



**KERALA MEDIA ACADEMY**  
*An autonomous institution under Government of Kerala*

**INSTITUTE OF COMMUNICATION**

Kakkanad, Kochi 682030

**DIPLOMA IN  
NEW MEDIA &  
DIGITAL JOURNALISM**

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## DIPLOMA IN NEW MEDIA & DIGITAL JOURNALISM

Course Duration	:	6 Months
Minimum Qualification	:	Graduation In Any Subject
Number of Seats	:	25 in each centre
Selection Process	:	Students will be selected on the basis of Merit list based on minimum qualification and interview.
Age	:	No bar
Examination	:	Students have to appear for a written examination at the conclusion of the course.

A student is deemed to have passed the examination, if he/she gets a minimum of 40% in each part and secures an aggregate of 40% at the final exam.

Failed candidates can appear for the supplementary exam after paying the requisite exam fee within one year of completion of the course. On no account students can appear after one year.

Attendance	:	<ol style="list-style-type: none"> <li>1. Classes would be held 5 days a week.</li> <li>2. 70% attendance is obligatory. Candidates who fail to appear for examination for shortage of attendance due to illness or other reasons will be considered for continuance of study in the next batch by the Director on his discretion. They would however have to pay the course fees in full or in part as decided by the Director.</li> </ol>
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## **DIPLOMA IN NEW MEDIA & DIGITAL JOURNALISM**

### **Course assessment:**

**Paper I. Basics of Journalism and Communication**

**(80 for written tests+20 for internal assessment) 100 Marks**

**Paper II. Basics of Digital Media Technology**

**(50 for written tests+50 for practical test) 100 Marks**

**Paper III. Digital Media Story Telling:**

**Theory and Practice (50 for written test+50 for practical test) 100 Marks**

**Paper IV. Mobile Journalism:**

**Theory and Practice (50 for written tests+50 for practical test) 100 Marks**

**Paper V. Media Laws and Ethics**

**(80 for written tests + 20 for internal assessment) 100 Marks**

**Paper VI. Workshop Production and Dissertation 100 Marks**

**TOTAL MARKS 600**

(Internal assessment will be based on the class attendance and involvement)

## **DIPLOMA IN NEW MEDIA & DIGITAL JOURNALISM**

### ***SYLLABUS***

- 1) Journalism – Introduction/ News/ Different types of news/ News reporting/ Feature reporting/ Development journalism/ Theory/ Practice, Intimate journalism
- 2) History of communication – Evolution/ different forms of communication/ digital communication/ seminar/ presentation/ discussion
- 3) Web Journalism – Fundamentals/ Specifications in news presentation/ practical oriented sessions/ demonstrations/ visual impact/ style sheets/ mark-up language/ HTML forms
- 4) Editing – Theory and rules of editing/ Copy editing/ Layout/ Design/ Theory/ practice
- 5) Basic concepts of digital media – Theory/ Different forms of digital media/ applications/ reach and impact – social, political, economic and cultural/ presentation/ discussion/ seminar/ case study
- 6) Photojournalism – Fundamentals of Photography/ Photo-Editing/ News Photography/ Impact of photo-journalism/ Layout/ Theory/ Practice
- 7) Video Practice – Fundamentals/ Video-editing/ Television journalism/ sound/ BG Creation/ TV production/ Radio/ Related Technologies other than Graphics/ Theory/ Practice/ Presentation/
- 8) Graphic Design – Fundamentals/ Significance of Graphics in Journalism and Communication/ Illustrations/ Animation/ Advertising/ Ad creations/ Colour format/ Vector and Raster Graphics/ Practical sessions/ presentations
- 9) Mobile Journalism (MOJO) - Mobile phone as a new technology. Understanding Mobile phone as a tool in journalistic practices. Story telling through mobile phones. What to shoot in a mobile phone and how to shoot for it? Editing a story through a mobile phone. Using various applications in a mobile phone. Digital video broadcasting. Live broadcasting for social media and streaming. What is citizen's journalism and ethical issues in citizen journalism?
- 10) Semiotics – Scope/ meaning/ significance/ impact/ case study/ seminar/ presentation
- 11) Writing for the Digital Media-Online Publishing-Tools and Techniques; Online Content Development and Reporting for the web; Editing online report/content; Use of hypertext; Structure of a web report.
- 12) Digital Story telling Formats; Tools of multimedia journalists; Feature writing for online media; Placing Multimedia as News content, Use of images and Videos.
- 13) Understanding technology; Computer Networking Basics - LAN, MAN and WAN; Software assistance in web content Production; Visual Editing, Layout And Designing, Photo editing Softwares, Graphic Design Softwares ,Webdesign,Open Source Softwares
- 14) Design of online sites: Integration of design, writing and editing. Introduction to Web-designing: Role of Navigation, Colour, Text, Images, Hyperlinks, Audio, Video, Still images, Animation, Flash interactivity; AdSense

15) Evolution of Social Media; Social Networking websites- Facebook, LinkedIn, Twitter etc.; Micro-blogging; Online Surveys; Changing paradigms of news according to the emergence of technology

16) Emerging news delivery vehicles; Collaborative Office and Crowd sourcing; Social Publishing: Flickr, Instagram, YouTube, Sound cloud etc.

17) A brief history of blogs and Personal Publishing; Virtual community

18) Legal and Ethical Challenges in Online Journalism; Cyber Security Issues(Malware, Phishing, Identity Thefts etc.); Copyright Violations; Freedom of Expression vs. Privacy; Social Media Driven Controversies, hacking ethical and otherwise.

19) Glossary of terms.

20) Internship – one month in Media Organisations

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