

RPICM

Diploma in Digital Media Syllabus

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Syllabus for Academic Year 2024-25

Course Outline		
Paper 1	Understanding Digital Media and related laws	30 hrs
Paper 2	Reporting and content generation	30 hrs
Paper 3	Advanced Journalistic Writing	30 hrs
Paper 4	Social-Media, Content marketing & Distribution	30 hrs
Paper 5	Multimedia Journalism	30 hrs
	Total Learning Hours	150 hours

Paper: 1 Understanding Digital Media and related Laws		Full Marks 100
Unit No	Topics	No of Hours
1	<ul style="list-style-type: none"> ● Definition and How is Digital Media different from legacy media (Newspapers, TV and Radio) ● Getting started with Digital Media evolution and development, ● Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual and so on, <ul style="list-style-type: none"> ● Credibility of digital media 	3
2	<ul style="list-style-type: none"> ● Trends in media content consumption - global and national (multiple languages) ● With regard to print, TV, digital & social media (Readership Surveys, KPMG, FICCI reports and many more)] <ul style="list-style-type: none"> ● Digital Media Revolution: Mass Media Adaptation, Trends, Revolution, Lingo, Effects of Digital Media ● Understanding the Digital Reality: Cybercrime, Privacy, Hate Speech, Surveillance and many more, Concepts of digital immigrants, digital natives, millennial generation, Gen Z 	3
3	<ul style="list-style-type: none"> ● Case studies- The Print, The Wire, Lallantop some regional case studies – like WhatsApp and FB based media 	3
4	<ul style="list-style-type: none"> ● Media Ethics -Hate speech, trolling, memes, Media Trail 	3
5	<ul style="list-style-type: none"> ● Fake News- Bursting & reality checks, learning some tools 	3
6	<ul style="list-style-type: none"> ● Freedom of speech, Sedition, Media as Fourth Estate of democracy and role of digital platforms and Digital Content laws. 	3
7	<ul style="list-style-type: none"> ● Laws related to press & media- Defamation, IPR & copyright 	3
8	<ul style="list-style-type: none"> ● Official Secrets Act Vs Right to Information 	3
9	<ul style="list-style-type: none"> ● IT Act, Right to Privacy Art. 21 	3
10	<ul style="list-style-type: none"> ● Whistle-blowers -Wikileaks and Julian Assange, Edward Snowden, P Sainath. What is there role and why it matters 	3
	Total Hours	30

Paper : 2 Reporting and Content Generation		Full Marks 100
Unit No	Topics	No of Hours
1	<ul style="list-style-type: none"> What makes news, Definition of news, changing concepts of news, How to evaluate newsworthiness of information Changing delivery of news, Element of news, hard news and soft news, features 	3
2	<ul style="list-style-type: none"> Sources of News, Personal contacts, How to develop sources, Observations, Reference material, Internet 	3
3	<ul style="list-style-type: none"> Qualification, Qualities & Rights, Kinds of reporters 	1.5
4	<ul style="list-style-type: none"> Beat system and Reporting Beats: Health, Education, Women Empowerment, Poverty, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, Health Reporting, Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights 	3
5	<ul style="list-style-type: none"> Content generation from digital sources, generation for non-news sectors: long- short video, posters, and creatives 	3
6	<ul style="list-style-type: none"> How to cover rare big events like general elections, General budget presentation, natural calamities etc. Covering regular news events - press conferences and writing from press releases, events and meets 	3
7	<ul style="list-style-type: none"> Art of Interviewing (Preparation, homework, dos & dont's), Types of Interviews 	3
8	<ul style="list-style-type: none"> Use of AI to generate content- NewsGPT 	1.5
9	<ul style="list-style-type: none"> News Anchoring and Debates, with understanding the use of AI News Anchors 	3
10	<ul style="list-style-type: none"> How to think like a reporter. Best practices and learnings from lives of experienced reporters 	3
11	<ul style="list-style-type: none"> Candid sharing of learning from editors 	3
Total Hours		30

Paper : 3 Advanced writing in media		Full Marks 100
Unit No	Topics	No of Hours
1	<ul style="list-style-type: none"> ● News story writing <ul style="list-style-type: none"> ● How to write good intro & construct a news story ● Inverted Pyramid Style, 5 Ws & 1 H, feature style with classroom practice ● Approach to Digital Journalism: Writing for the Web / Digital World, Digital Reporting Techniques, Traditional News Writing 	6
2	<ul style="list-style-type: none"> ● Interviews (and lectures based) Stories based on interviews ● Hands-on story writing assignments in the class-room – for text and audio and video formats. ● Hands-on interviews – in-class and outside assignments for all - text, audio and video formats 	6
3	<ul style="list-style-type: none"> ● Social Media and Blog Writing Writing for Twitter[X], Facebook, Blogs-Tips & Tactics for Writing [Students should make their own profile and post meaningful contents as practical] 	3
3	<p style="text-align: center;">Writing for Audio (Podcasting) [Students should write feature of their interest and record on their mobile]</p>	3
4	<p style="text-align: center;">Writing for Video [writing scripts for short videos] – Short video and News Video scripts</p>	3
5	<p style="text-align: center;">Feature writing [Non-news writing, other content, some forms of creative writing]</p>	3

6	Learning Story Elements Conceiving Story, Heading, Intro, Opening paragraph, Weaving/Structuring of Story, Other Elements, Use of Quotes etc	3
7	(G)lobalisation, (I)nternationalisation,(L)ocalisation,(T)ranslation, Transcript: Using Google Tools etc	3
Total Hours		30

