POST GRADUATE DIPLOMA IN DIGITAL MEDIA (ENGLISH) CURRICULUM

Credits across two semesters: 42

INTRODUCTION TO DIGITAL MEDIA

Prerequisite: Version: 1.0
Course Code: MCDME101L Credits: 01

Objectives

- Apprise the students about the size and scale of digital media
- Give them an understanding of Web, WAP and Apps
- Help them understand the working of Apps

Learning Outcomes

The students, at the end of the course, will be able to:

- Describe the size and scale of digital media
- Describe the app ecosystem
- Describe the emerging content consumption patterns
- Explain site planning, selection and posting of content

Module I: Overview (L-4 hours)

Evolution and Size of Indian Digital Market

Main platforms and sites by traffic

Content Consumption Trends

Emergence of Mobile Media: Scale and Size

Indian languages and the web

Module II: Platforms and Key Metrics (L-2 hours)

Websites, Mobiles, Apps
User Experience, User Interface
Page Views, Impressions, Reach
Visits, Unique visitors
Sessions, Engagement Rate, Click through rate

Module III: Mobile Apps (L-3 hours)

Kinds of Mobile Apps iOS and Android ecosytems Progressive Web Apps, Accelerated Mobile Pages Mobile Apps vs Mobile Websites How do Apps make money

Module IV: Case Study: The Times of India.com (L- 2 hours)

Content Sources and creation Content Selection and Display Traffic Break Up by platform and category Site Analysis and Planning Measuring content performance with Chartbeat

EXAMINATION SCHEME

Mid-term exams: 15 marks
 End-term exam: 35 marks

DIGITAL WRITING

Prerequisite: Version: 1.0
Course Code: MCDME103P Credits: 04

- Apprise the students of the differences between print and digital writing
- Teach them how to write reports for websites and mobile phones
- Teach them how to write headlines for websites
- Give them an understanding of content curation

Learning Outcomes

The students, at the end of the course, will be able to:

- Describe different kinds of digital writing, and how digital writing different from writing for print
- Write search optimized web reports
- Write clickable headlines for the web
- Create content for mobile phones
- Explain content curation process

Module I: Digital Text -

(L-6 hours; P-10 hours)

Kinds of Digital Writing

Characteristics of Web Report; Differences with Print writing

Elements of Digital writing: Formatting for web reading, Ensuring Readability, Clarity and

Objectivity, Optimising reports for search engines

Assignment: Write search engine optimised business reports

Assignment: Write news headlines for web

Module II: Web Headlines

(L-2 hours; P-12 hours)

Characteristics of web headlines Differences with print headlines Clickbait headlines

Headline writing tools

Assignment: Write news headlines for web

Module III: Mobile Text

(L-1 hour; P-6 hours)

Writing for Mobiles News Notifications

Commercial alerts

Assignments: Review news alerts moved by any two media houses; Review commercial alerts pushed by any one ecommerce site

Module IV: Content Selection (L-3 hours; P-6 hours)

News flow and news selection

Content Curation

E-paper: Advantages and disadvantages

Assignments: Analyse news website and make presentation

EXAMINATION SCHEME

Mid-term exams: 15 marks
 End-term exam: 35 marks

VISUAL, AUDIO AND VIDEO STORYTELLING

Prerequisite: Version: 1.0
Course Code: MCDME105P Credits: 03

Objectives

- Teach students how to use mobile phones to create photo essays for the web
- Teach students how to record and edit podcasts on mobile phone
- Give students an understanding of video storytelling and how it is changing news distribution and consumption
- Teach students how to shoot and edit videos on mobile phones

Learning Outcomes

The students, at the end of the course, will be able to:

- Shoot and edit photo essays on the mobile phone
- Record and edit podcasts for being consumed on mobile phones
- Shoot and edit one to three-minute videos on mobile phones
- Explain the impact of video storytelling on consumption of news

Module I: Visual Stories

(L-2 hours; P-8 hours)

Creating Photo Features for web

Caption Writing

Headlines for photo essays

Apps to shoot and enhance pictures

Assignment: Shoot theme-based photo essays for publication on student website

Module II: Podcasting

(L-2 hours; P-12 hours)

What are podcasts

Trends and size of podcast market

Podcast formats

Podcasting kit

Ideation and Scripting

Recording and Editing on mobile phones

Uploading of podcasts: Points to keep in mind

Podcast directories

Assignment: Create podcasts for publication on student website

Module III: Video Storytelling (L-3 hours; P-16 hours)

Emergence and impact of video storytelling

Ideation and Scripting

Shooting mobile video: Camera angles and tips

Voiceover, Supers and music overlays

Editing videos on iOS and Androids

MoJo Kit

Assignment: Prepare one to three-minute videos using mobile phones for publication on student website

