

DEPARTMENT OF JOURNALISM
FOURTH SEMESTER
COMPULSORY PRACTICAL/SKILL PAPER 1
DIGITAL STORYTELLING

NO. OF CREDITS- 2

NO. OF HOURS- 30
(0+1+3 Practical)

Digital Storytelling introduces students to the principles and evolution of digital storytelling within contemporary journalism. It trains learners to create platform-specific narratives using web, social media, podcasts, and short-form video formats. The course builds hands-on competence in multimedia production, including photography, audio, and video editing, using industry-standard tools. Students also engage with emerging trends such as mobile journalism, immersive storytelling, and AI in media. Ethical practice forms a core component throughout the course.

Learning Objectives

- LO1: Understand the fundamental concepts of digital storytelling and its evolution in journalism.
- LO2: Identify and apply effective storytelling techniques for different digital platforms (e.g., web articles, social media, podcasts, short-form video).
- LO3: Develop skills in gathering, editing, and producing multimedia assets (photos, audio, video).
- LO4: Analyse and apply ethical considerations specific to digital journalism, including issues of accuracy, verification, privacy, and responsible use of AI.

Course Outcomes

- CO1: Students define and explain the evolution, concepts, and characteristics of digital storytelling in journalism.
- CO2: Students recognise and discuss emerging trends and technologies such as mobile journalism, immersive storytelling, and AI in media.
- CO3: Students analyse target audiences and interpret their consumption habits to tailor platform-specific narratives effectively.
- CO4: Students create multimedia stories using photography, audio, video editing, and digital tools across web, social media, podcasts, and short-form video formats.
- CO5: Students evaluate ethical challenges in digital storytelling—including accuracy, verification, privacy, copyright, and manipulation—and apply responsible practices in content creation.

Unit I: Understanding the Digital Era

- 1.1 Convergent Technology, Smartphone Culture, and Society
- 1.2 Concept, Evolution, and Advantages of Digital Media
- 1.3 Understanding Narrative Structures
- 1.4 The Role of Digital Media in Storytelling

Essential Readings

- Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. New York: University Press, 2006.
- Lister, Martin, et al. *New Media: A Critical Introduction*. 2nd ed., Routledge, 2009.

Unit II: Content Creation for Digital Storytelling

- 2.1 Planning, Creating, and Managing Social Media Content

- 2.2 Writing for Digital Media
- 2.3 Podcasting and Audio Storytelling
- 2.4 AI-Assisted Content, Live Streaming, and Real-Time Storytelling

Essential Readings

- Alexander, Bryan. *The New Digital Storytelling: Creating Narratives with New Media*. 2nd ed., Praeger, 2017.
- Briggs, Mark. *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. 3rd ed., CQ Press, 2015.

Unit III: Case Studies and Ethics

- 3.1 Analysing Real-World Case Studies in Digital Storytelling
- 3.2 Applying Ethical Frameworks to Digital Storytelling
- 3.3 AI-Generated Content and Ethics
- 3.4 Deepfakes, Digital Manipulation, and Strategies for Responsible Storytelling

Essential Readings

- Vallor, Shannon. *Technology and the Virtues: A Philosophical Guide to a Future Worth Wanting*. Oxford University Press, 2016.
- Wardle, Claire, and Hossein Derakhshan. *Information Disorder: Toward an Interdisciplinary Framework for Research and Policymaking*. Council of Europe, 2017.

DIGITAL STORYTELLING (PRACTICAL)

Mini-Story Series (Micro-journalism)

Concept: Students create very short digital stories (e.g., 30–60 seconds) focusing on single concepts or observations.

“Day in the Life of...” (Audio/Visual Production)

Concept: Students spend a significant amount of time with an individual, group, or in a specific location, documenting it primarily through visuals and sound, with minimal narration.