SEMESTER III

PAPER V - NEW MEDIA

Rationale: Andrew L. Shapiro (1999) has argued that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources" (Shapiro cited in Croteau and Hoynes 2003: 322). Today New Media has altered the meaning of geographic distance, allowed for a huge increase in the volume of communication while transforming its nature. It has also provided the possibility of increasing the speed of communication while making it more interactive. And it has allowed forms of communication that were previously separate to overlap and interconnect. Through four units the students would be introduced to New Media & its forms. Scholars such as Douglas Kellner and James Bohman have also argued that new media, and particularly the Internet, provide the potential for a democratic postmodern public sphere, in which citizens can participate in a well informed, non-hierarchical debate pertaining to their social structures. This course will also there introduce the students to various New Media Technologies & their applications, to create & manage online content & how New Media has impacted journalism & Mass Communication. Emphasis will also be laid on Ethical issues and changing role of the communicator. The course is an ideal blend of theory & practice & the students will be encouraged to create & manage communities of social engagement. New Media today is an integral part of the all domains of communication & is informing discourses of engagement globally.
This paper therefore will attempt to give the student a critical understanding of New media tools & building engagement with communities, for corporates & governments & contemporary issues & challenges of a new media practitioner.

Course Objective, Productions & Evaluation:

The students would be encouraged & evaluated on the basis of a written assignment, a project that they undertake for social & community engagement which must include a new media campaign including Web 2.0 tools including social media. They should be able to prepare & run a blog/Web site demonstrating skills of planning, design and the writing in Non Linear and Linear formats & expertise in Visual design & Content management.

Unit 1 Introduction to New Media   8 Lectures

New media- Mapping, Meaning and Characteristics
        Principles of New Media
        The New Media Interface- Cultural interfaces, printed word,
        Cinema
        The User & The Screen- issues of representation & reproduction
        New Media Economy

Unit II Understanding New Media Technologies & Applications   18 Lectures

Introduction to New Media Technologies
Differentiating between Analogue and digital technology
Digitization of media- media convergence
Encoding and compression standards
Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis,
Social Media
Constituents- Facebook, Twitter, Wordpress, Blogger & What to use when
YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare, Skype
Building communities-pages & channels
ICT-scope and role
Introduction to Gaming and counter narratives

Unit III Impact of New Media on Journalism &   14 Lectures
Mass Communication

Characteristics & New roles of Journalists in the Internet age & the Digital Era
Creating &Managing a Blog
Trends in web/online Journalism & Communication
Writing for the screen vs. writing for print
Audience analysis
Content planning
Structure Visual Design
Web page elements
Storytelling structures that work on the Web
Basic Programming for Web Design-HTML

Unit IV New Media Social Engagement and Ethical issues   16 Lectures

Journalism ethics and restraint in new media
Copyright & Legal issues in cyber space
Using social media to engage public
Community Informatics
Activism in Cyber space
ICT's and Gender; ICT and Social Inclusion
Globalization & Emerging Cybercultures

Course Objective, Productions & Evaluation:

1. The students would be encouraged & evaluated on the basis of a written assignment, a project that they undertake for social & community engagement which must include a new media campaign including Web 2.0 tools including social media.
2. They should be able to prepare & run a blog/Web site demonstrating skills of planning, design and the writing in Non Linear and Linear formats & expertise in Visual design & Content management.
3. A short filed trip resulting in the production of a videologue/ exhibition/monograph is also encouraged to an onsite pilot project
4. An enthnographic study of cybercafés is also encouraged to look at how a large part of India accesses the internet through public spaces
5. The students can also be asked to make presentation on an ICT success story and asked to identify new trends in social shaping of new media content

Suggested Reading List:

Essential Readings:

New Media by John v. pavlik (Coulmbia University Press,2001)

Hand Book of New Media by Lievrouw and Livingston, Sage (Student Edition)

Manovich, Lev. (2001) The Language of New Media. MIT Press.

Lister Martin. (2009). New Media – A critical Introduction. Routledge.

Kahn, R and D Kellner, "New Media and Internet Activism: From The Battle of Seattle to Blogging' *New Media & Society*, Vol. 6, No. 1, 87-95 (2004)

Castells, Manual (2004) The Network Society: a cross-cultural perspective, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45)

Why activists cannot afford to neglect the Internet by Arun Mehta from The Public Domain *Sarai Reader 01 (*P 140-146)

Kumar, Keval, Telecommunications and New Media Technology in India: Social and Cultural Implication, Gazette, Volume 54 no 3, pp 267-277, 1995

Further Reading:

Lewis Peter M. and Jones, Susan, " *From the Margins to the Cutting Edge: Community Media and Empowerment"*, (eds.) (2006) Cresskill, NJ: Hampton, 256 pp

Feenberg A. and M. Bakardjieva, (2004)."Virtual community: No killer implication" *New Media and Society* Vol 6 (1): 37-43.

Van Dijk, J. A. G. M. " *The Network Society : Social Aspects of New Media",* Sage Publications, 2005

Jenkins, H. (2008). Convergence Cultures: When New and Old Media Technologies Collide. NYU Press.

Shirkey, C. (2009). Here Comes Everybody: The Power of Organizing Without Organizations. Penguin.

De Certeau, Michel. (2011) The Practice of Everyday Life. University of California Press.

Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Edited by Kevin Kawamoto (Rowman and Lilltlefield Publishers,2003