EXAMINATION SCHEME

- 1. Teachers' Assessment (several tests spread across the semester): 50 marks
- 2. End-term exam: 35 marks

WEB TECHNOLOGY

Prerequisite: Version: 1.0
Course Code: MCDME107L Credits: 02

Objectives

- Apprise students of the way content is uploaded on the net
- Give students an understanding of website performance
- Teach students the importance of keyword and search engine optimization
- Give students an understanding of Google Analytics
- Explain in detail the relevance of Search and SEO

Learning Outcomes

The students, at the end of the course, will be able to:

- Upload reports, podcasts, videos on student website using Times Group's Content Management System
- Describe ways to optimize site performance
- Explain what is search engine optimization and how business writers should optimize their reports for the web
- Explain how Google Analytics is used to analyse and improve site performance

Module I: Content Management System

(L-1 hour; P-3 hours)

Elements of Content Management System Kinds of Content Management Systems Advantages

Assignment: Working on Times Group's Content Management System

Module II: User Experience

(L- 2-3 hours)

Site Performance, Speed, Importance of First Screen User behaviour Principles of Web Design

Module III: Search Engine Optimisation

(L-3 hours)

How search engines work
Kinds of search engines
What is Search Engine Optimisation
On page optimisation: Keywords and their placement
Search engine signals

Page Rank, Organic search, Paid Listings

Link building: Do's & Don'ts

Module IV: Google analytics

(L-2 hours)

How Google analytics works Understanding key terms Monitoring traffic sources Tracking campaigns

Module V: Measurement and Monitoring (L

(L -2 hours; P -6 hours)

App Annie ComScore Chartbeat

Assignment: Write a report using AppAnnie **Assignment**: Write a report using ComScore

EXAMINATION SCHEME

Mid-term exams: 15 marks
 End-term exam: 35 marks

SOCIAL MEDIA

Prerequisite: Version: 1.0
Course Code: MCDME109P Credits: 04

Objectives:

- Apprise the students of the different forms of Social Media and their characteristics
- Inform students about the impact of Social Media on information flow
- Discuss the working of Facebook, LinkedIn, YouTube and Instagram

Learning Outcomes:

The students, at the end of the course, will be able to:

- Explain what is Social Media
- Describe how Social Media platforms work
- Explain how Facebook's Newsfeed works
- Critique LinkedIn company pages

Module I: Social Media (L – 3 hours)

Characteristics of Social Media Differences with Traditional Media Kinds of Social Media platforms Key platforms, reach and numbers

Module II: Facebook (L-2 hours; P-8 hours)

Understanding Newsfeed

Pages, Groups

Finding and promoting stories on Facebook

Assignment: Analyse what works best on Facebook

III: YouTube (L-2 hours; P-8 hours)

Playlists and YouTube channels Policies and reporting tools

Assignment: Develop news report using You Tube videos

Module IV: Instagram (L-2 hours; P-8 hours)

Taking and sharing photographs Crop and caption photographs

Filters and effects

Connecting with others

Assignment: Develop news report using Instagram

Module V: Linkedin

(L-2 hours; P-8 hours)

How to use LinkedIn Linkedin Groups Company Pages

Assignment: Write news reports using Linkedin Company Pages

Examination Scheme:

Mid-term exams: 15 marks
 End-term exam: 35 marks

BLOGGING, MICROBLOGGING AND LIVE BLOGGING

Prerequisite: Version: 1.0
Course Code: MCDME111P Credits: 04

Objectives:

- Discuss blogging and help students create blogs
- Give students insights into the working of Twitter
- Provide insights into live blogging
- Familiarize students with the power of Influencers

Learning Outcomes:

The students, at the end of the course, will be able to:

- Explain what is blogging
- Write blog posts
- Write news reports based on tweets
- Create content for live blogs
- Describe the power of Social Media influencers

Module I: Blogging

(L- 4 hours; P-12 hours)

Characteristics of blogs Kinds of blog posts

Blog headlines

Assignment: Write blog posts

Module II: Microblogging

(L-2 hours; P-12 hours)

How Twitter works: Finding, following and listening

Profile, Verified accounts, Twitter terms Mining Tweets to write news reports

Using Tweetdeck

Assignment: Use tweets to create news reports for student website

Module III: Live Blogging

(L-2 hours; P-12 hours)

What is live blogging Elements of a live blog Benefits of live blogging

Assignment: Live blog an event

Module IV: Media Influencers

(L-2 hours; P-4 hours)

