BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS& MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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Lesson Plan

Course: BA(JMC) 301 – Basics of New Media		
BA(JMC) – 5th Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 02

Course Outcomes (COs):

COs for Theory [BA(JMC)] 301	
CO$_1$	Explain new media communication technology. (BTL2)
CO$_2$	Discuss cyber laws and ethics. (BTL6)
CO$_3$	Apply ICT for digital communication. (BTL3)
CO$_4$	Design web pages using various measurement techniques. (BTL6)

Recommended Books:

Books	S. No.	Details of the Books
Textbooks	1.	Sekhar, Pulugurta Chandra, (2014) New Media: The Virtual Media, Vol 1, B.R. Publishing Corporations. **[TB1]**
	2.	Tapas Ray (2006), Online Journalism : A Basic Text. Cambridge University Press India Private Limited. **[TB2]**
	3.	Stuart Allan (2006), Online News: Journalism and the Internet. McGraw-Hill Education (UK) **[TB2]**
	4.	Lievrouw, L. A., & Livingstone, S. (Eds.). (2002). Handbook of New Media: Social shaping and consequences of ICTs. Sage.

		[TB3]
	5.	Satish Jain, (2020). Web Designing and Publishing. BPB Publications. **[TB3]**
	6.	Flew, T., Holt, J., & Thomas, J. (Eds.). (2022). The Digital Media Economy. Sage Publications. **[TB5]**
Reference Books	1.	
	2.	
	3.	
	4.	
	5.	
	6.	

Lesson Plan for Theory:

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - I		
1.	Evolution of internet.	Sekhar, Pulugurta Chandra, (2014) New Media: The Virtual Media, Vol 1, B.R. Publishing Corporations. **[TB1]** Tapas Ray (2006), Online Journalism : A Basic Text. Cambridge University Press India Private Limited. **[TB2]**
2.	What is online communication and how does it work?	
3.	From Web 1.0 to Web 3.0.	
4.	Advancements in the field of communication with the help of technology.	
5.	Role of ICT in our socio-economic culture.	
6.	Functions of internet and online media.	
7.	Role of internet in enhancing the field of communication.	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
8.	Features of online communication.	
9.	Online versus traditional media.	
10.	Components, advantages and challenges of video conferencing.	
11.	Components, usage, advantages and challenges of webcasting.	
12.	Different formats of podcasting and its advantages and challenges.	
13.	Buffer Reserved for Revision	
14.	Buffer Reserved for Doubt Clearing	
UNIT – II		
15.	Difference between traditional and online media.	Sekhar, Pulugurta Chandra, (2014) New Media: The Virtual Media, Vol 1, B.R. Publishing Corporations. **[TB1]**
16.	Media integration.	
17.	Treatment and presentation of content on traditional and new media platforms.	Tapas Ray (2006), Online Journalism : A Basic Text. Cambridge University Press India Private Limited. **[TB2]**
18.	Tips for reporting various beats.	
19.	Reporting for online media.	Lievrouw, L. A., & Livingstone, S. (Eds.). (2002). Handbook of New Media: Social shaping and consequences of ICTs. Sage. **[TB3]**
20.	Editing and publishing on new media platforms.	
21.	Introduction to Cyber Crime and Cyber Security.	
22.	Types of cyber crimes and measure of cyber security.	
23.	Discussion on case studies related to cyber crime and cyber security.	
24.	Introduction to IT Act (2000).	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
25.	Limitations of IT Act, Piracy and Copyright.	
26.	Copyleft, Open Source and Digital Archives.	
27.	Buffer Reserved for Revision	
28.	Buffer Reserved for Doubt Clearing	
UNIT – III		
29.	Introduction to digital divide and information society.	Stuart Allan (2006), Online News: Journalism and the Internet. McGraw-Hill Education (UK) **[TB2]** Flew, T., Holt, J., & Thomas, J. (Eds.). (2022). The Digital Media Economy. Sage Publications. **[TB5]**
30.	Role of ICT in mass mobilization.	
31.	Bridging the digital divide.	
32.	Applications of ICT.	
33.	Introduction to E-governance and its advantages.	
34.	Case studies related to the challenges of E-governance.	
35.	What is convergence?	
36.	M-commerce and its impact on our day-to-day economy.	
37.	Social media and social networking platforms.	
38.	Usage of different types of social sites.	
39.	Role of social media in our society.	
40.	Preventive measures for social media.	
41.	Buffer Reserved for Revision	
42.	Buffer Reserved for Doubt Clearing	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - IV		
43.	Introduction to website designing.	Satish Jain, (2020). Web Designing and Publishing. BPB Publications. **[TB3]**

Flew, T., Holt, J., & Thomas, J. (Eds.). (2022). The Digital Media Economy. Sage Publications. **[TB5]** |
44.	Planning for website.	
45.	Creating layout for website.	
46.	Knowing the target audience and its demography.	
47.	Content planning for the target audience.	
48.	Introduction to Blog and Vlog.	
49.	How to create account on blogging platforms.	
50.	Selecting a blogging platform and planning content for it.	
51.	What is SEO and how to use it to promote web content?	
52.	Introduction to WAM.	
53.	What is audience research and why is it necessary?	
54.	Various tools and techniques of audience research/measurement.	
55.		
56.	Buffer Reserved for Revision	

Course: BA(JMC) 351 – New Media Lab	
BA(JMC) 5th Semester	No. of Practical Hours per Week: 02

Course/Lab Outcomes (COs):

COs for Practical [(BA(JMC)] 351	
CO_1	Create and maintain a blog. (BTL6)
CO_2	Compare and contrast various web contents. (BTL5)
CO_3	Design a web page using appropriate tools. (BTL6)
CO_4	Design and develop a dynamic website. (BTL6)

Lesson Plan for Practical:

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.		**Blog & Vlog Creation**	**Assignment A**
2.	1.	Create an account on any of the blogging platforms, and design content keeping the target audience in mind.	AP_1
3.	2.	Record Vlogs with your mobile phone on any of the topic you like and post them on your blogging account.	AP_2
4.	3.	Choose any current topic and publish blogs containing multimedia on your blogging account and keep the consistency for a month.	AAQ_1
5.		**Online Content Assessment**	**Assignment B**
	4.	Identify and analyze three different web articles, classifying them into the categories of news, opinions, and advertisements.	BP_1
	5.	Analyze the design and user interface elements of a news website.	BP_2
	6.	Select one news story of any beat and compare its writing style, presentation and treatment on 5 different	BAQ_1

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
		news websites with help of a code sheet.	
6.		**Website Designing**	**Assignment C**
	7.	Create a simple HTML webpage containing hyperlinks to text, graphics, audio, and video documents.	CP_1
	8.	Develop a dynamic website using Adobe Dreamweaver, incorporating interactive elements and dynamic content.	CP_2
	9.	Create a news website containing tabs and sub-tabs incorporating multimedia content.	CAQ_1

Testing Schedule:

Nature of Test	Aug	Sep	Oct	Nov
Surprise Test (ST)	ST in last week	-	-	-
Mid Term Test (MT)	-		TBAL	-
Class Test (CT)	-	CT in any of the Weeks		-
Supplementary Test (Sp.T)	-	-		Sp. T in 1st Week
Assignment Submission Schedule	**Assignment-1** is to be submitted One Week after completion of Unit-1 and Unit-2. **Assignment-2** is to be submitted One Week after completion of Unit-3. **Assignment-3** is to be submitted One Week after completion of Unit-4.			