

Value Added Certificate Course, 2023-24
on
“Digital Skills for Media”
Department of Journalism & Mass Communication (MA IN JMC),
B.J.B. Autonomous College, Bhubaneswar.

Objectives of the Course:

- students will be introduced to the broad knowledge of the basic computer software's, which are mainly used in media
- Understand the basic uses of computer in news making.
- Work on Akruti, MS Office tools, Photoshop and Internet.
- Student will identify the milestones of internet journalism in India and worldwide.
- Student will be able to define important terms of electronic and digital media world.

Expected Outcomes:

The course on academic writing will help students to

- Students will be able work on A/V software like Sound Forge, Nuendo, Adobe Premiere and Adobe Photoshop after effect and FCP.
- Students will be able to do the editing of Audio and Video.

Course structure:

- Duration: Minimum 30 hours
- Target Population: UG / PG final year students
- Time scheduled: In all working days from 3.15 pm to 4.45 pm
- Students' strength: 20
- Mode of learning: Blended mode (online / offline)

Examination and Certification:

- Exam on MCQ Pattern consists of 30 questions of 60 marks (each carrying 2 Marks) in two hours duration and 30 marks for computer Practical.
- Certificate to be provided by the department / institution.

Syllabus

UNIT 1: Introduction to the Digital Media

- Understanding Digital Media: Evolution and Development
- Digital Media and its computer components
- Digital Media Application Software: Word processing, Spreadsheet, Image Editing.

UNIT 2: Digital Media Characteristics

- Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion,
- Understanding Credibility of Digital Media
- Digital Literacy

UNIT 3: Internet as a Medium

- Basics of Internet, Characteristics of Internet
- Types of Internet-based communication: Dynamics of communication in CMC and Cohesive
- Force of online group
- Journalistic uses of Internet: E-mail, Search, Video conferencing, Webcasting, Podcasting,
- Photo sharing, etc.
- Application for Journalists: Blogs, Portals, Websites, Social media platforms, Wikis, etc.
- Journalistic use of Social Media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.)
- Streaming Servers: News Aggregators & SEO

UNIT4: Digital Audience

- Basics of Digital Audiences
- Search Engine Strategies for Digital Audience Acquisition
- Social Media Campaigns and Engagement
- Digital Audience Research and Behaviour

UNIT 5: Digital Media Design

- Essential of Digital Media Design
- Photographic Imaging Process

Suggested Readings:

1. Quark Express for Beginners: BPB Publication
2. Adobe Photoshop: Prentice hall India
3. Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian
i. Publication Delhi
4. Mastering DTP: Simone Mitchett: Macmillan Master Series London.
5. Information Technology-The Breaking Wave:Dennis P. Curtin, Kim
i. Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw –Hill New Delhi
6. Introduction to Information Technology: Chetna Srivastava
7. Communication in the Third World Countries – Melkote
8. Mass Communication Technology: New Perspectives – Uma Narula
9. Communication Technology & Development – I. P. Tiwary
10. Journalism Online – Mike Ward
11. Online Journalism – James C. Foust
12. Making Online News: The Ethnography of New Media Production – Chris A.
Paterson, David