Identifying Influencers

The power of Influencers

Influencer Marketing

Assignment: Identify Indian influencers in the Social Media space and make a presentation

EXAMINATION SCHEME

Mid-term exams: 15 marks
 End-term exam: 35 marks

MINOR PROJECT I

Prerequisite: Version: 1.0
Course Code: MCDME113P Credits: 02

Objectives:

- Expose students to social media applications to find and promote information
- Help students use web applications to create visual content
- Teach students ways to verify photographs

Learning Outcomes:

The students, at the end of the course, will be able to:

- Use Buzzsumo, Buffer and Hootsuite to find and promote content
- Use Canva, Quozio and Infogram to create visual content
- Use Google and Tineye to verify photographs

Module I: Finding, Publishing & Promotion (L-3 hours; P-12 hours)

Buzzsumo

Buffer

Hootsuite

Assignments: Use Hootsuite to find Social Media content; Use Buffer and Buzzsumo to promote content on Social Media

Module II: Design Tools (L-3 hours; P-8 hours)

Canva Quozio

Infogram

Assignments: Make graphics using the tools given in Module II

Module III: Image Verification (L-2 hours; P-4 hours)

Google Image Search

Tineye

Assignment: Search for an image using Tineye

EXAMINATION SCHEME

NEWS ANALYSIS I

Prerequisite: - Version: 1.0

Course Code: MCDME115L Credits:

02

Objectives

- Familiarize students with topical issues
- Develop analytical and critical thinking skills

Learning Outcomes

On completion of the course, students will be able to:

- Discuss important issues in the news
- Analyze social, political and economic developments

Examination Scheme:

• 1. Ongoing Assessment across the semester:100 marks

References

- Important Newspapers and magazines
- Major news Websites

SECOND SEMESTER

DATA MINING AND VISUALISATION

Prerequisite: Version: 1.0
Course Code: MCDME102P Credits: 04

Objectives

- Teach methods to study datasets to locate interesting story angles
- Expose students to data sources on the net
- Find ways of transforming data into information that can be easily understood
- Develop understanding of limitations of datasets and evaluate the strengths and weaknesses of data.

Learning Outcomes

The students, at the end of the course, will be able to:

- Locate data sources with ease
- Scrape data and create files
- Clean data to remove formatting errors
- Analyze data to locate news threads
- Create news reports and graphics based on data analysis

Module I: Introduction to Data Journalism

(L-2 hours)

Definition and historical perspective

Scope: Why Data Journalism is important for a Journalist

Skills required by a data journalist

Module II: Finding and Understanding Data

(L-2 hours; P-8 hours)

Where to look for data

Setting up data news wires

Strategic searching - tips and tricks

Introduction to scraping

Turning numbers into stories

Become Data Literate

Assignment: Search for data

Assignment: Scrape data from web screen **Assignment**: Turn numbers into stories

Module III: Working with Data

(L-2 hour; 10 hours)

Working with Excel

Cleaning data

Correcting bad formatting; taking care of misspellings

Invalid values and duplicates

Assignment: Clean and format data

Module IV: Evaluating Data

(L-2; P-12 hours)

Newsroom math and statistics

Making new variables with functions

Summarizing data with pivot tables

Looking for patterns

Assignment: Working with pivot tables

Module V: Putting the Data Story Together (L-2 hours; P-12 hours)

Deciding the central focus

Including data within a narrative

Ethics of finding and using data

Data Visualisation

Assignment: Write a news report using data; visualise data

EXAMINATION SCHEME

Mid-term exams: 15 marks
 End-term exam: 35 marks

DIGITAL MARKETING AND NATIVE ADVERTISING

Prerequisite: Version: 1.0

Course Code: MCDME104L Credits: 04

Objectives:

- Teach the use of internet as an effective marketing channel.
- Expose students to different forms of digital advertising
- Give the students an understanding of ad serving
- Teach what is Native Advertising

Learning Outcomes:

On completion of the course, students will be able to:

- Describe different kinds of online ads
- Explain the glossary associated with digital advertising
- Describe how search engine marketing works
- Describe how ads are served
- Explain what Native Advertising is and how it is different to traditional advertising

Module I: Overview (L-2 hours)

Digital advertising, advantages and disadvantages

Differences with traditional advertising

Module II: Digital Advertising

(L-4 hours; P-4-6 hours)

Network and Programmatic Strategy

AdWords and Ad Sense

Columbia - Smart Recommendation Engine

Direct Buy: Advantages and Disadvantages

Owned Media, Earned Media, Paid Media

Real time Bidding

Display Advertising

Intrusive Display Advertising

Social Advertising

Presentation: Digital advertising being used by different companies

Module III: Ad technology and Operations (L-4 hours; P-6-8 hours)