Paper : 4 Social Media & Digital Content Marketing and Distribution		Full Marks 100
Unit No	Topics	No of Hours
1	Introduction to Digital Media, Consumption Trend, Introduction and Objectives of Digital Media Marketing Agencies: Sales, Marketing, Advertising, Branding, Reputation Management, and Crisis Management.	3
2	Digital Media Marketing Agencies: Content and its use, Tasks of Digital Media Marketing Agencies: Understanding of client and competition, Identification of suitable platforms, Content planning & execution, Monitoring, analysis and corrective measures,	3
3	Finding Content: photo, video, write-up, Avoiding Plagiarism	1.5
4	Case studies of Restaurant sector, Realty Sector, Education Sector, Hospital & Healthcare, Film and Entertainment, Politics and VIPs in Ahmedabad/Gujarat, Case studies of Zomato, Swiggy, Jio	1.5
5	Understanding of digital marketing: Introduction to various platforms - Whatsapp, FB, Insta, X, YouTube, LinkedIn	1.5
6	Whatsapp: Basic understanding, nature of content required, how to create such content, Assignment submission & feedback	3
7	FB: Basic understanding, nature of content required, how to create such content, Assignment submission & feedback.	3
8	Insta: Basic understanding, nature of content required, how to create such content, Assignment submission & feedback	1.5

10	X: Basic understanding, nature of content required, how to create such content, Assignment submission & feedback	3
11	Youtube: Basic understanding, nature of content required, how to create such content, Assignment submission & feedback	3
12	LinkedIn: Basic understanding, nature of content required, how to create such content, Assignment submission & feedback	1.5
13	Website & SEO, Key words: Theory and Practical	4.5
14	Blogs: Features and Importance. Writing on Facebook, LinkedIn, e-mail marketing	1.5
	Total Hours	30

Paper : 5 Multimedia Skills for Media		Full Marks 100
Unit No	Topics	No of Hours
	Basics of Digital Photography	10 hrs
1	Understanding the structure and working of a professional camera view finder, lenses, aperture, iris diaphragm, shutter, light meter	
2	Lenses & types, Depth of Field & Depth of Focus	
3	Photo Composition, elements of photo composition	
4	Techniques of Photo Editing	
5	Essentials of a Press photograph	
	Video and Mobile Journalism (MoJo)	10 hrs
1	Understanding of video camera, its functions.	
2	Understanding of mobile cameras and apps for video recording	
3	Video Editing: types of editing, advanced editing techniques, video effects	
4	Practical	
	Radio and Podcasts	10 hrs
1	Understanding of Radio and FM channels	
2	Workshop on script writing and audition	
	Total Hours	30

Paper : 6 Cultural Heritage of India (Self Learning Course with limited hours of class-room lectures and guidance)		Full Marks 100
Unit No	Topics	No of Hours
	Cultural Heritage of India	6 hrs
1	A must course for all the Bhavans students.	
2	There will be a limited number of lectures to introduce students and class-room guidance. But students have to primarily self-study and learn the subject.	
	Total Hours	6

Continuous Assessments and Evaluation

Examinations and Assessments		
	Internal Assessment (Passing Marks)	60%
1	Viva Voce	50
2	Regularity in Class - Attendance and Punctuality	50
3	Submission of Assignments and Class-Work	50
4	Presentation	50
5	Quizzes	50
6	Debates and Group Discussions	50
7	Workshop Participation (Minimum two to be held in a semester or held outside by other organizations)	50
8	External Event Participation (External workshops, seminars, research papers, publications, blogs and videos etc)	50
		400
	Written Exams (Passing Marks)	40%
1	Written Exam - Paper 1	50
2	Written Exam - Paper 2	50
3	Written Exam - Paper 3	50
4	Written Exam - Paper 4	50
	Written Exam - Paper 5	50
	Written Exam - Paper 6 (CHI)	50
		300
	Total	700

Reference Books

Digital media is a constantly evolving and upgrading subject. Technology changes the way it is consumed, every day. So text-books are good only for basic understanding. Students' skills and acumen will depend mainly on their regular reading about the subject, provided by the faculty.

- Abernathy, Muse Penelope & Sciarrino, JoAnn (2018). The Strategic Digital Media Entrepreneur. Published by John Wiley & Sons; Illustrated edition.
- Thakur, Kiran Dr.; Pandit, Makarand Dr. & Josh, Yogesh Dr. (2022). Fundamentals of Digital Journalism. Published by Vishwakarma Publications
- Idemudia, C. Efosa (2019). Handbook of Research on Social and Organizational Dynamics in the Digital Era. Published by IGI Global
- Bucher, John (2017). Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives. Published by Routledge;
- Puneet Singh Bhatia (2019). Fundamentals of Digital Marketing Pearson
- Ian Dodson (2016). The Art of Digital Marketing Wiley
- Melissa Zimdars, Kembrew Mcleod (2020), Fake News Understanding Media and Misinformation in the Digital Age, MIT Press
- Brian D. Loader, Leah A. Lievrouw, (2020), Routledge Handbook of Digital Media and Communication, Taylor & Francis
- Robert B. Musburger, Gorham Anders Kindem,(2009) Introduction to Media Production The Path to Digital Media Production, Focal Press/Elsevier

- Dynamics of Media Writing - Filak Vincent F.
 - Dynamics of News Reporting and Writing: Filak Vincent F.
 - Beyond News: Stephens Mitchell
 - Newspapers handbook: Reeves Ian
 - History of Indian Journalism: Natarajan j.
 - Inside reporting: A Practical Guide to the craft of journalism - Harrower Tim
 - Mobile First Journalism: Producing News for Social and Interactive Media - Hill Steve
 - Journalism: The essentials of writing and reporting - Morrison James
 - Local journalism in a digital world - Hess Kristy
 - Mojo: The mobile Journalism handbook : How to make broadcast videos with an iPhone or iPad - Burun Ivo
 - Social Media Marketing - Tuten Tracy L.
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