knowledge

Essential Readings:

1. *New Media: A Critical introduction*, edited by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly, Routledge, 2006 (Pages 237-307)
2. *Digital Divide*, Jan Van Dijk, Polity Press, 2020 (Pages 1-13)
3. *Digital Identities: Creating and Communicating the Online Self* by Rob Cover, Academic Press, 2016 (Pages 4-21)

UNIT III: Impact and Governance – Ownership, Control and Surveillance (15 hours)

- Ownership and control of new media
- Net-neutrality
- Surveillance, cyber-security and issues of privacy
- Convergence Culture - social media ecosystems and participatory media culture

Essential Readings:

1. *Convergence Culture: Where Old and New Media Collide*, Henry Jenkins, New York University Press, 2006 (Pages 1-24)
2. *Net Neutrality and the Battle for the Open Internet*, Danny Kimball, University of Michigan Press, 2022, (Pages 1-17)

3. *After Net Neutrality: A New Deal for the Digital Age*, Victor Pickard and David Elliot Berman, Yale University Press, 2019 (Pages 1-44)

UNIT IV: Project Work (15 hours)

- Multimedia storytelling project (e.g., documentary, transmedia narrative)
- Digital identity audit or meme analysis
- An observational field project on use of new media in panchayats and rural areas like the Bharat Broadband, mobile phones, WhatsApp, government apps, or internet services.
- A mobile capsule for social activism and marketing it through social networks & actively participate in a cyber media campaign.

Suggested readings:

- Kishore Sharma (2010) *Visual Journalism: A Guide for New Media Professionals*, Anmol Publications
- Valerie Alia, *The New Media Nation*, Berghahn Books, 2010
- Jingala, Neha & Bhardwaj, Devender. (Eds.). 2024. *The Handbook of Digital Media & Journalism: Practices and Perspectives*. Galgotia Publishing Company
- Kohli, Aakriti. (2022). *Medium is the Sensation: OTT Platforms on the Smartphone Screen*. Akademos. Vol. 16, 17-46.
- *New Media and New Technologies* by Lister Dovey, Giddings, Grant & Kelly, 2003
- May, Keenan & Peter Newcomb. (2008, July) *How the Web was won*. Vanity Fair, retrieved from <http://www.vanityfair.com/culture/features/2008/07/internet200807>
- "Privacy vs. the Internet: Americans Should Not Be Forced to Choose" (ACLU report, 2008)
- Nakamura, —*Race In/For Cyberspace: Identity Tourism and Racial Passing on the Internet*, 1995
- Bogost, Ian. *Persuasive games: The expressive power of videogames*. MIT Press, 2007.