



## MANIPAL UNIVERSITY JAIPUR

School of Media & Communication

Department of Journalism & Mass Communication

### FUNDAMENTAL OF NEW MEDIA | JC 1215 | 4 Credits | 2 0 4 4

Session: Jan 2018 – May 2018 | Faculty: Vaishali Kapoor | Class: II Semester B.A. (J&MC)

**Course Outcomes:** At the end of the course, students will be able to:

- [1215.1]. Describe the development and use of new media.
- [1215.2]. Explain the basic features and functionality of search engines.
- [1215.3]. Interpret the types of online advertising and differentiate it from traditional advertising.
- [1215.4]. Obtain the skill to develop social media accounts and post new media content and hence develop employability skills.
- [1215.5]. Examine the concepts like convergence of media, virtual reality and cyber laws.

#### SYLLABUS

**Introduction to New Media:** Introduction to Computers, Software. History of Internet, World Wide Web. Introduction to new media, scope, functions and characteristics. Convergence media and convergence technology. Internet penetration and reach in India **Search Engines:** Search engines and advanced search, working of a search engine, Search engine optimization, Revenue generation of a search engine. **Online advertising:** Different kinds of online advertisements, online advertising in India, Case study of Google as an online advertiser and search engine. **Cyber Issues & Social Networking Media:** Security and privacy issues online, Cyber laws in India & International cyber law, Virtual reality and identity crisis, Social networking, Blogs, types of blogs, pod casting, web casting, and Micro blogging. Internet on mobile phones, GPRS and 3G.

#### TEXT BOOK

Saxena Sunil, Web Journalism 2.0, 2012. Tata McGraw Hill Publishing Company Ltd. New Delhi.

Razdan Ashwin, New Media: Techniques and Trends, 2010. Vitasta Publishing Pvt. Ltd.

#### REFERENCE BOOKS

Kaye, Barbaka K. Norman J Medoff, The World Wide Web – A mass communication perspective, Mc Graw Hill Higher Education, New York, 2001.

Clemente, Peter, The state of the net – the new frontier. Mc Graw Hill, London, 1998.

Tvede et al, Data Broadcasting – the technology and the business. John Wiley and sons Ltd., Singapore, 2012

