

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR BATCH 2018 AND THEREAFTER**

Programme: BA/BSc

Semester: IV

**JOURNALISM - PAPER IV
ONLINE JOURNALISM**

Course Code: 18IVJE4

Number of hours: 60

COURSE OBJECTIVES:

- To help students delve into the world of new media and digital information patterns and their varied uses
- To give students an understanding of the basic tenets of online journalism
- To help students gain insights into emerging trends and inherent possibilities in the online news space.

LEARNING OUTCOMES:

- Students understand the nature, character and scope of the online news space
- Students acquire the skill-sets to report, write and edit and publish news and allied content for web platforms
- Students gain an understanding of the possibilities and pitfalls inherent in the online news space

UNIT 1: UNDERSTANDING NEW MEDIA

08 HRS

Overview of the new media industry; Changing news landscape: A shift from the traditional to online platforms; Evolution and growth of online journalism, Understanding online news media: Characteristics, Scope, Limitations; Understanding the online news consumer

UNIT 2: UNDERSTANDING NEW MEDIA PLATFORMS

13 HRS

Web content management and web content management systems: Website Authoring, Collaboration and Administration Tools; Social Media Platforms for News Publishing; Convergence technologies in the online medium.

UNIT 3: WRITING ONLINE NEWS

13 HRS

Online News Formats: News websites, blogs, podcasts, newscasts on the web, infographics

News Writing for Online Media: Structure, Styles and Techniques

- Longform writing/ Shortform Concise Writing
- Writing clickbait and listicles
- Scripting newscasts
- Scripting podcasts
- Data visualization styles and techniques
- Blog writing

UNIT 4: DATA JOURNALISM

13 HRS

Data Journalism: Definition, nature, scope; Tools and techniques - Computer Assisted Reporting (CAR), Data visualization – Styles and techniques; Case studies

UNIT 5: ETHICAL ISSUES

13 HRS

- Fake news, fact-checking and verification in the online space
- Branded content as news
- Online propaganda as news
- Credibility and Transparency
- Content aggregation and plagiarism issues
- Case studies.

IV SEMESTER JOURNALISM: PRACTICAL – IV

DURATION : 3 HRS / WEEK

NO. OF UNITS:15

NEWS BLOGS:Students work in groups and create and run an online news blog and update it through the semester with news and allied content.Content of the blog would involve textual and audio-visual news content including news write-ups, news videos, podcasts and infographics.The students would be required to update the blog on a bi-weekly basis throughout the semester.

REFERENCES:

1. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age - Paul Bradshaw, 2nd edition, Routledge, 2017
2. The Social Media Handbook – Ravi N. Pandey, Anmol Publications, 2015
3. Mobile and Social Media Journalism: A Practical Guide - Anthony C. Adornato, 1st edition, CQ Press, 2017
4. Online Journalism: Principles and Practices of News for the Web - James C. Foust, Taylor & Francis, 2017
5. Online News Gathering: Research and Reporting for Journalism – Stephen Quinn & Stephen Lambie, Focal Press, 2008
6. Online Journalism: A Critical Primer, Jim Hall, Pluto Press, 2001