Ad Server

Ad formats, types and categories

Campaign Planning, Campaign Optimisation

Audience Targeting

Return on Investment

Presentation: Plan a digital campaign

Module IV: Search Engine Marketing

Search Engine Advertising: Pricing and Tools

Search campaigns Location targeting

Bidding strategy

Presentation: Anatomy of a search campaign

Module V: Native Advertising

(L -2 hours; P – 12 hours)

(L-2 hours; P-6-8 hours)

Concept and Forms

Kinds of Native Ads

Advantages and Disadvantages

Differences with traditional advertising

Case Study: Native Advertising explained with live ad

Assignment: Create a native ad

EXAMINATION SCHEME

Mid-term exams: 15 marks
 End-term exam: 35 marks

DIGITAL ETHICS AND MEDIA LAW

Prerequisite: Version: 1.0
Course Code: MCDME106L Credits: 03

Module I: The grey line

(L-3 hours)

Definition and principles

Truth, Fairness & Objectivity

Press Council guidelines on coverage of women, juvenile issues and riots

Module II: Reproduction of online content

(L -3 hours; P - 4 hours)

What is Fair use

Linking and embedding

Use of images

Rehashing content in newspaper / digital and implications

Media stealing content

Social Media pictures: Guests taking pictures at private parties and publishing them

Domain squatting

Correction of errors, retraction requests

Presentation: Web content that can be used or can't be used

Module III: Journalists and Social Media

(L -2 hours; P - 4 hours)

Personal, official accounts

Friending, Interacting with users

Sourcing, Tweeting, publishing content

Presentation: Analyse social media policy of different companies

Module IV: Information Technology Act 2008 (L -2 hours; P – 4 hours)

Main provisions and Key amendments

Important cases

Forwarding of obscene / defamatory content

Presentation: How the Act is being used to curb instances of misuse

Module V: Important Laws (L -5 - 6 hours)

Freedom of speech and expression

Right to Information Act

Libel and Defamation

Module VI: Net / Telecom Neutrality (L -2 hours)

Net neutrality: concept and importance

Control of data collected by foreign net companies

Telecom companies and data movement

EXAMINATION SCHEME

Mid-term exams: 15 marks
 End-term exam: 35 marks

MINOR PROJECT II

Prerequisite: Version: 1.0
Course Code: MCDME108P Credits: 03

Objectives:

- Give the students an opportunity to produce content for student website in text, audio and video format
- Help students to write product reviews

Learning Outcomes

- Write SEO optimized web reports
- Write product reviews
- Write clickable headlines for the web
- Create photo essays for the student site
- Create podcasts
- Create video stories for the student site
- Post content on student website using content management system
- Develop blog posts

Examination Scheme:

• Ongoing assessment on web-based skills across the semester: 100 marks

NEWS ANALYSIS II

Prerequisite: - Version: 1.0

Course Code: MCDME110L Credits: 02

Objectives

• Familiarize students with topical issues

• Develop analytical and critical thinking skills

Learning Outcomes

On completion of the course, students will be able to:

- Discuss important issues in the news
- Analyze social, political and economic developments

Examination Scheme:

• 1. Ongoing Assessment across the semester:100 marks

References

- Important Newspapers and magazines
- Major news Websites

INTERNSHIP

Prerequisite: Version: 1.0
Course Code: MCDME110P Credits: 06

The Internship is scheduled at the end of the second semester and is of four weeks. It is to be done with a website, which can be a news website or a web portal.

During the Internship period, the students are required to stay in touch with their Faculty supervisors, and apprise them of the work they are doing.

Objectives

The objectives of the internship are to:

- Give the students an opportunity to test the theoretical and practical skills that they have acquired during the course
- Learn to work in a team environment
- Learn how media organisations work
- Build professional relationships that will help them later in their career

Learning Outcomes

The students, at the end of Internship will:

- Sharpen their professional skills
- Identify areas where they need to learn more

Examination Scheme

The knowledge/skills gained by the students during the Internship is judged by the Faculty. The Faculty reviews the Internship File prepared by the student and holds a Viva to assess the learning. The Internship File should include:

- Summary of the work done by the student
- Brief description of the learning that happened during the Internship
- Copy of Internship certificate received from the organisation where the student interned.

Evaluation of Internship Report

The student will be required to make a presentation on the Internship learning/experience and will be awarded marks using the following criterion:

a. Industry understanding	20%
b. Learning outcomes with samples/details of work	25%
c. Language and clarity	25%
d. Interaction with Faculty supervisor	05%
f. Viva	25%
Total	100